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This Issue of the journal presents three papers that address a diverse spectrum of fields of research exploring social and behavioural phenomena impacting upon the global business environment. These papers contribute to the pursuit of rigour, robust debate and integrity that the journal aspires to provide.

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The first paper “Violations of Economic Rational Decision Making: the Influence of Framing on the Cognitive Perceptions of Accountants” (Laing, 2016) examined the influence of framing on the cognitive perceptions of accountants to explain violations of rational decision making. Risk behaviour predicted by Prospect Theory was not as expected, in the negative frame, greater risk-avoidance was evident. While in the positive frame greater risk-taking was evident. The predicted outcomes of Image Theory in regards to perception of problem space was also found to be different with the respondent accountants exhibiting a tendency toward a controlled mode within their decision-making process regardless of framing.

The second paper “Social Media: Commentary, Extrapolation and Development of a Mediated Communication Analysis Model” (Laing & Khattab, 2016) is concerned with the development of a model for the evaluation of social medial communication within the fields of public relations and marketing from the theoretical models that assess the effective use of social media used by organisations. The model provides a synthesis of approaches to apply in future research concerned with investigating the use of social media communication to achieve strategic marketing and public relations outcomes from the activities.

The third paper “A Case Study of Organizational Form: Hershey versus Mars” (Patalinghug, 2016) examines and compares the history, growth and structure of two of the world’s largest confectionery makers, Hershey and Mars, to identify the underlying reasons that lead these two companies to choose their current organizational form. The study found that Hershey adopted the industrial-foundation organizational due to the non-distribution constraint in the Hershey Trust Company which prevents dividends (donations) from being redistributed to residual claimants, and Mars had chosen a family-controlled organizational form which benefitted both family and nonfamily shareholders.
References

