

Editor's Note

TMC Academic Journal celebrates 2010 with two new members joining its Academic Advisory Board. They are Associate Professor Murat Çemrek, Selçuk University (Turkey), and Associate Professor Dr. Donald Hsu, Dominican College (USA). Please also join me to welcome new members of the review committee: Ms. Tanzim Afroz from University of Dhaka (Bangladesh), Dr. Joshua Chang from University of Wongllongong (Australia), Dr. Linda Glassop from Deakin University (Australia), Dr. Drita Kruja from Shkodra University (Albani), Dr. Ann Latham from University of Wolverhampton (UK) and Mr. Mehra Nejati from Universiti Sains Malaysia (Malaysia). I hope that under the guidance of the Academic Advisory Board and the Review Committee, TMC Academic Journal will truly become an international journal with a steady increase in the number of worldwide readers and contributors. I also hope TMC Academic Journal can be listed on many more popular academic databases in the very near future.

Unlike other issues, this issue covers articles carrying the essence of “East meets West”, from Australia to Albania, from Turkey to Nigeria, from Bangladesh to India and Vietnam. The journey starts from the discussion of planning in family businesses in Australia by Dr. Glassop and Associate Professor Waddell. Dr. Drita provides us with information about human resource in the context of the hotel industry in Albania. Associate Professor Cemrek makes the journey livelier with a report on globalisation in Turkey, whereas Ms. Le and Mr. Sargent analyse marketing issues in the arts industry in Vietnam. Mr. Ghosh introduces technical and social sub-systems which affect managerial functions in the context of India. Ms. Azof taps on interesting psychological issues of human behaviour in Oedipus complex situations.

TMC Academic Journal always adheres to its stringent peer review process. All submitted manuscripts have to undergo the blind review by at least two reviewers who have vast knowledge in and familiar with their fields. Originality, potential contribution to the literature and future research in particular areas, validity of data, clarity of writing are the key selection criteria for the articles to be published in TMC Academic Journal.

Without the continuous support of the reviewers and advisors, it is impossible for TMC Academic Journal to maintain the academic quality. Therefore, I am thankful to the members of the advisory board who have provided guidance to improve the quality of the journal. My great appreciation goes to all of the reviewers, especially Ms. Tanzim Afroz, Dr. Asoka Balasooriya, Associate Professor Murat Cemrek, Dr. Johnsua Chang, Ms. Manuelita dela Torre Contreras, Dr. Linda Glassop, Dr. Sven Kuenzel, Professor Romeo Lee, Mr. Mehran Nejati, Ms. Nadine Sulkowski and Dr. Mary Quek. Dr. Parisa Rungruang and Mr. Jon Wilson are still the champions in reviewing the manuscripts sent to our journal.

I want to express my thanks to Ms. Dorothy Tan who has tirelessly vetted all accepted manuscripts during the Christmas and New Year holidays to ensure they are free from grammatical and spelling errors and can be published timely. I also want to thank Ms. Jenny for her assistance with the publication of this issue. Finally, I am thankful to the management and the colleagues who have shown interests in the journal and I look forward to receiving your manuscripts.

Dr. Huong Ha

Bio-data of Authors

Ms. Tanzim Afroz is a Lecturer in the Department of Law at the University of Dhaka, Bangladesh. She completed his LL.B. (Honours) in 2004 from the University of Dhaka and came in First Class Second in position. In 2005, she did her LL.M. from the same university and obtained First Class First position in merit. Because of her excellent academic performance, she received three Gold Medals (Dr. Alim Al-Razi Gold Medal, 2005, Fakir Abdul Mannan Memorial Gold Medal, 2005 and Justice Amir Uddin Ahmad Memorial Gold Medal, 2005) from the University of Dhaka. Besides teaching at the University, Ms. Afroz already possesses to her credit a good number of outstanding publications in different national and international academic journals. In the year 2010, she will start her Ph.D. in Law in Macquarie University Australia.

Ms. Idiseemi Apulu is currently a PhD student at the School of Computing and Information Technology, University of Wolverhampton. She holds a BSc in Computer Science from the University of Abuja, Nigeria and an MSc in Strategic Information Technology Management from the University of Wolverhampton, United Kingdom. Her PhD research proposes to develop a model to enhance the adoption of Information and Communication Technology (ICT) in Nigerian Small and Medium Sized Enterprises (SMEs).

Associate Professor Dr. Murat Çemrek is currently teaching in the Department of International Relations at Selçuk University, Turkey. He received his MA and PhD from the Department of Political Science and Public Administration at Bilkent University, Turkey, from which he was awarded with full scholarship during his MA and PhD. He taught at Bilkent University and International Ataturk Alatoo University, Kyrgyzstan. He completed his post-doctoral study as a junior fellow in the Collegium Budapest: Institute for Advanced Study, Hungary. His research appeared in several refereed journal and encyclopedia articles and book chapters. He also attended many national and international conferences and summer schools. He received numerous research and travel grants from various institutions. Besides serving as a referee, he is either in editorial or advisory boards of several academic journals, scientific associations and civil society organisations. He also executes various administrative posts as Vice Chair, Erasmus and Farabi Coordinators of the Department in addition to his membership within the Strategic Planning Board of the University. He is the founder of e-Network of Academia in Social Sciences (e-NASS) and Global Policies Research Center (GLOPOL). His recent research interests include globalisation, Middle East, Central Asia and Caucasus.

Mr. Koustab Ghosh is presently working as an Assistant Professor in the area of organisation behaviour and human resource management at Calcutta Business School, India. He is soon going to be awarded Ph.D. from Vinod Gupta School of Management (VGSOM), Indian Institute of Technology, Kharagpur, India. He has formal Management Education background with specialisation in organisation behaviour and human resource management from Bengal Engineering and Science University, and completed his graduation in commerce from St. Xavier's College, Calcutta. His areas of academic interest include team building, leadership, organisation design and structure, change and organisation development, organisational effectiveness and socio-technical integration. He has worked on various academic assignments and industrial projects with a number of organisations including the Indian Council of Social Science Research (ICSSR). He

has also conducted a number of executive training programmes for various private and public sector organisations like Gas Authority of India, Hindusthan Aeronautics, CMC, Tata Power, Engineers India Ltd., IFFCO, Oriental Bank of Commerce, LG Electronics and so. He has published a number of academic papers in journals of national and international repute. He has also contributed and presented papers at various National Level Seminars including IIM Ahmedabad, XLRI, IIM Indore, and IIM Kozhikode. He has been invited to teach courses on organisational behaviour at S.P. Jain Institute of Management Research, Mumbai, and Symbiosis Institute for HRD, Pune. He has been into industry and academia since the last 7 years.

Dr. Linda Glassop is a Senior Lecturer in Management and HR Programs in the School of Management and Marketing at Deakin University, Melbourne, Australia. Linda lectures in Organisational Behaviour and Organisational Theory. Prior to this, Linda spent some twenty years in the industry, working with multi-national corporations in a variety of management areas including business operations, business strategy, marketing, process reengineering, information systems, quality management and managing change. Linda moved into an academic career fifteen years ago, and has taught undergraduate and post-graduate students for nine Australian universities. Originally trained as an Accountant, Linda completed a Master of Business Administration (MBA, Macquarie) in 1992, a Graduate Certificate in Higher Education (GradCertHEd, UNSW) in 1999, a Master of Philosophy in Commerce (MPhil, ANU) in 2000, and a Doctorate on the nature of change in 2007 (PhD, Deakin). Linda is the author of the book *Rethinking Causality: pattern as the science of change* (Heidelberg Press, 2007), co-editor of the book *Managing the Family Business* (Heidelberg Press, 2005) and author of the book *The Road to Quality: Turning Effort into Reward* (Prentice Hall, 1995).

Dr. Drita Kruja finished graduate and postgraduate studies at the Faculty of Economics in Tirana, Albania. She has carried out many qualifications and scientific research at the University of Bologna and Firenze in Italy; University of Social sciences of Roskilde, Denmark; University of Applied sciences in Bocholt and Eberswalde, Germany, etc. She has lectured as a visiting professor at Economics University, Prague, Czech Republic and Corvinus University of Budapest, Hungary. She has worked as a consultant for the Municipality of Shkodra during the preparation of the Economic Development Strategy and freelance consultant for several ONG that operate in tourism field. As a team leader and a team member she has worked on a number of projects at the local, national and international levels. Currently, she is the Head of Tourism Department and Head of Administrative Council at University of Shkodra, Albania. She is involved in a wide area of academic and scientific activities including publishing activity, participation at international and national conferences, which are mainly related to tourism issues.

Dr. Ann Latham is an Associate Dean in the School of Computing and Information Technology at University of Wolverhampton, UK. She received her PhD from the University of Warwick. Dr Latham has carried out considerable research into the needs of the IT industry, studying the impact on the skills and knowledge required. Her current research interests include the use of IS/IT in business and IS/IT strategic planning.

Dr. Huong Le is a Research Fellow in the School of Management and Marketing, Deakin University. Huong obtained her PhD from the University of Sydney which investigated changes in socio-economic conditions, cultural policies and their effects on artistic activities, leadership and management in performing arts organisations in Vietnam and Australia. Huong has published internationally in the fields of arts

management, arts marketing and cultural policy in Vietnam. She has conducted research and consultancies on the economic position of artists from non-English speaking backgrounds in Western Australia, audience development, social inclusion tourism and the arts.

Professor Ted Oelfke has over 40 years of experience in the hospitality industry. He spent 25 years in the United States Air Force where he was a specialist in the hospitality industry. His foodservice operations were twice selected as best in the Air Force by the National Restaurant Association as the Hennessy award winner. Some of his other assignments included instructor in hospitality topics at the Air Force Institute of Technology and hospitality inspector for the office of Air Force Inspector General where he was selected as the Company Grade Officer of the Year. Retiring in 1998 as a Major, Professor Oelfke sought to put his then 30 years of industry experience and quality management principles into practice as an educator. Professor Oelfke holds a masters degree from Florida International University in Hotel and Restaurant management, a bachelor's degree in business from Troy State University and an Associate degree in restaurant management from the Air Force Institute of Technology. Professor Oelfke currently serves as the Department Chair for Hospitality and Culinary Arts at Sandhills Community College in Pinehurst North Carolina where he has responsibility for five degree programs with over two hundred students. Under his guidance, enrolment has increased over 500% since 1998 while course offerings have increased from six to over 50. Professor Oelfke holds three professional certifications (Foodservice Management Professional, Certified Foodservice Executive and Certified Hospitality Educator).

Mr. Jason Sargent has a broad research background in information systems, management and education. He has published internationally on topics as diverse as the use of technology frameworks by humanitarian relief organisations during refugee crises, web marketing by regional tourism organisations, and cultural awareness in blended learning as a key to improving teaching practice. He has been employed as a researcher and project manager on a 3-year Australian Research Council (ARC) Linkage grant investigating the adoption of personal digital assistants as mobile ambulatory care information systems. His most recent academic role was a lecturer and coordinator of Business Communication in the School of Management and Marketing, Deakin University, where he taught the largest single cohort of students at the University.

Dr. Dianne Waddell is the Associate Dean (Teaching and Learning) and Associate Professor in Management with the School of Management and Marketing at Deakin University, Melbourne, Australia. Dianne is responsible for the development, implementation and evaluation of postgraduate and undergraduate courses and has taught in the areas of Quality Management, Change Management and Strategic Management. She holds a PhD (Monash), Master of Education Administration (Melbourne), Bachelor of Education (Melbourne) and Bachelor of Arts (La Trobe). Dianne has published and presented many papers on 'resistance to change', 'leadership', 'e-business', 'quality management', 'family business' and 'forecasting for managers'. Her publications include five books, *Contemporary Management* (McGraw Hill), *Organisation Development and Change* (Nelson-Thomson Learning), *E-Business in Australia: Concepts and Cases* (Pearson Publishing), *Managing the Family Business* (Heidelberg Press) and *E-Business Innovation and Change Management* (IDEA Publishing). Dianne has taught in both public and private education sectors for many years and has been presenting specifically designed industry-based courses. Dianne is a Fellow of the Australian Organisation for Quality (AOQ).

Bio-data of Reviewers

Ms. Tanzim Afroz is a Lecturer in the Department of Law at the University of Dhaka, Bangladesh. She completed his LL.B. (Honours) in 2004 from the University of Dhaka and came in First Class Second in position. In 2005, she did her LL.M. from the same university and obtained First Class First position in merit. Because of her excellent academic performance, she received three Gold Medals (Dr. Alim Al-Razi Gold Medal, 2005, Fakir Abdul Mannan Memorial Gold Medal, 2005 and Justice Amir Uddin Ahmad Memorial Gold Medal, 2005) from the University of Dhaka. Besides teaching at the University, Ms. Afroz already possesses to her credit a good number of outstanding publications in different national and international academic journals. In the year 2010, she will start her Ph.D. in Law in Macquarie University Australia.

Dr. Asoka F. Balasooriya is currently working in the Australian Public Sector. She completed her PhD at Monash University in 2007 on liberalization of the telecommunications sector and regulatory arrangements in Sri Lanka. Prior to migrating to Australia, she was a member of Sri Lankan civil service and has completed 20 years of service. Her research interests include: public administration and public policy, governance and strategic management issues.

Associate Professor Dr. Murat Çemrek is currently teaching in the Department of International Relations at Selçuk University, Turkey. He received his MA and PhD from the Department of Political Science and Public Administration at Bilkent University, Turkey, from which he was awarded with full scholarship during his MA and PhD. He taught at Bilkent University and International Ataturk Alatoo University, Kyrgysstan. He completed his post-doctoral study as a junior fellow in the Collegium Budapest: Institute for Advanced Study, Hungary. His research appeared in several refereed journal and encyclopedia articles and book chapters. He also attended many national and international conferences and summer schools. He received numerous research and travel grants from various institutions. Besides serving as a referee, he is either in editorial or advisory boards of several academic journals, scientific associations and civil society organisations. He also executes various administrative posts as Vice Chair, Erasmus and Farabi Coordinators of the Department in addition to his membership within the Strategic Planning Board of the University. He is the founder of e-Network of Academia in Social Sciences (e-NASS) and Global Policies Research Center (GLOPOL). His recent research interests include globalisation, Middle East, Central Asia and Caucasus.

Dr. Joshua Chang graduated from the University of Canberra with a Doctorate in Internet Marketing (with distinction). He is a consulting partner with SOL Management Consulting, and has an international profile that includes the start-up and management of online businesses including a stock investment forum that was mentioned in the Wall Street Journal and attracted business from corporations such as the Financial Times, Ernst & Young, and Ericsson. He is the editor-in-chief of the Journal of Internet Business, and has published and presented internationally.

Ms. Manuelita dela Torre Contreras finished her Bachelor Degree in Journalism from the University of the Philippines in Manila and her Master of Mass Communication from Nanyang Technological University in Singapore. She is a contributing writer of the book *Philippine Communication Today* and co-presented a paper at the 15th *Asian Media*

Information and Communication Centre (AMIC) annual conference held in Penang, Malaysia (2006). She is currently working full-time as a financial journalist based in Singapore.

Dr. Linda Glassop is a Senior Lecturer in Management and HR Programs in the School of Management and Marketing at Deakin University, Melbourne, Australia. Linda lectures in Organisational Behaviour and Organisational Theory. Prior to this, Linda spent some twenty years in the industry, working with multi-national corporations in a variety of management areas including business operations, business strategy, marketing, process reengineering, information systems, quality management and managing change. Linda moved into an academic career fifteen years ago, and has taught undergraduate and post-graduate students for nine Australian universities. Originally trained as an Accountant, Linda completed a Master of Business Administration (MBA, Macquarie) in 1992, a Graduate Certificate in Higher Education (GradCertHEd, UNSW) in 1999, a Master of Philosophy in Commerce (MPhil, ANU) in 2000, and a Doctorate on the nature of change in 2007 (PhD, Deakin). Linda is the author of the book *Rethinking Causality: pattern as the science of change* (Heidelberg Press, 2007), co-editor of the book *Managing the Family Business* (Heidelberg Press, 2005) and author of the book *The Road to Quality: Turning Effort into Reward* (Prentice Hall, 1995).

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Dr. Sven Kuenzel (PhD) is a Senior Lecturer in Marketing. His teaching covers research methods, relationship marketing and marketing communications at both under-graduate and postgraduate levels. Sven also acts as a supervisor to a number of PhD students. His main research interests are in relationship marketing, consumer behaviour and multivariate data analysis. He has received the prestigious Alfred-Geradi Award (1st Place) from the German Direct Marketing Association for his PhD thesis. He publishes a range of journals, including the *Journal of Product & Brand Management*, *Managerial Auditing Journal*, *Service Industries Journal*, *Marketing Review*, and *International Journal of Nonprofit and Voluntary Sector Marketing*. Prior to working as an academia, he was a consultant for a major strategic management consultancy. His previous clients include *House of Fraser*, *The Mueller Group*, *Saab*, *Procter & Gamble*, *Churchill*, *Kraft Foods* and *General Motors*.

Professor Romeo Lee holds a doctorate degree in demography from the Australian National University. A Filipino, he has been attached with the Behavioural Sciences Department of De La Salle University-Manila for more than a dozen years now, teaching undergraduate and graduate courses on gender, population studies and introductory

Sociology. His research interest revolves around men and their health and non-health-related issues. He has undertaken research and published articles on men's issues involving such topics as sexual behaviour patterns and change, penile enhancement practices, domestic violence and family planning, among others. Romeo has recently completed a third book on the broader contexts of men's sexual behaviour change, highlighting their implications for AIDS behavioural research and prevention.

Mr. Mehran Nejati is a PhD scholar in the School of Management at Universiti Sains Malaysia (USM). He is one of the editors of International Journal of Global Business and Management Research and a member of the editorial board of several International journals. His main areas of expertise include Corporate Social Responsibility, Business Ethics and Performance Management.

Dr. Parisa Rungruang received her PhD degree in Human Resource Management from Monash University, Australia. Currently, she teaches Management, Organisational Behaviour and Human Resource Management at the College of Management, Mahidol University, in Thailand. Her research interests include organisational commitment, organisational support, organisational justice and employee satisfaction.

Ms. Nadine Sulkowski is the Director of Studies of the International Learning Partnership Programme at the University of Gloucestershire, UK, and is responsible for overseeing the academic health of Business programmes delivered by overseas partners. After completing her M.Sc. in International Hotel & Tourism Management at Oxford Brookes University, Nadine held a position as an undergraduate programme manager at IIMT, a partner of Oxford Brookes in India, and has been a frequent visiting lecturer to the International School of Management in Germany. Her academic interests centre on resort and spa management and the competitive strategies of tourism firms. She currently researches negotiation processes within the resort and tourism industry. Inspired by her experience in teaching students from diverse cultural backgrounds, Nadine is also actively involved in researching the influence of culture on students' approaches to learning and teaching.

Dr. Mary Quek is a Senior Lecturer in Hospitality Management in the Business School of University of Hertfordshire, UK. She gained her Bachelor Degree from National University of Singapore, and her Master Degree in International Tourism and Hospitality Management and Doctorate Degree from Oxford Brookes University (UK). She worked in the service industry for more than 10 years in Singapore and USA. Her research interest is in the area of Business History and in a selection of UK hotel companies.

Mr. Jon A. J. Wilson is a Senior Lecturer in Advertising and Marketing Communications, at the University of Greenwich, UK. Lecturing to undergraduates, postgraduates and marketing professionals, Jon's research areas focus on branding, cross-culture, management, consumer behaviour and marketing communications. Jon holds a degree in Chemistry and an MBA, both from the University of Dundee, Scotland. With over ten years of practitioner experience in magazine print media, online, advertising and marketing communications, Jon previously held full-time positions at Emap Advertising (now Bauer Media) and the Haymarket Media Group. His consultancy work spans across the commercial, sports, music, education and not-for-profit sectors.