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The Semi-Annual Scholarly Journal of the
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PRELIMINARY RESEARCH OF AVATAR MARKETING: THE IMPACT ON FIRM FINANCIAL PERFORMANCE

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ABSTRACT

As the generations change, methods and technology used to influence consumer behavior must change. The purpose of this research is to discuss the impact of avatar marketing on the purchasing decisions made by consumers. Daily stock market prices of organizations that utilize avatar marketing will be gathered to compare and identify the change in stock market prices two months before implementing avatar marketing and two months after executing the avatar marketing strategy. The findings based on 2,760 data points indicate a significant effect that avatar marketing may have upon daily stock market prices of firms utilizing this type of advertising medium.

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TEN STOCKS ARE ENOUGH IN ASIA TO REMOVE UNSYSTEMATIC RISK

Andrew Stotz, University of Science and Technology of China
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ABSTRACT

This paper looks across 13,000 stocks in Asia excluding Japan over 10 years to determine the optimum number an active manager should hold to reduce unsystematic risk. The authors randomly select stocks for inclusion in equally weighted portfolios that are held for one year and then are reselected based on the New Year's universe. Ten stocks removed 64% of unsystematic risk and, after this, the marginal impact reduces significantly. An additional 10 stocks will only take this number to 74%, but will drive the active fund's performance closer to that of a passive fund.

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THE USE OF EMPLOYERS' EVALUATION OF THE INTERNSHIP EXPERIENCE AS A MEASURE OF COMPETENCY AND INSTITUTIONAL QUALITY CONTROL: THE TENTH YEAR REVIEW

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ABSTRACT

In 2006 the authors implemented an innovative approach to measure student outcomes using employer evaluations of the internship / cooperative "on the job" performance of students. The attributes evaluated by employers are linked to curriculum. Hence, aggregated results of these success related attributes can also indicate the success or failure of the institution to provide relevant business skills and competencies. The quality control approach is an adaptation of the Quality Function Deployment (QFD) model and a powerful unbiased externally based assessment mechanism that can indicate the educational delivery system's success and or where emphasis can be added to further align curriculum with student career objectives. See Credle, Beale & Bellinger (2006). To illustrate the model, a sample of 76 student interns employed during the 2003 and 2004 academic year were assessed against 11 performance attributes deemed important for professional success. We then compare these 11 attributes to the cumulative average evaluations over a 10 year period ending in 2014. The results indicate that most students performed at a high level on internships and the aggregated data indicated that all attributes were scored greater than 80 percent with the exception of the leadership attribute. Students recorded their worst scores during the financial meltdown in 2008-09. The data also indicates that the School has done an outstanding job in the development of soft skills such as teamwork and the importance of being on time. The analysis also indicates that the average student scores have increased over the years and that graduate students scored at a higher level than undergraduate students. The model is presented as an approach that can be employed by universities to assess the achievement of school-wide learning objectives consistent with student career aspirations, accreditation standards and corporate or firm's desired new hire competencies.

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THE STATUS REPORT OF THE JOURNAL OF BUSINESS AND FINANCE RESEARCH (JBFR)

Sid Howard Credle, Editor
Sharad Maheshwari, Associate Editor
Ruby L. Beale, Associate Editor

ABSTRACT

The following discussion traces the history and current status of the Journal of Business and Finance (JBFR). Among other things the Journal has had 61 submissions of peer review papers with 34 published documents for a publication percentage rate of 56%. Most papers were published between 9 and 18 months. Twenty- four schools and firms were represented by 37 peer reviewed papers (including 3 reprints). With this printing the JBFR celebrates its fifth year anniversary issue.

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THE CHANGING INFLUENCE OF UNDERWRITER PRESTIGE ON INITIAL PUBLIC OFFERINGS

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Abstract

Existing research finds that underwriter prestige is related to underpricing among initial public offerings. However, the relation is not stable through time. This study finds that the relation changed from negative to positive in 1993. When the sample is divided by level of underwriter prestige, underpricing by high-prestige underwriters exceeded underpricing by low-prestige underwriters for 18 of 20 years following 1993. The difference in underpricing between high- and low-prestige underwriters peaked in 1999 but continued after the market correction in 2000. High-prestige underwriters are responsible for the shift in underpricing that occurred in 1993.

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