



EDITORIAL

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Few things can be more exciting than looking at a tiny leaf emerging from the earth, when it has been us who planted the seed and carefully watered the soil for a long time : as a self-governed community of scholars, we are extremely pleased to present this Global Journal of Strategies & Governance's issue, which is the result of high esteemed researchers' shared effort to provide the strategies and governance with a tool to present the world what we all consider to be relevant contributions to human knowledge, most of which have been proudly generated from our research work, over years of dedicated effort; other works admitted and presented in the GJSG come from highly recognized worldwide academicians' and scientists' research work at several institutions or research centers independent of the review, and have been selected to be published in the Global Journal of Strategies & Governance as our humble recognition to these scholars' contribution to human kind's progress.

I want to warmly thank and congratulate our editorial body's superb effort on careful detailed selection of the works published in this issue from over thousand research works received since the beginning. This has been an extremely hard task, especially as many other works also deserved this distinction; nevertheless, knowing about the supreme quality of researchers' and faculties' minds, all of them who know the secret, will agree with Albert Einstein's words: "In light of knowledge attained, the happy achievement seems almost a matter of course, and any intelligent student can grasp it without too much trouble. But the years of anxious searching in the dark, with their intense longing, their alterations of confidence and exhaustion and the final emergence into the light -- only those who have experienced it can understand it."

Introducing the volume is a methodological paper. Walter G. Amedzro St-Hilaire, Ph.D (HEC Montreal & ENAP Québec - Canada) describes the contexts of using measures of reliability and validity in management while specifying how these measures can

enhance the results of studies that have a strong prescriptive component. Also, it is a synthetic study of strengths, weaknesses, and appropriateness of the correlation, surveys (survey research) and experimentation, which shows that measuring validity and fidelity is required for qualitative and quantitative researches to enhance their performance. Hence, the validity depends not only on the search process but also the context in which the research is conducted.

From a more local point of view, the second article (Dr Krishna Reddy, Pr Stuart Locke and Pr Frank Scrimgeour from Department of Finance, Waikato Management School - University of Waikato - Hamilton, New Zealand) investigates the effectiveness of self-regulatory principle-based initiatives on corporate governance in prompting better governance in listed companies. To address the above questions, are used both the OLS regression and Seemingly Unrelated Regression (SUR) methods of analysis. First, the findings of this research have appropriate support for companies and industries to develop governance structures that are reflective of their specific characteristics, will lead to better governance practices in the future and minimise compliance costs. Second, information and education is required for both companies and investors regarding the workings of principle-based guidelines. Third, training of would-be directors on directorship processes and the review of director remuneration to reflect risks and responsibilities has the potential to improve the supply of more skilled independent directors.

The third paper (Kazemiyeh Abo Hamidi – Azad University Branch Ahvaz -Hassan Jorfi & Saeid Jorfi - University of Technology Malaysia, Johor Baharu, Malaysia) notes that Emotional intelligence is essential factor responsible for determining success in life and psychological wellbeing seems to play an important role in shaping the interaction between managers and employees in their work environment. This paper explores how emotional intelligence manager and employee are influenced by performance. Today's environment is global and very complex, and the association between emotional intelligence and performance in establishments remains an important area of worry for managers and employees' globally. The findings of the study indicate that emotional intelligence has an impact on the performance level of the managers and employees.

In the fourth article, Pr Shadi Abouzeid's & Pr Susan Zeidan's, from School of Business Administration - American University in Dubai –, working assumption is that the increased competition in today's markets and the GCC countries' long term plans of sustainability are putting pressure on organizations to adopt different process improvement strategies. In the paper, are introduced, Six Sigma, its benefits and its methodology, DMAIC. Is then introduced I.M.A.G.E.S, which is a modified version of the DMAIC methodology designed specifically for projects conducted within the GCC countries. Finally, are demonstrated the benefits attained by the use of the I.M.A.G.E.S methodology by discussing its application through a Meat and Poultry Factory case study.

In the fifth paper, Pr Ahmad Jafari Samimi - University of Mazandaran - empirically investigates the effect of fiscal decentralization on the level of corruption in some developing countries. The empirical analysis is based on data from a sample of twenty-eight developing countries for the period 2002-2008. The results of estimating regression models using Generalized Least Squares (GLS) method did not support that higher fiscal decentralization can lower corruption in the countries under consideration as well low income countries. However, for the case of middle or high income countries, our findings indicate the negative impact of decentralization on corruption. Therefore, it is suggested that for low income countries other policy tools be required in order to alleviate the detrimental impact of corruptions

The sixth article's author Dr. Ram N. Roy - Eastern Institute of Technology - Napier, New Zealand, postulates that Supply chain management brings together and balances the end to end activities of a business from raw material and other inputs, through value added processes, to product or service delivery to the end customer. Tight trading conditions globally have amplified the needs, the benefits, and the risks of imbalances of capacity, supply and demand. This paper is based on a research project initiated by a regional developmental agency of New Zealand. Efforts have been made to complete a supply chain mapping project to assess risks

and potential benefits for some regional companies. Paper suggests systematic approaches and tools for mapping supply chains to gain competitive advantage over competitors.

Finally, the seventh and last article (Dr I. Yalim Ozdinc - Whitireia New Zealand) examines the influences of various organisational response cases against a negative event on consumer brand associations (CBA). Intensity of, and the differences between CBA with the flag carrier in commercial airline industry in a Mediterranean country are measured aperiodically over a seven month period for four real-case situations. Findings, on a 9-point scale (1 = low, 9 = high), show evidence that the no-reaction case has a significant abating effect on CBA ($M_{\text{no reaction}} = 4.64$); even far south of the case of negative event occurrence itself ($M_{\text{negative event}} = 7.04$). The corrective-action case; on the other hand, seems to benefit the service company encountering negative event, the most ($M_{\text{corrective action}} = 6.38$). Yet, a corrective response does not fully retrieve the once-damaged CBA ($M_{\text{existing}} = 7.47$).

I sincerely think that because global research have to face new realities, our biggest challenge today lies in managing diversity and bridging disparities for our own survival.

The world is changing Global Journal of Strategies and Governance's priorities also!

The editor

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