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EDITORIAL

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The world is changing at a fast pace, challenging us to reflect on the present puzzle and think on the earth we want to build for future generations. Globalization has triggered high levels of intertwined economies never seen before. Population growth in emerging markets and aging population in developed countries is putting pressure on energy consumption and social benefits. Depletion of natural resources is causing extra concerns to an already complex macro environment we have to deal with.

And so, nowadays, technology revolution, namely information and communication technologies have been at the forefront of development and caused an unintended consequence: organization empowerment. Strategies & Governance have experienced the need of going beyond models in order to cater for decision making. The dynamism of markets and competition have demanded a cross-fertilization approach between first-time governance, repeat administration, lobbying and strategies, just to name a few. Web 2.0 (social networks, blogs, wikis, video sharing) is giving rise to a new governance, more aware of the alternatives, expecting firms to play an social strategies, using e-Word Of Mouth either to recommend brands, products, services etc…

The Global Journal of Strategies & Governance, is proud to host in this context, the Annual volume that also marks the 20th anniversary of our dynamic and forward looking review. A total of 1087 papers were submitted for the competitive tracks in 2013. This is a record breaking number over the forty years of GJSG history showing how the review is perceived as a premier outlet for academic research in our area. Out of the 1087 submitted papers 356 were accepted into 6 conference tracks, and 6 for publication in the Global Journal of Strategies & Governance deriving an acceptance rate of just 8%. This is indeed tough competition for an author to get a paper into our publication panels, considering the standards of international conferences.

Introducing the volume, Prof. Thomas Lee' key factors to success. The topic concerns the risks and recommendations of the financial market. Thomas Lee, currently in Beijing but living in Australia, has gained a wealth of experience in the financial market, dealing with foreign exchange, derivatives, capital markets and prime broking for over 30 years. He moved to Australia in 2002, worked in CFD trading and also for a numerous international banks and financial services companies as a senior manager. He is currently Joint CEO of Multibank Australia Pty Ltd. The paper the success depends on 3 key factors. The first one is the personal character, the second one is how much you know about the market and, the third one is risk management.

For example your personal character depends on whether you are a flexible person or not. In the financial market, different from the stock market where there are more long term investments, people don't hold on the investments for a long time, and this is the reason why people have to be flexible. If you stay on your investment for a long time, it means that if you are wrong, you lose your money faster and quicker than in the stock market. In the FX, the currency market, with 10 thousand dollars you can buy one million investments, so your risk is expended by the leverage a hundred times. If the market moves 1%, you are losing 100%. Easily in the FX market if move 1% a day, you lose all your money. That's why to trade in this financial market, which we call leverage market, you need to be flexible and you have to exercise in the risk management. What about risk management, the third factor of success that the article mentioned? So the best way to control this risk is to put a stop loss on all your investment. A lot of the investors, especially the Chinese ones, didn't stop their loss, this is why they lost a lot of money. You have to make sure that whatever you do, your profit is always higher than your loss. If you lose 100 dollars, your target is to make 200 dollars every time you do the trade. Unfortunately, and I know the market because I have been in this market for a long time, things go in another way. When they make 50 dollars they happily take the profits, but when they start losing 10, 50, 100 dollars they prefer waiting a little bit more, but why? I think that this is a factor that comes from experience.

The second article discusses of the original equation of Friedman's income quantity theory of money, by questioning and analyzing the two assumptions suggested by Friedman. In this paper, Drs Yan Huqin (Information Department of Xiamen National Accounting) & Yan Kejial (Business School of Queensland University of Technology, Australia) suggests that the velocity of money should be treated as a variable but not as a constant. When the velocity of money is treated as a variable, a concept of marginal rate of the velocity of money is introduced into the income quantity equation of money. Then a dynamic discrete income quantity equation of money is created, which is suitable for both of the situations of including or not including Friedman's two assumptions. Based on the data of Money M2 from China and Money M3 from the U.S. during year 1978-2010, the empirical analysis results have approved that the dynamic discrete income quantity equation of money is suitable for both countries.

With Jesper Grosen Jensen, Head of Corner Trader, the paper three addresses the accessibility and Reliability for traders and investors - In 2012, Corner Banca SA created a new operational area called CornèrTrader. What is the mission of this structure? For traders and investors, CornèrTrader is the fast and secure gateway to the world's financial markets, offering personalized services and the unique combination of more than 60 years' experience, Swiss Private Bank trust and an award-winning, online multiproduct trading platform. How the Swiss Economic scenario reflects on your choice to be based in Lugano? It have other branch offices in Switzerland, Luxembourg and Bahamas.... Cornèr Bank is headquartered in Lugano. It have established a strong local presence and feel proud that we are considered a strong financial partner with the local businesses and population. CornèrTrader has been headquarted in Zürich, mostly because of the international nature of the business. It is easier to find the experienced Account Executives, required for offering the service we will be providing to clients, differentiating from our peers who mostly offer execution only without the personal service. What is the Trading Online offering? the online trading platform, CornèrTrader, belongs to the latest generation of software where technology, safety and variety of tradable instruments allows the investor to achieve higher reliability, as well as the peace of mind of having funds deposited in the second largest private bank in Switzerland in terms of market capitalization, with a tier 1 ratio of 24.1%. Through CornèrTrader, the investor can trade shares from 29 different Stock Exchanges, more than 160 FX crosses, all major international contracts Futures, CFDs, Options, ETFs and more, all this benefiting from a very competitive commission structure. The platform is very versatile and fully customizable, thus allowing both the retails and the institutional customer to work with a professional edge, viewing its financial situation in an intuitive and quick account summary. CornèrTrader is available for Windows, Mac, IPad and smartphones via a mobile interface, so there are no restrictions in terms of technology platforms. In addition, clients trading through the platform have access to a full range of financial services offered by Cornèr Bank, including Private Banking, Credit Dep., Trade Finance, Credit Cards and so on. In this way, within the same hat the investor has the advantage of having access to the entire range of services that you can get in the world of Banking and Finance.

A qualitative analysis of the inclusive leadership style practiced by SME directors in The Netherlands is the title of the article four. In this paper, Olga V. MISSIOURA, LLM/MA from the Nyenrode Business University, outlines the details of an empirical study into the perceptions of Small to Medium-sized Enterprise (SME) Directors regarding the concept of leadership and the interpretation of this concept in the light of a contrast analysis. This study can be described as an exploratory study, consisting of qualitative in-depth interviews that were conducted with nineteen directors of SME's. Inclusive Leadership (IL) in the SME sector is situational leadership that is dependent upon the context and the needs of the followers in accordance with the context and results, for the highest levels of efficacy and efficiency. Contrary to the interpretation of the concept of IL by Hollander, who placed a bridge between the two) leadership styles (transformational/transactional), in the setting of a small to medium-sized enterprise in The Netherlands, IL represents a bridge between the all represent leadership styles. According to the Charismatic Theory, IL forms, depends on the context/situation, a flexible bridge between charismatic, transactional, autocratic and laissez-faire leadership styles.

In the fifth article, Linda K. Chartres - RMIT University - School of Property, Construction Project Management, Melbourne, Australia, investigates why franchise as strategy in real estate agency sector. This Australian residential $9.0 billion in revenue economy. In detailing this, the independently owned and mostly locally operated real estate businesses are moving to a franchising format as the "diverging particularly well with the service oriented customer nature of the residential real estate agencies. This research examines the franchise concept and benefits for different real estate agency stakeholders. Bound together in a contractual agreement, the franchisor and franchisee form a strategic alliance or partnership stemming from the versatile franchising format which enables entrepreneurs (franchisors) to expand and develop their burgeoning businesses and provides the franchisee with greater incentives than otherwise gained from being a direct employee due to the ability to have a direct stake in the business. In acknowledging this, the franchise model creates ongoing issues with confidentiality, fee structures and under-investment.

The sixth article' - Avoiding a New American Recession - by Martin Feldstein (Professor of Economics at Harvard University and President Emeritus of the National Bureau of Economic Research. He chaired President Ronald Reagan's Council of Economic Advisers from 1982-1984, and is currently a member of the President's Council on Jobs and Competitiveness, as well as a member of the board of directors of the Council on Foreign Relations, the Trilateral Commission, and the National Committee on United States-China Relations), postulates that The United States may be headed for a recession in 2013. Even if the country avoids going over the "fiscal cliff," a poorly designed political compromise that cuts the deficit too quickly could push an already weak economy into recession. But a gradual phase-in of an overall cap on tax deductions and exclusions (so-called tax expenditures), combined with reform of entitlement spending, could achieve the long-run fiscal consolidation that America needs without risking a new recession. The US economy has been limping along with a growth rate of less than 2% during the past year, with similarly dim prospects in 2013, even without the shock of the fiscal cliff. That is much too weak a pace of expansion to tolerate the fiscal cliff's increase in tax rates and spending cuts, which would reduce demand by a total of $600 billion – about 4% of GDP – next year, and by larger sums in subsequent years. The President's proposed alternative to the fiscal cliff would substantially increase tax rates and limit tax deductions for the top 2% of earners, who now pay more than 45% of total federal personal-income taxes. His budget would also increase taxes on corporations, and would end the current payroll-tax "holiday," imposing an additional 2% tax on all wage earners. Together, these changes could lower total demand by nearly 2% of GDP. And the higher marginal tax rates would reduce incentives to work and to invest, further impeding economic activity. All of that could be fateful for an economy that is still struggling to sustain a growth rate of less than 2%. The Congressional Budget Office and the Federal Reserve predict that going over the fiscal cliff would cause a recession in 2013, with Fed Chairman Ben Bernanke recently saying that the Fed would be unable to offset the adverse effect on the economy. He could have said the same thing about the fiscal drag that would be created by President's budget proposal. Although Congressional Republicans rightly object to raising tax rates, they appear willing to raise revenue through tax reform if that is part of a deal that also includes reductions in the long-run cost of the major entitlement programs, Medicare and Social Security. Although some Republicans would like to see revenue increased only by stimulating faster economic growth, that cannot be achieved without the reductions in marginal tax rates and improvements in corporate taxation that the Democrats are unlikely to accept. Raising revenue through tax reform will have to mean reducing the special deductions and exclusions that now lower tax receipts. The potential recession risk of a budget deal can be avoided by phasing in the base-broadening that is used to raise revenue. A desirable way to broaden the tax base would be to put an overall cap on the amount of tax reduction that each taxpayer can achieve through deductions and exclusions. Such an overall cap would allow each taxpayer to retain all of his existing deductions and exclusions but would limit the amount by which he could reduce his tax liability in this way. An overall cap would also cause many individuals who now itemize deductions to shift to the standard deduction – implying significant simplification in record-keeping and thus an improvement in incentives. A cap on the tax reductions derived from tax expenditures that is equal to 2% of each individual's adjusted gross income would raise more than $200 billion in 2013 if applied to all of the current deductions and to the exclusions for municipal-bond interest and employer-paid health insurance. Even if the full deduction for charitable gifts is preserved and only high-value health insurance is regarded as a tax expenditure, the extra revenue in 2013 would be about $150 billion. Over a decade, that implies nearly $2 trillion in additional revenue without any increase in tax rates from today's levels. Extra revenue of $150 billion in 2013 would be 1% of GDP, and could be too much for the economy to swallow, particularly if combined with reductions in government spending and a rise in the payroll tax. But the same basic framework could be used by starting with a higher cap and gradually reducing it over several years. A 5% cap on the tax-expenditure benefits would raise only $75 billion in 2013, about 0.5% of GDP; but the cap could be reduced from 5% to 2% over the next few years, raising substantially more revenue when the economy is stronger. Slowing the growth of government spending for Medicare and Social Security is necessary to prevent a long-term explosion of the national debt or dramatic increases in personal tax rates. Those changes should also be phased in gradually to protect beneficiaries and avoid an economic downturn. America's national debt has more than doubled in the past five years, and is set to rise to more than 100% of GDP over the next decade unless changes in spending and taxes are implemented. A well-designed combination of caps to limit tax expenditures and a gradual slowing of growth in outlays for entitlement programs could reverse the rise in the debt and strengthen the US economy. America's current budget negotiations should focus on achieving a credible long-term decline in the national debt, while protecting economic expansion in the near term.

The article 7 is expert opinion about the Regulated program provides non-debt cash for major infrastrucuture projects. Prof. Gary Becker from Chicago business school tells us in this interview on the Oft overlooked, a program that has been in place for several years has been producing cash generated by licensed traders of bank guarantees from top world banks. Projects around the world which require in excess of 200-Million Dollars are candidates for the program. Because of this program, otherwise unfunded projects are able to receive a stream of cash which does not need to be repaid. The Project Infrastructure Funding (PIF) program operates in relative secrecy behind the public's eye, as it is regulated by both the US Treasury and the International Monetary Fund. Project developers who plan a project have an alternative source which makes the funding highly desirable. Since taxpayer dollars, bond issues and other public money are unnecessary when being funded through the PIF program, projects may be accelerated for ground breaking and construction earlier than the typical time required when funded conventionally.

In the last position, a book review by Joo Eng Lee-Partridge, Department of MIS, and Central Connecticut State University, USA. The book (Methods of empirical & qualitative research in social and administration science by Prof. Amedzro St-Hilaire published in 2013, by Lambert Academic Publishing, 449 pages) is divided into three main parts:

- ✓ Part I: Research in business administration and social - foundations, key elements and requirements of the scientific approach
- ✓ Part II: Qualitative and quantitative approaches in business administration and social and methodological joint research
- ✓ Part III: The use and processing of quantitative data and qualitative data

In presenting the epistemological foundations of research in business administration and social part I will specify the conditions under which research can be considered scientific. It consists of three chapters. Chapter 1 will give us the opportunity to understand the implications of the concept of science and introduce scientific research, its role and its milestones. The place of research activity in science is the subject of Chapter 2. We will also examine the major elements, around which is a research project, and guide the researcher in the implementation of the various stages of research. Then we will become familiar with the various forms that can take a research project. Finally, Chapter 3 explores the logic of a particular type of research is widely used in business administration and social empirical research. In this chapter, we will deepen our understanding of the concepts of validity and reliability, as well as key concepts such as the research question, analytical framework, analytical tools, assumptions, measurement, operationalization and measurement.

In order to understand what motivates the choice of a research approach, the second part will deepen our understanding of approaches that guide empirical research in business administration and social and allow us to understand the research plan and methodological articulation arising from the choice of each approach. Chapter 4 focuses on theory-driven research, that is to say, research to measure or test a theory or concept. He will present some design research driven by theory and introduce quantitative approaches. Chapter 5 introduces us to exploratory design and those to build a theory. This chapter also provides us with an introduction to qualitative approaches and their characteristics in the context of research in business administration and social sciences. Finally, Chapter 6 presents the methodology and logic of research adopted in the context of commercial research involved in the development and evaluation of innovative designs (tools, utilities, interfaces, methods, procedures, etc.) employed by a disciplinary practice.

The third and final part of this book leans a little more on the methodological tools used to treat those qualitative and quantitative data during collection and analysis. Chapter 7 presents the measurement and acquisition of quantitative data. It is the stage of research in which the researcher must acquire information and deepens our understanding of the technical and measurement instruments then applied to obtain the relevant data. In addition, it recommends various operations to perform data acquisition adequately. Chapter 8 introduces the analysis of quantitative data and acquaints us with the basis for statistical analysis, while 9 deals with structured analysis of qualitative data. Finally, the tenth and last chapter is devoted to ways of presenting or reporting of the research. It also contains some advice on the overall management of a research project.

We would like to thank all the authors who prepared and submitted their papers to our review. A warm thank you goes also to all the reviewers who despite their time constraints were highly committed to put their expertise into the reviewing process. A special thank you is addressed to track chairs making the scientific committee of the review. They needed to put a lot of effort in managing their tracks namely taking into account the staggering number of submission they were faced with. An appreciation goes to the Global Journal of Strategies & Governance Executive Committee, for her exceptional work and support. Finally, we would like to thank our sponsors.

Finally, it's my honor to invite you to contribute manuscripts to our journal.Please find the journal's profile at our website http://www.review-gjsg.com/ for our forthcoming events (conference) and send your manuscripts to publication@review-gjsg.com. It is appreciated if you could share this information with your colleagues and associates. Enjoy reading……