

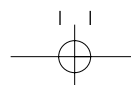
Journal of Business Research

Journal of Business Research

Volume 62, Number 9, September 2009

Pages 849-920

ELSEVIER



ISSN 0148-2963
VOLUME 62, NUMBER 9, SEPTEMBER 2009



JOURNAL OF BUSINESS RESEARCH

SPECIAL ISSUE ON BALAS (BUSINESS ASSOCIATION FOR LATIN AMERICAN STUDIES)
GUEST EDITORS: ESTEBAN R. BRENES, JERRY HAAR AND BERNARDO REQUENZA

Latin America: Environmental and firm-level challenges
Esteban R. Brenes, Jerry Haar and Bernardo Requena

TMT strategic consensus in Mexican companies
Claudia Ramos-Garza

Determinants of cross-border M&As in Latin America
Eduardo Pablo

Productivity and trade openness in Ecuador's manufacturing industries
Sara A. Wong

Management of perceptions of information technology service quality
Luis Kalb Roses, Norberto Hoppen and Jorge Luiz Henrique

Information technology impact on market orientation in e-business
Mauro Borges, Norberto Hoppen and Fernando Bins Luce

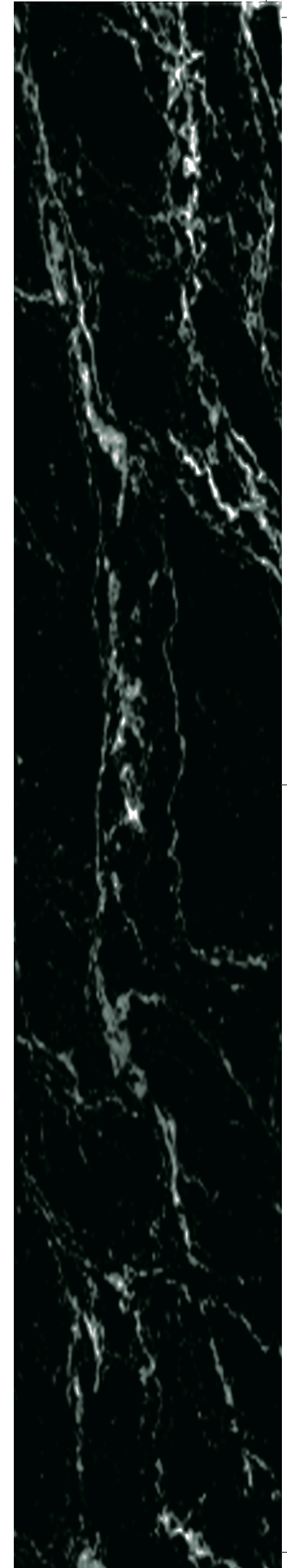
Estimating cellphone provider's customer equity
Cleusa Satiko Yamamoto Sublaban and Francisco Aranha

Derived versus full name brand extensions
Sergio Olavarrieta, Eduardo Torres, Arturo Vásquez-Parraga and Cristóbal Barra

Agora Partnerships Nicaragua: A micro venture capital fund
Luis J. Sanz and Mario Lazzaroni

Teaching note Agora Partnerships Nicaragua
Luis J. Sanz and Mario Lazzaroni

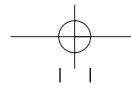
Pricing corporate bonds in Brazil: 2000 to 2004
Eduardo Vieira dos Santos Paiva and José Roberto Ferreira Savoia



Available online at www.sciencedirect.com



0148-2963(200909)62:9;1-9



JOURNAL OF BUSINESS RESEARCH

EDITOR-IN-CHIEF
Arch G. Woodside
BOSTON COLLEGE

MANAGING EDITOR
Michel Laroche
CONCORDIA UNIVERSITY

Aims and Scope

The *Journal of Business Research* applies theory developed from business research to actual business situations. Recognizing the intricate relationships between the many areas of business activity, *JBR* examines a wide variety of business decisions, processes, and activities within the actual business setting. Theoretical and empirical advances in buyer behavior, finance, organizational theory, and behavior, marketing, risk and insurance, and international business are evaluated on a regular basis. Published for executives, researchers, and scholars alike, *JBR* aids the application of empirical research to practical situations and theoretical findings to the reality of the business world.

Call for Papers

JBR seeks material offering theoretical developments that are tested by original business research. Manuscripts that describe applications of these findings to business or social policies are encouraged, as are manuscripts that include alternative theories, a review of available literature, commentary, methodology, and replication. The editorial policy favors manuscripts testing theory or studying environments within the actual business setting, ranging from household consumption behavior to profit and nonprofit organizational behavior.

Abstracting and Indexing Services

Articles are abstracted or indexed in: *Anbar Abstracts*, *Current Contents*, *Management Contents*, *Management Literature in Brief*, *Personal Management Abstracts*, *Psychological Abstracts*, *Public Affairs Information Service*, *Social Sciences Citation Index*, *Work Related Abstracts*.

Guide for Authors

For a full and complete Guide for Authors, please go to: <http://www.elsevier.com/locate/jbr>

