

ABSTRACTS

Volume 40, No. 1, April 2015

Can a Buy Local Campaign Save Barbados' Manufacturing Industry? Considering Dependency and Post-Colonial Consumption Theories *by Joseann Knight*

In 2002, the government and manufacturers of Barbados came together to mount a buy local campaign in an effort to mitigate the potentially deleterious effects of trade liberalisation. Referred to as 'the Buy Bajan' initiative, this campaign is now in its thirteenth year of existence. This paper examines the response to the 'Buy Bajan' message through the lens of dependency theory and post-colonial theory. It demonstrates that despite the identity struggle experienced as a consequence of three hundred years of colonial domination, the people of Barbados have developed a semblance of collective identity which could drive nationalistic consumer behaviour. This paper makes practical suggestions for strengthening the buy local message in light of the increasingly formidable presence of foreign multinational brands on Barbadian retail shelves.

Key words: Buy Local Campaign, Dependency Theory, consumer behaviour, trade liberalization

Pages: 1-37.

Public Policy Theory and Field Explorations in the Caribbean: Extending Critique of the State-of-the-Art *by Don Marshall*

How should we theorise public policy? In most approaches we would find the concept "policy" allied to 'dealing with problems'. This article apprehends the state-of-the-art in public administration literature but at the junction point of 'policy science', itself derived from policy theory. It extends critique of policy science as an analytical framework rooted in a rationalist, scientific and problem-solving conception of policymaking. This remains important even after the argumentative turn against neo/positivist policy analysis some twenty-five years ago. Attention is drawn to the Caribbean empirical site because public policy formulation and implementation in these countries have been pragmatic. This is partly in keeping with an evolving conservative development and accumulation agenda, and as such it remains drawn to policy science proclivities captured in the tutelage, curriculum and bureaucratic culture extant in the circuits of education, training and in the art of the possible. Altogether this cultural habitus hardly provides space for problem-questioning. The central argument is that ultimately, policy science functions as a stultifying force on democratic engagement as it over-extends the influence of technocracy, shuns problem-questioning in practical policy work, constrains possibilities for alternative ideas and procedures to take hold, and limits the scope for a broadening of policy theory that embraces the *political*. The conclusions are buttressed by accounts arising from fieldwork conducted across eight Anglophone Caribbean countries between April 2010 and January 2012.

Key words: public policy, governance, policy science, problematisation, implementation culture, civil/public servants, Westminster.

Pages: 38-80.

Supporting the Growth of Service Exports in the Caribbean *by Winston Moore and Justin Carter*

The Caribbean is highly dependent on services as a means of generating growth, employment and foreign exchange earnings. In large measure, however, there is a limited understanding of the factors that encourage service companies in the region to enter foreign markets. This paper provides an empirical assessment of the export propensity of Caribbean service companies in order to identify the key factors that either support or hinder export market participation. The results indicate that company size, export

promotion, the type of industry, informal competition, theft and disorder as well as the availability of labour skills were the most important determinants of the export decision as well as export intensity. Moreover, support for export promotion efforts in the Caribbean had the largest marginal effect on firms' export decisions. The paper therefore recommends that policymakers in the region need to refocus their policy interventions, as most support to date has focused on issues that would enable firms to capture a greater share of the domestic market rather than export market support.

Key words: Export propensity; Service companies; Export Promotion; Export Decision.

Pages: 81-108.

Sexual Citizenship and Conservative Christian Mobilisation in Jamaica *by Latoya Lazarus*

This paper examines two conservative Christian Civil Society Organisations in Jamaica, the Lawyers' Christian Fellowship and Jamaica Coalition for a Healthy Society; focusing in particular on their efforts to influence the discourse and actualisation of sexual citizenship in that country. I argue that these groups are not seeking to 'disclaim' sexual citizenship as some have suggested. Rather, they seek to publicly strengthen an exclusionary notion of sexual citizenship that is not only ideologically grounded in hegemonic heterosexuality, but also in a certain conservative view of culture and 'Judeo-Christian' respectability, values and morality. This exploratory and some-what descriptive research is underpinned by academics and activists' interpretations and analyses of the concept of sexual citizenship. I also draw upon selected narratives from in-depth interviews, as well as content analysis of a number of sources.

Key words: Lawyers' Christian Fellowship, Jamaica Coalition for a Healthy Society, Christianity, Civil Society Organisation, Sexual citizenship, Human rights.

Pages: 109-140.

Marginal or Mainstream? What Can Out-of-School Youth in Haiti Teach Us About Development Policies? *by Diane M. Hoffman*

Based on ethnographic work with out-of-school youth in Haiti, this article considers how youth's perspectives on their lives contain important lessons for thinking about social development. Despite much research that points to 'at-risk' children and youth as lacking ambition, Haitian youth maintained high aspirations for belonging to mainstream society. This suggests that while social policy often frames children and youth through a lens of vulnerability and risk, this perspective fails to engage with the local contexts, aspirations, and needs of youth. More research on youths' ideas about present and future is needed to advance new ideas for thinking about social development.

Key words: youth, Haiti, out-of-school, social policy, aspirations.

Pages: 141-158.

Book Review - The Gairy Movement: A History of Grenada, 1947–1997 *by George Griffith,*
(Washington, DC: American Legacy Books, 2015) 390 pages. ISBN: 978-1-886766-50-1. *by Wendy Grenade.*

Pages: 159-164.

Turnaround Strategies for Business Recovery from Decline *by William W. Lawrence*

Business turnaround remains a neglected topic in higher education at a time when Caribbean commercial enterprise faces global pressures that diminish competitiveness. This article reviews the turnaround strategies of firms listed on the Jamaica Stock Exchange. The main observation is that international

prescriptions are also relevant for Caribbean firms and provide the foundation for a practical agenda for higher business education on how to recover from organisational decline. A table of specifications for a one-semester course on managing business turnaround is proposed.

Key words: business, turnaround, business strategy, restructuring, Caribbean higher education.

Pages: 165-178.

ABSTRACTS

Volume 40, No. 2, August 2015

Family-owned Businesses - The Seat of Entrepreneurship: The Case of Three English-Speaking Caribbean Countries by *Lawrence A. Nicholson*

In recent years increased attention has been given to family-owned businesses (FOBs), concomitant with robust entrepreneurial activities in the English-Speaking Caribbean (ESC). This raises the relevant question of any possible link between the two constructs, in the context of the ESC. Using data from three countries, the study explores the impact of FOBs on entrepreneurship in the ESC and concludes that FOB is the 'seat' of entrepreneurship in the region. With the seemingly global push in promulgating entrepreneurship as a platform for economic development, the study has implications for policy makers and family business and entrepreneurship researchers.

Key Words: Family-owned business, entrepreneurship, English-speaking Caribbean.

Pages: 1-26.

The Passion According to Zulé Revé. Bodily Mediations in Mayra Montero's *The Red of His Shadow* by *Antonio Cardentey Levin*

The Cuban-Puerto Rican author Mayra Montero makes Caribbean sexuality the main subject of her novel *Del Rojo de Su Sombra* within the context of the Haitian emigration to the Dominican sugar cane plantations. Sexuality takes on a complex dimension not reducible to acts of mere carnality. Rather, it reveals the different religious, spatial and behavioral passages peculiar to the syncretic cults common to the region. Narrated bodily relationships play a key role to the extent that they determine the characters' being-in-the-world as well as their religious and ethical motivations.

The protagonist's varying erotic experiences are existential tests, which provide her with the required spiritual energy to transgress different boundaries—geographical, existential as well as sexual ones. Thus, I aim to examine the various connotations of such corporal relationships by following Deleuze's theory of affect based on Spinoza's *Ethics* and his body dynamics. I argue that female sexual passion becomes a powerful means of resistance, especially for the protagonist and her embodiment of Erzulie, tutelary deity in the Voodoo pantheon. The author addresses this doubling of personality in terms of fusion or union, rather than through fission or division of the individual as is usual in the Romantic tradition of the double.

Key words: Affect theory, Caribbean sexuality, Caribbeanness, Eroticism.

Pages: 27-41.

An Improved Measure of Entrepreneurial Intent: A Jamaica-Canada Perspective by *Dave Valliere and Michael Steele*

This paper reports on entrepreneurial intent (EI) in Jamaica in comparison to EI in Canada. Using an improved scale design, it measures EI in both countries and compares them using structural equation modelling. It is observed that, contrary to expectations in the literature, there is no entrepreneurial intent deficit in Jamaica relative to Canada. Rather, it appears that there are systemic barriers that prevent aspiring Jamaican entrepreneurs from acting upon their intentions. This highlights the need for future research into prevalence rates and the factors that promote translation of the entrepreneurial intent into action, and thereby into national economic development.

Key words: entrepreneurial intent; Jamaica; Canada; economic development; employment; measurement validation.

Pages: 42-62.

The Determinants of Economic Growth in the Countries of the OECS by *Nlandu Mamingi and Patrice Borda*

This paper re-examines the issue of the determinants of economic growth in the countries of the Organisation of Eastern Caribbean States (OECS) in the period 1980-2011. It answers two questions. What are the determinants of economic growth in the countries of the OECS? What are the sizes of their short-run and longrun impacts? To this end, the paper uses the cointegration autoregressive distributed lag (ARDL) approach at the country level to draw conclusions concerning each country individually and the region as a whole. External debt, natural increase rate, and private consumption are found to negatively affect economic growth in the region in the short and long runs, and trade openness and foreign direct investment (FDI) positively impact economic growth. Overall, long-run impacts are far bigger than the corresponding short-run impacts. Natural disasters have negative impacts on economic growth, but only in a handful of countries. The negative impact of budget deficit shows up in one country with a complete data set. These results have policy implications.

(An earlier version of this paper was presented at the 34th Annual Review Seminar of the Central Bank of Barbados. The present version is based on Mamingi and Borda (2014). We thank Dr. DeLisle Worrell, Governor of the Central Bank of Barbados, and other participants for their useful comments. We acknowledge Dr. Ankie Scott-Joseph and Moses Davis for helping us with data collection. Naturally, all remaining errors are our own).

Key words: Economic growth, Autoregressive distributive lag model, Organisation of Eastern Caribbean States, external debt, trade openness.

Pages: 63-98.

The Impact of Principal-principal Conflict on Financial Flexibility in Transition Economies: A Study of Caribbean Firms by *Stacey Estwick*

This study examined the impact of principal-principal conflict on financial flexibility in transition economies. The use of this population allowed for the examination of the financial viability of the firm, in a region characterised by high ownership concentration. This study analysed secondary data on publicly listed firms in Jamaica, Trinidad and Tobago, and Barbados during the 2007 to 2013 period, using panel data analysis and Arellano and Bond (1991) 2-step Generalised Methods of Moments estimators. In line with traditional evidence, which suggests that the self-serving bias of block holder owners stifles the financial viability of the firm, these results suggested that concentrated ownership negatively impacts the overall financial flexibility stock of the firm. This result forms the foundation for further research in

principal-principal conflict in the Caribbean, which would allow governance legislation to specifically address the problems associated with high levels of ownership concentration.

Key words: principal-principal conflict; financial flexibility; liquidity; corporate governance; debt capacity.

Pages: 99-123.

A Content Analysis of Risk Management Disclosures in Barbadian Public Limited Companies' Annual Reports by *Kelza Scantlebury and Philmore Alleyne*

This paper examines the risk reporting practices in the annual reports of Barbadian public limited companies for the year ending 2010. The study's sample comprises the twenty-two (22) companies listed on the Barbados Stock Exchange. Following a content analysis, the annual reports of the selected companies are examined, using a relatively under-utilised coding approach by Lajili and Zeghal (2005). Findings show that risk reporting in Barbadian public limited companies falls short in providing useful information to investors and other interested parties preventing them from correctly assessing a company's overall risk profile. Additionally, we find that risk disclosures are done on a voluntary basis since there are no regulations in place that mandate the disclosure of risks. The paper reveals that risk reporting by Barbadian public limited companies needs improving if users are to make fully informed and effective investment decisions. Such improvement can bolster investor confidence and trust in the information presented to them in the annual reports from which they make their evaluations. This study fills the paucity of research on risk management disclosures in the Caribbean.

Key words: Risk Management, Risk Disclosures, Annual Reports, Public Limited Companies, Content Analysis.

Pages: 124-161.

ABSTRACTS

Volume 40, No. 3, December 2015

Media Exposure and Attitudes of Adolescents toward Fast Food by *Fareena M. Alladin*

Food is an indicator of identity, reflecting the evolution of a people and its culture. Fast food in particular has become a critical element of the contemporary culinary landscape. The purpose of this paper is to explore the relationship between media exposure and attitude towards fast food among adolescents in Trinidad. The present research focuses on time spent viewing television, as well as the content of TV shows, and the influence they have on the attitudes of adolescents toward fast food. The study utilises data collected from a survey conducted among 295 secondary school students in Trinidad. A positive correlation was found between exposure to American television programming and the possession of favourable attitudes towards fast food. Positive correlations were also noted between exposure to American television programming and preference for American fast food.

This study, while filling a gap in the existing body of knowledge on eating behavior, provides insight into the factors which are influencing the rate of fast food consumption among one of the region's vulnerable groups. In so doing, recommendations are offered for future research as well as policy planning in order to make meaningful interventions in the lives of adolescents in terms of their health and socio - cultural well - being.

Key Words: Fast food, television viewing, attitude, adolescents, Trinidad.

Pages: 1-23

Challenging the Reductionist Epistemology of Technology Adoption Research in the Travel Industry *by Andrew Spencer*

This article gives a detailed overview of the dominant research paradigms that have shaped the growth and development of technology adoption research over the past 40 years. It not only traces the evolution of the field but also indicates potential avenues for further robust research through the use of Critical Theory. This paper attempts a fulsome observation of the literature and has identified that a large body of research on e-Tourism has been primarily positivist, which contributed to stagnation in the growth of new knowledge production. The work breaks new ground in assessing the methodologies employed in this field and evaluates their effectiveness in producing sufficient robustness in relation to technology adoption. The debate between positivism and interpretivism through the relevant literature is established and it is argued that critical theory, with its focus on allowing for exploration through multiple layers beneath the surface, is a useful philosophical underpinning for research of this nature with numerous layers and constructs to consider. Research grounded in this paradigm will not only make for a more fulsome theorising about pertinent issues, but also pave the way towards the survival of travel firms in a changing global environment.

Key words: travel industry, critical theory, technology adoption research methodology

Pages: 24-61.

Deconstructing Continuous Teacher Education through the Lens of Gender Equality *by Daniele Bobb*

It is no surprise that with the advent of globalisation, the educational system and by extension teachers, are scrutinised and urged to keep up with the modern advances. Simultaneously, gender equality continues to garner particular recognition and support as a pertinent part of development globally. It is now seen as a main and necessary reality, a lens through which all aspects of development must be viewed. Resultantly, a gender and human rights exploration of the educational system can highlight the unequal power relations and injustices which exist. Teachers are therefore encouraged to engage in continuous educational training such as differential teaching techniques and ‘positive behavioural management’ techniques to be more productive as they engage differential learners. The practicality of such changes and development is hindered by systemic restrictions which are often ignored. The programs and policies advocated are often decontextualised rendering them ineffective as they ignore the gender inequality between teachers and thus the opportunities available and accessible to them. Hence, an exploration of the experiences of some teachers in Barbados sheds light on the inequality within the profession that often restricts teachers from gaining the continuous education recommended.

Key Words: Gender inequality, Development, Productive Education, Teachers

Pages: 62-85

Swimming against the Tide: Theorising Pre-Service Training For the Emerging Reflective Teacher *by Mia Jules and Donna-Maria Maynard*

It is ‘sink or swim’ for novice teachers in Barbados as they are expected to ‘ride the waves’ of the education system without prior training. It is only after working in the school system that one becomes eligible for enrolment in teacher training programmes at the national teachers’ college. We argue that the established model of teacher training is no longer relevant to the future development of emerging Barbadian teachers for the 21st century. Hence, to advance this thesis we present: (a) the historical rationale for the current trajectory of teacher training in Barbados; (b) local literature about the prevailing controversies in teacher training and, (c) international research about the relevance and effectiveness of pre-service teacher training (PTT). We propose a new conceptualisation of teacher training entitled: the pre-service emerging reflective teacher training (PERTT) model; underpinned by policy recommenda-

tions and psychoeducational theory. This model provides a guiding framework for the modification of present education practices for novice teachers and highlights: (a) the value of guided reflective practices and instruction from more knowledgeable others; (b) the critical role of peer interactions (c) the importance of cultivating self-awareness, self-efficacy and self-regulation in prospective teachers; and, (d) the significance of PTT infrastructure in the development of emerging reflective teachers. Therefore, the implementation of the PERTT model will ensure the development of effective practitioners who can 'stretch inward' to understand one's intrinsic personal resources and 'reach outward' to effect change and manage the complex dynamics of school situations with which they will be confronted.

Key Words: pre-service teacher training (PTT), emerging reflective teacher,
Pages: 86-117

Insights and Exchanges on Teacher Education in the Caribbean
Pages: 118-233

An Analysis of the Economic Impact of the Mirebalais National Teaching Hospital on the Haitian Economy: An Input-Output Approach by *Michel-Ange Pantal, Peterson Abnis I Faure, Jean-Gregory Jerome, Jean-Claude Mugunga, Markus Von Wartburg, Matthew Peckarsky, Marc Van Audenrode, Pierre-Yves Cremieux*

This research is the first application of a standard input-output methodology, a well-established method, to assess the effect of a major capital investment on a Social Impact health-care facility in Haiti.

Using the input-output methodology, we trace the impact of the operation of the 'Hôpital Universitaire de Mirebalais' (HUM) on the various sectors of the Haitian economy from food production to manufacturing. The analysis distinguishes among the direct, indirect and induced effects of the operation of the hospital on the economy. Consistent with other results using input/output methods to assess the impact of health care infrastructures, we find that the \$16.2 million annual operating costs translates into a total impact on the Haitian economy of over \$29 million, an 82 per cent additional output.

This analysis indicates, based on the best input-output matrix available, that the Mirebalais hospital has a significant effect on the Haitian economy beyond the impact of health care delivery and number of Haitian health care professionals trained at HUM.

Key Words: Input-Output, Hôpital Universitaire de Mirebalais (HUM), Haiti.
Pages: 234-250.