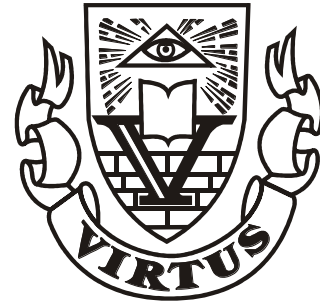


# RISK GOVERNANCE & CONTROL: Financial markets and institutions

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**CORPORATE SOCIAL INVESTMENT – GOOD BUSINESS AND GOOD  
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*Collins C Ngwakwe*

This paper examined the relationship between corporate social investment and revenue in Woolworths Holdings Limited South Africa. The approach is thus a single case study, and financial data on social investment and revenue was retrieved from the Woolworths Holdings' Good Business Journey report 2008 -2013 and from its annual report of 2002 - 2007. Using the SPSS statistics software, a correlation was sought between the Woolworths Holdings' social investment expenditure and revenue, earnings per share and return on equity. Findings from the analysis revealed that, within the six years of Woolworths Holdings' Good Business Journey, a significant positive relationship exists between Woolworths Holdings' social investment and its revenue, earnings per share (EPS) and return on equity (ROE). A further analysis of difference in means using the t-test statistics indicates that the revenue streams to Woolworths Holdings' between 2008 – 2013 is significantly greater than the revenue streams in the six years before the Good Business Journey. In conclusion, the paper suggests a new research model, referred to in this research as the share holders' support for corporate social investment model, and it is represented as:  $SHSSI = f(R_v + E_s + R_e + O_f)$ . The paper thus offers an agenda for further research to apply the above model to evaluate the degree of shareholders' interest and support for corporate social investment in retailing and other companies.

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*Burdenko Irina, Bredikhin Vladimir*

In this article methodological approach to definition of an integrated indicator liquidity of the derivatives market of Ukraine on the basis of application of the taxonomical analysis. The offered approach to an assessment of liquidity of the derivatives market proves the applied value of taxonomical methods for carrying out its diagnostics on the basis of 17 indicators grounded on three aspects according to the concept of an indicator of a development level of Hellwig (1968) (12 – stimulators and 5 – destimulators). These indicators based on three aspects of the liquidity (depth, density and elasticity) are the main conceptual directions which provide system of transformations, accelerate a level of development of the derivatives market of Ukraine.

**EMPLOYEE PERCEPTIONS OF THE INFLUENCE OF DIVERSITY DIMENSIONS ON CO-WORKER INTERACTIONS AND DAILY ORGANIZATIONAL OPERATIONS** 24

*Atasha Reddy, Sanjana Brijball Parumasur*

This study assesses employee perceptions of the influence of diversity dimensions on their interactions with co-workers as well as on their organization in its daily operations. These perceptions were also compared and gender related correlates were assessed. The population includes 100 employees in the organization, from which a sample of 81 was drawn using simple random sampling. Data was collected using a self-developed, pre-coded, self-administered questionnaire whose reliability was assessed using Cronbach's Coefficient Alpha. The findings reflect that employees perceive that their interactions with co-workers are most likely to be influenced by attitudes, work experience and personality and that daily organizational operations are most likely to be influenced by race, work experience and attitudes

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*Igor Rekunenko, Dmitriy Riabichenko*

Development strategy of such financial market infrastructure that is able to optimize the processes of institutional component's functioning and increase an efficiency of various operations in this market has to become an important direction of improvement and development of the financial market infrastructure. This paper aimed to rationale the development strategy of financial market infrastructure in Ukraine.

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**ENVIRONMENTAL STEWARDSHIP AND CORPORATE SOCIAL RESPONSIBILITY: IMPLICATION FOR CONSUMERS' RESISTANCE TO NEGATIVE INFORMATION. THE CASE OF APPLE IN CHINA** 39

*Martin Larbi*

There are several studies that have investigated the effect of corporate social responsibility (CSR) on consumer behavior. However, these studies demonstrate conflicting results on how CSR influences consumer purchasing behavior and retention; for example, in event of negative information about a firm. Therefore, the effectiveness of CSR in advancing the core business of firms remains unresolved. This research uses a qualitative approach to examine how CSR affords firms greater levels of goodwill with consumers. The study focuses on the case of Apple in China. Both primary and secondary data were collected through interviews, review of literature, newspaper reports, blogs, social media, and official websites of institutions and corporate entities. A deductive analytical approach was used to examine how consumers perceive CSR, and how that impacts on their attitude towards a firm when confronted with negative information. The study found low level of awareness of CSR in consumers.

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**"MUCH ADO ABOUT NOTHING": SHORT SELLING BAN EFFECTIVENESS ON BANK STOCK PRICES** 48

*Giuseppe Galloppo, Mauro Aliano, Abdelmoneim Youssef*

Most regulators around the world reacted to the 2007-09 crisis by imposing bans on short selling. Using data from seven equity markets, this study empirically examines the impact of the 2008 short-selling bans on financial stocks. Using panel and matching techniques, evidence indicates that bans on short-selling (i) on the whole widen volatility both in terms of High-Low spread and GARCH analysis, (ii) were not able to reduce systematic risk, (iii) overall failed to support prices. On the whole our results are in line with previous literature.

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