

## IBAR - Irish Business and Administrative Research

VOLUME 12

1991

**ARTICLES**

<b>Sales Forecasting with Diffusion Models: A Review and Empirical Test</b>	Donagh McGovern and Mary Lambkin	1
<b>Management Development: The Dynamics of Firm Growth and Survival</b>	John Freeman	20
<b>The Strategic Importance of Shareownership</b>	Keith Bradley and Greg Clark	33
<b>Seasonality in the Irish Stock Market</b>	Raymond Donnelly	39
<b>Work Activities and Organisational Structures of Business Proprietors</b>	Stanley Cromie and Simon Ayling	52
<b>Membership Involvement and Union Attachment: An Opinion Survey of Irish Transport and General Workers' Union Members</b>	Patrick Flood	67
<b>Selecting Development Strategies for Information Systems</b>	Harold C. Harrison and Gong Qizhong	79
<b>The Exporting Activities of Small Firms in Northern Ireland</b>	William M. Clarke	88
<b>Environmental Problems Associated with Tourism: Is Alternative Tourism the Answer?</b>	James Deegan	104
<b>Japanese Direct Investment in Ireland</b>	Reishi Mayuya and David Jacobson	114
<b>Intertemporal Dividend Models: An Empirical Analysis Using Irish Data</b>	Peter Green and Philip McIlkenny	124
<b>Total Quality: The Challenge to Change</b>	Nial W N Cairns and George Wilson	136
<b>Top Level Management Team Dynamics and Strategic Decision Making: A Research Agenda</b>	Ken A. Smith, Ken G. Smith and Patrick Flood	146
<b>Managerial Decision Styles: USA and Irish Comparisons of Male and Female Managers</b>	Jackie Granleese and Maurice Murray	154