# Table of Contents

## Editorial Preface

iv  **Neo-Reasoning Risk Behavior Analysis from Novel Socio-Cultural Economic Perspectives**  
*Kenneth David Strang, School of Business and Economics, State University of New York (SUNY), Plattsburgh, NY, USA & APPC Research, Australia*

## Research Articles

1  **Perceptions and Framing of Risk, Uncertainty, Loss, and Failure in Entrepreneurship**  
*Kimberly M. Green, Department of Management, University of West Georgia, Carrollton, GA, USA*

18  **Enterprise Risk Management: Insights from a Textile-Apparel Supply Chain**  
*Karen K. L. Moon, Seoul National University, Seoul, Republic of Korea*  
*Phyllis L. L. Mo, City University of Hong Kong, Hong Kong, China*  
*Rita L. Y. Chan, BNU-HKBU United International College, Zhuhai, China*

31  **Contemporary Financial Risk Management Perceptions and Practices of Small-Sized Chinese Businesses**  
*Simon S. Gao, Edinburgh Napier University, Edinburgh, Scotland*  
*Serge Oreal, ESC Rennes School of Business, Rennes, France*  
*Jane Zhang, Edinburgh Napier University, Edinburgh, Scotland*

43  **Reducing Risk through Governance: Impact of Compensation, Defense, and Accounting Practices**  
*I-Jan Yeh, Department of Public Policy, Shih Hsin University, Taipei, Taiwan*  
*Ching-Liang Chang, College of Management, Yuan Ze University, Zhongli, Taiwan*  
*Joe Ueng, Department of Economics, Finance, and Decision Information Sciences, University of St. Thomas, Houston, TX, USA*  
*Vinita Ramaswamy, Cameron School of Business, University of St. Thomas, Houston, TX, USA*

54  **Impact of Financial Risk Ratios on Profitability of Multinational vs. Domestic Pharmaceuticals in India**  
*Kaushik Chakraborty, Department of Commerce, Netaji Mahavidyalaya, Arambagh, India*

## Copyright

The *International Journal of Risk and Contingency Management (IJRCM)* (ISSN 2160-9624; eISSN 2160-9632), Copyright © 2014 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.