
ABSTRACTS**1. EFFECTS OF MARKETING ADAPTATION STRATEGY ON CUSTOMER RESPONSE, MARKETING EXCELLENCE AND MARKET PERFORMANCE OF FOOD PRODUCT BUSINESS IN THAILAND**

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ABSTRACT

The purpose in this study is to examine the relationship between marketing adaptation strategy that influences product diversity, competitive flexibility, customer response, marketing excellence and market performance. It also investigates the moderating effects of customer learning, competitive intensity and demand turbulence. The model is tested using data collected from mail survey questionnaires of 196 food product business in Thailand by utilizing the contingency conceptual framework. The results indicate that marketing adaptation strategy is partially supported for the hypotheses derived from the conceptual model. Customer response has significant relationship with market excellence. Similarly, marketing excellence is also significantly relating to market performance. Interestingly, customer learning is the moderator between customer response and market excellence. However, the moderator effects between market excellence and market performance is not supported. Thus, contribution and suggestions for future research are also provided.

Keywords: Marketing Adaptation Strategy, Product Diversity, Competitive Flexibility, Customer Response, Customer Learning, Marketing Excellence, Market Performance

2. WORD-OF-MOUTH COMMUNICATION OF PRICES: THEORY, IMPLICATIONS, AND RESULTS: AN EMPIRICAL ANALYSIS IN THE AIRLINE INDUSTRY

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ABSTRACT

Marketing, whether in a scientific context or in everyday business, often sees the concepts of price and communication dealt with separately from one another. Only in the past few years has work started to emerge that presents a "price communication" where communication is directly correlated to price. The following will focus on a specialized form of price communication. It will be analyzed whether and in what way price is an element of word-of-mouth communication. The first part of this paper will show what theoretical ideas can be derived from existing work on this research question. For this, the existing theoretical foundations of price communication will be briefly introduced. Also, the findings from previous work, i.e. how/if customers would recommend a product or service to others, and corresponding thinking regarding communication of prices, will be expanded upon and formulated as hypotheses. In the past, these have mostly related to relationship marketing and factors such as customer satisfaction and loyalty, albeit never in the context of or as they relate to price. The second part of this paper will present these ideas using an empirical study done at an airline. Based on the theoretical thinking developed, it will be shown in particular to what degree price can be a positive or negative element of customer-to-customer communication, and what the catalyst and motivations are for this kind of communication. The third part will derive general management implications arrived at via an empirical study done at an airline. These relate to price management, as well as the question of whether and to what extent customer-to-customer communication about price can be formed and controlled with other marketing instruments.

Keywords: Word-of-mouth communication, price communication, airline marketing

3. EFFECTS OF FIT WITH CSR ACTIVITIES AND CONSUMPTION VALUE ON CORPORATE IMAGE AND REPURCHASE INTENTION

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ABSTRACT

Today's management activities are not only focused on quantitative growth but also on qualitative growth for sustainable development, lasting longer, and rising to become global companies. Sustainable management requires companies to pay attention to integrated management activities, which consider performance in social, cultural, and environmental aspects, as well as economic aspects. This study intends to confirm the significance of CSR activities suitable for a company by analyzing the effects of the perceived fit with CSR activities (fit between a company and CSR activities, fit between consumers and CSR activities) and the perceived consumption value of a product (functional value, social value) on corporate image and consumer's repurchase intention to continue to purchase products of the concerned company when an ethical consumer purchases a product of a good company. Among a total of 7 hypotheses, 6 are statistically significant by using a structured equation model. The study results will provide useful implications for relevant CSR researchers and practitioners.

Keywords: *Corporate Social Responsibility (CSR), Fit with CSR, Functional and Social Value of a Product, Corporate Image, Repurchase Intention*

4. INTERNET STRATEGY OF E-COMMERCE BUSINESSES IN THAILAND

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ABSTRACT

Internet becomes an important business tool in helping firms expand their distribution channels, improve business excellence, build customer satisfaction, increase competitive advantage, enhance organizational performance and profitability, and sustain in the competitive markets and environments. Hence, the objective of this study is to examine the effects of internet strategy on competitive advantage, marketing effectiveness and firm performance of E-Commerce businesses in Thailand through moderators of environmental dynamism and competitive intensity. Also, this study attempts to investigate the impacts of IT competency, technological learning and knowledge acquisition on internet strategy via moderating influences of technological complementarity and technology acceptance. 322 E-Commerce businesses in Thailand are samples of the study. The results show that information richness strategy, relational exchange strategy and joint-learning strategy have a significant positive association with competitive advantage and firm performance. Likewise, competitive advantage has an important positive influence on marketing effectiveness and firm performance, and marketing effectiveness has a critical positive effect on firm performance. For the antecedents of internet strategy, only IT competency has a potential positive impact on relational exchange strategy, and technology acceptance definitely moderates the IT competency-joint-learning strategy relationships. Surprisingly, environmental dynamism, competitive intensity and technological complementarity do not moderate the aforementioned relationships. Potential discussion is efficiently implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions for future research are described.

Keywords: *E-Commerce, Internet Strategy, Information Richness Strategy, Relational Exchange Strategy, Joint-Learning Strategy, Competitive Advantage, Marketing Effectiveness, Firm Performance, Environmental Dynamism, Competitive Intensity, IT Competency, Technological Learning, Knowledge Acquisition, Technological Complementarity, Technology Acceptance*

5. A COMPREHENSIVE SUSTAINABILITY INDEX

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ABSTRACT

Sustainable practices of multinational corporations and other entities are as diverse as the organizations themselves and lack a cohesive, holistic approach to addressing issues of sustainability. One reason for such pluralism is the limits of academic research in this domain in capturing a comprehensive view of sustainability. Dimensions to assess sustainability considered by many scholars--but not without dispute - include environmental, social, cultural and economic factors. The purpose of this paper is to examine the existing measures of sustainability with a goal to integrate and synthesize the myriad of factors into a relatively parsimonious but holistic measure that incorporates the different scholarly perspectives. Several factors and measures were considered before our proposed model. Finally, the proposed comprehensive sustainability index would be discussed in the context of the key players including multinational corporations, governments, and not-for-profit organizations.

Keywords: *Sustainability, Environmental Sustainability, Gross National Happiness, Quality of Life*

6. FACTORS AFFECTING MULTINATIONALS' OWNERSHIP STRUCTURE IN INLAND CHINA: A MULTINOMIAL LOGIT ANALYSIS

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ABSTRACT

The aim of the study is to empirically examine the effect of location characteristics of a host region in the interior of China on foreign direct investment (FDI) ownership structure, employed an integrated theoretical framework and to shed light on the issues of ownership structure of FDI. Theoretical hypotheses of the study are developed based on pertinent FDI literature and empirically tested by using firm-level data with a multinomial discrete choice model. The empirical evidence from the study supports the contention that cost factor, investment incentives, agglomeration, and investment risk have the impact on the ownership level of joint venture in China's inland regions.

Keywords: Foreign direct investment, Multinomial logistical model, Joint venture, China

7. THE IMPACTS OF KNOWLEDGE MANAGEMENT STRATEGY ON ORGANIZATIONAL PERFORMANCE: AN EMPIRICAL STUDY OF CLOTHING MANUFACTURING BUSINESSES IN THAILAND

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ABSTRACT

This research investigates the influences of knowledge management strategy on competent competitive advantage, operation improvement and potential growth leading to organizational performance. Proactive vision, market culture and IT competency (information competency) are hypothesized to become the antecedences of knowledge management strategy. Then, this research tests whether environment turbulence is a moderator. The model testing is using the data collected from 392 firms of clothing manufacturing businesses in Thailand as the sample. The findings indicate that knowledge management strategy affects competent competitive advantage, operation improvement and potential growth lead to organizational performance. Potential discussion of the research results is implemented. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.

Keywords: Knowledge Management Strategy; Knowledge Transfer Concentration; Open Mindedness Orientation; Integrated Value Knowledge; Unique Experience Utilization; Outstanding Skill Sharing; Competent Competitive Advantage; Operation Improvement; Potential Growth; Proactive Vision; IT Competency; Market Culture; Environment Turbulence; Organizational Performance.

8. CORPORATE GOVERNANCE IN ROMANIAN BANKING SYSTEM: THE IMPACT OF EXECUTIVE MANAGEMENT FEATURES OVER STRATEGY AND PERFORMANCES

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ABSTRACT

The purpose of our empirical study is to identify and analyze possible influences of executive management features over performances and business strategy, as far as net interest income is concerned, in the Romanian banking system. In order to perform the analysis, we select a sample of financial institutions that are running their activities in our country, basing on the information available on their web-sites. The research methodology used for achieving our goal is based on econometric analysis

using various statistical tools (descriptive statistic, correlations and regressions). To reach to a conclusion, we tried to identify possible correlations between several characteristics of banks' executive management, the strategy followed and the performances achieved by banks. In the end, we concluded our study by creating a function of regression to express the influence of each considered factor over net interest income and performance. The results of the performed analysis show that three of the four considered features of banks' executive management have a positive significant influence over business strategy and performances. Thus, banks with foreign top management, where the majority of managers are male and the chief executive officer is different from the chairman of the board proved to be more traditional as regards the source of incomes and reached higher performances. The size of the executive management has proved to have no influence in this respect. The paper has some limitations, too, because there might be other factors closely related to executive management that were not analyzed in this study, but which might also be behind the positive empirical association established between the executive management and its classical/non-traditional orientation.

Keywords: Corporate governance, Executive management, Performance, Business strategy, Romanian banking system

9. HOTEL WEBSITE INFORMATION: HOW SATISFIED ARE CUSTOMERS WITH WHAT HOTELS PROVIDE?

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ABSTRACT

Many hotels today utilize the Internet to interact with and promote to their customers. A number of studies have investigated the importance of specific features or dimensions of hotel website information with regard to communicating effectively with customers. However, very little research has addressed the importance of website information with respect to influencing overall customer satisfaction with hotel websites. This article examines perceived customer satisfaction with various dimensions of hotel website information. The findings show that customers are generally satisfied with the types of information provided by hotel websites, however, not all types of information are equally important in predicting overall customer satisfaction with hotel websites. This article also provides some insight to hotel managers and webmasters who are involved in developing and/or updating of their websites with the goal of enhancing promotional effectiveness and overall functionality.

KEYWORDS: Hotel Management, Customer Satisfaction, Website Information, Structure Equation Modeling (SEM), LISREL

10. BUILDING ORGANIZATIONAL INNOVATION OF ELECTRONICS BUSINESSES IN THAILAND: HOW DOES IT AFFECT FIRM PERFORMANCE?

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ABSTRACT

Organizational innovation has become an important strategy of firms. It supports them to gain a competitive advantage and achieve superior performance in a competitive market. Then, an empirical study of the organizational innovation-firm performance relationships is needed to be conducted. Accordingly, the objective of this study is to examine the effects of organizational innovation on firm performance of electronics Businesses in Thailand. Organizational innovation includes administrative innovation and technical innovation. Here, 121 electronics businesses in Thailand were chosen as the sample of the study. The results show that administrative innovation has a significant positive influence on firm performance and technical innovation has an important positive impact on firm performance.

Then, both administrative innovation and technical innovation are valuable tools in helping determine the level of firm performance. To verify and expand the organizational innovation-firm performance relationships, future research is needed to collect data from other different population and/or a comparative population in order to widen the existing perspectives. Contributions and directions for future research are highlighted.

Keywords: *Organizational Innovation, Administrative innovation, Technical Innovation, Firm Performance*

11. STRATEGIC RELEVANCE IN SUBSIDIARY: A CASE STUDY IN A BRAZILIAN MNC

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ABSTRACT

The aim of this study is to present a view on strategic relevance of a Brazilian multinational subsidiary in the auto parts industry through the analysis of patents requests between 1978 and 2008. The following procedures were used: a single case study of the MNC in question with social network analysis for quantitative analysis. We argue that the flow of knowledge generated by a subsidiary is important for a MNC whose headquarter is located in an emerging market and whose main subsidiary turns into a center of excellence. We have mapped the flow of patents between headquarter and the German subsidiary and all actors (inventors) involved. We have analyzed their networks with the Social Networks Analysis (SNA). The strategic relevance of the German subsidiary is emphasized by the company's overall strategy.

Keywords: *Subsidiaries. Headquarters, social network analysis, patents*

12. ACCOUNTING INNOVATION: THE EFFECT ON JOB SUCCESS OF ACCOUNTANT IN THAI-LISTED FIRMS

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ABSTRACT

This study investigates accounting innovation consisting of new idea generation, accounting knowledge integration, accounting change adaptation and computer assisted accounting that affect financial statements quality, decision making usefulness and job success. This study posits the positive relationship among accounting innovation, financial statements quality, decision making usefulness and job success. Samples are accountant in Thai-listed firms in Thailand. Questionnaire was used to collect and analyze data by regression statistic technique. The results show that all accounting innovation has an effect on relationship with both financial statements quality and decision making usefulness. This finding also indicates that all accounting innovation certainly play a vital role in explaining job success of accountant in Thai-listed firms. Finally, contributions and suggestions for future study and conclusions are presented.

Keywords: *Accounting Innovation, Financial Statements Quality, Decision Making Usefulness and Job Success*

13. EVALUATION OF TRADING SYSTEMS APPLIED TO PURCHASE AND SALE STRATEGIES

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ABSTRACT

Investors and speculators, being those beginners or professionals, are faced with the difficulty regarding the quality and viability of investing strategies and speculation. Taking into account that the goal of these managers is to allocate their resources in a profitable, efficient and secure way, among many alternatives, the best way to accomplish this is evaluating accordingly the performances of their strategies and by acting in this way they will know if there is a positive mathematical expectance. These procedural steps will pin point to all of you the different methods to weigh out correctly strategic performance. Therefore, it will lead to the most accurate techniques of performance measurement utilized by traders and also those enticed by theory. Thus, the main performance measurement techniques were evaluated ranked and we found differences between some of them. At end, results show that the choice of the measure matters, although most of them are high correlated.

Keywords: Trading System, Performance Analyses, Quantitative Trading

14. TRANSFORMATIONAL LEADERSHIP, STRATEGIC FLEXIBILITY, LEARNING CAPABILITY, CONTINUOUS IMPROVEMENT, AND FIRM PERFORMANCE: EVIDENCE FROM THAILAND

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ABSTRACT

This study aims at examining the effects of transformational leadership on firm performance via moderating influences of strategic flexibility, learning capability and continuous improvement of information technology businesses in Thailand. Here, 111 information technology businesses in Thailand were chosen as the sample of the study. The results indicate that learning capability positively moderates the transformational leadership-firm performance relationships, and continuous improvement positively moderates the transformational leadership-firm performance relationships. Surprisingly, transformational leadership has no impact on firm performance, and strategic flexibility is not a moderator of the transformational leadership-firm performance relationships. Hence, further study may consider finding practical reasons why it is so by reviewing extensive literature, or collecting data from a larger sample, for example, in order to verify the generalizability of the study and increase the level of reliability. Potential discussion of the research results is implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.

Keywords: Transformational Leadership, Strategic Flexibility, Learning Capability, Continuous Improvement, Firm Performance

15. CREATIVITY OF ROMANIAN RESTRUCTURING STRATEGIES

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ABSTRACT

The economic entity as it tries, on one hand, to be less vulnerable to transformation, and on the other hand to be more advanced and efficient, tends to undergo to restructuring process. At a certain moment in their evolution, entities can make the decision to restructure their activity, which involves establishing a restructuring strategy. The restructuring strategy takes into account the structure of the system undergone to restructuring, evaluating, at the same time, the factors that can directly or indirectly influence the status of the future structure.

Keywords: *Typologies; Restructuring; Economic Entities; Mergers; Division*

16. ASSESSING THE INTERNATIONAL COMPETITIVENESS OF INDIAN MANUFACTURING INDUSTRY: EXPLORING A RATIONAL APPROACH

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ABSTRACT

The import substitution industrialization strategy adopted by India in the post-independence era had helped her economy to engender a process of rapid yet unsustainable economic growth. A balance-of-payments crisis in the beginning of 1990s had led the Indian economy to initiate stabilization and structural adjustment programs, the essence of which turned out to be an export-oriented growth strategy in the 1990s. Several studies have been reported in the extant literature on business and economics that attempted to assess the performance of the Indian industry in the liberalized era. However, there are very few studies that tried to assess the competitiveness of the Indian industry at the international level. It is with this perspective that the present exploratory study has been initiated in order to arrive at a rational approach for assessing the international competitiveness of Indian manufacturing industry.

Keywords: *International Competitiveness; Emerging Economy; Manufacturing sector; Indian Manufacturing Industry*

17. APPLYING LEAN MANUFACTURING TO PURCHASING PROCESSES

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ABSTRACT

Within the entire manufacturing process is essential to have a system of supply chains for either goods or services. These systems are often regarded as useless because they do not add value to the product, but they are an essential part of business because no company is 100% self-procured. Suppliers play an important role in the performance of Rio Bravo Electric (RBE), a division of Delphi; RBE is a company that in its diversity and size of business requires efficient supply chains and procurement processes. The objective of this project is to reduce the processing time of purchase orders, while, at the same time, level the workload per buyer; this in order to streamline the information flow and reduce waiting and idle times through the material cycle. This reduction of waiting and idle times is achieved through the elimination of

activities and or their modification. The use of Kaizen and the Deming Circle allowed a more than 40% time reduction.

Keywords: Lean Manufacturing, Manufacturing System, Deming Circle, Continuous Improvement

18. EFFECTIVENESS OF MANAGEMENT ACCOUNTING IMPLEMENTATION, DECISION MAKING QUALITY AND PERFORMANCE: AN EMPIRICAL STUDY OF THAI-LISTED FIRMS

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ABSTRACT

The influence of effectiveness of management accounting implementation is provide management with sound advice about accounting information which affect decision making quality and superior performance. This study examines effectiveness of management accounting implementation includes cost management efficiency, budget participation fitness, and segment report transparency that affect decision making quality and performance. This study posits the positive relationship among effectiveness of management accounting implementation, decision making quality, and performance. Unit of analysis of this study is Thai-listed firms. Questionnaire is used to collect and analyze data by regression statistic technique. The results indicate that all effectiveness of management accounting implementation have an effect on relationship with both decision making quality and performance. This finding also indicates that all antecedents of effectiveness of management accounting implementation among corporate strategy, top management support, and employee involvement certainly play an important role in explaining effectiveness of management accounting implementation in Thai-listed firms. Finally, contributions and suggestions for future study and conclusions are presented.

Keywords: Effectiveness of Management Accounting Implementation, Decision Making Quality, and Performance

19. THE ANALYSIS OF POST-MEGER SOLVENCY-INDEBTEDNESS DEGREE

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ABSTRACT

In each economic entity's life there is a continuous process of adaptation to the environment, to change. In order to cope with changes, transformations and, at the same time, with the challenges generated by internal and external factors, but also to improve their efficiency, entities resort to restructuring. The restructuring process has become a major component of the globalization process due to the defining dimension of corporate restructuring within developed countries, but it has been and still remains a phenomenon of major interest also for less developed societies.

Keywords: Restructuring, Economic Entities, Merger, Indebtedness, Solvency

20. IF CASH IS KING, WHAT ABOUT ITS ROLE AS A DETERMINANT OF SHAREHOLDER VALUE?

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ABSTRACT

A commonly heard refrain among managers, academics and financial analysts is that cash is king, where cash in this context refers to the amount on a firm's balance sheet that reports the value of a company's assets held in the form of cash or in the form of cash equivalents that can be converted into cash immediately and, presumably, with little or no loss of principal. As this analysis suggests, firms invest in liquidity for various reasons, including the satisfaction of precautionary, speculative and transactional needs. Because of the enduring nature of these needs, adequate liquidity should be viewed as one of the firm's most important strategic investments and, as such, adequacy should be judged in terms of the contribution liquidity makes to the creation of shareholder value. This analysis is dedicated to that end and utilizes a step-multiple regression model to measure the extent to which a set of commonly utilized measures of liquidity share a statistically significant relationship with market capitalization among a sample of S&P 500 operating companies.

Keywords: *liquidity paradox; shareholder value; multidimensional construct; step-wise regression; total variance; residual variance*
