

ABSTRACTS**1. CUSTOMIZATION AND BEST PRACTICES MODEL FOR ADOPTING ERP SYSTEM: AN ANALYSIS**

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ABSTRACT

While adopting/installing ERP packages, organizations face the choice: adopt best practices of the industry or go in for customization. We present an analysis that relates ERP package requirements to strategy of the firm. We argue that best practice model that collects best practices of the industry is unable to meet specific strategic priorities of a firm. In particular, 'defender' (that strives for cost leadership) and 'prospector' (that strives for differentiation) may not benefit if they import ERP systems from each other. In such situations organizations have to go in for customization. A pilot study of 14 organizations gave support to our framework.

Keywords: Enterprise Resource Planning, ERP customization to suit organization strategy, best practices model for adopting ERP

2. INFORMATION RICHNESS, MARKETING EFFECTIVENESS, IT COMPETENCY, AND COMPETITIVE ADVANTAGE: EVIDENCE FROM THAI E-COMMERCE BUSINESSES

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ABSTRACT

The objective of this study is to test the effects of information richness on competitive advantage of E-Commerce businesses through marketing effectiveness as a mediator and IT competency as a moderator. Here, 399 E-Commerce businesses in Thailand are the sample of the study. With the results of the study, information richness has a significant positive association with marketing effectiveness; and marketing effectiveness has a significant positive relationship with competitive advantage. Also, IT competency positively moderates the marketing effectiveness-competitive advantage relationships. In summary, information richness is the antecedent of marketing effectiveness; marketing effectiveness is the factor of explaining competitive advantage; and IT competency is the partial moderator of the 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 also highlighted.

Keywords: E-Commerce, Information Richness, Marketing Effectiveness, IT Competency, Competitive Advantage

3. EFFECTS OF THE 2007 FINANCIAL CRISIS ON STARBUCKS

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ABSTRACT

Changes in Starbucks began after 2005, when problems to challenge Starbucks' success. These problems continued to affect the performance of the company until December 2010. The objective of this research is to analyze Starbucks' response to the effects of the 2007 financial crisis when its shares were devalued by more than 80%, dropping from US\$39.63 in May 2006 to US\$7.17 in November 2008, at the peak of the global crisis. Results show that the competence of its charismatic leader, Howard Schultz was essential to implement a restructuring of the company and bring it to your path of success. Really a story worth telling.

Keywords: Starbucks, Howard Schultz, Global Financial Crisis, Stock Market, Event Studies

4. COMPARATIVE STUDY OF SUPPLY CHAIN DEVELOPMENT IN THAI AND MALAYSIAN FIRMS

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ABSTRACT

This research was undertaken with the objectives (1) to understand the development of the supply chain in Thai/Malaysian firms, (2) to investigate the effectiveness of supply chain system, and (3) to approach the suitable model for supply chain to develop the supply chain system in manufacturing firms in Thailand and Malaysia. The conceptual framework is modified from the supply chain model from Wang et al. (2006). The manufacturing firms in Thailand and Malaysia were chosen to collect the data. The results show that all factors (22 variables) were positive and significant at the 1% level of significance. The supply chain development is significant and positively affected by environmental uncertainty, virtual integration, supplier responsiveness, cost advantage, and manufacturing flexibility factors. Implications, conclusion, and suggestions for future research are also discussed.

Keywords: supply chain, environmental uncertainty, virtual integration, supplier responsiveness, cost advantage, manufacturing flexibility

5. A STUDY OF ORGANIZATION STRATEGIES, STRUCTURES, CULTURE DIMENSIONS AND MANAGEMENT CONTROL SYSTEMS OF VARIOUS RETAIL FORMATS

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ABSTRACT

The environment in which retail organizations are operating is highly competitive as the constituents of environmental factors from the customer's perspectives are highly unpredictable. These environmental factors are customer's tastes, buying habits, their purchasing power, available product varieties and product line etc. To alleviate the environmental pressure, retailers chose their distinct retail format,

strategy, structure, work culture and management control systems in response. In this paper we investigate the strategy, structure and culture of different retail-formats like 'department stores', 'hypermarkets', 'specialty stores', 'convenience stores' and 'discount store'. We argue that convenient stores and discount store choose Defenders' Strategy and have high power distance and high uncertainty avoidance and use diagnostic control systems. The speciality stores choose Prospectors class of strategy and have low power distance and low uncertainty avoidance and follow an interactive control system. Strategically Hypermarkets and department stores have strategy similar to that of Analysers and opt for moderate power distance and moderate uncertainty avoidance culture in their organization and their management control system is moderate. On the basis of existing literature, we conceptualize the study propositions, which need empirical verification at a later stage.

Keywords: Organization Strategies, Organization Structure, Retail formats, Organization culture

6. EXECUTIVE WOMEN IN BUSINESS: EXPLORING CHALLENGES AND PATHWAYS OF SPECIALTY AREAS

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ABSTRACT

In 2010, women comprised about 47 percent of the workforce in the United States, according to the Bureau of Labor Statistics. Almost 52 percent of all management and professional positions were held by women in 2010. The continued growth of women in the workforce has affected the management of business and brought new challenges to the women who hold management positions in business. This study is a content analysis of the topics in gender research on women executives in business, particularly those in the subset of public relations. Focusing on the trends of women in business from the 1950s to present day, the paper analyzes the most pertinent issues affecting women as they attempt to climb the corporate ladder. Some of these issues include issues pertaining to the glass ceiling; the feminization of certain professions; gender stereotyping; lookism; ageism; sexual harassment; the balancing of work and family life; and workplace roles.

Keywords: Executive Women, Career Pathways, Women Entrepreneurs, Public Relations Women, Public Relations Feminization, Glass Ceiling

7. KNOWLEDGE ACQUISITION, TECHNOLOGY ACCEPTANCE, INFORMATION RICHNESS, AND COMPETITIVE ADVANTAGE OF E-COMMERCE BUSINESSES IN THAILAND

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ABSTRACT

This study aims at examining the effects of knowledge acquisition on competitive advantage of E-Commerce businesses in Thailand through technology acceptance and information richness as moderators. Knowledge acquisition is the independent variable; technology acceptance and information richness are the moderating variables; and competitive advantage is the dependent variable of the study. Here, 399 E-Commerce businesses in Thailand are the sample of the study. The results indicate that knowledge acquisition has a significant positive relationship with competitive advantage. In contrast, technology acceptance and information richness have no association with the knowledge acquisition-competitive advantage relationships. Thus, they are not the moderators of 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 also highlighted.

Keywords: E-Commerce, Knowledge Acquisition, Technology Acceptance, Information Richness, Competitive Advantage

8. THE OTHER SIDE OF THE E-GOVERNMENT COIN: MONITOR FROM THE PEOPLE: BUILDING A NEW DOUBLE-SIDED E-GOVERNMENT CONCEPTUAL MODEL

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ABSTRACT

Traditionally, E-Government was about providing information and services to citizens online such as paying bills, fine, traffic tickets, voter information, complaint tracking and birth& death certificates. E-Government also expanded to conduct transactions with business partners such as suppliers, vendors and contractors. However, the other side of the E-government coin was not obvious, which is the monitoring from people to all government agencies while conducting transactions, monetary expenditure, recruitment, promotions and all other official business and activities. This paper introduces a new conceptual model that enables the public (citizens and people) to monitor their government activities through entering and storing all official and government activities and transactions in a public data warehouse that is connected to the e-government web site. This web site is accessible by all citizens to guarantee fairness, subectivity and social equity in all government transactions.

9. THE EFFECTS OF MULTITASKING ON INDIVIDUAL'S TASK PERFORMANCE

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ABSTRACT:

Multitasking occurs when an individual works on several tasks or uses several electronics devices, simultaneously. Multitasking has become a common part of life for most individuals. With the advent of smart phones, bluetooth technology, IPADs, LCD televisions, etc., and the communication capabilities they provide, workers are spreading themselves thin in the use of their time. This paper discusses the

effects of multitasking on the analytical abilities and problem solving skills of individuals. Some believe that multitasking has no effect on the analytical abilities or performance of individuals as they shift their attention back and forth among various tasks. Others do not believe multitasking is really possible, i.e., working on several tasks simultaneously. (Taylor, 2010). These individuals believe that what is occurring in "multitasking" individuals is they are merely jumping back and forth between tasks, and that the result is low quality output and increased stress levels, and that the final outcome could very well be a "burned out" individual. Studies show that those who text while driving are actually more likely to have an accident than a drunk driver. Those who put make up on, talk on the phone, or perform other tasks while driving, are also more likely to have an accident than those who focus solely on their driving. (Hamilton, 2008). Some studies even show that those who multitask eat more than those who simply have a meal. (Hamilton, 2011). Still others believe we are losing our ability to relax, which can result in long term damage to a person's health. (Richtel, June 2010). So, the true value of multitasking has yet to be determined.

Keywords: Multitasking, single tasking, accuracy in performance, productivity in performance, critical thinking, human-computer interaction, performance tradeoffs

10. FORMALIZED BUSINESS PLANNING DECISIONS IN SMALL FIRMS

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ABSTRACT

In recent years a growing amount of research has recognized the importance of planning for small businesses. However, there is surprisingly very little empirical work examining the techniques, tools, and approaches to planning that are actually being used by these companies. This study is designed to partially fill this gap in the literature by reporting the results of a survey of 838 small firms. It seeks to explore their strategic planning tools and techniques. Some explanations as well as implications, limited generalizations and areas for future study are developed.
