

**ABSTRACTS****1. STRATEGIC COST MANAGEMENT AND GOAL ACHIEVEMENT:  
EVIDENCE FROM FOOD BUSINESSES IN THAILAND**

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**ABSTRACT**

*This research aims at investigating the influences of strategic cost management and goal achievement in the new model. The primary objectives of this study are to examine the effects of strategic cost management on goal achievement and to investigate the antecedence and consequences of strategic cost management of food businesses in Thailand. The key research question is how strategic cost management has an influence on goal achievement. Underlying the instrument for data collection and accounting manager of each firm is the key informant. The regression analysis is employed to examine all hypotheses. Data was collected from 168 food businesses in Thailand are sample of the research. The results indicate that some dimensions of strategic cost management, namely competitor cost analysis efficiency and resource usage quality assessment have a significant positive effect on operational excellence outstanding, valuable information specialization and decision making advantage. Moreover, operational excellence outstanding, valuable information specialization and decision making advantage are effective on goal achievement. Potential discussion with the results is evidently implemented in the research. Contribution, conclusion and directions of the future research are presented.*

**Keywords:** *strategic cost management, goal achievement, operational excellence, valuable information specialization, decision making advantage, organizational vision for wealth, accountant competency readiness, technology learning capability, competitive volatility*

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## 2. MARKET ORIENTATION AND THE BANKING CRISIS IN ICELAND

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### ABSTRACT

*In October 2008 three of the biggest banks in Iceland went bankrupt along with the biggest savings and loans. The consequences have been dire for the Icelandic economy in general and the banking sector in particular. This paper studies the effects of market orientation on business performance and whether the lack of market orientation can explain the collapse to some extent. The research subject is one of Iceland's commercial banks. The study objectives were to measure the shape of this bank's organizational culture and the level of its market orientation. The measurement instrument is based on the Denison Model of Organizational Culture Survey (DOCS).*

*According to the results, the level of the banks organizational culture scores a 3.62 on a 5-point scale where 1 means "weak" and 5 means "strong". The bank's shape of organizational culture is strong in the sub-dimension "strategic direction and intent" but weak in the sub-dimension "coordination and integration". The bank has a strong external focus combined with a focus on stability. The "adaptability" dimension (the measure of market orientation) scores a 3.57 on a 5-point scale and has a weak positive relation with five out of six performance indicators, and a moderately strong relation with employee satisfaction.*

*The results further show that the bank is very profit-oriented, which might explain its low score on some dimensions. The results from this study are in line with the results from other Icelandic studies that have used DOCS to measure the shape of organizational culture.*

**Keywords:** Market Orientation, Banking, Organizational Culture, Performance

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## 3. THE RELATIONSHIP AMONG MARKET ORIENTATION, CORPORATE SOCIAL RESPONSIBILITY, AND MARKETING PERFORMANCE IN THAILAND MANUFACTURING

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### ABSTRACT

*This study investigates the relationships among market orientation, corporate social responsibility and marketing performance. The data was collected by mail survey questionnaires of Thai manufacturing firms by utilizing the resource-based view (RBV) and stakeholder theory to explain the conceptual framework. The results reveal market orientation has a significant positive relationship with corporate social responsibility. Moreover corporate social responsibility has a significant positive effect to marketing performance in terms of customer loyalty and financial benefits. Contributions and suggestions are also provided for further research.*

**Keyword:** Market orientation, Corporate social responsibility, Marketing performance, Customer loyalty, Financial benefits.

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#### 4. PROCUREMENT STRATEGY IN AN ENTREPRENEURIAL FOOD COMPANY'S SUPPLY CHAIN: A CASE STUDY OF PONDICHERI CAFÉ

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##### ABSTRACT

*In the new era in post-globalization, many new concepts aiming simultaneous improvement for livelihood and environments bring forth unprecedented demands on existing supply networks. This pressure is affecting especially the food chain. Recently, the organic/local grown vs. corporate food web debate has been revived by a number of industry thinkers and academics. In the meantime, emerging supply chain models for "alternative" food have been implemented by small business entrepreneurs. This research presents a case-study on a model that arranges the alternative food supply network. We examine the procurement practices of the business and probe the constraints, limitations, risks, and other challenges faced by utilizing a local or organic purchasing strategy. Our analysis yields actions that may positively impact the performance of the new food supply chain for entrepreneurial firms.*

**Keywords:** *Alternative Food Economy, Group Purchasing Organizations, Food Supply Chain, Agricultural Industry, Mid-Tier Food Value Chain*

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#### 5. THE IMPACT OF INTEGRATED MARKETING STRATEGY ON MARKETING PERFORMANCE: AN EMPIRICAL EVIDENCE FROM EXPORTING BUSINESSES IN THAILAND

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##### ABSTRACT

*The objective of this study is to examine the relationships among dimensions of integrated marketing strategy, namely, CSR effectiveness, market sensing orientation, brand equity development, and its consequence variables, for instance, new product success, superior customer value, customer satisfaction, and marketing performance via technological change and market uncertainty as moderators. The data are collected from the 1200 exporting businesses who are the members in Thailand's Brand Project. Statistical methods are tested through descriptive statistic, correlation and multiple regression analyses. Consistent with our findings, the results exhibit that integrated marketing strategy has a positive relationship with new product success and superior customer value. Likewise, customer satisfaction has a significant positive influence on marketing performance. Otherwise, there is no moderating effect in this model. Additionally, the potential discussion with the results is implemented in the study. Theoretical and managerial contributions are described. Conclusion, suggestions and directions of the future are presented.*

**Keywords:** *Integrated Marketing Strategy; CSR Effectiveness; Market Sensing Orientation; Brand Equity Development; New Product Success; Superior Customer Value; Customer Satisfaction; Marketing Performance; Technological Change; Market Uncertainty; Exporting Businesses*

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## 6. ENTREPRENEURSHIP EDUCATION: A CHINESE UNIVERSITY CASE STUDY

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### ABSTRACT

*Entrepreneurship Education for College students initially originated from the United States in 1940s, now it has been greatly accepted and popularized by many countries. But different from American entrepreneurship education of “colleges demand”, entrepreneurship education in China has mainly been advocated by the Central Government in the past decade because of higher pressure of employment for university graduates. The paper aims to describe its practice in Central University of Finance and Economics, just a glimpse of China’s Entrepreneurship Education to introduce its trend and current situation in China.*

**Keywords:** *Entrepreneurship education; China*

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## 7. DYNAMIC MARKETING STRATEGY, MARKETING COMPETITIVENESS, MARKETING SUCCESS, AND MARKETING PERFORMANCE: EVIDENCE FROM HOME DECORATION EXPORTING BUSINESSES IN THAILAND

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### ABSTRACT

*The purpose of this study is to examine the relationships among five dimensions of dynamic marketing strategy, new product development efficiency, business marketing excellence, customer value creativity, marketing competitiveness, marketing success, marketing performance, executive aggressive vision, marketing resource readiness, marketing experience, changing customer preference, competitive environment instability, via organization marketing culture and marketing leadership. Dynamic marketing strategy consists of marketing learning focus, proactive customer orientation, product innovation awareness, intelligent technology utilization and stakeholder responsive willingness. Here, 314 home decoration exporting businesses in Thailand were chosen as the sample of the study. The results of this study indicate that five dimensions of dynamic marketing strategy has a significant positive association with marketing outcomes (marketing competitiveness, marketing success and marketing performance). Surprisingly, Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion, suggestions and directions of the future research are recommended.*

**Keywords:** *Dynamic marketing strategy; marketing learning focus; proactive customer orientation; product innovation awareness; intelligent technology utilization; stakeholder responsive willingness; new product development efficiency; business marketing excellence; customer value creativity; marketing competitiveness; marketing success; marketing performance; executive aggressiveness vision; marketing resource readiness; marketing experience; changing customer preference; competitive environment instability; organization marketing culture and marketing leadership*

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## 8. WHICH STRATEGIC FACTORS ARE EFFECTIVE FOR CONVERGENCE PRODUCT IN THE TECHNOLOGY DEVELOPMENT PERSPECTIVE?

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### ABSTRACT

*The technology push strategy and market pull strategy have related with the technology development paradigm. The first generation of technology development placed a value on developing technology itself. The second generation concerned with technology development by project management for efficiency. The third generation started combining market needs, namely a market pulled the growth. Is the introduction of new convergence products caused by a technology push factor or a market pull factor in the current information and communications technology industry as ever? Is there the relationship of convergence products introduction with business performance as a positive thing? There are different convergence product types, from a product with various concepts to a product mixing heterogeneous technologies and a product targeting several markets simultaneously, if any. When we set up the hypotheses with strategic factors from technology, market demands and mixture of both factors, we propose the new concept, customer-producer which means that a customer itself plans, produces, uses and sells what it wants. As a result of using a structural equation modeling, three strategies affect the new convergence product development positively but the technology pull strategy is affected stronger than others. Namely, in Korea the role of information and communications technology is still important in this market and it has the possibility of creating a new market sufficiently.*

**Keywords:** Convergence Product, Customer-producer, Technology Development Strategy

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## 9. THE ROLE OF RELATIONSHIP LEARNING IN SUPPLIER DEVELOPMENT PROGRAM ON RELATIONSHIP-BASED COMPETITIVE ADVANTAGE: EVIDENCE FROM PLASTIC AND CHEMICAL EXPORTING BUSINESSES IN THAILAND

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### ABSTRACT

*Effective relationship learning (RL) has become a potentially valuable way of securing competitive advantage and improving organizational performance since competition is no longer between organizations, but among their partners. This research conceptualizes and develops three dimensions of RL practice (information sharing, shared interpretation and developing memories) and tests the relationships among RL, supplier relationship improvement, innovation performance and relationship-based competitive advantage. In addition, this model also needs many factors that drive RL occur efficiency including, collaborative commitment, channel consensus, and collective inquiry. Data for the study were collected from 81 plastic and chemical businesses in Thailand and using a questionnaire as an instrument. The statistics used for analyzing data were correlation analysis and the Ordinary Least Squares (OLS) regression analysis. The results indicate that higher levels of RL practice can lead to enhanced competitive advantage and improved organizational performance. The findings of this research thus point to the importance of RL practices to the organization.*

**Keywords:** Relationship Learning (RL), Relationship- Based Competitive Advantage (RBCA)

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**10. DEAL WITH LAYING PEOPLE OFF- LAYOFF MANAGER'S COPING STRATEGIES**

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**ABSTRACT**

*This paper focuses on layoff managers' potential post-layoff coping behaviors. Under the circumstances that layoff managers tend to experience discomfort when they are forced to make difficult decisions laying people off, this paper examines how various factors, such as managers' past layoff experience, influence their coping strategy adoption. An online survey was sent to MBA alumni from a Southern University in US. Ninety effective responses were collected. The results show several significant impacts of individuals' background on their Escaping but Control coping strategy adoption. This information would be beneficial to training initiation for layoff managers. This study provides an insight for organizations how to help various managers cope with their discomfort more efficiently based on their background and prior layoff experience.*

**Keywords:** Layoff managers, downsizing, coping strategies, discomfort

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**11. CORPORATE SOCIAL RESPONSIBILITY EFFECTIVENESS, FIRM COMPETITIVENESS, BUSINESS SUCCESSES AND CORPORATE SUSTAINABILITY: AN EMPIRICAL INVESTIGATION OF ISO 14000 BUSINESSES IN THAILAND**

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**ABSTRACT**

*This study examines the impacts of five dimensions of corporate social responsibility effectiveness on corporate sustainability through mediating influences of brand image, organizational reputation, stakeholder acceptance, firm competitiveness and business success. Furthermore, the five factors as antecedents, namely, executive long-term vision, corporate governance leadership, business learning, stakeholder expectation, and competitive turbulence via moderating effects on organizational experience and growth needs. Here, 99 ISO 14000 businesses in Thailand were chosen as the sample of the study. The results show that some dimensions of corporate social responsibility effectiveness have a significant effect on brand image, organizational reputation, stakeholder acceptance, firm competitiveness, business success, and organizational sustainability. In addition, brand image and stakeholder acceptance have a potential positive impact on firm competitiveness and business success. Likewise, firm competitiveness and business success have a potential positive influence on corporate sustainability as well. In addition, the antecedent variables, executive long-term vision, corporate governance leadership, business learning, and competitive turbulence are positively significant, except for stakeholder expectation. Furthermore, the potential discussion with the 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:** Corporate Social Responsibility Effectiveness, Brand Image, Organizational Reputation, Stakeholder Acceptance, Firm Competitiveness, Business Success, Organizational Experience, Growth Needs, Corporate Sustainability

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## 12. SENSORY MARKETING: CONSUMPTION EXPERIENCE OF THE BRAZILIAN IN THE RESTAURANT INDUSTRY

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### ABSTRACT

*This article, seeking to broaden the sensory marketing field of study, has as focus on the environment of gourmet restaurants. We sought to investigate how the five senses (sight, smell, touch, taste and hearing) influence the emotions of the consumer (Mehrabian and Russel, 1974) and the influence of emotions on satisfaction with the environment and the restaurant service in general. Application of bivariate statistical analysis using frequency, mean, standard deviation, correlation and ANOVA, allied to theoretical investigation identified that the five senses, positively influence the pleasure of the experience of consumers in gourmet restaurants and this in turn contributes to consumer satisfaction with both the atmosphere of the restaurant and the service as this. The emotions during consumption were highlighted as important constructs about the experience in gourmet restaurants, reinforcing the importance of academic research in this field of study.*

**Keywords:** *Sensory marketing, Restaurants industry, Consumer behavior, Consumer satisfaction*

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