
ABSTRACTS**1. INNOVATION CAPABILITY AND EXPORT PERFORMANCE:
AN EMPIRICAL STUDY OF TEXTILE BUSINESSES IN THAILAND**

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ABSTRACT

This study aims at empirically examining and investigating the relationships between innovation capability and export performance of textile businesses in Thailand. According to the existing literature, innovation capability is an important strategy that will help firms gain greater competitive advantage, improved performance, and increased viability. In this study, three dimensions of innovation capability (innovativeness, capacity to innovate, and willingness to change) were chosen as independent variables. The results demonstrate that innovativeness, capacity to innovate, and willingness to change have a significant positive impact and influence on exporting firms' performance. Thus, theoretical and managerial contributions are provided and limitations of the current study and suggestions for further research are introduced.

Keywords: Innovation Capability, Innovativeness, Capacity to Innovate, Willingness to Change, Export Performance

**2. MINIMUM SPANNING TREE HEURISTICS TO ASSESS THE IMPACTS OF RFID-ENABLED
SUPPLY CHAIN ON TRANSPORTATION COSTS**

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ABSTRACT

The total geographic areas of a firm's supply chain will have substantial impacts on total supply chain costs and transportation strategies. Lately, supply chain partners have capitalized IT to complement transportation arrangements or revise routing strategies. By doing so, firms can better balance the desired breadth of market coverage and the forecasted demand in each location while in the meantime controlling total supply chain costs. Therefore, an increasing number of businesses are adopting an innovative IT system, the Radio Frequency Identification (RFID) technology, to monitor and control supply chain through-put by ubiquitously labeling supply chain entities and mapping transport processes in greater detail. The goal of this paper is to investigate the impacts of RFID-enabled supply chain on the costs of transporting through-put. 'Through-put' is herein a function of an industry's work-in-process materials, or intermediate inputs, and finished products, or gross output. According to the Bullwhip Effect, transportation systems may in turn experience amplified physical flow volatility. Thus it is crucial to enhance inventory visibility and transport-cost optimization strategies in this sub-group. While conventional transportation optimization models can determine cost-minimizing transport strategies, these models largely did not take into consideration the effects of RFID on the transportation arrangements. As a result, the magnitudes as to how RFID impacts transportation costs and the ultimate competitive strategies have not yet been addressed. To achieve the goal of the present research, we develop parameters reflecting a RFID-enabled transportation network and test them utilizing a minimum spanning tree (MST). The resulting traveling salesman problem maps a set of nodes representing a network of terminals. Each location services a single durable-goods manufacturer that transacts among the other locations given vertices weights. Thereby, each weight represents a hypothetical amount of physical flows per terminal. We propose a set of heuristics apropos the information contained in an electronic product code (EPC), the prevalent encoding mechanisms in RFID technology. Subsequently, the study develops transportation scenarios with and without synchronicity to the manufacturer RFID protocol. Presumably, the resulting strategies can simultaneously maximize the value of RFID capabilities and minimize

transportation costs – efficiencies leading to supply chain advantages. Our preliminary outcomes suggest that RFID is able to minimize transport costs between terminals.

Keywords: Minimum Spanning Tree (MST), Radio Frequency Identification (RFID), RFID heuristics, transportation cost minimization.

3. SPIRITUALITY, VALUES, AND LEADERSHIP BELIEFS AND PRACTICES: AN EMPIRICAL STUDY OF U.S. AND CHINESE BUSINESS LEADERS

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ABSTRACT

A comparison of business leaders ensconced in their communities and careers finds spirituality permeates their business lives. And, surprisingly, Chinese business leaders believed more strongly than U.S. business leaders in the positive relationship between spirituality and the conduct of business. On all questions which linked economic benefit to organizational climate, productive workforce, and to the existence of strong and positive organizational values and beliefs, the Chinese business leaders responded more positively than their U.S. counterparts.

4. TECHNOLOGY MANAGEMENT ANALYSIS FOR EFFECTIVE IMPLEMENTATION OF CHANGE USING THE SIX FACETS MODEL: EVIDENCE FROM WITHIN A FINANCIAL SERVICES COMPANY

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ABSTRACT

This paper seeks to validate the Six Facets model of technology change, which was developed to equip managers to effectively manage technological change. This article uses a financial services company to identify limitations in the model using both qualitative and quantitative measures. The Six Facets model is comprised of six facets namely technology evaluation, process and product integration, planning, implementation, training and the change process itself. Through this paper the authors are able to prove that the Six Facets model is indeed an effective tool when used correctly and in conjunction with other planning models for technological change. The authors also recommend, based on their findings, a modification of the Six Facets model to include exit or decision criteria to move from one facet to the next. This observation proved to be a significant problem for the chosen company, as issues within one facet were often carried on from one facet to another. The paper begins with a discussion and overview of the Six Facets model. It then discusses the research methodology used by the authors of this paper, which consisted of web-based surveys and business interviews using current literature as a guide for survey development. The next section is the company case study, followed by conclusions and recommendations.

Keywords: Technology Management; Technology Strategy; Technology Planning; Implementation of Change; Financial Services; Six Facets Model; Technological Change.

5. DO CUSTOMER VALUE SERVICE QUALITY AS A MEASURE OF SERVICE BRAND IMAGE IN A SERVICE WITH LESS ENCOUNTERS?-A STUDY OF THE INDIAN CELLULAR AIRTIME MARKET

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ABSTRACT

In any service what is most critical to the marketer, service provider as well as the customer is the stage of service encounter. This is the point wherein the production and consumption of service takes place. On an average this is the stage wherein the customer forms the opinion about future consumption of the same service and a feeling of satisfaction or dissatisfaction. Cellular airtime service is one exception wherein there is no service encounter. Indian cellular airtime market is one of the fastest growing markets of the world. Thus this market is the best to study such a topic. This paper delves into available theory of Service and service quality. Finally this study looks into the customer preference for airtime service provider and the influencing role of service quality and its various facets.

Keywords: Service brand-image, Service quality, Consumer Preference, Cellular Airtime Market, India

6. INVESTING IN THE RESEARCH AND SCIENCE SYSTEM: GOVERNMENT CHOICES, SYSTEMIC CONSEQUENCES

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ABSTRACT

This paper overviews the recent history of funding the science system within New Zealand (NZ), and provides background to the erstwhile dilemmas faced by those charged with determining the nature of science funding. The paper adds to a series that explores the mutually informing use of alternative systems methodologies in building understanding of system-wide dilemmas, and provides a constructive illustration of how the Causal Loop Diagrams of System Dynamics can be used in complementary fashion with the tools of the Theory of Constraints methodology to suggest new ways for approaching such dilemmas.

Keywords: Multi-methodology, Systems Thinking, Theory of Constraints, Causal Loop Diagrams, Conflict Resolution, Science Policy.

7. AN ANALYSIS OF COMPARATIVE ADVANTAGE AND COMPETITIVENESS IN DAIRY PRODUCTS: AUSTRALIA AND OTHER SELECTED COUNTRIES¹

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ABSTRACT

This paper examines revealed comparative advantage and competitiveness of Australia and several other dairy exporting countries in processed dairy products, using Balassa's revealed comparative advantage index and Vollrath's revealed competitive advantage indexes, and actual export data for the period 1990-2001. The results demonstrate that Australia has revealed comparative advantage and revealed competitive advantage of all of the dairy products. New Zealand, and the selected EU countries have revealed comparative and competitive advantage in most of the dairy products. The UK and the USA have revealed comparative disadvantage in most of the dairy products.

Keywords: Comparative Advantage, Competitiveness, Dairy Products, Australia, EU, New Zealand, UK, USA.

8. USING BUSINESS MODELS TO ASSESS THE EFFECTIVENESS OF FIRM INTERNATIONALIZATION

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ABSTRACT

The authors develop the Business Model concept as a tool for organizing, analyzing, assessing and guiding the internationalization process of firms. Drawing on frameworks from strategy literature, the authors propose a description of a Business Model to serve as an interpretive lens for understanding firms' attempts to replicate their operating methods and a prescriptive model for setting up operations in foreign countries. French food retailers implanting their operations in Poland is used to illustrate the framework. The retailers' Business Model could not be replicated in Poland due to major societal and industrial differences between France and Poland that seriously hampered the application of French managerial practices with Polish workers and caused difficulties with potential local suppliers. We suggest a better understanding of their home-developed Business Model and the host country context would have made them more successful.

Keywords: Business Model, Strategy, Embeddedness, Internationalization, Replication, Liability of Foreignness.

9. FIRM CAPABILITIES, COMPETITIVE ADVANTAGE AND PERFORMANCE: AN EMPIRICAL INVESTIGATION OF THAI E-COMMERCE BUSINESSES

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ABSTRACT

This study is an empirical examination of the firm capabilities (e-commerce capabilities, and marketing capabilities) competitive advantage impact and web and firm performance. Data collected from 81 ecommerce businesses in Thailand was processed with multiple regression. The study also found firm capabilities to support competitive advantage and web and firm performance. The implications of the results of the study are discussed.

Keywords: E-commerce Capabilities, Marketing Capabilities, Competitive Advantage, Web Performance.

10. IMPACT OF TAXES ON FOREIGN INVESTMENT IN U.S. REAL ESTATE

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ABSTRACT

Investment in U.S. real estate has been an area of considerable interest to foreigners. Real estate investments are often hybrids of Foreign Direct Investment (FDI) and portfolio investment. The tax liabilities and other considerations of each type of real estate investment may be different and may influence a foreign investor's choice of the type and ownership form of foreign real estate investment in the U.S. However, little is known about how tax considerations might influence these inflows of FDI into the U.S. real estate sector. Furthermore, it is useful for a foreign investor to know the tax implications of each type of investment and the vehicles that may be used to own these investments. In this paper, we examine the tax implications and attractiveness of investment in U.S. real estate by foreigners, and by so doing, we provide foreign investors with valuable evaluation tools that can be effectively incorporated into their decision-making processes regarding U.S. real estate investment. We analyze the various alternative ownership options available to foreigners and their corresponding tax and reporting implications. We also present a comparison of the tax liabilities of a foreign individual versus a foreign corporation owning U.S. real estate and note the form of ownership that is the most desirable with respect to tax liability. Finally, we point out some of the factors that may impact the future direction of FDI in U.S. real estate.

Keywords: international real estate investment, incentives for real estate investment, taxation and real estate investment, foreign direct investment, portfolio investment in real estate

11. SIMPLE STRUCTURED CHARITABLE GIFTING PROGRAMS

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ABSTRACT

This study describes and evaluates three types of simple structured gifting strategies over various situations: charitable remainder trusts, charitable lead trusts, and charitable gift annuities. The results suggest that a properly structured gifting program not only provides needed support to charitable organizations, but also provides a source of income for individuals and beneficiaries with potential income, gift, and estate tax benefits.

Keywords: Charitable Lead Trust; Charitable Remainder Trust; Charitable Gift Annuity; CRT; CLT; CGA.

12. A MEASURE OF EUROPEAN UNION LEGAL ASSIMILATION AND ITS ACCEPTABILITY

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ABSTRACT

So far, both the theoretical research and European Union (EU) policies' direction demonstrate that EU legal assimilation (or legal integration) has become common recognition and is always labeled with positive comments without exception. This paper gives a different view about that issue. Based on an empirical examination, the paper believes that the majority of internal departmental laws legislated by EU member countries have the nature of acceptability in their legal assimilation. But for some department laws such as Tax Law, Civil Law, Social Protection Law, show unacceptable properties, which means EU should pay more attention to and take new measures to cope with them if they want to speed up EU legal assimilation.

Keywords: European Union, Legal Assimilation, Acceptability

13. THE SECURITIZATION OF ASSETS: TODAY AND TOMORROW

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ABSTRACT

Securitization is a process that converts illiquid assets into liquid financial instruments. From a company's perspective, securitization allows a company to immediately realize the cash value of illiquid contracts that could not be sold independently. This portfolio of illiquid assets can then be converted into marketable debt securities. One newer form of securitization involves the use of insurance contracts, such as life insurance, long-term disability insurance, accident and casualty insurance, or even homeowners insurance. When securitized, the contracts between the insurer and insured become a commodity that can be bought and sold in their respective markets. For investors, insurance securitization products are additional tools for diversification.

Keywords: Asset securitization, lending, risk diversification

14. RELATIONSHIPS AMONG FACETS OF EMPLOYEE SATISFACTION: WHY MANAGERS SHOULD CARE

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ABSTRACT

Relationships among facets of employee satisfaction have not been extensively studied. Guided by the 'hierarchy of needs' literature, a proposal of these relationships was developed and tested. Alderfer's (1969) hierarchy of needs is supported by this research, and support was found for the proposed model that satisfaction of resources leads to satisfaction of work relations, goal congruency, and autonomy.

Keywords: Process Management; Employee Satisfaction, Hierarchy of Needs.

**15. TRENDS OF VERTICAL INTEGRATION IN THE MANUFACTURING SECTOR:
COMPANY'S STRATEGIC CHOICES OR INDUSTRY PHENOMENON**

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ABSTRACT

The purpose of the paper is to indentify the trends of vertical integration at three levels. At the company level, 316 firms selected within manufacturing industries were analyzed. At the industry level, vertical integration trends were examined for all twenty 2-digit SIC code industries in the manufacturing sector. At the aggregate level, the trend of vertical integration for the whole manufacturing sector was discussed. Over a period of 18 years (1980-1997), 50% of all companies in the sample did not change their indices of vertical integration. Among the companies that significantly changed their indices, 27% performed vertical disintegration by decreasing their indices. Noticeably, the indices did not change in 75% of manufacturing industries. In the overall manufacturing sector, the indices stayed the same throughout the period 1963-1992. As companies adopted different trends across the manufacturing industries, the study concluded that strategic choices by corporate managers played at least a partial role in influencing companies' trends of vertical integration. The differences among companies in turn explained why the indices of vertical integration did not change in most industries and at the aggregate level.

Keywords: Vertical integration strategies, corporate restructuring, manufacturing sector,

16. RISK AND RETURN IN OIL AND GAS PRODUCTION IN THE OCS

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ABSTRACT

The primary goal of this paper is to analyze the relationship between risk and return in oil and gas production in the OCS. Integrating social responsibility and economic value have improved our understanding of the importance of risk and return in oil and gas investments. Firms view risk as an important determinant of value and risk aversion distorts investments in oil and gas exploration and development. If firms must exclusively bear the costs of oil and gas production, they would lower their bids as means of increasing the expected yield. Also, excessive risk aversion by firms would increase social costs because investments in oil exploration and development would be reduced and payments (i.e., royalties, bids) to the federal government would be reduced because firms would under-invest in OCS operations and would value risky investments below their actuarial value. The relationship between risk and return between the firm and the federal government is explained by the $\alpha=0$, the firm is risk neutral and bears all the environmental and social risks; conversely when ARA ratio of the absolute risk aversion (ARA). When ARA govt firm $\alpha=0$, the government bears the environmental and social risks. Given that the federal government and oil companies recognize the risks and returns from oil and gas production and when the risks and returns are redistributed between federal government and oil companies, this paper argues that both parties would act responsibly to maximize the welfare of the society.

Keywords: Investments; Risk and Rate of Return; Oil and Gas Production; Social Responsibility and Environmental Stewardship; Outer Continental Shelf-OCS.

17. CONSIDERATIONS CONCERNING THE INTEREST OF THE ROMANIAN COMPANIES IN CUSTOMER SATISFACTION

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ABSTRACT

This paper is based on an experimental research. This study is focused on the analysis of the extent to which the small and medium-sized companies in Romania are committed to the full satisfaction of their customers' needs. For this purpose, the paper begins with a short presentation of theoretical approach regarding the importance of having satisfied customers and their implications for the organization future activities. The authors present hereinafter the measurement results obtained by research in relation to the concerns of the small- and medium-sized enterprises aiming to meet the satisfaction of the customers by the offer they make.

Keywords: consumer satisfaction; enterprise implications; Small and Medium Enterprises (SME); Romania, loyalty, word-of-mouth communication.

18. THE IMPACT OF SALES FORCE AUTOMATION TECHNOLOGY ON RELATIONSHIP BUILDING OF INSURANCE AGENTS IN SINGAPORE

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ABSTRACT

This research focuses on the impact of technology on the salesperson's relationship building activities. The researchers' main motivation was prior work, which suggested that relationship building was not amongst the activities on which such salespeople spend their time. This evidence seemed counterintuitive and even contrary to theory; hence this replication research in a different industry (the insurance industry), using superior statistical techniques. Analysis of the survey results found that these salespeople do manage to save time by using mobile technologies, but that they make use of their additional time to not only undertake more selling, but also to build relationships with existing customers.

Keywords: Sales force automation, technology, personal selling, customer relationship management

19. THE RELATIONSHIP AMONG CREATIVE INDIVIDUAL PERSONALITY, ORGANIZATIONAL COMMITMENT, AND JOB PERFORMANCE EVIDENCE FROM ISO FIRMS IN THAILAND

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ABSTRACT

Creativity in humans is emerging as the most important factor to influence business advancement in today's intensely competitive and dynamic environment. Creativity is the ability to generate original ideas and solve problems appropriate to the contexts a definition that echoes both idea of originality as a factor of creativity and idea of appropriateness. However, surprisingly, very little attention issue creativity in the accounting field. This paper highlights creative individual's personality and presents model to further our understanding of the relationships comprehensive understanding of creative individual personality, organizational commitment and job performance. This model includes three aspects of creative individual personality (conservative creativity, intelligent creativity, and moralistic creativity) In this study attempts

were made to examine and investigation the creative individual personality of an accountant in ISO firms in Thailand was the sample. A mail survey was used for data collection. The questionnaire was sent to 477 respondents. The results, we found were that there are three aspects of creative individual personality which have positive association with organizational commitment, and job performance on ISO firm. Thus, contributions and suggestions are also provided for further research.

Keywords: Creative Individual Personality; Conservative Creativity, Intelligence Creativity, Moralistic Creativity, Organizational Commitment, Job Performance.
