

## ABSTRACTS

### **1. EFFECTS OF ALLIANCE EXPERIENCE, RESOURCE EXCHANGE AND TRUST ON COMPETITIVE ADVANTAGE AND PERFORMANCE OF GOVERNMENT PROMOTED INVESTMENT FIRMS IN THAILAND**

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#### **ABSTRACT**

*This study aims at investigating the impacts of alliance experience, resource exchange and trust on competitive advantage and performance via moderating influences of interorganizational relationship and learning capability. Government promoted investment firms in the Thailand Board of Investment (BOI) were chosen as the sample. The results indicate that alliance experience has a significant positive association with both resource exchange and trust. Also, resource exchange is positively related to competitive advantage and performance. Similarly, competitive advantage has an important effect on performance. Surprisingly, both interorganizational relationship and learning capability are not moderators of the aforementioned relationships. Then, alliance experience definitely affects competitive advantage and performance via resource exchange as a moderator. Giving potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are described.*

**Keywords:** Government Promoted Investment Firms, Alliance Experience, Resource Exchange, Trust, Interorganizational Relationship, Learning Capability, Competitive Advantage, Performance

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### **2. COOPERATIVE TECHNOLOGY MANAGEMENT FOR CONSENSUS STANDARDIZATION: DRAM STANDARDS AND IPRs**

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#### **ABSTRACT**

*This paper discusses the consensus standardization and technology management of companies. Modern corporate environments embrace both competition and cooperation, and standardization is regarded as an important competitive advantage for companies. Some high-tech industries establish consortia and decide common standards for all companies in an industry. However, this standardization process would not lead to competitive advantage for each company because companies cannot take advantage of their own technologies and patents for differentiation.*

*Companies need to cooperate with competitors for using their IPRs (Intellectual Property Rights; patents) to avoid patent litigation among competitors for time-to-market advantage. In the semiconductor industry in particular, companies that acquire significant patents that become required standards find themselves in the tragedy of the anti-commons. They choose consensus standardization in industry consortia not only in order to speedily and reliably determine a standard but also to manage members' patents rights efficiently and reasonably. However, consensus standardization impedes differentiation among competitors, even in high-tech industries. While standardization is important for the commercialization of products, consensus standardization is a means of cooperation.*

**Keywords:** Consensus Standardization, Technology Management, IPRs, Competition and Cooperation.

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### 3. AN INTRA-ORGANIZATIONAL COMMUNICATION STRATEGY, ITS ANTECEDENTS AND CONSEQUENCES: AN EMPIRICAL EXAMINATION OF COMPUTER BUSINESS IN THAILAND

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#### ABSTRACT

*The purpose of this research is to analyze how the intra-organizational communication strategy (diverse communication implementation, openness communication effectiveness, flexible communication channel and media utilization efficiency) has an effect on organizational effectiveness through success of team relationship, excellence of working coordination, and establishment of task creativity. Also, this research examines the moderating role of all of information technology competency and share vision climate. Likewise, this research investigates the antecedents of intra-organizational communication strategy. Computer business in Thailand is sample and questionnaire is used as a tool. Results reveal that diverse communication implementation and media utilization efficiency have a positive influence on success of team relationship and excellence of working coordination. Media utilization efficiency only affects establishment of task creativity.*

*Share vision climate is partial moderating relationship between media utilization efficiency-success of team relationship and media utilization efficiency-excellence of working coordination. In addition, establishment of task creativity has a positive effect on organizational effectiveness. Competitive orientation has a positive association with diverse communication implementation, while, horizontal organizational characteristics and executive supportiveness have a positive relationship with openness communication effectiveness and flexible communication channel. Furthermore, executive supportiveness only affects media utilization efficiency. Information technology competency moderates the relationship between horizontal organizational characteristics-diverse communication implementation, horizontal organizational characteristics-flexible communication channel, horizontal organizational characteristics-media utilization efficiency and executive supportiveness-diverse communication implementation. Theoretical and managerial contributions are explicitly elaborated. Conclusion and suggestions and directions for the future research are highlighted accordingly.*

**Keywords:** *Intra-organizational communication strategy, Diverse communication implementation, Openness communication effectiveness, Flexible communication channel, Media utilization efficiency Success of team relationship, Excellence of working coordination, Establishment of task creativity, Organizational effectiveness, Horizontal organizational characteristics, Competitive orientation, Executive supportiveness, Share vision climate, and Information technology competency*

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### 4. MEASURING THE IMPORTANCE OF ROE AND MARKET CAPITALIZATION: EVIDENCE FROM THAILAND'S STOCK MARKET

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#### ABSTRACT

*Current research is undertaken to demonstrate the importance of Return on Equity (ROE) and market capitalization by analyzing the similarities and differences of the returns of SET 50 (large market capitalization) portfolios and non SET50 (small market capitalization) portfolios. In doing so, the current research reveals that during 2004-2006, ROE is negatively related to stock return for SET50 Index portfolios while positively related to stock return for non SET50 equity portfolios. When ROE is set aside, market capitalization is found to be positively related with stock return. Interaction between market capitalization and ROE and its relationship with stock return is examined. Finally, the current research*

suggests that negative relationship between ROE and stock return for SET50 Index portfolios could be caused by market adjustment after market index surge by more than double in 2003.

**Keywords:** Thailand Stock Market; SET50 Index; Return on Investment; Market Capitalization; Financial Strategies

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## **5. SEEING THE INVISIBLE: USE OF COMPENSATION INFORMATION IN MARKET-BASED VALUATION OF HUMAN CAPITAL**

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### **ABSTRACT**

*This paper uses time-series and valuation tests to examine the use of compensation information in market-based valuation of human capital in the United States, the United Kingdom, Germany and Japan. The time series test examines the incremental contribution of the wages component of changes in income to future changes in earnings. The valuation test examines whether changes in wages provide incremental value relevance to market values beyond changes in earnings. Multi-country samples enable comparisons across differing business cultures.*

**Keywords:** Human capital, value relevance of earnings, intangible firm value, income components

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## **6. STANDARDIZATION/ADAPTATION STRATEGIES OF SOUTH KOREAN FOOD PRODUCT COMPANIES**

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### **ABSTRACT**

*Whether to standardize or adapt marketing operations in international markets is the major decision companies need to make. Despite significant research on this topic, there are significant knowledge gaps that still persist: (1) do companies operating internationally favor a standardized or adaptive strategy, (2) is the level of standardization or adaptation consistent across the various elements of firms' marketing mixes and (3) what are the internal and external factors that drive companies' standardization/adaptation decisions? The study is based on a mail survey from 82 Korean food companies engaged in international marketing. The survey asks about the deployment of the firms' marketing standardization/adaptation strategies and the factors supposedly related to the decision for the firms marketing products internationally. Possible explanations for findings and recommendations for future research are suggested.*

**Keywords:** standardization, adaptation, marketing strategy, consumer goods

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## 7. THE SOUTH KOREAN AUTOMOBILES AND SPARE PARTS EXPORT MARKET: AN ASSESSMENT OF THE LEBANESE MARKET FOR THE KOREAN PRODUCTS AND CONSUMER PREFERENCES

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### ABSTRACT

*The relationship between Lebanon and South Korea is a recent one, due to the remote geographical location of both countries with respect to each other. Lebanese knowledge of South Korea is limited relative to other countries in the Far East such as Japan and China; however, the bond is becoming stronger with time due to the efforts of both governments and the recognized booming economy of Korea. South Korea recognizes Lebanon as an experimental field for its products to be tested before offering them in the Middle Eastern Market. The main goods Lebanon imports from South Korea are automobiles and motor vehicles, car parts, electronics, plastics and others. Although the market share of the South Korean products is not that significant for the Koreans, a lot of opportunities are recognized for the future. South Korean brand names became so popular in the Lebanese market such as Samsung, LG, Kia, Daewoo and Hyundai. However quality is still associated with European, American and Japanese products. The purpose of this paper is to examine the importance of the Lebanese car market which is characterized by its diversity, consumer preferences, and competitiveness in relation to South Korea automobiles brands and spare parts export market.*

**Keywords:** South Korea, Lebanon, Automobiles and Spare Parts, Imports-Exports, Korean Products, Consumer Preferences

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## 8. SYSTEMATIC LINKING OF ORGANIZATIONAL STRATEGY, HR STRATEGY AND TRAINING STRATEGY ACROSS OLC

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### ABSTRACT

*This study introduces an OLC perspective into SHRM, and develops a framework of strategic alliances of organizational strategy, HR strategy and training strategy across the organizational life cycle. To construct the framework, this study first reviews the literature of its core concepts, namely SHRM, strategic hierarchy and OLC. Then by underlying the appropriate organizational strategy in each stage for taking up the best competitive position, the corresponding HR and training strategies are inferred from the attributes and objective of its upper strategic tier. Finally, this study highlights the training target, training method and desired training outcome for each proposed training strategy across the OLC. The proposed framework suggests that linking the three tiers strategy contingently across OLC improves the efficiency, effectiveness and competence of workers in an organization.*

**Keywords:** Human resource strategy, organizational life cycle, organizational strategy, strategic fit, training strategy, strategic human resource management.

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**9. THE ATTRACTION OF STUDENTS TO THE UNDERGRADUATE COURSE IN MANAGEMENT:  
MULTICASE STUDY ON THE FACTORS ATTRACTING STUDENTS IN JOINVILLE, SC**

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**ABSTRACT**

*In a competitive higher education market, such as the one in Brazil, offering the kind of education that meets the expectations of both the students and the labour market has been fundamental for attracting and maintaining students at higher education institution (HEIs). Taking for base the attributes of students' attraction found in the literature, this study had for objective to determine the factors of the new students' attraction for the administration courses offered by HEIs of Joinville, SC. A questionnaire was applied to 409 students recently entered in four HEIs. The results show that the most important factors to choose a degree or a HEI are the potential employability of the course and the high quality image of the institution. The results obtained in this investigation can help HEIs managers to delineate strategic actions in order to attract future and retain current students.*

**Keywords:** Students' attraction; Degree in Administration; Educational marketing

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**10. COMPARATIVE STUDY OF KNOWLEDGE MANAGEMENT SUCCESS IN PUBLIC  
ADMINISTRATION**

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**ABSTRACT**

*Knowledge management (KM) has been emerged as a significant organizational and management challenge in public administration. KM can help a public organization's technological and organizational innovations for a more effective operation. However, there are different views among practitioners and researchers on how a knowledge management program for public organizations can be successfully designed and implemented in western and eastern hemispheres. Thus, the objective of this study is empirically examining whether KM success attributes for public organizations in USA (western hemisphere) would be different than S. Korea (eastern hemisphere). From the results of statistical analysis, the differences success attributes for KM in USA and S. Korea were analyzed. The greatest differences exist in KM supportive culture and information systems capability while the least difference is in performance measurement.*

**Key Word:** knowledge management, innovation, KM success

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**11. SURVIVAL STRATEGIES OF ASIAN EXPORTERS DURING ECONOMIC DOWNTURN: CASE OF  
THAILAND**

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**ABSTRACT**

*The recent global economic downturn has greatly affected Thai export sector in various ways. In particular, fluctuations in exchange rates as a result of this economic downturn have forced many Thai*

*exporters to review both their short term as well as the long term strategies in order to survive the crisis. The main objective of this research is to investigate the strategic adaptation by Thai exporters in managing risks associated with exchange rate fluctuations during the recent economic downturn. A positivistic research approach has been adopted using interviews and survey questionnaire instruments. Data were collected from financial managers of export companies across various industries in Thailand. Results indicate that Thai export companies have mostly emphasized on adopting four strategies including cost-cutting, value added product development, penetration of new markets, and expanding of domestic markets in order to combat adverse effects of exchange rate fluctuations during economic downturn. Results also indicate that various business characteristics affected such strategic adaptation.*

**Keywords:** global economic crisis, exchange rate strategy, exchange rate management, exports companies, Thai exporters.

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