
ABSTRACTS**1. ACTIVITY- BASED COSTING EFFECTIVENESS: HOW DOES IT INFLUENCE COMPETITIVE ADVANTAGE AND PERFORMANCE OF THAI-LISTED FIRMS?**

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ABSTRACT

The purpose of this study is to investigate the influence of Activity- Based Costing (ABC) effectiveness on production process efficiency, cost advantage, product planning proficiency and financial performance. In addition, this study investigates the effect of antecedents; cost accountant competency, corporate resource facilitation and price competitive force on ABC effectiveness. ABC effectiveness includes cost driver fitness, cost calculation accuracy, cost information creditability, and cost reporting usefulness. The results show that ABC effectiveness is significantly and positively related to production process efficiency, cost advantage, product planning proficiency. Production process efficiency, cost advantage, and product planning proficiency are significantly and positively related to financial performance. Moreover, cost accountant competency, corporate resource facilitation and price competitive force have direct positive influences on ABC effectiveness. Contributions and suggestions for future research direction, and conclusions are presented.

Keywords: Activity-Based Costing Effectiveness, Cost Driver Fitness, Cost Calculation Accuracy, Cost Information Creditability, Cost Reporting Usefulness, Production Process Efficiency, Cost Advantage, Product Planning Proficiency, Financial Performance, Cost Accountant Competency, Corporate Resource Facilitation, and Price Competitive Force.

2. FEEDBACK ABSORPTIVE CAPACITY: CASES FROM INTRAORGANIZATIONAL KNOWLEDGE TRANSFER WITHIN JAPANESE MULTINATIONAL COMPANIES

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ABSTRACT

This paper proposes the “feedback absorptive capacity” as an expanded concept of knowledge transfer. The concept of “absorptive capacity” is initially defined in order to show costs to absorb newly transferred knowledge from external environment, and the role of sender has been unintentionally ignored. However, multinational companies in our days always try enhancing its knowledge from headquarters to its subsidiaries. Hence the role of sender is critical in explaining their activities, and the ability of sender to absorb feedback from recipient also might be a determinant of recipient’s absorptive capacity. This paper calls this ability as sender’s “feedback absorptive capacity”. To support this new concept, this paper shows several cases from Japanese multinational manufacturers.

Keywords: Knowledge Transfer, Feedback, Absorptive Capacity, Multinational Company

3. AN ANALYSIS OF ACTIVITY BASED COSTING (ABC) JOURNAL LITERATURE

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ABSTRACT

Since the early 1980s a high number of innovative management accounting techniques have been developed. These new techniques have been developed to support modern technologies, new

management processes and to search for competitive advantage to meet the challenge of global competition. Activity based costing is one of them and has attracted the interest of academics (reserchers) and practitioners (management accountants) sincs its emergence.

The paper contains a qualitative analysis of the activity based costing journal literature. We intend to analyse how ABC generated attention and was received by academics and practitioners; how ABC was developed over the years; how and why ABC was adopted by organizations from all over the world; what were the reasons for which ABC was not adopted; what have been the benefits of the adoption process.

Keywords: activity based costing, theory, practice, implementation process,

4. THE RELATIONSHIP OF PERCEIVED HUMAN RESOURCE MANAGEMENT PRACTICES ON EMPLOYEES' PERFORMANCE

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ABSTRACT

Nowadays, the success of health care services increasingly depends on the organization's members. The competitive advantage to deliver value to customers is mostly implemented by people with know-how embedded in an organization. The study sheds the light to the competitive challenges in health care industry that survival depends much on their human resource. Thailand's health care industry was chosen to explore the relationship of human resource management practices on employee's performance, which exemplifies a core competency of an organization. Various multi-variate analyses, i.e. factor analysis, reliability analysis, and regression analysis, were applied to explore the relationship. The motivation and compensation are the key elements that healthcare industry can gain competitive advantage through people. As such, the competency of an organization in healthcare industry is sustained by practicing motivation and compensation of employee.

Keywords: Human Resource Management (HRM), Employee Performance, Healthcare Industry, Multivariate Data Analysis

5. GLOBALISATION OF R&D ACTIVITIES BY TNC: EVIDENCE FROM SUBSIDIARIES IN SOUTH EAST ASIAN COUNTRIES

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ABSTRACT

Recent shifts toward liberalisation have led to international divestments, rationalisations, mergers and acquisitions, which have in turn led to further changes in the roles of Transnational Corporation (TNC) subsidiaries. One key feature of liberalisation has been greater openness to Foreign Direct Investment as a means of acquiring technologies, skills and access to international markets, and of entering dynamic trade and production systems internal to TNCs. Recent trends of R&D spending in the world have shown significant growth especially from 1990s. Gross domestic expenditure on R&D in 2002 was 676,514 million dollars, corresponding to an average annual growth rate of 2.8% since 1996 (UNCTAD, 2005). In host developing countries, R&D expenditure by TNC subsidiaries accounted for 17.7% of total R&D expenditure in 2001 increased from 2.3% in 1993 (UNCTAD, 2005). In order to capture TNC subsidiaries' significant roles for R&D activities in South East Asian countries, we first discuss the theoretical issues of TNC subsidiaries in host countries. By observing the decentralisation of subsidiaries' activities in host

countries, using different laboratory types, as well as the autonomy level of subsidiaries, we try to identify the motives behind the subsidiaries' R&D laboratories shift from Development to Applied research, from Applied research to Basic research laboratories. We use our empirical data sets to clarify and assess 1) roles of decentralised R&D in South East Asian countries, namely Malaysia, Thailand, and Singapore, and 2) possible spillover effects of R&D in host countries, and 3) motives behind decentralisation of R&D by TNC subsidiaries.

Our results find that competence creating subsidiaries established R&D laboratories to use local technology and creative inputs, including technology, to develop new products aimed at expanding the global marketing scope of their TNC group. As factors behind the emergence of competence creating subsidiaries we observe the following factors, 1) host country specific factors, 2) industrial specific factors, and 3) TNC subsidiaries specific factors. Our results conclude that TNC subsidiaries specific factors affect TNC group's grouping pattern of R&D laboratories within the South East Asian host countries. Our findings also suggest that evolution of R&D laboratories is influenced by subsidiaries' competence level, which are also affected by TNC group.

Keywords: Transnational Corporation, R&D, competence creating, South East Asia

6. STRATEGIC CUSTOMER RELATIONSHIP MANAGEMENT CAPABILITIES AND MARKET PERFORMANCE: AN EMPIRICAL STUDY OF HEALTH SERVICE INDUSTRIES IN THAILAND

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ABSTRACT

This research investigates the influence of strategic customer relationship management (CRM) capabilities on customer satisfaction and brand loyalty leading to market performance. Lifetime customer value focus, customer expectation and competitive awareness are hypothesized to become the antecedences of strategic CRM capabilities. Then, this paper tests the role of market turbulence and organization support as a moderator. The model testing is using the data collected from 156 private hospitals of Thailand as the sample. The findings indicate that strategic CRM capabilities effect customer satisfaction and brand loyalty lead to market performance. Similarly, lifetime customer value focus, customer expectation and competitive awareness associate with strategic CRM capabilities. Moreover, the results do not find the moderating influence of market turbulence and organization support. Contributions and suggestions are provided for future research.

Keywords: CRM; Strategic CRM; Strategic CRM Capabilities; Customer Intelligence; Customer Profitability Analysis; Customer Knowledge Sharing; Customization Responsiveness; Customer Satisfaction; Brand Loyalty; Market Performance; Lifetime Customer Value Focus; Customer Expectation; Competitive Awareness; Market Turbulence; Organization Support.

7. MANAGEMENT ATTITUDE TOWARDS INCORPORATING CORPORATE SOCIAL RESPONSIBILITY AND THE IMPACT ON FIRM'S PERFORMANCE: ANALYSIS OF THAI SMES

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ABSTRACT

In the past decades great strides have been made toward integrating corporate social responsibility (CSR) into the core culture of many companies especially the larger corporations. Despite this progress however, adoption of CSR is still very small or at its early stages at most small and medium enterprises (SMEs). an important part of business There are many reasons responsible for this among the

SMEs. Many studies have given reasons for the slow start of incorporating CSR in SMES. They include lack of clear incentive to promote CSR among the SMEs, and inadequate guidelines since most of the existing guidelines are designed for large corporations. This paper, as a part of a larger study, investigated the perception of Thailand SMES in incorporating CSR into their enterprises and the performance of the SMES that have incorporated CSR versus those that have not. It concluded that there is a positive relationship between Thai SMES attitude and adoption of CSR and firm's performances.

Keywords: SMES, CSR, Performance, Attitudes, Enterprises, Stakeholders

8. THEORY OF ASSET PRICING: RATIONALITY OF SHARE TRADERS AND THE ABILITY TO CONSISTENTLY OBTAIN ABNORMAL RETURN FROM SHARE MARKET

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ABSTRACT

The aims of the paper is to unravel the way rationality is embedded in the theory of asset pricing, and whether the opportunity to consistently obtain abnormal return is explicitly or implicitly mentioned in the theory of asset pricing. The imperfections in asset pricing model, a model developed based on the theory of asset pricing, from theoretic approach could also be readily seen from this paper. The discussion in the paper reveals that rationality as defined by the economic maxims is embedded in the first main idea and the third main idea of the three main ideas in the theory of asset pricing. In fact, rationality as defined by Fama (1965) had also been found to be embedded in the third of the three main ideas in the theory of asset pricing. Nevertheless, the two definitions of rationality appeared not to be embedded in the second main idea of the three main ideas in the theory of asset pricing. The theory of asset pricing however had been found not to explicitly express its view on the ability to consistently obtain abnormal return from share markets. However, since the theory requires investors to be rational as defined by Fama (1965), it could be deduced that the theory of asset pricing theory implicitly believes that abnormal return could not be consistently gained from share market.

Keywords: *Asset pricing theory, rationality, abnormal return*

9. WHAT LIES BETWEEN GLOBAL EFFICIENCY AND LOCAL ADAPTATION? UNDERSTANDING THE SOCIAL RESPONSIBILITY OF MULTINATIONAL FIRMS

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ABSTRACT

International management distinguishes between global integration and local adaptation, but offers few nuances between these two strategies. Using a multi-level approach and case study data from Malaysia, we develop a typology of MNC behavior on a continuum between the two known extremes. The research draws on institutional theory and applies it to the context of social responsibility initiatives of MNCs originating in developed nations. The results of this study show, contrary to the dichotomy between global integration and local adaptation, evidence that there is a continuum to contend with. It proposes a typology of four categories of firms depending on their degree of local adaptation.

Keywords: *Multinational Firms, Business Strategies, Social Responsibility, Adaptation, Developing Countries*

10. RELATING CRITICAL SUCCESS FACTORS OF INFORMATION SYSTEM IMPLEMENTATION WITH ORGANIZATIONAL STRATEGY

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ABSTRACT

We analyze 22 critical success factors (CSFs) for Information System implementation as given by Somers and Nelson (2001). We relate these to strategy pursued by firms, i.e. defenders, prospectors and innovators (Miles & Snow, 1978; Miller and Roth, 1994). We find that (by 61 responses from 41 organizations) vendor support, dedicated resources, and use of consultants matter most for defenders. Another among 13 CSFs (that matter for Prospectors and innovators) important ones are Interdepartmental Cooperation, clear Goal and Objective, Management of Expectation, Interdepartmental communication, Data Analysis and Conversion, Project Championship, Steering Committee, Business Process Reengineering, Education on new Business Process, Change Management, Vendors Tools, Customization, Vendor Partnership and Architectural Choices.

Key Words: *Critical Success Factors (CSFs), Information System (IS), Defenders, Prospectors, Innovators*

11. INTERNET SHOPPING: THE EFFECTS OF INFORMATION ON CUSTOMERS' BARGAINING POWER IN LEBANON

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ABSTRACT

The Internet is creating notable changes in customer attitudes and behaviors toward shopping. The results show that Trust and Delivery and Internet accessibility are not statistically significant in determining customers' bargaining power, while Gender, Internet information and Internet Buying have a statistical significance. The Internet is the single most important development in Information Technology in the last decade. Offering 24 hours a day access to a large number of potential customers from all over the world with relatively low overheads, the Internet is becoming a source of information where products of all sorts are presented including the smallest details (Gromov, 1995). The Internet is creating notable changes in customer attitudes and behaviors toward shopping. Consumers use the Internet not only for making purchases online but also, to acquire information on products before shopping through traditional channels. The primary objective of this research is to examine the effect of the Internet information on customers' bargaining power in Lebanon.

Keywords: *Internet, E-Shopping, Information Technology, Consumer Attitudes and Behavior, Consumer Bargaining Power*
