
ABSTRACTS
**1. STRATEGIC ENTREPRENEURSHIP MANAGEMENT COMPETENCY AND FIRM SUCCESS:
A COMPARATIVE STUDY OF SMEs IN AUTO AND ELECTRONIC PARTS IN THAILAND**

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ABSTRACT

The purpose of this study is to examine the relationships among organization vision for sustainable growth, competitive learning capability, market culture implementation, SEMC, business practice effectiveness, value creation excellence, operational innovation efficiency, strategic advantage, corporate profitability, firm success via government support, and outstanding business experience as moderators. The model is tested by using data collected from questionnaire mail survey of 480 auto part SMEs and 332 electronic part SMEs in Thailand. The results reveal partial support for hypotheses derived from the conceptual model. In general, it provides empirical evidence that market culture implementation has a strong impact on all dimensions of SEMC for pooled samples. Also, social survival awareness has a strong impact on business practice effectiveness, value creation excellent, and operational innovation efficiency. Operational innovation efficiency and business practice effectiveness have a significant positive effect on value creation excellence. Operational innovation efficiency and business practice effectiveness have a significant positive influence on strategic advantage and corporate profitability whereas; value creation excellence has a significant positive influence on strategic advantage only. Finally, both of strategic advantage and corporate profitability have a significant positive influence on firm success. Consequently, theoretical and managerial contributions and suggestions for future research are presented.

Keywords: *New Business Idea Generation, Continuous Working Improvement, Change Mindset Adaptation, Stakeholder Response Focus, Social Survival Awareness, Organization Vision for Sustainable Growth, Competitive Learning Capability, Market Culture Implementation, Potential Resource Readiness, Business Practice Effectiveness, Value Creation Excellence, Operational Innovation Efficiency, Strategic Advantage, Corporate Profitability, Firm Success, Outstanding Business Experience, Government Support*

**2. CORPORATE SOCIAL RESPONSIBILITY, STRATEGY AND CULTURE:
BATI ANADOLU GROUP CASE**

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ABSTRACT

Corporate Social Responsibility (CSR) is an important phenomenon that has recently received increasing attention both from academia and the business world. This paper first provides the evolution of the concept by providing the definitions outlined by major scholars in the field and then discusses how the alignment of CSR with strategy and organizational culture serves effective functioning of an organization. Moreover, Bati Anadolu Group (BAG), a Turkish corporation, is explored in depth to evaluate its CSR projects especially regarding energy and environment and how the strategy and culture of BAG is involved in pursuing those projects is discussed.

Keywords: *Corporate social responsibility, strategy, organizational culture*

3. THE DIALECTIC OF CONTROL CULTURE IN SMES: A CASE STUDY

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ABSTRACT

This study aims to expatiate on critical theory of the influence of information asymmetry and the inconvincibility of the control culture in the Small and Medium Enterprises. It consists of examining the relevance of management control procedures and tools in order to consolidate the sustainable control culture, that mitigates the risks of trust in small business taking the case study of CAL - an SME in the Municipality of São Caetano do Sul, Brazil by explaining how information communication works among the stakeholders. To reach the mentioned goals, we explored previous researches such as Imoniana and Nohara (2005); Chervany (2001) and . Ojukwu and Georgiadou (2007). Based on our results, information asymmetry expresses significant influences on family business as well as control culture in SMEs and also attracts a discuss not only in terms of what convinces the managements in regard to environmental critical theories but also what puts the business into the right track through interventionist structure proffered by consultants restructural programme for the SMEs while taking advantage of the provision for the judicial business recovery, which protects businesses in difficulties. Finally, results confirm the impacts of information asymmetry on all the echelon of the organization chart of the small business, particularly within the governance structure, therefore; in essence it affects the maintenance of harmony in the control environment of SMEs.

Keywords: Information, Asymmetry, Control, SMEs, Governance

4. DYNAMIC MARKETING CAPABILITY, MARKETING OUTCOMES AND MARKETING GROWTH: EVIDENCE FROM FOODS AND BEVERAGES BUSINESSES IN THAILAND

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ABSTRACT

This study aims at investigating the impacts of dynamic marketing capability on marketing growth through mediating influences of marketing intelligence, marketing excellence and customer responsiveness. It also examines the moderating effects of market learning and environmental munificence. Dynamic marketing capability consists of market orientation and strategic flexibility. Here, 139 foods and beverages businesses in Thailand were chosen as the sample of the study. The results indicate that dynamic marketing capability is partially supported for the hypotheses derived from the model. Marketing outcomes include marketing intelligence, marketing excellence, and customer responsiveness has a significant relationship with marketing growth. Accordingly, only market learning is the moderator between market orientation and marketing intelligence. Furthermore, the environmental munificence does not moderate the relationships among dynamic marketing capability, marketing outcomes, and marketing growth. Therefore, further study may consider finding practical reasons why it is so by reviewing extensive literature. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are described. Conclusion, suggestions, and directions for future research are also presented.

Keywords: Dynamic Marketing Capability; Market Orientation; Strategic Flexibility; Marketing Intelligence; Marketing Excellence; Customer Responsiveness; Marketing Growth; Market Learning; Environmental Munificence

5. ASSET DEVALUATIONS: THE MOTIVATION BEHIND MANAGEMENT DECISIONS EVIDENCE FROM NEW ZEALAND FIRMS

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ABSTRACT

This study investigates the motivation behind management decisions to devalue fixed assets of New Zealand listed companies over the period 1999 to 2003.

Prior research on fixed asset write-downs (e.g., Moore, 1973; Strong and Meyer, 1987; Francis et al., 1996; Cotter et al., 1998) were found to be influenced by a company's capacity to absorb write-downs, declining financial performance, and management changes. This study provides no evidence to support the findings of the earlier research. It therefore finds no account of manipulation related to fixed asset devaluations.

Keywords: Fixed assets; Revaluation; Devaluation; Write-down

6. DYNAMIC GLOBAL MARKETING STRATEGY AND FIRM SURVIVAL: EVIDENCE FROM EXPORTING JEWELRY BUSINESSES IN THAILAND

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ABSTRACT

The objective of this research is to investigate the influence of dynamic global marketing strategy, namely, continuous innovation improvement concentration, flexible marketing channel focus, diversified customer behavioral learning, effective customer response orientation, and valuable marketing communication proactiveness on firm survival through customer participation efficiency, marketing advantage sustainability, market acceptance quality, marketing excellence, and marketing performance by using market munificence as the moderator. Additionally, executive vision for globalization, International entrepreneur culture, advance technology growth, and volatile competition forces are assumed to become the antecedents of dynamic global marketing strategy via the moderating effects of technology adaptation competency and international experience. The model testing is using the data collected from 154 exporting jewelry firms in Thailand by utilizing the resource advantage, dynamic capabilities and S-C-P paradigm to explain conceptual framework. The results of OLS regression show that the dynamic global marketing strategy has a positive influence on firm survival, customer participation efficiency, marketing advantage sustainability, market acceptance quality, marketing excellence, and marketing performance. Also, dynamic global marketing strategy antecedents have partial positive relationships with five dimensions of dynamic global marketing strategy. For moderating effects, technology adaptation competency, international experience, market munificence have a partial significant impact on the relationships. Both theoretical and managerial contributions are explicitly provided. Conclusion and suggestions for future research are presented accordingly.

Keywords: Dynamic Global Marketing Strategy, Firm Survival, Customer Participation Efficiency, Marketing Advantage Sustainability, Market Acceptance Quality, Marketing Excellence, Marketing Performance, Executive Vision for Globalization, International Entrepreneur Culture, Advance Technology Growth, Volatile Competition Forces, Technology Adaptation Competency, International Experience, Market Munificence

7. STOCK PRICES IN AN ARTIFICIAL STOCK MARKET WITH OPTIMISTIC AND PESSIMISTIC AGENTS

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ABSTRACT

This research aims to investigate, through simulation models, how the interaction among agents in an artificial stock market can affect the dynamics of asset prices. Thus, the study follows a different methodology for the analysis of prices by exploring the simulation of agents' behavior in an artificial stock market. From the defining characteristics of heterogeneous agents, we set up an artificial stock market in which individuals interact, by demanding and supplying assets, driving the price of a stock to an equilibrium value. The results suggest that, under the assumption of utility maximizers agents with different expectations about future dividends, asset prices may under-react. The gradual change of prices observed in the sub-reaction confronts the efficient market hypothesis, in which all information is instantly reflected in the price.

Keywords: artificial stock market, dynamics of asset prices, interaction of agents behavior

8. COST INFORMATION EFFECTIVENESS OF THAI ELECTRONIC BUSINESS: EFFECT ON DECISION MAKING ADVANTAGE

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ABSTRACT

This article is about the effect of cost information effectiveness on decision making advantage. The study examines the relationships among cost information effectiveness and decision making advantage, whereas personal mastery, system quality, network linkages, information equality are hypothesized to become the antecedents of cost information effectiveness. Also, IT support is a moderator of the relationships. The results show that cost information effectiveness has a positive association with decision making advantage. All antecedents (personal mastery, system quality, network linkages, and information equality) definitely play an important role in explaining cost information effectiveness. Finally, contributions and suggestions are also provided for further research.

Keywords: Cost Information Effectiveness; Decision Making Advantage; Personal Mastery; System Quality; Network Linkages; Information Equality; IT support

9. COUNTRY BRANDING: A DEVELOPING ECONOMY PERSPECTIVE

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ABSTRACT

Country branding, has become a strategic tool for attaining country competitiveness. Emphasizing country branding as a social construction, this paper presents a conceptual branding model for Ghana, based on the identity brand management approach. Focusing on the role of the country citizenry, the first

construct involves articulating country brand identity to purposefully affect country macro leadership, governance structures, country and product brand value delivery and communication. The second construct involves developing country brand mind-set and citizenship behaviours through purposeful brand knowledge and commitment. The third construct explains the country brand equity and citizens well being likely to be engendered through purposeful brand supporting behaviours, conscious creation of supporting country realities, and coordinated and harmonized nation and product communication. This approach emanates from and is supported by insights generated through exploratory interviews and group discussions involving Ghanaians as well as identity based brand management literature.

Keywords: Branding, Country Branding, Brand Equity, Brand Identity, Social Constructionism

10. THE ROLE OF BUDGETING ETHIC ORIENTATION ON MANAGERIAL PERFORMANCE: AN EMPIRICAL INVESTIGATION OF THAILAND'S EXPORTERS

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ABSTRACT

Research themes and perspectives on ethical budgetary accounting have expanded in recent years. However, much of the prior and current researches in budgeting ethics often focus on budgetary slack and have been conducted in individual level. In addition, the constructs which prior studies use to measure budgeting ethics still vary. Therefore, the primary objective of this study is to investigate the effects of budgeting ethic orientation on managerial performance via accounting information reliability, decision making effectiveness, and employee commitment. Data are collected from 102 accounting managers in Thailand's exporters. The results reveal that both allocating resources fairness and participation budgeting process are the most powerful effect on its consequences. Furthermore, it also found that accounting information reliability, decision making effectiveness, and employee commitment are more related to increasing managerial performance. Finally, contribution, suggestions for future research and conclusions are presented.

Keywords: Budgeting Ethics; Fairness; Budgetary Participation; Accounting Information Reliability; Decision Making Effectiveness; Employee Commitment; Managerial Performance

11. COMPARING THE ECOLOGY OF SMES IN TAIWAN AND USA

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ABSTRACT

The purpose of this paper is to examine the effect of regulatory environment on the survival of SMEs in Taiwan and United States. More specifically, we empirically examine the relationship between key regulatory requirements such as tax burden and health care costs and SME Populations. Multiple regression analysis is used to examine the effect of five regulatory factors on the level of SMEs population in 50 states within the U.S. as well as in Taiwan. The empirical results reveal that the model used in the study have statistically and practically significant effect on predicting the size of SME population. The major limitation of this study is the lack of extended longitudinal data particularly in Taiwan. In addition, the inherent cultural and socio-political factors limit the extent of comparative analysis between the two countries. The result of this study sheds some light on some of the factors influencing the birth and death of SMEs. Policy makers and other small business support groups could use the results of this study to make relevant policy decisions and create a conducive environment particularly on legislating the tax rate imposed on SMEs. This study fills the gap in small business survival and growth research by focusing on the relatively ignored area of regulatory environment and its effects on the population of SMEs.

Keywords: Population Ecology, Organizational Ecology, Small and Medium Enterprises, SME Survival, Market Entry, Taiwan
