

ABSTRACTS**1. THE EFFICIENCY OF MARKETING- BASED QUALITY STRATEGY ON PERFORMANCE OF THAI AUTO-PART MANUFACTURERS**

Amornrut Tudchangtuk, Mahasarakham University, Thailand
Phaprauke Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

This research investigates the influence of marketing- based quality strategy on marketing advantage and performance development through the customer loyalty, marketing recognition and industrial innovation. Top management support is moderator, in the context of Thai Auto-Part Manufacturers. Through filed research accompanied by a review of related literature, this research identifies market quality strategy, customer loyalty, marketing recognition and industrial innovation that are important to affect marketing advantage and performance. The model testing uses the data collected from 136 auto-part manufactures in Thailand. The overall result reveals that strong relationship has a positive impact on marketing advantage and performance, the interaction is not significant when we use the top management support as moderator. Contributions and suggestions are provided for future research.

Keywords: Product quality, Relationship quality, Brand quality, Customer loyalty, Marketing recognition, Industrial innovation, Marketing advantage, Performance and top management support

2. CHINESE INVESTMENT IN ETHIOPIA: DEVELOPMENTAL OPPORTUNITY OR DEEPENING CHINA'S NEW MERCANTILISM?

Asayehgn Desta, Dominican University of California, San Rafael, California, USA

ABSTRACT

The political warfare theorists argue that the so-called "cooperative" investments undertaken by China in Africa are devastating and exploitative. In contrast, the position of the South-South Cooperative school of thought stresses that China's increased aid, trade, and investment in Africa is a means to foster Africa's self-sufficiency and sustainable development in the 21st century. Before romanticizing on illusion, the two schools of thought need to be tested empirically. The empirical part of this study attempts to advance the understanding and rationalization of the various Chinese investments in Ethiopia. More specifically, the central motive of this study was to investigate if the Ethio-Chinese investments indicate a win-win strategy. The four case studies seriously challenge the argument of political warfare theorists that China's investment in Ethiopia would perpetuate underdevelopment through exploitation, extraction, and destruction of Ethiopia's resources and industrial capacity. Except for the negative environmental externalities caused by the Sino-Ethiopian investments, the case studies have demonstrated that Ethiopia has substantially benefited from the Chinese cooperative investments. The Chinese investments in Ethiopia are not complementary but appear to be aligned very closely with the South-South cooperative strategies and goals.

Keywords: Cooperative investments, South-South Cooperative Strategies, Self-sufficiency, Sustainable Development, Environmental Externalities, Ethio-Chinese Investments , Win-Win Strategy

3. THE EFFECT OF BUSINESS CYCLES ON ENTREPRENEURIAL CONTROL AVERSION AND THE SEARCH FOR EXTERNAL FINANCING IN SMES

Björn Berggren, Royal Institute of Technology, Sweden
Christer Olofsson, Swedish University of Agricultural Sciences, Sweden
Lars Silver, Royal Institute of Technology, Sweden

ABSTRACT

This paper analyzes how different stages of the business cycle influence the level of control aversion displayed by entrepreneurs and how a changing economic climate affects financial search activity among small and medium-sized enterprises (SMEs). By using empirical data from three postal surveys, we analyze the financial search behavior of SMEs in Sweden over a ten-year period, 1991–2000. We use a cluster analysis based on the level of control aversion displayed by the entrepreneurs and arrive at a four-cluster solution. The results show that when the economy turns downward, entrepreneurs are forced to become more active in searching for additional sources of finance. When the economy recovers, the control-averse entrepreneurs reduce their efforts in trying to obtain external financing. We also find that SMEs in rural areas have greater difficulties in attracting external financing than do SMEs in metropolitan areas.

It might not be possible to generalize this study to other settings because it is based on the Swedish cultural and legal context. Nevertheless, we believe that the situation faced by entrepreneurs in different stages of the business cycle is fundamentally the same, irrespective of context. This study provides evidence that policymakers need to take into account the comparative advantages and roles of various financiers in the financial infrastructure surrounding SMEs. This paper fulfills an important role in analyzing the effect of a changing economic climate on the level of control aversion among entrepreneurs.

Keywords: Business Cycles, Control Aversion, Entrepreneurs, Financing, SMEs

4. AN ENTREPRENEURIAL STRATEGY FOR THE PROSPERITY OF PUBLIC COLLEGES OF HIGHER EDUCATION IN THE CURRENT GLOBAL ENVIRONMENT

Adil H. Mouhammed, University of Illinois at Springfield, USA
Robert E. Wright, University of Illinois at Springfield, USA

ABSTRACT:

The basic objective of this paper is to provide an entrepreneurial strategy to public colleges of higher education for increasing their revenues and decreasing their costs. Revenues can be increased by Asnoff's basic marketing strategies of market penetration, market development, product development, and diversification. Such strategies can all potentially increase revenues by increasing student enrollment. Other revenue enhancing strategies can include increasing donations and grants. Costs can be reduced by using as needed adjunct faculty and by finding the best ways for increasing economies of scales and cutting administrative cost. Other methods of reducing costs such as the reduction of offerings are discussed, along with their potential weaknesses. The proposed strategies may provide methods to enhance competition of colleges nationally and globally, and to develop education for creating productive working people and excellent human capital which is capable of creating a strong ability for leadership and innovations.

Keywords: Business strategy; Veblen; Mitchell; Leontief; Input-output; Multiplier; Unequal exchange, Rate of profit

5. FACTORS INFLUENCING THE INTENSITY OF MASS CUSTOMIZATION AND THE EFFECTS ON COMPETITIVE TRADE-OFFS

Kevin E. Henrickson, Gonzaga University, Spokane, Washington, USA
Ashish Thatte, Gonzaga University, Spokane, Washington, USA
Erica Johnson, Gonzaga University, Spokane, Washington, USA

ABSTRACT

Factors influencing a firm's mass customization (MC) strategy and the impact of this strategy on firm competitiveness are areas within the broader supply chain management (SCM) literature that have grown dramatically in the past decade. Much of this research has focused either on the role of other organizational practices on a firm's MC strategy, or on whether this strategy requires trade-offs with other firm strategies. We add to this literature by empirically assessing the influence of organizational practices on the firm's intensity of MC. In addition, we are able to link this MC strategy to firm competitiveness in four areas, finding that MC enhances a firm's competitiveness in delivery dependability and product innovation, but that firms face trade-offs between MC and quality.

Keywords: Mass Customization, Trade-Offs, Manufacturing Strategy, Supply Chain Management, Competitive Advantage

6. AN EMPIRICAL ASSESSMENT OF NPD STRATEGIES OF THAI ELECTRONICS BUSINESS: HOW DO THE STRATEGIES AFFECT MARKET OUTCOMES?

Naphat Thipsri, Mahasarakham University, Thailand
Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

The purpose of this study to investigate the effect of NPD strategies, including new idea generation, knowledge integration, and product innovation on marketing advantage, customer satisfaction achievement, and market performance via a moderating effect of market turbulence and competitive intensity. It also examines antecedent of NPD strategies as organizational competence for innovative learning, customer awareness for new experience, and competitive perception for differential product, that these antecedent of NPD strategies have executive encouragement to take risk as moderating effect relationships. Electronics business in Thailand is sample and questionnaire is used as a tool. Results show that three dimensions of NPD strategies have an influence on market performance both direct and indirect. Antecedents of NPD strategies have positive significant relationships with NPD strategies. Surprisingly, moderating effects, namely market turbulence, competitive intensity, and executive encouragement to take risk have no influence on the relationships. Theoretical and managerial contributions are clearly provided. Limitations of the study and suggestions for further research and conclusion of the study are presented.

Keywords: New product development strategies; Marketing Advantage; Customer Satisfaction Achievement; Market Performance; Organizational Competence for Innovative Learning; Customer Awareness for New Experience; Competitive Perception for Differential Product; Executive Encouragement to Take Risk; Market Turbulence; and Competitive Intensity

7. STRATEGIC AWARENESS AND COMPETENCE IN HIGH-GROWTH SMEs QUALITATIVE EMPIRICAL EVIDENCE FROM DENMARK

Flemming Poufelt, Copenhagen Business School, Denmark
Søren H. Jensen, Copenhagen Business School, Denmark
Sascha Kraus, University of Liechtenstein, Liechtenstein
Anja Schulz, Technical University of Dortmund, Germany

ABSTRACT

This paper presents some empirical evidence from Denmark and analysis on strategic awareness and competence in the high growth small and medium sized business enterprises.

Keywords: Strategy, Denmark, Small Businesses, Medium Size Businesses

8. HOW TO MITIGATE AGENCY BEHAVIORS IN THE MUTUAL FUND INDUSTRY: A THEORETICAL FRAMEWORK

Yanli Zhang, School of Business, Montclair State University, Montclair, NJ, USA
Ruben Xing, School of Business, Montclair State University, Montclair, NJ, USA
Xiaowei Liu, College of Business, St. Ambrose University, Davenport, IA, USA

ABSTRACT

Mutual funds are the most popular investment avenue for individual investors to access the expertise of seasoned investment managers. However, the mutual fund industry is also plagued by issues of agency behavior. Drawing mainly on agency theory, we present a theoretical framework concerning six antecedents of these agency behaviors in the mutual fund industry, which include manager ownership of fund shares, fund relations with large customers, transparency of fee structure, industry characteristics and technology, fund board governance, and culture, value and norm. To mitigate agency behaviors in this industry, suggested approaches under each of these antecedents are provided.

Keywords: agency behaviors, corporate governance, mutual funds

9. MARKET-DRIVING CONCENTRATION, INNOVATIVENESS, AND ORGANIZATIONAL VALUE CREATION: AN EMPIRICAL STUDY OF ELECTRONIC BUSINESSES IN THAILAND

Areerat Saekoo, Mahasarakham University, Thailand
Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

This study aims at examining the relationships among three dimensions of market-driving concentration, knowledge culture, technological proactiveness, market-based focus, innovativeness, new product development, organizational value creation, and performance of electronic businesses in Thailand. It also proves dimensions and consequences of market-driving concentration as market sensing, customer preference and competitive sensitivity which is an important strategic orientation that will help firm gain greater innovation and performance. The results show that customer preference has a significant effect on knowledge culture, technological proactiveness, and market-based focus, then they

are significant for innovativeness, new product development, value creation and organization performance. However, market sensing and competitive sensitivity are not significant for knowledge culture and market-based focus, respectively. Contributions and suggestions are also provided for further research.

Keywords: Market-Driving Concentration, Market Sensing, Customer Preference, Competitive Sensitivity, Knowledge Culture, Technological Proactiveness, Market-Based Focus, Innovativeness, New Product Development, Organizational Value Creation, Performance

10. SERVICE QUALITY DIMENSIONS: ANTECEDENTS OF CONSUMER SWITCHING COSTS IN CUSTOMER RELATIONSHIPS

Juan (Gloria) Meng, Minnesota State University, Mankato, Minnesota, USA
Kevin M. Elliott, Minnesota State University, Mankato, Minnesota, USA

ABSTRACT

Recent research has increasingly examined customer switching costs in regards to antecedents and relational outcomes. This study extends current research by testing a framework for understanding the underlying relationships between perceived service quality dimensions and perceived switching costs. The findings of this study suggest that there is a significant and positive relationship between service quality dimensions and switching costs. Implications are also provided that should be beneficial to service firms.

Keywords: Service Quality, Switching Costs, Customer Relationships, SERVQUAL

11. AUDIT STRATEGY OF CPAs IN THAILAND: HOW DOES IT AFFECT AUDIT EFFECTIVENESS AND STAKEHOLDER ACCEPTANCE?

Pornpip Shoommuangpak, Mahasarakham University, Thailand
Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

This study investigates audit strategy consisting of risk assessment, internal control monitoring, fraud detection, negotiation tactic and expertise advisory that affect audit effectiveness and stakeholder acceptance. Audit knowledge, individual learning, and professional experience are capabilities of certified public accountants (CPAs) taken as the antecedents of audit strategy. Also, enforcement of professional organization is a moderator of the relationship between antecedents and audit strategy. This study posits the positive relationship among audit strategy, audit effectiveness, stakeholder acceptance, and antecedents of audit strategy as well as enforcement of professional organization as moderator of these relationships. Samples are CPAs in Thailand who hold independent occupations. The roles and responsibilities of CPAs are similar to those of auditors. Questionnaire was used to collect and analyze data by regression statistic technique. The results show that audit strategy has an effect on relationship with both audit effectiveness and stakeholder acceptance. This finding also indicates that all antecedents of audit strategy certainly play a vital role in explaining audit strategy as well as enforcement of professional organization influence on the relationship between antecedents of audit strategy and audit strategy. Finally, contributions and suggestions for future study and conclusions are presented.

Keywords: Audit Strategy; Risk assessment; Internal Control Monitoring; Fraud Detection; Negotiation Tactic; Expertise Advisory; Audit Effectiveness; Stakeholder Acceptance; Audit Knowledge; Individual Learning; Professional Experience; Enforcement of Professional Organization

12. BY THE PRICKING OF THE HOUSE PRICE BUBBLE: SECURITIZATION AND THE SUBPRIME MORTGAGE CRISIS

Sree Rama Murthy, Sultan Qaboos University, Muscat, Oman
Parameswar Nandakumar, Sultan Qaboos University & Indian Institute of Management, India
Cheick Wagué, Southern Stockholm University, Stockholm, Sweden

ABSTRACT

The intensity of the financial and real economic crisis sparked off by the subprime debacle has varied in intensity between countries. Seeking explanations, this study looks at the initial macroeconomic and financial conditions prevailing in a sample of selected industrial and emerging market areas or nations prior to the onset of the crisis. Comparisons are also made with the positioning of these variables on the eves of the previous major banking crises. Clearly, these do not tell the entire story, and the searchlight is then turned on the structure of the economy and exports, the nature of containment policies, and the quality of the institutional environment.

Keywords: House price bubble, Securitization, Subprime Crisis, Financial soundness indicators

13. INTEGRATION MECHANISMS IN IT OUTSOURCING

Samir M. Youssef, American University in Cairo, Egypt
Ahmed Hamada, IT Outsourcing Consultant, Cairo, Egypt

ABSTRACT

IT outsourcing is an activity characterized by a high level of uncertainty and complexity, which requires intensive coordination between work teams in diverse national environment. Using a case study, this paper assesses the role of a number of mechanisms to integrate the expectations and responsibilities of both clients and service providers. Clarity of contracts and careful definition of the client's requirements were found important in the early stages of the IT outsourcing process. Achieving environmental and cultural congruity, building structural arrangements and developing internal competencies were found important in managing inter-party relations during execution and post-contract stages.

Keywords: IT Outsourcing, Contracts, Integration, Egypt

14. DYNAMIC SYSTEM APPROACH TO ASSESS SERVICE INDUSTRIES

S.M. Seyedhosseini, Iran University of Science and Technology (IUST), Tehran, Iran
Haleh Farhang Matin, Iran University of Science and Technology (IUST), Tehran, Iran
H. Badkoobei, Department of Technology & Information Systems, National University, USA

ABSTRACT

Service in world class is one of the important subjects that most of the service industries have an especial attention to follow it. Worldwide development of service concept is dealing with lean approach techniques. The basis of lean approach is made of identification and waste (MUDA) elimination. Because of both customer and personnel's simultaneous attendance in the process, as well as process waste, also as the nature of service, seven root wastes are defined by using system thinking, pressure transmission model and environmental observation. So, the aim of this paper is to design a dynamic leaning assessment model in service industries by using system dynamic approach.

Keywords: lean approach, root waste, system thinking, world class service, systems dynamic, BSC

15. ELECTION STRATEGIES AND ANALYSIS: A SCIENTIFIC APPROACH TO BEING A WINNER

John S. Croucher, Macquarie University, Sydney, Australia

ABSTRACT

There is one activity of human endeavour in democratic countries in which everyone can be involved. The ability to decide who you would like to be the leaders of your organisation or even your country is considered to be one of the fundamental rights in such places. This paper looks at aspects of voting in a variety of locations and discusses the merits of the differing systems used. Looming large among any process is the issue of electoral fraud and this is covered along with an analysis of the importance of informal votes. To demonstrate how science can be used to devise an optimal strategy for candidates, an actual example of an election held at a university is given and the complete set of scenarios detailed along with their consequences. From consideration of these a strategy was devised that ultimately led to a successful outcome.

Keywords: *Preferential voting, elections, voting, strategy, electoral fraud*

16. CULTURE AND FOREIGN MARKET ENTRY MODE IN KOREAN FIRMS

Cheong-A Lee, Pusan National University, Pusan, Korea

Ho-Yeol Bang, Pusan National University, Pusan, Korea

Jong Wook Ha, Columbus State University, Columbus, Georgia, USA

Joo Young Lee, The University of West Alabama, Livingston, Alabama, USA

ABSTRACT

Among the various studies to explain the strategies of multinational enterprises (MNEs) to enter the foreign markets, the recent studies have focused on the effects of cultural factors in foreign market entry strategies, as cultural distance is emerged as one of the most important factors in selecting overseas market entry mode strategies. This study proposed the hypotheses on the effect of the cultural distance to the selection of overseas markets entry mode strategies by Korean firms and their performances in the overseas markets, and tested them with the empirical analysis. The results from the empirical analysis showed that Korean firms with international investment prefer joint venture investment when they face larger distance of culture between the home and the target countries. By entering foreign markets with joint venture investments, Korean firms try to reduce the exposure of investment risk from the cultural distance, and ensure the successful performance in the target country by obtaining and utilizing the necessary local knowledge.

Keywords: *Entry Mode, Entry Strategy, Foreign Direct Investment, Cultural Distance, Cultural Difference, MNE, Joint Venture*
