

**ABSTRACTS****1. MARKETING ADAPTATION CAPABILITY AND FIRM PROFITABILITY: AN EMPIRICAL INVESTIGATION OF DECORATIVE PRODUCT EXPORTING BUSINESSES IN THAILAND**

Orawan Waranantakul, Mahasarakham Business School, Mahasarakham University, Thailand  
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand

**ABSTRACT**

*This study aims to investigate the impacts of marketing adaptation capability on firm profitability through mediating influences of customer learning, competitor focus and market responsiveness. The moderating effect of demand uncertainty is also examined. Marketing adaptation capability consists of three dimensions: continuous customer difference awareness, dynamic marketing program development, external environment interaction flexibility. The data were collected by using questionnaire from 110 decorative product exporting firms. The results indicate that marketing adaptation capability is partially supported for the hypotheses derived from the conceptual model. The external environment interaction flexibility is an important activity for gaining a superior marketing activity outcome. Moreover, the hypothesized moderating effects of demand uncertainty are not supported. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are provided. Conclusion, suggestions, and directions of the future research are also highlighted.*

**Keywords:** Marketing Adaptation Capability, Customer Learning, Competitor Focus, Market Responsiveness, Demand Uncertainty, Firm Profitability

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**2. ONLINE SHOPPING PERCEPTIONS:  
A COMPARISON BETWEEN ANGLO AND HISPANIC PERSPECTIVES**

Chuleeporn Changchit, Texas A&M University-Corpus Christi, Corpus Christi, Texas, USA  
Robert Cutshall, Texas A&M University-Corpus Christi, Corpus Christi, Texas, USA

**ABSTRACT**

*A major challenge for Internet retailers is incomplete purchase transactions or shopping cart abandonment. This paper explores the influence of culture on purchase intent and shopping cart abandonment by Anglos and Hispanics. The findings from this study may be used by online businesses to help recognize the cultural factors that influence purchase intentions of these two ethnic groups. The cultural dimensions asserted by Hofstede (1984) are employed as identifiers of cultural influence on purchase intent. A survey was conducted to gather data for this study. The research found that the significant factors for shopping cart abandonment by Anglos and Hispanics included being charged too much for taxes and credit card rejection. Research also revealed that Anglos tend to prefer the online shopping process by way of comparison to Hispanics, which may be attributable to the cultural dimension of high uncertainty avoidance.*

**Keywords:** e-Commerce, Shopping Cart Abandonment, Culture, Hispanic

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### 3. CRISIS MANAGEMENT FOR SMALL BUSINESS: ADVICE FOR BEFORE, DURING AND AFTER A CRISIS

Stephen C. Betts, William Paterson University, Wayne, New Jersey, USA  
Dennis Huzey, Felician College, Rutherford, New Jersey, USA  
Vincent Vicari, Small Business Development Center, Hackensack, New Jersey, USA

#### ABSTRACT

*Crisis management is important for organizations. The three general phases of pre-crisis planning, management and recovery during and immediately after the crisis and learning and adjustment recovery after the crisis are common to organizations of all types and sizes. Small businesses and entrepreneurial concerns, however, differ from larger, more established businesses in the specific types of crises they may face, the mechanisms for avoidance and/or reacting to crises, and the disproportionate effect crises has on them. In this paper we explore the phases of crisis management through a small business/entrepreneurial lens to provide insight and advice those owners/managers of small businesses can apply before, during and after a crisis.*

**Keywords:** Crisis Management, Small Business, Entrepreneurship

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### 4. THE INFLUENCE OF PLEASANT MUSIC ON CONSUMER RESPONSES IN RETAIL STORE AND SERVICE SETTINGS

Valerie L. Vaccaro, Kean University, Union, New Jersey, USA  
Sucheta Ahlawat, Kean University, Union, New Jersey, USA  
Veysel Yucetepe, Kean University, Union, New Jersey, USA  
Myung-Soo Lee, Baruch College (City University of New York), New York, New York, USA

#### ABSTRACT

*This is the first field study to investigate the influence of pleasant music on the under-researched consumer response variables of prior shopping experience, store visit frequency, and return patronage intentions in a variety of retail and service settings. Results from correlation and regression analysis showed significant relationships in the expected directions. This study's findings extend the theoretical understanding of consumer responses to pleasant atmospheric music in retail and service environments. Managerial implications are provided to help retail and service managers encourage consumers to make return visits to the store or service organization. Recommendations are also provided for future research.*

**Keywords:** Atmospherics, Background Music, Consumers, Patronage, Retail, Service, Store

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### 5. COLLEGIATE SCHOOLS OF BUSINESS: NOW WHAT? THOUGHTS OF GENERATIONAL COHORTS

Raymond K. Van-Ness, University at Albany, State University of New York, USA  
Samuel Ferrara, Keuka College, Keuka Park, New York, USA  
Cuneyt Gozu, University at Albany, State University of New York, USA

#### ABSTRACT

*The decision-making by many Collegiate Schools of Business suggest a growing institutional identity crisis. The consequences of identity problems are many and include a confused educational mission and strategies that demonstrate extreme vacillation alienating a capacious group of constituents. The seriousness of the problem is highlighted by the fact that nearly every B-School has a committee to reexamine programs and reassess objectives. Strategies are like pendulums that swing from pragmatic to*

*abstruse. Our study attempts to identify the roots of the problem and understand how decisions are perceived by various generational cohorts. We examine both the history of success and rejection of B-Schools and investigate the antithetical forces acting on the strategic decision-making process. Strategic decisions are divided into: faculty preparation, research, and curricula. Our study examines the opinions of various generational cohorts that are divided using Generational Cohort Theory. Our finding from a pilot study and a self-administered survey suggest B-School strategies should be more pragmatic and less abstruse. Suggestions for intelligence gathering and strategic planning are offered. Assessing and addressing the expectations of primary cohorts within B-School constituency are suggested as a means of solidifying the educational vision.*

**Keywords:** Business Schools, Strategies, Curricula, Faculty Research, Generational Cohorts

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## **6. AUDIT PROFESSIONAL SKEPTICISM: AN EMPIRICAL INVESTIGATION OF CERTIFIED PUBLIC ACCOUNTANTS (CPAs) IN THAILAND**

Worawit Laohamethanee, Mahasarakham Business School, Mahasarakham University, Thailand  
Phapruek Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand

### **ABSTRACT**

*Professional skepticism has been mentioned and discussed frequently in the International Standards on Auditing (ISAs) as a key determinant of audit quality. The objective of this study has three folds; first is to investigate the impact of audit professional skepticism on audit report effectiveness of certified public accountants (CPAs) in Thailand. Second is to examine the effects of audit learning, audit expertise and audit environment on audit professional skepticism. The final objective is to study the moderating effects of professional awareness on the relationships among aforementioned variables. Audit professional skepticism consists of skeptical evaluation of audit evidence, understanding of evidence providers and effective reacting on audit evidence. In this study, 249 CPAs in Thailand are the sample of the study. The results of the study reveal that audit professional skepticism has a significant positive effect on audit report effectiveness. In addition, audit environment and audit expertise have an important positive impact on audit professional skepticism. Audit learning surprisingly does not influence audit professional skepticism. Professional awareness finally has potential moderating effects on relationships among aforementioned variables. Future study needs to identify and investigate what type of audit learning affects audit professional skepticism and mediating variables in order to increase the contributions and benefits of the study. It likewise needs to collect data from a larger sample of auditors and other auditing professions, such as tax auditors (TAs), governmental auditors (GAs), and internal auditors (IAs) in Thailand or elsewhere.*

**Keywords:** Audit Professional Skepticism, Audit Expertise, Audit Learning, Audit Environment, Professional Awareness, Audit Report Effectiveness

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## **7. FOUR-FACTOR GOAL ORIENTATION AS A PREDICTOR OF RESOURCEFULNESS, TASK FOCUS, AND PERFORMANCE**

David J. Radosevich, University of Wisconsin-Green Bay, Green Bay, Wisconsin, USA  
J. Craig Wallace, Oklahoma State University, Stillwater, Oklahoma, USA  
Areanna M. Lakowske, University of Wisconsin-Green Bay, Green Bay, Wisconsin, USA  
Melanie S. Levine, St. John's University, Queens, NY, USA

### **ABSTRACT**

*This research extends work on goal orientation by examining the role of a four-factor model of dispositional goal orientation on self-regulatory processes and performance. This study used 163 undergraduate students who indicated their goal orientations, resourcefulness, task focus, and final class*

performance. Results demonstrated the four goal orientation variables differentially influenced motivational variables. In particular, we found that mastery-avoid was an important and unique factor in the indirect prediction of performance via its negative relationship with resourcefulness. The inclusion of mastery-avoid increased our understanding of motivational processes and performance. Theoretical and applied implications of mastery-avoid goal orientation are discussed for future research.

**Keywords:** Goal Orientation, Resourcefulness, Task Focus, Motivation, Performance

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## 8. FACTORS AFFECTING THE ADOPTION AND USE OF OPEN SOURCE SOFTWARE

Farrokh Mamaghani, St. John Fisher College, Rochester, New York

### ABSTRACT

*In recent years, the development, adoption, and use of open source software has increased substantially. Since the creation of the Free Software Movement by Richard Stallman in 1984, many individuals and corporations have adopted and used open source software. According to CIO magazine the acceptance of open source in the enterprise has grown steadily since 2005. There's more acceptance and awareness of open source software in the enterprise today, but there's also more options. Many people and firms use free software on a daily basis without realizing it. Internet browsers, blogging websites, security software, content management, and online encyclopedias are some of the most commonly used free software programs to date. Beside the low cost of open source software, there are many motivating reasons for adopting and using open source software. This paper will explore factors that affect adoption and use of open source and free software and recommends approaches to the firms considering open source software products.*

**Keywords:** Open source software, free software, shareware, sustainability free software

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## 9. GROWTH-LED EXPORTS HYPOTHESIS: AN EMPIRICAL STUDY AMONG SAARC COUNTRIES

Jonardan Koner, National Institute of Construction Management and Research, Pune, India  
Avinash Purandare, National Institute of Construction Management and Research, Pune, India

### ABSTRACT

*Empirical evidence supporting the growth-led-export (GLE) hypothesis has been mixed. Some of the previous empirical studies establish the growth-led-export hypothesis; while some other studies do accept the export-led growth hypothesis, and also some of the studies support the bilateral relationship between growth and exports. India as a leading economy among SAARC (South Asian Association for Regional Cooperation) nations has been one of the world's fastest growing economies in recent years, so growth-led export or otherwise export-led growth is of great interest for trade policies. The study attempts to examine the role of economic growth on export performance among selected six SAARC member countries. The study uses the Econometric Model of Multiple Regressions for the time period from 1980 to 2010. The empirical estimation suggests that the economic growth of selected six member countries in SAARC play a significant role in the promotion of exports from their corresponding economies.*

**Keywords:** SAARC, Growth-led Export (GLE), Export-led Growth (ELG), Export Promotion, Multiple Regression

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**10. ALTERNATIVE MODES OF EXPORT ENTRY FOR SMES FROM EMERGING ECONOMIES**

Amonrat Thoumrungroje, Assumption University, Thailand

**ABSTRACT**

*The primary purpose of this study is to investigate the specific issue of modes of export entry of small and medium-sized enterprises (SMEs) that originate from emerging economies. Four theoretical frameworks on the process of internationalization (i.e. FDI, stage models, network perspective, and organizational capability perspective) are reviewed with respect to the internationalization of SMEs. Direct and indirect exporting are compared based on transaction cost analysis (TCA) and the network perspective. Problems arising from the use of extant independent export intermediaries are highlighted with a recommended remedy. After analyzing the situation and the nature of SMEs from the emerging economies, propositions on alternative modes of export entry for such firms are postulated.*

**Keywords:** *SME internationalization, emerging economies, export, network, transaction cost analysis*

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**11. THE RELATIONSHIP OF NARCISSISTS' PREFERENCES FOR LEADER'S ATTRIBUTES**

Rick Tallman, University of Northern British Columbia, Prince George, British Columbia, Canada

**ABSTRACT**

*This study examines the relationship between three dimensions within the narcissistic personality trait and narcissists' preferences for three styles of leadership. The exploitive dimension of narcissism was found to be negatively related to personalized and socialized charismatic leadership styles but positively related to a transactional leadership style. The narcissistic high in the dimension of superiority had a significant preference for the socialized charismatic leadership style. Self-absorbed narcissists had a significant preference for leaders with a personalized charismatic leadership style. This study increases our understanding of this important personality trait in followers and how it influences their preferences.*

**Keywords:** *Narcissism, Leadership Style, Personality, Followers*

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**12. PERCEPTIONS OF DECEPTION IN THE WORKPLACE**

Thomas W. Philippe, St. Petersburg College, St Petersburg, Florida, USA

Jerry W. Koehler, University of South Florida, Tampa, Florida, USA

Marilyn Schultz St. Petersburg College, St Petersburg, Florida, USA

Brian J. Divita, Aquinas College, Grand Rapids, Michigan, USA

**ABSTRACT**

*This paper describes the results of a study that tested four hypotheses predicting employees in the workplace: employees perceive deception as a common practice; employees perceive managers to be more deceptive than coworkers; employees find it acceptable for management to deceive them; and finally, employees acknowledge their personal deceptive behavior. The results indicated employees believe management is deceptive; they have witnessed it, and in fact, even witnessed it at the non-management co-worker level. Employees indicate that they feel that deception is not acceptable practice for management, coworkers or themselves.*

**Keywords:** *management, actions, employee perceptions, applied management.*

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**13. EXPORT DIVERSIFICATION: AN EMPIRICAL INVESTIGATION**

Fatima Z. Barrane, Laval University, Quebec, Quebec, Canada  
Gahima E. Karuranga, Laval University, Quebec, Quebec, Canada  
Diane Poulin, Laval University, Quebec, Quebec, Canada

**ABSTRACT**

*Although export diversification is an indicator of business performance, there are almost few researches regarding the destination market choice. This study concentrates on 1022 manufacturing firms in the province of Quebec in Canada. The impact of a set of variables on the probability of export diversification is determined by binary regression analysis. Our main theoretical contribution lies in the study of the impact of these determinants on the probability of diversifying export markets in the same model and in a multisectorial approach. Our main practical contribution is to improve managers' understanding of the factors that determine access to new markets in order to better target their export strategies.*

**Keywords:** *export diversification, rapid internationalization, manufacturing firm*

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**14. MEGA TOURISM DEVELOPMENT PROJECTS IN THE MIDDLE EAST:  
THE CASE OF LEBANON CEDAR ISLAND**

Said Ladki, Lebanese American University, Beirut, Lebanon  
Khaled Mansour, Lebanese American University, Beirut, Lebanon  
Karim Nassar, Lebanese American University, Beirut, Lebanon  
Khalil el Zein, Lebanese American University, Beirut, Lebanon

**ABSTRACT**

*This paper reports about a proposed manmade island off the coast of Lebanon. The advantages and disadvantages of island development are presented. Cedar Island is an \$8.2 billion tourism development initiative designed to help Lebanon regain its pre 1975 tourism eminence. The island is still in its early planning phase and it has generated much controversy. Although this project promises several tourism, economic, and employment opportunities, environmentalists and community residents believe that the island initiative is a hoax; it is not well researched and developed, and may never materialize. If island developers were to integrate environmental, economic, social and cultural concerns into their revised planning phase, an all win situation could be achieved.*

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