

ABSTRACTS**1. ALLIANCE CAPABILITY, BUSINESS EXCELLENCE AND FIRM GROWTH:
EVIDENCE FROM GOVERNMENT PROMOTED INVESTMENT FIRMS IN THAILAND**

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ABSTRACT

The objective of this study is to examine the effects of alliance capability on business excellence and firm growth through knowledge transfer and market turbulence as moderators. Government promoted investment firms in the Thailand Board of Investment (BOI) were chosen as the sample. Here, alliance capability consists of experience with alliance and alliance management quality. We attempt to understand how alliance capability is linked to business excellence and firm growth, how business excellence has an impact firm growth, and how knowledge transfer and market turbulence moderate the aforementioned relationships. The results show that only alliance management quality has a significant positive effect on both business excellence and firm growth, but experience with alliance has not. Also, business excellence has an important association with firm growth. Surprisingly, both knowledge transfer and market turbulence are not the moderators of the alliance capability-business excellence relationships and the business excellence-firm growth relationships respectively. Giving potential discussion 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 Capability, Experience with Alliance, Alliance Management Quality, Business Excellence, Firm Growth, Knowledge Transfer, Market Turbulence

**2. PLACE MARKETING:
A STUDY OF A PLACE MARKETER'S USE OF ITS NETWORK OF RELATIONSHIPS**

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ABSTRACT

The purpose of this study is to analyze the extent to which place marketers (sellers) and potential investors (clients) interact in order to establish, develop and maintain long and stable win-win exchange relationships. A cross-country study, with multiple case studies, has been used as an appropriate method to shed light on the phenomenon. A network approach became useful in the study of the effects of the seller-client interaction in this study. One important finding is that the place marketers, through close and regular interaction with clients, have been able to win and maintain clients that are satisfied and continue operations in the place marketers' areas. Clients are also found to strongly use word-of-mouth to sell their host place to other investors. The place marketer-client exchange relationships and the effects thereof have been influenced, to a great extent, by the parties' exchange relationships with third parties. The place marketer-client interaction and the effects thereof have been going on before, during, and after clients' location of operations.

Keywords: Place marketing, networks, interaction, third parties, cross-country study

3. NEWSLETTER ANNOUNCEMENT INDUCED IMPLIED VOLATILITY SKEWING

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ABSTRACT

This article studies implied volatility skewing induced by equity option newsletter recommendation announcements. We show that strike and expiration specific equity option recommendations induce implied volatility skewing across the related option chain.

Keywords: *Implied Volatility Skew, Equity Options, Newsletter Recommendations*

4. VALIDATING LOGISTICS CAPABILITY IN SMALL- MICRO COMMUNITY ENTERPRISES IN UPPER NORTHEASTERN REGION OF THAILAND

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ABSTRACT

The paper is designed to provide a quantitative measure of the logistics capability of the cloth-weaving community enterprise network in the upper Northeast of Thailand. The objective of this study is to examine the validity and reliability of the measure of the four-factor model of logistics capability in the community enterprise network in the upper Northeast of Thailand. The research mainly involves a survey design. It includes a pilot test using undergraduate business students at UdonThani Rajabhat University for pretesting questionnaire items. In addition, this investigation into procurement, inventory, warehouse and transportation capability attributes necessitates uncovering variables of interest and this involves a large-scale field study. The data were collected via mailed questionnaires from 119 samples. They included the members of textile community enterprises in 3 provinces (Nong Bua Lamphu, UdonThani, and Nongkhai). Respondents were asked to rate, on a five-point Likert scale, their agreement or disagreement on the logistics capability attributes. LISREL 8.30 was used for data analysis since the proposed model is a simultaneous system of equations having latent constructs and multiple indicators. Quantitative data were analysed by the statistical techniques, such as structural equation modeling. It was found from the study that the four - factor logistics capability consists of procurement, inventory, warehouse and transportation capabilities of the cloth-weaving community enterprise in the upper Northeast of Thailand. The managerial implications are discussed.

Keywords: *Logistics Capability, Logistics Management, Supply Chain Management, Marketing channel, Weaving cloth, Small and Micro Community Enterprise*

5. THE ANTECEDENTS AND CONSEQUENCES OF SERVICE PROFESSIONALISM STRATEGY: AN EMPIRICAL STUDY OF TRAVEL AGENCY FIRM IN THAILAND

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ABSTRACT

The purpose of this study is to investigate the effect of service professionalism strategies (SPS), including service knowledge excellence, service quality mindset, effective customer learning and failure prevention for customer service on customer acceptance, customer loyalty, brand reputation and firm performance via a moderating effect of environmental dynamism. It also examines antecedents of SPS as service vision, customer expectation and competitive concentration, that these antecedents of SPS have experiential learning as moderating affect relationships. The model is tested using data collected by a mail survey of

193 travel agency businesses in Thailand. Results show that two dimensions of SPS have influence on firm performance. The antecedents of SPS have a positive significance as service vision relationship with service professionalism strategies. Surprisingly, moderating effects, namely, environmental dynamism have an influence on the relationships both direct and indirect while other moderating as experiential learning has no influence. Theoretical and managerial contributions are clearly provided. Limitations, suggestions for further research and conclusion of the study are presented.

Keywords: Service professionalism strategies; customer acceptance; customer loyalty; brand reputation; firm performance; environmental dynamism ;service vision; customer expectation; competitive concentration; experiential learning

6. CSR VIABILITY: GOVERNMENT, CULTURAL AND ACADEMIC INFLUENCES IN THE US AND THE EU

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ABSTRACT

This paper poses questions related to the future importance and viability of corporate social responsibility in the US and EU. The areas of inquiry include government legislation, cultural dimensions and the influence of academia. Where possible, comparisons are drawn between the US and EU legislation to examine motives and results. The importance of the cultural dimensions of this inquiry is noted through the use of Geert Hofstede's work. The academic influence on CSR viability is developed with an examination of AACSB International and EQUIS in their requirements for ethics education in graduate and undergraduate business schools. Suggestions for future research are included in the Conclusions section.

Keywords: CSR Viability; Business Ethics; Cultural Dimensions; Ethics Legislation; CSR in Academia

7. THE NATURE OF THE NEW PRODUCT IDEA

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ABSTRACT

The variables affecting the outcome of NPD have been investigated in quite some detail. In order to be able to compare the managerial perceptions regarding the nature of the new product idea in the NPD projects, it is vital to first evaluate if the managers conceptualize the nature of the new product idea similarly in successful and unsuccessful cases. If at least partial equivalence is achieved, then the perceptions of managers regarding the NPD project outcome can be contrasted. Consequently the objective is first to explore if the managerial conceptualizations match regarding the nature of the new product idea in the case of technology intensive B2B companies. This issue has received relatively little attention in the prior research. The aim is to address this deficiency in this exploratory research. The findings show that there is full equivalence in how managers conceptualize the nature of the new product idea, and secondly there appears to be some differences in the managerial perceptions regarding the nature of the new product idea in successful and unsuccessful NPD projects. The limitations and managerial implications will also be discussed.

Keywords: New product development (NPD), technology products, managerial conceptualization, the nature of the new product idea

8. ROLE STRESS AND GENDER AS DETERMINANTS OF COMPULSIVE BUYING BEHAVIOR: A PRELIMINARY STUDY IN A DEVELOPING MARKET

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ABSTRACT

More consumers engage in buying as a normal and routine part of their every day lives. But when buying becomes compulsory, the purchased items to claim gratification from the purchasing process will be a issue for discussion. It was found that compulsive buyers suffer from recurrent and intrusive urges to buy, which are accompanied by mounting anxiety. Buying, which occurred in response to these urges was seen as an attempt to neutralize the anxiety and discomfort experienced by the shoppers. Though compulsive buying had been theoretical and practical phenomena are still unexplored. The present study is an attempt to explore the relationship between compulsive buying behavior and role stress. The study has also included gender as a demographic variable.

Keywords: *Compulsive buying behavior, Gender, Role Stress, High Role stress, Low Role Stress*

9. INTEGRATION AND ACCUMULATION OF TECHNOLOGICAL CAPABILITY WITHIN JOINT VENTURES IN CHINA

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ABSTRACT

Using the competence-based view of the firm and of organizational learning, this study examines the technological capability building in international joint ventures (IJVs) in China. The study focuses on whether IJVs in China have built local technological capabilities through acquiring and then using the international resources and knowledge to which they have gained access. The research also examines the organizational mechanisms of the technological capability building process by studying the interaction between the Chinese joint venture and the IJV-partner's (parent company) IJV-peer subsidiaries.

Keywords: *integration, IJV, China, technological capability accumulation*

10. HOW DOES TOP MANAGEMENT TEAM RESPONSE TO ORGANIZATIONAL DOWNSIZING?

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ABSTRACT

Prior studies provide inconsistent evidence regarding the relationship between organizational downsizing and organizational performance. By examining the relationship between downsizing events and top management team (TMT) turnover behavior over a 13-year period, we expect to reveal top management team member's perception of organizational downsizing. Our finding shows that layoff events significantly increase the probability of top management team turnover. Controlling firm characteristics as well as TMT characteristics further improve the explanation power of the increasing TMT turnover behavior after organizational downsizing.

Keywords: *Mass Layoffs, Downsizing, Top Management Team, Firm Performance*

11. TOWARDS CREATING A FRAMEWORK FOR SPECIAL STOCK EXCHANGES FOR MICRO, SMALL

AND MEDIUM ENTERPRISES (MSMES): THE INDIAN CASE

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ABSTRACT

This paper attempts to venture into a relatively untouched area of developing special stock exchanges in an emerging economy like India. This paper would draw insight into how Indian financial system will have to be changed/overhauled to provide MSMEs its due place. The paper showcases the position which MSME's hold in other emerging economies sighting case studies from London, Hong Kong & Japan. This paper adopts a case study method studying the differences existing in the financial market of the aforesaid economies. An attempt has also been made to work out the relaxations in the parameters of corporate governance as currently prescribed by the market regulator SEBI, for other listed public companies. This paper would have implications for researchers, practitioners and social policy makers as it would make recommendations for bringing Indian MSME's at par with other MSME's of the world.

Keywords: MSMEs, special stock exchanges

12. WORKINGS OF THE OPERATING CASH CYCLE IN THE MANUFACTURING SECTOR

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ABSTRACT

The study investigates the Operating Cash Cycle (the Cash Conversion Cycle) as an important element of how the Working Capital of an enterprise works, viewing it from an Operational Capacity perspective. Working Capital is a short-term measure of liquidity, but it is also a sustainable performance measure that all enterprises need to closely monitor in order to have a competitive advantage in any economic situation. The objective of this paper is to uncover any significant relationships between the Operating Cash Cycle and key performance ratios in Australian manufacturing industries. As the bottom line for any business is the wealth of the shareholders, the Free Cash Flow to Equity (FCFE) model is applied to support the selection of financial performance measures to be analyzed in this study.

Keywords: Operating Cash cycle, working capital, key performance ratios, Australian manufacturing

13. THE MAJOR PLAYERS IN IMPLEMENTING STRATEGIC ENTREPRENEURIAL PROCESSES AT TWO-YEAR COLLEGES: A CONCEPTUAL PAPER

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ABSTRACT

This paper investigates the major players in implementing strategic entrepreneurial processes; the unit of analysis is two-year colleges. This conceptual paper answers two main questions. First, who are the major players in implementing strategic entrepreneurial processes at two-year colleges? According to the analysis, top managers such as presidents and chancellors are the ones who must lead the process. Their example will create a contagious atmosphere of entrepreneurship in which students, faculty, and staff will be energized to work with alumni, business communities, elected officials, and all the college stakeholders. The second question is what specific actions are the two-year colleges implementing? This paper outlines some of the strategic entrepreneurial processes colleges are implementing. From the macro entrepreneurial perspective, colleges are developing entrepreneurial institutes such as a transportation and logistics institute, a retail management and sustainability institute, and a business and computer division. These endeavors will generate resources and decrease the college's dependency on government funds. From the micro entrepreneurial perspective, some colleges are offering minors in entrepreneurship to non business students and certificates in entrepreneurship to non business students

after graduation. The seven propositions put forth in this paper capture the relationships between the creation and recognition of opportunities and the processes for implementing entrepreneurial education.

Keywords: Strategic entrepreneurial processes and entrepreneurial education

14. TOWARDS A VALUATION THEORY OF INTANGIBLE ASSETS

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ABSTRACT

The growing interest for understanding of the role of intangible assets accounting in business life resulted in the developments of several intangible categories. These categories are often conceptualized under the headings of human or cultural capital. However, attempts for categorizations of intangible assets have not hitherto been mined for possible insights of relevance to accounting..

The objective of this study is by insights from the accounting practices and earlier theories to outline valuation procedures needed for the accounting of intangible assets. In so doing, the procedures of recognition of intangible assets are re-examined and new procedure, based on empirical observation is suggested. Finally by presenting a general interpretive scheme a set of valuation concepts that may help incorporating the intangible assets into the reporting structure is presented.

Keywords: Intangible assets, valuation theory, practical insight.

15. PERCEIVED JOB CHARACTERISTICS OF AUSTRALIAN PUBLIC SECTOR EMPLOYEES: A NEGLECTED CONCEPT IN DIVERSITY MANAGEMENT RESEARCH

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ABSTRACT

The purpose of the present study was to address a previously neglected but important issue with regard to perceived job characteristics. Specifically, to empirically (a) examine the psychometric properties of the Job Characteristics Inventory (JCI) and (b) investigate the influence of perceived job characteristics (skill variety, autonomy, task identity, feedback), individual characteristics (gender, race, status, age, tenure) on perceived management receptivity to diversity management (PMRDMI), using the sample of 385 Australian public sector employees. Findings revealed that, in this context, JCI consists of 4 contentual dimensions and all four dimensions are valid and reliable. Furthermore, of the nine predictor variables, status and tenure are found to negatively, while feedback and autonomy positively, contribute to PMRDM, explaining 18 per cent of the variance in PMRDM. The theoretical and practical implications of the results are discussed and the limitations of the study are noted along with suggested avenues for future research.

Keywords: management receptivity, perceptions, diversity management, job characteristics, skill variety, autonomy, task identity, feedback, gender, race, status, age, tenure

16. EFFECTS OF SHORT-TERM DECISIONS ON LONG-TERM PROFITABILITY:

EVIDENCE FROM RECESSIONS

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ABSTRACT

This study attempts to use empirical data to show the effects of short-term decisions on long-term profitability during a down-turn economy. It is argued that a 'short-termism' corporate mentality will reduce company profits in the long run. Activities that improve cost efficiencies in a cost-conscious economy will improve both current and future profits. However, activities such as removing valuable high-paid staff, discontinuing investments into positive ROI projects, and reducing branding efforts might increase the current fiscal year's net income in exchange for long-term profits. In analyzing these decisions with a broad scope during two recessionary periods, this study found some evidence to support these claims.

Keywords: *Short-Termism; Recession, Management Strategy, Long-term Strategy, Cost Reduction*
