

ABSTRACTS**1. MANAGING MNC INVESTMENT: HOST-COUNTRY STRATEGIES**

Gordon F. Bagot, California State University, Los Angeles, California, USA

ABSTRACT

Devolving host-country strategies for attracting and applying multinational corporate (MNC) investment funds in the pursuit of economic development is seen as crucial to Developing Nations' (DN) efforts to grow their economies. "Managing MNC Investment: host-country strategies" examines possible strategies and actions that a Developing Nation might best take to secure capital to exploit its resources and compete in the 'new' global marketplace. The paper also tries to illuminate the effects of the MNC behavior on the economies of the DN.

Keywords: *Managing MNC Investment; Foreign Direct Investment; Performance Requirements; Catalysts for Negotiating; Power Disparity; Asymmetrical Bargaining Power; Discretionary Government Decision-Making; Accommodation and Appeasement; Dominant Sources of Leverage.*

**2. NEXT 11 COUNTRIES MOST LIKELY TO JOIN THE G20
BASED ON THE GLOBAL INNOVATION INDEX**

Tansu Barker, Brock University, CANADA

ABSTRACT

Innovation is an important but challenging factor in creating and sustaining competitive advantage. Identifying the level of achievement of the Next 11 (N11) countries relative to G15 would act as a benchmark of their potential to compete successfully. Nine of the twelve variables selected to compare G15 versus N11 are significant. The most important innovation factors for G15 are rule of law, ICT access and high tech imports. N11 need more political stability and higher R&D expenditures to achieve the dream of becoming the world's largest economies in the 21st century as predicted by Goldman Sachs.

Keywords: *Global Innovation Index, Next 11 and G20 countries, political stability, rule of law.*

3. INFORMATION TECHNOLOGY GOVERNANCE AND ACCOUNTING PERFORMANCE ON FIRM PERFORMANCE OF THAI-LISTED FIRMS

Aukkaradej Chaveerug, Amarit Sompong
Mahasarakham University, Thailand

ABSTRACT

The objective of this research is to examine the relations between Information Technology Governance on Firm Performance via Accounting Discloser Quality, Accounting Information Transparency, Accounting Information Valuable and Accounting Performance. Data collection is done by sending the questionnaires to chief financial officer in Thai-Listed Firms; measurements of constructs both the validity and reliability use the Ordinary Least Squares (OLS) regression analysis to test the hypotheses relationship and estimate factors affecting the Firm Performance. The results show the Information Technology Governance has positive relationships with Accounting Discloser Quality, Accounting Information Transparency, Accounting Information Valuable and Firm Performance. Theoretical, managerial and research implications are also discussed.

Keywords: Information Technology Governance, Accounting Discloser Quality, Accounting Information Transparency, Accounting Information Valuable, Accounting Performance, Firm Performance

4. PREDICTING STUDENT PERFORMANCE BASED ON GPA, MODE OF DELIVERY AND SPECIFIC COURSE DESIGN AND PRESENTATION

Hatcher, Myron, California State University-Fresno, Fresno, California, USA
Henson, James, California State University-Fresno, Fresno, California, USA
LaRosa, Patricia, California State University-Fresno, Fresno, California, USA

ABSTRACT

Online courses are becoming more predominant in higher education. The question is effectiveness of mode of delivery. Studies have compared face-to-face classes to online classes. The results are mixed. This leads to what intervening factors might cloud these results. This study sought to isolate and examine the influence of intervening factors on the analysis of two modes of instruction (online versus face-to-face). GPA was considered as an indicator of expected performance. The mode of instruction and class design/instructor were also studied. The outcome variable was total points earned in class. Total points earned are equal to final grade earned. A prediction model was developed that suggest the best class assignment for achieving success as measured by total points earned. GPA was the best prediction of overall learning. On line and face to face modes of delivery were equally successful in achieving overall learning.

Keywords: Online education, face to face education, grade point average, mode of instruction, course design, regression.

5. FACTORS INFLUENCING AMONG THE SMALL AND MEDIUM ENTERPRISES (SMEs) IN LAOS

Sutana Boonlua, Mahasarakham University, Thailand
Satit Aditto, Khonkaen University, Thailand

ABSTRACT

The objectives of this research are to provide information of the current economic situation of the small and medium size agribusiness firms in Laos, identify and compare the importance SMEs agribusiness firms' success factors in Laos, and provide policy implications from the findings. The small and medium

enterprises (SMEs) in Laos were chosen to collect the data. The results show 24 variables were positive and significant at the 1% level of significance. The results have significant and positive affected by government factors, business factors, technical factors, social factors, and global factors. In addition, the concluding section reveals some insights that could be considered for future research regarding to improving the SMEs especially the agribusiness firms in Laos.

Keywords: *SMEs, Government Factors, Business Factors, Technical Factors, Social Factors, Global Factors*

6. VALUING EMPLOYEE STOCK OPTIONS USING THE CRR BINOMIAL MODEL

Jim Chen, Norfolk State University, Norfolk, Virginia, USA
Anthony W. Chen, Florida State University, Tallahassee, Florida, USA

ABSTRACT

Employee stock options are widely used. SFAS 123(R), Share-Based Payment, issued in December 2004 requires that all entities use a fair-value-based option pricing model, adjusted for the unique characteristics of the options, to recognize expenses for employee stock options at the grant date. The Cox-Ross-Rubinstein (CRR) model – a binomial lattice model that converges to the Black-Scholes (BS) model when the number of periods to expiration approaches infinity - meets the requirements of SFAS 123(R). The CRR model factors in the often complex characteristics of employee stock options and always gives a lower option value than the BS model. This paper demonstrates the implementation of the CRR model using Microsoft Excel and shows that constant dividend yield, early exercise, and cliff vesting can be easily factored into the CRR model.

Keywords: SFAS 123(R), Employee Stock Options, Fair-Value-Based Option Pricing Model, CRR Model

7. INDIVIDUAL INVESTOR REACTION TO CORPORATE GOVERNANCE RESTRUCTURING FOLLOWING AN EARNINGS RESTATEMENT EVENT: CONFIDENCE RESTORED?

R. Steven Flynn, Thomas More College, USA

ABSTRACT

Experts maintain that the increased number of earnings restatements in recent years has led to a precipitous decline in investor confidence in the financial reporting process of publicly traded companies. In an attempt to counter investor mistrust, restating firms have frequently initiated major changes in their corporate governance structures. While recent archival research of aggregate stock market reactions points to the potential effectiveness of such alterations, their efficacy in countering individual investor skepticism remains less clear. Using an experimental case as a basis of investigation, this study explores nonprofessional investors' reactions to governance restructuring enacted in response to an earnings restatement. It finds that individual investors perceive prompt governance modifications, in particular the replacement of the CEO and implementation of additional board member restrictions, as enhancing the reliability of reported earnings in the year following an earnings correction. These results suggest that corporate governance restructuring may serve as a credible means by which firms can begin to rebuild individual investor confidence lost in the aftermath of an earnings restatement.

Key Words: *Earnings Restatements, Corporate Governance, Investor Confidence, Earnings Quality.*

8. PRIORITIZING SERVICE QUALITY IMPROVEMENT INITIATIVES FOLLOWING SERVICE QUALITY MEASUREMENTS

Thorhallur Gudlaugsson, School of Business, University of Iceland, Reykjavik, Iceland
Fridrik Eysteinnsson, School of Business, University of Iceland, Reykjavik, Iceland

ABSTRACT

The aim of the research is to explore how to prioritize service quality improvement initiatives using different methods. The methodology is quantitative in the form of a survey done among students at the University of Iceland in the spring of 2011. In total 1.683 students participated. Gap analysis, correlation analysis and regression analysis were used to examine different ways to prioritize service quality improvement initiatives. The results show that even though the methods are different there is good congruency between them. Thus the results strongly indicate which service attributes can be classified as strengths and which service attributes can be classified as weaknesses. The latter should have priority over the former when it comes to service quality improvement initiatives. When interpreting and utilizing the findings it is important to keep in mind that the student group is not homogeneous. That especially applies to the level of study, i.e. whether the students are undergraduate or graduate students but no less to the department where the students are enrolled.

Keywords: Service quality; Improvement initiatives; Prioritization

9. MANAGERIAL OWNERSHIP AND LAYOFF DECISIONS

Chialing Hsieh, University of Texas at Tyler, Tyler, TX, USA
Wallace N. Davidson III, Southern Illinois University, Carbondale, IL, USA
Hongxia Wang, Ashland University, Ashland, OH, USA

ABSTRACT

We investigate the relation between managerial ownership and employee layoff decisions. In particular, we examine the extent of CEO stock selling in a year in which there are employee layoffs. We find that CEOs, on average, sell substantial shares when they receive options as part of their compensation. They, however, retain substantial amount of shares acquired on the exercise of options. We speculate that managers may retain shares from options if they fear that selling shares following option exercise would result in negative press coverage.

Keywords: CEO compensation; Managerial Ownership; Layoff

10. ANTECEDENTS AND TARGET GROUPS OF WORD-OF-MOUTH COMMUNICATION OF PRICES: THEORY AND NEW EMPIRICAL RESULTS

Kevin Lexis, RWTH Aachen University, Germany
Antje S.J. Hütten, RWTH Aachen University, Germany
Florian U. Siems, RWTH Aachen University, Germany

ABSTRACT

The following paper investigates the issue of word-of-mouth communication of prices in the context of everyday situations. Particularly, it is examined whether discrepancies evolve between positive and negative price perceptions and who serves as contact groups to talk about price experiences. Furthermore, gender-specific aspects are examined. The paper ends with management implications, limitations and suggestions for further research.

Key words: *Word of Mouth Communication of Prices, Positive and Negative Price Perceptions, Contact Persons for Communication, Gender Differences*

11. CHARACTERISTICS OF WINE CONSUMERS & THE POSITIONING OF CALIFORNIA & INTERNATIONAL WINES IN JAPAN

Roblyn Simeon, College of Business, San Francisco State University

INTRODUCTION

Competition in the global wine market gets more intense every year. As the number of wineries increase and more countries move to export their production, a wide range of marketing and distribution strategies are being employed to enter or expand into new markets. Not only has the on-going battle between old world and new world wines continued, but the fight for market share has intensified among new world wine producers such as the USA, Chile, Australia, Argentina, and even South Africa. One region that has become a focal point for a lot of this competition is Asia. (Ridding, Robinson et al. 1997; Cholette 2004; Orth, Lockshin et al. 2007; Corsi, Marinelli et al. 2010)

Asia has been targeted for a number of reasons. The large and growing population provides a great opportunity for market expansion. The growing middle class and the impressive buying power of many of these consumers have attracted the attention of major wine producing nations worldwide. Because of their central role as emerging market countries, China and India have often been presented as ideal locations for expanding wine sales. We do in fact see tremendous growth in both the volume and variety of wines that are being sold in these countries. The large populations of both countries will continue to function as a magnet for firms seeking market expansion. However, it is this author's view that by studying the dynamics in the Japanese market, we can learn a lot more about how major wine producing nations will have to compete in the long run. (Ridding, Robinson et al. 1997; Thach and Olsen 2004; Yu, Sun et al. 2009).

In some ways, the Japanese wine market is very different from the other Asian markets. From another perspective, it could be a good example of where other Asian wine markets are headed. Japan has been consuming wines for a very long time and the wine culture is well established and entrenched. Japan consumes about 30% of the total Asian wine consumption and about 60% of the wine imported into the region. The amount of imported wines consumed by the Japanese has increased by more than 16% in the 5-year period from 2006 to 2010 and some have predicted that it will grow by more than 18% between 2011 and 2015. Japan has been and will continue to represent a sizable growth market opportunity for international wines. However, the Japanese wine market continues to be very competitive. Although over 50 countries supply wine to Japan, ten countries account for approximately 96% of the imported volume. At present, Chile and the United States lead the bulk wine exports to Japan, while France and Italy are

the top competitors in reputation and market share. (Robinson 2000; GAIN 2011; GAIN2 2012; W&G 2012)

Another development which makes a study of the wine attitudes and consumption patterns in Japan interesting is that wine-related activities take place in a well developed alcoholic beverage market that is varied and very competitive. Wine has to compete vigorously with at least six other alcoholic beverage categories some of which have long and deep cultural and historical associations. The purpose of this paper is to examine certain dynamics in the Japanese alcoholic beverage market in order to isolate a set of consumer characteristics which might effectively forecast their attitudes towards domestic and international wines; especially those from California. To that end a specially designed survey was administered to wine drinkers in Japan. The results show a number of interesting patterns that are not as easily noticed by just looking at production and consumption statistics. (Carlsen 1990; Hashimoto and Telfer 1999; Beaumont 2007; Campbell 2007)

12. VALUE MITOSIS- A METHODOLOGY TO DEVELOP COMMUNITY EMPOWERMENT

Michael D. Whitt – University of Notre Dame
 Nathalie A L Duval-Couetil – Purdue University
 Rodney G. Handy – University of North Carolina Charlotte
 Satish C. Boregowda – Sandia National Laboratories
 Patrick Senarith – St. Jude Medical

ABSTRACT

The value mitosis initiative (VMI) is a concept through which any community's socioeconomic status can be improved by leveraging the latent and visible entrepreneurial competencies already present within it. The basis for the model is the physiological cellular mitosis process through which a single cell is able to replicate itself numerous times without an external stimulus. VMI effectiveness can be quantitatively observed through either third order polynomial or four parameter symmetric power mathematical relationships between Total Entrepreneurial Activity (TEA) Rate and Gross Domestic Product (GDP) per capita or through changes in any state's Robin Hood Index. The success of the first concept within any community and VMI entity structure are of significant importance to the initiative's success. Many successful products in the marketplace have resulted from lead user development. Harnessing the latent abilities of the entrepreneurial pioneers within a community can not only provide a source of wealth creation, but can also achieve an important social mission.

Keywords: lead user, value mitosis, total entrepreneurial activity, gross domestic product.

13. ANTECEDENTS AND CONSEQUENCES OF ACCOUNTING GOVERNANCE: AN EMPIRICAL STUDY OF PAPER MANUFACTURING BUSINESSES IN THAILAND

Phatcharee Prasong, Mahasarakham Business School, Mahasarakham University, Thailand
 Phapruek Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand
 Kesinee Muenthaisong, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

This research investigates the effects of accounting governance on goal achievement through the mediating influences of operational value increase, financial information reliability, and decision-making excellence through best accounting system as a moderator. Also, the associative roles of executive vision for long-term operation, morality culture, business survival awareness, stakeholder expectation, and environmental dynamism influence accounting governance is investigated through ethical climate as a moderator. Accounting governance consists of accounting standard concern, accounting practice disclosure, accounting ethics orientation, accounting reporting transparency, and social impact focus.

Data were collected by survey questionnaires sent to the accounting executives of paper manufacturing businesses in Thailand and 131 completed questionnaires are used in the analysis. The results of OLS regression analysis show that accounting ethics orientation has a significant positive effect on financial information reliability and operational value increase, accounting reporting transparency has a significant positive effect on financial information reliability, and social impact focus has a significant positive effect on financial information reliability, operational value increase and decision-making excellence. Moreover, financial information reliability has positive relationships on operational value increase and decision-making excellence. Likewise, financial information reliability, operational value increase and decision-making excellence have positive impact on goal achievement. With respect to antecedent variables, executive vision for long-term operation, morality culture, stakeholder expectation and dimensions of accounting governance are positively significant except for business survival awareness and environmental dynamism. Surprisingly, there are very few studies showing a positive significant effect of both ethical climate and best accounting system as the moderating effect on relationships among dimensions of accounting governance, antecedents and consequences. Theoretical and managerial contributions are explicitly provided. A conclusion, suggestions, and directions for future research are highlighted.

Keywords: Accounting Governance, Accounting Standard Concern, Accounting Practice Disclosure, Accounting Ethics Orientation, Accounting Reporting Transparency, Social Impact Focus, Operational Value Increase, Financial Information Reliability, Decision-Making Excellence, Goal Achievement, Executive Vision for long-Term Operation, Morality Culture, Business Survival Awareness, Stakeholder Expectation, Environmental Dynamism, Ethical Climate, Best Accounting System

14. AUDIT INTELLIGENCE AND AUDIT SURVIVAL: AN EMPIRICAL RESEARCH OF TAX AUDITORS (TAs) IN THAILAND

Sudarat Pongsatitpat, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand
Kesinee Muenthaisong, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

This study investigates the effects of audit intelligence, audit value increase, audit report quality and financial information usefulness on audit survival of TAs in Thailand. Long-term audit vision, audit morality mindset, audit learning competency, regulatory force and stakeholder pressure become the antecedents of audit intelligence by using valuable audit experience as the moderator. In this study, 209 TAs in Thailand are the sample. The results indicate that audit intelligence influences audit value increase, audit report quality and financial information usefulness of TAs in Thailand. The results also present that long-term audit vision, audit morality mindset, audit learning competency, regulatory force and stakeholder pressure are the antecedents of that audit intelligence. Furthermore, audit value increase and financial information usefulness have a positive influence on audit survival. Finally, the advantages of audit intelligence will reach to long-term audit vision, audit morality mindset, audit learning competency, regulatory force and stakeholder pressure to support the auditor's work and enhance audit survival.

Keywords: Audit Intelligence, Audit Survival, Internal Control Evaluation, Operational Risk Assessment, Best Audit Practice Focus, Audit Planning Orientation, Audit Review Awareness, Audit Information Integration Concern, Long-term Audit Vision, Audit Morality Mindset, Audit Learning Competency, Regulatory Force, Stakeholder Pressure, Valuable Audit Experience

15. THE PROPENSITY TO PERSONAL DEBT IN BRAZIL

Alberto S. Matsumoto, Catholic University of Brasília,
Carlos Vinicius Reis, Catholic University of Brasília,
Adelaide Santos Figueiredo, Catholic University of Brasília,
Reyson Amaral Barreto, Catholic University of Brasília,

ABSTRACT

This study evaluates the propensity of individuals to the personal debt. The aim is to evaluate the influence of behavioral factors (organization and influence of marketing) and profile (income, education, age, gender and marital status) as a trend for the debt. The regression model used was Probit. The database was drawn from a field survey which collected information through a questionnaire from 621 individuals residing in Brazil. It was noticed that the variable organization has an inverse and significant propensity for debt, that is, the higher the level of organization the less likely. As to the influence exerted by marketing (publicity and advertising) it was observed that the greater the influence, the greater the propensity to indebtedness. In relation to income find it exerts positive influence and convex function of indebtedness.

Keywords: Personal organization. Personal finance. Probit. Propensity for debt.

16. INTERNAL CONTROL EFFECTIVENESS AND STAKEHOLDER CREDIBILITY PERFORMANCE: EVIDENCE FROM CORPORATE GOVERNANCE AWARDED FIRMS IN THAILAND

Salakjit Ninlaphay, Mahasarakham University
Nantana Ngamtampong, Mahasarakham University

ABSTRACT

This research aims at investigating the effects of internal control effectiveness on stakeholder credibility performance through mediating influences of internal audit quality and information reliability. Internal control effectiveness consists of administrative control and accounting control. Data were collected by survey questionnaires administrated to the internal audit manager or director corporate governance awarded firms in Thailand, 80 completed questionnaires are used in the analysis. The results of OLS regression analysis show that administrative control and accounting control have a significant positive effect on internal audit quality and information reliability. In addition, internal audit quality and information reliability have a significant positive association with stakeholder credibility performance. The implication, suggestions for further research, and limitations are discussed.

Keywords: Internal Control Effectiveness; Administrative Control; Accounting Control; Internal Audit Quality; Information Reliability; Stakeholder Credibility Performance

17. THE EFFECTS OF ENTREPRENEURIAL ORIENTATION, LEARNING ORIENTATION, MARKET DRIVING APPROACH AND STRATEGIC MARKET PLANNING CAPABILITY ON FIRM PERFORMANCE

Ampasri Phokha, Rajamangala University of Technology Isan
Nanthaphat Nonsrimuang, Rajamangala University of Technology Isan

ABSTRACT

This paper proposes a systematic explanation for the relationships among entrepreneur orientation, learning orientation, market driving approach, strategic market planning capability and business performance. The objective of this paper is firstly to examine concept of an entrepreneurial orientation

(EO) is potentially important to marketing research. Secondly, it investigates the role of learning orientation in the joint value creation market driving process and firm performance. Finally, it examines the effect of moderator rule of strategic market planning capability. Also, Resource-Advantage Theory or R-A theory proposes the entrepreneurial orientation (EO), learning orientation, market driving approach and strategic market planning capability as the moderator. The model testing will using the data collected by means of questionnaire from gift export businesses in Thailand. Contributions and suggestions for future research are also discussed.

Keywords: *Entrepreneurial Orientation, Learning Orientation, Market Driving Approach and Strategic market planning capability*

18. HARBOR MAINTENANCE DREDGING TO ENHANCE MARITIME SUPPLY CHAIN – A CASE STUDY OF THE HOUSTON SHIP CHANNEL

Patrick Seeba, CPE, Greater Houston Port Bureau, Houston, Texas, USA
Liang-Chieh (Victor) Cheng, University of Houston, Houston, Texas, USA

ABSTRACT

Foreign trade represents one third of the US economy. Annually, between 95%-98% of all foreign tonnage moving into and out of the US passes through the nation's ports and harbors. In order for cargo to continue moving, maritime gateways require maintenance dredging to remove material that builds up on the sea floor clogging these critical commercial arteries. As the cargo traffic grows in US ports, the need to devise dredging strategies becomes critical to the nation's economic competitiveness. Serious funding impediments exist and may lead to rising costs of doing business domestically and abroad. However, there is a dearth of research in transportation literature that studies dredging issues of US ports. This paper intends to begin filling this gap and makes contributions to transportation economics literature. The present research develops a unique methodology to study the Houston Ship Channel's dredging practices, strategies, barriers, and improvement opportunities. Transportation and legal literature and archival data related to the Port of Houston are critically reviewed. The Houston Ship Channel case study conceptualizes the determinants and impacts of a port's dredging strategies. Finally, this paper discusses the legislative efforts to sustain constant dredging and concludes with a summary and future research directions.

Keywords: *Maritime Transportation, Maintenance Dredging, Port Operations, Cargo Movement*

19. THE EFFECTS OF MARKET ORIENTATION ON SERVICE QUALITY AND NEW SERVICE SUCCESS

Kanchana Sukanthasirikul, Suranaree University of Technology, Nakhon Ratchasima, THAILAND
Wanee Trongpanich, Rajamangala University of Technology Isan, Nakhon Ratchasima, THAILAND

ABSTRACT

This research shows how linking the market-oriented firms in service sector can lead to service quality and performance benefits of new service. Data are collected from 276 marketing managers of hotel firms in Thailand. Results show a strong positive relationship between market orientation and service quality. Service quality is also show a strong positive effect on the new service success. The findings shows that service firms that are more likely to focus on both market orientation and service quality, in turn, higher new service success. Managerial implications and limitations are discussed.

Keywords: *Market Orientation, Service Quality; New Service Success, Service Firms*

20. SOUTH AMERICAN INTEGRATION: EXTERNAL INFLUENCES AND INTERNAL INTEREST, TWO VECTORS ON THE SIDELINES OF INTERNATIONAL LAW

Wilson Almeida, Universidade Católica de Brasília (UCB), Brasília, Brazil

Nidi Bueno, Universidade Católica de Brasília (UCB), Brasília, Brazil

ABSTRACT

This study analyzes will make a sort of cross-sectional analysis of these blocks, considering the influences and impacts they have suffered amid the systemic crisis of capitalism and their own regional crisis of governance.

Keywords: Region Integration, South America, International Business, International Law
