

# Welcome to the IABE-2010 Bangkok!

Dear IABE Participants,

**Welcome** to the IABE-2010 Bangkok- Summer Conference of International Academy of Business and Economics (**IABE-2010 Bangkok**) and welcome to the wonderful city of Bangkok, Thailand. From a relatively modest inaugural meeting only two years ago in Stockholm, the 2010 summer conference is poised to break record of participation, thanks to the increasing number and quality of your article submissions. As we have in the past, IABE is providing again another forum for you to interact with hundreds of like-minded scholars from all continents. Enjoy this truly global intellectual atmosphere! Explore Thai Culture!

Throughout its existence, IABE has offered its members flexibility and open access, and we hope we can continue providing the same benefits in the future. Increasingly, though, we are going to need your help as we face the unavoidable challenges and constraints of growth. This has been the second year we experimented with electronic submissions through the IABE site. As we move from the current hybrid system to full online interface, and as we implement other electronically driven transaction modalities, we strongly encourage you to (re)visit our site and make full use of the facilities and options it offers. IABE summer conference will continue to be held during first weekend of June each year; likewise, most IABE journals will continue to be published in June as well as in October each year. Therefore, we now encourage all year-round submissions. Among other challenges, growth of our conference and journals has meant pressure on our paper review infrastructure and we believe the above innovations will make the whole paper submission-review-feedback process an enjoyable experience for all.

To all the authors, reviewers and board members who helped shape the current conference, we say thank you for your dedication and for making the 2010 Summer Conference another milestone in IABE history. To all IABE members, we announce that we will be holding our fourth summer conference in Europe: the IABE-2011 Barcelona Summer Conference, June 3-5, 2011 in Barcelona, Spain. The deadline for submitting your paper to the IABE-2011 Europe Summer Conference is February 15, 2011. We urge you to submit your work soon online at the IABE websites ([www.iabe.eu](http://www.iabe.eu); [www.iabe.org](http://www.iabe.org)).

**We are grateful for the most generous sponsorship of the IABE-2010 Bangkok Summer Conference by the Faculty of Accountancy and Management, Maharakham University, Kantarawichai, Thailand.**

We highly appreciate following universities sponsoring our journals and the IABE-2010.

Journal Name	Sponsoring University
Journal of Academy of Business and Economics	South Stockholm University, Stockholm, Sweden
European Journal of Management (EJM)	Babes-Bolyai University, Cluj-Napoca, Romania
Journal of International Business and Economics (JIBE)	California State University East Bay, Hayward, USA Maharakham University, Thailand King Saud University, Al Kharj, Saudi Arabia
Review of Business Research (RBR)	Jackson State University, Jackson, MS, USA
International Journal of Strategic Management (IJSM)	California State University Channel Islands, Camarillo, USA
International Journal of Business Research (IJBR)	Texas Southern University, Houston, Texas, USA Hampton University, Hampton, Virginia, USA
Journal of International Finance and Economics (JIFE)	Baker College Center for Graduate Studies, Flint, MI, USA

Enjoy IABE-2010 Bangkok! Prepare for IABE-2010 Las Vegas in October 2010!

Warm regards,

Dean/ Dr. Phapruke Ussahawanitchakit, Conference Chair

Dean/ Dr. Cheick Wagué, Conference Chair



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Paper Submissions Deadlines:

IABE-2010 Las Vegas: June 31, 2010 [www.iabe.org](http://www.iabe.org)

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Please complete your registration ONLINE at [www.iabe.eu](http://www.iabe.eu) or [www.iabe.org](http://www.iabe.org). During online registration, you can submit your formatted paper, if any, and pay your registration fee using credit/debit card or checking account. It is easy, quick, and secure to register online.

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## **IABE-2010 Bangkok: Summer Conference Program Outline**

June 4-6, 2010; Imperial Queen's Park Hotel, Bangkok, Thailand

[iabe.eu](http://iabe.eu)

### **IABE-2010 Bangkok: Summer Conference, June 4- 6, 2010**

**Sponsored by:**

**Faculty of Accountancy and Management  
Maharakham University, Kantarawichai, Thailand**

**Venue: The Imperial Queen's Park Hotel, Bangkok, Thailand**

#### **Friday, June 4, 2010:**

10:00 AM – 12:00 Noon	Early Registration (Benjasiri Room 1, 4: Mezzanine Floor)
12:00 Noon – 1:30 PM	<b>Lunch in Parkview Coffee Chop at the Imperial Queen's Sponsored by Maharakham University, Kantarawichai, Thailand</b>
1:30 PM – 3:00 PM	Paper Presentations: Concurrent Session(s)
3:00 PM – 3:10 PM	Coffee Break
3:00 PM – 4:40 PM	Paper Presentations: Concurrent Session(s)
5:00 PM- TBA	Sight-Seeing Tours in Bangkok (Details coming Soon)

#### **Saturday, June 5, 2010:**

7:45 AM – 3:30 PM	Conference Registration
7:45 AM – 8:00 AM	Coffee/Snacks
8:00 AM – 9:50 AM	Paper Presentations: Concurrent Sessions
9:50 AM – 10:00 AM	Coffee Break
10:00 AM – 11:50 AM	Paper Presentations: Concurrent Sessions
11:50 AM – 1:00 PM	Break
1:00 PM – 2:50 PM	Paper Presentations: Concurrent Sessions
2:50 PM – 3:00 PM	Coffee Break
3:00 PM – 4:50 PM	Paper Presentations: Concurrent Sessions
7:00 PM – 8:30 PM	<b>IABE-2010 Bangkok: Reception Dinner</b> (Details on inside!) (At the Imperial Queen's Park 3, Second Floor)

#### **Sunday, June 6, 2010:**

7:45 AM – 10:00 AM	Conference Registration
7:45 AM – 8:00 AM	Coffee/Snacks
8:00 AM – 9:50 AM	Paper Presentations: Concurrent Sessions
9:50 AM – 10:00 AM	Coffee Break
10:00 AM – 11:50 AM	Paper Presentations: Concurrent Sessions
12:00 Noon – 2:00 PM	<b>Luncheon</b> (Details on inside!)
4:00 PM – 5:00 PM	<b>Closing Ceremony</b> (Details on inside!)
5:00 PM	<b>IABE-2010 Bangkok Concludes!</b>

**Friday, June 4, 2010 1:30 PM – 3:00 PM Conference Room: QUEEN'S PARK 4**

**Track: Business- I: General Business**

**Session Chair: Dr. Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand**

**BUILDING SUSTAINABLE ENTREPRENEURSHIP OF SMES IN THAILAND: PERSPECTIVES OF RESOURCE-BASED VIEW AND CONTINGENCY APPROACH**

Meta Suteeraroj, Mahasarakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

**FACTORS AFFECTING INTELLIGENCE**

John S Croucher, Macquarie University, Sydney, Australia

**INVESTIGATING RISK-RETURN PROFILE OF GRADUATES: A CORPORATE ACCOUNTABILITY AND SOCIAL RESPONSIBILITY PERSPECTIVE**

Ralph Palliam, American University of Kuwait, Kuwait

Ahmed Mohamed El-Galfy and Sakuntala Romila, Gulf Univ. of Science And Technology, Kuwait

**SUSTAINABILITY REPORTING OF SMALL AND MEDIUM-SIZED BUSINESSES IN THE ELECTRICITY DISTRIBUTION INDUSTRY IN AUSTRALIA**

Shirley Wong, Northern Melbourne Institute of TAFE, Australia

**AN EMPIRICAL INVESTIGATION ON RELATIONSHIPS BETWEEN CRITICAL SUPPLY CHAIN MANAGEMENT ACTIVITIES AND SUPPLIER SELECTION ON THE BUSINESS PERFORMANCE USING STRUCTURAL EQUATION MODEL**

D. M. Sezhiyan, National Institute of Technology Tiruchirappalli, India

T. Nambirajan, Pondicherry University, Ponducherry, India

**CUSTOMER PERCEPTION OF SERVICE QUALITY OF THE SERVICES PROVIDED BY UNIVERSITY INCUBATOR CENTER IN THAILAND**

Joseph F Aiyeku, Salem State College, USA

Teerapong Kanasak, Ramkhamhaeng University, Thailand

**Discussant(s): Dr. Ahmed Mohamed El-Galfy, Gulf University of Science And Technology, Kuwait**

**Friday, June 4, 2010 1:30 PM – 3:00 PM Conference Room: QUEEN'S PARK 5**

**Track: Public Administration and Social Sciences**

**Session Chair: Dr. Yong S Choi, California State University, Bakersfield, USA**

**NATIONAL POLICY AND PROMOTION MODEL OF CULTURAL AND CREATIVE INDUSTRY IN TAIWAN**

Ben Chung Wang, National United University, Taiwan

Shang Chia Liu, Fu Jen Catholic University and Fang Yi Chou, National Chengchi Univ., Taiwan

**COMPARATIVE STUDY OF KNOWLEDGE MANAGEMENT SUCCESS IN PUBLIC ADMINISTRATION**

Seunghee Wie, Cali State Univ, Sacramento and Yong S Choi, Cali State Univ., Bakersfield, USA

**RESEARCH CULTURE IN ACADEMIA: A CONCEPTUAL SCHEME AND ITS APPLICATION**

Namrata Gupta, RRK Sharma, and NK Sharma, Indian Institute of Technology, Kanpur, India

**IS COHESIVENESS A COMPONENT OF BEHAVIORAL INTEGRATION? EVIDENCE FROM THE AUSTRALIAN HIGHER EDUCATION**

Zhanna Soldan, Curtin University of Technology, Australia

**SOCIO-ECONOMIC STATUS OF WORKING WOMEN IN HARYANA**

Manjusha Sharma and Garima Pant, Kurukshetra University, Haryana, India

**Discussant(s): Dr. Manjusha Sharma, Kurukshetra, India**

**Friday, June 4, 2010 3:10 PM – 4:40 PM Conference Room: QUEEN'S PARK 4**

**Track: POM- I: Operations Management**

**Session Chair: Dr. Pradip Kumar Bala, Xavier Institute of Management (XIM), Bhubaneswar, India**

AN EMPIRICAL STUDY OF THE QUALITY OF SERVICE OF A PORT OPERATOR: THE CASE OF PORT-LOUIS, MAURITIUS

Madre Vishuen and Munhurrun Veena, University of Technology, Mauritius  
Seetanah Boopen and Rojid Sawkut, University of Mauritius, Mauritius

A CONCEPTUAL FRAMEWORK AND RESEARCH PROPOSITIONS FOR INTEGRATING TQM INTO CRISIS PLANNING

John K.S. Chong, The Richard Stockton College of New Jersey, Pomona, USA  
Jaesun Park, University of North Dakota, Grand Forks, USA

EVALUATION OF SUPPLY CHAIN PERFORMANCE IN FRESH PRODUCE DISTRIBUTION: A STUDY OF NORTH-EASTERN PART OF THAILAND

Sudhakar Madhavedi, University of Hyderabad, India  
Sutana Thanyakhan, Mahasarakham University, Thailand  
Gamon Savatsomboon, Mahasarakham University, Thailand  
G.V.R.K. Acharyulu, University of Hyderabad, India

MODULAR VEHICLE PRODUCTION METHOD FOR IMPROVED EFFICIENCY, QUALITY, AND ENVIRONMENTAL RESPONSIBILITY

Todd Matsubara and Hamid Pourmohammadi, California State University, Dominguez Hills, USA

LOT-SIZING RULES FOR INVENTORY REPLENISHMENT UNDER PURCHASE DEPENDENCY

Pradip Kumar Bala, Xavier Institute of Management (XIM), Bhubaneswar, India

**Discussant(s): Dr. Hamid Pourmohammadi, California State University, Dominguez Hills, USA**

**Friday, June 4, 2010 3:10 PM – 4:40 PM Conference Room: QUEEN'S PARK 5**

**Track: Finance VI: All Other Areas in Finance**

**Session Chair: Dr. John S Croucher, Macquarie University, Sydney, Australia**

WORKINGS OF THE OPERATING CASH CYCLE IN THE MANUFACTURING SECTOR

John S Croucher and Maslada Nobhandhu, Macquarie University, Sydney, Australia

LOSS COMPENSATION OF AN ASSIGNED INSURANCE CONTRACT

Marius D Gavriletea, Babes Bolyai University, Cluj – Napoca, Romania

THE IMPACT OF CORPORATE GOVERNANCE ON EFFICIENCY PERFORMANCE OF THE THAI NON-LIFE INSURANCE INDUSTRY

Pongpitch Petchsakulwong and Wen-Yen Hsu, Feng Chia University  
Piyawadee Khovidhunkit, National Institute of Development Administration

WORKINGS OF THE OPERATING CASH CYCLE IN THE RETAILING SECTOR

John S Croucher and Maslada Nobhandhu, Macquarie University, Sydney, Australia

THE PERFORMANCE AND THE RANKING OF EQUITY FUND IN INDONESIA FOR THE PERIOD 2007-2009 USING RISK-ADJUSTED RETURNS, STOCK SELECTION, AND MARKET TIMING CAPABILITIES

Budi Frensidy, University of Indonesia, Indonesia

CAPITAL MARKETS AND THE DEVELOPMENT OF FINANCIAL ACCOUNTING THEORY

Carmen Giorgiana Bonaci and Eugenia-Ana Matis, Babes-Bolyai Univ, Cluj-Napoca, Romania

**Discussant(s): Dr. Budi Frensidy, University of Indonesia, Indonesia**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: QUEEN'S PARK 4**

**Track: Business- I: General Business**

**Session Chair: Dr. Manish Gupta, Invertis Institute of Management Studies, Bareilly, UP, India**

MARKETING & BRANDING HIGHER EDUCATION: ISSUES AND CHALLENGES

Manish Gupta, Invertis Institute of Management Studies, Bareilly, UP, India

P B. Singh, MJP Rohilkhand University, Bareilly, Uttar Pradesh, India

E-PORTFOLIO PROGRAMS AS STRATEGIC TOOLS FOR IMPLEMENTATION AND EVALUATION

Bob Barrett, American Public Univeristy, USA

PERCEPTIONS OF CORPORATE PERFORMANCE CRITERIA IN THAILAND: INDIVIDUAL TASKS AND ROLES OF COMPANY DIRECTORS

Patchareewan Boriboonsate and Laurence Dickie, Curtin University, Australia

THE SOCIO-ECONOMIC IMPACT OF THE OPERATION OF THE PORT OF BATANGAS ON THE DEVELOPMENT OF THE COASTAL MUNICIPALITIES OF THE BATANGAS BAY REGION IN PHILIPPINES:AN ASSESSMENT

Arnold Namuco Ditan, Lyceum of the Philippines University-Batangas, Philippines

AN EMPIRICAL STUDY INTO THE BENEFITS OF CONFORMING TO RECOGNIZED CORPORATE GOVERNANCE: THE CHINESE EXPERIENCE

Dani Foo, Bin Liu, and Howard Davey, Waikato University School of Management, New Zealand

A TRACER STUDY OF TEACHER EDUCATION GRADUATES EMPLOYED BY DEPARTMENT OF EDUCATION: BASIS FORPRE-SERVICE TRAINING POLICYRECOMMENDATION

Emily M. Arangote, Aklan State University-CHARRM, Ibajay, Aklan, Philippines

Ersyl T. Biray, Edito T. Agustin, and Celedonia R. Hilario, Aklan State Univ., Banga, Philippines

Anna Mae C. Relingo, and Cecile O. Legaspi, Aklan State University, Banga, Aklan, Philippines

**Discussant(s): Dr. Bob Barrett, American Public Univeristy, USA**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: QUEEN'S PARK 5**

**Track: IB -I: International Economics**

**Session Chair: Dr. Madeleine V Balane, De La Salle University, Manila, Philippines**

CENTRAL BANK INDEPENDENCE AND MACROECONOMIC PERFORMANCE: A SIMULTANEOUS EQUATIONS APPROACH

Madeleine V Balane and Henry C Flordeliza, De La Salle University, Manila, Philippines

Sarah Grace R Kho, Ayala Land Inc., Capita,l Philippines

Angelica Christine F Torres, Kraft Foods, Philippines

NEW MACROECONOMIC FRAMEWORK FOR BUSINESS – CASE STUDY FOR SERBIA

Sofija Adzic, University of Novi Sad, Serbia and Miroljub Jevtic, Institute Kirilo Savic, Serbia

DO REAL ESTATE INVESTMENT TRUST FOUNDERS PERFORM BETTER?

Raymond A. K. Cox, University of Ontario, Canada and Joel M Shulman, Babson College

MODELLING CREDIT RISK: A COMPARISON OF AUSTRALIA AND THE USA.

Kevin James Daly and Asqhar Ali, University of Western Sydney, Australia

THE DETERMINANTS OF AUSTRALIAN MANUFACTURING EXPORT PERFORMANCE

Pemasiri J Gunawardana, Victoria University, Melbourne, Victoria, Australia

Kishor Sharma, Charles Sturt University, Australia

PERSONALITY TRAITS AND IMPLICIT LEADERSHIP THEORIES OF BRUNEIANS

Syamimi Lim, Rozhan Othman, and Ali Yusob Zain, Universiti Brunei Darussalam, Darussalam

**Discussant(s): Dr. Pemasiri J Gunawardana, Victoria University, Melbourne, Victoria, Australia**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: QUEEN'S PARK 6**

**Track: Management XII: All Other Areas in Management**

**Session Chair: Dr. Detelin S. Elenkov, Angelo State University, Texas, USA**

THE EFFICACY OF ALTERNATIVE DECISION RULES FOR HIGHLY PERISHABLE CONSUMER GOODS

Tom F. Badgett, and Detelin S. Elenkov, Angelo State University, Texas, USA  
Charles W. Lamb, Texas Christian University, Dallas, Texas, USA

CAUSES OF POOR PERFORMANCE OF COOPERATIVE UNIONS IN TANZANIA

M. Sri Nivas, and A. V. Rao, and J. Kikula, Mzumbe University, Tanzania

A COMPARATIVE STUDY OF U.S. AND CHINESE CORPORATE MISSION STATEMENTS

Arifin Angriawan and Casimir C. Barczyk, Purdue University Calumet, Hammond, Indiana, USA  
Kasia Firlej and Charles Rarick, Purdue University Calumet, Hammond, Indiana, USA  
Inge Nickerson, Barry University, Miami Shores, Florida, USA

A RELIABILITY BASED METHOD TO EVALUATE THE REUSABILITY FOR PRODUCT RECOVERY

Shahin Kouchekian-Sabour and Kouroush Jenab, Ryerson University, Toronto, Canada

EXPLORING THE EMERGENCE OF MANAGEMENT CONTROL PACKAGES – A RESOURCE DEPENDENCE THEORY PERSPECTIVE

Uwe Voss, RWTH Aachen University, Aachen, Germany  
Malte Brettel, RWTH Aachen University, Aachen, Germany

DESIGN AND DEVELOPMENT OF A BUSINESS MODEL FOR BIOMASS POWER PLANT USING DATA ENVELOPMENT ANALYSIS (DEA)

P. Raman, The Energy and Resources Institute (TERI), New Delhi, India  
T. Nambirajan, Pondicherry University, Puducherry, India

**Discussant(s): Dr. T. Nambirajan, Pondicherry University, Puducherry, India**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: BANGKOK PANORAMA I**

**Track: Marketing II: All Other Areas in Marketing**

**Session Chair: Dr. Subchat Untachai, Udonthani Rajabhat University, Udonthani, Thailand**

TOWARD AN INTEGRATED TYPOLOGY OF CONSUMER MOTIVES FOR BUYING GRAY MARKET GOODS

Swee-Lim Chia, La Salle Univ, Philadelphia, PA, USA and Thomas Foscht, Univ of Graz, Austria  
Cesar M. Maloles, III, California State University-East Bay, Hayward, USA  
William D. Reisel, St. John's University, New York, USA

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

Subchat Untachai and Samart Pitiphat, Udonthani Rajabhat University, Thailand

ROLE STRESS AND GENDER AS DETERMINANTS OF COMPULSIVE BUYING BEHAVIOUR: A STUDY IN A DEVELOPING MARKET

P. Narayana Reddy and V. Hari Leela, CBIT Hyderabad, India

EXPLOITATIVE AND EXPLORATORY LEARNING IN NEW PRODUCT DEVELOPMENT TEAM

Jing-Wen Huang and Yong-Hui Li, National Pingtung Institute of Commerce, Pingtung, Taiwan

ROLE OF MANAGEMENT INFORMATION SYSTEM IN NEW HIGH-TECH PRODUCT DEVELOPMENT PROCESS: AN EXPLORATORY STUDY

Saji K B, IIM, Lucknow, India and Uma Nair S., Indian Institute of Technology, Kanpur, India

**Discussant(s): Dr. Cesar M. Maloles, III, California State University-East Bay, Hayward, USA**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: BANGKOK PANORAMA II**

**Track: Marketing V: Service Marketing**

**Session Chair: Dr. Florian Siems, RWTH Aachen University, Aachen, Germany**

UNDERSTANDING PARENT CUSTOMER NEED: IMPLICATION FOR DEVELOPING BUSINESS SCHOOL SERVICES QUALITY

Yudi Sutarto and Bagus Suminar, STIE Perbanas Surabaya, Indonesia

RELATIONSHIP BETWEEN SALE PROMOTIONS, DURATION OF RECEIVING REWARD AND CUSTOMER PREFERENCE: A CASE STUDY ON FINANCIAL PRODUCTS

Karin Boonlertvanich, Burapha University, Bangkok, Thailand

THE ATTRACTION OF STUDENTS TO THE UNDERGRADUATE COURSE IN MANAGEMENT: MULTICASE STUDY ON THE FACTORS ATTRACTING STUDENTS IN JOINVILLE, SC

Emerson Wagner Mainardes and Helena Alves, University of Beira Interior, Beira, Portugal  
Maria José Domingues, Regional University of Blumenau, Brazil

INTERNAL BRANDING FOR B2B-SERVICES: THE ROLE OF COMMUNICATION. THEORY, EMPIRICAL RESULTS, AND MANAGEMENT IMPLICATIONS

Florian Siems, RWTH Aachen University, Aachen, Germany  
Manuela Lackus, Salzburg University of Applied Sciences

CORE VERSUS PERIPHERAL COMPONENTS OF THE FRANCHISE FORMAT

George W.J. Hendrikse, Erasmus university Rotterdam, Rotterdam, Netherlands  
Josef Windsperger, University of Vienna, Vienna, Austria

DOES LIFESTYLE INFLUENCE RETAIL BANKING PRODUCT SELECTION? - AN EXPLORATORY STUDY IN INDIA

Srivatsa Hosur Srinivasan, T A Pai Management Institute, Manipal, Srivatsa, India  
Srinivasan Rangarajan, Indian Institute of Management

**Discussant(s): Dr. Karin Boonlertvanich, Burapha University, Bangkok, Thailand**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: SAITHIP**

**Track: MIS/CIS V: Other Areas in MIS/CIS**

**Session Chair: Mr. Roland, Albstadt-Sigmaringen University, Sigmaringen, Germany**

INCORPORATING INFORMATION SYSTEM CONTENT INTO NON-INFORMATICS CURRICULA - AN EXAMPLE FROM A BUSINESS ADMINISTRATION PROGRAM

Roland Schwald, Albstadt-Sigmaringen University, Sigmaringen, Germany

INFORMATION TECHNOLOGY MATURITY INDEX AND PROFITABILITY IN THE PHILIPPINE FOOD, BEVERAGE AND TOBACCO INDUSTRY

Florenz C Tugas, De La Salle University, Manila, Philippines

MOVIES: DOWNLOAD VS. RENTAL

Marc Gartenfeld and Chiang-Nan Chao, St. John's University, Jamaica, NY, USA  
Robert J Mockler, St. John's University, Jamaica, NY, USA

WEB SITES FOR E-BANKING: A STUDY OF WEB SITES PERFORMANCE IN MALAYSIA

Chai Lee Goi, Curtin University of Technology, Australia

ASSESSMENT OF THE INFORMATION SOCIETY AND DIGITAL DIVIDE IN THE WORLD, COMPARATIVE ANALYSIS OF TURKEY WITH EUROPEAN UNION MEMBERS

Erdal M. Balaban, Cigdem A. Cilan, and Gamze Kaba, Marmara University, Turkey

**Discussant(s): Dr. Florenz C Tugas, De La Salle University, Manila, Philippines**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: CONFERENCE ROOM A**

**Track: Accounting: Audit**

**Session Chair: Dr. Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand**

AUDIT COMMITTEE EFFECTIVENESS AND FIRM CREDIBILITY: AN EMPIRICAL INVESTIGATION OF THAI-LISTED FIRMS

Phuangthip Akarak, Mahasarakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

EFFECTS OF AUDIT INDEPENDENCE ON SELF-REPUTATION OF THAI CPAS: MEDIATE TESTING OF AUDIT QUALITY AND AUDIT CREDIBILITY

Sumintorn Baotham, University of Technology Isan, Sakon Nakhon Campus, Thailand

THE SIMILITUDE AND DISIMILITUDE OF OECD, ROMANIAN AND GERMAN CORPORATE GOVERNANCE CODES

Fulop Melinda and Span Georgeta, Babes Bolyai University, Romania

Pop Atanasiu and Popa Irinie, Babes Bolyai University, Romania

AN EMPIRICAL ANALYSIS ON CONTROL ACTIVITIES IN CREDIT INSTITUTIONS – THE CASE OF ROMANIAN FRAMEWORK VERSUS INTERNATIONAL MODELS OF CONTROL

Cristina Stefanescu and Mariana Muresan, Babes Bolyai University, Romania

INTEGRATING ORACLE SQL INTO COMPILATION OF FINANCIAL STATEMENTS

El-Hussein El-Masry and Rick Hayes, California State University, USA

Ming Wang, California State University Los Angeles, USA

**Discussant(s): Dr. Ming Wang, California State University Los Angeles, USA**

**Saturday, June 5, 2010 8:00 AM – 9:50 AM Conference Room: CONFERENCE ROOM B**

**Track: Economics- VII: All Other Areas in Economics**

**Session Chair: Dr. Jean-Daniel Guigou, University of Luxembourg, Luxembourg**

HIGH INTEREST RATE POLICY IN RESPONSE TO THAI BAHT CRISIS IN 1997

Pei Shao, University of Northern British Columbia, Canada

INDIA'S EXPERIENCE WITH FDI: AN ANALYSIS OF TRENDS AND PATTERNS

Rajendera Kumar, National Institute of Technology, Kurukshetra, India

THE MACROECONOMIC IMPACTS ON ETHANOL UTILIZATION POLICY IN THAILAND'S TRANSPORT SECTOR USING INPUT-OUTPUT ANALYSIS

Suthathip Suanmali and Bundit Limmeechokchai, Sirindhorn International Institute of Technology

Chayute Phumitanon and Ratchaporn Jajitman, Sirindhorn International Institute of Technology

Supalat Tansirichaiya and Ratchaporn Jajitman, Sirindhorn International Institute of Technology

RECESSIONARY EXPORT POLICY: THE CASE OF INDIA

Rakesh Sah, Montana State University, USA

Raj Agrawal and Shruti Jain, IILM, India

EXPLORING TURNOVER AMONG MANAGERS IN A NON-WESTERN CONTEXT

Franca O Ovajde, Lagos Business School, Pan-African University, Nigeria

THE IMPACT OF AGEING POPULATION ON PAY-AS-YOU-GO PENSION SYSTEMS: THE CASE OF LUXEMBOURG

Jean-Daniel Guigou, University of Luxembourg, Luxembourg

Bruno Lovat, University of Nancy 2 and Jang Schiltz, University of Luxembourg, Luxembourg

**Discussant(s): Dr. Pei Shao, University of Northern British Columbia, Canada**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: QUEEN'S PARK 4**

**Track: Economics II: Macroeconomics**

**Session Chair: Dr. Neil L Hart, University of Western Sydney, Australia**

MACROECONOMIC THEORY AND THE GLOBAL ECONOMIC RECESSION

Neil L Hart, University of Western Sydney, Australia

ERP IMPLEMENTATION APPROACH IN DEFENDER ORGANIZATIONS: AN EMPIRICAL STUDY

Adhir Tandon, Northern India Engineering College, Lucknow, India

R. R. K. Sharma and Uma Nair S., Indian Institute of Technology, Kanpur, India

CORRELATION BETWEEN CAPITAL MARKET DEVELOPMENT AND ECONOMIC GROWTH IN THE CONTEXT OF FINANCIAL CRISIS IN ROMANIA

Monica-Violeta D. Achim and Mirela-Oana Pinteau, Babes Bolyai Univ., Cluj-Napoca, Romania

Codruta Mare, Babes Bolyai Univ., Romania and Sorin-Nicolae Borlea, Vasile Goldis Univ., Arad

FINANCING STRATEGIES TO IMPROVE PRIMARY HEALTHCARE SERVICES AND POLICES IN THAILAND

Nenavath Sreenu, University of Hyderabad, India

Somsaowanuch Chamusri, Mahasarakham University Thailand

CONSUMER DECADENCE AND CREDIT MARKET DESTRUCTION: DID THE DECLINE IN THE U.S. SAVING RATE CAUSE THE NEW MILLENNIUM FINANCIAL CRISIS?

Kristen Broady, Benedict College, Columbia, South Carolina, USA

Aisha G. Meeks, Jackson State University, Jackson, Mississippi, USA

FLUCTUATIONS IN THE PRICE OF OIL IN THE U.S. – CAUSE AND EFFECT

Lauren Crenshaw, Midway Companies

Balasundram Maniam, Sam Houston State University, Texas, USA

**Discussant(s): Dr. Kristen Broady, Benedict College, Columbia, South Carolina, USA**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: QUEEN'S PARK 5**

**Track: MS-I: Management Science and Business Statistics**

**Session Chair: Dr. Vishnuprasad Nagadevara, Indian Institute of Management Bangalore, India**

INTER-TEMPORAL SHIFTS IN EFFICIENCY IN A ROAD TRANSPORT ORGANIZATION

Vishnuprasad Nagadevara, Indian Institute of Management, Bangalore

Tammana V Ramanayya, Indian Institute of Management, Bangalore

HOW TO MAKE TEACHING OF STATISTICS MORE EFFECTIVE IN BUSINESS SCHOOLS?

Kuldeep Kumar, Bond University, Australia

DECISION MODELING IN THE CLASSROOM

Myron Hatcher, California State University, Fresno, USA

Ernest Forman, George Washington Univ. and Thad Usowicz, San Francisco State Univ., USA

A HYBRID APPROACH TO CONSTRUCTION CONTRACTORS EVALUATION AND SELECTION

Cheickna Sylla, New Jersey Institute of Technology, USA

IMPROVING THE SUPPLIER'S PERFORMANCE THROUGH TRADE CREDIT: A NON-COOPERATIVE ORDER MODEL

Deming Zhou, The Chinese University of Hong Kong

HYBRID MODELS AND ERROR WEIGHTING FOR PREDICTING CUSTOMER CHURN IN TELECOM INDUSTRY

Vishnuprasad Nagadevara, Indian Institute of Management Bangalore, India

**Discussant(s): Dr. Myron Hatcher, California State University, Fresno, USA**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: QUEEN'S PARK 6**

**Track: Business- I: General Business**

**Session Chair: Dr. Henrik Bresman, INSED**

THE X-FACTOR: LEADING HIGH-PERFORMING TEAMS IN ASIA

Henrik Bresman, INSED

DID I CATCH YOUR DRIFT? EXAMINING ANTECEDENTS OF IT FLAMING IN MULTICULTURAL BUSINESS SETTINGS

Joana R.C. Pimentel, University of Canterbury, Christchurch, New Zealand

Detelin S. Elenkov, Angelo State University, Texas, USA

EDUCATION FOR SUSTAINABILITY: DEVELOPING MBA STUDENTS' CRITICAL REFLECTIVE AND ACTION LEARNING IN THEIR WORK CONTEXT

Anna Rowe, Curtin University, Perth, WA, Australia

DEVELOPMENT OF EFFECTIVE PRIVATE BILINGUAL SCHOOL'S PRINCIPAL LEADERSHIP STRUCTURAL CAUSAL MODEL: BEHAVIORS AND SKILLS

Patee Tintavee, Saint John's University, Thailand

VALUE CHAIN PERFORMANCE MEASUREMENT: A SIMPLE DEA ANALYSIS USING INTERMEDIATE MEASURES

Wai Peng Wong, Universiti Sains Malaysia, Malaysia

Kuan Yew Wong, Universiti Teknologi, Malaysia

CREATING VALUE FOR THE BUSINESS THROUGH INNOVATIVE PRODUCT DESIGN

Alan S. Khade, California State University, Stanislaus, Turlock, USA

Vance A. Prather, California State University, Stanislaus, Turlock, USA

**Discussant(s): Dr. Patee Tintavee, Saint John's University, Thailand**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: BANGKOK PANORAMA I**

**Track: Finance I: Corporate Finance**

**Session Chair: Dr. Wasim K Alshattarat, Gulf University For Science And Technology**

WORKING CAPITAL MANAGEMENT, OPERATING CASHFLOW AND CORPORATE PERFORMANCE

Wasim K Alshattarat, Gulf University For Science And Technology

Haitham Nobanee, The Hashemite University

Ayman E Haddad, The American University of Kuwait and Maryam Alhajjar, The Hashemite Univ.

MANAGERIAL MOTIVES, LAYOFF ANNOUNCEMENTS, AND FIRM PERFORMANCE

Chialing Hsieh, Southern Arkansas University, USA

AN ANALYSIS OF THE DIFFERENCES OF CORPORATE PERFORMANCE-AN APPLICATION OF PANEL QUANTILE REGRESSION

Ai Chi Hsu, National Yunlin University of Science And Technology

Young Yi Li and Shu Bing Liu, National Cheng Kung University

THEORY OF ASSET PRICING: RATIONALITY OF INVESTORS AND THE OPPORTUNITY TO CONSISTENTLY OBTAIN ABNORMAL RETURN FROM SHARE MARKET.

Liza Marwati Mohd Yusoff, National University of Malaysia

CONTROL OF LARGEST SHAREHOLDER, LEVEL OF GOVERNMENT CONTROL, AND THE CREATION OF CORPORATE VALUE

Benjamin Y Tai, California State University, Fresno, USA

Xing Liu and Ling An, Chongqing University

**Discussant(s): Dr. Chialing Hsieh, Southern Arkansas University, USA**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: BANGKOK PANORAMA II**

**Track: IB -I: International Economics**

**Session Chair: Dr. Christine M Lim, University of Waikato, New Zealand**

SME KNOWLEDGE NETWORK TRAINING: A KEY TO ORGANIZATIONAL SUSTAINABILITY

Susu Nousala, RMIT University Melbourne, Australia

Suthida Jamsai Whyte, Ubon Ratchathani University, Thailand

THE CHARACTERISTICS OF INTERNATIONAL JOINT VENTURES IN THAILAND

Pornlapas Suwannarat, Mahasarakham University, Thailand

David Williams, University of Liverpool Management School, UK

David Smith and Gamal Ibrahim, Nottigham Business School, UK

EFFECTS OF MACROECONOMIC FACTORS ON SHARE PRICES

Gaoxiang G Wang and Christine M Lim, University of Waikato, New Zealand

CHINA'S CURRENCY REGIME: 2005 - 2009

Richard Gregory, East Tennessee State University, USA

ADOPTION AND BENEFITS OF TARGET COSTING IN BAHRAINI MANUFACTURING COMPANIES

Omar I. H. Juhmani, University of Bahrain, Bahrain

**Discussant(s): Dr. Omar I. H. Juhmani, University of Bahrain, Bahrain**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: SAITHIP**

**Track: IB -IV: International Management**

**Session Chair: Dr. Chie Iguchi, Rikkyo University, Tokyo, Japan**

MANAGEMENT ATTITUDE TOWARDS INCORPORATING CSR AND THE IMPACT ON FIRM'S PERFORMANCE: ANALYSIS OF THAI SMES

Joseph F Aiyeku, Salem State College, USA

Piyachat Jarutirasarn, Ramkhamheang University, Khlongkum, Bangkok, Thailand

COOPERATIVE TECHNOLOGY MANAGEMENT FOR CONSENSUS STANDARDIZATION - DRAM STANDARDS AND IPRS -

Masashi Arai, Rikkyo University, Tokyo, Japan

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

William J Frech, Ramapo College, New Jersey, USA

Veselina Stoyanova, University of Edinburgh, UK

DECENTRALIZATION OF R&D ACTIVITIES BY TRANSNATIONAL CORPORATIONS: EVIDENCE FROM SUBSIDIARIES IN SOUTH EAST ASIAN COUNTRIES

Chie Iguchi, Rikkyo University, Tokyo, Japan

WHEN TO MOVE FAST? PACE AND PERFORMANCE OF FOREIGN EXPANSION

Ruihua Joy Jiang and Ravi Parameswaran, Oakland University Rochester, Michigan, USA

Yuan Ding, Hohai University

INTERNAL MARKETING, EXTERNAL MARKETING, ORGANIZATIONAL COMPETENCIES, AND BUSINESS PERFORMANCE

Nantana Ooncharoen, Mahasarakham University, Kantarawichai, Thailand

Phaprueke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

**Discussant(s): Dr. William J Frech, Ramapo College, New Jersey, USA**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: CONFERENCE ROOM A**

**Track: Accounting: Financial Accounting**

**Session Chair: Dr. Hossein Pashang, Jönköping University, Sweden**

ACCOUNTING OF ACCOUNT RECEIVABLES (AR)

Hossein Pashang, Jönköping University, Sweden

CURRENT DEBATES ON ACCOUNTING FOR FINANCIAL INSTRUMENTS: PERSPECTIVES IN THE AFTERMATH OF A CRISIS

Carmen G Bonaci, Babes-Bolyai University, Romania

Jiri Strouhal, University of Economics

Dumitru Matis, Babes-Bolyai University, Romania

MANAGERIAL INCENTIVES BEHIND FIXED ASSET REVALUATIONS: EVIDENCE FROM NEW ZEALAND FIRMS

Dyna Seng, University of Otago, Dunedin, New Zealand

Jiahua Su, Polson Higgs, Chartered Accountants, Dunedin, New Zealand

GR GAAP VS IFRS: THE IMPACT OF IFRS 37 & IFRS 19 ON HELENIC PRIVATE HOSPITAL'S FINANCIAL STATEMENTS

Dimitrios Pardalis and Antonios D. Kargas, National And Kapodistrian Univ. of Athens, Greece

ONLINE FINANCIAL REPORTING: CONCEPTUAL FRAMEWORK

Adriana Tiron Tudor, Babes-Bolyai University, Cluj-Napoca, Romania

Claudia Urdari, Babes-Bolyai University, Cluj-Napoca, Romania

RE-INTERPRETATION OF THE CONCEPT OF FINANCIAL GAP

Hossein Pashang and Anna Johansson, Jönköping University, Sweden

Petra Waldemar and Marie Nolander, Jönköping University, Sweden

**Discussant(s): Dr. Adriana Tiron Tudor, Babes-Bolyai University, Cluj-Napoca, Romania**

**Saturday, June 5, 2010 10:00 AM – 11:50 AM Conference Room: CONFERENCE ROOM B**

**Track: Economics- VII: All Other Areas in Economics**

**Session Chair: Dr. Mehdi Zahaf, American University of Middle East, Kuwait**

ECONOMIC RELATION BETWEEN THAILAND AND MYANMAR

Nyein Nyein Thaug, Kyungpook National University, Korea

EVIDENCES ON EKC HYPOTHESIS IN CHINA: 1990 TO 2007

Kankesu Jayanthakumaran, University of Wollongong, NSW, Australia

Ying Liu, University of Wollongong, NSW, Australia

DO MALAYSIAN WOMEN WHO OPT OUT OF THE LABOUR MARKET WANT TO RETURN? A MICROLEVEL ANALYSIS

Geetha Subramaniam and Mangalam Gopala Iyer, Universiti Teknologi Mara

Balasundram Maniam, Sam Houston State University, Texas, USA

A SOCIAL ENVIRONMENT MODEL OF SOCIO-TECHNICAL PERFORMANCE

Brian Whitworth, Massey University, New Zealand

Cheickna Sylla, New Jersey Institute of Technology, USA

FAIR PRICING OF EMISSIONS PERMITS: NASH OR ROSEN?

Mehdi Zahaf, American University of Middle East, Kuwait

**Discussant(s): Dr. Kankesu Jayanthakumaran, University of Wollongong, NSW, Australia**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: QUEEN'S PARK 4**

**Track: Finance II: Investments**

**Session Chair: Dr. H. Swint Friday, Texas A&M University – Corpus Christi, USA**

ONLINE INVESTMENT BROKERS VS. DISCOUNT AND FULL SERVICE BROKERS: IS THERE REALLY A DIFFERENCE ANYMORE?

Patty Scott and Balasundram Maniam, Sam Houston State University, Texas, USA

MEASURING THE IMPORTANCE OF ROE AND MARKET CAPITALIZATION: EVIDENCE FROM THAILAND'S STOCK MARKET

Panu Chaopracha, Rattana Bundit University, Bangkok, Thailand  
Peng Chan, California State University, Fullerton, USA

JAPANESE AND US REAL ESTATE FOREIGN DIRECT INVESTMENT (REFDI): PATTERNS AND PROCESSES

H. Swint Friday and Zu Kweon Kim, Texas A&M University – Corpus Christi, USA

HEDGING AND SPECULATION BY BANK HOLDING COMPANIES

Yong-Cheol Kim, University of Wisconsin-Milwaukee, USA

THE GLOBAL FINANCIAL CRISIS AND ITS IMPACT ON THE FINANCIAL SECTOR IN JORDAN: APPLIED STUDY ON FINANCIAL COMPANIES LISTED IN AMMAN STOCK EXCHANGE

Nazem M.M. Al-Ahmad and Fayez J.S. Alnajjar, Jadara University  
Mahmood I. Noor, Al-Isra Private University and Suzan S. Issa, Petra University

**Discussant(s): Dr. Panu Chaopracha, Rattana Bundit University, Bangkok, Thailand**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: QUEEN'S PARK 5**

**Track: Management I: Human Resource Management**

**Session Chair: Dr. Simon Fietze, Helmut-Schmidt-University/University**

A RESEARCH STUDY ON THE RELATIONSHIP BETWEEN ACHIEVEMENT MOTIVATION AND WILLINGNESS TO RELOCATE TO CHINA

Hung-Wen Lee, National Chia-Yi University, Taiwan

CREATING ORGANIZATIONAL SPIRITUALITY MINDSET OF ADVERTISING AGENCIES IN THAILAND: EFFECTS ON BUSINESS SUCCESS THROUGH INTRINSIC WORK SATISFACTION, OPENNESS TO CHANGEFULNESS AND SELF BENEVOLENCE

Areerat Phattanacheewapul, Mahasarakham University, Kantarawichai, Thailand  
Phaprueke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

A NEW INTERACTIONIST MODEL OF CONFLICT MANAGEMENT

Barbara B. Nussbaum  
Jennie S. Johnson, The University of Texas At Brownsville, USA

FINANCIAL PARTICIPATION IN GERMANY - FROM MANAGEMENT'S POINT OF VIEW AND WORK COUNCILS' PERSPECTIVE

Simon Fietze, Wenzel Matiaske and Verena Tobsch, Helmut-Schmidt-University/University

SYSTEMATIC LINKING OF ORGANIZATIONAL STRATEGY, HR STRATEGY AND TRAINING STRATEGY ACROSS OLC

Shutzu Hung, National Civil Service Institute and Haiming Chen, Tamkang Univ, Tamsui, Taiwan

THE RESEARCH ON THE RELATIONSHIP BETWEEN ACHIEVEMENT MOTIVATION AND INDIVIDUAL CAREER PLANNING

Hung-Wen Lee, National Chia-Yi University, Taiwan

**Discussant(s): Dr. Hung-Wen Lee, National Chia-Yi University, Taiwan**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: QUEEN'S PARK 6**

**Track: Marketing VIII: Other Areas in Marketing**

**Session Chair: Dr. Kenneth E Miller, University of Technology, Sydney, Australia**

CONFIRMATORY TESTING OF THE M-COMMERCE SUCCESS MODEL WITH STRUCTURING EQUATIONS MODELING, AND ITS MOBILE TECHNOLOGY IMPLICATIONS

Framarz Byramjee, Indiana University of Pennsylvania, USA

Parimal Bhagat, Krish Krishnan, and Pankaj Pankaj, Indiana University of Pennsylvania, USA

INTERNET BUYING PATTERNS OF INBOUND TOURISTS TO AUSTRALIA FROM THAILAND

Kenneth E Miller, University of Technology, Sydney, Australia

Uraiporn Kattiyapornpong, Deakin University, Australia

FACTORS INFLUENCING PARENT'S INTENTION TO ENROLL THEIR CHILDREN IN MUSIC SCHOOL

Taminee Shinasharkey and Piyathida Praditbatuga, Assumption Univ, Samuthprakarn, Thailand

DID THE BEIJING OLYMPIC GAMES CHANGE CONSUMERS' PERCEPTIONS TOWARD CHINA AND ITS PRODUCT?

Nichaya Suntornpithug, Indiana University Purdue University Fort Wayne, Indiana, USA

CUSTOMER-BASED BRAND EQUITY: A LITERATURE REVIEW

Fayrene Yew Leh Chieng, Curtin University of Technology

Chai Lee Goi, Curtin University of Technology, Australia

INTERNET BANKING: UNDERSTANDING CONSUMER ADOPTION RATES AMONG COMMUNITY BANKS

Nasim Hosein, Shantou University, China and Peng Chan, California State Univ., Fullerton, USA

**Discussant(s): Dr. Nichaya Suntornpithug, Indiana University Purdue University Fort Wayne, USA**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: BANGKOK PANORAMA I**

**Track: Finance III: Financial Institutions**

**Session Chair: Prof. Megha Chandhiok, Lal Bahadur Shastri Institute of Management, Delhi, India**

CREDIT RISK MANAGEMENT IN THE ECONOMIC CRISIS

Bintintan Socaciu Anca, Babes Bolyai University, Cluj Napoca, Romania

HOW TO CREATE SPECIAL STOCK EXCHANGES FOR MICRO, SMALL AND MEDIUM ENTERPRISES(MSMES): THE INDIAN CASE

Megha Chandhiok, Lal Bahadur Shastri Institute of Management, Delhi, India

CONVERGENCE OF TOTAL FACTOR PRODUCTIVITY AMONG BANKS: HONG KONG'S EXPERIENCE

Michael K. Fung, Hong Kong Polytechnic University, Hong Kong

Arnold C.S. Cheng, Hong Kong Polytechnic University

CORPORATE GOVERNANCE IN ROMANIAN BANKING SYSTEM – DOES BOARD OF DIRECTORS' CHARACTERISTICS INFLUENCE BANKS' BUSINESS STRATEGY

Cristina Stefanescu, Babes Bolyai University, Cluj Napoca, Romania

Mariana Muresan and Pop Atanasiu, Babes Bolyai University, Cluj Napoca, Romania

IS THERE CONVERGENCE IN FINANCIAL DEVELOPMENT AMONG COUNTRIES? THE ROLE OF INTERNATIONAL FINANCIAL INTEGRATION

Michael K Fung, Hong Kong Polytechnic University, Hong Kong

**Discussant(s): Dr. Cristina Stefanescu, Babes Bolyai University, Cluj Napoca, Romania**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: BANGKOK PANORAMA II**

**Track: Management IV: Strategic Management and Advertising**

**Session Chair: Dr. Frasson Claude, Heron Laboratory, University of Montreal, Canada**

STRATEGIC MANAGEMENT ACCOUNTING AND CORPORATE PERFORMANCE OF THAI-LISTED COMPANIES: A MEDIATING EFFECT OF MANAGEMENT PROCESS

Korravee Chai-Amonphaisal and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

ACCOUNTING PRACTICE EFFECTIVENESS AND FINANCIAL PERFORMANCE OF THAI LISTED FIRMS: MEDIATING EFFECTS OF DECISION MAKING EFFICIENCY FOR TAX MANAGEMENT, COMPETENT RESOURCE ALLOCATION, AND STRATEGIC PLANNING SUCCESS

Nupakorn Hanpuwadal and Phapruek Ussahawanitchakit, Mahasarakham Univ., Thailand

RELATIONSHIP BETWEEN SERVICE QUALITY, LOYALTY AND CROSS-BUYING INTENTION: MODERATING ROLE OF PERCEIVED RISK AND ALTERNATIVE ATTRACTIVENESS

Saroj K. Mishra and Narendra K. Sharma, Indian Institute of Technology Kanpur, India

META-ANALYSIS OF INCIDENTAL ADVERTISING AND CONSUMER CHOICE

Afef Amami, University of Economic Sciences And Business-EI Manar-Tunisia

Gharbi Jamel-Eddine, University of Economic Sciences And Business, Jendouba, Tunisia

Frasson Claude, Heron Laboratory, University of Montreal, Canada

THE IMPORTANT OF DECISION MAKING IN SCM ON INTERNATIONAL BUSINESS PERFORMANCE

Parnsiri Poonpol, College of Asian Scholars, Thailand

**Discussant(s): Dr. Parnsiri Poonpol, College of Asian Scholars, Thailand**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: SAITHIP**

**Track: IB -IV: International Management**

**Session Chair: Dr. Huiping Li, Ramapo College of New Jersey, USA**

INTEGRATION AND ACCUMULATION OF TECHNOLOGICAL CAPABILITY WITHIN JOINT VENTURES IN CHINA

Huiping Li, Ramapo College of New Jersey, USA

WHY INTERNATIONAL ASSIGNMENTS END IN FAILURE? SITUATIONATIONAL FACTORS IMPACTING EXPATRIATE SUCCESS AND FAILURE IN FOCUS

Marcus D Jones, Northwestern State University, USA

Semere Haile and Tsegai Emmanuel, Grambling State Universtiy, USA

HOW TO MANAGE ACCELERATED GROWTH OF INTERNATIONALIZATION FOR BORN GLOBALS

Pengyu Li, Fu-Jen Catholic University, Hsinchuang, Taipei, Taiwan

WHAT LIES BETWEEN GLOBAL EFFICIENCY AND LOCAL ADAPTATION? UNDERSTANDING THE SOCIAL RESPONSIBILITY OF MULTINATIONAL FIRMS

Rabia Naguib, University of Sharjah, Sharjah and Catalin Ratiu, Concordia University

ENHANCING SOCIAL-BASED MARKETING IMPLEMENTATION OF FOOD BUSINESSES IN THAILAND: HOW DOES IT AFFECT BUSINESS PERFORMANCE?

Wasutida Nurittamont and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

FEEDBACK ABSORPTIVE CAPACITY: CASES FROM INTRAORGANIZATIONAL KNOWLEDGE TRANSFER WITHIN JAPANESE MULTINATIONAL COMPANIES

Toshikazu Takahashi, Rikkyo University, Tokyo, Japan

**Discussant(s): Dr. Toshikazu Takahashi, Rikkyo University, Tokyo, Japan**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: CONFERENCE ROOM A**

**Track: Accounting V: Taxation and International Accounting**

**Session Chair: Dr. John Darcy, University of Texas-Pan American, USA**

THE ROMANIAN ACCOUNTING SYSTEM AND THE ACCOUNTING-TAXATION RATIO

Sorin R. Berinde, Babes-Bolyai University, Cluj-Napoca, Romania

Ramona P. Rachisan and Adrian Grosanu, Babes-Bolyai University, Cluj-Napoca, Romania

METHODS AND MODELS OF ESTABLISHING THE RESULTS

Ramona P. Rachisan, Babes-Bolyai University, Cluj-Napoca, Romania

Sorin R. Berinde and Adrian Grosanu, Babes-Bolyai University, Cluj-Napoca, Romania

SEEING THE INVISIBLE: USE OF COMPENSATION INFORMATION IN MARKET-BASED VALUATION OF HUMAN CAPITAL

John Darcy, University of Texas-Pan American, USA

MEASURING THE CONVERGENCE DEGREE BETWEEN ACCOUNTING AND VALUATION STANDARDS: CASE STUDY ON INTANGIBLE ASSETS

Adela Deaconu and Cristina Nistor, Babes-Bolyai University, Cluj-Napoca, Romania

Crina Filip and Dan Cuzdriorean, Babes-Bolyai University, Cluj-Napoca, Romania

FORMS OF ACCOUNTING HARMONIZATION: ANSWER TO THE NEEDS WITHIN THE MARKET OF ACCOUNTING INFORMATION

Razvan V Mustata, Babes-Bolyai University, Cluj-Napoca, Romania

GLOBALIZATION AND ACCOUNTING: AN EMPIRICAL STUDY OF ACCOUNTING EXECUTIVES IN THAI LISTED-FIRMS

Phapruke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Phaithun Intakhan, Lampang Rajabhat Univ. and Chaiyot Sumritsakun, Maejo Univ., Thailand

**Discussant(s): Dr. Razvan V Mustata, Babes-Bolyai University, Cluj-Napoca, Romania**

**Saturday, June 5, 2010 1:00 PM – 2:50 PM Conference Room: CONFERENCE ROOM B**

**Track: Management II: Organization Behavior**

**Session Chair: Dr. Paolo Tenuta, University of Calabria, Cosenza, Italy**

THE MEASUREMENT OF SUSTAINABILITY

Paolo Tenuta, University of Calabria, Cosenza, Italy

PERSONALITY AND WORK EXPERIENCE AS MODERATORS OF LEARNING OUTCOMES USING THE CASE METHOD

Rozhan B Othman, Universiti Brunei Darussalam, Darussalam

AN INTRA-ORGANIZATIONAL COMMUNICATION STRATEGY, ITS ANTECEDENTS AND CONSEQUENCES: AN EMPIRICAL EXAMINATION OF COMPUTER BUSINESS IN THAILAND

Nuanlaong Atthatrangsun and Phapruke Ussahawanitchakit, Mahasarakham Univ, Thailand

THE INFLUENCES OF PRODUCT INNOVATION DEVELOPMENT ON PERFORMANCE: AN EMPIRICAL STUDY OF ELECTRONICS AND ELECTRICAL EQUIPMENT INDUSTRY IN THAILAND

Chanthima Phromket, Rajamangala University of Technology Isan, Thailand

CHALLENGES TO SUPERIORS' AND SUBORDINATES' HIERARCHICAL RELATIONSHIP - CROSSING OF BOUNDARIES

Thomas Diefenbach, Strathclyde Business School, Glasgow, UK

**Discussant(s): Dr. Thomas Diefenbach, Strathclyde Business School, Glasgow, UK**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: QUEEN'S PARK 4**

**Track: Economics I: General Economics**

**Session Chair: Dr. Asayehgn Desta, Dominican University of California, San Rafael, USA**

MICROCREDIT FOR POVERTY ALLEVIATION AND FOSTERING ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT: A REVIEW OF AFRICAN CASE STUDIES

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

EFFICIENCY LOSS AND EFFICIENT ESTIMATION METHODS FOR THE FIXED EFFECTS MODELS

Chung K Min, Hankuk University of Foreign Studies, Korea

ACCOUNTING RATIOS AND SURVIVAL RATE: A STUDY OF KOREAN SMES THAT RECEIVED GOVERNMENT LOAN GUARANTEE

Taehun Kim, Kyungsoong University and Joung Yeon Kim, Indiana University Kokomo, USA  
Sangshin (Sam) Pae, Arkansas State University, USA and Niranjana Pati, Rowan University

GROWTH OF AFRICAN LDCS: DOES FOREIGN DIRECT INVESTMENT MATTER?

Suneeta Sathye, University of Canberra, Australia

UNOBSERVABLE INDIVIDUAL EFFECTS AND EFFICIENCY GAIN FOR PANEL DATA

Chung K Min, Hankuk University of Foreign Studies, Korea

**Discussant(s): Dr. Chung K Min, Hankuk University of Foreign Studies, Korea**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: QUEEN'S PARK 5**

**Track: IB-III: International Finance**

**Session Chair: Dr. Chukwuma Agu, African Institute for Applied Economics, Enugu, Nigeria**

NIGERIA'S MARKET CRISIS, FUNDAMENTALS AND STOCK PRICING: A REVIEW FOR AFRICA

Chukwuma Agu, African Institute for Applied Economics, Enugu, Nigeria

DOES STOCK MARKET DEVELOPMENT CAUSE ECONOMIC GROWTH? A TIME SERIES ANALYSIS FOR BANGLADESH ECONOMY

Md. Sharif Hossain, Kyushu University, Japan, and Mostafa Kamal, Univ. of Dhaka, Bangladesh

CAPITAL FLIGHT FROM CHINA: FURTHER EVIDENCE

Yihui Lan and Yanrui Wu, The University of Western Australia, Australia  
Chong Zhang, University of International Business and Economics, China

THE EFFECT OF TECHNICAL EFFICIENCY IN INSURANCE COMPANIES ON STOCK PERFORMANCE: DATA ENVELOPMENT ANALYSIS (DEA) EVIDENCE FROM JORDANIAN COMPANIES LISTED IN AMMAN STOCK EXCHANGE (ASE) DURING THE PERIOD (2000-2006)

Moh'd M. Ajlouni, Yarmouk University, Jordan  
Sinan Tobaishat, Hashemite University, Jordan

STRATEGIES FOR SUSTAINABLE DEVELOPMENT OF SILK INDUSTRY IN NORTHEAST THAILAND

Patsorn Siewsamdangdet, Charles Darwin University, Darwin, NT, Australia  
Sivaram Vemuri and Philip Bretherton, Charles Darwin University, Darwin, NT, Australia

ADAPTIVE BANDS Z-TEST-STATISTICS (ABZ) ALGORITHM PROFESSIONAL TRADING SYSTEM: A STUDY ON FUTURES MARKETS

Noor Azlinna Azizan and Ibrahim Mohamed, University of Malaya, Kuala Lumpur, Malaysia,  
Jacinta Chan Phooi M'ng, University of Malaya, Kuala Lumpur, Malaysia

**Discussant(s): Dr. Md. Sharif Hossain, Kyushu University, Japan**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: QUEEN'S PARK 6**

**Track: Management I: Human Resource Management**

**Session Chair: Dr. Rozhan Othman, Universiti Brunei Darussalam, Darussalam**

JOB, CAREER, AND CALLING ORIENTATION OF CHINESE ACCOUNTING PRACTITIONERS:  
IMPLICATIONS FOR JOB SATISFACTION

Chike Okechuku, University of Windsor, Canada

THE RELATIONSHIP OF PERCEIVED HUMAN RESOURCE MANAGEMENT PRACTICES ON  
EMPLOYEES' PERFORMANCE

Supachart Iamratanakul and Monthon Sorakraikitikul, Asian Institute of Technology, Thailand  
Sununta Siengthai and Nicholas J. Dimmitt, Asian Institute of Technology, Thailand

THE INFLUENCE OF BUSINESS OWNER ETHICS ON THE VULNERABILITY OF LOW-INCOME  
LABOR CURRENTLY IN SOME INDUSTRIAL CITIES OF VIETNAM

Vinh Danh Le, Ton Duc Thang University, HCMC, Vietnam

JOB, CAREER, AND CALLING ORIENTATION OF CHINESE ACCOUNTING PRACTITIONERS:  
IMPLICATIONS FOR JOB SATISFACTION

Chike Okechuku and George Lan, University of Windsor, Windsor, Canada  
He Zhang, Xian Jiaotong University, China

THE THREE FACES OF TALENT MANAGEMENT IN MALAYSIA

Rozhan Othman and Wardah Azimah Haji Sumardi, Universiti Brunei Darussalam, Darussalam

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

Zhanna Soldan, Curtin University of Technology, Australia

**Discussant(s): Dr. Vinh Danh Le, Ton Duc Thang University, HCMC, Vietnam**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: BANGKOK PANORAMA I**

**Track: Finance VI: All Other Areas in Finance**

**Session Chair: Dr. Ako Doffou, Monterey Institute of International Studies, USA**

LIFECYCLE MUTUAL FUNDS: RISK AND TIME-HORIZONS

H. Swint Friday, Texas A&M University – Corpus Christi, USA  
Michael E. Tiefenbach and Che' Goff, Texas A&M University – Corpus Christi, USA

AMERICAN PUT INDEX OPTIONS EARLY EXERCISE PREMIUM ESTIMATION

Ako Doffou, Monterey Institute of International Studies, USA

KNOWLEDGE TRANSFER OF HOTEL CHAIN INVESTMENT IN THAILAND: ANTECEDENTS AND  
CONSEQUENCES

Nantana Ooncharoen, Mahasarakham University, Kantarawichai, Thailand  
Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

SHAREHOLDERS VALUE CREATION THROUGH ENTERPRISE RISK MANAGEMENT

Fong-Woon Lai, Universiti Teknologi Petronas, Perak, Malaysia  
Noor Azlinna Azizan and M Fazilah Abdul Samad, University of Malaya

THE OTHER MEDIA: BOOKS, CASES, MAGAZINES, AND NEWSPAPERS

Andrew Saporoschenko and Alireza Nasseh, St. Louis University, USA

**Discussant(s): Dr. Andrew Saporoschenko, St. Louis University, USA**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: BANGKOK PANORAMA II**

**Track: Management II: Organization Behavior**

**Session Chair: Dr. RRK Sharma, Indian Institute of Technology, Kanpur, India**

RELATING CULTURE TO MANAGEMENT INFORMATION SYSTEM IN AN ORGANIZATION

Uma Nair S, Indian Institute of Technology, Kanpur, India

RRK Sharma and Kripa Shanker, Indian Institute of Technology, Kanpur, India

EXPLORING THE DIMENSIONALITY OF EMOTIONAL LABOR: THE CASE OF THE MALAYSIAN HOSPITALITY INDUSTRY

Magdalene Ang, Universiti Malaysia Sabah-Labuan International Campus

Ramayah Thurasamy Universiti Sains Malaysia and Syed Azizi Wafa, Universiti Malaysia Sabah

THE EFFECTS OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON VOLUNTARY TURNOVER INTENTIONS OF THAI EMPLOYEES IN THE NEW UNIVERSITY

Sumintorn Baotham, Rajamanagala University of Technology Isan, Thailand

Wilaiporn Hongkhuntod and S. Rattanajun, Rajamanagala Univ. of Technology Isan, Thailand

BRINGING IT ALL TOGETHER: A MODEL FOR MANAGING SUCCESSFUL STUDENT PROJECT TEAMS

Gerald Hunt, Neil Rothenberg, and Fei Song, Ryerson University, Toronto, Ontario, Canada

HOW ORGANIZATIONAL CULTURE OF JAPANESE MULTINATIONALS IN THAILAND INFLUENCES JAPANESE-SPEAKING THAI EMPLOYEES' ORGANIZATIONAL COMMITMENT

Valaya Jaivisarn, Assumption University, Thailand

**Discussant(s): Dr. Gerald Hunt, Ryerson University, Toronto, Ontario, Canada**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: SAITHIP**

**Track: IB- IX: All Other Areas in International Business**

**Session Chair: Dr. Sascha Kraus, University of Liechtenstein, Liechtenstein**

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

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Phaithun Intakhan, Lampang Rajabhat Univ. and Nantana Ooncharoen, Mahasarakham Univ., Thailand

THE RESPONSE OF MONETARY POLICY TO RECESSION: EVIDENCE FROM CROATIA

Djula Borozan and Sanja Pfeifer, J.J. Strossmayer University of Osijek, Osijek, Croatia

ANTICIPATORY SOCIALIZATION AND THE INFLUENCE OF MEDIA ON PERCEPTIONS OF INTERNATIONAL JOB ASSIGNMENTS

Bernie E Williams, Univ of Lethbridge, Alberta and Kathleen M Willms, Unive of Calgary, Canada

THE INFLUENCE OF ENTREPRENEURIAL BRANDING ON ENTREPRENEURIAL/GROWTH ORIENTATIONS: AN EMPIRICAL STUDY OF AUSTRIAN HOTEL BUSINESSES

Michael Peters and Andrea Pfurtscheller, University of Innsbruck, Austria

Kevin K. F. Wong, Hongkong Polytechnic University, China

Sascha Kraus, University of Liechtenstein, Liechtenstein

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

Gabriel Baffour Awuah, Halmstad Univ, Sweden and Venilton Reinert, Univ of Blumenau, Brazil

CONSUMER PERCEPTION OF SERVICE QUALITY OF THE UNIVERSITY INCUBATOR: AN ANALYSIS OF THAILAND UNIVERSITY INCUBATOR CENTERS

Joseph F Aiyeku, Salem State Colege, USA and Teerapong Kanasak, Ramkhamhaeng Univ.

**Discussant(s): Dr. Djula Borozan, J.J. Strossmayer University of Osijek, Osijek, Croatia**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: CONFERENCE ROOM A**

**Track: Accounting: All Other Accounting Areas**

**Session Chair: Dr. Alin I Ienciu, Babes-Bolyai University, Cluj-Napoca, Romania**

STATUS OF RESEARCH IN THE FIELD OF ENVIRONMENTAL ACCOUNTING

Alin I Ienciu, Babes-Bolyai University, Cluj-Napoca, Romania

Dumitru Matis and Nicoleta M Cioara, Babes-Bolyai University, Cluj-Napoca, Romania

TOWARDS A VALUATION THEORY OF INTANGIBLE ASSETS

Hossein Pashang, Jönköping University, Sweden

Glenn Fihn, University of Borås, Sweden

STUDY CONCERNING THE LEVEL OF CLOSENESS BETWEEN THE ROMANIAN PUBLIC ACCOUNTING SYSTEM AND IPSAS REFERENTIAL

Cristina Silvia P Nistor, Babes-Bolyai University, Cluj-Napoca, Romania

Adela Deaconu and Cistrea Andreea, Babes-Bolyai University, Cluj-Napoca, Romania

CORPORATE GOVERNANCE: PREDICTION FOR REHABILITATION DISTRESSED COMPANIES

Sareeya Phannarong, Rajamangala University of Technology Lanna

AN ANALYSIS OF ACTIVITY BASED COSTING (ABC) JOURNAL LITERATURE

Cardos Ildiko Reka and Pete Stefan, Babes-Bolyai University, Cluj-Napoca, Romania

**Discussant(s): Dr. Sareeya Phannarong, Rajamangala University of Technology Lanna**

**Saturday, June 5, 2010 3:00 PM – 4:50 PM Conference Room: CONFERENCE ROOM B**

**Track: Marketing I: International Marketing**

**Session Chair: Dr. Antonio Martinez, University Pompeu Fabra, Barcelona, Spain**

INTERNET SHOPPING: THE EFFECTS OF INFORMATION ON CUSTOMERS' BARGAINING POWER IN LEBANON

Nouri Beyrouti, Lebanese American University, Lebanon

THE NATURE OF THE NEW PRODUCT IDEA

Matti J. Haverila, American University of Sharjah, Sharjah

MARKETING OF SERVICES- A CASE OF TOURISM IN INDIA

Lalromawia Mawia Khiangte and Y V Umanadh, University of Hyderabad, India

DIRECT, CROSS-PRODUCT AND CROSS-COUNTRY EFFECTS

Antonio P Ladron De Guevara Martinez, University Pompeu Fabra, Barcelona, Spain

William P Putsis, University of North Carolina, USA

REFLECTIONS ON CONTENT ANALYSIS OF INDIAN MAGAZINE ADVERTISEMENTS OF 1995 AND 2005

Bhagban Panigrahi, Norfolk State University, USA

Ranjita Misra, Texas A & M University, USA and Ranjan Kumar Bala, Utkal University, India

SATISFACTION WITH TRADITIONAL DISTRIBUTION CHANNELS – THE CASE OF A ROMANIAN BANKING INSTITUTION

Ioan Plaias and Ciprian Marcel Pop, Babes-Bolyai University, Cluj-Napoca, Romania

Mircea Andrei M Scridon and Lacramioara Radomir, Babes-Bolyai Univ, Cluj-Napoca, Romania

**Discussant(s): Dr. Matti J. Haverila, American University of Sharjah, Sharjah**

**IABE-2010 Bangkok: Summer Conference**  
**Opening Ceremony, Reception Dinner,**  
**and Keynote Speech:**

**Sponsored by**

**Faculty of Accountancy and Management**  
**Maharakham University, Kantarawichai, Thailand**

**Opening Speech:** Dr. Supachai Samappito,  
President, Maharakham University, Thailand

**Welcome Speech:** Professor Alan S. Khade, Vice President, IABE, USA

**Welcome Speech:** Dr. Phapruek Ussahawanitchakit, Dean  
Faculty of Accountancy and Management  
Maharakham University, Thailand

**Keynote Speaker:** **Mr. Korn Chatikavanij, Minister of Finance, Thailand**

**Performance # 1:** Grand Opening (The Tales of Isan)

**Performance # 2:** Farewell Party

**Venue:** Imperial Queen's Park Hotel, Bangkok  
Queen's Park 3, Second Floor

**Time:** 6:45 PM – 8:30 PM, Saturday, June 05, 2010

**Admission:** IABE-2010 Bangkok Official Name Badge Required!

**Sunday, June 6, 2010 8:00 AM – 9:50 AM Conference Room: QUEEN'S PARK 4**

**Track: MIS/CIS I: Information Systems**

**Session Chair: Dr. Penjira Kanthawongs, Bangkok University, Bangkok, Thailand**

TEAM COLLABORATION IN VIRTUAL WORLDS

Shady Fraiha, University of Western Ontario, Australia

A COMPARATIVE STUDY OF STUDENTS' LEARNING OUTCOME IN NON WEB-BASED AND WEB-BASED ERP-SIMULATED CLASSROOM ENVIRONMENTS.

Penjira Kanthawongs and Orawan Wongkaewpotong, Bangkok University, Bangkok, Thailand  
Farhad Daneshgar, The University of New South Wales, Australia

STUDENT PERFORMANCE EXPECTATION SYSTEM USING GENETIC FUZZIMETRIC TECHNIQUE

Issam M Kouatli and Nouri Beyrouti, Lebanese American University, Lebanon

FIE: A GENERIC FUZZY DECISION MAKING TOOL WITH AN EXAMPLE OF CRM ANALYSIS

Issam M Kouatli and Hana Khayat, Lebanese American University, Lebanon

CAN BLOGGING ENHANCE RESILIENCE THROUGH SELF-DISCLOSURE? A POSITIVE NET PERSPECTIVE

Hsiu-Chia Ko and Hung-Jen Pu, Chaoyang University of Technology, Taiwan

**Discussant(s): Dr. Shady Fraiha, University of Western Ontario, Australia**

**Sunday, June 6, 2010 8:00 AM – 9:50 AM Conference Room: QUEEN'S PARK 5**

**Track: IB -V: International Management and Marketing**

**Session Chair: Dr. Ricarda Bouncken, University of Bayreuth, Bayreuth, Germany**

BORN GLOBALS: WHAT DISTRACTS AND MOTIVATES ITS POTENTIAL EMPLOYEES?

Ricarda Bouncken, University of Bayreuth, Bayreuth, Germany

GLOBAL BUSINESS CITIZENSHIP AND EXPORT PERFORMANCE: AN EMPIRICAL STUDY OF FOREIGN MNEs IN THAILAND

Napaporn Chuntarung, Mahasarakham University, Kantarawichai, Thailand  
Phapruke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

THE SOUTH KOREAN AUTOMOBILES AND SPARE PARTS EXPORT MARKET: AN ASSESSMENT OF THE LEBANESE MARKET FOR KOREAN PRODUCTS AND CONSUMER PREFERENCES

Nouri Beyrouti, Lebanese American University, Lebanon

EXTENDING THE LIFE EVENT CYCLE TO RELATIONSHIP MARKETING: NEW IMPLICATIONS FOR PRODUCTS AND SERVICES

Florian Siems, RWTH Aachen University, Aachen, RWTH Aachen University

IS CUSTOMER SATISFACTION AN ISSUE OF GENDER? THE MARKET RESEARCH DILEMMA, EMPIRICAL FINDINGS, AND IMPLICATIONS

Florian U. Siems, RWTH Aachen University, Aachen, RWTH Aachen University

SERVICE BRANDING MODEL DIFFERENCE BETWEEN PRIVATE AND PUBLIC HEIs

Mei The Goi, Kuala Lumpur Infrastructure University College, Malaysia

**Discussant(s): Dr. Nouri Beyrouti, Lebanese American University, Lebanon**

**Sunday, June 6, 2010 8:00 AM – 9:50 AM Conference Room: QUEEN'S PARK 6**

**Track: IB-IX: All Other Areas of International Business**

**Session Chair: Dr. Victor Egan, Curtin University of Technology, Perth, Western Australia**

SUCCESS OF ERP IMPLEMENTATION IN THAI INDUSTRIAL FIRMS: AN EMPIRICAL RESEARCH OF ITS ANTECEDENTS AND CONSEQUENCES

Nichakorn Ditkaew and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

THE MOTIVATION AND BEHAVIOUR OF EUROPEAN EXPATRIATE BUSINESS OWNERS IN THAILAND: LIFESTYLE MIGRANTS IN SEARCH OF INOVATION

Victor Egan, Curtin University of Technology, Perth, Western Australia  
Prayoon Tosanguan, Asian University, Chonburi, Thailand

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

Achariya Issarapaibool and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

CAPITAL STRUCTURE, INSTITUTIONAL QUALITY INDEX AND VALUATION OF PROJECTS IN EMERGING MARKETS

Vivian Okere, P. M. Maloney and Harold Tamule, Providence College, Providence, RI, USA

ANALYSIS OF AUSTRALIAN WINE EXPORT POTENTIALS TO RUSSIA

Jegasothy Kandiah and Inka Havrila, Victoria University, Melbourne, Victoria, Australia

THE IMPACT OF EU GUARANTEED SUGAR PRICE REDUCTION ON MAURITIUS

Rojid Sawkut and Sannasse Vinesh, University of Mauritius, Mauritius  
Seetanah Boopen and Tandrayen Verena, University of Mauritius, Mauritius

**Discussant(s): Dr. Vivian Okere, Providence College, Providence, RI, USA**

**Sunday, June 6, 2010 8:00 AM – 9:50 AM Conference Room: BANGKOK PANORAMA I**

**Track: Management IV: Strategic Management**

**Session Chair: Dr. Phapruek Ussahawanitchakit, Mahasarakham University, Thailand**

STRATEGIC INFORMATION SYSTEM MANAGEMENT EFFECTIVENESS AND PERFORMANCE OF THAI AUTOMOTIVE FIRMS: MEDIATING EFFECTS OF STRATEGIC ADVANTAGE AND OPERATIONAL EFFICIENCY

Chonticha Mathuramaytha and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

AN INTEGRATED STRATEGIC FRAMEWORK FOR NONPROFIT ORGANIZATIONS

Vitaya Hearunyakij and Peng Chan, California State University, Fullerton, USA  
Theeraporn Thitthongkham, Ramkhaemhaeng University

AN EXPLORATORY MODEL OF STRATEGIC TECHNOLOGY PARTNER SEARCH PROCESS

Saji K B, Indian Institute of Management, India

HOW DOES TOP MANAGEMENT TEAM RESPONSE TO ORGANIZATIONAL DOWNSIZING?

Jasmin C Lin, Robert Morris University, USA  
Fu-Jen Hsiao, University of Minnesota – Duluth, USA and Ping-Wen Lin, Soochow University

THE GLOBALIZATION OF ONLINE SOCIAL NETWORKING: IMPLICATIONS FOR FIRM STRATEGY

Helman Lukito and Peng Chan, California State University, Fullerton, USA

AN EMPRIICAL ANALYSIS OF ORGANIZATIONAL TRANSFORMATION CAPABILITY IN THAI ELECTRICAL AND ELECTRONIC BUSINESSES: HOW DOES IT INFLUENCE SUSTAINED COMPETITIVE ADVANTAGE?

Anirut Pongklee and Phapruek Ussahawanitchakit, Mahasarakham Univ., Thailand

**Discussant(s): Dr. Jasmin C Lin, Robert Morris University, USA**

**Sunday, June 6, 2010 10:00 AM – 11:50 AM Conference Room: QUEEN'S PARK 4**

**Track: IB-III: International Finance**

**Session Chair: Dr. Cheick Wagué, Southern Stockholm University-Södertörn, Stockholm, Sweden**

THE ORIGINAL ASEAN TIGERS: THE SIGNIFICANCE OF FDI SOURCES AND UNIT LABOR COSTS

Sree Rama Murthy and Parameswar Nandakumar, Sultan Qaboos University, Muscat, Oman  
Cheick Wagué, Southern Stockholm University-Södertörn, Stockholm, Sweden

EFFECTS OF THE FINANCIAL CRISIS ON LEADERSHIP IN THE BANKING SECTOR

Detelin S. Elenkov, Angelo State University, Texas, USA  
Iya Petkova – Gourbalova, Sofia University St. Kliment Ohridski, Sofia, Bulgaria

AN APPLICATION OF CONDITIONAL COPULA FOR THE RISK MANAGEMENT OF FIXED INCOME PORTFOLIO

Anya Khanthavit and Chaipakorn J. Kunopakorn, Thammasat University, Bangkok, Thailand

THE EFFECT OF ENTRENCHMENT AND ALIGNMENT TO EARNINGS MANAGEMENT

I Putu Sugiarta Sanjaya, Atma Jaya Yogyakarta University, Indonesia

AN ASSESSMENT OF CORPORATE GOVERNANCE ON LISTED COMPANIES OF THE STOCK EXCHANGE OF MAURITIUS LTD

S Sessurn, Boopen Seetanah, and NJF Ragodoo, University of Mauritius, Mauritius

**Discussant(s): Dr. Iya Petkova – Gourbalova, Sofia University St. Kliment Ohridski, Sofia, Bulgaria**

**Sunday, June 6, 2010 10:00 AM – 11:50 AM Conference Room: QUEEN'S PARK 5**

**Track: Management IV: Strategic Management**

**Session Chair: Dr. Panjarat Mangkornkanok, Ramkhamhaeng University**

ACTIVITY- BASED COSTING EFFECTIVENESS: HOW DOES IT INFLUENCE COMPETITIVE ADVANTAGE AND PERFORMANCE OF THAI-LISTED FIRMS?

Kanyanat Rattanaphaphtham and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

CORPORATE CULTURE: A LASTING COMPETITIVE ADVANTAGE

Sosseh Marukian and Peng Chan, California State University, Fullerton, USA  
Panjarat Mangkornkanok, Ramkhamhaeng University and Byung Hee Lee, Hanyang Univ., Korea

INFLUENCE OF STRATEGY AND CULTURE ON MANAGEMENT CONTROL SYSTEMS (MCS): A CONCEPTUAL FRAMEWORK

RRK Sharma, Indian Institute of Technology, Kanpur, India  
Wen-Goang Chaoyang, University of Technology, Taichung, Taiwan  
KK Lai, National Yunlin University of Science And Technology, Taiwan

GREEN STRATEGIES AND GREEN MARKETING

Katherine Liang and Peng Chan, California State University-Fullerton, USA  
Sittiwat Kamkatwong, DBS Bank, Bangkok, Thailand

EFFECTS OF SHORT-TERM DECISIONS ON LONG-TERM PROFITABILITY: EVIDENCE FROM RECESSIONS

Kwa Tran, and Peng Chan, California State University, Fullerton, USA

EFFECTS OF ALLIANCE EXPERIENCE, RESOURCE EXCHANGE AND TRUST ON COMPETITIVE ADVANTAGE AND PERFORMANCE OF GOVERNMENT PROMOTED INVESTMENT FIRMS IN THAILAND

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand  
Phaithun Intakhan, Lampang Rajabhat University, Thailand  
Nantana Ooncharoen, Mahasarakham University, Thailand

**Discussant(s): Dr. RRK Sharma, Indian Institute of Technology, Kanpur, India**

**Sunday, June 6, 2010 10:00 AM – 11:50 AM Conference Room: QUEEN'S PARK 6**

**Track: Management IV: Strategic Management**

**Session Chair: Dr. Joseph F. Aiyeku, Salem State College, Salem, MA, USA**

**EMPIRICAL ANALYSIS OF THE IMPACT OF CORPORATE CULTURE IN IMPLEMENTING STRATEGIC CHANGE IN THAI SMES**

Suwanna Tachateerapreda, Ramkhamhaeng University, Bangkok, Thailand  
Joseph F. Aiyeku, Salem State College, Salem, MA, USA

**STRATEGIC HUMAN RESOURCE MANAGEMENT CAPABILITY AND ORGANIZATIONAL EFFECTIVENESS OF HOTEL BUSINESSES IN THAILAND**

Manisara Sananuamengthaisong and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

**STRATEGIC CUSTOMER RELATIONSHIP MANAGEMENT CAPABILITIES AND MARKET PERFORMANCE: AN EMPIRICAL STUDY OF HEALTH SERVICE INDUSTRIES IN THAILAND**

Jantana Sansook and Phapruek Ussahawanitchakit, Mahasarakham Univ, Thailand

**SURVIVAL STRATEGIES OF ASIAN EXPORTERS DURING ECONOMIC DOWNTURN: CASE OF THAILAND**

Lugkana Worasinchai and Dechanan Thanapob, Bangkok University, Thailand  
Farhad Daneshgar, University of New South Wales, Australia

**WTO AND SMALL SCALE ENTERPRISES IN INDIA: ISSUES AND CHALLENGES**

PJ Philip, National Institute of Technology, Kuruksheetra, India

**DESIGN OF BATIK PRODUCT QUALITY IMPROVEMENT BY APPLYING QFD MODEL**

Febriana Wurjaningrum, Airlangga University, Surabaya, Indonesia

**Discussant(s): Dr. Febriana Wurjaningrum, Airlangga University, Surabaya, Indonesia**

**Sunday, June 6, 2010 10:00 AM – 11:50 AM Conference Room: BANGKOK PANORAMA I**

**Track: Management XII: All Other Areas in Management**

**Session Chair: Dr. Stephen Schepman, Central Washington University, USA**

**TECHNOLOGY KNOWLEDGES/SKILLS OF AN E-LEARNING MANAGER**

Vasile D Cardos and Adriana Tiron Tudor, Babes-Bolyai University, Romania

**RELATING CRITICAL SUCCESS FACTORS OF INFORMATION SYSTEM IMPLEMENTATION WITH ORGANIZATIONAL STRATEGY**

Vinay Singh and RRK Sharma, Indian Institute of Technology, Kanpur, India

**LOCALIZATION RATIONALE OF SPECIAL ECONOMIC ZONES AND ITS UNITS IN INDIA**

Vijaylaxmi Chari and Nirali Pandit, Gujarat University, India

**CHINA SILK WINES: A CASE STUDY**

Peng Chan, Cal State Unive, Fullerton, USA and Dennis Pollard, PSC International, CA, USA  
Byung Hee Lee, Hanyang University and Steve Clarke, China Silk Wines

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

Carmen L Martinez-Lopez, The City University of New York/BMCC, USA

**CULTURAL PREDICTORS OF MEDICAL CARE COVERAGE: A GLOBAL CHALLENGE**

Anthony Stahelski and Stephanie Stein, Central Washington University, USA  
Stephen Schepman, Central Washington University, USA  
Tim Morris, Pacific Northwest University of Health Sciences, USA

**Discussant(s): Dr. Carmen L Martinez-Lopez, The City University of New York/BMCC, USA**

**IABE-2010 Bangkok: Summer Conference**  
**Luncheon and Closing Ceremony**

**Sponsored by**  
**Faculty of Accountancy and Management**  
**Maharakham University, Kantarawichai, Thailand**

**Conference Chairs:**

**Dr. Phapruek Ussahawanitchakit, Maharakham University, Kantarawichai, Thailand**  
**Dr. Cheick Wagué, Southern Stockholm University-Södertörn, Stockholm, Sweden**

**Luncheon Venue:** Imperial Queen's Park Hotel, Bangkok

Luncheon: Parkview coffee shop

**Time:** 12:00 Noon – 1:30 PM, Sunday, June 06, 2010

**Admission:** IABE-2010 Bangkok Official Name Badge Required!

**Closing Ceremony Venue:** Imperial Queen's Park Hotel, Bangkok  
Queen's Park 4, Second Floor

**Time:** 4:00 PM – 5:00 PM

**Admission:** IABE-2010 Bangkok Official Name Badge Required!

**IABE-2010 Bangkok: Summer Conference Concludes!**

**We look forward to welcoming you at our upcoming conferences**

**IABE-2010 Las Vegas: October 17-20, 2010**

**IABE-2011 Barcelona: June 3-5, 2011**

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