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**ABSTRACTS****1. GOVERNANCE PRACTICE, CORPORATE CITIZENSHIP, SOCIAL LEARNING, AND ACCOUNTING SUSTAINABILITY OF LISTED FIRMS IN THAILAND: MODERATING EFFECTS OF BUSINESS ETHICS**

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**ABSTRACT**

*This study aims at investigating the effects of governance practice, corporate citizenship and social learning on accounting sustainability of Thai listed firms via business ethics as a moderator. Accounting sustainability includes transparency, inclusiveness and auditability. Here, 114 Thai listed firms were chosen as the sample. The results show that governance practice has a significant positive effect on transparency, inclusiveness and auditability. Also, corporate citizenship has an important positive impact on transparency, and social learning has a potential positive influence on inclusiveness. For the moderating effects, business ethics positively moderates the governance practice-inclusiveness relationships, the social learning-transparency relationships, the social learning-inclusiveness relationships, and the social learning-auditability relationships. In sum, business ethics is the partial moderator of the relationships. Thus, further study may consider finding practical reasons why it is so by reviewing extensive literature, or collecting a larger sample, for example. Potential discussion of the research results is implemented. Theoretical and managerial contributions are explicitly provided. Conclusion, suggestions and directions of the future research are highlighted.*

**Keywords:** Governance Practice, Corporate Citizenship, Social Learning, Business Ethics, Accounting Sustainability, Transparency, Inclusiveness, Auditability

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**2. SUSTAINABLE PRACTICE AND BUSINESS PROFITABILITY IN BRAZIL**

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**ABSTRACT**

*Expenditures relating to sustainability practices are still institutional options and they occur based on demands of shareholders, with the reflection of social expectations. Porter and Kramer (2006) claim that investments in social value creation should be viewed as long-term strategy of the company, not influencing their immediate financial results. The aim of this study was to identify, through analysis of selected economic and financial indicators, if significant variations of these indicators as a result of the certification of companies by the Corporate Sustainability Index (SRI), used as a proxy for sustainable practices. The methodology used was the study of event with accounting data. Data from three separate chronological series: before preparing for certification (implementation), pre-certification and post certification series. Data were obtained from the Economatica database and of CVM and the study followed the Quarterly Information (ITR's) of business for a period of five years. The main results indicate that the analyzed indices (ROA, ROE, ROS e EBTIDA) fit in the pre-certification and do not reveal significant changes in the period up to two years post-certification – thereby validating the assertion of Porter and Kramer (2006).*

**Keywords:** Sustainability, Sustainable Development, Corporate Social Responsibility, Corporate Sustainability Index (CSI), Event Study, Non-Parametric Study

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### 3. DETERMINANT FACTORS OF THE US AND JAPAN DIRECT INVESTMENT IN THAILAND: A SURVEY ANALYSIS BASED ON OLI PARADIGM

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#### ABSTRACT

This research was undertaken with the objectives (1) to provide an overview of FDI studies with the OLI Paradigm theory which help to explain the patterns of FDI in Thailand, (2) to evaluate the determinants of FDI into Thailand, and (3) to provide policy recommendations to policy makers for improving Thailand's investment climate to attract inflow of FDI. The conceptual framework is adopted from the OLI Paradigm developed by Dunning. The US and Japanese FDI in Thailand were chosen to collect the data. The results show that all factors (31 variables) were positive and significant at the 1% level of significance. The US and Japanese FDI is significant and positively affected by government regulations, human and production, taxation policies, financial, market, political, location, social and cultural, technology, and legal factors. Implications, conclusion, and suggestions for future research are also discussed.

*Keywords:* OLI Paradigm, FDI

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### 4. THE EGYPTIAN RETAILING INDUSTRY

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#### ABSTRACT

*Egypt is the largest market in the Arab world. A population of more than 84 million citizens makes Egypt a lucrative market in the Middle East. The U.S. retail market differs greatly in comparison to the Egyptian retail market. This paper presents an analysis of the Egyptian retailing industry. The U.S. will be used as a basis for comparison. Results of a survey distributed to 31 large U.S. retailers are presented. The survey assesses interest by U.S. companies to invest in Egypt.*

*Keywords:* Egypt, Retailing, International Retailing, Retail Management, Retailer Survey

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### 5. SOCIAL RESPONSIBILITY ACCOUNTING AND FIRM SURVIVAL: EVIDENCE FROM ISO 14000 BUSINESSES IN THAILAND

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#### ABSTRACT

*This research expands previous studies on social responsibility accounting (SRA) by using organization behavior perspective that provides additional evidence about the role of social responsibility accounting on firm survival. As a result, the main purpose of this research is to investigating the role of antecedents and consequences of SRA. Moreover, it aims to examine the moderating effect of social mindset, accounting experience and corporate-stakeholder relations on this research conceptual model. Data are collected from 83 accounting managers of the ISO 14000 businesses in Thailand. OLS regression is used for data analysis. Over all, the results indicate that, the greater on SRA (environmental value awareness reporting and social responsiveness for accounting outcomes) has the greater in accounting disclosure quality, customer participation and stakeholder reliability. Moreover, the findings indicate that greater in customer participation and stakeholder reliability has leads to greater corporate well-known, organization*

*image and firm survival. Especially, greater organization image indicates that it leads lead to firm survival. In addition, over all the higher in four antecedents (executive vision for sustainability, competition circumstance force, corporate social learning, and competition circumstance force) it leads to the higher on SAR (environmental value awareness reporting, regulation related accounting compliance). Finally, the moderating effect of accounting experience has an effect on accounting disclosure quality, customer participation and stakeholder reliability. Social mindset has a moderating effect among these antecedents in which it can enhance value awareness reporting and regulation related accounting compliance willingness. Surprisingly, the moderating influences of corporate-stakeholder relations do not have impacts on these variables.*

**Keywords:** *Social Responsibility Accounting; Accounting Disclosure Quality; Customer participation; Stakeholder Reliability; Corporate Well-know; Organization Image; Executive Vision for Sustainable; Governance Practice Culture; Corporate Social Learning; Competition Circumstance Force; Social mindset; Accounting Experience; Corporate-Stakeholder Relations*

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## **6. THE EFFECTS OF SOCIAL NETWORK, INTERNET DISSEMINATION, INTERNET COMPETITIVE LEARNING, AND INFORMATION TECHNOLOGY CAPABILITY ON E-MARKETING STRATEGY AND SUCCESS OF E-COMMERCE BUSINESS IN THAILAND**

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### **ABSTRACT**

*The objective of this research is to examine the effects of e-marketing strategy on success of e-commerce businesses in Thailand. This study indicates that social network, Internet dissemination, Internet competitive learning, and information technology. In addition, competitive environment and customer acceptance are the moderating variables of the research. Data was collected from e-commerce business in Thailand. The results show that e-marketing strategy has significant positive influences on e-commerce success. Moreover, Internet competitive learning, and information technology capability have positive effects on e-marketing strategy. For moderating effects, customer acceptance has positive statistically significant influences on the relationships. Theoretical and practical implications are presented. Conclusion and suggestions for future research are also discussed.*

**Keywords:** *e-marketing strategy, Customer Acceptance, Competitive Environment, E-Commerce Success, Social Network, Internet Dissemination, Internet Competitive Learning, Information Technology Capability.*

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## 7. P&L INSURERS' SECURITY OFFERINGS: A NEW EVIDENCE

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### ABSTRACT

*This paper presents an empirical investigation of property-liability insurers' recapitalization behavior and the valuation effect of their securities offerings after the industry-wide capital shock, September 11 attacks. The valuation effect is measured by the stock price response to announcements of impending security issues. The result demonstrates that the announcement of securities offerings by property-liability insurers after unexpected catastrophic events significantly reduces the stock price, but to a less extent than industrial firms and commercial banks, but to a more extent than insurers during the period from 1977 to 1992. The cross-sectional analyses suggest that after September 11 attacks market reacted positively to large new issues and negatively to insurers who have larger internal capital stocks and high market-to-book ratios. Poor financial quality insurers appear to be constrained.*

**Keywords:** *Property-Liability Insurer, Securities Offerings, Valuation Effects, September 11 Attacks*

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## 8. CEO STOCK OPTION AWARDS AND THE TIMING OF LAYOFF ANNOUNCEMENTS

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### ABSTRACT

*By examining the sample of firms announcing layoffs during 1997-2006, we investigate CEOs' opportunistic behavior to maximize their stock-based compensation value by controlling the timing of stock option awards surrounding layoff announcements, or by controlling the timing of layoff news announcements. Our finding provides evidence that CEOs of firms announcing employee layoffs are more likely to receive stock options in advance of value-enhancing layoff announcements and subsequent to value-destroying layoff announcements. However, our results show that these stock prices start declining after news of CEO stock option awards are disclosed in proxy statements (which are published approximately three months after the end of company fiscal years). Our results suggest that public scrutiny may limit CEOs' ability to conduct opportunistic behavior regarding manipulation of the timing of option awards.*

**Keywords:** *stock option awards; Layoff*

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## 9. INTEREST RATE RISK OF BOND INVESTMENT

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### ABSTRACT

*Changes in interest rate affect bond investment risk in two respects: the uncertainty of bond price (the price interest rate risk) and the uncertainty of the terminal value of bond investment (the terminal value risk). The terminal value is affected due to changes in the interest rate at which interim coupons are reinvested. The price interest rate risk can be measured by Macaulay's duration. The terminal value risk can be measured in terms of the elasticity of the terminal value with respect to the discount factor  $(1+r)$ . The two risk measurements can be used to derive relationship between the two risks. The relationship derived shows that reduction or elimination of one risk increases the other risk by the same amount.*

**Keywords:** *Interest Rate Risk; Bond Investment, Duration, Immunization of Interest Rate Risk*

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## 10. TURKEY'S TRADE POTENTIAL AND THE EU'S MEMBERSHIP: EVIDENCE FROM A PANEL ESTIMATION OF THE GRAVITY MODEL

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### ABSTRACT

*Turkey has had trade relationships with the EU since 1963, but it has not yet been granted full membership status. All the indications are that the EU may not approve Turkey's application formally in the foreseeable future. Considering Turkey's trade history with the EU members, openness, and geopolitical location, it is of interest to inquire as to why the EU has been so reluctant to formalize Turkey's membership. To provide an empirical answer, this paper employs the well known gravity model and aggregated panel data (1980 - 2006) to explore Turkey's trade with a sample of eleven members of the EU (EU11). The estimated potential trade ratio suggests that except in the 2000-2004 sample period, Turkey overtraded with EU11 – a possible explanation for the lack of a full EU's membership for Turkey thus far.*

**Keywords:** *EU membership; Gravity model, Panel data, Fixed effects, Turkey*

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## 11. ENVIRONMENTAL INFORMATION DISCLOSURE QUALITY, COMPETITIVE ADVANTAGE AND SUSTAINABLE GROWTH OF THAI LISTED FIRM: PERSPECTIVE OF RESOURCE BASED VIEW

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### ABSTRACT

*Several researches have studied the environmental disclosure. However, few studies have focused on applying the concept of environmental information disclosure quality as unique resource and capability of the firms. This unique resource and capability can provide special information and that will contribution factor to firm competitive advantage and determine a firm's sustainable growth. The resource based view can provide insight in to environmental information disclosure quality as source of competitive advantage. The purpose of this research is to investigate the influence of environmental information disclosure quality on stakeholder credibility, corporate communication efficiency, corporate transparency, corporate reputation and sustainable growth. Data was collected from Thai listed firms. The results indicate that environmental information disclosure quality is significantly and positively related to stakeholder credibility, corporate communication efficiency, corporate transparency, corporate reputation and sustainable growth. Moreover, stakeholder credibility, corporate communication efficiency, corporate transparency are significantly and positively related to sustainable growth. Contribution, suggestions for future research direction and conclusions are described.*

**Keywords:** *Environmental Information Disclosure Quality, Stakeholder Credibility, Corporate Communication Efficiency, Corporate Transparency, Corporate Reputation, and Sustainable Growth*

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## 12. OIL PRICES FORECASTING WITH WAVELETS AND KALMAN FILTERS

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Herbert Kimura, Universidade Presbiteriana Mackenzie, São Paulo, Brazil  
Roberto Borges Kerr, Universidade Presbiteriana Mackenzie, São Paulo, Brazil  
Luiz Carlos Jacob Perera, Universidade Presbiteriana Mackenzie, São Paulo, Brazil

### ABSTRACT

*In order to reduce the noise of a price series, this paper seeks to combine the traditional techniques of neural networks and econometric models with the combined use of wavelets and Kalman filters to improve the quality of forecasts. The methodology is quantitative with the use of routine data processing using the filter chain mentioned in conjunction with such prediction models. The results for the oil commodity showed that the combined use of filters did not bring great improvement in error reduction; however, the error was lower when one of the filtering techniques was employed. Thus, wavelets were able to reduce the error with use of recurrent neural networks. This result is supported by the existent literature reviewed in this paper.*

**Keywords:** Forecasting, Oil Prices, Wavelets and Kalman Filtering

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## 13. ASCERTAINING THE ABILITY TO REDUCE TRANSACTION COSTS AND THE PERFORMANCE OF THAI EXPORT INTERMEDIARY FIRMS

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### ABSTRACT

*This research replicates and extends the work of Peng and Ilinitch (1998); Peng and York (2001) in amalgamating transaction cost, agency and resource-based theory as an approach to establishing determinants of the performance of export intermediary firms', in the context of the Association of Southeast Asian Nations (ASEAN ) countries particularly in Thailand. The moderating effect of learning orientation has also been pioneeringly examined and is fitted into the study's conceptual framework. There are unavoidable constraints on transaction costs and on the frictions arising between client and agent, which means that how successful export intermediary firms prove to be depends on their possessing unique resources which enable them reduce their clients' transaction and agency costs. Survey results from 102 intermediary firms in Thailand largely support the hypotheses, with the exception of the moderating effect of a learning orientation.*

**Keywords:** Thai Export Intermediary Company, Export Management Firm, Thai Export Agent Company, Export Performance, ASEAN countries

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## 14. AN EXTREME STOCK MARKET RETURNS: THE CASE OF SHANGHAI COMPOSITE INDEX

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Prasert Chaitip, Chiang Mai University, Thailand  
Chukiat Chaiboonsri, Chiang Mai University, Thailand

### ABSTRACT

*The purpose of this paper is to investigate the relative performance of measuring and forecasting extreme stocks returns, in the presence of Global Financial Crisis, employing the Extreme Value Theory and Block Maximum Model on China's Shanghai Composite Index (SSEC) daily data during the period of 2000-2010. The model used to predict the trend of returns after 100 weeks. The results reveal that the SSEC*

*is stationary, non normality, left fat-tailed, and follows a Frechet distribution. In addition, BMM model fits the empirical results quite well, and at 95% confidence level, the estimated return level and shape parameter after 100 weeks are 8.86% and 0.1933 respectively.*

**Keywords:** *Stock Markets Returns; Extreme Value Theory (EVT); Generalized Extreme, Distribution (GED); Block Maximum Model (BMM); China Shanghai Composite Index (SSEC)*

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