
ABSTRACTS**1. ORGANIZATIONAL ADAPTABILITY COMPETENCY AND ITS ANTECEDENTS AND CONSEQUENCES: AN EMPIRICAL INVESTIGATION OF HOTEL BUSINESSES IN THAILAND**

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ABSTRACT

Business is confronting with continuous change. The success of business is based on organizational adaptability competency to rapidly respond to environmental change. It is important for long-term survival and improving organizational performance. The purpose of this research is to examine the relationships among organizational adaptability competency and organizational performance through the operational achievement, corporate innovation and value creation. Long-term orientation, dynamic learning culture and intensive competitive environment are hypothesized to become the antecedents of organizational adaptability competency. Moreover, the study also investigates the moderating role of intra-communication efficiency and outstanding organizational support. The model is tested using data collected from a mail survey of hotel businesses (three to five-star levels) in Thailand. Overall, the results indicate that organizational adaptability competency has an indirectly positive impact on organizational performance via operational achievement, corporate innovation and value creation as the mediators but does not directly impact on organizational performance. For the two moderators, intra-communication efficiency is a partial moderator of long-term executive vision, dynamic learning culture-organizational adaptability competency relationships. Outstanding organizational support is also a partial moderator of organizational adaptability competency-the consequences relationships. Contribution and suggestions are provided for future research.

Keywords: Organizational Adaptability Competency; Change Learning Capability; Operational Flexibility Orientation; Valuable Business Reaction; Corporate Practice Proactiveness; Operational Achievement; Corporate Innovation; Value Creation; Organizational Performance; Long-term Executive Vision; Dynamic Learning Culture; Intensive Competitive Environment; Intra-communication Efficiency; Outstanding Organizational Support.

2. CROSS-BORDER CONSUMER SHOPPING: MODEL DEVELOPMENT AND EVALUATION

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ABSTRACT:

Free trade areas like the European Union (EU) with its Euro currency and limited border controls increase the attractiveness of cross-border shopping trips for consumers. For retailers it may be important to understand what motivates consumers to shop abroad. We will therefore try to build a model of cross-border consumer shopping behavior (CBSB). In a study of 218 Austrian consumers, we find that shopper patriotism, together with the importance of travel time, are negatively correlated with CBSB, whereas the importance of price carries a positive correlation. While the importance of store variety does not explain CBSB, shopper patriotism appears to be the strongest determinant in our survey.

Key words: consumer behavior, retail management, cross-border shopping

3. HIGH AND LOW INVOLVEMENT PRODUCTS AND THEIR RELATIONSHIP WITH PURCHASE INTENTIONS OF THAI CONSUMERS

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ABSTRACT

This study aimed to investigate the contribution of each component of brand knowledge on consumer purchase intention for high and low involvement products on Thai consumers. We compared a high and a low involvement product to examine the fit of Keller's (1993) brand knowledge model and applied this model to test its relationship with purchase intention. A two-step approach for Structural Equation Modeling (SEM) was used to test the research hypotheses. First, the measurement model was tested by using Confirmatory Factor Analysis (CFA) to examine measurement fit, reliability and construct validity. Second, a path analysis was used to examine the proposed hypotheses in the structural model. Findings support the notion that Brand Image has a positive relationship with Brand Knowledge, Brand Awareness has a positive relationship with Brand Knowledge and Brand Knowledge has a positive relationship with Purchase Intention for both high and low involvement products. Brand Awareness had more influence on Brand Image for the high involvement product and Brand Image had more influence on Brand Awareness for the low involvement product.

Keywords: Brand Knowledge, Brand Equity, Purchase Intention, Thailand, Structural Equation Model, SEM

4. FACTORS DETERMINING FOREIGN DIRECT INVESTMENT IN CHINA AND ENTRY MODE CHOICES: A PERSPECTIVE FROM AN INLAND PROVINCE

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ABSTRACT

The aim of the study is to empirically examine the effect of regional characteristics of a province in the interior of China on foreign direct investment (FDI) entry mode choice, employed an integrated theoretical framework for the first time and to shed light on the issues of entry mode choices of FDI. Theoretical hypotheses of the study are developed based on pertinent FDI literature and empirically tested by using firm-level data with a discrete choice model. The empirical evidence from the study supports the contention that firm size, international experience, cost factor, investment incentives, agglomeration, investment risk and other factors in regards to the firm's strategic motives, play a critical role in FDI entry mode choices in China's inland regions.

Keywords: Entry mode, Foreign direct investment, China, Logistical model

5. EXPORT SUBSIDIES AND COUNTERVAILING PREFERENTIAL TRADE AGREEMENTS

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ABSTRACT

This paper analyzes the effect of a country that strategically subsidizes its exports on the formation of preferential trade agreements and the subsequent effect of this preferential trade agreement on multilateral liberalization. More specifically, we show that in a simple three-country model of international trade the optimal response to a foreign export subsidy is to form a preferential trading club, which is the first step in most process models of economic integration. Furthermore, our model shows that regionalism and multilateralism can be synergistic processes.

Keywords: Commercial Policies; Economic Integration; Market Structure and Firms' Strategy

6. INSTITUTIONAL DRIVERS OF ENTREPRENEURIAL INTENTIONS IN AN EMERGING ECONOMY: AN EMPIRICAL INVESTIGATION IN THAILAND

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ABSTRACT:

Despite a dramatic growth in entrepreneurship research in developed economies during the past two decades, there have been fewer studies focusing on emerging economies which recently have become major players in the global economic landscape. Furthermore, the recent political turmoil in Thailand has brought to the attention of several institutions in the country the agenda to foster entrepreneurship in the country as part of its economic reform in order to realize the expected target economic growth. Since entrepreneurial activities are contingent upon both cultural and institutional contexts, this article reviews related literature on the role of institutional environments in spurring entrepreneurial intentions, and empirically tests the relationships among institutional dimensions and the entrepreneurial intentions with a specific focus on Thailand. The results confirm the relationships as postulated by theory while inconsistent findings were found when the sample was split into subgroups based on certain demographic criteria. Implications for policy makers as well as theoretical contributions were discussed in the paper.

Keywords: Entrepreneurship, institutional theory, emerging economies, Thailand

7. GLOBAL BRANDS VS. LOCAL BRANDS IN CHINESE CONSUMER MIND

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ABSTRACT

This phenomenological qualitative study explored Chinese consumer consumption values on global brand fashion luxuries from 61 respondents who lived in Beijing, Shanghai, and Tianjin. Semi-structured consumption behavior questionnaires, in-depth one-on-one and focus group interviews using Moustakas (1994) approach served as the primary source of data collection. The research findings were focused on Chinese consumer consumption values and attitudes between global brands and Chinese local brands. The findings revealed that Chinese consumers perceived global brands (a) high quality products, (b) durable and prestigious, (c) innovative and customer-oriented product design, (d) trustworthy, and (e) good and responsible customer services. Whereas, Chinese consumers perceived Chinese local brand luxuries as (1) low quality products, (2) low trustworthiness issue, (3) poor product design, and (4) mismanagement.

Keywords: Chinese Consumer, Global Brands, Chinese Local Brands

8. EXAMINING THE RELATIONSHIP BETWEEN FORMALIZATION AND INFORMATION SHARING

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ABSTRACT

The increasing importance of customer relationship management and the need to adapt to the changing business environment have heightened the crucial nature of information sharing. Using a sample of 139 large Canadian firms, we explore the relationship between information sharing and formalization. Stepwise discriminant analysis correctly classified 81% of the respondents using selected information sharing and market turbulence variables.

Keywords: Information sharing, formalization, conflict, market turbulence

9. IS CHINESE YUAN UNDERVALUED? A MULTI-CURRENCY BASKET APPROACH

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ABSTRACT

We examine the valuation of Chinese Yuan currency in the case that the currency peg to the U.S. Dollar is removed. This is achieved using historical data from the period of January 1999 to October 2009. To the extent that the value of the Chinese Yuan can be predicted by the change of a multi-currency basket including four currency values, Australian Dollar, Euro, U.K. Pound, and U.S. Dollar, our regression analysis suggests that the Chinese Yuan is undervalued in the period following July 2008. The results of Yuan undervaluation remain intact even after the composition of currency basket is adjusted. We further explore the implication of this hard pegging both in the short term and long term for China, United States and other countries. Finally, due to the global imbalance arising from China's enormous trade surplus and the sizeable U.S. trade deficit, we argue that removing hard pegging to the U.S. Dollar would be beneficial to China and the remaining countries in the world in the long term by helping to alleviate the global imbalance problem.

Keywords: Chinese Yuan, undervaluation, currency basket, global imbalance

10. IMPACT OF POWER DISTANCE ON MULTI-SOURCE FEEDBACK EVALUATIONS: A CROSS-CULTURAL PERSPECTIVE

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ABSTRACT

Multi-Source Feedback (MSF) is being widely used in HR systems for personnel evaluations. This is because MSF has not only a higher perception of fairness, but also a greater capability to capture a host of performance perspectives. However, its global applicability is not fully established. Although various studies have pointed out the need for cultural sensitivity of MSF mechanisms, it is not known how the evaluations under MSF systems might be affected in a particular culture. In the present paper we theoretically examine the possible impact of cultural values on MSF evaluations in High and Low Power Distance cultures. We posit that the cultural dimension of Power Distance would differentially impact the MSF evaluations. Specifically, we propose that upward evaluations in vertical relationships will be higher than downward evaluations in High Power Distance (HPD) cultures, such as India, but lower in Low Power Distance cultures (LPD), such as USA. We also propose that self-evaluations by managers will be highest in LPD cultures but not in HPD cultures. We suggest that such differential impact of Power

Distance on evaluations in MSF mechanisms needs to be kept in mind while interpreting the results of MSF in such countries. We also recommend empirical research in this direction to enhance our understanding of the suitability of MSF systems in culturally diverse environments.

Keywords: Multi-source feedback, 360 degree feedback, Power Distance, cross-culture, MSF, HPD, LPD

11. INSTITUTIONALISATION OF SURVEILLANCE IN NIGERIA THROUGH THE BRAZILIAN FISCAL RESPONSIBILITY ACT

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ABSTRACT:

Nigeria ranks among the countries with the highest fiscal indiscipline in the globe regardless of the parameters used. The country has also a weak tax collection system which as a result of tax evasion there is insignificant revenue, thus making the state and the municipalities dependent on federal allocations. As objective of the current study, it is intended to propose the Enactment of a Fiscal Responsibility Act (FRA) for the Nigerian Public Administration based on the frameworks implemented in Brazil. Thus as a glance, the basic arithmetic that guides the Act is spending must equal revenue. The study is anchored on the premise that the FRA brings innumerable benefits to the populace by stabilizing public spending and paving way for a consistent budgetary forecast thereby contributing to uphold transparency. Methodologically wise, the study adopts a case study approach and also used the interpretative style in order to strive on the action needed, which tends to be interventionist. Upon analysis of the secondary documents at our disposal, we conclude that control tools such as the SIAFEM system which is the backbone of FRA will be an essential artifact to institutionalize surveillance and also assist the Nigerian government in curtailing spending and also orientate accountability at all levels be it federal, state or municipal.

Keywords: Institutionalization, Surveillance, Control Systems, Fiscal Responsibility Act, Nigeria.

12. RISK MANAGEMENT STRATEGIES IN THE ISLAMIC ENVIRONMENT

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ABSTRACT

Culture and religion can significantly impact the way that business is conducted in multinational enterprises. In the conduct of business, companies generally employ various strategies to minimize and flatten their business and financial risk. However, many of these traditional risk management strategies are believed to be in violation of various religious principles and are therefore not acceptable in certain societies. In this study, we identify and discuss traditional risk management strategies and their applicability in an Islamic business environment. Since many Muslims believe that the traditional risk management strategies are in violation of their principles, it is necessary to identify alternatives risk management strategies. To address this matter, we identify and discuss alternative risk management strategies that can be utilized by businesses in place of traditional derivatives and interest. These solutions may be effectively employed to minimize or flatten a company's business and financial risk while at the same time still remaining true to the Islamic rules and customs.

Keywords: Risk management, financial risk, business risk, derivatives, interest, Shariah rules, culture and religion, multinational enterprises