
ABSTRACTS**1. MANAGERIAL ACCOUNTING INNOVATION IMPLEMENTATION AND VALUABLE DECISION-MAKING: AN EMPIRICAL INVESTIGATION OF ELECTRONICS PART BUSINESSES IN THAILAND**

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ABSTRACT

This study aims at investigating the relationship between managerial accounting innovation implementation and valuable decision-making and also to investigate the antecedence and consequences of managerial accounting innovation implementation. The key research question is how managerial accounting innovation implementation has an influence on firm survival. Resource-advantage theory and contingency theory are fundamental of the study. Questionnaire is used as an instrument for data collection from accounting managers or accounting executives of each firm which is the key information of the study. The regression analysis is employed to examine all hypotheses. Here, 62 information Electronics Parts businesses in Thailand were chosen as a sample of the study. The results present that (1) cost allocation concentration and management control orientation have a significant positive effect on financial information usefulness, (2) customer profitability analysis and management control orientation have a significant positive effect on managerial practice advantage, (3) customer profitability analysis and management control orientation have a significant positive effect on business operation quality, and (4) customer profitability analysis and management control orientation have a significant positive influence on valuable decision-making. Likewise, business operation quality has a potential positive influence on valuable decision-making. Moreover, accounting knowledge, accounting learning, and accounting environment have a significant positive effect on management control orientation. Potential discussion is efficiently implemented in the study. Theoretical and professional contributions are explicitly provided. Conclusions, suggestions and directions for future research are also highlighted.

Keywords: *Managerial Accounting Innovation Implementation; Cost Allocation Concentration; Target Pricing Focus; Performance Evaluation Competency; Customer Profitability Analysis; Activity-Based Management Capability; Management Control Orientation; Financial Information Usefulness; Managerial Practice Advantage; Business Operation Quality; Valuable Decision-Making*

2. BRAZIL AND THE UNITED STATES: BALANCE OF SOFT POWER IN FOOD PRODUCTION

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ABSTRACT

Supply of food, feed, fiber, biofuel and biochemical products for a growing worldwide population reaching 9 billion people in 2050, within a sustainable green economy is not an easy task even more if it involves large misunderstandings about the size of the available resources and the stock that is to be preserved for the future generations. This paper sheds some light over this matter, shows the land, water and climate endowments of Brazil and the United States and enhances the need for special partnership among the two nations as preferred suppliers mainly for Asian and African countries that are going to need the most of grains and other biomass byproducts due to the fact that most people on earth are living there and their agricultural land is very scarce. A green economy is possible. Brazil uses only 7,02% of its land to produce all the grains it supplies. Still has 153 millions of hectares of renewable grazing lands that can be

recovered. The United States still has 200 million hectares of such land left over. Land productivity grew about 281% in Brazil, against 44,7% increase in land use from 1976 up to 2011.

Keywords: agriculture, production, partnership, land use, total land, population, food, biofuel, biochemical.

3. MANAGERIAL EFFICIENCY, INNOVATION, AND PRODUCTIVITY OF THE INDONESIAN LIFE INSURANCE INDUSTRY DURING THE GLOBAL FINANCIAL CRISIS

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ABSTRACT

This article evaluates the managerial efficiency and the role of innovation on changes in productivity of the Indonesian life insurance companies over the period of 2004 to 2008, especially to investigate the effect of the global financial crisis in 2008 to its productivity performance. The combination of non-parametric linear programming technique of data envelopment analysis (DEA)-Malmquist Index and distribution free rank-order statistics is used to measure changes in productivity over time and assess whether big or small insurance companies are more productively efficient. Using the financial intermediary approach, this article found that Indonesian insurance industry experienced managerial efficiency decline over time, which mainly due to a decline in scale efficiency during the financial crisis years. However, on average, the life insurance industry experienced productivity growth by an increasing use and adoption of technology, reflecting growth of innovation in the operational processes, except in the global crisis period. More importantly, this article found that there is no significant difference in managerial efficiency, innovation, and productivity growth between big and small life insurance companies during the crisis period.

Keywords: insurance industry, managerial efficiency, innovation; productivity, data envelopment analysis, global financial crisis

4. BEST INTERNAL AUDIT PRACTICES AND GOAL ACHIEVEMENT SUSTAINABILITY: AN EMPIRICAL EXAMINATION OF THAI LISTED FIRMS

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ABSTRACT

The purpose of this study is to examine the relationships between best internal audit practices and goal achievement sustainability through mediating effect of financial information benefit, organization value enhancement and business performance advantage through accounting system support, competitive experience implementation, dynamic competitive learning and strategic flexibility mindset as moderators. Also, the association roles of top management transparency vision, corporate governance climate, employee collaboration focus, and business competition intensity influence on best internal audit practices which are investigated through change acceptance capability and firm survival orientation as moderators. Best internal audit practices focused on organizational level, consisting of operational environment analysis, risk assessment integration, audit planning comprehension awareness, audit review system efficiency, audit resource allocation effectiveness and internal audit report value. Questionnaire is used as an instrument for data collection. Here, 94 internal audit directors or internal audit managers from the listed firms in the Stock Exchange of Thailand (SET) were selected as key informants of this study. The results present that audit review system efficiency, audit resource allocation effectiveness and internal audit report value have significant positive effect on financial information benefit

and organization value enhancement. In addition, organization value enhancement has no mediating effect on goal achievement sustainability. Moreover, the overall of antecedents, the higher employee collaboration focus leads to the higher best internal audit practices significantly. Finally, the moderator variables do not have an effect in this study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.

Keywords: Best Internal Audit Practices; Operational Environment Analysis; Risk Assessment Integration; Audit Planning Comprehension Awareness; Audit Review System Efficiency; Audit Resource Allocation Effectiveness; Internal Audit Report Value; Financial Information Benefit; Organization value Enhancement; Business Performance Advantage; Goal Achievement Sustainability; Top Management Transparency Vision; Corporate Governance Climate; Employee Collaboration Focus; Business Competition Intensity; Change Acceptance Capability; Firm Survival Orientation; Accounting System Support; Competitive Experience Implementation; Dynamic Competitive Learning; Strategic Flexibility Mindset

5. THE EVOLVING LINKAGE BETWEEN CHINA AND U.S. STOCK MARKETS

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ABSTRACT

This paper investigates changes in the long-run relationship between the stock markets in mainland China and the U.S. since 2001. Conventional cointegration tests with data over the full observation period of 2001-2012 offer little support for a linkage between the two stock markets. When multiple structural breaks are taken into consideration, cointegration in stock prices occurred in subperiods since 2005.

Keywords: stock markets; cointegration; structural breaks; unit root

6. ENTREPRENEUR LEADERSHIP COMPETENCY AND FIRM SUCCESS OF SPA BUSINESSES IN THAILAND

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ABSTRACT

The study investigates the effects of entrepreneur leadership competency on employee commitment, employee citizenship behavior, employee participation, and organization loyalty on firm success. According to the existing literature, entrepreneur leadership competency is an origin of employee commitment, employee citizenship behavior, employee participation, and organization loyalty that leads to firm success. Thus, entrepreneur leadership competency is important for a long-term survival of firms. Based on transformational leadership theory, we postulate that entrepreneur leadership competency create the contextual influence on employee commitment, employee citizenship behavior, employee participation, and organization loyalty, and leading to firm success. The sample of 298 spa businesses in Thailand and statistics used are tested by ordinary least squared regression. In addition, response bias, validity and reliability were examined by researcher. The results reveal that entrepreneur leadership competency has an impact on employee commitment, employee citizenship behavior, employee participation, and organization loyalty. Furthermore, employee commitment, employee citizenship behavior, employee participation, and organization loyalty has a positive relationship with firm success. Consequently, theoretical and managerial contributions, and suggestions for future research are presented.

Keywords: Entrepreneur Leadership Competency, Employee Commitment, Employee Citizenship Behavior, Employee Participation, Organization Loyalty, Employee Readiness for Change

**7. FOREIGN-BRANDING, PRODUCT EVALUATIONS, AND BRAND IMAGE:
AN EXPERIMENT ON BRAND PRONUNCIATION IN THAILAND**

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ABSTRACT

The use of foreign branding has become a popular strategy to employ on local products. A between-subjects experimental design involving a total of 80 Thai participants was conducted to examine the effects of foreign branding on consumers product evaluations and attitudes toward the brand. Foreign branding was manipulated as English and Thai pronunciation of six fictitious brand names. The results indicate that English pronunciation fostered higher perceptions of product hedonism, regardless of whether the product is actually hedonic, hybrid or utilitarian, suggesting that such foreign branding may offer inherently greater emotional meaning across all product types as compared to Thai brands. Furthermore, English pronunciation created more favorable overall attitudes toward the brand and brand name as compared to the Thai pronunciation across all three product types.

Keywords: foreign branding, product evaluation, hedonic/utilitarian, brand image

**8. AUDIT SPECIALIZATION, AUDIT REVIEW AND AUDIT EFFECTIVENESS:
EVIDENCE FROM OF CPAs IN THAILAND**

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ABSTRACT

Auditors have implemented audit specialization in order to perform the best business practices in the audit works. This study aims at investigating the effects of audit specialization and audit review on audit effectiveness of certified public accountants (CPAs) in Thailand. Audit specialization is the independent variable, audit review is the mediating variable, and audit effectiveness is the dependent variable of the study. In this study, 113 CPAs in Thailand are the sample of the study. The results of this study indicate that (1) audit specialization has a significant positive effect on audit review, (2) audit specialization has an important positive influence on audit effectiveness, and (3) audit review has a critical positive impact on audit effectiveness. Accordingly, audit specialization becomes a main determinant of driving and explaining both audit review and audit effectiveness. Audit review is a partial mediator of the audit specialization-audit effectiveness relationships. Potential discussion is efficiently implemented in the study. Theoretical and professional contributions are explicitly provided. Conclusions, suggestions and directions for future research are also highlighted.

Keywords: Audit Specialization, Audit Review, Audit Effectiveness, Certified Public Accountant (CPAs)

9. DOES VICE PAY? A TRADITIONAL INVESTIGATION OF “IRRESPONSIBLE” INVESTING

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ABSTRACT

This paper examines the risk and return characteristics of the Vice Fund, a mutual fund that invests in socially “irresponsible” corporations that partake in the sales of alcohol, tobacco and firearms. First of all, I use the traditional Sharpe, Treynor and Jensen measures to evaluate the Vice Fund compared to its benchmark, the S&P 500. Secondly, I apply an indication of downside risk to the Vice Fund to test the

volatility and performance during market corrections. Using a different data set, I find my results are similar to those of other studies that focus on the Vice Fund and sin investing in general. That is, sin investing can perform better than the S&P 500 on a risk-adjusted basis.

Keywords: *Vice Fund, VICEX, S&P 500 Index, sin funds, sin stocks*

10. DYNAMIC INTERNAL AUDIT INNOVATION, ORGANIZATIONAL OUTCOMES, AND FIRM SURVIVAL: AN EMPIRICAL EVIDENCE FROM THAI-LISTED FIRMS

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ABSTRACT

The purpose of this study is to investigate the effects of dynamic internal audit innovation on firm survival via the mediating influences of organizational outcomes which include financial reporting reliability, organizational risk reduction and corporate practice achievement. Information technology change, regulation enforcement, and volatile business are hypothesized to become the antecedents of dynamic internal audit innovation. Also, intra-cooperation communication is the moderating variable of the relationship between dynamic internal audit innovation and organizational outcomes. Data was collected from 102 (20.95%) listed firms in Thailand. Questionnaire was used to analyze by the Ordinary Least Squares (OLS) regression analysis. The results of OLS regression analysis reveal that dynamic internal audit innovation has a positive influence on all organizational outcomes. In addition, financial reporting reliability, organizational risk reduction, and corporate practice achievement have a positive effect on firm survival. Moreover, two antecedents: information technology change, and volatile business also have a positive effect on dynamic internal audit innovation. Additionally, intra-cooperation communication shows partially positive supported effects on dynamic internal audit innovation and organizational outcomes. Finally, contributions, suggestions for future research, and conclusions of this study are presented.

Keywords: *Dynamic Internal Audit Innovation, Organizational Outcomes, Firm Survival, Internal Audit Technology Adaptation, Technical Audit Integration, Investigative Method Approach.*
