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**ABSTRACTS****1. ASSESSING RISKS IN AUDIT PLANNING**

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**ABSTRACT**

*In this paper, we review the techniques available for risk assessment and identify those suitable for use in Audit Planning. We develop a business process to provide a framework to facilitate the systematic deployment of these risk assessment techniques in Audit Planning. Finally, we demonstrate the utility of this framework via a case study illustrating its application to assessing risks in audit planning in a medium-sized manufacturing company in South Florida.*

**Keywords:** *Audit Planning, Risk Assessment*

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**2. STAKEHOLDER ORIENTATION, AUDIT PROFESSIONALISM, AND ORGANIZATIONAL REPUTATION: AN EMPIRICAL INVESTIGATION OF ACCOUNTING FIRMS IN THAILAND**

Phapruke Ussahawanitchakit, Mahasarakham University, THAILAND  
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**ABSTRACT**

*This study attempts to investigate the effects of stakeholder orientation on audit professionalism and organizational reputation through competitive environment as moderator. Here, accounting firms in Thailand are samples of the study. The result shows that corporate mission and stakeholder planning have positive effects on audit professionalism and organizational reputation. Also, corporate culture has a significant and positive influence on audit professionalism. Likewise, audit professionalism is positively related to organizational reputation. However, moderator does not have an effect on the audit professionalism-organizational reputation relationships. Accordingly, stakeholder orientation has both directly and indirectly significant impact on organizational reputation. In the final section of paper, the implications of stakeholder orientation for accounting firms and some suggestions for future research are provided.*

**Keywords:** *Stakeholder Orientation, Understanding Stakeholder, Corporate Culture, Corporate Mission, Stakeholder Planning, Audit Professionalism, Organizational Reputation, Competitive Environment*

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**3. AN INTEGRATIVE CONCEPTUAL FRAMEWORK FOR ANALYZING INTERNATIONAL FRANCHISING DECISIONS**

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**ABSTRACT**

*We contend that Eroglu's model (1992) focuses only on the 'intent to internationalize' and instead present an integrative framework that views international franchising decisions holistically. By integrating insights from the strategic fit and Industrial Network Approach literatures we develop a more comprehensive framework, which analyzes all elements of that decision - why, when, where, and who to partner with. The framework facilitates analysis of not just the initial decision but also of the longitudinal trends.*

**Keywords:** *International franchising, Industrial Network Approach, International marketing of services*

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#### 4. PROFILE OF ENTREPRENEURS: EMPLOYING STEPWISE REGRESSION ANALYSIS TO DETERMINE FACTORS THAT IMPACT SUCCESS OF ENTREPRENEURS

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##### ABSTRACT

*Over the years, economic theorists, industrialist, psychologists and management gurus have articulated theories and principles relating to risk-taking, innovation, creativity and vision, thereby enhancing our understanding of what really characterizes a genuine entrepreneur. However, despite the invaluable contribution of these people to the field, there remains much to do to determine what actually, other than profit, motivates individuals to embark on business ventures and succeed. To this end, we took from the list of Forbes 400 wealthiest Americans thirty-five self-made billionaires who in 2006 were under 51 years-old. We then employed stepwise regression analysis taking the variables implied in the survey as having impact on success. The analysis identified years of business operation and family impact as significant contributors to success of entrepreneurs. The two variables accounted for 31.1 percent of the variation in net worth. However, with 68.9 percent of the variation in net worth still unaccounted for, the model developed is not a good predictor of success of entrepreneurs, suggesting that more factors be taken to bring the proportion of explained variation in success of entrepreneurs to a desired and acceptable level.*

**Keywords:** *Entrepreneurship, success, vision, innovation, creativity, family impact, partnership, education*

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#### 5. GOING INTERNATIONAL: A STATISTICAL SAMPLING-BASED METHODOLOGY FOR ESTIMATING THE MATURITY OF A COUNTRY'S PUBLIC INSTITUTIONS

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##### ABSTRACT

*This paper presents a methodology for estimating the maturity of public institutions in foreign countries that is based on operations management and industrial engineering statistical quality control sampling techniques. The paper provides theoretical backing for the methodology and develops analogies between manufactured items and holders of public office, and between industrial sampling and elections. The paper then applies the conceptual framework and methodology to an illustrative example in Brazil.*

**Keywords:** *Development of Institutions, Maturity of Institutions, Emerging Markets, Statistical Sampling*

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#### 6. THE MEDIATING ROLE OF OCCUPATIONAL IDENTIFICATION IN THE RELATIONSHIP BETWEEN OCCUPATIONAL PRESTIGE AND HAPPINESS

Gonca Gunay, Izmir University of Economics, Turkey

##### ABSTRACT

*Happiness is one of the important constructs that received attention from positive organizational behavior scholars. Positive relationship between happiness and performance in a work setting fostered this attention by researchers. In this study, the relationship between occupational prestige, occupational identification and happiness was explored. Results show that there is a significant and positive relationship between occupational prestige and happiness. Also, results reveal that occupational identification mediates the positive effects of occupational prestige on happiness.*

**Keywords:** *Happiness, Occupational Identification, Occupational Prestige*

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## 7. DO REMITTANCES AND FOREIGN DIRECT INVESTMENT PROMOTE GROWTH? EVIDENCE FROM DEVELOPING COUNTRIES

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### ABSTRACT

*This paper analyzes the effects of foreign remittances and foreign direct investment on the economic growth of developing countries. The study uses annual data on a large group of developing countries covering Asia, Africa, and Latin America and the Caribbean for the period 1980-2006. We explore the hypothesis that both remittances and foreign direct investment can significantly promote growth in developing countries. We test this hypothesis using panel data series for remittances and foreign direct investment, while accounting for regional differences in Asian, African, Latin American, and the Caribbean countries as well as the differences in income levels. Our results indicate that remittances and foreign direct investment have positive and significant effects on economic growth.*

**Keywords:** Remittances, Foreign Direct investment, Economic Growth

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## 8. THE EFFECT OF SERVANT LEADERSHIP TO CUSTOMER RELATIONSHIP MANAGEMENT IMPLEMENTATION

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### ABSTRACT

*This study is examined how Servant Leadership behaviors influence Customer Relationship Management implementation. Servant Leadership (Greenleaf, 1977) has received substantial attention in the contemporary leadership field. Researchers have focused on identifying the characteristics and value of Servant Leadership behaviors, and the operational definitions and scales developed by Barbuto and Wheeler (2006) were applied in this study. Customer Relationship Management has also received wide attention in business and academe, and researchers Sin, Tse and Yim (2005) developed a multi-dimensional construct for CRM that were adopted for this study. With the development of tourism a goal of the Taiwanese government, questionnaires were administered in a five-star hotel in Taichung City and results of the hypothesis test showed that the Servant Leadership behaviors were found to be significant predictors of implementation of Customer Relationship Management within the case hotel.*

**Keywords:** Servant leadership, Stewardship, Customer relationship management, knowledge management

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## 9. COMPARATIVE STUDY ON SME POLICY: CANADA, UNITED STATES AND THE EUROPEAN UNION

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Sherry Price, Okanagan College, Kelowna, BC Canada  
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### ABSTRACT

*High expectations are being placed on small and medium-sized enterprises (SMEs) to be significant contributors to economic growth. Markets are globalizing and public policy has tended to focus on large-sized enterprises. This paper surveys definitions, contributions and policies relating to SMEs in Canada,*

*the United States and the European Union. Policy initiatives based on research will be required if SMEs are to realize their economic potential and make strong contributions to employment and the economy.*

**Keywords:** *Small and Medium Enterprises, Definitions, Policy, Administrative Support*

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## **10. INTERNATIONAL STRATEGIC ALLIANCES: INTEGRATION OF THE TRANSACTION COST AND INSTITUTIONAL PERSPECTIVES**

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### **ABSTRACT**

*The number of strategic alliances has increased over the past couple of decades. At the same time, the number of strategic alliance failures has also been extremely high. Although researchers have developed a variety of explanations for alliance activity, these models have failed to explain the high failure rates. This article combines the efficiency perspective with the institutional framework presented by Dimaggio and Powell (1983) in an integrated model explaining alliance creation, survival and failure.*

**Keywords:** *strategic alliances, alliance creation, alliance failure, efficiency, institutional theory*

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## **11. MODELING SIGNALIZED INTERSECTION TRAFFIC ACCIDENTS: A PILOT STUDY CONDUCTED IN CITY OF NORFOLK, VIRGINIA, USA**

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### **ABSTRACT**

*This pilot study is an attempt to apply a proactive approach using traffic pattern and signalized intersection characteristics to predict accidents at signalized intersections in a city's arterial network. An analysis of historical accident data at selected intersections within the City of Norfolk indicated that in addition to traffic volume, other controllable factors contributed to traffic accidents at specific intersections. The structural factor included variables such as area topography, lane patterns, type of road signs, turning lanes, etc., the administrative factor included variables such as signal types, signal polices, road closures, etc., and maintenance factor included variables such as road conditions, condition of the signals, condition of road signs, etc. The accident data was statistically analyzed to ascertain variables that were significantly related to the average number of traffic accidents at intersections. The analysis resulted in formulation of a six variable linear regression model that explained around 90% of variability in the data set. Such a model could have potential uses in designing intersections, assist in improving road structures, and/or modify the administrative policies to reduce accidents and congestion in the city's arterial network.*

**Keywords:** *Traffic Management, Accident Modeling, City of Norfolk, Signalized Interaction Accident Analysis*

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## 12. THE ANALYSIS OF THE BANKING LIQUIDITY RISK

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### ABSTRACT

*The management of bank liquidity is one of the problems that American banks currently encountered, while the crisis of real estate credits emerged at the end of the previous year in The United States tends to spread over Europe, Japan and other parts of the world, leading to a global crisis that will be greater than the global crisis from the '30s.*

*That is why we believe that is imperiously urgent that banks should create own systems of liquidity analysis for the purpose of preventing at any moment their illiquidity and insolvability.*

*The study that we present is an analysis guide for the liquidity state and preventing liquidity risk, where we highlight aspects regarding: the concept of bank liquidity, liquidity administration, liquidity risk management, liquidity indicators and methods for measuring liquidity risk.*

**Keywords:** *Liquidity, Liquid Assets, Extreme Liquidity*

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## 13. A LEONTIEF MODEL OF MUNICIPAL BUDGETING

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### ABSTRACT

*Local budgeting in transition countries is an important process because it can reveal the extent to which fiscal decentralization has occurred. Because central planning regimes were highly centralized, adopting a market/democratic approach requires a devolution of power from the central government to regions and municipalities. A Leontief model is presented as a simple theoretical approach to local budgeting. Local revenues are considered as financial inputs and local expenditures as financial outputs. A method of measuring the degree of local autonomy as a part of the budgeting process is a part of this model.*

**Keywords:** *public sector decentralization, subnational government autonomy, Leontief model*

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## 14. IMPACT ANALYSIS OF FUTURE ACCOUNTING REGULATION FOR SMEs IN EUROPE

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Popa Irimie, Babeş-Bolyai University, Cluj-Napoca, Romania  
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### ABSTRACT

*The present economic theories and the accounting regulations deriving from them should be reconsidered as far as SMEs are concerned. At global level, there are accomplishments in this respect – IASB, which is about to finalize a standard specific for SMEs – or intentions – the action of the European Commission consisting of investigating the opportunity of certain simplifications of the European directives and its proposals in this respect. However, for these actions to be successful, further investigations concerning the theoretical and practical implications are necessary. In this study, we present our opinion concerning the theoretic influences (reconsideration of the conceptual framework) and the practical influences (definition of the users of information and of their specific needs, namely finding relevant criteria for qualifying the entities as SMEs) implied by a standard for SMEs.*

**Keywords:** *Accounting Regulations; IFRS for SME, European SMEs Project, Romanian Market*

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**15. THE IMPLICATIONS OF LOAN VOLUME AND STRUCTURE IN CHINESE SECOND-TIER COMMERCIAL BANKS**

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**ABSTRACT**

*This study investigates the loan volume and loan structure in the second-tier Chinese commercial banks. So far, little research work has been done in this area to understand the economical implications and business conditions in these Chinese commercial banks. This paper contributes the banking literature and studies by looking into this issue.*

**Keywords:** *Loan, Commercial Banks, China*

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