

ABSTRACTS**1. PROACTIVE MARKETING STRATEGY AND THE ANTECEDENTS AND CONSEQUENCES: EVIDENCE FROM GEMS AND JEWELRY EXPORTING BUSINESSES IN THAILAND**

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ABSTRACT

The purpose in this study is to examine the relationship between proactive marketing strategy that influences marketing outcome and marketing success. It also investigates the moderating effects of marketing knowledge, marketing learning and marketing climate. The model is tested using data collected from mail survey questionnaires of 166 gems and jewelry exporting businesses in Thailand. The results indicate that proactive marketing strategy is partially supported for the hypotheses derived from the conceptual model. Marketing outcome is significantly positive related to Marketing success. Marketing knowledge, marketing learning and marketing climate are moderating effects of the relationship. Marketing learning is positively moderated between marketing leading competency, marketing change management and marketing excellence. Besides, marketing learning is positively moderated between technology utilization orientation and dynamic marketing advantage. Interestingly, marketing learning is positively moderated between product innovation concentration, technology utilization orientation, marketing leading competency and marketing acceptance. Thus, contribution and suggestions for future research are also provided.

Keywords: Proactive Marketing Strategy; Marketing Excellence; Dynamic Marketing Advantage; Marketing Acceptance; Marketing Performance ; Marketing Success; Executive vision for marketing practice ; Valuable marketing experience; Beneficial marketing resource; Potential Technology Adaptation; Business environment complexity ; Marketing knowledge; Marketing learning; Marketing climate

2. DON'T BITE OFF MORE THAN YOU CAN CHEW: PROPER TASKS FOR EXTERNAL WORK ASSIGNMENTS

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ABSTRACT

Firms increasingly rely on external sources of labor by employing temporary workers which enhance firm capacities to adapt to changing market conditions, reduce costs, and enrich their resource bases. This study contributes to the recent research on the external workforce by examining the contribution of external workers to firms' financial and competitive performance under operational conditions. Findings base upon a survey of 235 firms in the German manufacturing industry. Results indicate that the three considered forms of external work arrangements (1) temporary work, (2) independent contracting, and (3) consulting are disparately influenced by task structure and task composition due to different qualification requirements. We show that a differentiated approach to evaluate external work arrangements is necessary and advantageous to increase firm performance and competitiveness.

Keywords: External Work Arrangements, Temporary Work, Independent Contracting, Consulting, Task Structure

3. PRODUCT INVOLVEMENT, ELABORATION LIKELIHOOD AND THE STRUCTURE OF COMMERCIAL SPEECH: A TALE OF TWO PRINT ADVERTISEMENTS

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ABSTRACT

This paper examines the copy strategy of two print advertisements: one related to a high-involvement product (automobiles category) and the other to a low-involvement one (soft drinks category). A cross-comparison of key structural components in these ads was undertaken to underscore the copy differences predicted by the Elaboration Likelihood Model. Consistent with the stylistic nuances on how consumers process and subsequently respond to messages designed to persuade them (i.e. produce cognitive, affective or attitudinal changes), the high involvement product (Toyota Camry) ad was found to match the imperatives and requirements of a high elaboration context (i.e. extensive copy, in response to the likely careful consideration of arguments before decision).

Conversely, and expectedly, the low involvement product (Coca-Cola) ad's copy was found to have been constructed under the low elaboration assumption (i.e. very limited copy, as target audiences are deemed more likely to evaluate product claims mostly based on peripheral cues).

Keywords: *Elaboration likelihood model, central vs. peripheral route to persuasion, hierarchy of effects model, low vs. high involvement product (message)*

4. BANK'S IMAGE RESTORATION FOLLOWING A BANKING CRISIS: EMPIRICAL EVIDENCE FROM ICELAND

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ABSTRACT

In October 2008 three of the biggest banks in Iceland went bankrupt along with the biggest savings and loans. The consequences have been dire for the Icelandic economy in general and the banking sector in particular. This applies especially to the bank's image. Before the crisis their image was characterised by trust and social responsibility. They were also perceived to be modern and progressive. Following the crisis the image of the banks changed a lot. Their trust was ruined and they were perceived as corrupt. This paper deals with the research question: "How have the biggest Icelandic banks managed to restore the image they had before the banking crisis in October 2008?"

It should be pointed out that now just as before the crisis the image of the banks is not identical. Before the crisis Landsbankinn and the savings&loans were perceived to be rather old-fashioned and trustworthy at the same time Arion/Kaupthing and Íslandsbanki/Glittir were closely connected to being progressive and modern. I

n addition participants in the surveys that were conducted before the crisis were more likely to connect the latter two banks to corruption. This paper presents the findings on the bank's image before the crisis, just following it and then in February/March 2012 three and a half years after the crisis.

Keywords: *Image restoration, Banking sector, Banking crisis, Perceptual maps*

5. COMPETITIVE STRATEGY, MAS INFORMATION AND ORGANIZATIONAL PERFORMANCE: EVIDENCE FROM A DEVELOPING ECONOMY

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ABSTRACT

This study examines the role of managerial use of MAS information in the relationship between organizations' competitive strategy and performance. In total, 108 General Managers (GMs) from medium to large manufacturing organizations participated in the study. Partial least square (PLS) method was used to analyse the data. The results reveal that competitive strategy was positively associated with the organizations' financial performance both directly and indirectly via managerial use of the MAS information. In other words, the use of the MAS information plays a significant role in facilitating the positive influence of an organization's competitive strategy on its financial performance.

Keywords: *Competitive Strategy, MAS Information, Organizational Performance*

6. ANTECEDENTS AND CONSEQUENCES OF FORWARD-LOOKING INFORMATION VOLUNTARY DISCLOSURE: AN EMPIRICAL STUDY OF LISTED FIRMS IN THAILAND

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ABSTRACT

In the deficiency of financial reporting model, forward-looking information voluntary disclosure (FLIVD) is used as a tool to communicate a firm's overall operation and performance to stakeholders. Therefore, the key objective of this study is to examine the antecedents and consequences of FLIVD on firm value creation. The dimensions of FLIVD consist of integrative risk assessment, proactive opportunity forecasting, operational prediction information, comprehensive financial data, and managerial planning projection. Thai-listed firms were chosen as population and sample. Data was collected by questionnaire and accounting manager/director is key informant. The results show that the disclosure of comprehensive financial data has a significant influence on accounting and organizational consequences than other dimensions.

Also, optimistic accounting policy is a key factor stimulating FLIVD in all dimensions, except for corporate governance awareness, management incentive focus, and organizational business experience. In addition, communication channel diversity is a moderator that has an influence on some dimension of FLIVD and its accounting consequences, but outsider force does not moderate each dimension of FLIVD with its antecedent relationship. 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: *Forward-Looking Information Voluntary Disclosure; Regulated Information Reporting Effectiveness; Accounting Information Advantage; Resource Allocation Competency; Management Team Reputation; Stakeholder Confidence; Organizational Transparency Image; Firm Value Creation; Corporate Governance Awareness; Organizational Business Experience; Optimistic Accounting Policy; Management Incentive Focus; Outsider Force; and Communication Channel Diversity*

7. PERCEPTIONS OF BUSINESS ETHICS IN THAILAND: CONSUMER WILLINGNESS TO ACT

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ABSTRACT

This study investigates the extent to which Thai consumers care about the ethical business practices of firms and whether perceptions are different between sex, age, and education groups. Particular interest lies in determining whether consumers' importance and expectations of ethical firm behavior is related to their willingness to reward and punish firms. Employing a survey questionnaire, data were obtained from a total sample of 204 consumers. Univariate and multivariate results indicate that Thai consumers believe business ethics is of significant importance and they have high expectations for businesses to behave ethically. Interestingly, consumer willingness to reward ethical firms is influenced more by importance and, to a lesser extent, by expectation.

On the other hand, consumer willingness to punish unethical firms is influenced more by expectations and, to a lower extent, by importance. Moreover, differences in perceptions of business ethics and responses toward ethical and unethical firms vary mainly by consumer education level completed. The managerial implications of running an ethical business are given, as well as limitations and recommendations for future research.

Keywords: Business ethics, consumer perceptions, Thailand

8. CO₂ EMISSIONS AND INCOME TRAJECTORY IN AUSTRALIA: THE ROLE OF TECHNOLOGICAL CHANGE

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ABSTRACT

This study investigates the relationship between per capita carbon dioxide (CO₂) emissions and per capita GDP in Australia, while controlling for technological state as measured by multifactor productivity and export of black coal. Although technological progress seems to play a critical role in achieving long term goals of CO₂ reduction and economic growth, empirical studies have often considered time trend to proxy technological change. However, as discoveries and diffusion of new technologies may not progress smoothly with time, the assumption of a deterministic technological progress may be incorrect in the long run. The use of multifactor productivity as a measure of technological state, therefore, overcomes the limitations and provides practical policy directions.

This study uses recently developed bound-testing approach, which is complemented by Johansen-Juselius maximum likelihood approach and a reasonably large sample size to investigate the cointegration relationship. Both of the techniques suggest that cointegration relationship exists among the variables. The long-run and short-run coefficients of CO₂ emissions function is estimated using ARDL approach. The empirical findings in the study show evidence of the existence of Environmental Kuznets Curve type relationship for per capita CO₂ emissions in the Australian context. The technology as measured by the multifactor productivity, however, is not found as an influencing variable in emissions-income trajectory.

Keywords: carbon emissions, multifactor productivity, income, cointegration

9. CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE BY ISLAMIC FINANCIAL INSTITUTIONS: AN AUSTRALIAN CASE STUDY

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ABSTRACT

Islamic Financial Institutions (IFIs) aim to apply Islamic traditions and principles to banking and financial transactions. Unlike conventional banks and financial institutions, operating under an Islamic framework necessitates that IFIs, in their capacity as Islamic institutions, also aim to fulfil an ethical and social role. This paper examines the extent to which IFIs in Australia report on CSR matters in their websites and reports. The study concludes by demonstrating that the CSR disclosures made by the IFIs studied are less than that which may be expected from Islamic institutions which also aim to fulfil a social role. It is argued that IFIs have a duty to adequately disclose CSR information.

Keywords: *Corporate social responsibility, corporate social responsibility disclosure, Islamic financial institutions, Australia*

10. GAINING CUSTOMER INSIGHTS BY ANALYZING AND UNDERSTANDING CROSS-PLATFORM AND MULTICHANNEL CUSTOMER BEHAVIOR

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ABSTRACT

It is generally recognized that a greater understanding of customers can enhance customer satisfaction and business performance. This article seeks to broaden this understanding by analyzing cross-platform and multichannel customer behavior during various stages of the customer purchase journey. Several 'shopper archetypes' are identified and profiled. These 'shopper archetypes' exist depending on interaction patterns across channel options available and differ according to their socio-/demographic and lifestyle characteristics as well as to their sociological and psychological dimensions. By understanding this customer purchase journey suppliers are able to use valuable marketing and managerial resources in a better way, improve this journey and deliver unique experiences to different customer segments, therefore ensuring customer satisfaction and loyalty and driving sales.

Keywords: *customer journey, multichannel, cross-channel, channel patterns, shopper archetypes*

11. CONSUMING PRODUCTS MADE FROM EXOTIC ANIMALS: AN EXPLORATORY STUDY ON THE RATIONALES BEHIND ITS CONSUMPTION

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ABSTRACT

The concept of responsible consumption has gained much attention in recent times and has become a common sight in the marketplace. While many consumers are aware of the need to be a responsible consumer, only part of them are actually consuming responsibly. More specifically, there is still a large cohort of consumers who remain purchasing products that are made from exotic animals. There is a need to understand why some consumers remain in favour for products that are made from exotic animals. This study, therefore, attempts to shed some light on the rationales behind consumers' decisions to consume exotic animal-made products. This study is exploratory in nature and employs a qualitative approach using in-depth interviews. Findings from this study suggest that consumers consume products

made from exotic animals due to social image, interpersonal influences, culture, medicinal properties and curiosity. Implications and recommendations from the findings of this study are also presented.

Keywords: *Exotic Animals, Responsible Consumption, Products, Rationales, Exploratory, Consumer Behavior.*

12. CULTURAL LAYERS: A PRACTICAL APPROACH FOR INTERNATIONAL MARKETING

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ABSTRACT

The purpose of this paper is to provide a new approach to examine cultural layers and the dynamic force within the layers. First, a cultural classification model is explored with special emphasis placed on the contents of its cultural layers. The various filters that make up layer density are examined, as is the way in which these filters may slow or stop new cultural information from entering the layer. Then, the process of cultural erosion was considered in order to explain how and why changes occur within the layers. Similarities present in cultural layers are offered as a new proactive method for conducting research to create a knowledge grid for cultural layers to provide practical approaches for other disciplines. The model suggests a change in direction for international marketing research and should focus to seek out similarities rather than differences among cultures to provide a practical and economical approach to reach people in different cultures and layers.

Keywords: *International, Marketing, Holistic, Similarities, Culture, Model, Research*

13. ONLINE BOOK PURCHASING BEHAVIOR OF YOUNG FRENCH CONSUMERS

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ABSTRACT

This research focused on two major phenomena of the beginning of the twenty first century: the use of the Internet as an essential modern marketing tool and its consequences on a traditional, older and paper-based industry: the book publishing industry. Online book buying behaviour of young consumers is interesting to study because young people tend to be heavy Internet users and represent a potential important target for the book industry. Reading and book buying are important in French culture and French consumers tend to be very traditional, conforming to established consumption patterns, routines and preferences.

Keywords: *Book consumer behavior, online purchase, youth online consumers, web-based communication, online promotion*
