
ABSTRACTS**1. INFLUENCES OF GOVERNANCE PRACTICE AND SOCIAL LEARNING ON DISCLOSURE QUALITY AND ACCOUNTING SUSTAINABILITY OF LISTED FIRMS IN THAILAND**

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ABSTRACT

This study aims at examining the impacts of governance practice and social learning on disclosure quality and accounting sustainability of listed firms in Thailand. Governance practice includes ownership structure and influence, financial stakeholder rights and relations, financial transparency and presentation, and board structure and processes; and social learning consists of organizational actions and relationships and social communication conduct. Governance practice, social learning, disclosure quality, and accounting sustainability are the independent variables, mediating variable and dependent variable of the study respectively. Here, 114 Thai listed firms were chosen as the sample. The results indicate that financial transparency and presentation, board structure and processes, and organizational actions and relationships have a significant positive effect on disclosure quality. Also, financial stakeholder rights and relations, financial transparency and presentation, organizational actions and relationships, and social communication conduct have an important positive impact on accounting sustainability. Likewise, disclosure quality is positively associated with accounting sustainability. For the role of ownership structure and influence in the conceptual model, it has no relationship with accounting disclosure and accounting sustainability. Then, it is not a key antecedent of the aforementioned relationships. Thus, further study may consider finding practical reasons why it is so by reviewing extensive literature, or collecting data from a larger sample, for example. Potential discussion of the research results is implemented. Theoretical and managerial contributions are explicitly provided. Conclusion, suggestions and directions for the future research are highlighted.

Keywords: Governance Practice, Ownership Structure and Influence, Financial Stakeholder Rights and Relations, Financial Transparency and Presentation, Board Structure and Processes, Social Learning, Organizational Actions and Relationships, Social Communication Conduct, Disclosure Quality, Accounting Sustainability

2. INTRODUCING CAPITAL CHARGES IN JORDANIAN HEALTH SECTOR: IMPROVING PERFORMANCE EFFICIENCY

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ABSTRACT

This study empirically examined the impact of governmental accounting reform on relative efficiency of public hospitals in Jordan. In addition, a cross sectional analysis of efficiency scores and the impact of capital charges on efficiency across hospitals according to their size, type and location were conducted. Inputs, outputs, and other related data for 20 hospitals in the 4 years preceding and those following the introduction of accrual-based accounting (1993-1996 and 1997-2000) were used. The Data Envelopment Analysis (DEA) methodology was utilized to measure the efficiency of multiple-input/multiple-output Jordanian public hospitals over the two - time periods.

The results of the DEA CCR model show a decrease in average efficiency in all years except in years 1994 and 1999 where an increase was obtained. The same pattern was evident when using CCR model where one input variable (viz. total value of assets) was omitted. However, the number of efficient hospitals and efficiency scores decreased substantially throughout the period under study. The results also show that in the convex BCC model, the efficiency level of some hospitals changes substantially over time, which may be under taken as an indication of the existence of scale inefficiency.

In respect to the key drivers of efficiency across the hospital sample, the regression analysis results indicate that relative value of capital assets are not significantly associated with hospital efficiency. Thus, assets valuation, as a prerequisite for capital charging system, had had no effect on relative technical efficiency of Jordanian public hospitals. The findings also indicate that hospital type (viz. general or specialised) is significantly related with hospital efficiency, where general hospitals appeared more efficient than specialised ones. No significant relationship has been found between efficiency and the hospital location (viz. in urban or rural areas).

To the best of the researcher's knowledge this study have not been explored in the literature within the Jordanian and even the Middle Eastern context.

Keywords: *Jordanian health sector, Accrual-based accounting, Data Envelopment Analysis, Performance Efficiency*

3. THE MODERATING ROLE OF MANAGERS' UNCERTAINTY AVOIDANCE VALUES ON THE PERFORMANCE IMPACT OF RADICAL AND INCREMENTAL INNOVATION

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ABSTRACT

Prior research found that radical innovation has greater profit impact than incremental innovation. Although top management influence on organizational performance received wide attention, empirical investigations of top managers' individual influences on product innovation have yet been scarce. In this context, we investigate how managers' personal uncertainty avoidance values influence the relationship between each of the two innovation types and organizational performance. We apply multi-step regression analysis to data from 160 CEOs working in the medical technology industry. We identify a strong impact of radical product innovation on organizational performance. In contrast, incremental innovation has only insignificant direct performance impact. However, we identify a significant moderation effect indicating that incremental innovation significantly increases performance of those organizations whose executives' share a high degree of personal uncertainty avoidance values. Results imply to consider personal uncertainty avoidance values when staffing top management positions that aim on a specific type of innovation.

Keywords: *Top Management, Uncertainty Avoidance Values, Radical and Incremental Product Innovations, Organizational Performance*

4. EFFECT OF CUSTOMER PERCEIVED VALUE ON SATISFACTION AND CUSTOMER LOYALTY IN BANKING SERVICE: THE MODERATING EFFECT OF MAIN-BANK STATUS

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ABSTRACT

The purpose of this study is to examine the effect of customer perceived value on customer loyalty, for both direct and indirect effects, in banking service industry. Given the fact that many banks are now focusing on increasing customers' share of wallet and acquiring main bank status, the role of main bank status on the relationship between the customer perceived value, satisfaction and customer loyalty has also been examined. The findings confirm that customer perceived value has both direct and indirect effect on customer loyalty. Utilizing moderated regression analysis and path analyses, the results reveal that the effect of main-bank status. For main-bank customers, the effect of satisfaction on customer loyalty will be lower, while the effect of customer perceived value on customer loyalty will be higher compared to non-main bank customers.

Keywords: *Customer perceived value, Customer satisfaction, Customer loyalty, Main-Bank Status.*

5. AUDIT SUSTAINABILITY OF CPAs IN THAILAND: EFFECTS OF AUDIT PLANNING COMPETENCY AND AUDIT REPORT QUALITY

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ABSTRACT

The objective of this research is to investigate the impacts of audit planning competency on audit report quality and audit sustainability of CPAs in Thailand. Audit planning competency includes audit method effectiveness, audit resource allocation setting, audit scope setting, and audit knowledge utilization. The antecedents of audit planning competency are accounting competency, audit experience, professional learning, and business turbulence. Auditor-client relationship, professional competition, and regulation force are moderator relationships in this research. The results of empirical testing using responses from 370 CPAs in Thailand indicate that audit planning competency has a positive relation with audit report quality through audit practice effectiveness, audit risk reduction, and audit efficiency enhancement. Audit sustainability has a direct effect and indirect effect on audit report quality through audit success and audit reputation. Accounting competency, audit experience, and business turbulence are antecedents of audit planning competency. Auditor-client relationship is a moderator between audit planning competency and audit practice effectiveness, audit risk reduction, and audit efficiency enhancement. Specifically, interaction between audit resource allocation and auditor-client relationship has a negative relationship on audit efficiency enhancement. Maybe, this relationship can be independent of auditor. Professional competition is moderated by audit report quality on audit success and audit reputation.

Keywords: *Audit Planning Competency; Audit Practice Effectiveness; Audit Risk Reduction; Audit Efficiency Enhancement; Audit Report Quality; Audit Success; Audit Reputation; Audit Sustainability; Audit Method Effectiveness; Audit Resource Allocation Quality; Audit Scope Setting; Audit Knowledge Utilization; Accounting Competency; Audit Experience; Professional Learning; Business Turbulence; Auditor-Client Relationship; Professional Competition; Regulation Force*

6. A NARRATIVE REVIEW ON THE INFLUENCE OF CLUSTER LOCATION ON FIRM PERFORMANCE

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ABSTRACT

A wide body of theoretical literature states that industry clusters can offer numerous benefits for resident companies. Advantages of cluster locations, such as access to multifaceted business partners and complementary resources, are believed to be the bedrock of added performance which clustered firms are suspected to acquire. Nonetheless, empirical results regarding the effect of cluster location on a firm's success are diverse as well as fragmented, and even as of today a comprehensive summary of empirical findings is missing. In light of this, the purpose of this study is to review the findings of previous research on the general influence of cluster affiliation on firm performance, and to map the empirical evidence about underlying mechanisms influencing this relationship. Recommendations for managers and politicians are derived, and gaps for future research are identified.

Keywords: Cluster, Economies of Proximity, Firm Performance

7. EXPLORING THE CONNECTION BETWEEN ETHICAL ISSUES IN FRANCHISING BUSINESS SUCCESS AND FRANCHISEES' DEMOGRAPHIC CHARACTERISTICS

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ABSTRACT

Franchisors and franchisees have ethical obligations toward each other, which, if not properly met, can negatively impact the likelihood of having a successful franchising relationship, and which, if properly met, can help both parties operate successfully. A review of relevant literature provides a context for exploring ethical obligations in franchising. Then focusing on franchising enterprises in Turkey, this paper explores ethical issues that franchisees deem as important to the long-term success of both franchisors and franchisees. Additionally, this paper examines the impact of four personal demographic characteristics of franchisees — gender, age, education level, and position held in the company — on the perceived importance of ethical issues in long-term franchising business success.

Keywords: Ethical Issues, Ethical Conflicts, Franchising, Demographic Characteristics, Business Success

8. AN ANALYSIS OF INTERNAL REVENUE CODE SECTION 529 COLLEGE SAVINGS PLANS: DO THEY REMAIN A VIABLE INVESTMENT OPTION?

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ABSTRACT

The funding of a college education has become a more burdensome task over the past twenty years. As the costs associated with college continue to increase at a swift pace, many persons consider alternative funding options to the traditional "pay as you go" philosophy. One popular option has been state-based college savings and prepaid tuition plans, alternatively known as Section 529 plans after the Internal

Revenue Code that created these programs in 1996. Currently all fifty states administer savings plans while eighteen states administer a prepaid college tuition plan. While these prepaid tuition plans are wildly popular, many have experienced actuarial deficiencies that threaten the future existence of the programs. This paper examines the historical aspects of college tuition rates, types of state-based Section 529 plans, advantages to the investor, and the future viability and existence of these programs.

Keywords: *College savings plans, college tuition plans, prepaid college tuition plans*

9. BRAND LOYALTY ON INTERNET: A STUDY OF INFLUENCE FACTORS ON DECISION MAKING PROCESS

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ABSTRACT

The Internet challenge nowadays is keeping researches and authors attention around the world, with means trying to understand its new borders and limits. The study aims to show how can the costumer loyalty be developed against a different field covered by Internet that proposes a variety of new options for the customers. The study concludes with the fact that the costumer satisfaction is not enough to assure the loyalty, but if the customer is unhappy with the site, the loyalty will never occur.

Keywords: Internet, e-commerce, e-marketing, brand loyalty

10. CHALLENGES OF BUSINESS RECRUITMENT IN THE GREAT RECESSION

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ABSTRACT

This paper outlines challenges faced by researchers at the University of North Carolina at Chapel Hill in identifying and recruiting growth companies to Chatham County, North Carolina and discusses how the Great Recession impacted these previously growing businesses. Follow-up efforts to identify a new set of growth companies and the impacts of the Great Recession on those companies' expansion prospects are also reported. We found many companies had previously expanded from 2000 to 2005 and were operating under capacity. Venture capitalists, investors, and expanding companies in the food processing industry were acquiring existing production lines with existing workers rather than building new facilities.

Keywords: *Economic Development, Business Recruitment, Great Recession, North Carolina*

11. PROS AND CONS OF ONLINE EDUCATION FOR EDUCATORS AND STUDENTS

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ABSTRACT

Online education offers students an anytime/anywhere method of receiving an advanced knowledge. Proponents point out the increased access will level the playing field for all. This study explores the benefits and issues for those tasked with those who are teaching the students and the students

themselves. This study focuses on the higher education faculty and students who enroll in online courses. The pros of online education will be balanced with the possible cons of Internet education versus face-to-face education. Finally, the study also presented the results of student perception of technology use in classroom (traditional as well as online classes).

Keywords: *Online Education, technology, distance learning, web-based learning*

12. THE ROLE OF PRIVACY SEALS IN E-COMMERCE

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ABSTRACT

Privacy seals are a valuable tool to protect consumer's information as they purchase and sell goods online. We know that e-commerce (buying and selling goods over the internet) has grown and will continue to grow as more people get access to the internet. With that growth scammers will try to find ways to get peoples personal information to use for personal gain. The purpose of this study was to test the knowledge of college students in the subject of privacy seals. This study shows how vulnerable students are to scams and their lack of knowledge of privacy seals. The results showed that we are not educated enough on privacy seals and need to do better in the future.

13. THE IMPORTANCE OF TRADE MARKETING ON MANAGEMENT RELATIONS IN THE CONSUMER GOODS INDUSTRY

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ABSTRACT

The study aims to identify the contributing factors of the shares of trade marketing techniques when used with the retailers. Inspired by an exploratory research methodology was based on a case study, aiming to develop the verification of the theoretical models surveyed. The study shows how trade marketing tool can serve as facilitator of the marketing management process, integrating the various areas of industry with the marketing channel, increasing the company's ability to meet the desires and expectations of consumers.

Keywords: *trade marketing, relationship marketing, product development*

14. ENHANCING EXAM PERFORMANCE BY INTEGRATING TEST AND PRESENTATION PREPARATIONS: A TEST OF HERZBERG'S MOTIVATOR-HYGIENE THEORY

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ABSTRACT

In a team-taught integrated business class, we employed same-day student presentations as evening exams. We recognized that preparing for both in tandem could produce several benefits to students,

including studying earlier, increasing understanding, performing better on the test, and being more satisfied. Alternatively, preparing for a presentation and an exam concurrently could result in excessive stress, could limit study time for the test, and could lead to inferior test performance and dissatisfaction. Based on Herzberg's Motivator-Hygiene Theory, we successfully predicted which students would prefer to retain or to drop the same-day presentation format the following semester.

Keywords: *Innovation, Integration, Exam Performance*

15. CLIMATE CHANGE MITIGATION: WHAT IS THE ROLE OF SMALL AND MEDIUM BUSINESSES?

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ABSTRACT

This paper analyzes the effect of awareness on the adoption of actions aimed to mitigate climate change by small and medium businesses. Reporting on the findings of a survey conducted among 55 small and medium firms in Italy, we show that a lack of awareness regarding their influence on climate change is an obstacle to the adoption of actions aimed to reduce their carbon footprints. We found that these organizations are rather confused as to how their everyday activities cause climate change and that they are consequently unable to take actions aimed to reduce their impact. Are small and medium businesses aware of potential opportunities associated with actions taken for the climate? At present, they appear unable to benefit from such opportunities. Implications of the survey findings for both research and practice are discussed.

Keywords: *Climate change, Awareness, Small and medium businesses*

16. CHALLENGES TO BUSINESS EDUCATION: THE GAP BETWEEN PRACTICES AND EXPECTATIONS

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ABSTRACT

With the changing realities of the business environment, the gap between business education and expectations of business organizations tends to limit the market availability of business graduates. This study empirically investigates this gap. Data gathered from executives evaluation of performance of undergraduate and graduate students during their internships is analyzed using factor analysis and regression analysis. Implications to business education are presented.

Keywords: *Business education, internships, business expectations, educational requirements*
