

ABSTRACTS**1. ADMINISTRATIVE INNOVATION, TECHNICAL INNOVATION, COMPETITIVE ADVANTAGE, COMPETITIVE ENVIRONMENT, AND FIRM PERFORMANCE OF ELECTRONICS BUSINESSES IN THAILAND**

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ABSTRACT

The objective of this study is to investigate the influences of administrative innovation and technical innovation on firm performance of electronics businesses in Thailand through competitive advantage as the mediator and competitive environment as the moderator. Here, 121 electronics businesses in Thailand were chosen as the sample of the study. The results show that administrative innovation has a significant positive relationship with competitive advantage and technical innovation has an important positive association with competitive advantage. Also, competitive advantage has a potential positive interaction with firm performance. Likewise, competitive environment negatively moderates the competitive advantage-firm performance relationships. To verify and expand the relationships among administrative innovation, technical innovation, competitive advantage, competitive environment, and firm performance, future research is needed to collect data from other different population and/or a comparative population in order to widen the existing perspectives. Contributions and directions for future research are highlighted.

Keywords: Organizational Innovation, Administrative Innovation, Technical Innovation, Competitive Advantage, Competitive Environment, Firm Performance.

2. PEDAGOGICAL IMPLICATIONS ON MANAGING CONCURRENCY FOR MULTI-CORE TECHNOLOGY: AN EMPIRICAL STUDY

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ABSTRACT

Embedded system technologies can be improved by introducing better modeling and pedagogical training techniques for software programming that match the multi-core technologies that are available today. Hardware manufacturers and software developers are resisting the use of parallel software programming even though it is necessary in order to exploit the capabilities of the hardware platforms we have available today. We therefore discuss reasons why the adoption of parallel programming techniques is limited and why there is a need for better supporting tools for programmers who write applications in an MPSoC environment. Key concurrency management factors are empirically tested: the ability to recognize problem specific design patterns and the usability of software tools that support and aid programmers through the process of modeling the pattern abstractions to codifying the underlying algorithms. We also examine whether students that are taught to recognize a diverse set of design patterns and are subsequently trained with pattern-specific parallel programming tools are adept at recognizing patterns that are not tool-specific. The empirical study shows that training with software tools designed to support specific patterns does not guarantee that designers and programmers have the ability to recognize, select, and model the appropriate pattern for a diverse set of concurrency problems.

Keywords: Embedded Applications, Concurrency, Parallel Programming, Multi-Core Technology, Training

3. STUNDE NULL 1978 – PERCEPTIONS OF PRE- AND POST-REFORM CHINA

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ABSTRACT

The paper identifies a discontinuity in the literature on the economic development of the People's Republic of China. In assessing development mechanisms such as the communes (renmin gongshe) and rural industrialisation, the contemporaneous development economics literature argued cogently that such mechanisms were effective in achieving key development goals, to some degree outweighing obvious policy errors. In contrast, the post-1978 literature has tended to dismiss the significance of any such developments in the Maoist Period. The paper seeks to address this discontinuity by placing China's development path within the context of a broader East Asian development schema.

Keywords: China, Development, Technology Diffusion, Communes, renmin gongshe, Town and Village Enterprises, Tiger Economies

4. CAN THE SCHOOLS IN THE STATE OF GEORGIA MEET 100% EDUCATIONAL PROFICIENCY REQUIREMENTS BY 2014?

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ABSTRACT

This study looks at the various factors which determine what percentage of schools met the Adequate Yearly progress standards for the 2006-2007 school year, using all 159 counties in the state of Georgia. By employing Ordinary Least Square (OLS) analysis, the results suggest that the percentage of students enrolled with learning disabilities (DISAB), the percentage of students scoring proficient or better on state math proficiency (MTPS), and the graduation rate (GRAD) are statistically significant in explaining the educational achievement of county high schools. As a second stage, the parameter estimates from the reduced model are used to simulate the feasibility of achieving 100% educational proficiency by 2014, assuming that realistic education policy changes are implemented.

5. BEFORE AND AFTER THE CORPORATE GOVERNANCE: COMPARING RESULTS

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ABSTRACT

The practices of corporate governance offer a greater protection to the shareholders and the reliability to the company through better quality of the information publicized and greater transparency. Thus, the company becomes more attractive to the capital, being able, therefore, to have an increased demand for its shares, raising its price; such a fact can lead to its appreciation. The goal of this work is to check whether, with the adherence to the practices of corporate governance of the differentiated levels of the BM&FBOVESPA, there is also a change in the financial position of the company. A literature review on corporate governance, its background and possible impacts was, then, proceeded. Making use of economic financial indexes, such as proxy for a financial position and doing a test of the averages, we find out that just the fact of adherence to the level of governance does not lead to significant change in the indexes selected, that is, the financial position of the company is not altered. However, just as it was found out in the literature review, the adherence to those levels can influence the company's value.

Keywords: *Corporate Governance, Financial Position, Economic –Financial indexes*

6. THE INFLUENCE OF AUDIT INDEPENDENCE, AUDIT PROFESSIONALISM, AND AUDIT QUALITY ON AUDIT VALUE CREATION: AN EMPIRICAL STUDY OF TAX AUDITORS IN THAILAND

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ABSTRACT

The purposes of this research are empirically examining the influence of audit independence, audit professionalism, and audit quality, on audit value creation of Tax Auditors in Thailand. The participants in this study are certificating Tax Auditors of Thailand. Questionnaires are mailed to certificate Tax Auditors. A mail survey was used for data collection. The results of OLS regression provide that audit independence has a positive influence on audit quality. In additions, audit independence has a strongly positive effect on audit professionalism and audit value creation. Interesting, audit professionalism has strongly positive effect on audit quality and audit value creation. Surprisingly, Audit quality has the important mediating affecting these relationships. Theoretical and managerial contributions are explicitly provided. Conclusion, suggestions and directions of the future research are inclusively highlighted.

Keywords: *Audit Independence, Audit Professionalism, Audit Quality, Audit Value Creation*

7. ADAPTING MEASURES OF ORGANIZATIONAL COMMITMENT AND WITHDRAWAL COGNITIONS TO COLLEGE STUDENTS' PERSISTENCE

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ABSTRACT

This study examines the ability of measures of organizational commitment and withdrawal cognitions developed and validated in the literature on work organizations to be adapted to studying institutional commitment of college students. Using a sample of 362 students, the author constructed items parallel to

those of the three measures of organizational commitment developed by Meyer and Allen (1991; Meyer et al., 1993) of affective, normative, and continuance commitment and investigated the underlying factor structure. The factor structure was not identical. This study also supports the viability of adapting the measurement of withdrawal cognitions from the organizational behavior literature to student persistence. After controlling for other factors, affective commitment predicted students' withdrawal cognitions. One other psychosocial variable – students' perceived obligation to their family– was also a significant predictor.

Keywords: Organizational Commitment, Withdrawal Cognitions, College Student Persistence, Family Obligation

8. ATTRIBUTION OF SERVICE FAILURES WITH SST (SELF-SERVICE TECHNOLOGY), DOES IT MATTER?

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ABSTRACT

Service providers have encouraged customers to participate in service production and delivery processes with SST (self-service technology). What benefits service providers may get by using customer participation with SST have received considerable research attention. However, an area that has not been studied is how consumers perceive and respond service failures and recovery efforts in SST service encounters. This study explores this issue with relevant theories and finds that when customers experience service failures in SST service encounters they attribute the service failures to either service providers or themselves. Then specific negative emotion (anger or regret) is elicited by the attribution of the service failures, and anger and regret are differently associated with customers' perception of fairness of service-recovery efforts. The final sections address a discussion of the findings and implications, limitations and future research directions.

Keywords: Attribution of Service Failures, Self-service Technology, Negative Emotions, Fairness Perception

9. EVOLUTION OF THE NATION-STATE IN THE POST-COLD WAR CONTEXT

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ABSTRACT

This article aims to analyze the changes that have been occurring in the structures, operation and in the main supporting pillars of the national States in the American continent and its motivators. From such a perspective, this article brings into view the of a new world order that is still in its design process and has new actors with the capacity of modify and influence the international system, as tries to identify the prevailing factors of this new world order. Within this perspective, it is also address the vectors that helped cause the erosion of the States sovereignty, such as the globalization, the regional integration, the international law, the international security and one process launched through the globalization that is the intensification of the cultural exchange between different countries and cultures.

Keywords: States Sovereignty, Regional Integration, Globalization, Post-Cold War

10. THE CONSUMER PRICE-PERCEIVED QUALITY HEURISTIC ON THE HOTEL INDUSTRY

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ABSTRACT

The consumer price-perceived quality has always been used by consumers when they gauge the quality of a product or service. In this article, we develop three propositions which show how the consumer uses the price-perceived quality in the hotel industry. This may be affected by whether the hotel is star rated, the brand name of the hotel or the capacity of the hotel. Our goal in this paper is to offer propositions that can motivate empirical research pertaining to the factors that influence how consumers use the price-perceived quality heuristic to determine which hotel is worth the money that they are paying for. The findings will point to several ways that hotel managers and owners can realign programs and reallocate resources to raise profitability levels and reduce costs. Primary among them are the development and articulation of whether to upgrade to meet the star criteria, whether to invest in the brand name or to increase or decrease capacity.

Keywords: Price-Perceived Quality Heuristic, hotel, star rating, brand perception, capacity, proposition

11. INVESTIGATION THE RELATIONSHIP BETWEEN THE AUSTRALIAN STEAM COAL PRICE AND THE AUSTRALIAN STEAM COAL EXPORT: AN EMPIRICAL ANALYSIS

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ABSTRACT

This paper investigates the effects of Australian steam coal price on Australian steam coal export. The quarterly data of Australian steam coal price and the Australian steam coal export from 1992-2009 are employed to examine the effects. This study finds that the Australian steam coal price has a strong positive relationship with the Australian steam coal export and their relationships are becoming stronger rapidly. The findings suggest that the Australian steam coal price can determine the Australian steam coal export by 73 per cent in the period of 1998-2009 and 45 per cent in the period of 1992-2009. The empirical results of this analysis confirm that for each one US dollar increases in Australian steam coal price, the Australian steam coal export increases by 216,796 tonnes.

Keywords: Australian steam coal price; Australian steam coal export

12. PROJECT SUCCESS FACTORS AND INTER-SECTORAL DIFFERENCES

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ABSTRACT

Successful project management depends on a number of factors. These factors are generally categorized into procedural factors, structural factors and behavioral factors. In addition, the organizational structure and the sector also play a role in successful execution of the projects. This paper attempts to identify various factors that are important for successful project management and relate them to the type of organization. Two types of sectors namely public and private are considered in this paper. Data was collected from 235 senior project managers from the two sectors. The data was collected with respect to their perception in terms of the importance of various items. There were 21 items on which data was collected and Principal Component Analysis was used to extract 5 factors out of these items. Factor scores for each of these factors are calculated and these factor scores are used to identify the

relative importance of each of these 5 factors. These factor scores are compared between the two sectors to identify the specific nature of their importance in the two sectors.

Keywords: Project Success Factors, Principle Component Analysis, Sectoral Differences, Project Management

13. ORGANIZATIONAL LEARNING HAS OCCURRED! OR IS IT?

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ABSTRACT

Much research has been conducted on the topic of organizational learning. However, from the ways researchers have conceptualized organizational learning in their papers, it is not clear whether the concept that they had investigated is individual learning or organizational learning. Based on the organizational learning literature, we can group the ways researchers have conceptualized organizational learning into two broad categories: explicit organizational learning and implicit organizational learning. Under the category of explicit organizational learning, we can further divide it into two subgroups: codification conceptualization and performance conceptualization. In this paper, we propose that organizational learning researchers can contribute more to the organizational learning literature, and even the society at large, by keeping only the codification conceptualization of organizational learning in future research.

Keywords: Explicit Organizational Learning; Implicit Organizational Learning; Codification Conceptualization; Performance Conceptualization

14. RESIDENTIAL MORTGAGE SECURITIES CRISIS: WHY IT IS SO DIFFICULT TO MEASURE THE SIZE OF THE PROBLEM?

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ABSTRACT

The world has recently lived a financial crisis scenery which arose in the American real estate market. Part of that scenery is due to the lack of information concerning the size of the losses with real estate titles in the USA. Based on that, the objective of this work is to survey the causes that did not allow the accounting reports to show with accuracy the size of the losses with subprime mortgages. A secondary objective is to show the operation mechanism of receivables securitization and the reason why it is one of the responsible factors for the difficulty in estimating the value of that default. The work also makes a literature research of exploratory character to clarify why there is so much difficulty in discovering the exact value of the losses with default in the payment of real estate loans in the United States. The conclusion is that the process of taking out the real estate loans of the Balance Sheet of the Banks in the securitization process makes those titles to end up in the finance market investors' hands, hindering its measurement. In this work, several advantages for the financial institution to accomplish the securitization were raised, among them the reduction of demand of own capital to cover the risk of the operation, the lack of the need of withdrawal of the compulsory deposit and insurance recruiting and the decrease of the risk of discrepancy of periods (durations).

Keyword: World financial crisis, Securitization of assets, real estate subprime loans

15. TOWARDS UNDERSTANDING ePARTICIPATION IN THE PUBLIC SPHERE

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ABSTRACT

Speculation about the potential role of the Internet in eParticipation often centers on the question about whether collaborative software artifacts can be used to affect levels and styles of political participation. The Internet is generally recognized as an ideal medium for a pluralistically constituted public realm, and therefore, software artifacts that support eParticipation genres that engage public sphere constituents in policy making and evaluation are of particular interest. However, current research and discussion about how and when these genres should be applied in the context of policy making is unclear. This article therefore posits a preliminary taxonomy on eParticipation genres that are designed to foster meaningful dialogs between public authorities and constituents in the public sphere in order to nurture effective collaboration in policy-making stages.

Keywords: e-participation, life-world, public sphere, private sphere, e-government, policy stages

16. A STUDY ON THE MANAGEMENT OF RURAL HEALTHCARE DELIVERY FACILITY AND COMMUNITY INVOLVEMENT ROLE TO THE BENEFICIARIES OF RURAL HEALTHCARE IN INDIA

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ABSTRACT

This paper examines the healthcare delivery facility and community involvement role to the beneficiaries of rural healthcare in India .It provides an overview of the basic features and recent developments in rural healthcare infrastructure, services delivery to the beneficiary and accountability mechanisms. It examines the quality of healthcare services delivery by healthcare centers and community participation role. It then addresses recent policy proposals on the rural healthcare management and infrastructure improvement. The study makes constructive suggestions for innovative practices to improve the rural healthcare delivery services and the community involvement.

Keywords: healthcare, community, management, involvement, beneficiary infrastructure and development

17. GETTING TO THE CORE OF IT: INNOVATIVE TEACHING APPROACHES TO MATHEMATICS AND SCIENCE PREREQUISITES FOR BUSINESS MAJORS

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ABSTRACT

Teaching mathematics and science to undergraduates majoring in business can be a challenging task. Several strategies for undertaking this challenge are presented in this paper. These strategies are illustrated with examples and grounded in multiple intelligence theory and existing best practices in the field.

Keywords: math and science education, business undergraduates, multiple intelligence theory
