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**ABSTRACTS****1. ENVIRONMENTAL MANAGEMENT ACCOUNTING PRACTICES AND FIRM VALUE:  
AN EMPIRICAL INVESTIGATION OF ISO 14000 FIRMS IN THAILAND**

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**ABSTRACT**

*This study aims at investigating the effects of environmental management accounting practices (EMAP) on firm value of ISO 14000 firms in Thailand through mediating influences of accounting sustainability orientation, corporate governance establishment and social responsibility concentration via moderating effects of stewardship culture, accounting experience and corporate-stakeholder communication. EMAP consists of related environmental valuation, environmental awareness reporting, social impact recognition, environmental auditing focus, and stakeholder effect disclosure. Here, 133 ISO 14000 firms in Thailand are the samples of the study. The results present that social impact recognition and environmental auditing focus have an important positive association with accounting sustainability orientation, corporate governance establishment and social responsibility concentration. Stakeholder effect disclosure has a positive association with social responsibility concentration. Accounting sustainability orientation has a positive association with corporate governance establishment. Social responsibility concentration has an important positive association with both corporate governance establishment and firm value. In addition, executive vision for social survival has an important positive association with five dimensions of EMAP and public environmental sensitivity has positive association with dimensions except for related environmental valuation. Likewise, related environmental valuation and environmental awareness reporting are not the dimensions of EMAP, accounting sustainability orientation and corporate governance establishment have no relationship with firm value, and accounting experience and corporate-stakeholder communication are not a moderator either. However, corporate environmentalism, accounting learning competency and external situation uncertainty are no relationship on EMAP. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions for the future research are highlighted.*

**Keywords:** *Environmental Management Accounting Practices, Related Environmental Valuation, Environmental Awareness reporting, Social Impact Recognition, Environmental Auditing Focus, Stakeholder Effect Disclosure, Accounting Sustainability Orientation, Corporate Governance Establishment, Social Responsibility Concentration, Firm Value, Executive Vision for Social Survival, Corporate Environmentalism, Accounting Learning Competency, Public Environmental Sensitivity, External Situation Uncertainty, Stewardship Culture, Accounting Experience, Corporate-stakeholder Communication*

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**2. THE IMPACT OF THE HURST WINDOW IN THE FINANCIAL TIME SERIES FORECAST:  
AN ANALYSIS THROUGH THE EXCHANGE RATE**

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**ABSTRACT**

*It is known that there are many models for forecasting financial time series in the literature. It is also known that there is not a perfect model and that the most used ones nowadays are the recurrent neural networks and the ones of the GARCH family. International references point to the fact that there is a mensuration technique of a time window to identify the type of existing behavior in a time series. Such technique is known as the Hurst Exponent. It is a measure which qualifies the series as persistent or*

*anti-persistent. This work analyzed whether or not the Hurst Exponent interferes in the quality of the forecasts made with the recurrent neural network models with or without the use of the wavelet filter, making use of daily prices of the exchange rate from January 1998 to December 2010. Initial positive conclusions concerning the models used were obtained.*

**Keywords:** *Financial Market, Long-term memory in time series, Recurrent Neural Networks, Time Series, Simulation*

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### 3. FINANCIAL STATEMENT FRAUD AND CORPORATE GOVERNANCE

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#### ABSTRACT

*The present study is an extension of several prior studies investigating the relationship between audit committee and financial statement fraud. (Beasley, 1996) finds that audit committee presence is not significantly associated with the likelihood of financial statement fraud. (Dechow et al, 1996) and (McMullen, 1996) find a significant negative relation between the presence of an audit committee and fraud. (Abbott et al., 2000) examine audit committee effectiveness measured by independence and activity. They find that audit committees which comprised entirely of outsiders and meet at least twice annually are negatively associated with fraud. (Beasley et al, 2000) examine audit committee composition and activity in three industries and find a significant negative (positive) univariate difference in audit committees comprised entirely of outsiders (that meet less often) for fraud firms than no-fraud firms.*

*My study is different from prior studies in two ways. First, I use fraud risk indicators as developed by (Beneish, 1999) instead of using the SEC Accounting and Auditing Enforcement Releases. Second, I use more variables to measure the quality of audit committee. The results suggest that the probability of financial statement fraud decreases with the increase of audit committee quality measured by its composition and activity. The main result largely holds even after controlling for the effect of heavily represented industries in the sample. Overall, the result is consistent with the view that the financial statement fraud is most likely to occur when audit committee quality measured by its composition and activity is low. The main conclusion is: the higher the number of independent members in audit committee with at least one director has financial expertise; the higher the number and the longer of audit committee meetings with itself, auditors, and management, the lower is the probability of financial statement fraud. The study's results remain qualitatively identical in various specification tests.*

**Keywords:** *Audit Committee, Quality, Financial Statement Fraud*

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### 4. STRONGLY CONSISTENT ORDER SELECTION PROCEDURES FOR LONG AUTOREGRESSION FITTING

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#### ABSTRACT

*We propose new model selection procedures of the AIC-type for time series autoregressions. Precisely, we provide information-based selection criteria allowing for long autoregression fitting in finite samples, as the AIC, while being strongly consistent asymptotically. This refutes the Hannan-Quinn information criterion (HQIC) as being the strongly consistent criterion underestimating the least the true autoregressive order in large samples. The key features of our suggested criteria is that not only they better handle the dynamic structure of the multivariate data through a compound penalty-term, but also exhibit various degrees of parsimony through a parameter  $\epsilon$  that once it grows to infinity our criteria become particularly inconsistent. Although derived under the realistic assumption that the true data generating process underlying the multivariate structure of the data is an infinite-order VAR process*

(possibly a VARMA), our criteria handle the finite-order setting since the latter may be thought as an approximation to the former. Using VAR models previously studied in the literature, extensive Monte Carlo (MC) simulations on: (i) the small-sample distribution of the lag-order estimates; (ii) the whiteness of the implied residuals; (iii) the short and long-run forecast performance; and (iv) the empirical coverage of related forecast confidence intervals, show that, overall, our selection criteria outperform the conventional ones, namely AIC, HQIC and the Bayesian information criterion (BIC) on all these issues. Further, we stress the relevance of our criteria in checking whether a candidate autoregressive lag-order estimate is likely to be the best fit to the data at hand, as illustrated from real data. For modeling and forecasting the German and U.S. term structure of interest rates, we finally show that our criteria not only outperform by far the HQIC and the BIC, but also are more efficient than the AIC, in particular for the U.S. case.

**Keywords:** Time Series; Infinite Order Autoregressions; VAR Models; VARMA Models; Model Selection; Information Criteria; Strongly Consistent Asymptotically; Monte Carlo Simulation; Lag Order; Portmanteau Test; forecasts; Confidence Intervals; Term Structure; Interest Rates

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## 5. PREDICTION OF EMPLOYEE ATTRITION USING WORK-PLACE RELATED VARIABLES

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### ABSTRACT

Employee attrition is one of the most important issues faced by organizations today. Different organizations employ different strategies to minimize employee attrition. There have been many studies which relate employee attrition to various variables including demographic and behavioral variables. Various models have been used to predict the employee attrition. Many of these models use classification techniques such as classification trees and artificial neural networks. The variables used in many of the models are either demographic or behavioral variables. This study used classification models using work-place related variables to predict employee attrition.

**Keywords:** Employee Attrition; Work-place related Variables; Classification Techniques; Prediction Accuracy

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## 6. AN INTEGRATIVE FRAMEWORK CAPTURING CUSTOMER SATISFACTION AND SERVICE QUALITY IN CALL CENTERS

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### ABSTRACT

In the telecommunication industry, almost 90% of customers using call centres' services are existing service subscribers. Call centres are therefore a fundamental weapon for customer relationship management and customer retention in the industry. This conceptual paper offers a framework that integrates components of both customer satisfaction and service quality models in the telecommunication industry, particularly in call-centre business. The study attempted to set up an integrated model of the customer expectations, technical factors and the competence of frontline staff in call centres and their relationships with the customer satisfaction, with a view to filling gaps in the research concerning this topic. Theoretical implications, as well as practical implications for crisis management, are discussed.

**Keywords:** Call Center, Customer Satisfaction, Customer Expectations and Service Quality

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## 7. PUBLIC PERCEPTIONS REGARDING THE FEDERAL ESTATE TAX

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### ABSTRACT

*There is considerable national debate as to the merits of the federal estate tax. In light of the upcoming presidential election, there is a strong likelihood that the debate will continue at least in the short term as to whether the tax should be repealed or at least changed, and depending on the outcome of the election, the country may once again see one or more changes being made to the country's tax system. This paper summarizes the results of a study undertaken by the authors which consisted of a survey administered to over 500 respondents in late 2011. The results of this study suggest that the survey respondents are not in favor of the federal estate tax. Assuming these results can be generalized to the population would suggest that a large portion of the population is not in favor of the estate tax. Presently the estate tax does not generate a significant amount of revenue in relative terms, yet pressure may be felt by newly elected public officials to take future steps to not only reduce government spending but also maintain or even increase tax revenue. As a practical matter large-scale support for repeal of the estate tax may be lacking given that it affects only a small, albeit powerful, percentage of the population.*

**Keywords:** *Federal estate tax, taxation, taxpayer perceptions*

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## 8. THE PARADIGM OF THE NEW MILLENNIUM MANAGEMENT: A STUDY OF BRAZILIAN BANKS PERFORMANCE

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### ABSTRACT

*The Brazilian financial market has suffered deep recent alterations due to several factors, such as economy under controlled inflation; interest rates on the way to levels closer to the ones of more stable economies, entry of foreign capital, components of international management, open corporations, among others. Therefore, the questions which guide this research are: In this last decade, marked by a deep management paradigm change for the financial organizations in Brazil, was the performance of the big banks, compared to the medium-size banks, higher? Are the differences of scale and shareholding composition related to a positively differentiated performance? Based on information extracted from financial statements of all the Brazilian financial institutions with activities performed in at least a year in the period from 2000 to 2009, the indexes of Brazilian banks were calculated and grouped in financial-economic indexes, sales performance, cash generator and financial balance, capital structure and leverage, profitability and value creation. The results, considering a 95% reliability level, show that there was not significant difference between the economic-financial performance of big and medium-size banks and that the main differences occurred concerning the cash generation, immediate liquidity, own working capital, capital structure and financial leverage.*

**Keywords:** *Big and medium-size banks, economic-financial performance, Brazilian financial system*

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## 9. THE ROLE OF INSTITUTIONS IN EXPLAINING FOREIGN DIRECT INVESTMENT RETURN-DIFFERENTIALS

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### ABSTRACT

*Using data from U.S. multinationals operations abroad and foreign multinationals in the U.S. this paper analyzes the role of institutional development on a country's returns on Foreign Direct Investment (FDI). Previous studies' conflicting findings on the over-performance or underperformance U.S. FDI returns relative to the rest of the world are clarified under the light of the importance of institutions: better institutions in the host country are associated with higher returns on incoming FDI. This perspective, for instance, solves the puzzle of the better performance of emerging markets FDI in the U.S. relative to U.S. FDI in such regions.*

**Keywords:** *Foreign Direct Investment; Multinational Corporations; Direct Investment Returns*

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## 10. AUDIT COMPETENCY AND AUDIT SURVIVAL OF CPAs IN THAILAND: AN EMPIRICAL INVESTIGATION OF THE ANTECEDENTS AND CONSEQUENCES

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### ABSTRACT

*The key purpose of this research is to empirically investigate the relationships between audit competency and audit survival for the certified public accountants (CPAs) in Thailand. In this reason, audit competency is the independent variable and it is measured by four dimensions, namely audit knowledge, audit skills, audit improvement, and audit reliability. Audit Competency is hypothesized to be positively associated with the consequence variables such as effective audit judgment, efficient audit practice, audit report quality, and audit performance. Audit survival is the dependent variable of the research. Audit skepticism, social responsibility, and environmental turbulence are determined as the moderator variables. Audit ethics, audit attitude, audit experience, audit change and stakeholder expectation are assigned as antecedents of audit competency. The sample of the study was 117 CPAs in Thailand. The results found that audit competency in dimension of audit skills, audit improvement, and audit reliability has a significant positive influence on effective audit judgment. Audit competency in dimension of audit reliability has an important positive impact on efficient audit practice. Effective audit judgment and efficient audit practice have an important positive impact on audit report quality. Efficient audit practice and audit report quality have the important positive impact on audit performance. Thus, audit performance has the important positive impact on audit survival. All of moderators in this study do not affect the aforementioned relationships. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.*

**Keywords:** *Audit Competency; Audit Knowledge; Audit Skills; Audit Improvement; Audit Reliability; Effective Audit Judgment; Efficient Audit Practice; Audit Report Quality; Audit Performance; Audit survival*

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## 11. THE IMPACT OF STUDENT CENTEREDNESS ON THE 'TEACHER AS LEADER' EFFECTIVENESS IN DEFENSE OF STUDENT 'MANAGEMENT BY OBJECTIVE'

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### ABSTRACT

*This is a paper on application of "emotional intelligence with student centeredness" in the classroom setting so that the instructors with emotional intelligence will be driven to be more "student oriented" rather than just "teaching oriented." The concept is derived from the effect of mentoring on teachers which tends to improve not only the student learning outcomes, but also the teachers' student centered effectiveness, in delivering good student learning outcomes. In a classroom which dealt with the "principles of management," the principle of student centeredness for better learning outcomes was applied. The impact of student centeredness allows the teacher to refrain from the application of administrative and authoritative interventions in the classroom setting which make for the teaching effectiveness from the input side (CIPP –content, instruction, process, product delivery). The teacher becomes the mentor for each student where his individual interventions work like guiding each student's individual success. In this class the students were given all opportunities for success by allowing them to improve their work from any level of competence, to maximum competence, as shown in their grade book. There were two such classes: one with traditional teaching and administrative interventions with carrot and stick (control); and the other with student centeredness and cooperative learning framework with no "hot stove" treatment (experimental). It is believed, that from the two sections offered, the mentored class (experimental) will be more outcome oriented toward student success than the one with administrative intervention (control) of the teacher.*

*It is believed that the experimental class and controlled class performance results will be significantly different.*

**Keywords:** *Student Centeredness, Effective learning outcomes, "Teacher as leader" development*

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## 12. YOU'RE SO VAIN...WANT TO BUY A COUNTERFEIT PRODUCT? AN EXPLORATORY STUDY OF VANITY AND COUNTERFEIT PRODUCT PURCHASE

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### ABSTRACT

*Counterfeiting, the reproduction of legitimate products for profit, has impacted the global economy drastically and is valued at \$600 billion. The current research (n= 129) explores the relationship between gender, personal vanity, as measured by Netemeyer, Burton and Lichtenstein's (1995) vanity scale, and attitude towards counterfeit products. Men with a high view of their achievements were more likely to intentionally purchase counterfeits than females with a high view of their achievements. However, there was no significant relationship between overall attitude towards counterfeiting and vanity. Implications of results and recommendations for future research are presented.*

**Keywords:** *Vanity, Counterfeits, Attitudes, Intention to buy*

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### 13. TREND OF THAILAND JEWELRY EXPORT TO THE USA MARKET

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#### ABSTRACT

*The purpose of this study is to determine the direction of gems and jewelry exports of Thailand to the U.S. market. From this research, analyzes factors that determine demand for imports of gems and jewelry from Thailand, the United States each of the Diamond, Gem and Jewelry. Trends and forecasts the export of gems and jewelry in Thailand to the U.S. market. The results are as follows:*

*Factors influencing demand for imports of gems and jewelry from Thailand, the United States found that the price (C.I.F) and exchange rates (Baht per U.S. dollar). Influence the amount of imports of gems and jewelry, each of the diamonds, Gem, and Jewelry. Statistically significant at the 0.01 level.*

*Forecasting the outlook for exports of gems and jewelry in Thailand to the U.S. market through three types of Diamond, Gem, and Jewelry is increasing continuously. It is important the government focus on quality.*

**Keyword:** *Diamond, Gem, and Jewelry*

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### 14. EMBEDDING A MENTORING PROGRAM WITHIN A UNIVERSITY BUSINESS COURSE

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Ruth Hills, Griffith University, Brisbane, Australia  
Michelle C. Barker, Griffith University, Brisbane, Australia  
Arthur Poropat, Griffith University, Brisbane, Australia  
Ray Hibbins, Griffith University, Brisbane, Australia  
Sally Borbasi, Australian Catholic University, Brisbane, Australia

#### ABSTRACT

*In this paper, we examine the benefits and challenges of embedding a cross-cultural student mentoring program within a business course structure. In all, 136 students undertaking a second-year business training and development course mentored 161 student mentees from a university pathway program or from a first year business course. Mentors paired up with mentees from a different cultural background to their own, and then met at least three times as part of their course requirements. Feedback from both mentors and mentees regarding the program was largely positive, and a measure of success was that 45% of both mentors and mentees wished to continue the relationship with mentoring partners after the completion of mentoring requirements. Mentors and mentees were highly positive about the value of mentoring, for mentees particularly in regard to increasing information about the university and for mentors the value of the mentoring relationship. The challenges of embedding the mentoring program in a business course included the short duration of the mentoring and the lack of commitment from some volunteer mentees. We conclude with recommendations for further research to explore the efficacy of conscripted mentors compared with volunteer mentors.*

**Keywords:** *Peer Mentoring; Embedding Mentoring; Student Mentoring; Business Teaching; Cross-Cultural.*

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**15. INVESTIGATING THE INFLUENCE OF SUBSIDIARY INITIATIVES ON THE RELATIONSHIP BETWEEN HEAD OFFICE AND SUBSIDIARY**

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**ABSTRACT**

*This research is underpinned by the resource dependence theory in investigating the relationships of precedent subsidiary initiatives with influence of subsidiaries and autonomy of subsidiaries via two mediators: head office heed and head office monitoring. Also, this research focuses on the moderating effect of intra-organizational communication effectiveness. This is accordingly a first attempt to fill a knowledge gap in the literature. The findings show that precedent subsidiary initiatives have direct relationships with influence of subsidiaries as well as autonomy of subsidiaries. This is in part consistent with and in part contradicts the literature. Moreover, intra-organizational communication effectiveness is found to moderate significantly and negatively the relationship between precedent subsidiary initiatives and head office monitoring.*

**Keywords:** *Subsidiary Initiative, Subsidiary Influence, Subsidiary Autonomy, Head Office Monitoring, Head Office Heed, Headquarters' Attention, Headquarters' Monitoring, Intra-organizational Communication Effectiveness*

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**16. THE LONELY SHOPPER: HOW SELF-REGULATION MEDIATES THE RELATIONSHIP BETWEEN LONELINESS AND IMPULSIVE BUYING**

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**ABSTRACT**

*Loneliness is a common and distressing problem for millions of Americans. People adopt a variety of strategies to mitigate the aversive and painful emotional experience, such as rebuilding social network, exercising, and shopping. This research examines a positive relationship between loneliness and consumer impulsive buying. In addition, we investigate a mediation mechanism underlying the increased tendency to buy observed among lonely consumers. Empirical evidence from a survey study suggests that loneliness is negatively associated with self-regulation, which in turn leads to increased impulsive buying.*

**Keywords:** *loneliness, self-regulation, impulsive buying, retailing, mediation analysis*

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