

**ABSTRACTS****1. ETHICAL DECISION MAKING OF AUDITORS IN THAILAND: EFFECTS ON PROFESSIONAL IMAGE, AUDIT TRUSTWORTHINESS, AND CUSTOMER COMMITMENT**

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**ABSTRACT**

*The purposes of this study are (1) to assess the existence of effects of ethical decision making on audit trustworthiness and professional image (2) to examine the effects of professional image on audit trustworthiness (3) to study the effects of professional image and audit trustworthiness on customer commitment, (4) to identify factors that influence ethical decision making in auditors context, especially professional environment and social expectation. The results of this study show that ethical decisions making of auditors in Thailand have positive effect on professional image and audit trustworthiness, then professional image has positive effect on audit trustworthiness, including professional image and audit trustworthiness are positive effect on customer commitment. In addition, legitimacy requirements, desires of stakeholders, integrity and objectivity, and professional competence are likely to have positive influences on ethical decision making. Finally, contributions, suggestions for further researches, and conclusion of the study are highlighted.*

**Keywords:** *Ethical Decision Making, Professional Image, Audit Trustworthiness, Customer Commitment, Legitimacy Requirements, Desires of Stakeholders, Integrity and Objectivity, and Professional Competence*

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**2. SPORTS AND GOOFING OFF AT WORK IN CHINA AND THE U.S.: ATTITUDES AND BEHAVIOR**

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**ABSTRACT**

*American business students perceived more interpersonal and career benefits from sports participation and saw more similarity between business and sports than did Chinese students. In the U.S. men were more involved in sports and perceived more benefits from sports than did women but this was not the case in China. Americans expressed more favorable attitudes toward goofing off at work and admitted to more goofing-off behavior than did Chinese students. Among the Chinese those highly involved in sports had the most negative attitudes towards goofing off. However, in the U.S. those most involved in sports had the least negative attitudes toward goofing off. Sports involvement correlated positively with self-reported goofing-off behavior among the Americans, but not among the Chinese. Men from both countries reported having goofed off more at work than did their female counterparts. The desirability of striving to make the workplace fun and the cross-cultural applicability of the traditional U.S. business model based on sports are discussed.*

**Keywords:** *China, Gender, Culture, Sports Participation, Fun at Work*

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### 3. AN EXAMINATION OF EXECUTIVE COMPENSATION PRACTICES: MANAGERIAL POWER OR AGENCY THEORY?

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#### ABSTRACT

*This study examines managerial power's and agency theory's abilities to explain executive compensation structures in corporations. At the theoretical level, I find that compensation setting process is influenced by both managers' powers over the board and by managers' interests being properly aligned through long-term incentive-based compensation contracts. However, the extensive empirical evidence on executive compensation is more consistent with the predictions of the managerial power approach, since this approach better explains significant features of the executive compensation landscape, including ones that have been long regarded as puzzling under the optimal contracting approach.*

**Keywords:** Executive Compensations, Managerial Power, Share Maximization

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### 4. THE STAGE OF KNOWLEDGE IN THE FIELD OF INTERNATIONAL ACCOUNTING HARMONIZATION

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#### ABSTRACT

*Accounting is a technology that applies in a variety of political, economic and social environments. These aspects always had both national and international valence, but starting with the '90s, the globalization of accounting regulations and practices has gain a special emphasis, so that a national vision on financial reporting and the accounting system is no longer sustainable (Nobes and Parker, 2006, p. 6). Therefore, considering the developments within these fields (political, social and economic), it has come to the situation where a global accounting environment exists, the unity of financial reporting being more and important while still maintaining a certain level of national diversity. Still, differences in the field of financial reporting are considered as being normal (Nobes and Parker, 2006, p. 4), ad this due to an assembly of determinant factors, either in a positive or negative way. In order to get to know the global accounting environment and to dimension accounting diversity it is first needed to review the extant trade literature. This paper brings its contribution to scientific knowledge through analyzing trade literature in the field of international accounting harmonization.*

**Keywords:** international accounting harmonization, de jure harmonization, de facto harmonization, international accounting convergence

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### 5. PSYCHO-SOCIAL IMPACT OF MORTGAGE FORECLOSURE

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#### ABSTRACT

*The current mortgage foreclosures and the economic downturn in the United States are having devastating consequences on individuals and families, including widespread distress. This fiscal distress has raised numerous questions regarding the effectiveness of the psychological and social systems along with existing measures to address the stresses on individuals and families. Given the pervasive mortgage foreclosures, it is imperative that current psychological and social measures in place to assist*

families during times of crisis be re-evaluated for their effectiveness, and if necessary, adjusted. It is possible that early warning signs of trouble and the associated negative psychological impact on individuals and families could be identified. In this manner, it may be possible to circumvent some of the potentially devastating impact on individuals and families. In this paper, we identify several factors that have led to the widespread mortgage foreclosures in the United States. We note the psychological and social impact of the mortgage crisis on the U.S. family system, and examine the impact of stressors associated with foreclosure on various members of the family. Further, we present family coping strategies, and also discuss various psychosocial interventions, potential treatments and measures available for relief. We end the paper with lessons learned from the current economic crisis and offer recommendations to individuals and families to assist in avoiding psychosocial stresses emanating by fiscal downturns in the future.

**Keywords:** Mortgage, default, foreclosure; psychological and social stresses; trauma; modes of interventions; coping mechanisms

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## 6. 'TIL DEBT DO US PART: AN EMPIRICAL ANALYSIS ON WHETHER CONSUMER SENTIMENT INFLUENCES THE USE OF REVOLVING CREDIT IN AUSTRALIA

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### ABSTRACT

The rising level of revolving credit (credit cards) in Australia over the past 25 years has generated enormous interest from policymakers, the media, consumer advocates and academics, particularly with the uncertainty regarding consumers' ability to meet their financial obligations due to the current financial upheaval. Revolving credit in Australia, like many other advanced countries, represents the most significant component of personal consumer debt, after home mortgages, and has risen quickly in recent years. The major objective of this paper is to examine whether the index of consumer sentiment and its changes, as measured by the Westpac-Melbourne Institute Survey of Consumer Sentiment has any predictive ability in explaining the aggregate use of revolving credit for Australia.

**Keywords:** Granger Causality Tests, Consumer Sentiment, Consumer Debt, Revolving Credit

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## 7. RECENT AND ONGOING ADVANCES IN ECONOMETRIC METHODOLOGY FOR APPLIED RESEARCH

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### ABSTRACT

This paper discusses the recent and ongoing advances in econometric methodology for applied research. It is focused on the recent developments in cointegrating linear, non-linear and asymmetric dynamic time series techniques including the wavelet approach as well as the static and dynamic panel techniques.

**Keywords:** Linear and non-linear/asymmetric dynamic time series, wavelet and panel techniques

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## 8. THE RELATIONSHIPS BETWEEN PERFORMANCE EVALUATION EFFECTIVENESS AND JOB SATISFACTION OF ELECTRONICS MANUFACTURING IN THAILAND

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### ABSTRACT

*Nowadays, the successful company must not rely only on customer satisfaction but on employee effectiveness as well. The key issue on employee effectiveness might be on the loyalty and job satisfaction. Thus, this study investigates the impact of performance evaluation effectiveness on job satisfaction mediated by employee loyalty. In addition, the aim of this study is to examine the two moderator effects: organization vision and intra-communication effectiveness influencing on the relationship between performance evaluation effectiveness and employee loyalty. The dimensions of performance evaluation effectiveness are distinguished in five dimensions consisting of monitoring improvement, employee competency development, coordination efficiency, accountability increase, and feedback quality. The result indicates that quality of feedback is important with lead to employee loyalty. Moreover, the result suggests that performance evaluation effectiveness, organization vision, and intra-communication effectiveness are incorporated to enhance employee loyalty. Ultimately, the result supports the strongly positive relation between employee loyalty and job satisfaction. The limitations and suggestions for future research are presented.*

**Keywords:** Performance Evaluation Effectiveness, Employee Loyalty, Job Satisfaction, Organization Vision, Intra-communication Effectiveness.

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## 9. EFFECTIVENESS OF ACADEMIC SUPPORT STRUCTURES FOR ELEMENTARY EDUCATION IN TWO SOUTHERN STATES OF INDIA

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### ABSTRACT

*Imparting quality education for all is an avowed goal of elementary education in India. Towards achieving this end, academic support structures were put in place. It was imperative for the Government to assess their effectiveness to further strengthen the elementary education system. This paper based on an empirical study identifies the strengths and weaknesses of these structures in two southern states of India. The findings provide pointers to the respective states to further strengthen these structures.*

**Keywords:** Elementary Education, Sarva Shiksha Abhiyan, Academic Support Structures

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## 10. CASE PRESENTATION: COURSE AND DEGREE PROGRAM ASSESSMENT FOR A SCHOOL OF BUSINESS AND ECONOMICS

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### ABSTRACT

*A fully implemented plan for continuous improvement is now a required element of accreditation at the disciplinary and regional levels. This plan must include student learning outcomes at the course and*

degree program levels, an assessment of student work to determine if students have learned at desired levels, and a feedback loop that allows faculty to use assessment information to make changes to improve student learning. The development and implementation of assessment plans is still in its adolescence and business schools across the country are addressing the challenges, and in some cases resistance, to assessment activities. The Martin V. Smith School of Business and Economics at California State University Channel Islands has approached these challenges by asking all faculties to assess one of their course outcomes in every course. The outcome selected must be aligned with a business degree level outcome. Once these assessments are completed, they are aggregated to produce an annual assessment of the bachelor's degree in business. This model has several advantages including, perhaps most importantly, the involvement of all business school faculty. The greatest challenges faced in implementing this model have been summarizing and interpreting the results, and in "closing the loop."

**Keywords:** Education, business school faculty

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## 11. SATISFACTION OF THE CREDIT CARD HOLDERS OF THE PUBLIC, PRIVATE AND FOREIGN SECTOR BANKS

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### ABSTRACT

Payment system has under gone drastic change world wide, starting from barter system of payment to metal coins, from metal coins to paper currency and from paper currency to the present plastic money. Plastic money is considered as a preferred way of payment by the people in the developed countries and also in the developing countries. Credit cards had a slow start in India in the early Eighties and predominately in the hands of a few foreign sector banks. Following the economic boom in the Nineties, there is more disposable income in the hands of people in India, and that has changed their spending, consumption and payment habits. The conservative Indian consumer started to prefer payment through credit cards than cash and debit cards. As credit card use started to pick up, some of the private sector banks and public sector banks also showed interest in investing in the credit card business. The present study tries to evaluate the growth of credit card business in India and Satisfaction of the Public, Private and Foreign Sector bank credit card holders.

**Keywords:** Payment, Credit, Banks

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## 12. QUANTITATIVE EVALUATION ON INDIGENT CRIMINAL DEFENSE FUNDING

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### ABSTRACT

This article takes a quantitative approach to build upon McKinney and Shao's (2008) qualitative contribution concerning resource allocation of indigent criminal defense programs. By comparing public funds of multiple societies over time, we are able to add important knowledge surrounding property rights valuations using a new concept called GDP Indexed Purchasing Power Parity. The findings of this study show that GDP-PPP provides for better indigent criminal defense analysis than per capita figures.

**Keywords:** Indigent Defense, Economic Values, Public Funds, Criminal Policy

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### 13. BABY CORN BUSINESS UNDER THE CONTRACT FARMING SYSTEM

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#### ABSTRACT

*The objectives of this research are to compare the production costs and returns between contract and non-contract farmers on baby corn production and the procurement costs of the company through contract versus non-contract (open market) channels. The data were collected during the crop year 2005/2006 from 60 farmers in Kanchanaburi and Nakhon Pathom provinces, including 30 contract farmers and 30 non-contract farmers.*

*The results of this study show no significant differences in the socio-economic situations of contract and non-contract farmers. The production costs and returns between the two groups of baby corn farmers demonstrate that the contract farmers have higher costs and higher net incomes than the non-contract farmers. The higher production costs mandate farmers to follow the specifications of the production line to meet the required standard. The investment in baby corn production for contract farming has lower risk than non-contract farming. In addition, the results also show that the procurement cost via the contract channel is higher than the non-contract channel, because the contract prices, on the average, are higher than non-contract prices. However, the contracting company is willing to pay higher costs for standard products of which the source of origin was known.*

**Keywords:** *Baby Corn, Contract Farming, Production Costs*

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### 14. CONSUMER MARKETING REPLICABILITY: CONCEPT AND STRATEGIES

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#### ABSTRACT

*In this conceptual paper, it is argued that companies need to adapt to the impact globalized broadband Internet has on the marketing of goods in terms of replicability, a concept based on consumer satisfaction and the cost of obtaining the same subjective consumption experience from another source (including producing it yourself). Three types of goods are defined: non-, semi- and completely replicable. Firms offering non- and semi-replicable goods will still make profits, while it is argued that in the long run, firms offering only completely replicable goods will not be competitive, and disappear. The theoretical argument is illustrated by the recent development of the movie industry in terms of replicability of the goods offered. It is argued that firms need to perform an in-depth analysis of their current consumers in order to be able to segment them in terms of their perception of replicability of the goods. Three strategies for handling replicability are presented: branding, bundling and pricing. These entail perceptual repositioning from replicability towards non-replicability in the mind of consumers, as well as directing differentiated pricing strategies towards each consumer segment.*

**Keywords:** *Replicability, Consumer Perceptions, Movie Industry, Branding, Bundling, Pricing*

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### 15. CULTURAL ECOLOGY IN THE CROSS-CULTURAL MANAGEMENT RESEARCH: A PROCEDURAL ANALYSIS MODEL

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#### ABSTRACT

*In this paper, the emerging area of cultural ecology will be discussed and reflected upon. There have been attempts to include cultural ecology in cross-cultural management research, but they have often*

failed to capture the real essence of it, due to the lack of a systematic conceptualization of cultural ecology. This paper, therefore, aims to provide the first conceptual framework for the field of cultural ecology, particularly within the cross-cultural management concern. In the first part of this paper, an overview of what cultural ecology is, and what it relates to, will be presented. Then, three major lines of thinking in cultural ecology will be discussed. Finally, a workable procedural model is presented.

**Keywords:** cultural ecology, cross-cultural management, cultural change, international management

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## 16. COMPETITION IN INTERNATIONAL MICRO-NICHE MARKETS: NEW ENGLAND HIGH-TECH SMES

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### ABSTRACT

*Competitive Intelligence (CI) is reported in the literature as critical to the success of small to medium-sized enterprises (SMEs) engaged in international business activity. In prior studies the authors have surveyed high-tech US SMEs doing business internationally, with the surprising result that they did not favor internet-based information gathering for CI purposes. To better understand why respondents did not favor internet-based sources of CI we conducted semi-structured interviews with representatives of 30 companies from an earlier study who agreed to be interviewed regarding what they viewed as critical challenges for their international business activities as well as key competencies important for success. We found that these companies often operate in very small, micro-niche markets where much of the information regarding competitors is attainable through direct contact with customers, distributors, and others as part of normal business activity. The type of information available online is often too old and aggregated for their purposes. Thus they tend to rely on classic elements of informal CI gathering rather than information readily available on the internet.*

**Keywords:** competitive intelligence, international niche markets, small to medium-sized enterprises

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## 17. CULTURE AND PERSONAL VALUES: THEORY AND REVIEW

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### ABSTRACT

*This research lays the theoretical foundations to explore the relationship between culture, measured by the four dimensions of Hofstede's theoretical framework (i.e., Collectivism, Masculinity, Power distance, and Uncertainty avoidance), and personal beliefs and values, measured by the six dimensions of Foltz & Miller's (1979) model (i.e. Achievement/Experience, Behaviorism/Humanism, Detachment/Involvement, Positivism/Negativism, Theism/Nontheism, Tolerance/ Intolerance). The first study that develops the theoretical foundations to explore the relationship between culture and personal beliefs and values, the research predicts that culture affects beliefs and values. It anticipates 24 negative and 24 positive relationships between the four independent and six dependent variables. This study is valuable to global marketers because Hofstede cultural framework allows managers to identify differences in beliefs and values of consumers across different cultures and thus provides a theoretical base for designing more effective global marketing strategies.*

**Keywords:** Personal Beliefs and Values, Culture, Hofstede's Theoretical Framework, Foltz and Miller Model, International Managers, Conceptualization, Literature Review

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**18. OVERVIEW OF THE NEW ACCOUNTING STANDARDS OF FASB NO. 141R AND 160**

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**ABSTRACT**

*Under the new accounting standards, the direct expenses for business combination must be treated as a reduction of equity, while the indirect expenses must be expensed. The acquiree's identifiable net assets must be revaluated according to the fair value. If the acquirer's cost of investment is greater than the acquiree's identifiable net assets, the difference is treated as goodwill; otherwise, it is accounted for as gains on bargain purchase. If there was a prior investment, it must be remeasured according to the acquiree's fair value. It may result in a gain or a loss. After the parent company has obtained controlling interest, consolidation becomes required. Goodwill must be determined and recognized at that time. It must be so determined that it represents both the parent's share and the noncontrolling interest's portion. If the parent does not fully own the subsidiary, the noncontrolling interest must also be established. If there is a difference in an equity transaction it must be treated as an additional paid-in capital, rather than a gain or a loss. If the parent loses controlling interest of the subsidiary, any difference in an equity transaction is recognized as a gain or a loss.*

**Keywords:** *Business combination, consolidation of financial statement, fair value, step acquisition, goodwill, gains on bargain purchase, noncontrolling interest, equity transaction, deconsolidation*

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**19. ORGANIZATIONAL ENCOURAGEMENT AND CREATIVITY OF GEM AND JEWELRY FIRMS IN THAILAND**

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**ABSTRACT**

*This study investigates the effect of organizational encouragement on creative outcomes through creative behavior as the mediator. According to the existing literature, creativity is an origin of all innovation which has competitive advantage. Thus, creativity is important for a long-term survival of firms. We postulate that three dimensions of organizational encouragement (i.e. mentoring activity, employee training, and supervisory support) create the contextual influence on creative behavior (i.e. knowledge utilization, employee enthusiasm, and working inspiration), and contribute to creative outcome. The overall result reveals that organizational encouragement has a strong impact on creative behavior. Furthermore, knowledge utilization, employee enthusiasm, and working inspiration are mediators. Consequently, theoretical and managerial contributions, future research, and recommendations are presented.*

**Keywords:** *Organizational Encouragement, Creative Behavior, Creative Outcome, Mentoring Activity, Employee Training, Supervisory Support, Knowledge Utilization, Employee Enthusiasm, Working Inspiration, Intraorganizational relationship*

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**20. UNDERSTANDING GOVERNANCE AND CORPORATE BOARDS: IS THEORY A PROBLEM?**

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**ABSTRACT**

*This paper focuses on a cross-section of scholarly articles investigating the influence of corporate boards on firm performance. The objective was to use a neutral-theoretic perspective to compare findings and gain insight into plausible reasons for the extensive incongruence between studies and the no-influence findings of others. From our final sample of one hundred fifty-six studies, we identified study theoretic perspectives, most commonly investigated board attributes, and most frequently used performance variables. Studies were compared and contrasted to discover significant areas of agreement and disagreement. We concluded that while scholarly research has contributed richly to an important body of knowledge, the common practice of tethering to a theoretic perspective such as stewardship, agency, or resource dependency theories may inadvertently influence study findings. Additionally, studies relying on only one or two performance measures (accounting, market, or Tobin's q) are inflating the probability of missed or misinterpreted findings. Suggestions for future research are offered.*

**Keywords:** *Dominant Research Paradigm, Boards of Directors, Corporate Financial Performance, Agency Theory, Stewardship Theory, Resource Dependency Theory*

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