

**ABSTRACTS****1. THE RESPONSE OF MONETARY POLICY TO RECESSION: EVIDENCE FROM CROATIA**

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**ABSTRACT**

*Croatia has experienced the onset of the world financial crises and its spillover effects onto the real sector, i.e. recession, slightly later than the other EU countries. Monetary policy guided by the Croatian National Bank has responded quickly, responsibly and decisively to adverse economic developments. However, the Croatian economy continues to face a severe recession and its economic prospects remain burdened with uncertainty. Considering the economic situation since the last quarter of 2008 in Croatia three periods can be distinguished. Each period called for different monetary focus and measures. This paper examines and discusses monetary policy responses in each time period. It is concluded that macroeconomic policy mix (including committed monetary policy, fiscal and wage policies and open economic conditions) should be considered in order to lead out the country from recession and build healthy base for its economic growth and prosperity.*

**Key words:** financial crises, recession, monetary policy, Croatia, Croatian National Bank

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**2. ACCOUNTING PRACTICE EFFECTIVENESS AND FINANCIAL PERFORMANCE OF THAI LISTED FIRMS: MEDIATING EFFECTS OF DECISION MAKING EFFICIENCY FOR TAX MANAGEMENT, COMPETENT RESOURCE ALLOCATION, AND STRATEGIC PLANNING SUCCESS**

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**ABSTRACT**

*This paper examines the effects of accounting practice effectiveness on financial performance of Thai listed firms via decision making efficiency for tax management, competent resources allocation, and strategic planning success as mediators, and also moderated by information technology. Moreover, this study tests accounting standard understanding, accountant's competency, and corporate culture excellence as the antecedent of accounting practice effectiveness. Accounting practice effectiveness consists of four dimensions: 1) adequate financial information integration, 2) useful financial reporting establishment, 3) effective financial reporting dissemination, and 4) accounting information trustworthiness. Thai-listed firms are used to be the population and sample. The data were gathered from 522 Thai-listed firms. The results show the positive relationship between accounting practice effectiveness and financial performance. In addition, three antecedents of accounting practice effectiveness have a significant direct effect on accounting practice effectiveness. Moreover, the effects of information technology implementation moderate the relationship among accounting standard understanding, accountant's competency and accounting practice effectiveness. Surprisingly, information technology implementation does not moderate the relationship between corporate culture excellence and accounting practice effectiveness. Giving potential discussion is competently implemented in the study. Research implication, suggestions for future research and conclusion are presented.*

**Keywords:** Accounting practice effectiveness, Decision making efficiency for tax management, competent resources allocation, Strategic planning success, financial performance, Accounting standard understanding, Accountant's competency, corporate culture excellence, Information technology implementation

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### 3. NEOLIBERALISM, EARNINGS MANAGEMENT AND EXECUTIVE COMPENSATION: A CRITICAL EXAMINATION OF LUCENT TECHNOLOGIES

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#### ABSTRACT

*The ideology of neoliberalism prevalent in the 1990s supported a deregulatory climate and fostered a change in perceptions within the marketplace. Neoliberalists promote “free market” competition and deregulation. They argued that competition allocates all society resources efficiently and therefore, governmental regulation should go away. Neoliberalism fosters corporate hegemony. The prevalence of neoliberalism is responsible for the frequent occurrence of business scandals in the early 2000s. This paper is an in-depth analysis of one company in an industry, telecommunications, significantly affected by the neoliberal climate: Lucent Technologies. Our objective is to highlight the interrelationships between deregulation, earnings management and stock compensation, and the impact deregulation had on shareholders’ value. We begin with a description of the neoliberal framework and the cultural mindset in the 1990s. We then discuss the growth of the telecommunications industry with emphasis on deregulation. We describe Lucent Technologies in depth, showing how neoliberalism affected its management mindsets.*

**Keywords:** Neoliberalism; Deregulation; Stock Compensation; Earnings Management; History of Telecommunication Industry; Lucent Technologies; Critical Accounting

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### 4. AN ANALYSIS OF CONSUMER ADOPTION RATES IN INTERNET BANKING

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#### ABSTRACT

*As the internet becomes more important for commerce, internet websites are playing a more central role in most companies' business plans. The success of internet banking is determined not only by banks or government support but also by customers' acceptance of it. Online banking acceptance has gained special attention in academic studies during the past several years as banks move towards implementing internet banking as part of their overall strategy. The business benefit of the internet banking is to generate additional revenue, improve customer service, extend marketing, and increase cost saving. In accepting the internet and maximizing its potential there are several stages that firms evolve through that involve different roles. These different stages of changes are reflected in the many levels that are present when firms go through the adaptation of new technology including internet banking. From the literature review some key questions were identified especially, to what extent should banks modify their internet services for customers? The aim of this paper was to identify those areas in which the banks could improve or modify their services to increase the adoption rate of internet banking. Data was gathered from non internet banking users via a survey questionnaire. The results of the respondents were analyzed using Structured equation Modeling (SEM) from which the hypothesis were tested and conclusions drawn. The results from the survey indicated that customers find it difficult to use internet banking services which leads to a decrease in the adoption of internet banking.*

**Keywords:** Internet Banking, E-commerce, Structural Equation Modeling; Technology Acceptance Model

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## 5. BRINGING IT ALL TOGETHER: A MODEL FOR MANAGING SUCCESSFUL STUDENT PROJECT TEAMS

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### ABSTRACT

*This paper reports on research exploring the role of team processes, individual perceptions of team work, input equality, and distributive justice, on teamwork satisfaction in student team projects. A general mediation model encompassing the relationship between teamwork processes and outcome satisfaction is proposed and tested. The empirical analysis highlights the importance of peer evaluation and instructor support for student teamwork success. The findings also support the connection between input equality and distributive justice, and the particular impact of distributive justice on satisfaction.*

**Keywords:** Student teams; leadership; management education

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## 6. KNOWLEDGE TRANSFER OF HOTEL CHAIN INVESTMENT IN THAILAND: ANTECEDENTS AND CONSEQUENCES

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Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

### ABSTRACT

*This paper proposes a systematic explanation for the relationships among absorptive capability, trust, embeddedness, share vision and knowledge transfer that influence the creation of successful knowledge transfer through the role of knowledge articulability and parent's capacity to transfer as the moderator. The conceptual model that examines of the relationships among these factors suggests that hotel chain can be successful in knowledge transfer if they manage their factors that influence well. Contributions and suggestions for future research are also discussed.*

**Keywords:** knowledge, hotel, investment

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## 7. UNOBSERVABLE INDIVIDUAL EFFECTS AND EFFICIENCY GAIN FOR PANEL DATA

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### ABSTRACT

*The within-transformation approach obtains unbiased estimators by eliminating the fixed effects out of panel regressions. In doing so, it removes between-groups variability only to use within-group variability, thereby losing much efficiency. By imposing restrictions on the regression coefficients, the Bayesian estimation method proposed in this study can utilize the between-groups variability and improve the efficiency of estimation.*

**Key words:** Unobservable individual effects; Efficiency; Bayesian

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## 8. EVALUATION OF SUPPLY CHAIN PERFORMANCE IN FRESH PRODUCE DISTRIBUTION: A STUDY OF NORTH-EASTERN PART OF THAILAND

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### ABSTRACT

*The primary objective of this study is to measure the supply chain performance of fresh produce distribution in Thailand. The data is collected from farmers, commission agents and retailers during February and March 2010. The present study adopts Multi Levels Multi Points Rating System (MLMPRS) to measure the supply chain performance indicators like Efficiency, Responsiveness, Flexibility, Quality and Safety Standards, Transport Systems and Inventory with the help of empirical data. The study elicits the strengths and weak areas of conventional fresh produce supply chain.*

**Keywords:** Fresh produce, Supply Chain, Performance Measurement, Parametre, Score

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## 9. THE SOCIO-ECONOMIC IMPACT OF THE OPERATION OF THE PORT OF BATANGAS ON THE DEVELOPMENT OF THE COASTAL MUNICIPALITIES OF THE BATANGAS BAY REGION

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### ABSTRACT

*The study was on the collateral effects of Batangas port development project on the development of the coastal municipalities of the Batangas Bay Area considering the population, industrial operations, socio-economic aspects, livelihood, entrepreneurial and employment opportunities. Research design was descriptive with a questionnaire as data gathering instrument.*

*Respondents of the study were four hundred (400) coastal residents, forty five (45) port personnel, twenty five (25) local government officials and thirty (30) port clientele. Statistical tools used were frequency distribution, percentage, weighted mean, analysis of variance (ANOVA) and Scheffe's test.*

*Findings revealed port operations had very high impact to industrial operations, local government income, and health benefits to port employees. High impact was noted on enhancement of business climate, increased number of industries in the area and encouragement on participation of residents on small scale entrepreneurial activities.*

*Also of high impact of port operation was the provision of competitive wage jobs to the residents. Conclusively, the Batangas Bay Region coastal municipalities exhibit increased population growth due to the influx of industrial, agricultural and other establishments which provided income to residents and the community. The Port of Batangas operation has moderate impact to population and high impact to employment opportunities, industries operating in the area and socio-economic status and lives of the residents. Generally, the four sectors of respondents were of concurrence that port operation was of high impact to the socio-economic life of residents.*

**Keywords:** collateral effects, port operations, impact, industrial operations, socio-economic aspects, livelihood, entrepreneurial and employment opportunities

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## 10. WORKINGS OF THE OPERATING CASH CYCLE IN THE RETAILING SECTOR

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### ABSTRACT

*The study investigates the Operating Cash Cycle (the Cash Conversion Cycle) as an important element of how the Working Capital of an enterprise works, viewing it from an Operational Capacity perspective. Working Capital is a short-term measure of liquidity, but it is also a sustainable performance measure that all enterprises need to closely monitor in order to have a competitive advantage in any economic situation. The objective of this paper is to uncover any significant relationships between the Operating Cash Cycle and key performance ratios in Australian retailing companies. As the bottom line for any business is wealth of shareholders; therefore in this study, Free Cash Flow to Equity (FCFE) model is applied to support the selection of financial performance measures to be analyzed in relation to Operating Cash Cycle.*

**Keywords:** *Operating Cash cycle, working capital, financial performance ratios, Australian retailing*

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## 11. BANKS CAPITALIZATION, FINANCIAL DISTRESS AND EFFECT ON THE US DOLLAR-CANADIAN DOLLAR EXCHANGE RATE

Yvan Nezerwe, Alliant International University - San Diego

### ABSTRACT

*In this paper, I use an exchange rate regression model in analyzing the potential impact of the US banks' capitalization on the US Dollar-Canadian dollar exchange rate. The exchange rate model included various variables such as government deficit, GDP and tier 1 capital. The results showed that, banks capitalization had a significant impact on the US dollar-Canadian dollar exchange rate.*

**Keywords:** Bank, exchange, model

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## 12. LOCALIZATION RATIONALE OF SPECIAL ECONOMIC ZONES AND ITS UNITS IN INDIA

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### ABSTRACT

*The selection of site of an industrial unit or a unit in a special economic zone is largely affected in a developing country like India by government intervention. This paper examines how far the governmental promotion of Special Economic Zones in a developing economy like India has been the guiding factor for small and medium industrial units in cluster. For finding the results, an examination of locational theories, following with the development of SEZ in India is done.*

*Further, an analysis of geographical and product pattern of SEZ unit of India and relationship between level of industrialization and the SEZ pattern, and the pre-and post SEZ industrial pattern has been done. The findings of the above stated analysis results in high correlation among the state level development, industrialization and the number of SEZ units in these states. Research also finds the shift in change of industrial focus by the Indian states due to governmental interventions. This is concluded by the examination of change in industrial base in post SEZ phase from pre SEZ phase. Thus, in developing countries like India, attitude of government in its rules and regulations for trade policies play*

*a very important role in decision-making of an entrepreneur about the choice of location for setting up a business unit.*

**Keywords:** *locational rational, special economic zones, product pattern, industrial priorities, state level development and industrialization*

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### 13. RECESSIONARY EXPORT POLICY: THE CASE OF INDIA

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#### ABSTRACT

*The current global economic crisis began in the financial sector but was transmitted by trade to real sectors across the world. One of the mitigating strategies for such an economic crisis is to immunize the economy through a diverse composition of export goods or through a geographical dispersion of exports. Diversification in the composition of the export basket can only work in the long run, as it requires structural changes. Diversification of export markets to different geographic regions, across economies in various stages of growth, is a mitigating strategy that will be successful in the medium as well as the long run. This paper uses the example of India to showcase this strategy.*

**Keywords:** *Recession, Exports, Trade, India*

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### 14. THE VALUATION EFFECT OF CORPORATE NAME CHANGES: A 30-YEAR PERSPECTIVE

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#### ABSTRACT

*This paper examines the valuation effect of name changes over 30 years from 1978 to 2008. Using a standard event study methodology, we find that companies that change their names earn significant abnormal returns of 1.41% for the three days around the announcement date, and 3.58% for a period from day t-60 to day t+40. Post-announcement reversal is only modest and stops at around day t+40. The results show that major name changes, smaller firm name changes, manufacturing and service firm name changes, and younger firm name changes have stronger valuation effects for the three days around the announcement date.*

**Key words:** *Name change, Abnormal return, Rationality, Irrationality*

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### 15. DOES MENTAL WORKLOAD MATTER IN SELF-SERVICE DESIGN?

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#### ABSTRACT

*Technology-based self-services (TBSSs) have been utilized in service organizations for decades; however, some customers are still reluctant to use such technologies. This paper investigates major variables in customers' technology adoption research, and discusses previous studies as well as*

*behavioral theories that have been addressed in the technology adoption realm. We examined two potential predictors of customers' intention to use TBSS: mental workload and perceived service quality of TBSS, and proposed a theoretical model. We believe that mental workload will have a negative impact on both perceived service quality of TBSS and customers' intention to use TBSS. The research suggests useful perspective for managers when designing TBSS process in order to better understand customers' intention to use TBSS.*

**Keywords:** *Mental Workload, Service Design, Technology-based Self-service, Service Quality, Service Operations Management*

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