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**ABSTRACTS****1. DISCLOSURE QUALITY, CORPORATE CITIZENSHIP AND CORPORATE IMAGE: EVIDENCE FROM THAI LISTED FIRMS**

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**ABSTRACT**

*This study aims at investigating the effects of disclosure quality and corporate citizenship on corporate image of listed firms in Thailand. Disclosure quality, corporate citizenship and corporate image are the independent variables, moderating variable and dependent variable of the study respectively. Here, 114 Thai listed firms were chosen as the sample. The results indicate that disclosure quality has a significant positive effect on corporate image. For the roles of corporate citizenship in the relationship model, it has an important positive influence on corporate image, but it does not moderate the disclosure quality-corporate image relationships. Then, corporate citizenship is not a moderator of the aforementioned relationships. Thus, further study may consider finding practical reasons why it is so by reviewing extensive literature, or collecting 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:** Disclosure Quality, Corporate Citizenship, Corporate Image

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**2. HOW RELEVANT IS THE MORAL INTENSITY CONCEPT FOR ETHICS EDUCATION AND TRAINING? SOME EVIDENCE FROM PRACTICING ACCOUNTING CONSULTANTS**

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**ABSTRACT**

*Moral decision-making has been described as a four stage process: (1) moral sensitivity, (2) moral judgment, (3) moral intent, and (4) moral character. Previous studies on students and professional groups have demonstrated relationships between perceived moral intensity and moral decision-making. The argument that using these relationships for educational purposes has been advanced, but it may be premature. No previous study has yet confirmed these relationships for practicing accountants or auditors. Using a survey this research examined the relationships between perceived moral intensity and moral decision-making for nearly 1000 accounting consultants in Sweden. Findings only partly confirmed previous research that the six dimensions moral intensity construct can be reduced to two dimensions, 'damage to the victim' and 'peer influence'. The findings also showed that perceived moral intensity did not predict moral decision-making contrary to most previous research. A possible explanation is that the accounting consultants in the study appeared to use script-based decision-making for which moral intensity perceptions were irrelevant. University students are less benign to use heuristic decision-making because they lack sufficient experience of accounting. This difference could account for the different findings between accounting consultants and students. Implications of the findings and areas for future research are discussed in the paper.*

**Keywords:** accounting ethics, moral intensity, reasoning, sensitivity, judgment, intent

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### 3. TRUST IN INTERNATIONAL TEAMS: CULTURAL, SPATIAL, AND ORGANIZATIONAL ISSUES

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#### ABSTRACT

*Due to globalization, digitalization and flexibilization, in order to be successful in highly competitive markets, it is essential for companies to operate in inter-organizational and transnational cooperation projects. The outcome of such international business cooperation depends not only on economical, managerial and technical factors, but also on aspects of trust as well as the ability to cope with cultural diversity within a project team. The first part of this paper deals with questions concerning the high relevance of trust in the context of collaboration projects and what factors have an influence on trust (e.g. diverging interests and/or different loyalties among cooperation partners; being familiar with each other in the team, etc.). Then, it shall be shown, that cultural differences play an important role in today's working life. For instance, differences in communication manners, that derive from cultural diversity, may lead to misinterpretations and suspiciousness among employees in a cooperation project. Drawn from empirical research, we will first represent three case studies showing different types of cooperation. These different examples show, what challenges management might face, if corporate communication is not valued highly enough, but also, under what conditions cooperation projects among different cultures work out perfectly well. Based on our empirical insights, we will then point out specific implications e.g. for project management, that might be useful in order to make international business cooperation more successful and more efficient. Therefore, a specific tool has been developed in the course of the research project TRUST, which shall be presented at the end of this article.*

**Keywords:** *International Business Cooperation; Inter-organizational Collaboration; Management of Intercultural Teamwork; Management of Trust; Social Factors of Success; Global Network, Spatial Proximity and Interpersonal Relationships*

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#### **4. AUDIT INNOVATION LEARNING, AUDIT PERFORMANCE AND AUDIT REPUTATION OF CPAs IN THAILAND**

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##### **ABSTRACT**

*The study aims at investigating the impacts of audit innovation learning on audit reputation through mediating influences of audit performance. Audit innovation learning consists audit idea generation, creative audit thinking, flexible audit practice and integrative audit technique knowledge. Moreover, professional experience and stakeholder relationship are treated as moderators having Thai auditors as the sample. Here, 221 CPAs in Thailand were chosen as a sample of the study. The results present that flexible audit practice and integrative audit technique knowledge have a significant positive effect on audit performance, and creative audit thinking, flexible audit practice and integrative audit technique knowledge have a significant positive effect on audit reputation. In contrast, both audit idea generation and creative audit thinking do not affect audit performance, and audit idea generations do not affect audit reputation. Also, audit performance has a significant positive effect on audit reputation. Accordingly, professional experience and stakeholder relationship partially moderate the relationships between audit performance and audit reputation. Thus, further study may consider finding practical reasons why it is so by reviewing extensive literature. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions, and directions for future research are highlighted.*

**Keywords:** *Audit Innovation Learning; Audit Idea Generation; Creative Audit Thinking; Flexible Audit Practice; Integrative Audit Technique Knowledge; Audit Performance; Audit Reputation; Professional Experience; Stakeholder Relationship*

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#### **5. FOREIGN DIRECT INVESTMENT IN LATIN AMERICA'S HYDROCARBON SECTOR: GOVERNMENT EFFORTS TO INCREASE ATTRACTIVENESS BY REDUCING SOCIAL RISKS**

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##### **ABSTRACT**

*The flows of Foreign Direct Investment (FDI) to a particular country and industry are dependent on parameters, including economic, legal, social, political and institutional factors. Social conflicts represent a major concern for investors, since they have proven to be detrimental in many resource-extraction projects. Indigenous communities have gained increased influence with respect to the development of resource-extractive industries in Latin America. Indigenous communities are not only affecting the operations of firms in the area but also governmental policies related to social and environmental issues. This paper will describe and analyze how governments are managing social issues to improve the countries' attractiveness for FDI. The outcomes of this paper are expected to have a strong impact on the management strategies of resource-extractive firms, as well as on policy makers for the hydrocarbon sector of Latin America.*

**Keywords:** *FDI; Social Risks; oil and gas industry; Latin America*

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## 6. THE IMPACT OF INNOVATION ON THE RELATIONSHIP BETWEEN MANUFACTURING FLEXIBILITY AND PERFORMANCE: A STRUCTURAL MODELLING APPROACH

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### ABSTRACT

*Manufacturing flexibility and firm's performance has been the key relationship to justify the adoption of JIT/ TQM philosophies. The stage of technological developments and culture of the country studied might restrict the generalization of the analysis. Based on a sample of 229 Portuguese manufacturing firms and with the aid of a structural equation model, this paper analysis the mediating role of innovation on the relationship between manufacturing flexibility and firm's performance. The results reinforce the importance of innovation for the success of manufacturing flexibility, showing also that organizational innovation tends to precede process innovation.*

**Keywords:** Innovation, Manufacturing Flexibility, Performance, Structural Equation Modelling

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## 7. ADOPTION OF ENVIRONMENTAL MANAGEMENT STRATEGY FOR MANUFACTURING: AN INTEGRATION OF INSTITUTIONAL FORCES AND STRATEGIC BEHAVIOUR APPROACH

Yuanfei Kang, Massey University, Auckland, New Zealand

### ABSTRACT

*This paper presents a framework for analysing adoption of environmental management strategy for firms in emerging economies. Empirical findings based on survey data from manufacturing firms operating in China suggest that an integration of the two perspectives of institutional constraints and arguments of strategic behaviour is needed for a comprehensive understanding of firms' environmental management strategy, as factors drawn from these two perspectives jointly contribute to firms' adoption of environmental management strategy. This study argues that the analytic framework of institutional forces needs broadening from the conventional view of only formal and regulative institutions, as informal and normative institutions play a more important role in shaping firms environmental management strategy. For the view of strategic behaviour, this study suggests that firms' strategic intent to create competitive advantage through environmental management strategy is determined by the possession of complementary assets.*

**Keywords:** environmental management strategy, institutional forces, strategic behaviour, hierarchical regression, manufacturing firms, China

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## 8. CREATIVITY, MARKETING INNOVATION AND MARKETING SUCCESS: EVIDENCE FROM HOME DECORATION EXPORT BUSINESSES IN THAILAND

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### ABSTRACT

*The purpose of this study is to examine the relationships among two dimensions of creativity, marketing innovation, long-term vision, competitive diversity and marketing success of home decoration export business in Thailand. It also proves two dimensions of creativity as process-based creativity and outcome-based creativity. The model is tested using data collected from mail survey questionnaires of 171 home decoration export businesses in Thailand. The results indicate that creativity is supported for*

*the hypotheses derived from the conceptual model. Marketing innovation response has significant relationship with marketing success. However, the long-term vision as a moderator has effects between creativity and marketing success. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion, suggestions and directions of the future research are also presented.*

**Keywords:** Creativity; Process-based Creativity; Outcome-based Creativity; Marketing Innovation; Long-Term Vision; Competitive Diversity; Marketing Success

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## **9. PROPOSING A NON-LINEAR MATHEMATICAL MODEL FOR ORDER SPLITTING IN A SUPPLY CHAIN WITH PERISHABLE PRODUCTS: SOLVING BY GENETIC ALGORITHM**

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### **ABSTRACT**

*This study addresses an effective order splitting and planning in a supply chain which consists of numbers of suppliers, buyers and final customers in a multi-period. The proposed non-linear mathematical model for this problem deals with a situation in which the products are perishable and there is variation of product prices based on the remained lifetime of products. The presented model maximizes the total profit of the whole buyers. Moreover, to tackle such a non-linear and NP-hard problem, genetic algorithm is applied to achieve efficient solutions near to optimum. The efficiency and efficacy of the proposed model and the applied genetic approach shows that this type of modeling can be useful method for operational decisions while there are perishable products.*

**Keywords:** Perishable Products, Non-linear Mathematical Modeling, Genetic Algorithm, Supply chain planning

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## **10. A FRAMEWORK FOR REDUCING DISASTER RISKS IN SUPPLY CHAINS**

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### **ABSTRACT**

*The recent earthquake and Tsunami has brought the issue of the vulnerabilities of supply chains in a global economy to the forefront. It requires management to take an increasingly pro-active role in being well prepared for various interruptions arising from political upheavals, wars, regulatory changes, and natural disasters. The challenges of managing the risks in a supply chain are no less than managing other strategic risks faced by a company, and require the same rigorous analysis and evaluation of various options for mitigating these risks.*

**Keywords:** Supply Chain Risk Management; Outsourcing; Supply Disasters

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## 11. ACCOUNTING QUALITY, ACCOUNTING PERFORMANCE, AND FIRM SURVIVAL: AN EMPIRICAL INVESTIGATION OF THAI-LISTED FIRMS

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### ABSTRACT

*The objective of this research is to examine the effects of accounting quality consisting of four dimensions, namely, accounting standard compliance, regulation related accounting practices, best accounting method concerns, and public expectation mindset on firm survival of Thai-listed firms. The effects of accounting quality on financial report efficiency, information transparency, information valuables, and accounting performance are investigated. The moderating effects of accountant experience on each dimension of accounting quality-financial report efficiency, information transparency, information valuables relationships are investigated. The relationships among accounting performance, corporate stability, and firm survival by using stakeholder-corporate relationships as a moderator are also investigated. Moreover, governance vision, accounting morality, and stakeholder forces are assumed to become the antecedents of accounting quality via the moderating effect of accounting learning. Ninety-two Thai-listed firms are sample of the study. The results indicate that the greater degree accounting quality is more likely to achieve higher firm survival through accounting outcome. Interestingly, the results also demonstrate that firms with higher degree of information transparency and information valuables promote greater accounting performance. More importantly, the greater degree of accounting performance is more likely to achieve higher corporate stability and firm survival. Moreover, three antecedents have a positive effect on accounting quality. Theoretical and managerial contributions are explicitly provided. Conclusions, suggestions and directions for future research are also presented.*

**Keywords:** Accounting Quality; Accounting Performance; Firm Survival; Financial Report; Information Transparency; Information Valuables; Accounting Standard; Accounting Method; Accounting Morality; Governance Vision; Stakeholder Forces; Accounting Learning; Accountant Experience; Corporate Stability

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## 12. DETERMINANTS OF INTERNATIONAL RESERVES IN MALAYSIA

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### ABSTRACT

*This study attempts to empirically examine the determinants of international reserves in Malaysia. The relationship between international reserves and its determinants, namely economic size, exchange rate, balance of payments and the opportunity cost of reserves holding have been examined. Annually data spanning from 1975 to 2007 were utilized in the study. The ADF unit root test results prove that all the variables are stationary after being difference once. The cointegration test results further show that international reserves and the specified determinants are cointegrated. Finally, the policy implications from the empirical findings have been discussed.*

**Keywords:** International Reserves; Financial Crisis

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### 13. ABSENCE OF PROCEDURAL JUSTICE LEADS TO RETALIATION BEHAVIOUR

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#### ABSTRACT

*This paper was aimed to sort out the relationship between procedural justice and retaliation behavior. An effort has been made in this study to find out how absence of procedural justice can lead to retaliation behavior among employees, resulting in withdrawal of organization citizenship behavior, arousing negative behaviors like stealing, lying and less dedication. Data has been collected from 200 respondents working at different public and private organizations at Peshawar; SPSS was used for data analysis. The results of the study advocate that procedural justice has a positive relationship with retaliation. Future avenues are also discussed under the heading of limitation of the study.*

**Keywords:** *Procedural Justice, Retaliation, Organization Citizenship Behavior, stealing, lying, less dedication*

### 14. CONSUMPTION PREFERENCES AND HUMAN CAPITAL FORMATION

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#### ABSTRACT

*Saving-financed capital formation and technological change have play a central role in theories of economic growth, and in endogenous growth theories. This paper emphasizes the importance of saving by making the argument that saving and schooling share some critically important socio-cultural determinants. The resulting link between the true saving rate and the rate of human capital formation enhances the potential impact of saving on factor productivity.*

**Keywords:** *Impatience, human capital, productivity, accommodation, rate of return*

The spirit of a people, its cultural level, its social structure, the deeds its policy may prepare, all this and more is written in its fiscal history.... He who knows how to listen to its messenger here discerns the thunder of world history more clearly than anywhere else (*Capitalism, Socialism and Democracy, 1954*).  
**Joseph Schumpeter**

### 15. CAN WORKPLACE FLEXIBILITY HAVE AN EFFECT ON WOMEN'S LIFESTYLES AND WORK-LIFE BALANCE?

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#### ABSTRACT

*The development process underwent fundamental changes and the international economy had a different impact on the employment of men and women during the post war period. This resulted in the last two decades witnessing an increase in female labor force participation rates in developed and developing countries. But as more women joined paid labor, juggling work and home became a major challenge for women who had to compromise on either their career or their family. Can flexibility at the workplace have an effect on work-life balance and help reduce the double burden of these women? Will it have any effect on women's lifestyles and work-life balance? This study conducted in the Klang Valley, the central business hub of Malaysia is based on a mixed method approach. For the quantitative approach, self-administered questionnaires were distributed to women employees working in organizations which have*

*flexible working arrangements and organizations with fixed working arrangements. A random sample of 329 female employees from 12 selected organizations in the services sector was identified. To complement the statistical data and to get an in-depth view of certain issues, 20 women were interviewed. The study set to examine whether flexibility at the workplace may have an effect on women's ability to balance work and family responsibilities. It further examines whether working arrangements may have an effect on lifestyles of working women. Finally, the paper concludes with discussions on possible workplace reforms which may have an impact on women's ability to balance work and family responsibilities. Findings from logistic regression analysis revealed that workplace flexibility is preferred by women who are more educated, at the higher end of the occupational status and who earn a higher income. The interviews showed that workplace flexibility can change the quality of life of working women especially, married women who have young children.*

**Keywords:** work place flexibility, flexible working arrangements, Malaysia

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## **16. DESIGNING COORDINATION CONTRACT FOR CLOSED-LOOP SUPPLY CHAIN BASED ON MATERIAL RECYCLING**

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### **ABSTRACT**

*Under the consideration of rewards and punishment impacts of environmental legislation on material recycling, we established the closed-loop supply chain models incorporated multiple return channels together, based on the sustainable operations in Chinese practice. In centralized supply chains we make comparisons of system optimal profits between the open-loop and closed-loop chain and identify the condition of the latter system realizing value-added. In decentralized closed-loop systems, we investigate contract coordination issues between the manufacturer and the retailer. It is interesting to find the wholesale price contract can coordinate the closed-loop supply chain, which is impossible in traditional forward chain*

**Keywords:** closed-loop supply chain, reverse logistics, material recycling, wholesale price contract, coordination

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