

ABSTRACTS**1. MARKETING LEARNING ORIENTATION, SERVICE INNOVATION, CUSTOMER VALUE CREATION AND MARKETING PROFITABILITY: AN EMPIRICAL STUDY OF HOTEL BUSINESSES IN THAILAND**

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ABSTRACT

The objective of this study is to examine the relationships among three dimensions of marketing learning orientation, marketing practice competency, service innovation, customer value creation, and marketing profitability through a moderating role of marketing experience. Marketing learning orientation consists of customer learning focus, competitive learning capability, and marketing knowledge diversity. In this study, 294 hotel businesses in Thailand were chosen as the sample of the study. The results indicate that three dimensions of marketing learning orientation have a significant positive association with marketing practice competency. Customer learning focus has a significant positive impact on customer value creation, while marketing knowledge diversity has a significant positive impact on service innovation. In addition, it reveals that marketing practice competency has a significant positive effect on service innovation and customer value creation. Furthermore, service innovation can increase marketing profitability directly and indirectly through customer value creation.

The moderating role of marketing experience among the relationships of three dimensions of marketing learning orientation, marketing practice competency, service innovation, and customer value creation are found not significant. Additionally, the potential discussion with the results is implemented in the study. Theoretical and managerial contributions are presented. The future study needs to search for mediating variables and moderating variables and includes them in the conceptual model in order to increase the contributions and benefits of the study. Likewise, it needs to collect data from different groups of sample and/or comparative population or from other business sectors in Thailand or elsewhere.

Keywords: *Marketing Learning Orientation, Customer Learning Focus, Competitive Learning Capability, Marketing Knowledge Diversity, Marketing Practice Competency, Service Innovation, Customer Value Creation, Marketing Profitability, Marketing Experience*

2. HOW GOOD IS AN INFORMATION SYSTEM? EXTANT THEORY AND SUGGESTIONS FOR FURTHER INVESTIGATIONS

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ABSTRACT

How good is an information system? Two major approaches to answering this question have been put forward in the literature of information systems: Information Systems Success Models and Work System Performance Indicators. The first approach consists of IS success models which include dimensions of IS success such as information quality, systems quality, service quality, user satisfaction, and impact on individuals and organizations.

These dimensions organize the numerous success measures used in past IS research into a model for guidance of future research. A goal of IS success models is the unification or integration of numerous

research results having diverse dependent variables. In the second approach, it has been proposed that an information system's success should be viewed in light of its contribution to work systems in an organization. Accordingly, each work system consists of work practices, participants, information, and technology. Each work system creates products and services for its customers. Each work system is also affected by its organizational infrastructure, environment, and strategy. The article finishes with suggestions for future investigations that can test some of the fundamental assertions of competing theoretical perspectives and offer new insights for business practice.

Keywords: IS Measurement, IS Success Models, Work System Performance Indicators

3. ANALYZING THE INNOVATION VALUE CHAIN: A STUDY ON THE RENEWABLE ENERGY INDUSTRY

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ABSTRACT

The perspective of an "Innovation Value Chain" is introduced to describe innovation activities within industries. According to this view, innovation is embedded in a network of all actors along the supply-chain. Thus it is neither sufficient to analyze single companies nor specific collaborations to explain innovation success on the aggregate level. Instead, an analysis of the interaction patterns within the network of organizations along the supply chain as well as their (path-) dependencies is needed. We explore patterns of innovation value chains in the very important but barely researched industry of renewable energies.

Results of the German green industry indicate the importance of project development and R&D in many sub-industries of renewable energy. Further, the (sub) branches of the industries differ in the degree to which project management and R&D are connected to the other actors in the network.

Keywords: Innovation, Supply Chain Innovation, Networks, Green Industry

4. DETERMINANTS OF RETAIL PATRONAGE: A CROSS CULTURAL EXPERIMENT

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ABSTRACT

Though the choice of retail outlets by consumers has been subject to a considerable amount of research still there seems to be few specific findings in the international store choice and retail patronage literature. This study therefore examines across two countries the importance or determinance value of attributes with regard to shopping for groceries. If sound strategies for serving the market are developed for different cultures, the findings will enable retail offerings to be targeted to key segments of consumers more effectively.

Keywords: Retail Management; Cross-Cultural Studies; Religion; Religiosity; In-Store Service; Age

5. THE CLASSIC UNIVERSITY VS. THE UNIVERSITY OF APPLIED SCIENCES IN GERMANY: A CRITICAL DISCUSSION OF POSITIONING STRATEGIES ON THE BASIS OF THE HOTELLING MODEL

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ABSTRACT

A number of different European countries have a parallel university system containing two institutional forms: the classic university and the university of applied sciences. Recent media reports have seen an increasing discussion on whether and to what degree these systems are competing with one another, or are becoming more similar. The following will take a specific look at the university system in Germany to discuss a possible institutional convergence between these systems. This will be done using the Hotelling model, whose individual premises will hopefully generate interesting opportunities for discussion on this topic.

Keywords: *Positioning Strategies, Hotelling model, Marketing for Universities*

6. CONTINUOUS LEARNING COMPETENCY, ACCOUNTING PRACTICE EFFICIENCY AND JOB SUCCESS: EVIDENCE FROM BOOKKEEPERS IN THE NORTHEASTERN OF THAILAND

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ABSTRACT

The study examines the relationships among continuous learning competency, accounting practice efficiency, and job success. Continuous learning competency consists of development orientation, active experimentation, concrete experience, and reflective observation. Data was collected by questionnaires from the bookkeepers in the Northeastern of Thailand. 220 completed questionnaires are used in the analysis.

The results show that development orientation has a significant positive effect on useful financial reporting establishment and accounting information reliability, but does not affect adequacy financial information integration, effective financial reporting dissemination, and job success. In addition, active experimentation, concrete experience, and reflective observation have an important positive impact on all dimensions accounting practice efficiency and job success. Similarly, adequacy financial information, effective financial reporting dissemination, and accounting information reliability have a critical positive influence on job success.

In contrast, useful financial reporting establishment does not affect job success. Likewise, accounting experience is not a moderator of the continuous learning competency-accounting practice efficiency relationships and the accounting practice efficiency-job success relationships. The contributions and suggestions for further research are also provided.

Keywords: *Continuous Learning Competency; Development Experimentation; Concrete Experience; Reflective Observation; Accounting Practice Efficiency; Adequacy Financial Information Integration; Useful Financial Reporting Establishment; Effective Financial Reporting Dissemination; Accounting Information Reliability; Accounting Experience, Job Success*

7. DETERMINANTS OF ENTREPRENEURSHIP FAILURE IN LEBANON: AN EXPLORATORY APPROACH

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ABSTRACT

This paper documents the results of the first phase of an ongoing research aiming at investigating the determinants of entrepreneurship failure in Lebanon. Using a purposeful sampling approach, semi-structured interviews were conducted with sixteen market players (bankers, economists, university professors and entrepreneurs). Results revealed a total agreement with the literature and identified several other factors specific to the Lebanese context such as the arrogance of the Lebanese entrepreneur, the inadequate practices related to recruitment and management processes, and a misguided macroeconomic policy combined with a high level of corruption. These "special" issues merit further investigation and will be assessed in a subsequent research study of a larger scale.

Keywords: *Entrepreneurship, Enterprise Failure, Trait View, Situation View, Entrepreneur's Qualities, Internal Analysis, External Analysis*

8. THE RELATIONSHIP BETWEEN NATIONAL CULTURE AND STOCK MARKET DEVELOPMENT IN THE UNITED KINGDOM

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ABSTRACT

This paper investigates the relationship between culture values and stock market development in the United Kingdom. Monthly secondary data was gathered to represent both cultural values (Hofstede, 1980), and stock market development (Demirguc-kunt and Levine, 1995) for the time period 1990-2004. Empirical results revealed a relationship between stock market development and cultural values. More specifically, the multi-dimensional Structural Equation Model (SEM) showed that there is a significant negative relationship between Power Distance and stock market size. In addition, a significant positive relationship is detected between Individuality and stock market activity. This paper highlights the influence of cultural values on the stock market development on a continuous scale; which encourages policy makers, regulators, and international investors to have a more comprehensive approach in dealing with reform programs in the United Kingdom as well as in other countries worldwide.

Keywords: *Stock market development, Cultural values, Structural Equation Model*

9. LEADER-MEMBER EXCHANGE AND BUSINESS SUCCESS: EVIDENCE FROM ELECTRONIC PRODUCT AND ELECTRICAL APPLIANCE BUSINESSES IN THAILAND

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ABSTRACT

This study aims at investigating the impacts of leader-member exchange on business success through mediating influences of organizational creativity, organizational commitment, organizational spirituality and organizational citizenship behaviors. It also examines the moderating effects of intra-organizational

communication. 127 electrical product and electrical appliance businesses in Thailand were chosen as the sample of the study. The results indicate that leader-member exchange is partially supported by the hypotheses derived from the model. Leader-member exchange has a significant relationship with organizational creativity, organizational commitment and organizational spirituality. The organizational citizenship behavior has a significant relationship with business success. The intra-organizational communication does not moderate the relationships among leader-member exchange, organizational creativity, organizational commitment, and organizational spirituality. Potential discussion with the research results are effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions for the future research are highlighted.

Keywords: leader-member exchange; organizational creativity; organizational commitment; organizational spirituality; organizational citizenship behavior; business success; intra-organizational communication

10. FOREIGN DIRECT INVESTMENT AND POLLUTION IN INDONESIA

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ABSTRACT

This paper uses multiple regression analysis to investigate the validity of the pollution haven hypothesis in the context of Indonesia between 1975 and 2009. Statistical results show a statistically non-significant relationship between CO₂ emission and real FDI during this period which suggests weak support for the pollution haven hypothesis because FDI does not appear to be a significant contributing factor to CO₂ emission as the activities of the population in Indonesia.

Keywords: Pollution haven phenomenon, pollution haven, foreign direct investment

11. ARE CONSUMERS WHO PURCHASE AND CONSUME PRODUCTS MADE FROM ANIMAL SKIN RESPONSIBLE CONSUMERS?

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ABSTRACT

The significance of purchase and consumption decisions has been extensively researched in the existing literature. More recently, the notion of responsible consumption has gained much attention in the scholarship. Many products that are made from animal skin are often said to be made in an inhumane manner. Past consumer behaviour researches have highlighted the importance in understanding the rationales behind consumer purchase and consumption decisions. It, therefore, becomes a question as to whether consumers who purchase and consume products made from animal skin are responsible consumers. This exploratory study attempts to shed some light into this dark area of research using a qualitative approach. In-depth interviews are employed to gather qualitative primary data. Findings from this study suggest that consumers are not responsible when they purchase animal skin products for purposes of trend engagement, hobby and social image whereas the consumption is can be deemed responsible in the context of quality and when products are made from skin of non-endangered species. Implications and recommendations from the findings of this study are presented.

Keywords: Animal Skin, Products, Responsible, Consumers, Purchase, Qualitative, Consumer Behavior

12. BRAND CHOICE MODEL BASED ON WEB CONSUMER BRAND PREFERENCES

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ABSTRACT

Starting from web consumer shopping process, we analyzed how these four factors including brand psychological complex of on-line shoppers, perceived brand identity, social group effect influenced brand choice through brand preference. A network model of consumer brand preferences and choices has been established and tested through empirical research to discuss the results. The young group was taken as research object who liked to play with mobile phone. The data was collected by online questionnaire. Reliability analysis and validity analysis were done. Results indicate that web consumers brand consumption and social effect have direct effect on the consumer preferences and even brand selection behavior, while web marketing strategy and perceived brand identity have indirect impact on the consumer preferences.

Keywords: *Web Consumer; Brand Preferences; Brand Choice; Structural Equation Model*

13. EXPLORATION OF SOFTWARE COPYRIGHT LAWS IN AN ETHICAL STANDPOINT

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ABSTRACT

This study objectifies the comparison of the users profiles of the softwares in the Schools of Business Administrations with those in the Schools of Computer Science with the aim of confirming the state of the art of the breach of software copyright laws in an ethical standpoint. Barger (2008, 26), when use metaphysic point-of-view condition a person be ethically consistent. Complex environment in companies with receive great numbers of spans to difficult administration of use ethic in information technology. (Reynolds (2009, 5)). Fail to provide a corporate code of ethics and operation principles to guide decision can effect employees "ethical" behavior (Reynolds (2009, 7)). The school of administration was chosen since its syllabus covers a wide range of financial aspects aimed at maximization of the proprietor reaches considering a measurable risks and the school of computer science, which is concerned with the software engineering, marketing and the copyright issues. We took as a base, the Methodist University of São Paulo as a case for the research, firstly because it is located in one of the most industrialized Brazilian metropolis and, secondly, mainly because the technological advancements and consequently the use or abuses of softwares could be easily propagated in this region owing to the accessibility and the higher standard of living. It needs to analyze in detail the ethical dilemmas associated with the use of computers. To assist the accomplishments of the objectives we draw two hypothesis, a) The preparedness of the local governments to mode their privacy acts to curb abuse of IT technologies is not accompanying the rate at which the developers are bringing in new products and also not in line with the ability of the users to dribble privacy acts; b) The students of the school of business administration and those of the school of computer science should converge in points of view when it comes to the thought of moral and ethical views. Based on our findings we conclude that students who always use softwares installed with valid license would rarely use softwares installed without valid license and also would never install softwares without license independent of negotiable price issues. (Barger (2008, 70))

Keywords: *Software, School, Students, Ethics*

14. THE ASSOCIATED BUSINESS TO THE INCREASING DEMAND OF WEAPONS IN USA

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ABSTRACT

After the 9/11-2001 attacks, the majority of the people was talking about security and terrorism, and a lot of American gun owners decided that they needed to update their firearms with the sort of semiautomatic weapons like AR-15s; this event was forcing to the weapons' stores to duplicate their inventories and consequently, bringing substantial gains to their pockets; thus, the gun business was working good and still continues increasing the profits of the weapon's dealers. This research paper examines the tendency of the "number" of firearm background checks initiated through the NICS; although this number does not represents the number of firearms sold; but, represent the number of official requests (demand of FBI's permits) for the purchase of weapons in USA. A time-series ARIMA model (parameters' estimates: p-values<0.001) is proposed to understand the behavior of the monthly data since Nov-1998 to Dec-2011. An updated NICS Organizational Chart is shown at the end of this report.

Keywords: NICS system, weapons stores, time series ARIMA model
