
ABSTRACTS**1. AUDIT INDEPENDENCE, QUALITY, AND CREDIBILITY: EFFECTS ON REPUTATION AND SUSTAINABLE SUCCESS OF CPAs IN THAILAND**

Sumintorn Baotham, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

This research aims at investigating the effects of audit independence, quality, and credibility on reputation and sustainable success of CPAs in Thailand. Intrinsic ethical concentration and extrinsic stimulus are hypothesized to become the antecedents of audit independence by using professional oversight as a moderator. The results indicate that audit independence has a positive relationship with audit quality and credibility, and audit quality has a positive association with audit credibility. Likewise, audit quality and credibility significantly influence on reputation that is also related to sustainable success. For audit independence's antecedents, intrinsic ethical concentration and extrinsic stimulus outstandingly play important roles. Both theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions for the future research are described accordingly.

Keywords: *Audit Independence; Audit Quality; Audit Credibility; Reputation; Sustainable Success; Professional Oversight; Intrinsic Ethical Concentration; Extrinsic Stimulus*

2. AUSTRALIA'S IMPORT DEMAND FOR CLOTHING PRODUCTS: DETERMINANTS AND ELASTICITIES

Inka Havrila, Victoria University, Melbourne, Victoria, AUSTRALIA
Pemasiri J. Gunawardana, Victoria University, Melbourne, Victoria, AUSTRALIA

ABSTRACT

In this paper a model of Australia's import demand for clothing products is developed and estimated. The results show that, in the short-run, price of imports relative to domestic price of clothing and Australia's real income are the significant determinants of import demand. In the long run the significant determinants of import demand are relative price of imports, Australia's real income, and effective rate of assistance to Australia's clothing industries. The long run elasticity estimates indicate that a one percent increase in real income is associated with 2.58 per cent increase, a one per cent increase in the relative price results in a 0.41 per cent decline, and a one per cent decrease in the effective rate of assistance leads to 0.22 per cent increase in import demand for clothing products.

Keywords: *Import Demand, Clothing Products, Australia*

3. ROLE OF UNORGANIZED ENTERPRISES IN TRANSPORTATION SERVICES IN INDIA

T V Ramanayya, Indian Institute of Management Bangalore
Vishnuprasad Nagadevara, Indian Institute of Management Bangalore

ABSTRACT

"Mobility accelerates the economic development" – is proved by the researchers across the world. The mobility generally has two main components – passenger and freight movement. In India both these operations are undertaken by unorganized establishments and a multitude of individual operators. These unorganized operations do not maintain records and it is difficult to quantify their contribution. The National Sample Survey (NSS) organization has undertaken a comprehensive survey of establishments and operators for the first time in India. This paper discusses the role played by unorganized sector in

transport operations, their characteristics, employment generated, revenue and asset created etc. The paper also discusses the steps needed to modernize and accelerate their business operations.

Keywords: *Unorganized transport; Rural and Urban Sectors; mechanized and non-mechanized transport*

4. ANALISYS OF OPERATING RISK IN THE CONTEXT OF FINANCIAL CRISIS

Monica Violeta Achim, Babes-Bolyai University Cluj-Napoca, Romania
Mirela-Oana Pinteau, Babes-Bolyai University Cluj-Napoca, Romania

ABSTRACT

Nowadays the concept of risk is synonym to the one of economic activity. Although omnipresent in the business environment the risk is often hard to detect and anticipate. The events that can affect the incomes and the performances of the entity are so diversified that their identification is a challenge even for the best managers because the future is largely unknown. One of the forms of risk is the economic risk described as the probability of loss due to changes in demand, input costs, management, obsolescence, operating leverage, prices and other such factors. This paper presents some of the ways of determining and analysing economic risk such as cost-volume-result analysis and the variability of the operating result against its average. The actual context of the global financial crisis demands a deepened organization's analysis, the identification of its weaknesses and the strengths and defining with accuracy the major activity of the organization.

Keywords: *operating risk, breakeven point, cost-volume-result analysis, profit elasticity coefficient, variation coefficient*

5. THE LINKAGE BETWEEN PROFESSIONALS' GOAL ORIENTATION AND CAREER ANCHORS

Leila Messarra, Lebanese American University, Lebanon
Mona Mourad, Lebanese American University, Lebanon
Nour Al Harake, Lebanese American University, Lebanon

ABSTRACT

Data from 218 professionals working in medium size companies in Lebanon was collected to study the relation between goal orientation and career anchors. Regression analysis suggests that goal orientations (mastery: avoidance/ approach; performance: avoidance/approach) can predict internal career or career anchors. Further research need to test this relationship in other regions and cultures, and test whether certain moderating factors can affect this relationship.

Keywords: *Career Anchors, Internal Career, Mastery Approach, Mastery Avoidance, Performance Approach, Performance Avoidance, Goal Orientation*

6. TREASURY FLOW ANALYSIS IN ROMANIAN COMPANIES

Larissa Batrancea, Babes-Bolyai University, Cluj-Napoca, Romania

Ioan Batrancea, Babes-Bolyai University, Cluj-Napoca, Romania

Andrei Moscviciov, Babes-Bolyai University, Cluj-Napoca, Romania

ABSTRACT

According to the International Financial Reporting Statements, the vertical balance sheet is a "liquidity" balance sheet and it is the main data source for the "liquidity-solvability" analysis, having the following features:

- *it studies the failure risk of debt reimbursement of entities, offering better solutions to the demands of the creditors and to the banking institutions;*
- *it reflects better the liquidity and solvability of the applying entity and therefore emphasizes better its failure risk in reimbursement and bankruptcy risk;*

In this research we present a modality to analyze the financial position, using some important ratios based on cash flow.

In this study which is based on 150 entities (equally shared out between retail, industry and services sectors) we've tried to establish for each ratio safety financial limits to guarantee the entity equilibrium.

Keywords: *net profit margin, cash flow, funds flow*

7. REVERSING GRESHAM'S LAW: A MODEL OF SOFT CURRENCY GREENFIELD & BROWNFIELD FINANCING OF MNC FIRST MARKET ENTRY DURING POST-INVASION ECONOMIC RECONSTRUCTION

Scott Brown, University of Puerto Rico, Rio Piedras Campus, USA

ABSTRACT

This paper proposes a risk reduction model of multi-national corporation (MNC) early entry into foreign markets of international military coalition supported post pro-terrorism governments through the tourist kiosk exchange market. In the model, soft currency central bank loans are converted into hard currency through domestic speculators acting as ready and willing buyers. In addition, I posit that heavily promoted unregulated speculative dealing in super soft currencies, such as the New Iraqi Dinar, leads to the undesirable financing of terrorism and the laundering of domestic criminal activity.

Keywords: *New Iraqi Dinar, Terrorism, Anti-Terrorism, Soft Currency, Money Laundering, Greenfield Investments, Brownfield Investments, First Market Entry*

8. GENDER DISPARITY AND THE WAGE COMPENSATION HYPOTHESIS: DATA FROM LEBANON

Abdallah Dah, Lebanese American University, Beirut, Lebanon

Bernard Ben Sita, Lebanese American University, Beirut, Lebanon

Mustafa Dah, Lebanese American University, Beirut, Lebanon

ABSTRACT

Gender disparity in the work place could be interpreted as differences in wages between males and females of equal qualifications, or difference in qualifications needed for males and females of the same salary. This research, therefore, uses direct regression to test for earnings differential between males and females, using a sample representative of the Lebanese banking sector Employees. This model concluded that a male earns 16 percent more than a female of equal education, experience, and job category. A reverse regression is used to test for differences in qualification between males and females

of the same salaries. The result confirmed the findings obtained from the direct regression model. That is, a male needs less human capital to earn the same income as a female counterpart.

Keywords: Direct regression, Reverse regression, Gender gap, Discrimination theory, Human endowmen

9. REFORM AFTER REFORM: A CRITICAL ANALYSIS OF THE ROMANIAN ACCOUNTING EVOLUTION

Niculae Feleagă, The Academy of Economic Studies of Bucharest, Romania

Liliana Feleagă, The Academy of Economic Studies of Bucharest, Romania

ABSTRACT

Where needs have stood out in different environments or countries, accounting has aimed to develop in many ways as a response to a particular framework, starting essentially with a pattern deriving from a Darwinian principle: only the useful accounting has managed to survive (Alexander, Nobes, 2001). Our communication is placed within the field of a permanent reform in Romanian accounting in which not the usefulness of various regulation systems are in question, but the reforms' simplicity, where the risk to fail the noblest aim of our domain resides. In conclusion, we are trying to improve such an aim and to identify the differences between the IFRS standards and the most recent category of Romanian accounting regulations for the companies registered at the Stock Exchange in Bucharest.

Keywords: The Europeanization of accounting; Reform; Differences between IFRS and national regulations

10. CONTROL ENVIRONMENT IN BANKING SYSTEM: AN EMPIRICAL STUDY ON ROMANIAN FRAMEWORK VS. COSO AND COCO MODELS

Cristina Palfi, Babeş-Bolyai University, Cluj-Napoca, Romania

ABSTRACT

Starting from the stipulations of the two well-known internal control system models – COSO and CoCo – the purpose of this paper is to focus on the Romanian internal control environment in banking system, trying to identify on which of the two international models is our national one most appropriate to.

To reach to a conclusion, we approached an analysis of our national regulation in correlation with the two models already mentioned, by identifying several key issues closely related to the control environment and using statistical indicators in order to determine the degree of similarities and dissimilarities between the three selected frameworks.

The results of the performed analysis show that the Romanian internal control environment issued by our National Bank is closer to COCO's model than to CoCo's model of internal control system. Also, the values of the statistical coefficient used in our study demonstrate that Romanian framework is much closer to each of the international models than these two regulations are one to each other.

The paper has some limitations, too, because it only approaches formal harmonization in the area of internal control system in banks. Moreover, those issues analyzed through the regulations' perspectives need to be closely quantified in matters of their actual implementation, which offer us outlooks of future research.

Keywords: Internal control system, Control environment, COSO model, CoCo model, Romanian framework

11. A COMPARATIVE STUDY OF CELEBRITY IMPACT ON CONSUMER BEHAVIOR WITH REFERENCE TO PREPAID MOBILE SERVICE PROVIDERS IN SELECT URBAN AND SEMI URBAN AREAS

B. Raja Shekhar, University of Hyderabad, India,
N. Udaya Bhaskar, Adikavi Nannaya University, India

ABSTRACT

The purpose of this study is to investigate the impact of the celebrities on consumer attitudes toward the advertisement, and their intent to purchase with reference to selected prepaid mobile service providers (Airtel, Reliance, BSNL, Vodafone and Idea). The data was collected with the help of a questionnaire that corresponded with selected advertisements and celebrities. The dependent variables purchase intentions, attitude toward the advertisement were measured against the independent variables demographics and Celebrity qualities and advertisement attributes using one-way ANOVA. Essential features influencing consumer preference and qualities of celebrity were identified with Factor Analysis. Findings indicated that celebrity endorsements generated higher purchase intentions and positive attitudes toward the advertisement in urban area compared to semi urban.

Keywords: *celebrity, demographics, advertisement, consumer preference*

12. DISTRIBUTION POSITIONING ON ROMANIAN MARKET – THE URSUS BREWERIES MODEL

Ciprian Marcel Pop, Babeş – Bolyai University, Cluj-Napoca, Romania
Andreea Ioana Maniu, Babeş - Bolyai University, Cluj-Napoca, Romania
Monica Maria Zaharie, Babeş - Bolyai University, Cluj-Napoca, Romania
Ioan Pop, Babeş - Bolyai University, Cluj-Napoca, Romania

ABSTRACT

The leader position is the strongest modality by which you can differentiate a brand. We discuss here about the trust in this brand, the guaranty that this is a performing one, and, not at last, about the fact that the leader is less vulnerable on a short term.

In the context of the marketing mix, we can look at the positioning idea from a new perspective. The creation of a unique distribution system is relevant for the classification in the consumer's mind, and for a better coordination and cooperation with the distributors (in fact, the partners).

As we will explain, instead of the fact that the physical distribution and the stock management on the retail market are not considered a competitive advantage or a key item for competing, nevertheless, this is a part of the business that could provide effectiveness and benefits

Keywords: *distribution, logistic platform, positioning*

13. THIN TRADING, THE ESTIMATION OF BETA AND THE RELATIONSHIP BETWEEN SHARE RETURN AND BETA IN THE EMERGING MARKET OF BOTSWANA

Sabur A. Mollah, Stockholm University School of Business, Sweden
Asma Mobarek, University of Botswana, Botswana

ABSTRACT

The capital market theory and stock price behavior is extensively tested in various developed markets, but there is still little such study in the emerging markets. However, most of the early studies support the validity of CAPM, while the later studies found that beta is not the sole determinant of share returns.

The major objective of this study is to investigate the relationship between risk and return in the emerging market of Botswana. The study estimates beta, which is free from thin trading bias using Dimson (1979) correction model. This paper attempts to examine whether there is a significant positive relationship between beta and share return in the Botswana Stock Exchange (BSE) for the period of 2000-2005. The empirical results suggest that the overall market movements do not influence share returns.

Keywords: *Thin Trading, Beta, Share Return, Emerging Market*

14. ANALYSIS OF QUALITATIVE AND QUANTITATIVE TECHNIQUES AND METHODS IN PAPERS PRESENTED AT THE FIFTH AND SIXTH USP CONTROLLERSHIP AND ACCOUNTING CONGRESS

Cristiane Benetti, University of Sao Paulo – FEA, BRAZIL
Luciane Reginato, University of Sao Paulo – FEA, BRAZIL
Gilberto Martins, University of Sao Paulo – FEA, BRAZIL

ABSTRACT

In recent years, scientific production in accountancy has increased. This critical-analytic study analyzed the qualitative and quantitative methods and techniques used in articles approved for presentation at the fifth and sixth Controllershship and Accounting Congress held by the University of São Paulo (USP). The aim was to present a panorama of what is being used in these research and the most frequent classifications. After all, the development of a science depends on the reliability of its results (NEWTON-SMITH, 1987). Therefore, categories were structured, analyzing 250 articles, 100 from the 2005 and 150 from the 2006 congress. Content analysis was used as the methodology for data collection, while frequency distribution and correspondence analysis was used to analyze and report the results. The conclusions showed the predominant association between quantitative articles and multivariate analysis and between qualitative articles and bibliographic and documentary research.

Keywords: *methods, techniques, content analysis, accountancy, correspondence analysis*

15. A PREDICTIVE MODEL FOR RETAILING EFFECTIVENESS

Saji K. B., Indian Institute of Management, Lucknow, India
Uma Nair S., Indian Institute of Technology, Kanpur, India

ABSTRACT

In a fast changing global business scenario, the technological advancements are bringing in significant changes in traditional retailing operations. A revolution is under way at present in the store-dominated world of retailing both in developing as well as developed economies. Marketers have increasingly started realizing the fact that the purchasing power of customers, consumer preferences, latent need fulfillment, and convenient buying are the most important reasons for improving the retailing effectiveness. Of all these reasons, it is experienced to be the convenient buying that demands a unique approach in retailing. An effective retailing operation should facilitate placement of order for products and services from home, an in-home delivery in the shortest possible time, and payment flexibility. For these to happen, the retailing firms may have to seek appropriate technologies for bringing in operational efficiency in order to gain competitive advantage. This necessitates technology assimilation based on appropriateness, availability, accessibility, cost, and timeliness. Through this paper, it is attempted here to study these

factors in the context of convenient buying for assessing their criticality in deciding the effectiveness of a retailing operation. It is also attempted here to develop a predictive model for retailing performance outcome.

Keywords: Retailing effectiveness, Convenient Buying, Retailing Performance

16. A CRITICAL EVALUATION OF THE RECEPTIVITY TO DIVERSITY MANAGEMENT (RDM) SCALE IN AN AUSTRALIAN PUBLIC SECTOR ORGANIZATION

Zhanna Soldan, Curtin University of Technology, Perth, Western Australia

ABSTRACT

The purpose of the study was to critically evaluate the Receptivity to Diversity Management (RDM) scale in an Australian context. Data were derived from a survey of 391 employees of a large Australian Federal Government organization. Factor structure was explored using exploratory factor analysis (EFA) and reliability was tested using Cronbach's alpha. The scale did not emerge as a single construct rather as having 3 fairly distinct independent dimensions. The three-factor structure was then contrasted with a forced unidimensional structure. The findings provided further support for the three-factor structure. The reliability scores for the three dimensions ranged from .44 to .80. RDM scale is a multidimensional construct. It can be used to measure (1) the level of employees support (or lack thereof) for diversity programs, (2) the extent to which employees understand the purpose of diversity programs, and (3) the extent to which employees perceive whether management supports diversity programs. The emerged constructs were established reliable and suitable for research and practice in an Australian context, specifically public-sector organizations.

Keywords: receptivity, diversity management, support, perceptions, understanding, reliability, factor structure
