

ABSTRACTS**1. OPEN INNOVATION IN THE SPORTING GOODS INDUSTRY: POTENTIALS OF VIRTUAL CUSTOMER INTEGRATION**

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ABSTRACT

The general conditions of the sporting goods industry, which is characterised by an intense and dynamic competitive environment, have changed considerably over the last years. Besides the increasing individualisation of the products, the customers' lifestyle orientation is also gaining in importance. For a long-term existence in this situation, the companies need to coordinate the innovation activities with these changing conditions and the resulting demand. In this regard, the early identification of trends is important for satisfying the customers' needs as soon as possible, before the competition does. As users of the products, the company's customers can be used as a key source of stimulation. The basic approach for opening the innovation process to outside influence is commonly known as the term "Open Innovation". Due to the use of web-based applications that allow users to network and communicate in many ways, for some time now there have been many mechanisms available that allow the implementation of the customer integration in the context of innovation activities to be virtual as well. For example, the use of communities, the holding of idea contests or the use of the so-called toolkits can contribute to the early identification of trends and, furthermore, can develop the customers' impulse for their own innovation management.

In the present paper, the innovation activities of the sporting goods industry by means of Open Innovation are discussed theoretically first. Based on previous research, mechanisms for virtual customer integration are presented and their potential is identified. Particularly with regard to tiding over the typical distance between sporting goods producers and the final customers through intermediary dealers, the integration of customers through web-based tools proves itself to be particularly suitable. Following up on this, the practical implementation of Open Innovation in the sporting goods industry is qualitatively examined through expert interviews. Basically, the utility of such instruments for early integration of customers-side impulses in the innovation process is proved. The research shows that the surveyed companies use the mechanisms for virtual customer integration as communities, innovation contests or toolkits only unsystematic and irregular. The identified potentials are exploited poorly thus far, but the surveyed companies are open to an intensification of the use of these mechanisms. Based on the theoretical and empirical results in the paper we derive strategic action recommendations, how companies in the sporting goods industry can optimise their innovation activities through a systematic implementation of virtual customer integration.

Keywords: Innovation Management, Open Innovation, Customer Integration, Sporting Goods Industry

2. IT COMPETENCY AND COMPETITIVE ADVANTAGE: EVIDENCE FROM THAI E-COMMERCE BUSINESSES

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ABSTRACT

The objective of this study is to investigate the associations among IT competency, technological learning, technological complementarity, technology acceptance, and competitive advantage of E-Commerce businesses in Thailand. Here, 399 E-Commerce businesses in Thailand are the sample of the study. The results show that IT competency has a significant positive relationship with technological learning; and IT competency has a significant positive association with technological complementarity.

Also, technological learning has an important positive effect on competitive advantage; and technological complementarity has a potential positive influence on competitive advantage. However, technology acceptance does not play a significant role in the relationships. Potential discussion is efficiently implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion, suggestions and directions for future research are also highlighted.

Keywords: E-Commerce, IT Competency, Technological Learning, Technological Complementarity, Technology Acceptance, Competitive Advantage

3. STRATEGIC MANAGEMENT ACCOUNTING IN AUSTRIAN FAMILY FIRMS

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ABSTRACT

The paper focuses on strategic management accounting in family firms. Major results of an empirical study of 479 Austrian enterprises with at least 50 employees show that family firms are less likely to have a separate sub-unit for management accounting than non-family firms. In addition, the composition of the management board and size of the firm have an effect on the institutionalisation. Second, strategic management accounting instruments are implemented at a significantly lower level in family firms than in non-family firms, although the management board composition and size effects matter as well. Furthermore, the study provides evidence that the "family firm effect" is particularly relevant for smaller family firms.

Keywords: family firms, strategic management accounting, board composition, institutionalisation of management accounting, empirical study

4. BENDERS' DECOMPOSITION FOR DIFFERENT FORMULATIONS OF SINGLE STAGE CAPACITATED WAREHOUSE LOCATION PROBLEM (SSCWLP): A BRIEF THEORETICAL AND EMPIRICAL INVESTIGATION

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ABSTRACT

In literature, several works are reported for the Stage Capacitated Warehouse Location Problem (SSCWLP) (See Geoffrion and Graves, 1974; Sharma, 1991, Sharma and Berry, 2007 and Verma and Sharma, 2011). It has been shown that branch and bound method of the solution for SSCWLP is more effective for strong formulation of SSCWLP (Sharma and Berry, 2007). In this paper we show that Benders' decomposition is more effective for solving strong formulation of SSCWLP (compared to its weak and very weak formulation) in terms of number of iteration (in theoretical terms); and Benders' decomposition is most effective on weak formulations of SSCWLP in terms of execution time (in the computational study).

Keywords: Distribution; Warehouse location; Mixed 0-1 integer linear program

5. DETERMINANTS OF INNOVATION FOR PROPERTY AND CASUALTY INSURERS

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ABSTRACT

The purpose of this qualitative study is to identify the determinants of innovation for property and casualty insurers. The study aims to facilitate the willingness of organizations to innovate by defining the proper context within which to do so. To our knowledge, no researcher has until today studied the determinants of innovation specific to that industry which has been innovating at a fast pace in recent years. Three focus groups, conducted with five professionals, eight managers and the entire management committee of a property and casualty insurer, aided in identifying the drivers of innovation specific to that industry.

This study adapts a conceptual framework of the determinants of innovation for the public sector, developed following a systematic review, as well as determinants uncovered while conducting a secondary literature review. The conceptual framework of reference was validated during the focus groups. Moreover, some determinants specific to the insurer that took part in the study emerged. For instance, technological resources emerged as a key determinant which differs with public organizations. Also, in regards to the attributes of innovation, the concept of horizontal spreading of an innovation project was identified. It indicated that the higher the number of departments involved, the more difficult it was to implement an innovation. The concept of speed of implementation of an innovation project was cited as a key element in one of the vice-presidencies.

The study offers a conceptual framework of the determinants of innovation customized for the property and casualty insurance industry. The research findings highlight several elements on which property and casualty insurers can capitalize to better foster innovation.

Keywords: *Determinants of Innovation, Property and Casualty Insurance, Case Study.*

6. A MODELING APPROACH FOR THE EVALUATION OF MANUFACTURING FLEXIBILITY

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ABSTRACT

Recent economic developments indicated that the need for greater flexibility in manufacturing is more important than ever. Thus, flexibility is becoming one of the key objectives of any manufacturing system and the issue of manufacturing flexibility is increasingly gaining importance as a competitive weapon within business environment. Hence, the ability to provide a certain degree of flexibility in terms of production volume and product variety has to be considered as a key capability in future manufacturing. However, in practical terms this entails the establishment of an accurate measurement of manufacturing flexibility. Thus, it is necessary to have an applicable measurement approach available that enables an assessment of the current degree of manufacturing flexibility.

The current paper presents a novel modeling approach for the evaluation of manufacturing flexibility that is easily applicable within any manufacturing system of different industries. As a result, a flexibility degree is calculated that allows an assessment of the flexibility in manufacturing.

Keywords: *Manufacturing flexibility, flexibility measurement, production efficiency, degree of flexibility.*

7. FHFA LAWSUITS ON BEHALF OF FANNIE AND FREDDIE: THE NATURE OF CONFLICT OF INTEREST IN THE VERTICALLY INTEGRATED BANKING SYSTEM

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ABSTRACT

The Federal Housing Finance Agency, as conservator for the government-sponsored enterprises, (GSE's), The Federal National Mortgage Association (commonly called Fannie Mae) and the Federal Home Loan Mortgage Corporation (commonly known as Freddie Mac), recently filed lawsuits against seventeen major financial institutions for losses totaling about \$196 billion. This inquiry details the lawsuit against The Goldman Sachs Group, and its affiliated entities. Goldman stands accused of common law fraud, and negligent misrepresentation, and a variety of statutory securities violations in the deployment of the "originate to distribute" securitization model against Fannie and Freddie. The paper describes the facts giving rise to the complaint, explores the "mission creep" of Fannie and Freddie in its growth from a limited housing industry player to an enormously powerful quasi-government financial institution, and its inevitable downfall.

It further asks the question of whether Fannie and Freddie were pawns in a speculative market or whether they bore responsibility for their ultimate failure and that of the economic system. Since repeal of the Glass-Steagall Act, banking institutions have multiplied in a vertical manner, creating "supermarkets" for the trading of financial products and thus compounding risks for conflicts of interest with their clients. What are unethical conflicts of interest in finance, and how did Goldman take advantage of these in their alleged business dealings with Fannie and Freddie?

The study limns whether modern approaches to stem conflicted activities including theories of fiduciary duty, institutional firewalls and the newly re-minted Volker Rule actually arrest harmful conflicts of interest in the banking conglomerate. While legislators and researchers urge strategies in law and economics to "manage" conflicts of interest in the banking sector, the abolition of such ethical quandaries is unlikely as long as banks remain structurally universal.

Keywords: *Federal National Mortgage Association, Federal Home Loan Mortgage Corporation, Fraud, Conflicts of Interest, Vertically Integrated Banking, Fiduciary Duty, Firewalls, Volker Rule*

8. BRAZILIAN OPPORTUNITIES IN A NEW WORLD: POPULATION, INCOME, LAND, AND FOOD

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ABSTRACT

This article aims to show and discuss the need of international measures to reduce pollution and employ new technologies in order to save natural resources, which already are considered as being scarce, and the challenges between the rise of production, especially of agricultural goods and raw materials, needed to service to a population still growing, and the sustainability of the planet. From this perspective this article seeks to identify international policies to mitigate environmental problems and global policies to stimulate projects aimed to the production of electricity from other sources, as well as the emergence of new possibilities related to the use of renewable sources and clean energy.

Keywords: *Population, Income, Food, International Relations*

9. GETTING TO THE ROOT-CAUSES OF A PHENOMENON: TESTING INTERACTION EFFECTS USING STRUCTURAL EQUATION MODELING

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ABSTRACT

When trying to get to the root-causes of a phenomenon, testing a single factor can hardly result in adequately explaining away the cause of the phenomenon under study. Business research suggested a diverse range of fields such as management, marketing, psychology, education, health, information systems and insurance used structural equation modeling to unravel the true causes of facts being observed. This discussion examined the benefits of such an approach even if using it presented some complexity. The review assessed the implications, future directions and limitations of the discussion, underscoring the substantial gain for various stakeholders of having interactions effects modeled.

Keywords: SEM, Business Research, Policy Making, Race and Education, Statistics

10. THE EFFECT OF ACCOUNTING INFORMATION SYSTEM EFFECTIVENESS ON ACCOUNTING INFORMATION USEFULNESS VIA INFORMATION TRUST AND INFORMATION TIMELINESS AS MEDIATORS: CASE STUDY OF THAI-LISTED COMPANIES

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ABSTRACT

This study aims at investigating the effects of accounting information system effectiveness on accounting information usefulness via information trust and information timeliness as mediators. Accounting information system effectiveness includes five dimensions, namely, accounting practice quality, internal control efficiency, strategic planning benefit, valuable activity linkage and unique information source. Accounting executives of Thai listed-firms are samples of the study. The results indicate that accounting practice quality enhances the accounting information usefulness via information trust and timeliness and valuable activity linkage improves the accounting information usefulness via accounting timeliness. For the influence of a moderating variable on the aforementioned relationships, the IT Supported moderates the relationship between accounting practice quality, internal control efficiency, strategic planning benefit, valuable activity linkage and information trust. It also moderates the relationship between strategic planning linkage, unique information source and information timeliness. Discussion is effectively implemented in the study. Theoretical and professional contributions are explicitly provided. Conclusion and suggestions and directions of the future research are described.

Keywords: Accounting Information System Effectiveness; Accounting Practice Quality; Internal Control Efficiency; Strategic Planning Benefit; Valuable Activity Linkage; Unique Information Source; Information Trust; Information Timeliness; IT Support

11. ADOPTION OF MEDICAL TRAVEL OPTIONS: AN HRM PERSPECTIVE

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ABSTRACT

This paper proposes a unifying framework of the adoption process of a specific HR innovation, i.e., a medical travel option in employer-based coverage (EBC). The model combines research on innovation adoption as well as micro and macro theories to obtain a more detailed and accurate representation of

the mechanisms underlying an HR manager's decision to advocate a new benefit. The environmental context and the innovator's characteristics (both organizational and individual) shape the HR manager's beliefs relevant to advocating a medical travel option which, in turn, determine intention and behavior. Interviews of EBC stakeholders help cement the model structure and lead to the development of testable propositions. Besides offering a synthesized perspective of the HR innovation adoption process, the article also helps practitioners identify key factors to consider when deciding whether to advocate an HR innovation.

Keywords: HR innovations, medical travel, health benefits, employer-based coverage

12. AUDIT PROFESSIONALISM, PROFESSIONAL COMMITMENT, ETHICAL REASONING, AND AUDIT QUALITY OF TAX AUDITORS IN THAILAND

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ABSTRACT

The objective of this study is to investigate the effects of audit professionalism on audit quality of tax auditors (TAs) in Thailand via moderators of professional commitment and ethical reasoning. Audit professionalism is the independent variable; audit quality is the dependent variable; and professional commitment and ethical reasoning are moderating variables. Here, 241 tax auditors (TAs) in Thailand are the sample of the study. The results show that audit professionalism is positively related to audit quality, but both professional commitment and ethical reasoning do not moderate the audit professionalism-audit quality relationships. Then, professional commitment and ethical reasoning are not the moderators of the aforementioned relationships. Potential discussion is effectively implemented in the study. Theoretical and professional contributions are explicitly provided. Conclusion, suggestions, and directions for future research are highlighted.

Keywords: Audit Professionalism, Professional Commitment, Ethical Reasoning, Audit Quality

13. IS THE DOLLAR THE UNCONTENDED CHAMPION AS THE INTERNATIONAL RESERVE CURRENCY OR DOES THE EURO STAND A CHANCE?

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ABSTRACT

The dollar's current status as the dominant international currency has recently been questioned due to its fluctuating value and the ongoing financial crisis in the United States. The rise of the euro has provided the first strong alternative to displacing the dollar as the reserve currency. Despite the euro's rise, it continues to fall short of expectations that would truly allow it to challenge the dollar's reserve status, and is not often used outside of the Eurozone. The Eurozone is also currently facing its own financial crisis, with several countries experiencing debt due to overspending. Along with these shortcomings, the current problems plaguing the US are not quite as dire for the dollar's international appeal. The US has endured financial crises before and the dollar has prevailed. With the exception of some catastrophic incident, the dollar's international appeal, liquidity, economies of scale, ratchet effect and depth in the market will keep the euro from displacing it anytime in the near future.

Keywords: Dollar, Financial Crisis, Eurozone, Currency

14. PRICE AND EXCHANGE RATE IMPACT ON AUSTRALIAN COKING COAL EXPORT: AN EMPIRICAL ANALYSIS

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ABSTRACT

This paper investigates the impact of Australian dollar exchange rate and price of Australian coking coal on Australian coking coal export. The quarterly data of Australian dollar exchange rate with the US dollar, Australian coking coal price and the Australian coking coal export from 1992–2009 are employed to examine the relationships. This study reveals that the Australian coking coal export has positive relationships with the exchange rate of A\$/US\$ and price of Australian coking coal. This study finds that the Australian coking coal exporters lose revenues when the value of Australian dollar is high and at the same time, the Australian coking coal exporters earn more revenues from the higher price of Australian coking coal.

The empirical results of this analysis confirm that for each one cent increase in Australian dollar value against the US\$, the Australian coking coal export increases by 249,724 tonnes and for each one dollar price increase of Australian coking coal, the Australian coking coal export increases by 10,232 tonnes.

Keywords: Exchange rate; Australian coking coal export; Australian coking coal price

15. HUMAN RESOURCE MANAGEMENT FOR HIGH-RANKING OFFICIALS IN CENTRAL GOVERNMENT: CASE STUDY OF THE JAPANESE GOVERNMENT

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ABSTRACT

This paper aims to clarify whether or not Human Resource Management exists across government ministries and agencies (henceforth ministries) by analyzing the pace of promotion of government employees recruited by the Japanese government as executive candidates for government ministries. By using the annually published name lists of the administrative officers, we made comparisons between five ministries selected as samples, and examined the number of years in service of government employees who held Director-level positions in 1976, 1985 and 2001. The results have shown that the pace of promotion was not always the same among ministries, and that overall it has become slower in the later decades.

Keywords: Human Resource Management, Promotion, Public Administration, the Japanese government

16. DO TEMPORARY WORKERS DISRUPT PRODUCTIVITY? RESULTS FROM A CASE STUDY IN THE FOOD PROCESSING INDUSTRY UNDER THE KNOWLEDGE BASED PERSPECTIVE

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ABSTRACT

A firm's productivity may fall by the introduction of temporary workers in the production lines. Hiring of massive, inexperienced, temporary labor may disrupt the firm's stock of knowledge. Thus, the firm's productivity may become affected by dilution of its experience, a kind of organizational forgetting. We

show such productivity decline by means of an in-depth case study with detailed longitudinal data in a quasi-experimental design.

Keywords: Organizational learning, organizational forgetting, productivity, temporary workers, quasi-experimental methods

17. CONCEPTUAL ILLUSTRATION OF ENTREPRENEURSHIP DEVELOPMENT AT THE PRE-STARTUP STAGE: A HOSPITALITY INDUSTRY CONTEXT

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ABSTRACT

The paper examines the relationship between opportunity recognition and opportunity verification outcomes for entrepreneurship within the hospitality industry. The paper argues that entrepreneurial confidence levels moderate the relationship between these two constructs. In particular, it explores how high and low levels of entrepreneurial confidence may lead to different types of negative opportunity verification outcomes. A conceptual model is developed and a proposed approach for testing is discussed.

Keywords: Opportunity verification outcomes, entrepreneurship, hospitality, overconfidence

18. FACTORS INFLUENCING THE WILLINGNESS TO PAY FOR ENVIRONMENTAL SERVICES IN FOREST CONSERVATION IN KENYA: THE CASE OF FORESTS IN MOUNT ELGON DISTRICT

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ABSTRACT

Kenya's indigenous forests continue to face severe degradation from the adjacent communities whose livelihoods depend on the natural resource. Wass (1995) estimated the people living adjacent to forests in Kenya to be approximately 2.9 million which is over a tenth of the total population. The main objective of this study was to assess the influence of different socio-economic factors on Willingness to Pay (WTP) for forest conservation using Contingent Valuation Method (CVM). It was hypothesized that selected socio-economic variables do not significantly affect the Household's Willingness to pay for forest conservation. The study was carried out in Mount Elgon District of Kenya using a sample size of 120 households. Multi-stage and purposive sampling techniques were used. The findings of the study revealed that level of education, land size under irrigation, distance from water source and the number of livestock had a significant impact on the willingness to pay WTP for forest conservation. Policy recommendations towards enhancing forest conservation should target these variables.

Keywords: Willingness to pay, households, conservation, factors
