

ABSTRACTS**1. BUILDING BRAND EQUITY STRATEGY OF EXPORTING BUSINESSES IN THAILAND: AN EMPIRICAL INVESTIGATION OF ITS ANTECEDENTS AND CONSEQUENCES**

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ABSTRACT

This research examines the influence of each dimension of brand equity strategy, customer satisfaction, marketing opportunities, new product success, marketing experience, technological change, violent competition, and marketing outcomes via moderating effect on market turbulence. However, the 1200 exporting businesses who are the members in Thailand's Brand Project which are chosen as the population and sample. The results indicate that each dimension of brand equity strategy and customer satisfaction, market opportunities, and new product success are positively significant. In addition, the package of consequence variables is significant positive with marketing outcomes. Nevertheless, the moderating effect between new product success and marketing outcomes has a positive relationship. Likewise, the association among marketing experience, change technological, violent competition, and each dimension of brand equity strategy is positively significant. Surprisingly, the strong competitiveness in market structure has a negative effect on impressed image invention. Additionally, the potential discussion with the results is implemented in the study. Theoretical and managerial contributions are described. Conclusion, suggestions, and directions of the future are presented.

Keywords: Brand Equity Strategy, Customer Requirement Awareness, Product Value Establishment, Building Corporate Loyalty, Impressed Image Invention, Customer Satisfaction, Marketing Opportunities, New Product Success, Marketing Experience, Technological Change, Violent Competition, Market Turbulence, Marketing Outcomes

2. RACE AND EDUCATIONAL ACHIEVEMENT IN THE US: IS THE PERSISTING GAP BETWEEN BLACKS AND WHITES ABOUT RACE?

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ABSTRACT

This study investigates the relationship between race and educational outcomes through a review of a number of socio-demographic factors including parents' income and education, occupational prestige, SES, and culture which are often presented as the root cause of the well-documented and enduring gap between Blacks and Whites. Owing to the inability of social factors alone at providing a complete explanation of the existing gap, a number of scholars have offered an alternate and competing explanation that focuses on differences in cognitive ability, instead. In the current study, we formulated six hypotheses, of which four were supported, suggesting that the relationship between race and education may be no more than a spurious one.

Keywords: Race, Education, Blacks, Whites, SES, Business Research

3. ORGANIZATIONAL INNOVATION STRATEGY AND FIRM PERFORMANCE: AN EMPIRICAL STUDY OF COMPUTER SPARE PARTS BUSINESSES IN THAILAND

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ABSTRACT

This study investigates the effects of organizational innovation strategy on firm performance via new product creation, market fulfillment efficiency, and product advantage. Five dimensions of organizational innovation strategy (continuous process improvement, proactive operation mindset, dynamic learning capability, flexible organization practice, and intensive knowledge-based operation) are hypothesized to become independent variables. The model testing is using the data collected from 121 computer spare parts businesses in Thailand. The results show that continuous process improvement and flexible organization practice have a significant influence on new product creation; and continuous process improvement and intensive knowledge-based operation have an important impact on market fulfillment efficiency. Both new product creation and market fulfillment efficiency are critically related to product advantage. Also, market fulfillment efficiency and product advantage have an effect on firm performance. Contribution and suggestions for future research are provided.

Keywords: Organizational innovation strategy, Continuous process improvement, Proactive operation mindset, Dynamic learning capability, Flexible organization practice, Intensive Knowledge-based operation, New product creation, Market fulfillment efficiency, Product advantage, Firm performance, Flexibility culture, Market complexity

4. PREDICTING STRATEGIC ACTION: EFFECTS OF MARKET GROWTH AND PAST PERFORMANCE

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ABSTRACT

Strategic actions require allocation of substantial resource commitments. The results of these actions largely determine a company's success or failure. Internal and external factors influence the decisions to launch strategic actions. These factors function both as a catalyst and inhibitive roles. Past research reflects contradictory conceptualizations of the effects of past performance and market growth, as well as inconsistent findings across studies. This study is an attempt to bring greater clarity to extant research and offer directions for future research.

Keywords: Strategic Action Variety, Strategic Action Intensity, Market Growth, Past Performance

5. SUPPLY CHAIN MANAGEMENT PRACTICES IN TRADITIONAL FRESH PRODUCE DISTRIBUTION SYSTEM IN INDIA: AN EMPIRICAL STUDY

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ABSTRACT

Supply chain management (SCM) focuses on improving the performance of the supply chain through the delivery of guaranteed safe, desirable and good quality food in a cost effective manner. The increasing transaction costs of intensive agriculture and the need to reduce these costs lie at the heart of interest in

agricultural SCM. The present empirical study focuses on the traditional practices in supply chain of fresh produce in India. The responses are collected from critical links in the downstream of the supply chain such as farmers, traders and retailers. The study has tested hypotheses on delays in delivery, rate of perishability and replenishment times using ANOVA technique. The data was analyzed to arrive at recommendations to improve the performance of the fresh produce supply chain.

Keywords: Fresh produce, Supply chain, Shelf-life, Perishability, transportation

**6. ENTREPRENEURIAL OPPORTUNITY RECOGNITION:
DOES ANYTHING CHANGE WITH THE INTERNET AND INFORMATION TECHNOLOGY?**

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ABSTRACT

In this paper, we study entrepreneurial opportunity recognition from the viewpoint of information technology advances. Overall, the propositions developed here indicate the IT advances generally improve the chances of discovering profitable opportunities. If we include human cognitive process and decision making heuristics and how IT advances influence these processes, then the outcome is not all that clear. Under some circumstances, greater IT advances reduce informational barriers, and therefore there is less potential for profitable opportunities. On the other hand, greater likelihood of interacting with unique informational sources will enhance discovery of profitable opportunities. We offer propositions that can be empirically tested.

Keywords: Information Technology, IT, entrepreneurship, entrepreneurial opportunity recognition, heuristics, cognitive bias

7. TECHNOLOGY IMPLEMENTATION CAPABILITY ON COMPETITIVE ADVANTAGE AND FIRM PERFORMANCE OF COMMUNICATION EQUIPMENT AND PARTS MANUFACTURING FIRMS IN THAILAND

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ABSTRACT

The study investigates the effect of technology implementation capability, innovation competency, market responsiveness, business efficiency through firm advantage to firm performance. Four dimensions of technology implementation capability include technology selection (TS), technological skill improvement (TSI), technology integration (TI), and technology modification (TM). According to the existing literature, technology is a device that firms use to develop their performance, as expectations, outputs of firm operation under influencing of firm's technology implementation capability including innovation competency (IC), market responsiveness (MR), and business efficiency (BE). Thus, we hypothesize that all dimensions of technology implementation capability influence three outputs of firm to firm's advantage and firm performance. Moreover, we also investigate two moderators include environmental instability (EI) and technological turbulence (TT). The overall result reveals that technology integration (TI) and technology modification (TM) have a strong impact on innovation competency (IC), market responsiveness (MR), and business efficiency (BE). Furthermore, firm advantage is strongly significant on firm performance and moderating effect of environmental instability (EI) significant in TSI-IC relationship, TI-MR relationship, TM-MR relationship, and TM-BE relationship. Consequently, theoretical and managerial contributions, and suggestions for future research, and recommendations are presented.

Keywords: Technology Implementation Capability, Innovation Competency, Market Responsiveness, Business Efficiency, Firm Advantage, Environmental Instability, Technological Turbulence

8. IMPACTS OF MARKET-DRIVING STRATEGY ON PRODUCT INNOVATION AND PERFORMANCE OF TELECOMMUNICATION BUSINESSES IN THAILAND

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ABSTRACT

The objective of this study is to examine the impacts of market-driving strategy on product innovation and performance through environmental uncertainty and competitive intensity as moderators. Telecommunication businesses in Thailand are samples of the study. The results show that market-driving strategy has a significant positive effect on product innovation and performance. Also, environmental uncertainty negatively moderates the market-driving strategy-product innovation relationship. For the linking of product innovation to performance, product innovation has an important positive influence on performance. Surprisingly, competitive intensity does not moderate the product innovation-performance relationship. Giving potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are described.

Keywords: Market-Driving Strategy, Product Innovation, Environmental Uncertainty, Competitive Intensity

9. IT OUTSOURCING: A COMPARATIVE ANALYSIS OF BRAZIL AND RUSSIA

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ABSTRACT

Current economic crisis has only accelerated an outsourcing drive, as companies fight for lower costs in quest for competitive advantage. Brazil and Russia are among the main world recipients of this outsourcing trend, including IT area. This paper analyzes the main aspects of outsourcing to these two countries, including local business, legal, political, social, educational systems, and provides comparative analysis of corresponding pros and cons.

Keywords: Outsourcing, Analysis, Brazil, Russia

10. THE RELATIONSHIP BETWEEN MILES AND SNOW'S STRATEGIC TYPES AND HUMAN RESOURCE PRACTICES

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ABSTRACT

Purpose: *This study explores the relationship between organizational strategy and human resources practices, specifically as they relate to the Miles and Snow typology of strategic choices (1978).*

Design/methodology/approach: *Using self-classification, employees assessed their firm's strategy using descriptions characterizing the Defender, Analyzer, Prospector and Reactor strategies developed by Snow and Hrebiniak (1980). Findings:* *This paper presents empirical evidence supporting the notion that different types of human resources practices more closely complement the unique strategic choices. Specifically there is a significant relationship for the use of the more modern types of human resources practices in the Prospector organizations. For Defender organizations, where more traditional human resource practices were expected to be appropriate, the results were not significant. It does appear that Defender organizations use the traditional HR practices more extensively than Prospector organizations. It appears that regardless of their chosen strategy, most companies still make at least limited use of the traditional HR practices. Research limitations/implications:* *Further research is needed to confirm and validate these findings with a larger sample which could include a broader mix of US companies as well as global respondents. While this exploratory research has found linkages between the more modern HR practices in the Prospector organizations, further research should replicate this methodology to further add to the literature as well as study if HR practices can be separated for the two strategies over the larger sample. Additionally qualitative cases that use meta-analysis techniques should be employed to augment the findings with additional anecdotes and richness. Studies that attempt to separate and validate the differences in modern and traditional reward practices are also needed. Finally, future research should study the relationship between the use of these HR practices, strategies and organizational performance. Practical implications:* *For practitioners following Miles and Snow strategic types of Prospector or Defender, the results offer interesting implication and suggestions as to which HR practices might be more appropriate to utilize given their chosen strategic direction. Also the results support the use of the more traditional practices, in general, given their history of use in practice. Originality/Value:* *Researchers have not extensively investigated this important topic. Our findings add credibility to the proposition that organizations must use Human Resource practices which support their organizational strategy.*

Keywords: Human Resource Practices, Strategies, Miles & Snow, Prospectors, Defenders

11. USING BLUE OCEAN STRATEGY IN PERFORMANCE EVALUATION

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ABSTRACT

Not since the introduction of the Balanced Scorecard (BSC) has so much controversy and anticipation surrounded a new emergent topic in strategic management theory. The Blue Ocean Strategy(BOS), developed by Kim and Mauborgne in 2003 was fashioned on the evaluation of the strategic moves of organizations over the past century which have created a leap in customer value through value innovation and has been used to develop and expand markets into new, un-chartered waters, and has thus become the antithesis of traditional strategic management .

Benchmarking is fundamental traditional technique utilized to compare one organization to another or to a standard. This however has been the downfall of traditional strategic management and created the need for blue ocean strategy. Blue Ocean Strategy presents a framework methodology to seek out new growth opportunities but lacks an effective evaluation technique.

This paper will take a reverse approach and utilize the blue ocean technique of the strategy canvas in evaluating performance measurement while linking in the balanced scorecard within the framework of both traditional strategy and the blue ocean strategy to formulate a more complete model of developing and effectively evaluating the corporate and business level strategies, designed to take the organization into a new era of prosperity and expansion.

Keywords: *Blue Ocean Strategy, Evaluation, Performance*
