

ABSTRACTS**1. PERSPECTIVES OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM): THEORY, RESULTS OF AN EMPIRICAL STUDY FROM SWITZERLAND AND MANAGEMENT IMPLICATIONS**

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ABSTRACT

Not only the field of Marketing has intensively dealt with the topic of Customer relationship management (CRM), mostly under the category of "relationship marketing", but also the field of Information Systems has intensively dealt with the topic. The current academic discussion poses the question of what path CRM has actually taken in hindsight, what the topic's current state is in practice, where problems have existed, and what can be learned from them for the future. Our study delineates the different perspectives of CRM that have contributed to the diversification of the discipline so far, discusses the different problems that result from the different perspectives of CRM, and investigates which CRM perspectives dominate in business, and where concrete success factors and/or reasons for CRM failure can be seen on the basis of an empirical study of 503, 547, 332 and finally 606 Managers of Swiss companies in 2007, 2008, 2009, and 2010.

Keywords: *Customer Relationship Management, CRM, eCRM, Marketing and IT, Relationship Marketing*

2. TECHNOLOGY ACCEPTANCE, INTERNET STRATEGY AND MARKETING EFFECTIVENESS OF E-COMMERCE BUSINESSES IN THAILAND: MODERATING EFFECTS OF ENVIRONMENTAL DYNAMISM

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ABSTRACT

The objective of this study is to examine the influences of technology acceptance and internet strategy on marketing effectiveness of E-Commerce businesses in Thailand via environmental dynamism as a moderator. Here, 399 E-Commerce businesses in Thailand are the sample of the study. The results show that technology acceptance has a significant positive effect on internet strategy, and technology acceptance has an important positive impact on marketing effectiveness. Also, internet strategy has a potential positive influence on marketing effectiveness. For the moderating effects, environmental dynamism positively moderates the technology acceptance-internet strategy relationships, the technology acceptance-marketing effectiveness relationships and the internet strategy-marketing effectiveness relationships. In summary, technology acceptance is the antecedent of both internet strategy and marketing effectiveness; internet strategy is the factor of driving marketing effectiveness; and environmental dynamism is the moderator of the relationships. Potential discussion is efficiently implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions for future research are also highlighted.

Keywords: *E-Commerce, Technology Acceptance, Internet Strategy, Environmental Dynamism, Marketing Effectiveness*

3. DETERMINISTIC JOINT REPLENISHMENT PROBLEM WITH RESTRICTION ON TOTAL STORAGE CAPACITY

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ABSTRACT

Joint replenishment problem (JRP) deals with finding the replenishment cycle and lot size for each item in multi-item scenario so that sum total of carrying cost and ordering cost (major and minor) is minimized. JRP is NP-Hard and hence past research is devoted in development of heuristics that give good feasible solutions and bounds. In real life scenario, number of different constraint comes up i.e. capacity, capital etc. In this paper we develop an efficient Lagrangian based algorithm for the JRP with the constraint of total storage capacity under constant and deterministic demand. We find that our approach gives better solution compare to best known method reported in literature.

Keywords: *Joint replenishment problem, Lagrangian relaxation*

4. MANAGEMENT ACCOUNTING PRACTICES IN A MULTICULTURAL ENVIRONMENT: EVIDENCE FROM AUSTRIA, RUSSIA AND THE US

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ABSTRACT

Modern companies operate in a constantly changing business environment and are characterized by performing economic activities worldwide. The successful operation of foreign sales offices, plants, branches or subsidiaries requires – amongst other management tools – the implementation of a management accounting system in the host country to ensure that managers receive the information necessary for planning, control and decision-making. It is well known and empirically investigated that management theories developed in one culture cannot be exported easily to other cultures. This is also true for management accounting, which contributes to the achievement of the company's objectives and thus plays an important role in managing the organization. Since people react to situations and interpret information differently depending on the norms of their native culture, cultural distance affects management accounting practices. Despite the growing attention to research in management accounting in the last years, there is still a significant lack of research concerning the influence of culture on management accounting.

Drawing on interviews with Austrian companies operating in the Russian and US markets, this paper investigates how cultural differences influence the functions of management accounting such as information supply, planning and control. Furthermore, the study aims to provide a better understanding of the needs and particularities of doing business in Russia and the US. Following this, recommendations are developed for companies entering or already serving the Russian or US markets.

The results of the study further show that the overall importance of planning, the access to management accounting information and the willingness to provide data in Russia is significantly lower than in Austria and the US. Moreover, Russian employees are less likely to accept criticism and sanctions when compared to their American and Austrian counterparts. Austrian employees also participate more actively in the planning process and are inclined to develop highly detailed plans, whereas planning in the US and Russia is less detailed. In contrast to Austrian and Russian managers who tend to avoid conflict, Americans prefer to address conflicts directly. Our study demonstrates very clearly that cultural differences have a significant impact on management accounting practices. This implies that companies

entering or already serving the Russian or US markets have to consider these differences in order to design an effective management accounting system.

Keywords: *Cultural Differences, Management Accounting, Information Supply, Planning, Control, Austria, Russia, US*

5. LEARNING TO LEVERAGE STRATEGIC MANAGEMENT PROCESSES

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ABSTRACT:

We attempted to develop a systems model or causal loop, which explains the strategic making process of a company, particularly with five management variables: production and inventory, capacity, demand sales, costs and sales price. Data were collected from college student groups' strategic decisions made and implemented in the business competition on a computer simulation platform. Results of the data analyses provide some support of the rather complex systems model and promise a potential of using such simulation data to test the systems thinking. This research also provides potential evidence the value of taking a more dynamic approach to teaching strategic management, that still takes advantage of conventional tools, models, and ways of thinking.

6. INTERNET STRATEGY AND MARKETING EFFECTIVENESS OF E-COMMERCE BUSINESSES IN THAILAND: MODERATING INFLUENCES OF IT COMPETENCY AND KNOWLEDGE ACQUISITION

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ABSTRACT

This study aims at investigating the impacts of internet strategy on marketing effectiveness of E-Commerce businesses in Thailand through IT competency and knowledge acquisition as the moderators. Here, 399 E-Commerce businesses in Thailand are the sample of the study. The results show that internet strategy has a significant positive impact on marketing effectiveness. Both IT competency and knowledge acquisition do not moderate the internet strategy-marketing effectiveness relationships. Accordingly, they are not the moderators of the aforementioned relationships. Potential discussion is efficiently implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions for future research are also highlighted.

Keywords: *E-Commerce, Internet Strategy, IT Competency, Knowledge Acquisition, Marketing Effectiveness*

7. THE RISING COMPETITIVE POWER OF BRIC ECONOMIES: WILL SUB-SAHARAN AFRICA JOIN THE CLUB OF EMERGING MARKETS?

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ABSTRACT

While BRIC countries, along with several other developing markets of Asia, South America and Eastern Europe are quickly becoming global competitive players, most Sub-Saharan African countries are still considered as poor nations. However, the emergence of these new powers presents opportunities for

Sub-Saharan economies to begin the process of economic catch-up. The purpose of this paper is to examine whether and how Sub-Saharan countries can overcome competitive challenges they are facing and improve the performance of their economies.

Keywords: *Emerging Economies, Global Competitive Advantage, Catch-up Hypothesis, BRIC Thesis*

8. PERFORMANCE EVALUATION IN EDUCATION

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ABSTRACT

Quality education is determined by how successful students fare in their future. Regardless of the proxies selected to measure success, there is always an element of moral hazard when it comes to performance evaluation for teacher. That is, the presence of information asymmetry prevents a thorough evaluation. This research adopts an agency framework to look at the issues of performance evaluation in education. In particular, it studies the usefulness of student satisfaction survey as an input to the teachers' personnel decisions (tenure, promotion, merit pay, etc.) This research takes into account the incentives of various stakeholders in education and comes up with situations where it is beneficial to incorporate the student survey. The conclusion is not universal, and has to be decided on case-by-case basis. It is also consistent with the notion that there is no panacea in quality improvement in education.

Keywords: *Performance Evaluation, Moral Hazard, Incentives, Information Asymmetry, Student Satisfaction Survey, Total Quality Management*

9. ENHANCING BUSINESS SUCCESS THROUGH STRATEGIC INTELLECTUAL CAPITAL INFORMATION REPORTING AND COMPETITIVE ADVANTAGE: AN EMPIRICAL RESEARCH OF THAI LISTED FIRMS

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ABSTRACT

The potential for creating competitive advantage and long term corporate value now lie more importantly in effective management of intangibles or intellectual capital than tangible assets. Intellectual capital is very important value creations and wealth of business in era of globalization. The few systematic empirical researches has focused on applying the concept of strategic intellectual capital information reporting as a valuable, non-substitutable, and inimitable strategic resources and capabilities of the firms that will increase competitive advantage and determine a firm's long-term success. The purpose of this research is to investigate the influence of strategic intellectual capital information reporting on competitive advantage and business success. Data was collected from Thai listed firms. The results indicate that strategic intellectual capital information reporting is significantly and positively related to information relevance, stakeholder acceptance, sustainable reputation and business success. Moreover, information relevance and sustainable reputation are significantly and positively related to business success. However, stakeholder acceptance does not significantly and positively relate to business success. Contribution, suggestions for future research direction and conclusions are described.

Keywords: *Strategic Intellectual Capital Information Reporting, Information Relevance, Stakeholder Acceptance, Sustainable Reputation, and Business Success.*

10. AUDIT ENVIRONMENT CHANGES, AUDIT KNOWLEDGE, AND AUDIT EFFICIENCY: AN EMPIRICAL RESEARCH OF CPAS IN THAILAND

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ABSTRACT

This paper aims to examine the relationships between audit environment changes and audit efficiency, audit environment change and audit knowledge, and the latter were considered as potential auditor needed for success affecting between audit environment changes and audit efficiency; and between audit knowledge and audit efficiency respectively. One hundred and fifty seven questionnaires were completed via questionnaire by independent auditors (Certified Public Accountant: CPAs) in Thailand mail survey. The statistics used for data analysis were Ordinary Least Square (OLS) regression. The results showed all relationships were significantly positively between 1) audit environment changes and audit efficiency; 2) audit environment changes and audit knowledge; and 3) audit knowledge and audit efficiency. This research, on the other hand, also found auditor needed for success significantly moderates between audit environment changes and audit knowledge but no significantly moderate between audit knowledge and audit efficiency relationships effectively. However, all hypotheses are supported a potential discussion is effectively implemented in the research. Further implications of theoretical and managerial contribution are explicitly provided. Conclusion, limitations, and suggestions for future research are also highlighted.

Keywords: *Audit Environment Changes, Audit Knowledge, Auditor Needed for Success, Audit Efficiency*

11. FORENSIC DISCIPLINES FOR OBJECTIVE GLOBAL STRATEGIC ANALYSIS

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ABSTRACT:

The global nature of investing requires a thorough analysis of the firm to determine the strategic viability of the firm for investment purposes. In addition, businesses are being held more accountable for the statements they make and the actions they take concerning their business. Several forensic disciplines have recently emerged that may supply subjective and objective data that can assist investors in making their final investment decisions and determining if ongoing businesses are truly doing what is in the best interest of their shareholders. Another factor influencing the increase forensic analyses of national and multinational corporations is the increase in criminal activity within these corporations. Laws have recently been passed to better protect the individual and corporate investor, but other precautions such as a more thorough pre-investment analysis may be necessary. In the past, forensic methodologies have been used to reveal criminal activities after they have occurred. These same methods may be able to provide investment firms with knowledge regarding possible criminal activities before they occur and, just as importantly, before the individual or firm invests in the questionable organization. Because of the relative newness of forensic methodologies in business, it would be valuable to have a model that illustrates the tools used in these relatively new fields of study. This paper will discuss the emerging fields of forensic accounting, forensic economics, forensic finance, forensic marketing, forensic psychology, and other concepts, and their relationships in analyzing business cases.

Keywords: *Global business, Forensic Analysis, Forensic Accounting, Forensic Finance, Forensic Economics, Forensic Marketing, Forensic Psychology, Business Case Analysis*

12. DATA SECURITY CONCERN IN PUBLIC CLOUD COMPUTING

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ABSTRACT

Public cloud computing describes the situation whereby resources are dynamically provided over the Internet via web applications/web services from an off-site third-party provider who shares resources. It provides immense benefits but introduces huge security and privacy risks which make some organizations apprehensive. This paper examines the data security concerns which can derail the future of public cloud computing. It also identifies measures that could be employed to boost the confidence of existing cloud users and attract potential users.

Keywords: *Public, Cloud, Data, Security, Private, Hybrid, Generalized Anxiety Disorder, Service-Oriented Architectures, Platform-as-a-Service, Software-as-a-Service*

13. PRODUCTION ALLOCATION EFFICIENCY OF DAIRY GOAT FARMING IN ELGEYO-MARAKWET COUNTY IN KENYA

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ABSTRACT

Dairy goat farmers have been focusing on goat meat production whereas, milk production and other products have not gained much popularity. Dairy goat milk production is undertaken in traditional extensive systems and less attention has been given to potential of production, marketing and processing. The main objective of this study was to analyze the production allocative efficiency of factors of production used. The study was carried out in the county of Elgeyo-Marakwet of Kenya. A total of 100 farmers engaged in dairy goat farming formed the sample of the study using multi-stage, purposive and simple random sampling technique. Marginal Value Product (MVP) and Marginal Factor Costs (MFC) were used to evaluate the allocative efficiency. Results show that MVP for feeds and disease and pest control were KShs. 8.65 and KShs. 181.54 and their corresponding input prices were KShs. 7.80 and KShs. 175.00 respectively implying sub-optimal levels. MVP for labour was KShs. 154.04 and wage rate was KShs. 890.00 indicating over-utilization. These results suggest that the resources used were not efficiently utilized. MVP_{x_i} and P_{x_i} values for feeds and disease and pest control suggest that they were not significantly different. The labour used with respect to its wage rate however was significantly different. It was recommended that there was a need to address resource use and improvement of management practices such as feeding programs, record keeping and disease control aimed at using cheaper and efficient utilization of inputs.

Keywords: *Dairy Goat milk, Production, Allocation Efficiency, Factors*

14. GENERATION X & Y WORK VALUES IN PUBLIC ACCOUNTING FIRMS

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ABSTRACT

This study examines Generation X and Y accountants in public accounting firms to determine which work values are important to them and which work values influence their satisfaction, commitment and intentions to remain. We found that quality of work life was the critical factor in the satisfaction, commitment and retention of Generation X accountants. Quality of work life was also important to the satisfaction and retention of Generation Y accountants. However, supportive supervisor was the important factor in the commitment of Generation Y accountants.

Keywords: *Work Values, Accountants, Generation X, Generation Y*

15. ORGANIZATIONAL CRISIS PLANNING AMONG LARGER MALAYSIAN COMPANIES

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ABSTRACT

In this paper we describe and discuss the results of an exploratory empirical study on how larger companies in Malaysia planned to deal with organizational crisis. Our research was designed to replicate and extend two earlier studies conducted in the United States and Hong Kong, respectively. Analysis of data collected via a survey instrument showed that 18 out of 68 companies investigated in the study had a Crisis Management Plan (CMP). We provide a discussion of the key findings of the study, including organizational crisis planning rationale, CMP structure, and importance of factors that affect improvement in crisis-preparedness.

Keywords: *Crisis Planning, larger Companies, Malaysia*
