<p style="text-align:center">**ABSTRACTS**</p>

1. STRATEGIC MARKETING LEARNING OF HOTEL BUSINESSES IN THAILAND: AN EMPIRICAL INVESTIGATION OF THE ANTECEDENTS AND CONSEQUENCES

Kanyakan Syers, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham University, Thailand
Pratanporn Jhundra-indra, Mahasarakham University, Thailand

ABSTRACT

The purpose of this study is to examine the relationships between strategic marketing learning including six dimensions (customer effectiveness focus, competitor efficiency analysis, market assessment capability, new product development competency, marketing environment understanding, and technology usefulness quality) and marketing profitability through its impact on five mediators---marketing practice excellence, dynamic marketing responsiveness, marketing innovation outstanding, customer acceptance, and marketing advantage. Moreover, the relationships among antecedents of strategic marketing learning consist of four factors—modern marketing vision, marketing knowledge richness, competitive environment vitality, and marketing technology growth that these links can be moderated by market culture, marketing experience, and market munificence. The model is tested using data collected from mail survey of 218 hotel businesses (three-to five-star levels) in Thailand. The results indicate partial support for the hypotheses derived from the conceptual model. Thus, theoretical and managerial contributions and suggestions are also provided for future research.

Keywords: *Strategic Marketing Learning, Customer Focus Effectiveness, Competitor Analysis Efficiency, Market Assessment Capability, New Product Development Competency, Marketing Environment Understanding, Technology Usefulness Quality, Marketing Practice Excellence, Dynamic Marketing Responsiveness, Marketing Innovation Outstanding, Customer Acceptance, Marketing Advantage, Marketing Profitability, Modern Marketing Vision, Marketing Knowledge Richness, Competitive Environment Vitality, Marketing Technology Growth, Market Culture, Marketing Experience, Market Munificence*

2. EFFICIENCY, PREDICTABILITY AND NON-LINEARITY IN LITHUANIAN MARKET

Everton Anger Cavalheiro, UNIFRA, Santa Maria, Brazil
Kelmara Mendes Vieira, Universidade Federal de Santa Maria, Santa Maria, Brazil
Paulo Sérgio Ceretta, Universidade Federal de Santa Maria, Santa Maria, Brazil
Breno Augusto Diniz Pereira, Universidade Federal de Santa Maria, Santa Maria, Brazil

ABSTRACT

This paper analyzes the efficiency and predictability in Lithuanian´s Market. To address the research problem, we initially calculated the log return of the main contents of this country. Then, we used the automatic variance ratio for small samples, as (Kim, 2006) and (Kim, 2009) in order to analyzes the efficiency of this market in its weak form, as proposed by (Fama, 1970). Afterwards, we carried out non-linearity tests, as Keenan´s test and Tsay´s test in order to determinate a methodology of predictability analysis. Then, we analysed the efficiency of Group Method of Data Handling (GMDH) polynomial neural networks and the Box Jenkins Method when anticipating return, on a monthly basis. In order to determine if one model can predict better than another we used the Diebold-Mariano test. Results suggest non-linearity and inefficiency in weak form and some predictability of this market. The Diebold-Mariano Test shows that two models are not different.

Keywords: *market efficiency, Lithuanian market, predictability*

3. **AN UNDERSTANDING OF HARD AND SOFT DISCOUNTERS DURING BOOM AND RECESSIONARY PHASE**

Saba Azeem, Indian Institute of Technology, Kanpur, India
R.R.K.Sharma, Indian Institute of Technology, Kanpur, India

ABSTRACT

Organizations react differently to the changes that occur in the environment that they compete in. Their survival depends on how efficiently they align their strategy to the changes occurring around them. This paper examines the change that occurred in the retailing sector as a result of change in the external business environment and how it brought about an Introduction and consecutive growth in the hard and soft discount retailers. This paper deals with the conceptual exploration of hard and soft discounters and discusses their strategies and explores the reasons for their growth and success. It discussed the strategies of the hard discounters as compared to the other formats of retail and also suggests some future research in terms of changing business strategies of discounters owing to the change in the external business environment.

Keywords: External environment, Discounters, Hard and Soft discounters, Retailing Formats

4. **WASTA AND GUANXI: DO THEY MATTER?**

Yunus A. Kathawala, Gulf University of Science & Technology, Hawally, Kuwait
Sanaa Jaber, Gulf University of Science & Technology, Hawally, Kuwait
Sudhir Chawla, Angelo State University, San Angelo, Texas, USA

ABSTRACT

Guanxi and Wasta are business practices that are etched in the business culture of the Chinese and Arab worlds. Social interactions has been key in doing business worldwide, in China this interactions is referred to as Guanxi, which basically is a special relationships between two persons; not necessarily that the persons involved be friends or of equal social status. This enables an individual to obtain an advantage that practically he or she does not really deserves; many people terms it as a friendship with overtones of unlimited exchange of favors . This is an informal interaction, which totally depend on trust between the persons involved and relationship assume that each is fully committed to the other. In case of scarcity of resources, the Chinese use Guanxi to exchange favors. In the Arab world Wasta is a form of patronage that is deeply rooted in the family and involves using the third parties that if someone intends to seek employment he must be recommended by a Wasta member.
For managers wanting to do business in these markets, it is essential for them to understand these business practices thoroughly. This paper will seek to enlighten on the role of Guanxi and Wasta in the business environment and explores the cultures of Wasta and Guanxi, which has been a process of informal influence in the business environment and outlining its effects to the management development professionals. A comparison and a conclusion on the role, importance, of each practice will also aid in making wise decisions while investing in the Arabic and Chinese markets and the paper calls on the need for awareness to manager who wish work in China and the Arab world of the continue relevance of the Guanxi, trust and family relationships to assist in the intercultural effectiveness between the two regions.

Keywords: Culture, Wasta, Guanxi, Arab Busies Practices, Chinese Business Practices

5. **KNOWLEDGE MANAGEMENT AND ITS EFFECTS ON COMPETITIVENESS: SMEs MANUFACTURING INDUSTRY OF GUADALAJARA, MEXICO**.

Jose Sanchez-Gutierrez, University of Guadalajara-CUCEA, Guadalajara, Jalisco, Mexico

ABSTRACT

The Mexican manufacturing industry represents a major source of dynamism in economic development. The sector generates just in Mexico about one million jobs and accounts for more than 200 thousand companies. For that reason, research on this area is relevant since they provide an approach to development strategies that allow companies to maintain stability and create growth conditions. The objective of this study is to determine the Knowledge Management related variables and Competitiveness in the manufacturing industry in Guadalajara, Mexico. The research focuses on a quantitative approach, a descriptive study of correlation; based on questionnaires applied to managers of the manufacturing industry. The results obtained demonstrated that for this industry it is convenient to implement KM strategies to obtain competitive advantages.

6. MARKETING INTEGRATION STRATEGY AND MARKETING OUTCOMES: EVIDENCE FROM SOFTWARE BUSINESSES IN THAILAND

Cheewan Thongsodsang, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand
Pratanporn Jhundra-indra, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

This study aims to investigate the relationships among six dimensions of marketing integration strategy, dynamic marketing competitiveness, modern marketing practice, marketing excellence, marketing advantage, marketing outcomes, corporate vision for marketing survival, marketing resource readiness, marketing knowledge richness, marketing technology capability, business environment complexity, via moderating effect on organizational marketing culture, marketing adaptation competency, and marketing environmental munificence. Marketing integration strategy consists of marketing flexibility focus, customer responsiveness awareness, product innovation development, marketing learning orientation, marketing collaboration creation, and proactive marketing communication. Here, 97 software businesses in Thailand were chosen as the sample of the study. Marketing integration strategy is partially supported for the hypotheses derived from the model. The results indicate that three dimensions of marketing integration strategy and dynamic marketing competitiveness, modern marketing practice, and marketing excellence are positively significant. Indeed, dynamic marketing competitiveness, modern marketing practice, and marketing excellence have a significant positive impact on marketing advantage and marketing outcomes. Moreover, marketing advantage affect to marketing outcomes. Furthermore, the relationship among marketing resource readiness, marketing knowledge richness, and marketing technology capability have a significant positive influence on marketing integration strategy. In the role of moderating effect is marketing adaptation competency has a significant positive influence on marketing flexibility focus and marketing excellence only. Besides, organizational marketing culture and marketing environmental munificence do not moderate in this conceptual model. Hence, further study may consider finding practical reasons why it is so by reviewing extensive literature. Potential discussion with the results is implemented in the study. Theoretical and managerial contributions are described. Conclusion, suggestions, and directions of the future research are also highlighted.

Keywords: *Marketing Integration Strategy; Dynamic Marketing Competitiveness; Modern Marketing Practice; Marketing Excellence; Marketing Advantage; Marketing Outcomes; Corporate Vision for Marketing Survival; Marketing Resource Readiness; Marketing Knowledge Richness; Marketing Technology Capability; Business Environment Complexity; Organizational Marketing Culture; Marketing Adaptation Competency; Marketing Environmental Munificence*

7. EXPLORING MOBILE APP MARKET STRATEGIES: FREE APP VERSUS PAID APP

Young Jin Lee, University of Wisconsin-Green Bay, Green Bay, Wisconsin, USA
David J. Radosevich, University of Wisconsin-Green Bay, Green Bay, Wisconsin, USA

ABSTRACT

The mobile computing market has been growing extremely fast and it also constructed an entirely new market for software applications. Typically, there are two types of commercial mobile apps in this market; free app and paid app. Unique and interesting revenue generating models were developed and, mainly, drawing a larger audience is the key to success for the apps. In this paper, we examine how mobile apps' different market strategies affect dynamically the apps' performance in an AppStore's ranking system. Using a noble dataset collected from Apple's AppStore daily rank, we found that being a free app generally drew more audience quickly than being a paid app, but the free app's rank performance becomes worse more quickly over time. We also found selling items inside apps (In-App purchase) is more beneficial to free apps to improve their rank. Interestingly, new free apps to the AppStore become

popular more quickly than new paid apps. Therefore, our findings provide mobile app developers with important and strategic marketing implications.

8. INTELLECTUAL CAPITAL FOR THE IMPROVEMENT OF THE COMPETITIVENESS: MANUFACTURING SMEs IN GUADALAJARA, MEXICO

Jose Sanchez-Gutierrez, University of Guadalajara-CUCEA, Guadalajara, Jalisco, Mexico
Guillermo Vazquez-Avila, University of Guadalajara-CUCEA, Guadalajara, Jalisco, Mexico
Manuel A. Ortiz-Barrera, University of Guadalajara-CUCEA, Guadalajara, Jalisco, Mexico

ABSTRACT

The present research considers a relationship between intellectual capital development and the impact achieved in manufacturing SMEs in Guadalajara, Mexico. The construct that was designed for this analysis, shows intellectual capital as the independent variable consisting: information, learning and development; and competitiveness as independent variable through factors: technology development, cost and financial performance. This research is intended with a quantitative approach, a non-experimental and correlational descriptive study in a cross, using ANOVA. The results indicate that intellectual capital is key factor and that is the main support for the creation of a sustainable competitive advantage

9. PREDICTABILITY PRICE PAID TO BRAZILIAN MILK PRODUCERS: AN EMPIRICAL ANALYSIS

Everton Anger Cavalheiro, UNIFRA, Santa Maria, Brazil
Kelmara Mendes Vieira, Universidade Federal de Santa Maria, Santa Maria, Brazil
Paulo Sérgio Ceretta, Universidade Federal de Santa Maria, Santa Maria, Brazil
Breno Augusto Diniz Pereira, Universidade Federal de Santa Maria, Santa Maria, Brazil

ABSTRACT

This article analyzes the relation of cause and effect of national milk's supply to the price paid to Brazilian products, in addition sought to model the expected returns on a monthly basis, the price of milk paid to producers in Brazil. Initially, for the determination of the exogenous variable and endogenous variable, we calculated the return logarithm of domestic supply and price of this commodity. Then there was the co-integration of the variables and causal flows. Finally took place modeling to predict the return of the price of milk. The results suggest that although the variables are not co-integrated, there is a causal flow, which highlights that the national milk's supply has a causal flow over the back log of domestic price of milk and that the causal flow in reverse is far less expressive. Finally there was relative predictability for the price of milk in a special focus on autoregressive modeling.