

ABSTRACTS**1. E-COMMERCE COMPETENCIES AND SUCCESS OF THAI E-COMMERCE FIRMS: A MEDIATING OF MULTI-CHANNEL RETAILING ADVANTAGE**

Palan Jantaraturapath, Mahasarakham University, Thailand
Phapruke Ussahawanitchkit, Mahasarakham University, Thailand

ABSTRACT

The purpose of this study is to test the effect of e-commerce competencies, multi-channel retailing advantage and e-commerce success having market and technological turbulences as moderators. Executive involvement, staff expertise, and IT infrastructure are antecedents of e-commerce competencies via regulatory support as a moderator. Data collected from 203 e-commerce businesses in Thailand was processed with multiple regression. The study found e-commerce competencies support multi-channel retailing advantage and e-commerce success. The market turbulence did moderate the multi-channel advantage and e-commerce success but, technological turbulence did not. In antecedences executive involvement, staff expertise, and IT infrastructure were driver e-commerce competencies and regulatory support was not a moderator. The implications of the results of the study are discussed.

Keywords: *E-commerce competencies, Content Information Richness, Web-based Transactional Process Effectiveness, Customer Responsiveness, E-commerce Success, Multi-channel Retailing Advantage*

2. PRODUCTIVITY vs. PRIVACY FOR AN ORGANIZATION'S WORKFORCE

Stephen L. Baglione, Saint Leo University, Saint Leo, Florida, USA
Frank Arnold, Saint Leo University, Saint Leo, Florida, USA
Thomas Zimmerer, Zimmerer and Associates, Tampa, Florida, USA

ABSTRACT

Firms are continually seeking ways to enhance productivity and minimize expenses, relying on technology to ensure the best are hired and retained. Technology is subjecting current employees to constant surveillance while working to ensure outside distractions do not reduce productivity: monitoring what you do, where you do it (global positioning satellites) including telephone, computer, and Internet activity. Mandatory wellness program are being created to reduce medical expenses. Appearance restrictions are being implemented. Companies have even started restricting risky off-duty activities such as skydiving. Pre-employment screening has incorporated newer technology: social networking site reviews, personality and aptitudes tests, and Google searches. Our study asks respondents whether these programs improve productivity for current and new employees. About half are viewed as increasing productivity. We also find few differences by gender, personality types, college major, residence, and political affiliation.

Keywords: *productivity, organization's workforce*

3. SOCIAL RETURN ON INVESTMENT, VALUE ADDED AND VOLUNTEER WORK

Eduardo Sergio Ulrich Pace, Universidade Presbiteriana Mackenzie, São Paulo, Brazil
Leonardo Fernando Cruz Basso, Universidade Presbiteriana Mackenzie, São Paulo, Brazil

ABSTRACT

This study aims to evaluate the return on investments and its capacity to add value in Third Sector entities, enlarged by the inclusion of aspects of volunteer work. It consists of a descriptive survey of an intentional sample, which identifies multiples that form an integral part of accounting and financial values with social indicators. Investments in volunteer work show that the broader its base, the higher the return by real invested, with a contribution above 43 %, besides the financial values. The value added by this activity at the entities surveyed accounts for 67.6 % of the financial and social value allocated to human resources and for 15.6% of the hours worked. There is economy for society derived from the secondary results of the functional qualification of this labor with training and education, generating a market value 5.6 times the financial value invested in its training. The conclusion presents the preeminent need to value the undisclosed contribution of volunteer work.

Keywords: *Third Sector; volunteer work; social return on investment; value added*

4. AUDIT RISK JUDGMENT AND PERFORMANCE OF THAI AUDITORS: AN EMPIRICAL INVESTIGATION OF THEIR ANTECEDENTS AND CONSEQUENCES

Kulwadee Lim-u-sanno, Mahasarakham University, Thailand
Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

The objective of this research is to examine the effects of audit risk judgment on audit performance of CPAs in Thailand. The mediating influences of competent audit planning, professional decision making, and efficient audit report of the relationships are also investigated. Professional learning is assumed to become the antecedents of audit risk judgment via the moderating effects of audit practice environments and business transaction characteristics. Moreover, strength of professional standards is expected a moderating variable of the relationship between efficient audit report and audit performance. The results indicate that audit risk judgment has directly and indirectly significant positive impacts on audit performance by using competent audit planning, professional decision making, and efficient audit report as the mediators. Additionally, professional learning also has positive effects on audit risk judgment. For moderating effects, strength of professional standards has increased efficient audit report-audit performance relationships. Unpredictably, audit practice environments and business transaction characteristics have partial moderators of professional learning-audit risk judgment relationships. Theoretical, practical, and institutional implications are explicitly presented. Conclusion and suggestions for future research are also discussed.

Keywords: *Audit Performance; Audit Risk Judgment; Competent Audit Planning; Professional Decision Making; Efficient Audit Report; Strength of Professional Standards*

5. THE IMPACT OF NEW MEDIA ON INTERNET-BASED GROUP CONSUMER BEHAVIOR

Parimal S. Bhagat, Indiana University of Pennsylvania, Pennsylvania, USA
Andreas Klein, University of Duisburg-Essen, Duisburg, Germany
Varinder Sharma, Indiana University of Pennsylvania, Pennsylvania, USA

ABSTRACT

While the internet has facilitated the formation of several new business models, most such models are initiated by either a manufacturer or a marketing intermediary. While brick-and-click companies extend the current model of the value chain to a new distribution channel, new models that allow for customization and personalization of the internet-based offering explicitly acknowledge the participation of the consumer in the exchange process. In addition, online community sites are beginning to incorporate online advertising and even e-commerce. However, with the advent of social networking sites and the power of consumer voice online through blogging and other interactive communication tools, the role, involvement and power of the consumer is rising. While this trend may be perceived to dilute the power of the marketer, the opportunity to attain higher economies of scale by tapping into consumers' social networks is attractive. This paper introduces 1. the concept and the characteristics of consumer flocking—a specific type of virtual community—on the internet, 2. considers several factors related to the individual and social media that influences consumer flocks, 3. categorizes different stages in the development of consumer flocks, and 4. provides managerial implications for marketers and direction for further research on the topic.

Keywords: Consumer flocking, social media, consumer behavior on the internet, group buying on the internet, internet shopping

6. A PROBABILITY BASED MODEL FOR EVALUATING DELIVERY PERFORMANCE

Alfred L. Guiffrida, Kent State University, Kent, Ohio USA

ABSTRACT

In this paper we present three approximation methods for evaluating delivery performance to the final customer in a supply chain. The approximation methods presented are easier to implement than the current set of delivery performance models found in the literature which require advanced statistical methods and nonlinear optimization solution procedures. The approximation methods are demonstrated for a set of numerical comparisons and the resulting error bounds are compared.

Keywords: Delivery Performance, Supply Chain Management; Cost Modeling

7. SARBANES-OXLEY – CONTEXT & THEORY: MARKET FAILURE, INFORMATION ASYMMETRY & THE CASE FOR REGULATION

Sean D. Jasso, Pepperdine University, Los Angeles, California, USA

ABSTRACT

On July 30, 2002, President George W. Bush signed into law the Sarbanes-Oxley Act of 2002, also known as the Public Company Accounting Reform and Investor Protection Act of 2002. At the heart of the Act is the mandate for corporate reform from the massive financial and leadership fraud of the late 1990s and early 2000s. This paper is part of a series of essays that attempts to look deep into the soul of the Act not only evaluating the efficacy of the policy, but also to verify the heralding for a new dedication to the ethical and moral boardroom in the public corporation. The larger project consults legislative, legal,

historical, and philosophical primary and secondary research to confirm the big question, 'Does Good Behavior Pay Off?' In this installment, I look to the Act itself recognizing that the literature on Sarbanes-Oxley (SOX) to date has lacked the theoretical framework necessary for fully understanding its public policy domain. The only consistent criticism on SOX from its inception has been from management, economic, and political scholarship predominantly targeting its financial impact upon the corporation through its rigid compliance mandates. The primary objective here is to understand Sarbanes-Oxley as public policy in response to market failure – that is, when the market stops providing efficient and ethical solutions to society.

Keywords: Sarbanes-Oxley; Market Failure; Information Asymmetry; Public Policy Analysis; Regulatory Environment; Benefits and Costs; Theory of Commerce; Ethics; Corporate Governance

8. ANALYZING HOUSING DEMAND IN THE UNITED STATES WITH A FOCUS ON COMPARATIVE ANALYSIS OF REGIONAL HOUSING DEMAND IN THE FOUR REGIONS

Kristen E. Broady, Benedict College, USA

ABSTRACT

The decision to purchase a new home is one of the most important decisions a family can make. This paper evaluates trends in housing demand for the four regions of the United States, Northeast, Midwest, South, and West and for the country as a whole. This study covers a time period from 1975 to 2000. Although economists have studied and modeled the United States' housing market for years, they continue to struggle to accurately estimate housing demand. During the period 1975 to 2000 in the United States the data provides evidence of a positive correlation between the number of homes sold and household income, population, and home sales price. As these variables increase, so does the number of homes sold. The relationship between homes sold and mortgage interest rate is negatively correlated. As interest rates increase, the number of homes sold decreases. Income is positively correlated with population and sales price. This paper concludes that interest rates are the most important factor in determining regional housing demand. Unemployment was most important factor for national housing demand.

Keywords: Housing Demand

9. ARE GENERATION Y (MILLENNIAL) CONSUMERS BRAND LOYAL AND IS THEIR BUYING BEHAVIOR AFFECTED IN AN ECONOMIC RECESSION? A PRELIMINARY STUDY

Megan Lodes, Siena College, Loudonville, NY, USA
Cheryl L. Buff, Siena College, Loudonville, NY, USA

ABSTRACT

The buying behavior of college students, members of the Millennial Generation, is of particular interest to marketers as they strive to understand the patterns of purchasing of the wealthiest generation. To date, there have been conflicting results regarding the Millennial Generation and their degree of brand loyalty. Using a sample of 68 undergraduate students, brand loyalty, customer satisfaction, and the effects of an economic recession on buying behavior were evaluated. Results suggest that college students are not brand loyal consumers, that there are no gender differences with regard to overall brand loyalty, and that purchase behavior has not been greatly affected by the economic recession. Implications and recommendations for future research are presented.

Keywords: Brand Loyalty, Millennial Generation, Recession, Gen Y, Buyer Behavior

10. DYNAMICS OF BUDGET AND TRADE DEFICITS: EVIDENCE FROM FOUR COUNTRIES

Jae-Kwang Hwang, Virginia State University, Petersburg, Virginia, USA

ABSTRACT

This paper finds long-run relationship between budget deficit and trade deficit in the U.S., the United Kingdom, and France, but not in Canada. There is no evidence for short-run causality between two variables in the United Kingdom and France. However, there is an evidence for short-run causality from budget deficit to trade deficit in the U.S., but not from trade deficit to budget deficit. The evidence from the U.S. supports the view of conventional macroeconomic theory, which suggests a positive causal effect from budget deficit to trade deficit.

Keywords: Unit root test, Cointegration, Error correction model

11. CEO POWER AND INCENTIVE PAY UNDER COMPETITION

Anwar Boumosleh, Lebanese American University, Beirut, Lebanon
Brandon N. Cline, Clemson University, Clemson, South Carolina, USA
Rola Saleh, Lebanese American University, Beirut, Lebanon

ABSTRACT

We examine the struggle of power between the CEO and board in their endeavor to determine optimal CEO compensation structure under market competition. CEOs negotiate for safer contracts when their personal reward is at risk. However, shareholders and the board require performance based compensation in order to motivate the CEO and secure survivorship. The findings in this paper indicate that firms contract their CEO with greater incentive pay the higher the competition within the industry. The results are consistent with the argument that boards have the upper hand in negotiating CEO pay proposed by Rose and Sheppard (1997). However, we do find that larger ownership and longer tenure enable CEOs to make their pay less sensitive to market conditions.

Keywords: CEO power, executive compensation, executive stock options, incentive pay, industry competition, pay-for-performance, performance pay

12. THE MODERATING EFFECT OF ASSET SPECIFICITY IN RELATIONSHIP BETWEEN RELATIONAL EXCHANGE CHARACTERISTICS AND INFORMATION SYSTEMS OUTSOURCING PARTNERSHIP

Sung Kim, Minnesota State University, USA
Young-Soo Chung, Chungnam National University, Korea
Dooyoung Shin, Minnesota State University, USA

ABSTRACT

The past studies in information systems (IS) outsourcing have found support that the quality or extent of partnership between client firms and vendors is positively related to the successful implementation of IS outsourcing measured in terms of the perceived benefits. The studies that examined the impact of the relational exchange characteristics on the quality or extent of partnership between firms have found mixed results, suggesting the need for further investigation into the interaction effects in such relationships. This study specifically focused on the interaction effect between asset specificity and partnership characteristics on the IS outsourcing performance.

A survey study of 207 IS outsourcing relationships of U.S. firms generally suggests that a strong formation of relational exchange attributes, as opposed to discrete exchange, is essential to successful implementation of IS outsourcing. To investigate the interaction effect, MRA and subgroup analysis were performed. The results showed significant interaction effects between asset specificity and some relational attributes.

Keywords: *Outsourcing, Asset Specificity, Relational Exchange, Inter-organizational Relationships*

13. THEORY OF CONSTRAINTS: AN APPLICATION IN U.S. ARMY'S RECRUITING PROCESS

Amarpreet S. Kohli, University of Southern Maine, Portland, Maine, USA
Dinesh K. Sharma, University of Maryland Eastern Shore, Maryland, USA
Jon Gerold, Lieutenant Colonel, US Army, Fayetteville, North Carolina, USA
Frank Pastorino, V.P Operations, MBMI Resources, Philippines

ABSTRACT

The five-steps of Theory of Constraints based approach are schematically presented with each step being described and applied in context of U.S. Army recruiting procedures. We interviewed the Station Commander of Affinity Recruiting Station and his staff (name changed for confidentiality) in Kentucky and studied the data and recruiting processes to identify any constraint(s) and make recommendations that would help increase the throughput. The major constraint was identified as the number of appointments that are conducted by the recruiters. In order to exploit this constraint, we provide several recommendations which would allow recruiters to contract more army recruits without any additional financial resources.

Keywords: *Army recruiting, Theory of Constraints, USAREC*

14. ANALYSIS OF THE 3G DIFFUSION AND ADOPTION IN CHINA

Xiaoqing Li, University of Illinois at Springfield, Springfield, Illinois, USA
Yifeng Zhang, University of Illinois at Springfield, Springfield, Illinois, USA

ABSTRACT

Actor Network Theory (ANT) has been widely employed by researchers to analyze the diffusion and adoption of innovations. In particular, researchers have been using this theory to analyze the development of mobile communication technologies, such as the diffusion of 3G in South Korea and the U.S., and the adoption and development of short message services in China (China refers to mainland China in this paper). Different from many other countries where the diffusion of 3G has largely been completed, 3G in China is still in the early stage of implementation. There are many debating issues in this area in industries, in academic domains, and in government. In this paper, we use ANT to analyze 3G diffusion and adoption in China and provide suggestions and recommendations for successful implementation.

Keywords: *3G; Wireless Communication; China; Mobile Commerce*

15. USING TAGUCHI METHODS FOR INDUSTRIAL PROCESS OPTIMIZATION

J. S. Sutterfield, Florida A&M University, Tallahassee FL , USA
Angela T. Lewis, Florida A&M University, Tallahassee FL , USA

ABSTRACT

This study employs Taguchi methods to determine optimal production quantities for animal survival rates. Taguchi methods are used to analyze data previously analyzed using classical experimental design methods. However, Taguchi methods are used to evaluate the impact of interactions among control variables. Using this data, the use of the Taguchi methods was found to significantly extend the results arrived at with classical experimental design, by examining interaction effects of the second, third and fourth order orders. In addition, the maximum survival times are estimated for each toxin level, and the range of antitoxin levels at which each maximum occurs. This is done to provide a starting point for future investigation. This paper fills a void in the literature by using an example from the administration of anti-toxins to demonstrate a general method for using Taguchi methods to estimate optimal production quantities.

Keywords: Taguchi methods, industrial process optimization

16. THE INFORMATION CONTENT OF EQUITY OPTION SPREAD SERIES AND THE ASSESSMENT OF INVESTOR RISK APPETITE

Stephen Zera, California State University San Marcos, California, USA
Wenyuh Tsay, California State University San Marcos, California, USA

ABSTRACT

The inevitability of severe market downturns and their dire consequences may deter certain investors from taking on equity exposure. Investment advisors could provide real value to their clients by enabling them to objectively quantify their appetite for risk. This paper proposes a clear and highly objective method of ascertaining the equity investment risk tolerance of investors. We will explain the unique ability of equity option spread series to clearly distinguish incremental risk-return differences among various equity option spread positions. We will show how analysis of the spread series provides investors with well-defined and transparent risk-return characteristics and hence allows investors to objectively choose the combination of risk-return characteristics that they find most appealing. This paper will also show that equity option spread series price data is effectively a cumulative distribution function. Hence, virtually every spread series will include spreads with probabilities ranging from 1% to 99% of providing investors with the maximum spread value at option expiration. In turbulent investing environments, investors will benefit greatly from an exposure to spread series analysis.

Keywords: Equity option spreads, bull spreads, bear spreads, investor risk appetite, risk-return characteristics
