

**ABSTRACTS****1. BUILDING CORPORATE INNOVATION OF INFORMATION TECHNOLOGY BUSINESSES IN THAILAND: ROLES OF EMPLOYEE CREATIVITY, ORGANIZATIONAL CHANGE AND GLOBALIZATION FORCE**

Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

**ABSTRACT**

*This study aims at investigating the impacts of employee creativity and organizational change on corporate innovation of information technology businesses in Thailand via globalization force as a moderator. Here, 111 information technology businesses in Thailand were chosen as the sample of the study. The results present that employee creativity has a significant positive influence on organizational change and corporate innovation; and organizational change has an important positive impact on corporate innovation. For the mediating effects of the relationships, globalization force does not moderate the employee creativity-corporate innovation relationships and the organizational change-corporate innovation relationships. Hence, further study may consider finding practical reasons why it is so by reviewing extensive literature, or collecting data from a larger group of sample, for example, in order to verify the generalizability of the study and increase the level of reliability. Potential discussion of the research results is implemented. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.*

**Keywords:** Employee Creativity, Organizational Change, Globalization Force, Corporate Innovation

---

**2. ETHICAL DECISION-MAKING: AN EMPIRICAL EXAMINATION**

Joana R.C. Kuntz, University of Canterbury, Christchurch, New Zealand  
J. R. Kuntz, University of Edinburgh, U.K.  
Detelin S. Elenkov, Angelo State University, Texas, USA

**ABSTRACT**

*The purpose of this study was to empirically explore the relationships among components of an ethical decision-making model. In particular, the study sought to investigate the impact of individual differences (e.g., gender, cultural background, managerial experience) and experiences in current organisational setting (e.g., experience of ethical leadership) on the interpretation of a scenario depicting an ethical issue. Findings suggest that, while individual differences and experiences in current organisational setting were only marginally relevant to the interpretation of the scenario, the manner in which individuals framed and interpreted the scenario – as a legal issue and as a dilemma – held significant implications for subsequent model components, including the identification of relevant parties involved, and of internal and external boundary variables.*

**Keywords:** Decision-Making, Ethical Leadership, Ethical Climate Individual Differences

---

**3. THE GLOBALIZATION STRATEGIES OF THAI CORPORATIONS**

Sasiprapa Chaiprasit, Bangkok University, Bangkok, Thailand

**ABSTRACT**

*This research is to identify strategic importance in globalization, and develop a model to investigate the strategic direction, strategic competencies and going global factor influencing level of globalization in Thai firms. A field survey was conducted with 163 top executives in Thailand. The multiple regressions were*

*chosen to analyze the data and assess the impact of the strategic components on level of globalization. Two out of three hypotheses were accepted. This indicated that perceived going global and strategic management competencies perspectives of firms were strong influences to firms' globalization level. In addition, the impacts of specific variables on level of globalization were found in this study. The findings provide useful information for the executives in Thailand and other developing economies in developing their position in world market and also useful to the government in designing and drafting a globalization policy to enhance the scope and development of international trade among countries.*

**Keywords:** Globalization Strategy, Strategic Development, Strategic Direction, Management Competencies, Going Global Actions, Thai firms

#### **4. BUILDING ACCOUNTING SUSTAINABILITY OF LISTED FIRMS IN THAILAND: HOW DOES IT AFFECT ACCOUNTING DISCLOSURE AND DISCLOSURE QUALITY?**

Panisara Kongpunya, Phetchabun Rajabhat University, Thailand  
Phapruke Ussahawanitchakit, Mahasarakham University, Thailand  
Chularat Khankaew, Mahasarakham University, Thailand

##### **ABSTRACT**

*The objective of this study is to examine the impacts of accounting sustainability on disclosure quality of Thai listed firms via mediating influence of accounting disclosure and moderating effects of governance practice, social learning and corporate citizenship. Here, 114 Thai listed firms were chosen as the sample. The results show that accounting sustainability has a significant positive effect on accounting disclosure and it has an important positive impact on disclosure quality. Also, accounting disclosure has a potential positive influence on disclosure quality. Moreover, governance practice positively moderates the accounting sustainability-disclosure quality relationships and the accounting disclosure-disclosure quality relationships. Likewise, social learning positively moderates the accounting disclosure-disclosure quality relationships. Accordingly, accounting disclosure is the partial mediator, and governance practice and social learning are the partial moderators of the relationships. Surprisingly, corporate citizenship does not play a role in explaining the relationships. Besides, it is not a moderator of the aforementioned relationships. Thus, further study may consider finding practical reasons why it is so by reviewing extensive literature, or collecting a larger sample, for example. Potential discussion of the research results is implemented. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.*

**Keywords:** Accounting Sustainability, Accounting Disclosure, Governance Practice, Social Learning, Corporate Citizenship, Disclosure Quality

#### **5. ECOSYSTEM APPROACH IN NETWORK INDUSTRY BY LOTKA-VOLTERRA EQUATION: TRENDS OF DSL AND FTTH MARKET WITH THE PHASE TRANSITION MODEL**

Nariaki Ikematu, The Graduate University for Advanced Studies, Japan

##### **ABSTRACT**

*This purpose of this study is to begin applying the applied mathematical ecosystem method in dynamic system with multiple linear regression analysis into the network service market in order to understand the structure of interactions among network services under vertical separation model. This paper applies Lotka-Volterra equation into two network services as a bottom of the food chain such as FTTH and DSL broadband market. The multiple linear regression analysis by Lotka-Volterra equation finds that this FTTH-DSL market follows the Lotka-Volterra model for two service competition system. The past studies find that FTTH providers consider FTTH service competes with DSL service from the questionnaires. This report finds FTTH and DSL compete with each other from mathematical ecosystem point of views.*

*According to the simulation in this paper, this model reaches the equilibrium point in September 2163 and the population of FTTH and DSL are 38.5 million and 0, reactively. This paper also finds FTTH-model experienced phase transition from co-existence model with FTTH and DSL into the model that FTTH will takes all share of broadband market in Japan after March 2009.*

**Keywords:** Lotka, Volterra, FTTH, DSL, Winner takes all, WTA, DIVERSITAS, broadband

---

## 6. THE EFFECT OF DYNAMIC KNOWLEDGE ON PROFESSIONALISM DEVELOPMENT AND AUDIT EFFECTIVENESS: AN EMPIRICAL RESEARCH OF TAX AUDITORS IN THAILAND

Yanin Tangpinyoputtikhun, Mahasarakham University, Thailand  
Chonticha Thammavinyu, Mahasarakham University, Thailand

### ABSTRACT

*This study emphasizes to examine the influencing of dynamic knowledge on professionalism development and audit effectiveness. We posit the positive relationship among dynamic knowledge, professionalism development, and audit effectiveness. Moreover, moderating effects is also investigated. Thus, personal enthusiasm is tested as moderator of the relationship between dynamic knowledge and professionalism development, as well as regulation force influence on the relationship between professionalism development and audit effectiveness. Personal enthusiasm and regulation force are also postulated to have a positive influence on those relationships. Samples are tax auditors who are specific independent occupations that depend upon the conditions of The Revenue Department of Thailand. The role of tax auditors are increasing and their responsibilities are similar to auditors. Questionnaire was used to collect data and analyze by regression statistic technique. The results show that there are the positive relationships between dynamic knowledge and professionalism development as well as it has a positive affect next to audit effectiveness. Surprisingly, the findings just indicate that no affect of moderators – personal enthusiasm and regulation force on those relationships. However, professionalism development remain mediates the relationship between dynamic knowledge and audit effectiveness. Giving probable discussion is competently implemented. Finally, contributions, future research and conclusions will be purposed in the study.*

**Keywords:** Dynamic Knowledge; Professionalism Development, Audit Effectiveness, Personal Enthusiasm, Regulation Force, Tax Auditors.

---

## 7. THE INFLUENCES OF NATIONAL CULTURE AND PSYCHOLOGY ON SPORTS BUSINESS: AN INTERNATIONAL INVESTIGATION

Detelin Elenkov, Angelo State University, Texas, USA  
Joana Kuntz, University of Canterbury, New Zealand  
Iya Petkova-Gourbalova, Sofia University, Sofia, Bulgaria  
Tom Badgett, Angelo State University, Texas, USA

### ABSTRACT

*In this paper, we try to advance the understanding of the sport business, its increasing complexity and the factors affecting modern sport management. We investigate the above issues in an international context, focusing on football in the United States and wrestling in Bulgaria. We argue that the answers of many questions related to sports can be found by referring to influences of social psychology and culture. Using large samples from the USA and Bulgaria, we tested seven hypotheses. Important differences between the US and Bulgarian cultures were identified. Using those empirical findings, implications for the popularity of American football in the USA and wrestling in Bulgaria have been drawn. Insights for achieving success in the sport business are offered in the last part.*

**Keywords:** Sports Business, National Culture, Social Psychology

---

## 8. PERCEPTION OF SMALL MINORITY BUSINESSES TOWARD FORMAL MARKETING RESEARCH IN THE UNITED STATES

Bhagaban Panigrahi, Norfolk State University, Norfolk, Virginia, USA  
Paulette K. Edmunds, Elizabeth City State University, Elizabeth City, NC, USA  
Enrique Zapatero, Norfolk State University, Norfolk, Virginia, USA

### ABSTRACT

*The findings reported in this article are based on a mail survey of 144 small minority firms in the United States. The primary objective of this research was to gain some understanding of the practices and perceptions of small minority businesses toward formal marketing research. Survey findings revealed that the majority of small minority businesses do not conduct formal marketing research. In addition, the results indicated that there were significant differences between users and non-users with regard to perceptions toward formal marketing research. Participating small minority business owners and entrepreneurs who had conducted and applied marketing research found it to be beneficial and worth the cost of money, time, and human resources. Non-users believed that the cost outweighed any benefits that could be gained.*

**Keywords:** Marketing Research, Small Minority Business, Entrepreneurial Research

---

## 9. AUDIT JUDGMENT COMPETENCY AND AUDIT REPORTING QUALITY: AN EMPIRICAL RESEARCH OF TAX-AUDITORS IN THAILAND

Suttinee Prachsriphum, Mahasarakham University, Thailand  
Sunisa Chuchuea, Mahasarakham University, Thailand

### ABSTRACT

*This paper investigates the relationships among antecedent and consequence variables of audit judgment competency in the context of Thailand. This study propose that professional audit expertness, accountability pressure strength and task complexity have the positive relationships with audit judgment competency. Moreover, the audit judgment competency has positive effect on audit reporting quality which the cognitive time pressure as the moderator variable. Both of the cognitive theory and contingency theory are fundamental when examine the relationship in the model. Regression analysis is used to analyze the relationship between these variables. Data are collected from a sample from 285 Tax-Auditors in Thailand. The questionnaire is used to collect data. Most of the result of OLS regression model follows the hypotheses. The contributions and suggestions for future research are discussed.*

**Keyword:** professional audit expertness, accountability pressure strength, task complexity, cognitive time pressure, audit judgment capability, audit reporting quality

---

## 10. STATISTICAL APPROACH OF THE LITERATURE REVIEW ON QUANTITATIVE AND QUALITATIVE FACTORS OF MATERIALITY

Georgeta Ancuța Șpan, Babeș-Bolyai University, Cluj-Napoca, Romania  
Francisco Javier Martinez Garcia, Universidad de Cantabria, Santander, Spain  
Javier Montoya del Corte, Universidad de Cantabria, Santander, Spain  
Irimie Emil Popa, Babeș-Bolyai University, Cluj-Napoca, Romania

### ABSTRACT

*The audit profession has never been more criticized than it is today. The quality of the audit mission is expected to increase, even though the economic and financial situation worldwide is in a downturn and*

*the company's transactions and operations become more complex. In this context the risk of fraud, omission or error increases. Practice demonstrates that materiality is a very important element in an audit mission which influences the majority of the decision made by the auditors. An incorrect determination of materiality can lead to erroneous results and to serious negative economic and financial consequences. The correct determination of materiality involves taking into consideration both quantitative and qualitative factors, even those who appear to be insignificant. Our research aims to present, based on a literature review, those factors which influence materiality and their importance according to the studies conducted over time.*

**Keywords:** audit mission, materiality, qualitative factors, quantitative factors

---

## **11. NEAR ZERO BOUND INTEREST RATE POLICY AND LIQUIDITY TRAP: A COINTEGRATION ANALYSIS OF THE DEMAND FOR MONEY IN THE UNITED STATES**

Macki Sissoko, Norfolk State University, Virginia, USA  
Wold Zemedkun, Norfolk State University, Virginia, USA  
John Kamiru, Norfolk State University, Virginia, USA

### **ABSTRACT**

*The deepening of this past recession, along with the ineffectiveness of the Fed to stimulate the economy raised concern over the possibility that the U.S. may be experiencing a liquidity trap. This study analyzed empirically the existence of a liquidity trap in the U.S. demand function by estimating the interest rate elasticity of demand for money as short-term rates were lowered continuously by the Fed toward the zero-bound. The ADF and the Phillips-Perron unit root techniques were used for testing the stationarity of the time series. The Johansen-Juselius cointegration procedure was used to determine the existence of a stable long-run equilibrium demand for real M1, and an error correction model was employed to determine the short-term adjustment towards a long-run equilibrium relationship. The empirical results show no evidence to support the hypothesis of a perfectly elastic U.S. demand function; a necessary condition to justify the existence of a liquidity trap.*

**Keywords:** Recession, Monetary Policy, Liquidity Trap, Aggregate Money Demand, Unit Root Testing, Cointegration Analysis, Error Correction Model

---

## **12. THE IMPACT OF THE BRAZILIAN CAPITAL MARKET CORPORATE GOVERNANCE**

Anderson de Souza Carvalho, Universidade de São Paulo, Ribeirão Preto, Brazil  
Fabiano Guasti Lima, Universidade de São Paulo, Ribeirão Preto, Brazil  
Antonio Carlos da Silva Filho, Uni-FACEF, Centro Universitário de Franca, São Paulo, Brazil

### **ABSTRACT**

*The corporate governance guides, in general, the way the companies must structure themselves to maximize the chance of the investors of obtaining return on their investments. In this work, the importance of a research view in governance directed to activity sectors regarding the corporate governance impact is raised. Afterwards, a statistical test is performed checking the impacts in the accounting indicators of the companies which migrated to some differentiated levels of corporate governance of the BM&FBovespa, per activity sector, measured through the P values resulting of this test. The results reached with this research reveal evidences that there is a significative difference of the impact magnitude of this adherence per sector, also showing evidences that the corporate governance is more beneficial for the sectors which need more credibility to operate.*

**Key words:** Corporate Governance, Activity Sector, Financial Impact.

---

### 13. CORPORATE STRATEGIES AND TECHNOLOGY DEVELOPMENTS OF THAI FIRMS IN GLOBALIZATION EDGE: EXPERT INTERVIEWS

Sasiprapa Chaiprasit, Bangkok University, Bangkok, Thailand

#### ABSTRACT

*The purpose of this paper is to use exploratory research to develop an understanding of globalization and technological development concepts, and also, to further explore and identify the influence of corporate strategies on the level of globalization and technology development in Thai firms. This study is based on expert interviewed of nine experts, who are international business faculty from both private and public universities and practitioners in international business field in Thailand, are interviewed to gain greater understanding about the research contexts and objectives. From the results of this qualitative research, a strong indication is found that strategic components could impact the level of globalization. A few places, where strategy seems to have some impact on the level of technology development, are pointed out. In addition, the findings from this research are beneficial to firms and provide useful information for Thai executives in prioritizing and allocating their resources in terms of international business activities and investments, and corporate strategy efforts to improve the strategy in globalization. Thus, ultimately enhance the firms' level of globalization and technology development.*

**Keywords:** Corporate Strategy, Globalization, Level of Globalization, Technology Development, Level of Technology Development, Thai firms

---

### 14. A NEW PARADIGM SHIFT IN THE INTERNET IMPACT ON SOCIAL CHANGE: THE MIDDLE EAST REVOLUTION MODEL

Ahmed Elmorshidy, Claremont Graduate University, USA and  
Gulf University for Science & Technology, Kuwait

#### ABSTRACT

*This paper discusses a new paradigm on the Internet impact of social change. Particularly it is concerned with the demonstrations in the Middle East and the roles that the Internet played in facilitating the fall of the regimes of these countries. The paper analyzes how technology and the Internet were strategically used by individuals in these nations to conduct organized demonstrations that gradually resulted in major social changes in these countries. The paper developed a new theoretical model that represents a new paradigm in the Internet effect on social changes.*

**Keywords:** The Internet, Social Change, Middle East

---