<h1 style="text-align:center;color:red;">ABSTRACTS</h1>

1. A DECISION-MAKING FRAMEWORK FOR IT OUTSOURCING USING THE ANALYTIC HIERARCHY PROCESS

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ABSTRACT

A model is presented for making an outsourcing decision based on the Analytic Hierarchy Process (AHP). Two hierarchies have been developed - one for making a choice of information technology application to outsource and another to choose the appropriate outsourcing methodology. The model has been tested by applying it to an outsourcing decision made by a leading locomotive company of India. The model has been adopted by one of leading IT company who helps their clients pick IT activities to outsource using the model.

Keywords: Outsourcing activity; Outsourcing methodology; AHP technique

2. QUALITY CONTROL POLICY EXPLORATION: AN ACTIVITY-BASED LEARNING EXERCISE

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ABSTRACT

Presented in this paper is an activity-based learning exercise that is useful for teaching interested learners aspects of a quality control policy (QCP). By completing this activity, students can gain an understanding of the intricacies involved in developing a QCP based on product and process characteristics, as well as cost parameters. In addition, the activity helps students understand the value of using different types of control charts in the same QCP, and which control chart to use under various conditions. Last, completion of the activity develops Microsoft Excel skills due to the need to analyze data and create control charts.

Keywords: Quality control policy, Quality Management Case, Statistical Process Control

3. CONSUMER ADOPTION OF M-COMMERCE AS AN ALTERNATIVE SHOPPING CHANNEL: APPROACH FROM ATTITUDE TOWARD M-SERVICE PROVIDERS

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ABSTRACT

The rapid growth of communication technology gives birth to tech-assisted commerce including m-commerce. While the adoption of such technology is constantly growing in parts of the world including Japan, South Korea and the UK, it is still slow in countries such as the U.S and Canada. M-commerce is slowly but surely changing how consumers do business and get access to information in order to make purchases or business decisions. While researchers investigated the effect of moderating variables on consumers' intention to use mobile services (Nysveen, Pedersen, and Thorbjornsen 2005) little is known about the criteria that entice consumers to adopt m-commerce from a particular mobile service provider. The purpose of this study is to investigate how the practical usage of mobile services, in terms of perceived ease of use and perceived usefulness, influences consumer choice in terms of attitude toward

a particular mobile service provider. The technology acceptance model helps determine and shape the importance of the criteria necessary for the consumer to make the adoption decision.

4. TARIFFS ON NECESSITIES: WHICH CONSUMER PAYS THE HIGHEST BILL?

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ABSTRACT

Tariffs might affect people differently depending on the type and the quality of the products and the type of consumers. In some cases tariffs act as a regressive taxation upon the poor. However, most of the literature on protectionism emphasizes the effects of tariffs on producers, consumers, government and foreign countries at aggregate level. The problem with this approach is that it does not consider that tariffs may affect certain consumers more than others and consequently undermine their standard of living. This paper studies tariffs on selected products, mainly necessities, and tries to understand their impact on low income consumers.

5. ANALYZING BEHAVIOR CHARACTERISTICS OF MARKETS FOR NEW TECHNOLOGY-BASED PRODUCTS: WHY SO MANY FAIL THE MARKET TEST

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ABSTRACT

A myriad of fundamentally sound technology-based products fail annually because entrepreneurs lack an understanding of how to define and measure the market's behavioral characteristics. We develop an iterative process for new product development and emphasis three stages in the process that have not received adequate attention in the literature. We believe our approach will improve the rate of success and speed of acceptance into the marketplace of products that address unmet or undermet needs.

6. INVESTIGATING THE FACTORS INFLUENCING CONSUMER EATING-OUT HABITS

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ABSTRACT

Americans are eating out in greater numbers and in greater frequency than ever before. This phenomenon may not pose any major health threat as long as diners make healthy eating choices. Unfortunately, the popularity of fast foods, which typically contain excessive fat and calories, poses a tremendous threat to public health because of the well-known detrimental effects of excessive intake of fat, cholesterol, calories and salt on public health. Therefore, it is critical to public policy makers as well as

to health care professionals to know what factors influence the food choices of restaurant diners. Earlier studies indicated that consumer eating habits may vary according to the demographic characteristics (such as income, age and occupation), and psychographic characteristics (such as lifestyle and personality traits). However, these results are for Americans in general, and may not be valid for restaurant diners specifically.

In this study, we explore the influence of these determinants on consumer preference of food (such as red meat, strictly vegetables, and everything in between) when they eat out. Our results support the hypothesis that consumers with different eating-out habits indeed vary according to their demographic and psychographic characteristics. Our research also found that a consumer's profession (white-collar job vs. blue-collar job) has a moderate influence on the decision to become vegetarian. Also those who are health conscious are more likely to become vegetarian. Finally, we outline the significance of our results to marketers, and restaurant owners.

Keywords: Eating-out behavior; customer satisfaction; vegetarianism; consumer food choices

7. A TWO-STEP ESTIMATION APPLICATION IN HEALTH CARE MANAGEMENT: EVALUATING THE EFFECTS OF CHOICE OF PUBLIC HEALTH PLAN ON HEALTH OUTCOMES

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ABSTRACT

This paper demonstrates the use of a two-step estimation methodology to control for selection bias in a health care management setting. The study includes an analysis of the probability of a low birth weight (LBW) infant for women in North Carolina Medicaid who may choose to participate, or not, in the enhanced prenatal care coordination program called Maternity Care Coordination (MCC). The study data are linked birth certificate and Medicaid claims records for North Carolina Medicaid births in 2000-2002 (n=109,106) as well as county-level data from the Area Resource File. The two-step estimation results suggest that a woman who chooses to participate in MCC is significantly more likely to deliver a LBW infant than would a woman randomly assigned to the program. Using an alternative model that ignores the endogenous choice of plan, the findings suggest that women in MCC are less likely to deliver a LBW infant, though not significant, demonstrating that failing to control for self-selection bias overstates the effectiveness of the MCC program.

Keywords: health care management, Medicaid, birth weight, prenatal care, selection bias

8. VIRTUAL COMMUNITIES IN CROSS CULTURAL SETTINGS: A STUDY OF NOVELTY AND VALIDITY OF ARGUMENTS

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ABSTRACT

Virtual communities have become a staple of the 21st century. Computing applications have become widely available for coordination and commerce between businesses. The internet creates a public forum for doing business without limits or boundaries and provides users with the ability to reach individuals across vast geographical distances and cultures. In this paper we focus on two elements: the cultural setting and the virtuality of the medium of communication. We examine the nature of arguments exchanged during group decision making sessions in different cultural settings and in both virtual and FTF settings. Using the Theory of Persuasive Arguments as the basis, a coding scheme was developed to document the level of persuasiveness in a discussion on the dimensions of novelty (new idea, new way) and validity (truth, fit/follow). The cultural settings examined, Singapore and US, differ dramatically on the dimensions of individualism and power distance. In this study, we hypothesize that the interplay

between the characteristics of the culture and the nature of the coordination mechanism will affect persuasiveness of arguments differently. To examine our hypotheses, transcripts of FTF and virtual discussion sessions from 48 groups were protocol analyzed. Our findings illustrate that collaborative technology increased all aspects of persuasiveness in Singapore with one exception. In the US, by contrast, collaborative technology did not increase any of the aspects of persuasiveness. Our findings lend credence to the importance of examining culture as a determinant of the effect of technology and virtuality on group discussion.

Keywords: Validity, Novelty, Virtual Communities, Persuasiveness

9. THE EXPECTED QUANTITY SHORT PER REPLENISHMENT CYCLE FOR TRUNCATED NORMAL LEAD TIME DEMAND

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ABSTRACT

This paper provides an analytical analysis of the expected shortage per replenishment cycle of a stochastic reorder point inventory system when the distribution of demand during lead time is described by a truncated normal distribution. Truncation is used to insure that only nonnegative values of lead time demand are realized. Expressions for the expected shortage per replenishment cycle and supporting safety factor for a desired service level are derived when the truncated normal is used to model lead time demand. Lemmas are presented which examine the effect of truncation on the probability of a stockout in an inventory cycle. Numerical examples are presented and the sensitivity of the truncated normal lead time demand model is studied for different parameter values of lead time demand and for different inventory service levels. It is shown that i) the expected shortage per replenishment cycle is understated if normally distributed lead time demand is not truncated to prevent negative values, and ii) the magnitude of the understatement in the expected shortage per replenishment cycle decreases as the service level increases.

Keywords: Expected Quantity Short, Truncated Normal, Lead Time Demand

10. CHALLENGES AHEAD OF WIDER IMPLEMENTATION OF MOBILE COMMERCE APPLICATIONS

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ABSTRACT

This paper identifies the major m-commerce drivers and explores the current behavioral, technological, and business/managerial impediments for broader implementation of m-commerce applications. Behavioral impediments include the lack of trust, perceived lack of usefulness, perceived lack of ease of use, perceived lack of security and privacy, and relatively low and un-even adoption rate. Technological impediments include low bandwidth, the lack of interoperability across various communication protocols, personal and terminal mobility, survivability, real lack of ease of use, real lack of security and privacy, user interface limitations, poor network reliability, limited functionality integration, limited synchronization capability, the lack of common standards and protocols, and the lack of middleware. Business/managerial impediments include the lack of availability, the lack of accessibility, payment methods, pricing models, the lack of adequate investment, the rapid pace of technology change, and multiple generations of technologies. This paper's framework classifies the above impediments according to the m-commerce drivers acted upon and presents managerial implications.

Keywords: Behavioral impediments, technological impediments

11. THE ROLE OF IT AND FDI ON GDP GROWTH IN SELECTED SOUTHEAST ASIAN COUNTRIES: COINTEGRATION AND VAR ANALYSIS

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ABSTRACT

This paper assesses the empirical relationships among GDP growth rate, foreign direct investment (FDI), and telecom investment (IT) for five Southeast Asian Countries (India, Malaysia, Indonesia, Thailand, and Singapore), by using l976 to 2001 time series data. Though the Level series are non-stationary by the AFD test, Johansen's cointegration test reveals that the variables have a long-run equilibrium relationship in each case. Having found the long-run relationships among the variables for each country, we next examine the Ganger causality between FDI and GDP growth, between IT and GDP growth rate, and between IT and FDI. Our overall empirical findings reveal that FDI, IT, and GDP growth have a positive and significant link, but that their impact on each other is country specific. Our investigations also reveal that IT and FDI reinforces each other.

Keywords: FDI, Telecom Investment, GDP Growth, Cointegration and VAR

12. USING MATHEMATICAL PROGRAMMING TO MAXIMISE FLIGHT PROFITABILITY

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ABSTRACT

This study examines the profitability of flights where both passengers and cargo considerations are involved. Among the many variables to take into account for passengers are weight, quantity and gender mix while for cargo there are weight and volume restrictions. Alongside these are regulations involving aircraft such as the amount of fuel to be carried and a maximum take-off weight of the plane. An integer programming model is formulated to solve the general problem with a numerical example provided to illustrate the theory

Keywords: Airline, mathematical programming, optimisation, cargo

13. IDENTIFICATION OF EXPORT MARKET OPPORTUNITIES AND CHALLENGING ISSUES FOR AUSTRALIAN COTTON INDUSTRY

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ABSTRACT

The real gross value of cotton production is estimated at about $A605 million, accounting for about 2 per cent of the total real gross value of farm production and it also contributes about 4 per cent to the total real gross value of Australian agricultural exports. Over 90 per cent of the total production is exported and about 97 per cent of the total export is sold in Asian markets. However, the economic and political problems including rigid import control are barriers to maintaining export sales in some of Australia's traditional Asian markets and are also small consumer of cotton compared to other cotton importing countries. The purpose of this study is to identify potential export markets and challenging issues for Australian cotton. The findings of this study reveal that Australia is one of the cotton producers that does not provide subsidies to cotton growers and exporters, and is highly restricted on its access to other world cotton markets by the impact of export subsidies and other trade barriers of overseas markets. Australia's export performance of cotton has also been constrained due to lack of improvements in production as a

result of drought and less irrigation water supplies, and due partly to world cotton prices. Australia will benefit from the agreement on international trade that directs exporting countries to reduce export subsidy and to remove non-tariff trade barriers on cotton exports. Australia needs to give priority to export development to emerging markets in which it has competitive advantage and has also to diversify its market base. Furthermore, Australia has to undertake research and development strategies in order to develop improved cotton varieties that resist insect attacks, reduce chemical use, maintain high yields and improve quality of cotton and water management.

Keywords: Australia, cotton, exports, identification, issues, marketing, opportunities

14. BAYESIAN ADAPTIVE PENALIZED SPLINES

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ABSTRACT

We propose Bayesian Adaptive Penalized Splines (BAPS), combining features of both penalized splines and regression splines. In penalized splines, a large number of knots are usually located at equal-spaced sample quantiles and the spline coefficients are penalized with a smoothing parameter. The smoothing parameter is often chosen by the generalized cross-validation criterion (GCV). In regression splines, knot locations are carefully chosen and spline coefficients are not penalized. We adopt a Bayesian approach and generalize penalized splines by adaptively choosing the number and locations of the knots while penalizing spline coefficients. We first outline a hierarchical Bayesian approach to penalized splines using Markov chain Monte Carlo for fixed locations of spline knots. The smoothing parameter is automatically chosen by the data. We then propose Bayesian Adaptive Penalized Splines (BAPS), employing the reversible jump Markov chain Monte Carlo algorithm to adaptively and simultaneously select the number of knots, the locations of knots, and the smoothing parameter. BAPS compares favorably with competing methods in simulation studies. A multidimensional case of BAPS is also developed using the additive model. Two applications are presented to illustrate the proposed method. The first application estimates Engel curve, the relationship between income and food share using data from the 2003 Consumer Expenditure Survey. The second application estimates a fossil data set that revealed global climate millions of years ago.

*Keywords**: Additive Models; Engel Curve; P-spline; Regression splines; Reversible-jump Markov chain Monte Carlo; Smoothing splines*

15. CONSUMER DISCONTENT REVISITED

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ABSTRACT

Lundstrom and Lamont's seminal article on consumer discontent was published in 1976. Since that time, the literature on consumer discontent has evolved and fragmented. New research themes include consumer satisfaction and consumer complaint behavior. The purpose of this project is to revisit Lundstrom and Lamont's 1976 study, and to compare the data from that study to a recent survey of consumer levels of satisfaction/dissatisfaction with business. Similarities and differences in consumer discontent are delineated and discussed.

Keywords: Consumer Discontent; Consumer Satisfaction; Consumer Complaint Behavior

16. TWO-SIDED LINEAR NORM: A NEW APPROACH TO IMPROVE THE LINEAR NORM METHOD FOR MULTIATTRIBUTE DECISION MAKING METHODS

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Adel Azar, Tarbiat Modarres University, Tehran, IRAN
Ali Asghar Anvary Rostamy, Tarbiat Modarres University, Tehran, IRAN

ABSTRACT

*The use of **linear norm** in Multiattribute Decision Making **(MADM)** methods, such in Simple Additive Weighting **(SAW)**, may create non-proportional normalized ratings from cost attribute values. In this paper, first we have explained the weak points of the linear norm and then proposed two new appropriate norms to improve MADM methods.*

Keywords: *Multiattribute Decision Making (MADM); linear norm, SAW, Ideal Point, Two-Sided linear Norm, Simple Additive and Subtractive Weighting (SASW), Operation Consistency test*

17. INVENTORY MODEL WITH GAMMA LEAD-TIME DEMAND AND STOCHASTIC LEAD TIME

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ABSTRACT

Previous research has demonstrated that firms that ignore lead-time demand variability have faced enormous financial loss (as a consequence of poor inventory management). Though different variations of closed-form probabilistic distributions such as normal and Poisson distributions have been suggested to represent the process generating lead-time demand, some studies have concluded that gamma distribution provides the most common best fit to lead-time demand for a variety of inventory items. Moreover, the lead time itself is stochastic under most circumstances. In this paper, we derived a <Q, r> inventory model which assumes the lead-time demand follows a Gamma distribution, and the lead-time period is a discrete random variable. A spreadsheet based approach for identifying the optimal solution of the <Q, r> inventory model is also presented. The presented approach avoids the use of tabulated values and perhaps interpolation between them in every iteration.

Keywords: *Inventory model; Gamma distribution, Lead Time, Spreadsheet*

18. A PHILOSOPHICAL PERSPECTIVE ON MAINTAINING KNOWLEDGE MANAGEMENT SYSTEMS

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ABSTRACT

The study investigates the challenge of knowledge maintenance in knowledge management systems. Change of knowledge in a knowledge management system is not made automatically; it requires users' active participation called maintenance action. This study shows that users are not forthcoming in taking maintenance action on knowledge pieces that are already established in the knowledge management system using empirical data. This phenomenon can be explained using structuration theory of which implications include the existence of chances that people recognize a novel phenomenon that might bring about permanent changes. Knowledge in a knowledge management system is regarded as a structure that enforces the status quo of the organizational practices according to structuration theory as knowledge management systems are structures which act as non-human artifacts with inscribed rules.

Keywords: *Knowledge Management Maintenance; Structuration Theory, Non-Human Artifacts*

19. EXAMINING THE INTERACTIVITY LEVEL OF E-TAILER WEBSITES

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ABSTRACT

This study examines how top-rated web retailers include interactivity options on their web sites. Over 300 web sites were reviewed for eleven variables related to interactivity and analyzed by sales ranking and merchandise offering. Additionally, web sites rated high for customer satisfaction were identified, and analyzed for interactivity variables. Results were significant based upon sales ranking, but not for merchandise category.

Keywords: *E-tailing, On-line Retailing, Interactivity, Web Design, Personalization, Customization*

20. DECEPTION IN SERVICE MARKETING COMMUNICATIONS: PLAUSIBLE, REFUTATIONAL, AND UNSUBSTANTIATED EXPLANATIONS

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ABSTRACT

Advertising communications are often associated with misleading claims and allegations of fraud. In this manuscript we investigate communication strategies associated with consumer mortgage interest rates published in the Sunday edition of local newspapers. The hypothesis that mortgage rates reflect actual lending practices is rejected and the post hoc explanation offered by lenders that rates printed on Sunday reflect a time lag of four days between submission and printing is also empirically rejected. In both instances, rates quoted on the phone are significantly higher than those printed on the newspaper. Contrary, closing costs quoted on the phone are no different from those published in the newspaper. In summary, the empirical evidence suggests that misleading and biased communications are typical and persistent in mortgage lending in favor of the lender.

Keywords: *Deception, Marketing Communications, Advertising and Promotion, Ethics, Marketing Research, Services*

21. CONTRACT DESIGN FOR RISK SHARING AND PROJECT DIVISION

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ABSTRACT

We consider supply chain relationships that require suppliers to make irreversible investments while the reward is uncertain. To attract suppliers to join a new aircraft project, an aircraft producer proposes contracts to potential suppliers and each supplier decides their participation level accordingly. Suppliers also have the chance to undertake other contracts. When facing major commitments, suppliers are frequently concerned not only about the expected profit but also the associated risk. We analyze the portfolio effect and use mean-variance approximation to estimate each supplier's participation constraint. Based on these constraints, the producer can design contingent payments to optimize the project's outcome while attracting appropriate commitments from suppliers.

Keywords: *supply chain, aircraft producer, aircraft project*

22. ORGANIZATIONAL COMMITMENT IN HIGHER EDUCATION: A MULTIDIMENSIONAL PERSPECTIVE

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ABSTRACT

The purpose of this study was to examine the antecedents and consequences of organizational commitment among faculty at institutions of higher learning and to investigate how the Three-Component Model (TCM) of organizational commitment mediated the relationship between its antecedents and consequences. This study sought to enhance the knowledge on how college administrators can best manage the knowledge worker and reduce faculty turnover. Business School faculty members, employed at collegiate business programs accredited by the Association to Advance Collegiate Schools of Business (AACSB) within the southeastern region of the United States, comprised the sample surveyed in this study. Canonical correlation analysis and multiple regressions were used to test the proposed model. Findings indicated that pay satisfaction is not the primary work motivator within the population studied. The study revealed that satisfaction with challenging work, co-workers; opportunities for promotion were positive motivating factors of productivity, and indicators of faculty intentions to stay with the college/university. Directions for future research are offered.

Keywords: *Job Satisfaction, Organizational Tenure, Organizational Commitment*

23. THE MISSING PIECE IN THE PUZZLE: HOW RETAIL ATMOSPHERICS CAN IMPROVE MERCHANDISE AND STORE PROMOTIONS

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ABSTRACT

Recent studies have shown that at least two-thirds of consumer purchase decisions are made within the store itself. It is also a well-known fact in consumer behavior that a store's internal environment or atmospherics creates a store image which, in turn, influences purchase and patronage decisions. Retailers must, therefore, ensure that the in-store environment produces maximum impact on consumer purchase decisions. However, much of the existing research on retail strategy is based on functional attributes in the store such as price, location and merchandise quality.
The present study aims to fill this gap in the retail atmospherics literature. We discuss the suitability of the myriad of retail atmospheric stimuli to different products and services, and project a scenario of how these stimuli are going to be utilized by retailers in the coming years.

Keywords: *store promotions, purchase decisions, consumer behavior*

24. A FUZZY FINANCIAL APPROACH TOWARD THE EVALUATION ON BUILD OPERATE TRANSFER OF AIRPORT

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ABSTRACT

There are many previous studies concerning financial performance evaluation focus merely on the earnings and risk management. In this paper, a new optimal capital planning decision method based on fuzzy capital cost and fuzzy capital budgeting under fuzzy economic scenario is developed focus on BOT (Build-Operate-Transfer) of airport. To efficiently handle the fuzziness of decision variable with respect

to the planning and decision of optimal capital on airport, the linguistic values, subjectively represented by triangular fuzzy numbers, are used to act as the evaluation tool. To introduce the computational methods of fuzzy weighted average cost of capital and fuzzy modified internal rate of return are the base of fuzzy capital budgeting proposed in this study. By utilizing the new decision method, the decision-maker can handle more true information and make the best planning and decision of capital structure for airport in BOT under fuzzy economic scenario.

Keywords: Financial management, Build-Operate-Transfer, Risk management, Earnings management

25. A CASE STUDY ON THE FINANCIAL RISK AND FINANCIAL REVENUE OF ASSET PURCHASE OF AIRLINES IN THE TAIWAN

Kang-Lin Chiang, Vanung University, TAIWAN

ABSTRACT

For the enterprises, purchase cost and risk of property equipment and the income different that create by property equipment will affect the enterprise's returns. That's why the enterprises to pay attention returns of assets and risk control. In other words, cost control can help enterprises to reduce its financial risk and increase its revenue. The goal of this study is to set up a model that can calculate the financial risk and financial revenues. A lot of enterprises are often in the uncertain situation about future's economic condition. Because the investment such as aircraft purchasing or set up a factory can't complete in short time. So this study is utilizing the fuzzy set theory as an analysis method to analysis the risk and revenue of this investment to develop a decision-making principle. Therefore, the policy-maker can make a properly plan and decision.

Keywords: Financial risk, Finance revenue, Risk control, Earn management

26. THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY ON DEMOCRACY

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ABSTRACT

The study investigates the role of ICT in facilitating democracy. The role of ICT in maintaining status quo, or structure of the society can be explained using structuration theory of which implications include the existence of chances that people find a novel phenomenon that might bring about permanent changes. Achieving democracy under dictatorship requires this kind of status of change in people's mind. This aspect of structuration theory is argued to be equivalent to "emancipation" concept of the critical social theory. This study posits that ICT may work as an enforcer of structures but can provide a springboard for enlightenment. Processes of such emancipation are shown using empirical data from South Korea. This study provides a viable theoretical model to understand the role of ICT in facilitating democracy.

Keywords: Information and Communication Technology; Democracy, Structuration Theory, South Korea