

ABSTRACTS**1. EFFECTS OF STRATEGIC AUDIT PLANNING ON AUDIT PERFORMANCE: MEDIATOR ROLE OF AUDIT JUDGMENT AND QUALITY OF PUBLIC AUDITORS IN THAILAND**

Chananda Sinchuen, Mahasarakham University, Thailand
Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

This study investigates the influence of strategic audit planning on audit performance through audit judgment and quality. Also, we examine two moderating effects: environment uncertainty and time pressure influence on the relationships. We developed the new components of strategic audit planning: internal control system evaluation, business risk assessment, fraud risk analysis, and technology intensity. Data were collected from 154 tax auditors. The results indicated that the greater degree of strategic audit planning is more likely to achieve higher audit judgment and quality but no influence of a moderator - environment uncertainty. Interesting, the results also demonstrate that auditor with higher degree of audit judgment and quality potentially promotes greater audit performance. Additionally, the moderate effect of time pressure on the relationships is partially significant. Contributions, suggestions and conclusions are provided for future research.

Keywords: Strategy Audit Planning; Audit Judgment; Audit Quality; Audit performance; Tax Auditor

2. THE COMBINED EFFECT OF EXTERNAL AUDITOR REPUTATION AND INTERNAL CORPORATE GOVERNANCE ON PERFORMANCE

Fatma Siala, Institute of Higher Commercial Studies of Tunis, Tunis
Fodil Adjaoud, School of Management, University of Ottawa, Canada
Chokri Mamoghli, Higher Institute of Management of Tunis, Tunis

ABSTRACT

A growing literature suggests that different control mechanisms, either internal or external to the firm, can interact with each other and affect performance. One such important factor is the external audit. The objective of the study is to analyse the combined effect of internal corporate governance and external auditor reputation on firm performance. Our results reveal that the effect of auditor reputation on performance varies only with ownership concentration. Our results provide strong evidence for the view that ownership concentration and external auditor reputation work as substitutes in alleviating agency problems and therefore generating good performance.

Keywords: Agency theory, auditor reputation, board of directors, ownership structure, interaction of corporate governance mechanisms, performance

3. CONSUMER DEMAND FOR DURABLE GOODS, NONDURABLE GOODS AND SERVICES

John J. Heim, Rensselaer Polytechnic Institute, Troy, NY, U.S.A.

ABSTRACT

Separate macroeconomic consumption demand functions are developed and tested for (1) durable goods, (2) nondurable goods and (3) services. These are compared for consistency with econometric studies of total consumer demand. Key factors determining demand for these goods

are tested using U.S. 1960 - 2000 data. The econometric method used was 2SLS with heteroskedasticity controls. Data in first differences are used to reduce multicollinearity, non-stationarity and autocorrelation. The models explain 94% of the variance in demand for consumer durables, 86% of demand for nondurable consumer goods and 81% of services demand. Demand for durables like autos and appliances, was found to be driven by the disposable income, wealth, the exchange rate, availability of consumer credit, interest rates on consumer credit, demand for new housing, which affects appliance demand, and population growth. Demand for nondurable goods, such as groceries and clothes, was driven by the same factors, except for new housing demand and the exchange rate. Demand for consumer services such as laundry, restaurant, and entertainment services was found to be related to disposable income, wealth, and population growth, but not related to consumer credit availability, or consumer credit interest rates. However, mortgage interest rates paid by households did seem to affect the demand for services.

Keywords: Consumption, Consumer Durables, Consumer Nondurables and Services, Consumer Demand

4. DOES A LACK OF HEALTH INSURANCE ELICIT AN INCREASE IN MILITARY ENLISTMENT? PANEL DATA EVIDENCE ON THE ALL-VOLUNTEER MILITARY FORCE MARKET

Richard J. Cebula, Armstrong Atlantic State University, Savannah, GA, U.S.A.

ABSTRACT

This study addresses a heretofore-ignored issue, namely, does the unavailability of health insurance act as a marginal incentive for persons to enlist in the military. Within a cost-benefit framework, the present study endeavors to provide insight into this unexplored issue. The empirical analysis includes a variety of control variables and takes the form of a panel data study for the years 2003 through 2006, the only years to date for which all of the variables in the model are dependable. The results demonstrate, among other things, that the greater the percentage of the civilian population without health insurance, the greater the rate of enlistment in the armed forces.

Keywords: Lack of Health Insurance; Army Enlistment; Cost-Benefit Analysis

5. TELECOMMUNICATIONS ADOPTION AND ECONOMIC GROWTH IN DEVELOPING COUNTRIES: DO LEVELS OF DEVELOPMENT MATTER?

Chandana Chakraborty, Montclair State University, Upper Montclair, New Jersey, USA
Banani Nandi, AT&T Shannon Laboratories, Florham Park, New Jersey, USA

ABSTRACT

This paper assesses the growth impact of telecommunications infrastructure investment in developing countries by subjecting country specific data on mainline tele-density and per capita growth to Granger causality test within a panel co-integration framework. The results suggest that growth effects vary widely across country groupings reflecting different levels of development. Mainline tele-density and per capita growth strongly reinforces each other for countries that are relatively less developed. In contrast, there is, at best, a weak evidence of a bi-directional causal link between the two variables for countries that are relatively more industrialized. These differences in mainline tele-density and per capita growth relationship suggest that investment in telecommunications infrastructure, with its potential to

generate high growth return, may serve as the central engine for driving the development process forward in the less developed countries.

Keywords: *Developing Countries, Telecommunications Infrastructure, Spillover Network Effects, development gap, growth convergence, Per Capita Growth, Mainline Tele-density, Co integration, Causality*

6. EFFECTS OF SELF-GOVERNANCE ON SELF-REPUTATION OF CPAs IN THAILAND

Sumintorn Baotham, Rajamangala University of Technology Isan, Sakon Nakhon Campus, Thailand
Chanthima Phromket, Rajamangala University of Technology Isan, Sakon Nakhon Campus, Thailand
Pharnnapha Chuebang, Uttaradit Rajabhat University, Thailand
Thitiworada Sangsawang, Uttaradit Rajabhat University, Thailand

ABSTRACT

This study investigates the relationships between self-governance and self-reputation. We use the samples of Certified Public Accountants (CPAs) in Thailand. Two dimensions of self-governance are chosen as independent variables including responsibility and professional conduct. The results show that two dimensions of self-governance has direct positive influence on self-reputation. Contributions and suggestions are also provided for further research.

Keywords: *Self-Governance, Self-Reputation*

7. COMPETITIVE ADVANTAGES IN INSTITUTIONS OF HIGHER EDUCATION: A PROPOSAL OF RESEARCH MODEL

Emerson Wagner Mainardes, University of Beira Interior, Covilhã, Portugal
João J. Ferreira, University of Beira Interior, Covilhã, Portugal
Maria José Domingues, Regional University of Blumenau, Blumenau, Brazil

ABSTRACT

The present research aims to propose a model that explains the process of identification of the competitive advantages in a Higher Education Institution (HEI). In this sense, the study looked for to join three traditional theoretical approaches linked to business strategies, adapting them to the education sector: the Theories of Competitiveness, the Theory of the Resources and Capabilities, and the Stakeholders Theory. A literature review on the strategies in educational organizations based on identified theories was carried through in order to arrive to the proposed research model. With the theoretical support of these three theories, it was identified the public connected to these institutions, and the internal and external factors to the educational organizations that influence the identification of the competitive advantages. In such a way, it was possible to consider a model that contributes for HIE's managers to identify competitive advantages of the organizations which are managed.

Keywords: *Competitive advantages; Educational competitiveness; Educational service; Higher education Institution*

8. ETHICAL EFFECTIVENESS AND PRESSURES TO BEHAVE UNETHICALLY: ROOTED IN SUCCESS OR LACK OF IT?

Michael K. McCuddy, Valparaiso University, Indiana, USA
Karl E. Reichardt, Valparaiso University, Indiana, USA
David L. Schroeder, Valparaiso University, Indiana, USA

ABSTRACT

This paper explores two research questions regarding the linkage between the magnitude of success and the incidence of ethical practices in business organizations. The first question is: Are successful organizations more (or less) ethical than unsuccessful ones? The second question asks: Do members of successful organizations experience more (or less) pressure to act unethically than do members of unsuccessful organizations? Data from a survey of 23,567 members of the Institute of Management Accountants (IMA) that has been conducted annually from 1994 to 2008, indicate that: (1) organizational success does promote ethical decisions and actions, and helps to suppress pressures for employees to behave unethically; and (2) lack of success promotes unethical decisions and actions, and helps create pressures for employees to behave unethically. Implications of the results are explored in terms of the possibility that the degree of organizational success is both a cause and consequence of the extent to which business ethics is practiced.

Keywords: Ethical Business Practices, Unethical Business Practices, Ethical Effectiveness, Ethical Pressures, Organizational Success, Organizational Failure

9. EFFECTS OF COST MANAGEMENT EFFECTIVENESS ON COST INFORMATION USEFULNESS, CORPORATE COMPETITIVENESS, AND FIRM SUCCESS: AN EMPIRICAL STUDY OF THAI MANUFACTURING FIRMS

Nattawut Tontiset, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham University, Thailand

ABSTRACT

The objective of this study is to investigate the relationships among CM effectiveness, cost information usefulness, corporate competitiveness, and firm success via competitive environments as a moderator in the context of Thai manufacturing firms. We also bring the concept of contingency theory and resource-based view of the firm to help clearly understand this relationship. In the existing literature, CM effectiveness is a key determinant of firm success that consist of five dimensions, including accuracy, reliability, completeness, timeliness and relevance of CM effectiveness. The leather manufacturing firms in Thailand were selected as a sample and data was collected from accounting controllers by using questionnaire as an instrument which 109 mail questionnaires were usable. The results indicate that reliability, completeness and relevance of CM effectiveness have a positive and significant effect on cost information usefulness. Completeness of CM effectiveness has a positive and significant effect on corporate competitiveness moreover; cost information usefulness has a positive and significant effect on corporate competitiveness. Interestingly, both cost information usefulness and corporate competitiveness have a positive and significant effect on firm success however; unexpected results have no moderating effect of competitive environments on these relationships. The overall results reveal that CM effectiveness also plays an important role in explaining and driving superior corporate competitiveness and firm success. Giving potential discussion is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusions, suggestions and directions for future research are also presented.

Keywords: Cost Management Effectiveness, Cost Information Usefulness, Corporate Competitiveness, Firm Success

10. SMALL BUSINESS TRAINING NEEDS, PREFERRED CHANNELS, AND BARRIERS

Geoffrey Lee, University of Western Sydney, New South Wales, Australia
Robyn McGuigan, University of Western Sydney, New South Wales, Australia

ABSTRACT

Small businesses are recognized as important drivers of economic growth through their contribution to employment, innovation, and growth in western economies. Rapidly changing and increasing competitive global markets are forcing businesses to become more flexible, leaner, and more adaptable. Managers need to cope with changing business environments to remain competitive and thus they need to develop new skills and capabilities competencies. The literature suggests small business owner-managers often lack critical management skills and knowledge to efficiently and effectively manage and grow their businesses. This paper addresses the need for greater understanding of the needs of and barriers to training by analyzing the perceptions of Australian small business retail owner-managers. In a self-completing survey questionnaire, owner-managers were asked which management skills and knowledge they considered necessary, their preferred channels to deliver the skills and knowledge, and their perceived barriers to obtaining suitable training. Responses were analyzed using t-tests. Implications and recommendations for policy makers and educators are discussed.

Keywords: *Small Business, Training, Channels, Barriers, Skills, Knowledge*

11. UNSOLICITED RECOMMENDATIONS AND STOCK RETURNS: THE IMPACT OF HYPE

Roger J. Best, University of Central Missouri, Warrensburg, Missouri, USA

ABSTRACT

I examine whether unsolicited stock "hype" induces individuals to trade. "Hype sheets" typically use sensational language to describe the prospects of a featured company's stock, and often include forecasts of stock return and/or price. Using a unique sample of companies which had hype sheets sent to numerous fax machines, I find that these hyped stocks have impressive positive returns on average prior to and surrounding the release date of the hype sheet. These are followed by strikingly negative returns on average following the hype. Thus, individual investors should be wary of the information contained in these sheets.

Keywords: *Stock Returns, Analyst Recommendations, Stock Hype, Investor Psychology*

12. A PERIODIC-REVIEW STOCHASTIC INVENTORY MODEL WITH QUANTITY DISCOUNTS

Jun-Yeon Lee, University of Houston-Victoria, Victoria, Texas, USA

ABSTRACT

We examine a periodic-review stochastic inventory model with quantity discounts from the buyer's perspective. In each period the buyer places an order to meet stochastic demands and receives a price discount on purchases in excess of a price break point. Our analytical and computational results suggest that the buyer's optimal order-up-to inventory levels depend on initial inventory and the price break point. We also provide some counter-intuitive results, compared with the traditional multi-period newsvendor model.

Keywords: *Quantity discounts, Stochastic inventory model, Periodic-Review*

13. THE DEMOGRAPHIC CONTEXT OF SERVANT LEADERSHIP

Michael K. McCuddy, Valparaiso University, Indiana, USA
Matthew C. Cavin, EMSystems, USA

ABSTRACT

Servant leadership is an increasingly popular concept that fuses being a servant with being a leader. In this paper, servant leadership — which is characterized by active listening, empathy, healing, awareness, persuasion, conceptualization, foresight, stewardship, commitment to growth, and community-building — is explored in the context of five selected demographic characteristics — socioeconomic status, level of educational attainment, gender, age, and respondent's domicile. Five research hypotheses are tested in this study, with full support being found for one hypothesis and partial support for the other four hypotheses.

Keywords: Demographic Characteristics, Socioeconomic Status, Education, Gender, Age, Domicile, Servant Leadership

14. ACQUIESCENCE AND ASPIRATION: ORGANIZATION GOALS IN STRATIFIED FIELDS

Erin B. McLaughlin, University of North Texas, Denton, Texas, USA

ABSTRACT

Because organizations have different goals for distinguishing themselves in highly institutionalized environments, this study will reflect the resource dependencies universities have on external environmental factors; and how such dependencies differentiate the organizations. By relating how universities adapt to such dependencies we can differentiate their position in a hierarchy of clusters.

Keywords: resource dependence, organization hierarchy, emulation, image, identity, social relations

15. PERCEIVED EFFECT OF FACILITATING CONDITIONS ON COLLEGE STUDENT COMPUTER USE

George E. Heilman, Winston-Salem State University, Winston-Salem, North Carolina, USA
George A. Johnson, Winston-Salem State University, Winston-Salem, North Carolina, USA
Godwin O. Seshie, Winston-Salem State University, Winston-Salem, North Carolina, USA
Benjamin Greene, Winston-Salem State University, Winston-Salem, North Carolina, USA

ABSTRACT

Prior research indicates that a user's perceptions of computer systems will influence the level of their use of those systems. This study provides an analysis of the effect that student perceptions of the Facilitating Conditions associated with computer systems have on their level of computer use. The study provides support for the validity of the Facilitating Conditions construct and finds that it has a positive and significant relationship to Computer Usage. Findings also indicate that each indicator of the Facilitating Conditions construct is a statistically significant contributor to the relationship. Results of this research are generally consistent with other studies and support the importance of Facilitating Conditions to increased computer use. The findings also validate the importance of a broader view regarding the strength of the relationship between user perceptions and system usage.

Keywords: Facilitating Conditions, User Acceptance, End-User Computing, Computer Usage

16. THE "PEOPLE" COMPONENT OF KNOWLEDGE MANAGEMENT: AN IMPORTANT ASSET FOR A LEADING ROMANIAN BANKING INSTITUTION

Ciprian-Marcel Pop, Babes-Bolyai University, Cluj-Napoca, Romania
Cosmin Voicu Nistor, Babes-Bolyai University, Cluj-Napoca, Romania
Mircea Andrei Scridon, Babes-Bolyai University, Cluj-Napoca, Romania
Lacramioara Radomir, Babes-Bolyai University, Cluj-Napoca, Romania

ABSTRACT

The modern business organization cannot compete effectively in the marketplace without skilled managers and employees and without methods for managing their knowledge of people, and all the processes and technologies involved in the business, including information technology. Despite the growing attention that KM has gained among financial institutions, there has not been any interest in observing the evolution of the knowledge-management process (regarding the personnel component of the process) during a certain period of time. This article intends to present the implementing of such an endeavor in a leading Romanian banking institution.

Keywords: Knowledge management, employee development, banking institution, training programs

17. FROM LEARNING IN ORGANIZATIONS TO LEARNING BY ORGANIZATIONS

Seyed M. Seyedhosseini, Iran University of Science & Technology, Tehran, Iran
M. Babaeianpour, Payam-e Noor University, Iran

ABSTRACT

The aim of this paper is to explore how organizations learn from their members. After reviewing the literature on learning and organization, we define the concepts of organizational learning and knowledge management and how organizations can move from learning in organizations to learning by organizations. Hypotheses regarding the factors affect organizational learning are presented. An original construct, based on 4 dimensions, is derived to evaluate the importance of each factor affecting learning in organizations. Then, the influence on organizational learning is tested through structural equation modeling (SEM) on a database of 212 companies from different industries with experience of growth strategies. The results show that formal reports are highly related to organizational learning in our sample firms according to orientation of the top managers.

Keywords: knowledge, knowledge management, and organizational learning

18. ARE LOYAL CUSTOMERS MORE PROFITABLE? AN EMPIRICAL INVESTIGATION

Jason Q. Zhang, Loyola College in Maryland, Baltimore, MD, USA
Ashutosh Dixit, Cleveland State University, Cleveland, OH, USA
Roberto Friedmann, University of Georgia, Athens, GA, USA

ABSTRACT

It is a traditionally accepted notion that loyal customers are more profitable. Recent research, however, questions the effects of customer loyalty. In light of this controversy, we propose a conceptual framework to examine the outcomes of customer loyalty. We test the proposed outcomes with the data from the consumer packaged goods industry. Our results indicate that customer loyalty may indeed be a practical predictor of profitability, though an important note of caution needs to be raised.

Keywords: Customer Loyalty, Frequently Purchased Products, Consumer Packaged Goods, CPG
