

ABSTRACTS**1. IMPACTS OF PROFESSIONAL COMMITMENT AND ETHICAL ORIENTATION ON AUDIT INDEPENDENCE AND AUDIT QUALITY VIA A MODERATOR OF PROFESSIONAL RESPONSIBILITY: EVIDENCE FROM CPAs IN THAILAND**

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ABSTRACT

This study aims at investigating the influences of professional commitment and ethical orientation on audit quality through audit independence as a mediator and professional responsibility as a moderator of certified public accountants (CPA) in Thailand. Both professional commitment and ethical orientation are hypothesized to have direct and indirect effects on audit quality. Also, audit independence is proposed to become a key mediator of the relationships among professional commitment, ethical orientation and audit quality, and professional responsibility is hypothesized to become a main moderator of the aforementioned relationships. In this study, 194 certified public accountants (CPA) in Thailand are samples of the study. The results show that professional commitment has a significant positive impact on audit independence and audit quality, and ethical orientation has an important positive influence on audit independence and audit quality. Similarly, audit independence has a potential positive relationship with on audit quality. Accordingly, audit independence is a valuable mediator of the research relationships. For the moderating effect of the relationships, professional responsibility positively moderates the professional commitment-audit independence relationships only. Then, professional responsibility is a partial moderator of the research relationships. Giving potential discussion is effectively implemented in the study. Theoretical and professional contributions are explicitly provided. Conclusion and suggestions and directions of the future research are described.

Keywords: Professional Commitment, Ethical Orientation, Audit Independence, Audit Effectiveness, Professional Responsibility

2. THE FEEL-GOOD EFFECT AT MEGA SPORTS EVENTS: PUBLIC AND PRIVATE MANAGEMENT PROBLEMS INFORMED BY THE EXPERIENCE OF THE FIFA WORLD CUP 2006 IN GERMANY

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ABSTRACT

One of the most important impacts of the 2006 football World Cup in Germany was the "feel-good effect". This contribution analyzes the management of such an effect. Appropriate basic organizational and infrastructure conditions in the realms of security, transport, and ecology are of key importance, and the media activities of both public and private sponsors need to break away from their traditionally narrow focus in favour of more socially responsible sponsoring.

Keywords: Feel-Good Effect, World Cup, Mega Events; Image Effects, Public Viewing

3. SEX SELLS (CONDITIONS APPLY): PERCEIVED TRUSTWORTHINESS OF SEXY COMPARED TO ATTRACTIVE FEMALE STAFF

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ABSTRACT

Trust has been well documented as a key component of the effectiveness of a source, such as an endorser. However, in staff-customer interaction, the trust in the relationship may potentially be compromised by the appearance of the salesperson. This may particularly be evident in the female salespeople-female customer interface, due to issues related to jealousy and intrasexual competition. Surveying 379 female undergraduate students, we examine how female staff with a sexual appearance may create lower levels of trust among female customers, resulting in less positive attitudes and reduced purchase intentions. We also propose that, paradoxically, the attention that a sexualized rival generates may actually result in increased interest in a product. Implications for management are discussed.

Keywords: *Consumer behavior, intrasexual competition, attractiveness, trustworthiness, sexy*

4. A DESIGN METHOD TO EXTEND STATIONS TO THE EXISTING FLEXIBLE MIXED-PRODUCT LINE

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ABSTRACT

When amount of production or total work increase, it is necessary to extend stations in the production line in succession to the structure of the existing line. In this paper, we propose a redesign method for extending stations to the existing line in succession to its structure. We have proposed the Fissiparous Algorithm and already shown the effectiveness by re-designing the line of which has the condition to execute various production plans with different production ratios.

We developed the Fissiparous Algorithm by the new operation to give the precision of the design and used it to redesign flexible mixed-product lines. The validity of this design method using the Fissiparous Algorithm is shown through solving several redesign problems of flexible mixed-product lines.

Keywords: *Fissiparous Algorithm, Design method, Flexible Manufacturing System, Flexible Mixed-product Line*

5. AUSTRALIA AS AN INTERNATIONAL FINANCIAL SERVICES CENTRE: ASSESSMENT OF DETERMINANTS, POSITION AND FUTURE PROSPECTS

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ABSTRACT

In general, a financial center can be defined as 'a place in which there is a high concentration of managed financial institutions and financial markets performing activities which are internationally recognized for their management efficacy, efficiency, and legal standing. Australia's financial sector (gross value added) relative to the overall economy is very similar to that of many other developed economies, such as the US, UK, Japan and Canada, but significantly less than a number of overseas financial centers, most notably Luxembourg, Hong Kong and Singapore.

In this study we construct a number of traditional and alternative measures to assess the importance of Australia as an International Managed Financial Services Centre relative to other major centers. In particular

we draw comparisons between inward/outward international investment positions and the exports of financial services. Due to data limitations, these measures are compared on a country rather than on a city level on which activities of an IFC should be based.

Keywords: Finance, Cener, Australia

6. INFORMATION PROCESSING IN PERSONAL SELLING INTERACTIONS: MODERATING EFFECTS DEPENDING ON THE CAPABILITY OF INFORMATION ASSESSMENT

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ABSTRACT

Information exchange and information processing are fundamental elements of salesperson-consumer interactions. For product categories characterized by high levels of complexity, both have an impact on outcome variables such as customers' perceived quality of the interaction process, sales performance, or the likelihood of repeat purchases. This article proposes a framework describing the key mechanisms leading to either central or peripheral processing of information by consumers in complex purchasing processes. The framework draws upon three different models: the dual model of impression formation, the continuum model of impression formation, and the elaboration-likelihood model. In particular, it specifies the moderating role of consumers' motivation and ability to process information. The model is tested in an empirical study using survey data collected among customers in the auto-motive industry. The results do not provide evidence supporting the central tenets of the elaboration-likelihood model. Despite low ability or motivation, customers do process information centrally when information is easily assessable. Customers increase their personal information processing ability where evaluating an object is easy. The article closes with managerial and practical implications of these findings.

Keywords: Information Processing; Elaboration-Likelihood Model, Decision Making, Purchasing Decision.

7. THE EXPLANATION BEHIND THE TRADITION: WHY MOST AMERICAN WOMEN'S COLLEGES ARE LOCATED IN THE EAST

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ABSTRACT

The traditional explanation of why all-female schools flourished in the East of the US during the nineteenth century, but not in the West, emphasizes cultural differences. I hypothesize that differing economic conditions gave rise to those cultural differences. Eastern women received low wages relative to men and legislation restricted women's employment. Thus, eastern women focused on household production and demanded household human capital, which was provided in all-female schools. In the West, due to a labor shortage, women faced higher wages and fewer legal restrictions on their labor. Thus, western women engaged more in market production, demanded market human capital more, and often chose to be educated alongside men in co-educational facilities.

Keywords: women's colleges, household human capital, labor shortages, market human capital

8. SUSTAINABILITY AND ADAPTABILITY OF AUSTRALIAN UNIVERSITIES' PROGRAMME

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ABSTRACT

Australia universities have been compelled both by cuts in government funding and by market forces to be more responsive to the needs of the students as well as the demands of different stakeholders - government, industry, professional bodies, and community. These institutions have had to review and revamp their products and services to meet these needs. Work-integrated learning is becoming an increasingly popular strategy for Australian universities to respond to these needs. This paper identified the benefits of work-integrated learning embedded courses and programs for students, industry, university, community, and government. In addition, it also highlighted the challenges of implementing such courses and programmes in both onshore and offshore campuses, and at overseas institutions, particularly those within the business discipline area.

Keywords: *Work-integrated Learning, stakeholders, offshore students, international students*

9. PERCEPTION OF CONTROL AND OVERALL PROGRAM EVALUATION AMONG MBA STUDENTS

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ABSTRACT

A majority of MBA students are often under a lot of stress as they struggle to maintain a balance between academics on one hand and their work, family, etc. on the other. MBA students are known to have a high propensity to experience frustration, stress, and general dissatisfaction with their lives. Regardless, there is paucity in literature dealing with the psychology and satisfaction among MBA students. We attempted to examine the effects of perceived control among MBA students on their evaluation of the MBA program that they were in. An empirical investigation confirmed that MBA students' overall evaluation of the program was significantly affected by the perception of control. The strong relationship between perceived control and students' satisfaction demonstrated in this study should provide important managerial implications and an impetus for additional research.

Keywords: *perceived control, student satisfaction, MBA program*

10. PLANNING AND MANAGING THE DATA CENTER TO GREEN COMPUTING

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ABSTRACT

The need for computing power seems to still be growing in part because the internet provides inexpensive connectivity world-wide. One of the primary concerns is the physical "footprint" of the data center. In other words, how much physical space will be required to house the computer equipment and how much electrical power will be required to run and cool that equipment? Therefore, determining the best choice for an intensely used computer, or many computers, becomes a very difficult, and time consuming process. The goal of this project will be to compare and contrast the total cost of ownership (TCO) and performance factors of three (3) computers of varying factory classifications. Overall, the authors find it very surprising at how close all three machines fared in performance and power usage, given their range in hardware and power consumption ratings. These observations lead one to believe that either the power ratings are either: made under ideal conditions in a controlled environment, or there is some other hardware related factor(s), (such as the characteristics of the motherboard,) on which they are installed.

Keywords: Green Computing, Data Center, High Performance Computing (HPC), Disaster Recovery

11. VALIDATING A SPANISH TRANSLATION OF AN END-USER COMPUTING SATISFACTION INSTRUMENT TARGETING MEXICAN INTERNET USERS

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ABSTRACT

The End-User Computing Satisfaction (EUCS) instrument is intended to assess the relative level of satisfaction that an end-user has with some specific computing technology. This study validates a Spanish translation of the EUCS administered to Mexican Internet users. The study finds that the Spanish translation of the EUCS is a valid and reliable measure of end-user satisfaction with the Internet among Spanish speaking populations.

Keywords: End-User Computing Satisfaction, EUCS, Internet Satisfaction, System Success, Mexico

12. THE EFFECTS OF BRAND RELATIONSHIP QUALITY ON HOTEL CONSUMERS' RESPONSES TO SERVICE FAILURE

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ABSTRACT

This article aims at examining the applicability of Fournier's (1998) Brand Relationship Quality (BRQ) framework in hospitality context, and also investigating the effects of brand relationship quality on hotel consumers' behavior, under the circumstance of service failures in the context of high-class hotels. The empirical result shows that BRQ is applicable in hospitality industry and it has buffering effect on consumers' post-failure emotions and especially, dominantly influences consumers' future behavioral intentions. However, this finding would not be applicable when the service failures are severe in some cases.

Keywords: Brand Relationship Quality, Consumer Behavior, Relationship Marketing, Service Failure

13. DEMYSTIFYING THE PEDAGOGY OF GLOBALIZATION: A HISTORICAL AND THEORETICAL APPROACH TOWARD EFFECTIVE LEARNING

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ABSTRACT

Recently, much has been written about *globalization* – that is, the global reach and consequences of worldwide commerce. Today, many students are introduced to globalization from the more simplistic approach whereby the idea of world trade is *flat* or even *curved*, all attributed to more efficient technological advances within the last few decades. Indeed, there is truth to this; however, teaching the idea of globalization as one attributed to the simplicity of the world or of a phenomenon that suggests that globalization has recently arrived upon the world economy is misleading and leaves the student under-trained. *The central question addressed in this paper is how to best teach the concept of globalization to the student of economics – both undergraduate and graduate.* Often the macroeconomics course is the only one in which students comprehensively study the scope of the world in which they will compete. Consequently, teaching globalization properly and completely is among the top priorities in the discipline.

Keywords: *globalization; teaching globalization; globalization theory; globalization philosophy; political and economic history*

14. AUSTRALIAN HOUSE PRICES AFFORDABILITY: AN INTERNATIONAL COMPARISON OF THE DETERMINANTS OF HOUSE PRICE'S PERFORMANCE 1980 – 2009

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ABSTRACT

A recent study comparing international housing affordability finds Australia has three of the five most unaffordable housing markets in the world. One reason for Australia's ranking is that the house price bubble in Australia unlike elsewhere has not yet burst. Demographia believes it will burst eventually, but this is a controversial view in Australia. Many analysts claim Australia did not build as many houses during the boom as were built in other markets, and therefore we will not see the massive price declines that other countries have experienced. In this research we forward several reasons why Australia's house prices are unlikely to succumb to the price falls experienced in the US, UK and Europe generally. Based on historical and current data the paper provides a comparative analysis of the determinants of house prices in Australia and the US, including an analysis of housing affordability. From the evidence presented, the factors, which played the most significant roles in creating the conditions for the US house bubble, were not evident for the Australian housing market. In fact, the growing demand push factors combined with the constrained supply factors in providing new housing stock in particular for the major cities of Melbourne and Sydney appear to have anything but abated.

Keywords: *House Prices, Australia, Affordability, Investment, Property*

15. DIFFERENCES IN CONSUMER BEHAVIOR WHEN PURCHASING LIFE-CHANGING AND SIGNIFICANT PRODUCTS

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ABSTRACT

Consumers classify, select, buy, and use products or services to satisfy their needs differently because they are influenced by many factors. In this study, the researcher defined life-changing product and significant

product, identified factors influencing consumers to classify life-changing products and significant products, and also found out how consumers make a life-changing and significant product purchase decision. Major findings of the study supported all the six hypotheses.

The study concluded that economic resources, reference groups, social class, and product characteristics are significant factors influencing consumers to classify life-changing products and significant products. Moreover, the study concluded that Cambodian consumers used a different decision process for life-changing products from significant products. In addition, the study concluded that consumers did the same actual purchase for both life-changing products and significant products right away upon having chosen the products.

Further study is recommended to investigate and study cheap sources of borrowing funds, sales promotional schemes, additional sources of income, neighbors, stars, packaging, and other factors influencing product classification. Also, it is recommended to investigate the behavior of male and female consumers on purchasing life-changing and significant products, and the decision making process of the individual product. Moreover, it is suggested to use quantitative research to study the consumer behavior on purchasing both products, and to extend the research to other cities besides Phnom Penh or even countrywide.

Keywords: Life-changing Product, Significant Product, Consumer Behavior, Consumer Decision Making

16. THE LINE BETWEEN ILLEGALITY & UNETHICAL BEHAVIOR IN THE GOLDMAN SACHS SUBPRIME MORTGAGE SECURITIES CASE

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ABSTRACT

The charges filed by the SEC against Goldman Sachs allege illegal activity and fraud in the sale of toxic subprime mortgage securities. However, Goldman states that they were simply following normal business practices and did nothing wrong. This has raised the question of the adequacy of the investment banking practices and whether it is a question of fraudulent activity or unethical behavior. In this paper, we undertake an examination of the difference between illegal activity and unethical behavior in Goldman's mortgage securitization process. We also examine the Securities Act of 1933 to determine whether Goldman is in violation of the Act. To determine whether unethical behavior existed, Goldman's actions are compared to its own Code of Ethical Standards as well as the Institute of Management Accountants (IMAs) Code of Ethics. Furthermore, an examination of the general business notion of equity and fairness is undertaken. We also examine the role of managers with respect to required material disclosures and clients' reliance on management's assertions. Furthermore, a discussion is undertaken of the implications of the Goldman outcome for other institutions. Finally, we make suggestions for future considerations that can possibly be utilized to protect investors.

Keywords: Fraud; Ethics; Business risk; Collateralized Debt Obligations (CDOs); Credit Default Swaps (CDS); Materiality; Mortgage Backed Securities (MBS); Securitization; Sub-prime Mortgage; Abacus; SEC.

17. AUDIT-TECHNIQUE INNOVATION CAPABILITY OF AUDITORS IN THAILAND: EFFECTS ON AUDIT EFFICIENCY AND CUSTOMER SATISFACTION

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ABSTRACT:

This primary objective of this study is to test a theoretical framework relating antecedents and consequences of audit-technique innovation capability, budgetary consideration as the moderator by CPAs in Thailand. The Elaboration Likelihood Model (ELM) and the Unified Theory of Acceptance and Use of

Technology (UTAUT) are fundamental when examine about implementation audit-technique innovation capability. The questionnaire is used to collect data. Regression analysis is used to analyze the relationship between these variables. Data are collected from 403 CPAs in Thailand. The result of OLS regression model reveal that individual attitude is positively relate to audit-technique innovation capability. Moreover, audit-technique innovation capability has positive influence on audit efficiency. Lastly, audit efficiency has positive effect on customer satisfaction. Contributions and suggestions for future research are discussed.

Keyword: *audit-technique innovation capability, individual attitude, personality competence, audit efficiency, customer satisfaction, budgetary consideration.*

18. WHAT WENT WRONG IN CORPORATE AMERICA?

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ABSTRACT

The financial scandals of the past decade have superbly exposed the weaknesses of the free market as a control mechanism. It was erroneously assumed that managers are rational and principled professionals, and that boardroom members are conscientious and vigilant stewards of the corporation. In reality, the market is far from being an ideal and efficient environment. It consists of human beings with a wide range of psychological behaviors such as greed, euphoria, hidden motivations, inherent conflicts of interest and irrational exuberance. From a moral-seduction perspective, one does not need to be sociopathic in nature to succumb to the traps of Machiavelli-type behavior. An avoidance of future corporate governance malfunctions requires a thorough understanding of what really went wrong in corporate America, particularly as it relates to the psychology and motivational of the key organizational players. Using structured interviews over a four year period, this paper identifies the symptoms and the root-causes of a malfunctioning corporate governance system.

Keywords: *Corporate governance; Agency cost; Corporate greed; Board of directors; Executive compensation; CEO power; Financial disclosure; Audit function*

19. STOCK MARKET PERFORMANCE OF SEMICONDUCTOR FIRMS ACROSS MULTIPLE TIME PERIODS

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ABSTRACT

Stock market volatility has been omnipresent in the information technology sector. This manuscript compares the stock performance of semiconductor companies across six different twenty-month periods between the years 1996-2006. The focus periods include the browser era, the Y2K era, the post-Y2K era, the post-9/11 era, the outsourcing era and the mobile/wireless era. The lowest stock market returns are in the post-9/11 eras for the four semiconductor firms in the research cohort. The highest stock market returns for three of the four firms are in the browser era. The semiconductor firms in the study show a strong tendency to experience stock market volatility that is highly correlated within the industry. The results imply that the semiconductor industry has characteristics that are consistent with being a commodity instead of a blockbuster.

Keywords: *Abnormal Stock Returns, Commodities, Semiconductors, Stock Market*
