
ABSTRACTS**1. MARKETING LEADERSHIP STRATEGY, MARKETING OUTCOMES AND FIRM SUSTAINABILITY: EVIDENCE FROM FOOD PRODUCT BUSINESSES IN THAILAND**

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ABSTRACT

This study aims to examine the relationships among five dimensions of marketing leadership strategy, marketing position advantage, marketing excellence, market satisfaction achievement, market performance, market success, firm sustainability, valuable marketing culture, marketing knowledge diversity, best marketing practice, marketing resource richness, via organizational policy for proactive operating, marketing experience, market turbulence and technology turbulence. Marketing leadership strategy consists of new product development awareness, marketing creativity mindset, customer information efficiency, technology adaptation effectiveness and competitive learning success. Here, 310 food product businesses in Thailand were chosen as the sample of the study. The results indicate that four dimensions of marketing leadership strategy has a significant positive association with marketing outcomes (marketing position advantage, marketing excellence, market satisfaction achievement), and then they are significant for market performance, market success and firm sustainability. Surprisingly, customer information efficiency is not related to marketing position advantage, marketing excellence, and market satisfaction achievement. Furthermore, operational policy for proactive operation is a partial moderator. 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 with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.

Keywords: Marketing Leadership Strategy; New Product Development Awareness; Marketing Creativity Mindset; Customer Information Efficiency; Technology Adaptation Effectiveness; Competitive Learning Success; Marketing Position Advantage; Marketing Excellence; Market Satisfaction Achievement; Market Performance; Market Success; Valuable Marketing Culture; Marketing Knowledge Diversity; Best Marketing Practice; Marketing Resource Richness; Organizational Policy for Proactive Operating; Marketing Experience; Market Turbulence; Technology Turbulence; Firm Sustainability.

2. CUSTOMER EMOTIONS AS A STRATEGIC GOAL OF RELATIONSHIP MARKETING: AN EMPIRICAL COMPARISON BETWEEN B2B AND B2C COMPANIES IN SWITZERLAND

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ABSTRACT

Relationship marketing has firmly established itself worldwide as an instrument in both research and business. The achievement of emotional goals is seen as one of its important key strategic objectives. Because relationship marketing is today applied in nearly all businesses, the question emerges of whether this is actually a goal found in all industries and, if it is not, where industry-specific characteristics can be seen. This is the issue that will be examined in depth in the following as the paper compares business-to-business and business-to-consumer companies in its investigation of them using an empirical study from Switzerland.

KEYWORDS: Relationship Marketing, CRM, Customer Emotions, Customer Relationship Management, Business-to-Business

3. SECURITY CHALLENGES IN A DEVELOPING WORLD

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ABSTRACT

The question for small business owners is how to protect digital resources in the organization while managing costs and stakeholder expectations. The answer to these questions requires understanding several things, all of which reach beyond the geographical operational businesses location. Technology allows a single small business in a rural community to be connected to the entire world. As a result, business owners need to understand how cyber security allows commerce with the rest of the world.

For many small businesses the use of new technologies is simple a part of doing business. Operationally, in many businesses, computers are essential to sales and inventory management. However, most small businesses do not fully consider the risk of technology adoption, only seeing the benefits. The result is that many businesses only discover the full cost of technology adoption until after something has gone wrong.

To that end we will evaluate how technology is being used in small business in the United States and the developing world. Conducting business requires understanding exactly what the operational requirements are and what could be the risks. We also need to look at what global commerce really means for a small business. Only then can we determine what we can do to improve and secure our small business from these threats.

4. STRATEGIC HUMAN CAPITAL ORIENTATION AND SUSTAINABLE BUSINESS PERFORMANCE: AN EMPIRICAL ASSESSMENT OF HOTEL BUSINESSES IN THAILAND

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ABSTRACT

The purpose in this research is to examine the relationships between strategic human capital orientation (human resource investment program, employee knowledge creation support, human capital value awareness and staff learning utilization) and sustainable business performance via new innovation establishment, valuable organization development, and concrete business platform. In addition, it investigates the key antecedents of strategic human capital orientation including executive vision for HR work, excellent business operation, technology growth and competitive challenge. It also explores the moderating effects of human resource development commitment, continuous human resource development, and competitive dynamism. The model is tested using data collected from mail survey questionnaires of 325 hotel businesses in Thailand. The results of OLS regression analysis indicate that strategic human capital orientation has a partial significant influence on sustainable business performance through innovation establishment, valuable organization development and concrete business platform. In addition, it reveals that executive vision for HR work, excellent business operation and technology growth have potential positive influences on four dimensions of strategic human capital orientation. For the moderating effects, human resource development commitment strongly increases the relationships between excellent business performance and all dimensions of strategic human capital orientation. Also, competitive dynamism demonstrates a positive moderating effect between new innovation establishment and sustainable business performance. Likewise, continuous human resource development only positively moderates employee knowledge creation support and sustainable business performance relationships. Potential discussion with the research results is evidently implemented in the research. Contribution, conclusion and directions of the future research are highlighted.

Keywords: Strategic Human Capital Orientation, New Innovation Establishment, Valuable Organization Development, Concrete Business Platform, Sustainable Business Performance, Executive Vision for HR Work, Excellence Business Operation, Technology Growth, Competitive Challenge, Human Resource Development Commitment, Continuous Human Resource Development, Competitive Dynamism

5. FEAR OF CRIME AS A CRITERION IN LOCATION MARKETING: A CONCEPTUAL DEVELOPMENT

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ABSTRACT

In a globalized world, locations enter increased competition for business, tourists, and inhabitants with locations potentially anywhere on the globe. Accordingly, location marketing gains importance and safety has been shown to be a crucial characteristic in a location's image. In this context, we raise awareness that individual perceptions of safety are most relevant and we develop fear of crime as an important criterion in location marketing. We apply fear of crime theories, namely victimization, social problem, and social control theory to the domain of location marketing. We derive important implications: (1) Rural locations may use humans' fear of crime to better explain their attractiveness compared to urban areas; particularly for women and elder people. (2) Safety related measures, when being visible, may damage a location's image by increasing awareness of potential threats. (3) Saving on minor 'beauty corrections' may cause a downward spiral and thus substantially damage a location's safety image.

Keywords: Location marketing, fear of crime, conceptual framework

6. SERVICE INNOVATION STRATEGY OF HOTEL BUSINESSES IN THAILAND: AN INDUCTIVE APPROACH

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ABSTRACT

This study is to propose the key dimensions of service innovation strategy. An inductive approach was used in research: in-depth interviews from 12 senior-level executives of hotel business in Thailand are taken to support the conceptual framework. The results indicate six dimensions of service innovation strategy including: (1) Inspired vision for creating service innovation (2) Alertness to changing environment (3) Being bold to take risk as a pioneer (4) Thinking differently from competitors (5) Retaining of customer need (6) Delivering a service exceeding customer expectations. Thus, contributions and suggestions are also provided for future research.

Keywords: service innovation strategy; hotel business; an inductive approach

7. IS ALLIANCE CAPABILITY A GLOBAL DYNAMIC CAPABILITY?

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ABSTRACT

The literature discussion on the topic of strategic alliances has evolved and shifted to a focus on alliance capability. This article examines ten studies from 2000 to 2008 on the development of alliance capability as a dynamic capability. A meta-regression of alliance capability variables across the studies is used to estimate the association between the variables to determine if alliance capability is a dynamic capability.

Keywords: Dynamic Capabilities, Strategic Alliances, Alliances Capabilities, Strategic Alliance Benefits

8. ACCOUNTING SUSTAINABILITY, GOVERNANCE PRACTICE AND FIRM SURVIVAL: AN EMPIRICAL INVESTIGATION OF LISTED FIRMS IN THAILAND

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ABSTRACT

Accounting sustainability is an outcome provision of best accounting practices, activities, procedures, and methods. Thus, the objective of this study is to investigate the impacts of accounting sustainability and governance practice on firm survival of Thai listed firms. Accounting sustainability, governance practice and firm survival are the independent variables, moderating variable and dependent variable of the study respectively. Here, 114 Thai listed firms were chosen as the sample. The results show that accounting sustainability has a significant positive influence on firm survival. For the roles of governance practice in the relationship model, it has an important positive effect on firm survival, but it does not moderate the accounting sustainability-firm survival relationships. Then, governance practice 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, suggestions and directions for the future research are highlighted.

Keywords: Accounting Sustainability, Governance Practice, Firm Survival

9. SERVICE PROFESSIONALISM OF HOTEL BUSINESS IN THAILAND

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ABSTRACT

The purpose in this research is to examine the relationships and the influence between customer learning, competitors learning with service professionalism. It also examines the role of organizational support as the moderating effect on service professionalism. Data is collected from three to five star 410 hotel businesses in Thailand and used the questionnaire as an instrument. The statistic employed for analyzing the data were multiple correlation analysis and multiple regression analysis. The results indicate partial support for hypotheses derived from the conceptual model. Thus, contributions and suggestions are also provided for future research.

KEYWORDS: *service professionalism; customer learning; competitor learning; employee competency; organizational support*

10. STRATEGIC MARKETING WITH WEASEL WORDS

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ABSTRACT

There are the countless intriguing examples of international marketing jargon that invade our everyday lives, dreamed up by some of the best and worst lights of a allegedly intellectual giants. Often known as 'weasel words', there is something irresistible in making light of seemingly innocent but often meaningless phrases, pausing to give thought about what is their real intention. Also used strategically by those who are often gifted with little ingenuity or vision, these expressions rely on the presumed ignorance of the consumers they are trying to reach. As banal as many of them may be, in the hands of an experienced marketer they can either be quite compelling or provide a curious mixture of bemusement and comedy to those who can immediately see through them. This paper has researched some of the marketing techniques used by those professions worldwide that rank among the least trusted by the public and to uncover what they really mean behind the façade.

Keywords: *Marketing, weasel words, sales, real estate, realtors, used cars, retail*

11. THE POWER OF PROJECT MANAGEMENT METRICS: HOW A HEALTHCARE ORGANIZATION HANDLES ITS WORK.

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ABSTRACT

Project management tools, techniques, and methods are used in many industries such as software, construction, manufacturing and healthcare (Kerzner, 2009). Project success rates, delivery on-time, on-budget and meeting the original requirements of the effort, as measured by the triple constraint of cost, scope and schedule are low. Project management metrics are useful in managing and controlling a project in an objective manner, through the use of mathematical formulas and ratios (A guide, 2008; Kerzner, 2009; Manas 2006). The study of the metrics implementation at a healthcare entity found that there are pitfalls to avoid when developing the project plan which shall use earned value and earned schedule. Behaviors of the project team will change and adapt to the scrutiny of the numbers being collected and reported.

Keywords: *Technology Management; Project Management; Leadership; Healthcare*

12. ORGANIZATIONAL CULTURE OF THAI LISTED FIRMS: EXPLORING THE EFFECTS OF HOLISTIC MARKETING ORIENTATION

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ABSTRACT

To the extent of the RBV theory, this paper to examines the role of holistic marketing orientation that affects marketing value driven, strategic performance, and customer insight which link to marketing performance. In addition, the researchers explore the key antecedents of holistic marketing orientation that include two factors of new customer capability, and information technology growth. This paper treated heightened competition as a moderator of the relationships between its antecedents and holistic marketing orientation. The model is tested using data collected from mail survey of 112 companies from Thai-listed firms. The results indicate partial support for the hypotheses derived from the conceptual model. Thus, contribution and suggestions are also provided for future research.

Keywords: *Holistic Marketing Orientation, Marketing Value Driven, Strategic Performance, Customer Insight, Marketing Performance, New Customer Capability, Information Technology Growth, and Heightened Competition*

13. SOCIAL MEDIA STRATEGIES IN NONPROFIT ORGANIZATIONS

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ABSTRACT

The integration of social media strategies is being used to promote more effective communication by many organizations. For nonprofit organizations, social media efforts are part of their marketing strategy as they seek greater awareness and additional revenue streams in order to remain financially viable. As students learn about nonprofit organizations in social entrepreneurship and nonprofit management courses, an understanding of social media integration in marketing strategies is needed. This information is critical due to the quickly changing technology permitting social media tools to be integrated in cost effective ways and for different purposes than profit organizations. This paper provides a review of recent surveys regarding social media tools in nonprofit organizations and discusses issues in integrating social media strategies in promoting awareness and funding in nonprofits.

Key words: *nonprofit organizations, social media, fundraising, nonprofit management, engaged learning*

14. UNDERSTANDING EXPERIENCES OF INDIAN EXPATRIATES IN THE UNITED STATES: STRESS, SATISFACTION, SOCIAL SUPPORT, AND GENERAL HEALTH

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ABSTRACT

Although expatriates have a long history in the labor market, relatively little is known about the experience of expatriate workers working in the US compared to US workers who are working as expatriates. Work attitudes (e.g., Satisfaction) and experiences (e.g., Stress, Social Support, General Well-being) of Indian Expatriates working in the IT sector in the US were assessed using standardized measurement tools. Results suggested more positive reactions to aspects of work having to do with people, than with

opportunities for advanced pay or promotions. Stress variables were in the typical range, however scores on health and psychological well-being variables showed opportunities for improvement. Further, stress and satisfaction, stress and psychological well-being, and social support and psychological well-being variables were significantly correlated suggesting complex interrelationships. Differences in health and several psychological well-being variables (i.e., autonomy, positive relations with others, self-acceptance) by visa status were also found. Limitations and additional interpretation of results are discussed.

Keywords: *Expatriates, Work Stress, Work Satisfaction, Social Support, General Health and Well-being*
