**ABSTRACTS**

1. **CHANGING IMPACT OF E-BUSINESS ON MARKETING CHANNELS: THREE PHASES OF MARKETING CHANNELS EVOLUTION**

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**ABSTRACT**

We have been witnessing a series of changes in many aspects of our lives as we have been incorporating the Internet in our daily routines over time. While many of these changes have required numerous parties modify the way they interact with others, we have been noticing that these modifications had to be adjusted constantly since we have become increasingly dynamic in ways we incorporate the Internet in our lives. When we were presented with the e-business options the first time, it took a while for many of us to get comfortable enough to change the ways we were used to for many years. As we got more comfortable, we gradually became more confident and we began to explore those options that we could influence and somehow personalize. By that way, we would feel that we play an active role in not only finding solutions but also creating those solutions. This paper reviews one of those avenues, specifically, marketing channels and examines how these channels have evolved as consumers got more involved in online options and gradually helped to change the nature of business practices on the Internet.

**Keywords:** Web 1.0; Web 2.0; Disintermediation; Reintermediation; Apomediación

2. **DEVELOPMENT AND STRATEGIC CONSEQUENCES OF COLD LOYALTY – THE CASE OF CONSUMER GOODS**

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**ABSTRACT**

The following paper investigates the influence of cold loyalty that occurs for different kinds and classes of consumer goods. Thereby it will be examined which kinds of products are particularly affected and which factors facilitate this. Therefore, the article first shows that customers can be divided according to their object of loyalty and describes the construct of cold loyalty. Second, the paper demonstrates the effect and consequences of cold loyalty using the results of an empirical study that tests hypotheses according to three different consumer goods. The paper ends with management implications, limitations and suggestions for further research.

**Key words:** Customer Loyalty, Customer Satisfaction, Cold Loyalty, Involvement, Consumer Goods

3. **STRATEGIC IMPACT OF WEB 2.0 SERVICES ON BUSINESS ORGANIZATIONS**

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**ABSTRACT**

Over the past few years, there has been a proliferation of innovative web-based services that have gained huge popularity in the marketplace (Facebook, LinkedIn, Twitter, Flickr, MySpace, etc.). The advent of these second-generation interactive Internet-based services, referred to as Web 2.0 services, has changed the way people collaborate, share knowledge, and create new services and content has far-
reaching socio-economic impacts. Knowledge is no longer constrained by geographies and demographics. As a result, business organizations have begun taking advantage of these services by implementing and incorporating them in their web sites. This paper will explore the functions and features of Web 2.0 services and their strategic impacts. Furthermore, the paper will outline how an organization should develop a social networking plan, as it is presently the most important Web 2.0 service.

**Keywords:** Web 2.0, Social Networking, Collaboration, blog, RSS, and Wikis.

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4. **THE RELATIONSHIP BETWEEN INTERNET USAGE AND NEWSPAPER CIRCULATION**

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**ABSTRACT**

The transmission of news and current events is an ever evolving process. One staple mode of media has been the newspaper. In recent years, the internet has become a growing source of information for news and current events. The relationship between internet usage and newspaper circulation is examined in this paper. When controlling for population trends, it is found that a statistically significant, negative relationship exists between internet usage and newspaper circulation. The economic implications of this relationship for the print news industry are also analyzed.

**KEYWORDS:** internet usage, newspaper circulation, variable cost model

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5. **MARKETING STUDY ABROAD PROGRAMS: INFLUENCE OF FACILITATING AND DETERRING FACTORS ON STUDENT PARTICIPATION**

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**ABSTRACT**

This research study focuses on the demographic characteristics, including factors that facilitate and deter undergraduate business students that are interested in study abroad. Results indicate that personal supporting factors were the strongest of the encouraging factors while financial considerations were the most deterring factor. Implications of this research for institutions that encourage study abroad are discussed along with specific recommendations.

**Keywords:** Marketing study abroad, student participation study abroad.
6. **THE INFLUENCE OF EMPIRICALLY MEASURED CONSUMERS’ TRANSACTION COSTS ON THEIR PREFERENCE OF SHOPPING MEDIUM**

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**ABSTRACT**

Recognizing that comparatively lesser attention has been paid towards modeling of transaction cost economics in the business-to-consumer marketing, this research study posits the construct of consumers’ transaction costs as an important predictor of consumers’ preference of online or traditional shopping medium. The two categories of consumers’ transaction costs developed as namely individual costs and social costs are empirically tested via their impacts on consumers’ preference of shopping medium within presented purchasing scenarios of identified goods as articulated by the adopted research design. The paper discusses the analytical and substantive interpretations of the results and their managerial implications, along with directions for variables and explicates which warrant potential future research.

*Keywords*: Consumer Marketing, Transactions, Individual Costs, Social Costs, Shopping Medium Choice

7. **INTERNAL CONTROL STRATEGY OF BEVERAGE BUSINESSES IN THAILAND: EFFECTS ON GOAL ACHIEVEMENT**

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**ABSTRACT**

This research aims at investigating the effects of internal control strategy on goal achievement through the mediating influences of internal audit efficiency, operational risk reduction, corporate management effectiveness, and firm value increase. Internal control strategy consists of regulation compliance awareness, internal control knowledge integration, best internal control implementation, and risk control effectiveness. The data were collected by survey questionnaires administered to the internal audit managers of beverage businesses in Thailand of which 96 completed questionnaires are used in the analysis. The results of OLS regression analysis show that regulation compliance awareness, internal control knowledge integration, and risk control effectiveness have a significant positive effect on firm value increase. In addition internal audit efficiency, corporate management effectiveness, and firm value increase have a significant positive association with goal achievement. Likewise, employee knowledge, resource efficiency, and environmental uncertainty are the antecedents of internal control strategy. Moreover, the results show that organizational experiences are not the moderating variables. The implications, suggestions for further research, and limitations are discussed.

*Keywords*: Internal Control Strategy; Regulation Compliance Awareness; Internal Control Knowledge Integration; Best Internal Control Implementation; Risk Control Effectiveness; Internal Audit Efficiency; Operation Risk Reduction; Corporate Management Effectiveness; Firm Value Increase, Goal Achievement, Executive Vision, Employee Knowledge, Resource Efficiency, and Environmental Uncertainty.
8. EFFECTS OF INTERNAL AUDIT INDEPENDENCE ON FIRM PERFORMANCE OF FOOD EXPORT FIRMS IN THAILAND

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ABSTRACT

This study aims at investigating the influences of internal audit independence on firm performance of Thailand food export firms. Internal audit independence consists of including internal audit programming autonomy, information investigative freedom, and internal audit reporting liberty. In this research, 81 Thailand food export firms are the samples. The results show that only internal audit programming autonomy has a significant positive effect on both financial information reliability and business excellence, while internal audit reporting has a significant positive effect on only financial information reliability. Information investigative freedom liberty has a significant positive effect on only value-added operation. In addition, ethical orientation positive moderate the relationships between executive support, governance awareness and internal audit independence. Potential discussion is efficiently implemented in the study. Theoretical and professional contributions are explicitly provided. Conclusions, suggestions, and directions for future research are recommended.

Keywords: Internal Audit Independence, Executive Support, Governance Awareness, Intra-Organization Communication, Ethical Orientation, Financial Information Reliability, Business Excellence, Value-added Operation, Firm Performance
9. DYNAMIC AUDIT KNOWLEDGE AND AUDIT SUCCESS OF CPAs IN THAILAND:
AN EMPIRICAL INVESTIGATION OF THE ANTECEDENTS AND CONSEQUENCES

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ABSTRACT

This study highlights the examination of the influence of dynamic audit knowledge and audit success among CPAs in Thailand. We explore the relations among dynamic audit knowledge, and audit success. Also it examines the relationships among four antecedents: adaptation competency, technology learning, stakeholder expectation, and environment uncertainty. Moreover, it examines two moderating effects: professional awareness and audit experience, here among 183 CPAs in Thailand who are the sample of the study. The outcomes of the OLS regression analysis indicate that dynamic audit knowledge, namely continuous professional audit learning and comprehensive audit skills have a positive impact on audit success; but, effective audit training implementation has a negative effect on audit success. Moreover, the findings also indicate that professional awareness is a moderator of the relationship between continuous professional audit learning and audit success. This is significant, and the findings indicate that adaptation competency and stakeholder expectation have positive and significant effects on the three dimensions dynamic audit knowledge. The result shows technology learning has positive and significant effects on dynamic audit knowledge. Continuous professional audit learning and its results on environment uncertainty have positive and comprehensive audit skills. The contribution of this study can help to explain the key factor of dynamic audit knowledge that can enhance audit success. Further, it can assist auditors in the development of knowledge. We use the information to plan the audit and to support the auditor in important professional audit learning, effective audit training implementation, and comprehensive audit skills. This helps auditors to understand, it can be used to perform tasks more efficiently, and give audit success.

Keywords: Dynamic audit knowledge, Continuous Professional Audit Learning, Effective Audit Training Implementation, Comprehensive Audit Skills, Audit Success, Adaptation Competency, Technology Learning, Stakeholder Expectation, Environment Uncertainty, Professional Awareness, Audit Experience.
10. BEST MANAGEMENT CONTROL SYSTEMS AND FIRM EXCELLENCE:
ELECTRICAL APPLIANCES AND ELECTRONIC PARTS BUSINESSES IN THAILAND

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ABSTRACT

This study develops the holistic view of management control systems (MCS) and its purpose is to investigate the relationship between antecedents of best MCS and firm excellence. The dimensions of best MCS are focused on cost management efficiency, budgeting preparation effectiveness, performance evaluation quality, and environmental awareness orientation. Theories used to develop the conceptual framework are Resource-Advantage Theory, Agency Theory, and Contingency Theory. Data were collected from 199 electrical appliances and electronic parts firms in Thailand by questionnaire mail survey. The ordinary least square regression is the statistical model used to test the hypotheses. The results suggest that budgeting preparation effectiveness has a direct positive effect on firm excellence, accounting system quality and employee involvement have a significant positive influence to best MCS. Further, accounting knowledge is a moderator of top management support and best MCS. Contributions and directions for future research are highlighted.

Keywords: Best Management Control Systems, Cost Management Efficiency, Budgeting Preparation Effectiveness, Performance Evaluation Quality, Environmental Awareness Orientation, Business Goal Achievement, Firm Excellence

11. STRATEGIC TARGET COSTING EFFECTIVENESS AND GOAL ACHIEVEMENT:
EMPIRICAL EVIDENCE FROM EXPORTING GEM AND JEWELRY BUSINESSES IN THAILAND

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ABSTRACT

This research attempts to integrate the influences of strategic target costing effectiveness and goal achievement in a new model under the global competitive business environment and competitive advantage approach. The main objective of the research is to investigate both the direct and indirect relationships between strategic target costing effectiveness and goal achievement compared with profit planning proficiency, customer profit analysis capability, asset usefulness, and value enhancement). It also examines the role of a collaboration climate as a moderating variable on the relationship among strategic target costing, antecedents, and consequence variables. A questionnaire was utilized for data collection and 336 Exporting Gem and Jewelry Businesses in Thailand are the sample of this study. The results show that competitor information richness and resource utilization integration have strong positive significance on goal achievement and all mediator variables. Customer needs awareness has strong positive significance on goal achievement, customer profit analysis capability, asset usefulness, and value enhancement; while cost accounting system quality has a significant effect on customer profit analysis capability, but has no effect on goal achievement directly. Only cost data mining effectiveness and product management flexibility have positive significant effect on goal achievement. The findings show that antecedent variables consisting of IT capabilities, market culture orientation, competitive turbulence, cost management system excellence, and inter-functional team quality have a positive significant effect on the dimension of strategic target costing effectiveness respectively. These results describe the strength of firm implementation on each essential component of strategic target costing effectiveness and goal achievement. The result also shows that a collaboration climate plays a role as an independent variable on goal achievement, as a moderating variable although the relationship among dimensions of strategic target costing effectiveness and consequence variables. To explicitly verify the
linking of the aforementioned antecedents to goal achievement, future study needs to resort to antecedent and mediating variables on firm sustainable competitive advantage, and include them in the conceptual model in order to increase the contributions and benefits of the study.

**Keywords:** Strategic Target Costing Effectiveness, Goal Achievement, Cost Data Mining Effectiveness, Product Management Flexibility, Cost Accounting System Quality, Competitor Information Richness, Resource Utilization Integration, Customer Needs Awareness, Profit Planning Proficiency, Customer Profitability Analysis Capability, Asset Usefulness, Value Enhancement, Market Culture Orientation, Inter-Functional Team Quality, Cost Management System Excellence, IT Capability, Collaboration Climate