ABSTRACTS

1. LEARNING FROM ALLIANCE SUCCESSES AND FAILURES OF SMALL TECHNOLOGY-BASED FIRMS: A LONGITUDINAL STUDY

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ABSTRACT

Based on a longitudinal study of eight international strategic alliances involving small technology-based firms, this study presents a series of key lessons learned from the field. The inductive nature of our clinical approach generates some observations of direct relevance to managers and executives of small firms, as well as some initial research directions for hypothesis development. The reported lessons pertain to various areas of alliance research including the initial role of strategic vision and resource commitment; the effects of formalization; performance and the pervasiveness and repercussions of failure; the intricate interplay among partners’ levels of trust, opportunism, leverage and dependence; and organizational learning and coping with market uncertainty.

Keywords: Strategic Alliances, Small Firms, Technology, Failures

2. WHAT ARE YOU LOOKING AT?: AN EXPLORATION INTO FIXATIONS ON YOUTUBE CLIPS

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ABSTRACT

An ad banner has been validated through eye tracking that it fails to secure a website visitor’s attention. However, a recent practice has embedded the banner into a clip on YouTube. No publication nonetheless has verified if it could attract the visitor’s attention. This study attempts to analyze correlations among fixations on the ad banner, on the YouTube clip and on the other contents. Using the Miramatrix eye-tracker to record 100 visitor’s eye movements while watching the YouTube clips, the correlation between the fixations on the ad banner and on the clip is trivial and so is it between those on the clip and on the other contents. However, the fixations on the ad banner is positively related to the those on the other contents. In addition to extending theoretical insight into advertisement on YouTube through eye tracking, practitioners could apply the findings to enhance their online advertising campaign on YouTube.

Keywords: Fixations, YouTube, Banner, Online Advertisement

3. SELF-ORGANISING CREATIVE KNOWLEDGE

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ABSTRACT

Creativity is crucial for managers to be able to anticipate and respond to changes in their business environment which cannot be planned by a centralised hierarchy. This paper explores the concepts of self-organisation and small-worlds knowledge networks and proposes that if an organisation has the four signatures of self organisation then its knowledge clusters will be able to respond creatively to environmental changes. Particular focus is given to Small-Worlds knowledge clusters as one of the signatures for knowledge creativity.

KEYWORDS: Self-Organisation, Knowledge Clusters, Small-worlds Network.
4. BUYER-SUPPLIER CHAIN COORDINATION BY COMMON-KNOWLEDGE

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ABSTRACT

Issues of moral hazard and adverse selection abound in each and every contract where one has a self interest and information that the other party does not possess. While this is a fertile research area, there is still need for more information on how you handle a party to a contract with more information than you. The moral hazard is very often the bottleneck in buyer-supplier cooperation, and the buyer and suppliers management is an epitome. This paper re-examines the issue in the buyers-suppliers cooperation with moral hazard by the framework of a principal-agent model under uncertainty. It highlights epistemic conditions for a possible resolution of the moral hazard between the buyer and the suppliers. For removing out such moral hazard in the buyer-supplier cooperation as above our recommendation is that the buyer and suppliers should commonly know their beliefs on the others’ effort.

Keywords: Buyer-Supplier coordination, Communication, Principal–agent model under uncertainty, Moral hazard, Expected marginal costs

5. EFFECTS OF ENTREPRENEURIAL ORIENTATION AND MARKET INFORMATION CAPABILITIES ON COMPETITIVE ADVANTAGE AND FIRM GROWTH OF SMEs IN THAILAND

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ABSTRACT

The purpose of this paper is to investigate the relationship between entrepreneurial orientation and market information capability and their impact on competitive advantage and firm growth. Entrepreneurial orientation is regarded as a strategic dimension and it is assumed that entrepreneurial orientation will determine the extent of market information capability which will eventually affect firm growth. A survey was used as a research instrument and was given to the owner / managers of SMEs enterprises in Thailand. Data was collected from 303 independently owned and operated SMEs manufacturing firms that employ less than 150 employees in Thailand. Results confirmed also that in this study entrepreneurial orientation affected market information capability, competitive advantage and firm growth. However, market information capability is not a mediator of the competitive advantage and firm growth. Thus, contributions and suggestions are also provided for further research.

Keywords: Entrepreneurial Orientation, Autonomy, Innovativeness, Risk Taking, Proactiveness, Competitive Aggressiveness, Market Information Capability, Competitive Advantage and Growth

6. EMPLOYEE JOB SATISFACTION IN A TRANSITION ECONOMY: IS HERZBERG THEORY VALID IN KAZAKHSTAN?

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ABSTRACT

Job satisfaction refers to employees’ general feelings about job. It is considered as a predictor of motivation, organizational citizenship behavior, employee commitment, and many other aspects of job
performance. However, no research has yet been conducted on employees’ job satisfaction in Kazakhstan. Using a quantitative survey method, we investigated employees’ preferences on the factors that influence their job satisfaction level. Our findings asserted Herzberg’s theory that employees’ perceptions about job satisfaction factors are same as in other countries. Extrinsic factors seem to drive higher level of job satisfaction compare to intrinsic factors among the employees in Kazakhstan.

7. TRANSFORMATIONAL LEADERSHIP, INTELLIGENT TECHNOLOGY UTILIZATION AND FIRM PERFORMANCE: THE CASE STUDY OF THE TRANSPORTATION BUSINESSES IN THAILAND

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ABSTRACT

The variables are the important factors on firm performance as transformational leadership. This study aims at investigating the impact of transformational leadership, intelligent technology utilization, and firm performance. Moreover, it aims to examine the moderating effect of network relations on this study conceptual model. As a result, the president of transportation and logistics association and five executive transportation businesses in Thailand were chosen as the sample of the study. The results indicate that transformational leadership and intelligent technology utilization have a positive significant effect on firm performance. However, the network relations has moderating effect role on above mentioned relationships. In addition, the potential discussion with the result is implemented in the study. Theoretical and managerial contributions are included. Conclusion, suggestions, and directions of the future research are also highlighted.

8. MANAGING ALCOHOL CONSUMPTION – A RESPONSIBLE CONSUMPTION APPROACH

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ABSTRACT

The purpose of this paper is to understand the perception of consumers towards alcohol consumption and provide recommendations to promote the responsible consumption of alcohol. A group of 28 people age between 18-60 years of different religions except Muslim was interviewed. Several factors were found to be the reasons for alcohol consumption, namely, applicability of alcohol consumption law only directed towards Muslims (i.e. Syariah Law), family and occasion influences, curiosity, and peer pressure. Perceptions on binge drinking were not only viewed as a health risk, but also as a way out of problems. Knowledge on health benefits and harms of alcohol consumption was also observed to be shallow. Moreover, underage drinking was found to be common and is supported by families and occasions throughout the growing up years of consumers in Malaysia. Unlike existing studies which focused on the perceptions and dangers of alcohol consumption in developed countries, this qualitative paper is first of its kind as it uncovers the reasons for alcohol consumption in a developing country (i.e. Malaysia), and perceptions of consumers towards binge drinking, knowledge on health benefits and harms of alcohol consumption, and underage drinking to rationalize the extent to which alcohol consumption is considered to be a responsible one.

Keywords: Responsible Consumption, Alcohol

9. SOCIAL MEDIA USE IN MARKETING ACTIVITIES OF KAZAKHSTANI COMPANIES

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ABSTRACT

This study reports on qualitative study conducted about social media use in marketing activities of Kazakhstani companies. The results of the interviews conducted with several companies operating in different sectors like retailing, event organizing, education and software, revealed that Kazakhstani organizations use social media with the purpose of attracting new customers mainly. The insights from interviews with managers demonstrate that companies prefer social networking sites to other social media as a reflection of customer preferences. Social media usage by consumers in Kazakhstan is limited mainly to social networking sites, forums, and blogs. There are some exceptional cases in Kazakhstan in regard to social media importance for company’s business like wedding event organizing agency that gets ninety percent of its customers from visits to its webpage on Russian social network “Vkontakte”.

Keywords: Social Media, Social Networking Sites, Kazakhstan, Emerging Markets.
10. THE IMPACT OF GOVERNANCE AND COMPLEXITY OF UNIFORM CUSTOMS AND TECHNOLOGY ON OPERATIONS MANAGEMENT: THIRD PARTY LOGISTICS CASE STUDIES

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ABSTRACT

Today’s global market is more fiercely competitive than yesterday. Competitive pressure and technological change force international firms to change the way they do business. The third-party logistics (3PL) industry continues to be very dynamic. The use of the third-party logistics services by large international firms has expanded steadily, and the services process has become more sophisticated and complicated. This paper addresses the impact of Uniform Customs and Practice imposed by the International Chamber of Commerce, technology usage, and knowledge management on third-party logistics including causes of the use of those services on such issues as logistics practice, service levels, and shipper satisfaction. Since the challenges of complexity, responsiveness, and governance related to operations management lie along the path for managers to make a proper execution and solution, the findings from this research could be a potential contribution for business community and manager success in the future.

Keywords: Governance and Complexity, Uniform Customs and Practice, Technology, Third Party Logistics.

11. EXCELLENT TEACHING FROM THE PERSPECTIVES OF MARKETING STUDENTS

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ABSTRACT

This paper classifies the characteristics of excellent teaching into three aspects: skills and knowledge, attitude and pedagogy. 24 statements are identified under the three categories. A survey and in-depth interviews were conducted to understand Marketing students’ perspectives on excellent teaching. Different types of students are included and compared: undergraduate versus graduate students, full-time versus part-time students, and current students versus graduates. The survey results show that different types of students have similar evaluation on the importance of various characteristics. Consistent to the previous studies, the respondents considered communication skills the most important characteristic of excellent teaching. From in-depth interviews, attitude was regarded the most important aspect of excellent teaching. The results show that characteristics of excellent teaching are interrelated.

Key words: excellent teaching, characteristics of teaching, student perspectives