ABSTRACTS

1. MANAGEMENT FORECAST AND DECISION-MAKING PERFORMANCE: A PATH ANALYSIS APPROACH

Kanok-on Kaewprapa, Faculty of Liberal Arts and Management Science Kasetsart University, Chalermphakiat Sakon Nakron Province Campus, Thailand

ABSTRACT
This study aimed at examining the effects of management forecast on decision-making performance through financial reporting effectiveness and information advantage as intervening variables. Accounting managers or directors of listed firms were chosen as population and sample of the study. Data was collected by questionnaires and path analysis was used to analyze these direct and indirect relationships of variables.

The results showed that management forecast affects decision-making performance, not directly, but through financial reporting effectiveness and information advantage. The results implied that management forecast has more usefulness to decision-making if it provides more information contents and it is used together with financial information contained in financial statements.

Keywords: Management Forecast; Decision-Making Performance; Financial reporting effectiveness; Information Advantage

2. EFFECTS OF TECHNOLOGICAL CHANGE ON WORKING PERFORMANCE IN THE FINANCIAL INTERMEDIATION IN THAILAND

Sirilak Kaiwinit, Mahasarakham University, Mahasarakham, Thailand
Sutana Boonlua, Mahasarakham University, Mahasarakham, Thailand

ABSTRACT
The objectives of this research are to examine the effects of technological change on the employees’ performances, to investigate the impacts of employees in the financial intermediation industry when the technological changes at the workplace, and to generate the potential of employees in the financial intermediation industry by technology to overcome the competitors.

The questionnaire used in this research was adapted from Ayyagari, Grover, and Purvis (2011). Questionnaires (Thai and English) were sent to 400 staffs in 4 financial firms (Kasikorn Bank, Krung Thai Bank, Tisco Bank, and Prudential Co., LTD.) by random. There are 21 independent variables and grouped into four groups as named as TT (technological adaptation in organisation), TC (interpersonal with colleagues), TP (work process in organisation), and TR (performance of individual from ICT using). The correlation matrix shows that the TTT (dependent variable) has a positive correlation to all independent variables at the 1% level of significant.

Keywords: Technological Change, Working Performance, Financial Intermediation
3. DATA MINING APPROACH FOR MULTI-ITEM INVENTORY REPLENISHMENT MODEL UNDER PURCHASE DEPENDENCY

Bipul Kumar, IIM Ranchi, Jharkhand, India
Pradip Kumar Bala, IIM Ranchi, Jharkhand, India

ABSTRACT

Traditionally, multi-item inventory replenishment model focus on joint replenishment of inventories at the sales level of a retail store which are treated as derived due to joint demand of items. The main focus of this paper is on the purchase and not demand of items that are to be jointly replenished. Very few studies have been incorporated on the aspect of purchase dependency of items, with knowledge of association rule items can be classified as jointly replenished items or individual replenished items for lowering inventory cost and increasing profitability. Various existing models of inventory replenishment policies have been simulated for a particular purchasing pattern and a new model is proposed for implementation for replenishment of inventory which is more efficient than existing models and can be universally applied. Cost benefit analysis of all the methods employed has been studied and their applicability on the simulated data has been compared for the suitability of method which can best be employed.

Keywords: Purchase dependency, Association rule, data mining, multi-item inventory, joint replenishment

4. AN EXPLORATORY STUDY OF CONSUMERS’ ATTITUDES TOWARDS ASEAN ECONOMIC INTEGRATION

Panjarat Phumpradab, Assumption University, Thailand
Amonrat Thoumrungroje, Assumption University, Thailand

ABSTRACT

This research explores and compares the attitudes towards ASEAN Economic Community (AEC) between Thai and Singaporean citizens. Self-administered questionnaires were used to collect survey data of which 1,462 Thai and 647 Singaporean respondents are usable in this study. The result shows that there is a significant difference in the level of attitudes in supporting AEC between Thais and Singaporeans. By using Univariate ANOVA, we found that age, education, news consumption frequency and most watched TV program explain the differences in the level of attitudes towards AEC among Singaporeans.

Keywords: Cross-cultural study, Attitudes towards economic integration, ASEAN

5. AUDIT REVIEW STRATEGY AND AUDIT SUCCESS OF CERTIFIED PUBLIC ACCOUNTANTS (CPAs) IN THAILAND

Siwawong Petchjul, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

This study investigates the effects of audit review strategy on audit success of CPAs in Thailand. The results also present audit competency, audit expertise, technology knowledge, and environmental learning as the antecedents of audit review strategy by using professional experience and audit training as the moderator. In this study, 148 CPAs in Thailand are the sample of the study. The results indicate that audit review strategy influences audit success of CPAs in Thailand. The results also present audit
competency, audit expertise, technology knowledge, and environmental learning as the antecedents of audit review strategy. The findings show that audit practice monitoring has an influence on audit success. In addition, this study also examines the effects of all dimensions of audit review strategy on audit success via professional experience and audit training as the moderators. Most especially, audit control focus is the dimension of audit review strategy examined via the moderating effect of audit training. Transaction relevance analysis and information accuracy verification are the dimensions of audit review strategy examined via the moderating effect of professional experience and audit training. And, audit practice monitoring is examined via the moderating effect of professional experience. Finally, the advantages of audit review strategy will reach to audit competency, audit expertise, technology knowledge, and environmental learning to support the auditor’s work and goal achievement of audit success.

Keywords: Audit Review Strategy, Audit Control Focus, Transaction Relevance Analysis, Information Accuracy Verification, Audit Practice Monitoring, Audit Success, Audit Competency, Audit Expertise, Technology Knowledge, Environmental Learning, Professional Experience, Audit Training

6. INTERNAL AUDIT JUDGMENT AND GOAL ACHIEVEMENT: EVIDENCE FROM THAI AUTOMOTIVE BUSINESSES IN THAILAND

Supawadee Chopset, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

The objective of this study is to examine the relationships between internal audit judgment and goal achievement through the mediating effect of financial report quality, organizational efficiency, and management effectiveness. Also, the association roles of top management support, internal audit experience and employee knowledge have an influence on internal audit judgment, which are investigated through transparency culture as moderators. Internal audit judgment focuses on organizational level, consisting of internal audit planning efficiency, risk assessment effectiveness, internal control monitoring, and internal audit practice excellence.

A questionnaire is used as an instrument for data collection. Here, 127 internal audit directors or internal audit managers from automotive businesses were selected as the key informants. The results show that internal control monitoring and internal audit practice excellence have a significant positive effect on financial report quality, organizational efficiency, and management effectiveness. Furthermore, organizational efficiency and management effectiveness have a strong mediating effect on goal achievement. Moreover, the higher employee knowledge leads to significantly higher internal audit judgment.

Finally, the moderating variable of transparency culture does not have an effect between the relationship of internal audit experience and employee knowledge on internal audit judgment. Theoretical and managerial contributions are explicitly provided. The conclusion, suggestions, and directions for future research are also highlighted.

Keywords: Internal Audit Judgment, Internal Audit Planning Efficiency, Risk Assessment Effectiveness, Internal Control Monitoring, Internal Audit Practice Excellence, Financial Report Quality, Organizational Efficiency, Management Effectiveness, Goal achievement, Top Management Support, Internal Audit Experience, Employee Knowledge, Transparency Culture
7. DECISION MAKING PROFESSIONALISM AND AUDIT REPORT QUALITY OF CPAs IN THAILAND

Suwit Vaitip, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

This study aims to investigate the influences of decision making professionalism on audit report quality of certified public accountants (CPAs) in Thailand. Decision making professionalism (DMP) consists of best information searching, reasoning use efficiency, and problem-solving choice classification. It is hypothesized to become an independent variable of the study. Here, 818 CPAs in Thailand were chosen as the sample of the study. The results show that all dimensions of decision making professionalism have an important positive impact on audit review efficiency and audit report quality, including the relationship between audit review efficiency and audit report quality. However, reasoning use efficiency has no significant effect with audit report quality. Additionally, the relationship between the antecedents of decision making professionalism which consist of information richness, critical thinking mindset, moral awareness, and environmental complexity and the dimension of decision making professionalism found that all independent variables have a positive association with the dimension of DMP. However, the relationship between moral awareness, problem-solving choice classification, and environmental complexity has no significant effect with the dependent variable. In addition, the results indicate that audit skepticism is a moderator of the relationships between all dimensions of DMP and audit review efficiency, and the relationship between audit review efficiency and audit report quality is not significant. The implications, suggestions for further research, and limitations are also highlighted.

Keywords: Decision Making Professionalism, Best Information Searching, Reasoning Use Efficiency, Problem-Solving Choice Classification, Audit Review Efficiency, Audit Report Quality

8. DYNAMIC AUDIT LEARNING AND THE ANTECEDENTS AND CONSEQUENCES: EVIDENCE FROM CPAs IN THAILAND

Usaporn Ponphunga, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

This study aims at investigating the influences of dynamic audit learning on audit performance of CPAs in Thailand. The antecedents consist of self-efficacy, knowledge orientation, technology turbulence, regulation change, and the moderating effect on the relationship between dynamic audit learning and audit performance, and audit specialization and audit creativity. It is hypothesized to become an independent variable of the study. Here, 206 CPAs in Thailand were chosen as a sample of the study. The results show that improvement pursuit flexibility, continuous active experimentation, and reflective observation transformations have a significant positive effect on audit performance. And audit creativity as a moderate includes improvement pursuit flexibility, continuous active experimentation, and audit performance. In addition, self-efficacy, knowledge orientation, and regulation change are the antecedents of reflective observation transformation. This is consistent with self-efficacy as a cause of continuous active experimentation, but knowledge orientation and technology turbulence are the antecedents of concrete experience diversity. As a result, knowledge orientation causes improvement pursuit flexibility. To outstandingly achieve more benefits of the aforementioned relationships, future research is needed to collect data from different populations and/or a comparative population in order to increase the level of reliable results. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. The conclusion, suggestions, and directions for the future research are included.

Keywords: Dynamic Audit Learning, Audit Specialization, Audit Creativity, Audit Performance, Self-efficacy, Knowledge Orientation, Technology Turbulence, Regulation Change
9. INTERNAL AUDIT PROFICIENCY AND FIRM GOAL ACHIEVEMENT: AN EMPIRICAL INVESTIGATION OF THAI-LISTED FIRMS

Punchaporn Srichanapun, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand
Sutana Boonlua, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

The objective of this study is to examine the effects of internal audit proficiency on firm goal achievement. Internal audit proficiency consists of continuous internal control assessment, integrative internal audit planning, best internal audit practice, dynamic internal audit review and excellent internal audit reporting. In this study, 105 Thai-Listed firms are the sample. With the results of this research, continuous internal control assessment has a significant positive effect on financial reporting reliability. Internal audit planning has a significant positive effect on organizational value increase and risk management efficiency. Best internal audit practice has a significant positive effect on operational effectiveness enhancement. Also, excellent internal audit reporting has a significant positive effect on financial reporting reliability and operational effectiveness enhancement. Furthermore, organizational value increase and risk management efficiency have a significantly positive effect on firm goal achievement. Meanwhile, financial reporting reliability and operational effectiveness enhancement have no impact on firm goal achievement. Moreover, governance vision has significantly positive effect on continuous internal control assessment, integrative internal audit planning, best internal audit practice and excellent internal audit reporting. Internal audit competency has a significantly positive effect on integrative internal audit planning, best internal audit practice and excellent internal audit reporting. Internal audit practice, dynamic internal audit review, and excellent internal audit reporting, while internal audit learning has a significantly positive effect on integrative internal audit planning and best internal audit practice. However, future research is needed to collect in-depth data so as to reflect the actual concept of internal audit proficiency of Thai-listed firms in Thailand. Likewise, future research is strongly recommended to collect data from a larger and/or comparative population, or from other auditing professions such as certified public accountants (CPAs), tax auditors (TAs), governmental auditors (GAs), and co-operative auditors (CAs) in Thailand or elsewhere.

Keywords: Internal audit proficiency, continuous internal control assessment, integrative internal audit planning, best internal audit practice, dynamic internal audit review, excellent internal audit reporting, financial reporting reliability, operational effectiveness enhancement, organizational value increase and risk management efficiency, governance vision, internal audit learning, internal audit competency

10. MANAGEMENT GOVERNANCE AND FIRM VALUE: EMPIRICAL EVIDENCE FROM ELECTRONICS BUSINESSES IN THAILAND

Santiparp Sookaneknun, Mahasarakham Business School, Mahasarakham University, Thailand
Phapruke Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand
Sutana Boonlua, Mahasarakham Business School, Mahasarakham University, Thailand

ABSTRACT

This research has investigated the relationships among management governance (management practice transparency, executive competency focus, employee value orientation, business ethics awareness, social responsibility interest, and operational excellence concern) and firm value via management goal achievement, organizational citizenship behavior, customer acceptance outstanding and market opportunity as mediating variables, and organizational learning capability as a moderator. Transformational vision, social commitment, ethical climate, open-mindedness culture, and environmental uncertainty are the antecedents of management governance. The data was collected by a questionnaire survey to electronics businesses in Thailand. The model used in this research was explained by using the resource-based view and contingency theory. The sample was 141 electronics businesses in Thailand. The statistical results revealed that among all six dimensions of management governance, management
practice transparency and employee value orientation, both had an effect on organizational citizenship behavior, customer acceptance outstanding, and firm value. Operational excellence concern had an effect on four mediating variables and firm value. Organizational citizenship behavior, customer acceptance outstanding and market opportunity were found to have a positive effect on firm value. Organizational learning capability was not a moderator among six dimensions of management governance, management goal achievement, organizational citizenship behavior, customer acceptance outstanding, market opportunity, and firm value. Transformational vision, social commitment, ethical climate, open-mindedness culture, and environmental uncertainty had a partial positive relationship on six dimensions of management governance.

**Keywords:** Management Governance, Firm Value, Management Goal Achievement, Organizational Citizenship Behavior, Customer Acceptance Outstanding, Market Opportunity, Transformational Vision, Social Commitment, Ethical Climate, Open-Mindedness Culture, Environmental Uncertainty, Organizational Learning Capability

11. MARKETING LEARNING ORIENTATION, CREATIVITY, AND FIRM PERFORMANCE: EVIDENCE FROM SILK PRODUCTION BUSINESS, BURIRAM PROVINCE IN THAILAND

Rapheephan Phong-inwong, Buriram Rajabhat University, Thailand

ABSTRACT

The purpose of this study is to examine the relationships among marketing learning orientation, creativity, and firm performance of silk productivity business in Thailand. The model is tested using data collected from questionnaires of 112 silk production business, Buriram province, in Thailand. The results indicate that marketing learning orientation and creativity are supported for the hypotheses derived from the conceptual model. Marketing learning orientation, and creativity response have significant relationship with firm performance. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided also conclusion, suggestions and directions of the future research.

**Keywords:** Marketing learning orientation; Creativity; Firm Performance