ABSTRACTS

1. GROWING CONCERN AND HOSTILITY ABOUT CHINESE FOREIGN DIRECT INVESTMENT IN THE U.S.: AN HISTORICAL PERSPECTIVE

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ABSTRACT

Heavy infusions of foreign direct investment (FDI) from overseas multinational corporations (MNCs) can produce xenophobic reactions in target countries. The concern is that inward FDI may lead to economic and even political domination by investing companies and their governments. Recent examples include the European reactions to heavy USFDI in Europe during the 1960s, the U.S. reaction to inward Japanese FDI in the 1970s, and the current U.S. reaction to Chinese capital inflows into the U.S. It is the position of this paper that hostile reactions to inward FDI are typically exaggerated and, if translated into public policy induced capital barriers, can threaten the economic benefits of the free movements of capital across international borders.

Keywords: Foreign Direct Investment, Multinational Corporations, FDI Spillovers, Xenophobia, Principles of Openness and Neutrality

2. DOES THE USE OF A VIRTUAL SPOKESPERSON INDUCE INITIAL TRUST IN ELECTRONIC COMMERCE WEBSITES?

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ABSTRACT

Online retail sales have grown tremendously over the past decade yet online sales only represent 5.5 percent of total retail sales in the US. Hence, there is room for growth as more companies join the ranks of online vendors. The trust that is important for offline sales is even more important for online sales; therefore, online retailers are constantly trying to determine what motivates website visitors to become buyers. It has been determined that trust is one of the motivating factors. This study examines the use of website social presence in the form of a virtual spokesperson (VSP) as a way to elicit initial trust in an electronic commerce website. The study examines two propositions: 1) the use of a VSP on an electronic commerce website will increase the trusting beliefs of a first time website visitor; and 2) the use of a VSP on an electronic commerce website will increase the trusting intentions of a first time website visitor. Empirical evidence is found that supports the two propositions that the use of a VSP will increase the website visitor’s trusting beliefs and trusting intentions toward the website.

Keywords: Initial Trust, Electronic Commerce, Social Presence

3. A STUDY OF SOME POTENTIAL BIASES IN STUDENT EVALUATIONS OF TEACHING

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ABSTRACT

In spite of evidence that student evaluations of teaching are reliable, stable, and valid, faculty opinion about them is divided. This study examines three potential biases in student evaluations of teaching — class size, course level, and course type — which have been reported by researchers. In addition to investigating differences between all courses in different categories, purer tests are performed by
comparing courses taught by the same faculty members. The results indicate that teaching evaluations by students are not significantly different for small and large classes, graduate and undergraduate courses, and core and non-core courses.

**Keywords:** Teaching Evaluations, Student Ratings, Biases

### 4. A FUZZY MPMC MODEL TO EVALUATE THE REUSABILITY OF FAST-INNOVATIVE PRODUCTS

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**ABSTRACT**

To deal with the problem of reusability evaluation in reverse logistics, products are categorized into two types: well established products, and products with fast innovations. The companion paper (Kouchekian-Sabour and Jenab, 2010), discusses a model, which applies a reliability based method for evaluating the reusability of used products; that model is applicable to well established products only. Here, the focus is on the reusability evaluation for the second category. To deal with it, a fuzzy multiple participant-multiple criteria (MPMC) decision making model is presented, which is a modified combination of two previous researches: the disposal cause analysis (DCA) matrix (Umeda et al., 2005), and the fuzzy analytical hierarchy process (AHP) method (Van Laarhoven and Pedrycz, 1983). A numerical example of the application of the presented model is illustrated.

**Keywords:** Fuzzy AHP, Value Lifetime, Physical Lifetime, Reuse, Remanufacturing, Reverse Logistics

### 5. A REVIEW OF THE ROLE OF CONSUMERS’ TRANSACTION COSTS IN THE TRADITIONAL AND ONLINE SHOPPING ENVIRONMENTS

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**ABSTRACT**

Transactions constitute the core phenomenon of exchange for marketing and business. From a consumer economics stance of reasoning and explication, transaction costs are those monetary and more importantly non-monetary costs which consumers incur during the purchase process of products and services as a function of utilizing the market mechanism. This research paper transcribes a fairly exhaustive review of the literature in behavioral business fields and applied bodies of knowledge pertinent to this topic, along with our discussions and conjectures interwoven within the fabric of this discourse. It attempts to entail the manner in which variedly termed transaction costs and associated factors affecting consumers in the shopping environment impact their patronage intentions in terms of consumers’ decisions to search for and purchase goods and services via the online and traditional shopping medium.

**Keywords:** Consumers, Shopping Environment, Transaction Costs, Online Medium, Traditional Medium
6. BEST MANAGERIAL ACCOUNTING INFORMATION SYSTEM AND FIRM PERFORMANCE: AN EMPIRICAL INVESTIGATION OF INFORMATION TECHNOLOGY AND COMMUNICATION BUSINESSES IN THAILAND

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ABSTRACT

This study investigates the effects of the best managerial accounting information system on firm performance through decision-making value, information quality and operational advantage in Thailand. This study also includes the factors of top management support, IT resource and accounting competency as the antecedents of the best managerial accounting information system. The 113 firm information and communication technology businesses in Thailand and OLS regression are examined in this study. The results specify that decision-making value and operational advantage influence the firm performance by using the best managerial accounting information system to perform making decision of organizational administrators especially the module of IT governance positively influences the factors are: decision making value, information quality and operational advantage, respectively. In addition they was also found that the significant relationship between top management, accounting competency and the best managerial accounting information system. Surprisingly, we found that the dimensions of data mining efficiency and data base management are not to concern with the best managerial accounting information system on firm performance as well as IT resources antecedents. On the other hand, when the technology growth moderators are related to IT resources and managerial accounting system security with the results has significantly been the negative influence.

Keywords: Managerial Accounting Information System; Firm Performance; Information and Communication Technology

7. COST ALLOCATION COMPETENCY AND FIRM PERFORMANCE: EVIDENCE FROM PAPER AND PACKAGING BUSINESSES IN THAILAND

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ABSTRACT

This study aims at investigating the influences of cost allocation competency on the organization of paper and packaging business in Thailand. Cost allocation competency of cost objective, cost driver, cost information and cost goals is hypothesized to become an independent variable of the study. Therefore, 158 paper and packaging businesses in Thailand were chosen as the sample of the study. The results show that cost goal has an important positive impact on cost accuracy, pricing efficiency, and resource management effectiveness. On the other hand, cost driver has a positive impact on resource management effectiveness, but not on cost accuracy and pricing efficiency. Accordingly, chief executives should focus on the cost driver as the heart of the allocation of costs to cost accuracy and costing efficiency, including pricing efficiency, with limited resources to achieve performance. Hence, to 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, and discussion of the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Lastly, the conclusion, suggestions, and directions for future research are included.

Keywords: Cost Allocation Competency, Firm Performance, Cost Accuracy, Pricing Efficiency, Resources Management Effectiveness, Executive Leadership, Accounting System Quality, Accountant Employee Knowledge, Resource Limitation.
8. SOCIAL ACCOUNTING PRACTICE AND FIRM VALUE: AN EMPIRICAL INVESTIGATION OF ISO 14000 FIRMS IN THAILAND

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ABSTRACT

This study investigates the effects of social accounting practice, corporate image, organization reliability, and stakeholder acceptation on firm value of ISO 14000 firms in Thailand. Long-term vision, governance culture, community concern and competitive complexity become the antecedents of social accounting practice by using customer need as the moderators. The 103 ISO 14000 firms in Thailand and OLS regression are examined in this study. The results indicate that social accounting practice influences corporate image, organization reliability and stakeholder acceptation. Organization reliability and stakeholder acceptation provides firm value, but corporate image does not, on the other hand. The result shows all the dimensions of social accounting practice customer protection and attention orientation, human and society recognition influences firm value. Surprisingly, governance culture and competitive complexity are not the antecedents of social accounting practice. Also, customer need does not moderate the relationships among the four dimension of social accounting practice and its antecedent among ISO 14000 firms in Thailand. Conclusions and suggestions for future research are presented accordingly.

Keywords: Social Accounting Practice, Corporate Image, Organization Reliability, Stakeholder Acceptation, Long-term Vision, Governance Culture, Community Concern, Competitive Complexity, Customer Need, Firm Value

9. AUDIT TALENT, BEST AUDIT QUALITY AND STAKEHOLDER RELIABILITY: AN EMPIRICAL RESEARCH OF CERTIFIED PUBLIC ACCOUNTANTS IN THAILAND

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ABSTRACT

The key purpose of this study is to empirically investigate the influence of audit talent on stakeholder reliability through dynamic audit specialization and best audit quality of CPAs in Thailand. Additionally knowledge management capability, audit training continuity, audit experience diversity and environmental turbulence institution force are assumed to become the antecedents of audit talent. Moreover, dynamic audit specialization is treated as a moderator of the relationships between audit talent, best audit quality and stakeholder reliability. Also, in this study audit talent consists of four dimensions, namely, audit planning creativity, audit practice excellence, audit review innovation and audit reporting integration. The results of empirical testing using responses from 134 CPAs in Thailand indicate that audit talent is audit planning creativity, audit practice excellence, audit review innovation and audit reporting integration. In addition, knowledge management capability, audit training continuity, audit experience diversity and environmental turbulence are antecedents related to audit talent. In addition the dynamic audit specialization moderating effect is interaction with audit talent, best audit quality and stakeholder reliability.

Keywords: Audit Talent, Best Audit Quality, Stakeholder Reliability, Knowledge Management Capability, Audit Training Continuity, Audit Experience Diversity, Environmental Turbulence and Dynamic Audit Specialization
10. INTERNAL AUDIT SKEPTICISM AND FIRM VALUE OF THAI-LISTED FIRMS: AN EMPIRICAL INVESTIGATION OF ITS ANTECEDENTS AND CONSEQUENCES

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ABSTRACT

The objective of this study is three-fold; the first is to investigate the impact of internal audit skepticism on firm value through the mediating influences of transaction error detection, financial information reliability, operational success excellence, organizational authorization effectiveness, and strategy achievement efficiency of the listed companies of the Security Exchange of Thailand. Second, is to examine the effects of management leadership, internal audit experience, internal audit resource richness, ethical practice, and environmental turbulence on internal audit skepticism. The final objective is to study the moderating effects of internal organizational communication competency and technology adaptation capability on the relationships among the aforementioned variables. In this study, data were collected by mail survey questionnaire administered to the 104 chief internal auditors or internal audit managers who are the sample of this study. The results of OLS regression analysis reveal that internal audit skepticism has a significant positive effect on internal audit skepticism consequents. In addition, internal audit skepticism consequents have a significant positive association with organizational authorization effectiveness, strategy achievement efficiency, and firm value. Additionally, internal audit experience and environmental turbulence have an important positive impact on internal audit skepticism. Finally, technology adaptation capability and internal organization communication competency has potential moderating effects on relationships among the aforementioned variables. Future study needs to identify and investigate other variables that may affect internal audit skepticism, as well as mediating variables, in order to increase the contributions and benefits of the study. It likewise needs to collect data from a larger sample of auditors and other auditing professions, such as tax auditors (TAs) and governmental auditors (GAs) in Thailand or elsewhere.

Keywords: Internal Audit Skepticism; Questioning Mindset Integration; Uncertainty Awareness and Correction; Ongoing Internal Control Monitoring; Internal Audit Review Orientation; Transaction Error Detection; Financial Information Reliability; Operational Success Excellence; Organizational Authorization Effectiveness; Strategy Achievement Efficiency; Firm Value; Management Leadership; Internal Audit Experience; Internal Audit Resource Richness; Ethical Practice; Environmental Turbulence; Internal Organizational Communication Competency; Technology Adaptation Capability; Thai-listed firm