ABSTRACTS

1. STRATEGIC KNOWLEDGE MANAGEMENT CREATIVITY AND SERVICE PERFORMANCE: AN EMPIRICAL RESEARCH OF HOTEL BUSINESSES IN THAILAND

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ABSTRACT

This research attempts to integrate the key components of strategic knowledge management creativity (knowledge value mindset, knowledge transfer focus, knowledge sharing orientation, knowledge integration commitment, knowledge storage concern, and knowledge utilization awareness) into the new model. The main purpose of this research is to examine the impacts of six dimensions of strategic knowledge management creativity (SKMC) on service performance via new service development competence, service innovation success, and outstanding service quality excellence. In addition, it investigates the key antecedents of SKMC including executive transformational leadership, organizational knowledge culture, organizational learning capability, information technology growth, and competition environmental force. Moreover, it also explores the moderating effects of organizational experience, and employee-organization relationship management capability. The model is tested using data collected from mail survey questionnaires of 339 hotel businesses (three-to-five star levels) in Thailand. The results of OLS regression analysis indicate that knowledge sharing orientation and knowledge utilization awareness have a full positive significant influence on SKMC consequences. In addition, knowledge value mindset and knowledge storage concern have partial positive significance with SKMC consequences. Likewise, all antecedent variables have a partial positive significant impact on SKMC. However, employee-organization relationship management capability and organizational experience are poor moderating variables in this research. Furthermore, a knowledge-based view of the firm and organizational learning theory are strong theories to explain the relationships among conceptual model. This paper might be useful to scholars and to those who are interested. Also, it can be used as a guideline for future researches. Potential discussion for research results is evidently implemented in the study. Theoretical and managerial contributions are explicitly provided. Finally, a conclusion and directions for further research are highlighted.

Keywords: Strategic knowledge management creativity, Knowledge value mindset, Knowledge transfer focus, Knowledge sharing orientation, Knowledge integration commitment, Knowledge storage concern, Knowledge utilization awareness, New service development competence, Service innovation success, Outstanding service quality excellence, Service performance, Executive transformational leadership, Organizational knowledge culture, Organizational learning capability, Information technology growth, Competition environmental force, Organizational experience, Employee-organization relationship management capability

2. SERVICE INNOVATION CREATION CAPABILITY OF SPA BUSINESSES IN THAILAND: AN EMPIRICAL INVESTIGATION OF THE ANTECEDENTS AND CONSEQUENCES

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ABSTRACT

This research aims to investigate the impacts of service innovation creation capability on service performance through mediating influences of customer satisfaction achievement, market response excellence, and service positional advantage. The moderating effect of service culture and service marketing munificence is also examined. Service innovation creation capability consists of five dimensions: new service development establishment, different service pattern orientation, unique
service offering competency, flexible service practice focus, and proactive service feature presentation. The data were collected by using questionnaires from 101 spa businesses firms. The results indicate that service innovation creation capability is partially supported for the hypotheses derived from the conceptual model. There are four activities of service innovation creation capability: new service development establishment, different service pattern orientation, flexible service practice focus, and proactive service feature presentation, which are important activities for gaining a superior outcome of a marketing activity. In addition, survival goal seems to be most influence for service innovation creation capability as well as, creativity mindset and long-term vision, are found to be necessary significantly. Meanwhile service marketing munificence plays a strong moderating role of the flexible service practice focus-service positional advantage linkage; service culture has a moderating effect on long term vision and service innovation creation capability. Potential discussion with the research results is effectively implemented in the research. Theoretical and managerial contributions are described. A conclusion, suggestions, and directions for future research are also highlighted. 

Keywords: Service Innovation Creation Capability, Customer Satisfaction Achievement, Market Response Excellence, Service Positional Advantage, Service Performance, Long-Term Vision, Survival Goal, Creativity Mindset, Service Learning, Service Culture, Service Marketing Munificence

3. MODERN COST MANAGEMENT CAPABILITY AND FIRM PERFORMANCE: AN EMPIRICAL ASSESSMENT OF AUTO PARTS BUSINESSES IN THAILAND

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ABSTRACT

The purpose of this study is to examine the effects of modern cost management capability (MCMC) on operational cost effectiveness, strategic goal achievement, customer responsiveness efficiency, dynamic competitive advantage, continuous corporate survival and firm performance. It is an empirical assessment of auto parts businesses in Thailand. There were 122 chief financial officers of firms who were selected as key informants. The results reveal that only quality cost awareness and customer profitability orientation has a significant positive effect on MCMC consequences. Moreover, operational cost effectiveness and customer responsiveness efficiency has a significant effect with strategic goal achievement. However, moderating AIS effectiveness and organizational learning have small influence on the relationships between MCMC and its consequences. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. A conclusion, suggestions, and directions for future research are recommended.

Keywords: Cost Management, Operational Cost Effectiveness, Strategic Goal Achievement, Customer Responsiveness Efficiency, Dynamic Competitive Advantage, Continuous Corporate Survival, AIS Effectiveness, Organizational Learning

4. EFFECTIVENESS OF INFORMATION TECHNOLOGY SERVICE MANAGEMENT ON ACCOUNTING INFORMATION SYSTEM VALUE: AN EMPIRICAL STUDY OF SMES IN THAILAND

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ABSTRACT

The objective of this research is to examine the relations between Effectiveness of Information Technology Service Management on Accounting Information System Value via Quality of Accounting Information System Service; Continual AIS Service Improvement; Accounting Information System
Operational Cost Reduction and Planning Budgeting and Accounting for AIS Efficiency. Data collection is done by sending the questionnaires to CEO’s Firms in Thailand; measurements of constructs both the validity and reliability use the Ordinary Least Squares (OLS) regression analysis to test the hypotheses relationship and estimate factors affecting the Audit Quality. The results show the Effectiveness of Information Technology Service Management has positive relationships with Quality of Accounting Information System Service; Continual AIS Service Improvement; Accounting Information System Operational cost reduction, Planning Budgeting and Accounting for AIS Efficiency and Accounting Information System Value. Theoretical, managerial and research implications are also discussed.

Keywords: Effectiveness of Information technology Service Management; Quality of Accounting Information System Service; Continual AIS Service Improvement; Accounting Information System Operational Cost Reduction; Planning Budgeting and Accounting for AIS Efficiency; Accounting Information System Value


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ABSTRACT

On April 27, 1982 the government of Bangladesh set an expert committee to formulate a draft National Drug Policy. The major objectives were: 1) to provide support for ensuring quality and availability of drugs; 2) to eliminate useless, nonessential, and harmful drugs from the market; 3) to promote local production of finished drugs; 4) to insure good manufacturing practices. This paper examines the results of our National Drug Policy (NDP) 1982 and is intended to enrich the general readers, investors, policy makers, employees of the companies – about its current developments. The paper has analyzed the background of our National Drug Policy (NDP) and The Drugs (Control) Ordinance 1982.

Keywords: Bangladesh, pharmaceutical, drug policy, government, company

6. THE RELATION BETWEEN CORPORATE GOVERNANCE AND THE PERFORMANCE IN THE BRAZILIAN PUBLIC COMPANIES

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ABSTRACT

This work aimed to study the assumed relation between the enforcement of Corporate Governance rules and guidelines internationally accepted, and the financial performance of Brazilian listed companies. The development of the capital market triggered several complex mechanisms of property structure and company management, which are related to the return to the shareholders for having their implementation justified. To answer the goal proposed, the quarterly means of the ROEs from 2008 to 2011 of two companies samplings: one containing 98 companies in the segment New Market of Corporate Governance of the Bovespa and another one containing 138 of the Traditional segment were calculated. It was assumed that the New Market of the Bovespa stamp represents the presence of Corporate Governance, and the financial performance was measured by the ROE (Return on Equity) index. After the data analysis in the Mann-Whitney statistical test to compare the means, it was concluded that the quarterly means of the ROEs of companies of the New Market is higher than the ones of the companies of the Traditional segment. Therefore, this study concluded that the Brazilian listed companies which adopted aspects of Corporate Governance in the period studied had a better performance than the ones which did not adopt such aspects.

Key words: Corporate Governance, Performance, Board of Directors, Agency Problem, New Market
7. OPERATIONALIZING JACK WELCH’S VITALITY CURVE

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ABSTRACT

Jack Welch, arguably one of the most successful CEOs ever, suggested that one of the reasons for his success was his rigorous approach for identifying and rewarding exceptional people and for identifying and weeding out people who did not match with his company’s expectations. Mr. Welch’s vitality model has been described as a “20-70-10” system. The “top 20” percent of the workforce is most productive, and 70% (the “vital 70”) are the heart of the company and critical to its operational success. The remaining 10% (“bottom 10”) are procrastinators and ineffective and should be fired. Advocates of this system credit Welch’s vitality curve system with a 28-fold increase in earnings (and a 5-fold increase in revenue) at GE between 1981 and 2001. This study seeks to operationalize Jack’s vitality curve concept and quantify its benefits to an organization. In a classroom setting, this will make it easier for students to grasp the benefits of this approach.

Key Words: Vitality Curve, Rank and Yank, Quantify.

8. THE LARGE AND OPAQUE NETWORKS OF THE ANTI-MALARIA DRUG SUPPLY CHAIN

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ABSTRACT

Developing countries have been playing a leading role as suppliers of counterfeit drugs to other developing countries over the last decade. Particularly important is the case of counterfeit drugs for malaria in Africa. This phenomenon has extremely serious economic, social, political, and ethical implications. Unfortunately, the literature on prescription drugs, coming mainly from international organizations and the media, does not address this issue in a comprehensive way. The scope of our paper is to provide an alternative framework to explain this phenomenon and to suggest policies on how to reduce the counterfeit drug trade and guarantee the provision of the anti-malaria drugs at affordable prices for people in need.

Keywords: Anti-malaria drug, supply chain, Africa

9. THE RELATIONSHIP BETWEEN SOCIOCULTURAL ADJUSTMENT AND INTRINSIC JOB SATISFACTION

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ABSTRACT

This study investigates the relationship between the dimensions of sociocultural adjustment (general, interaction and work adjustment) and intrinsic job satisfaction for Nordic (Danish, Finnish, Icelandic, Norwegian, and Swedish) expatriates in the U.S. The findings of this study reveal a positive relation between general and work adjustment towards intrinsic job satisfaction. However, no significant relationship was found between interaction adjustment and intrinsic job satisfaction.

Keywords: Cross-Cultural Adjustment, Job Satisfaction, Expatriate
10. SOCIAL INTERACTION, KNOWLEDGE MANAGEMENT CAPABILITIES, AND FIRM SUCCESS: AN EMPIRICAL INVESTIGATION OF SPA BUSINESSES IN THAILAND

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ABSTRACT

This research examines the influence of social interaction, knowledge management capability, organizational effectiveness, and firm success of Spa businesses in Thailand. Here, 84 Spa businesses in Thailand are the sample of the study. The results indicate that three dimensions of social interaction are positively significant influence knowledge management capabilities. In addition, knowledge management capabilities are positively significant influence organizational effectiveness and firm success. Likewise, the relationship between organizational effectiveness and firm success is positively significant. Additionally, the potential discussion with the results is implemented in the study. Theoretical and managerial contributions are described. Conclusion, suggestions, and directions of the future are presented.

Keywords: Social Interaction, Trust, Communication, Coordination, Knowledge Management Capabilities, Organizational Effectiveness, Firm Success

11. CONFLICT IN VETERINARIAN HOSPITALS

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ABSTRACT

This study examines conflict in veterinarian hospitals through employees’ perceptions of the sources of conflict, the form of conflict, conflict management styles used and conflict outcomes. We found significant relationships between conflict sources and type although fewer relationships that would be predicted by the literature. We concluded that conflict needs to be viewed as a set of mixed motive interdependencies.

Keywords: Conflict; Veterinary Hospital; Sources of Conflict; Conflict Resolution

12. STRATEGIC GREEN MANAGEMENT AND COMPETITIVE ADVANTAGE

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ABSTRACT

The intention of this paper is to explore the concept of green management practice in firms where sustainable green strategy is identified and utilized to achieve competitive advantage. The value proposition of green strategy is analyzed with the effect of ISO 14001 accreditation to benefit the firm’s performance is sustainable in the long term. Through recognizing the importance of green strategy, the analysis further expands the firm perception in green management impact to firm’s bottom line. Hence, the model of strategic green management broadened the concept of green strategy adaptation in firm operation to improve its brand image and bottom line. Whereas, the paper recognized the competitive advantage a firm could achieve with green management utilization in the firm’s operation to reach the objective of benefiting the environment and the community.

Keywords: Green Strategies; Competitive Advantage