

2012

Business: Accounting, Finance, Management & Marketing Abstracts

Tenth Annual International
Conference on Business:
Accounting, Finance,
Management & Marketing
2-5 July 2012, Athens, Greece
Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



10th Annual International
Conference on Business:
Accounting, Finance,
Management & Marketing
2-5 July 2012, Athens, Greece

Edited by Gregory T. Papanikos

First Published in Athens, Greece by the Athens Institute for Education and
Research.

ISBN: 978-960-9549-99-8

All rights reserved. No part of this publication may be reproduced, stored,
retrieved system, or transmitted, in any form or by any means, without the
written permission of the publisher, nor be otherwise circulated in any form of
binding or cover.

8 Valaoritou Street
Kolonaki, 10671 Athens, Greece
www.atiner.gr

©Copyright 2012 by the Athens Institute for Education and Research. The
individual essays remain the intellectual properties of the contributors.

TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface

Conference Program

A: Accounting

- 1. Value Relevance of Brand Value Estimates: Differences Between and Countries**
Adel Beldi & Tarek Miloud
 - 2. Impact of Proposed Amendments to the Accounting Directives on Financial Reporting of European Union Countries**
Nikolina Decman & Ivana Sever
 - 3. Rival Views of Corporate Responsibility: Is Ethics One of them?**
Maz Demosthenous
 - 4. Improving Corporate Reporting: Price Queries and the Enforcement of Australia's Continuous Disclosure Regime**
Cary Di Lernia, Sean Foley & Nigel Finch
 - 5. Does Insider Trading Explain Price Run-Up Ahead of Takeover Announcements?**
Sean Foley
 - 6. Do Stock-For-Stock Merger Acquirers Manage Earnings? Evidence from Japan**
Huong Higgins
 - 7. The Relationship between the Management of Book Income and Taxable Income: An Empirical Analysis of Private versus Public Firms**
Ester Satanovski
 - 8. Influence of Acquis Communautaire on the Auditing Legislation in the Republic of Croatia**
Sanja Sever Malis
 - 9. UK Banks and Building Societies in the Financial Crisis: A Comparative Study**
Radha Shiwakoti
 - 10. Cloud Computing Influence on Accounting Information Systems Quality**
Ivan Strugar, Katarina Zager & Ana Oluic
 - 11. Status and Prospects of Internal Auditing in Croatia- Comparison with Current Practice in Europe and Worldwide Trends**
Boris Tusek & Ivana Pokrovac
 - 12. Sustainability Reporting and Its Impact on the Organization: A Case Study in Palm Oil Plantation Company of Malaysia**
Ruslaina Yusoff
-

B: FINANCE

- 13. Developing Government Debt Securities System: The Case of Latvia**
Ivars Avotins
 - 14. Stock Market Analysis in Practice: Is It Technical or Fundamental?**
Gil Cohen
 - 15. Risky Investment under Uncertainty**
Christian Flor & Linda Sandris Larsen
 - 16. Self-employment as a Form of Business**
Alona Irmeja
 - 17. Foreign Exchange Rates and Stock Prices: Evidence from Five African Markets**
Odongo Kodongo & Ojaha Kalu
 - 18. Outward Direct Investment: Its Impact on the economy: the case of China**
Peter Koveos & Li Shen
 - 19. Financial Market Behavior of Immigrants: Asset Allocation and Risk of Portfolio**
Nonna Kushnirovich
 - 20. The Effect Analysis on External Shocks in Chinese Macroeconomic Fluctuations**
Lianghai Lei, Fengyu Wu & Shan Huang
 - 21. Variations in Credit Spread Term Structures**
Kian-Guan Lim
 - 22. The Determinants of Value Investing in the Asia-Pacific Markets: A Multi-Dimensional Perspective**
Alina Maydybura
 - 23. Are the US and European Capital Markets Integrated?**
David Morelli
 - 24. Yet another Factor Model**
Florian Niederstaetter
 - 25. Are Credit Ratings Trustworthy? An Empirical Study on the Dependence of Corporate Defaults to Market Risk within Investment Grade and Speculative Grade Range**
Athanase Plastiras
 - 26. Why Firms in the UK Issue Equity**
Xin Qian
 - 27. Effects of Working Capital Management on Firm's Performance: Evidence from Turkey**
Gokhan Sokmen
 - 28. The Analysis on the Challenges of International M&A to Chinese Firms**
Fengyu Wu & Lianghai Lei
 - 29. FDI and Financial Market Development in Africa**
Pierre Yourougou
-

C: Management

- 30. A Study on the Problems in the Operation of the Bureaucratic Structure in Turkish Pubic Administration and how to Overcome these**
Emre Akcagunduz
 - 31. Socio-Cultural Characteristics of Rice E-Marketing Users (Case Study: Rasht Country, Iran)**
Mohammad Sadegh Allahyari, Jaber Alavioon & Hamidreza Alipour
 - 32. Developing Corporate Strategies to Successfully Conduct Business in an Uncertain Eurozone**
Norm Bedford
 - 33. Sustainability Reporting and the Society of the Spectacle: A Counter-Account of Gri Reports Discourses and Images**
Olivier Boiral
 - 34. Effects of Individual Project Management Competency on Work Performance in Continuing Education & Training Institutes- An Empirical Study in Taiwan**
Lan Chang Ya & Min-Ren Yan
 - 35. Transnational Automakers in Russia and their Success Factors.**
Mikhail Christyakov
 - 36. A Contribution to Identification of Resources as a Value Creation Driver of a Company**
Mounime Elkabbouri, Rachid Wahabi & Hassan Bassidi
 - 37. Using ANP for ERP Consultancy Selection in China**
Jiachen Hou
 - 38. A Risk Management Decision Model for Energy Service Companies by Using Real Options**
Ahmet Can Kutlu
 - 39. A Strategic Thinking and Systems Analysis of Socially Responsible Business Models in the Telecommunications Industry**
Wen-Yun Li, Min-Ren Yan & H. Hsu-Yu
 - 40. An Evaluation of Critical Project Management Disciplines for Improving Healthcare & Medical Services-The Perspective from Hospital Personnel**
Yin-Hsia Lou, Min-Ren Yan & Hsu-Yu H.
 - 41. The Features of Reforms in Educational System in Kazakhstan**
Mira Maulsharif, Sholpan Jamanbalayeva & Gulmira Abdiraymova
 - 42. Has affected the crisis the Information and Communication Technologies (ICT) decisions of EU firms? A comparative study in 2003-2008 years**
Raquel Perez Estabanez
 - 43. Environmental Strategy and Economic Performance: Case Study Australian Firms**
Nicholas Mangos & Giao Reynolds
 - 44. Towards A New Communication Framework for the Management of Email Selection and Usage - A Literature Review**
Benjamin Silverstone
-

45. **Rediscovering Entrepreneurship Education: A Conceptual Model Deduced From A Focus Group Of 180 University Students**
Zelimir Todorovic
 46. **Preparing Thai Private Universities for ASEAN Economic Community (AEC) in 2015**
Busaya Vongchavalitkul
D: Marketing
 47. **Perceived Factors Affecting Patient Satisfaction on Marketing of Health Services**
Mehmet Alabay, Mustafa Şeker, Ümit Özdemir & Ali Bayram
 48. **Arab Consumer's Attitudes towards International Marketing As a Result of the Ongoing Arab Spring**
Ahmed Al-Abdin
 49. **Back to Square One: How Patient Satisfaction Survey Flaws Bias Assessments of Health Care Quality**
Moses Altsech
 50. **Guidelines for Integrating Sustainable Creative Tourism toward Collaboration of ASEAN Economic Community: A Case Study of Southern Coastal Subcorridor from Thailand to Kingdom of Cambodia and Socialist Republic of Vietnam**
Paiboon Archarungroj, Supada Sirikudta & Varintra Sirisuthikul
 51. **The Impact of Mobile Number Portability on Customer Switching Behaviour in the South African Mobile Telecommunications Industry**
R. Ayo-Oladejo & Geoffrey Bick
 52. **An Observational Study of Complaining Customers' Emotional Responses**
Christo Boshoff
 53. **Facebook: Engagement or Just a One-Night Stand?**
Alan Charlesworth
 54. **The Effects of Perceived Warmth and Collectivism on Sustainable Wine Evaluation: An Experimental Investigation**
Michael Chattalas
 55. **Cultural Marketing: Contributions of (Non) Public Studies and Issues of Trust. Results of an Empirical Test**
Leila Damak & Daniele Boudier-Paillet
 56. **Brand Communities and Anti-Brand Communities: Similarities, Differences and Implications for Practitioners**
Laurence Dessart, Cleopatra Veloutsou & Anna Morgan-Thomas
 57. **The Moderating Role of Self Efficacy on the Relationship between Organizational Culture and Entrepreneurial Behaviors**
Hakan Dilek, Ömer Turunç, Abdullah Çalışkan & İrfan Akkoç
 58. **Effect of some Impediments on Investment in Health Marketing in Libya**
Abdelhakim Saad El Sadig
 59. **The Effects of the Haptic Perception of Packaging Texture in Product Perceptions**
Bruno Ferreira
-

- 60. Typology of Online Media And Image Ambassadors' Network: Two Essential Intellectual Capacities for the Company that Wants to Manage Its Online Reputation in the Era of Web 2.0.**
Celine Fueyo
- 61. The Foregrounding of Re-Branding in the Struggle For Survival: How One TSO has Responded to Austerity Measures in the UK**
Martin Haley & Berrisford Lewis
- 62. Conceptualising the Servicescape: A Review of Current Thinking and Directions for Future Research**
Daire Hooper
- 63. Bioethanol as an Alternative Energy to Support Indonesia's Clean Air Policy**
Gita Khaerunisa Indahsari
- 64. Strategic Plan for Promoting Thai Kitchens into ASEAN Markets: A Case Study of Thailand, Lao People's Democratic Republic and Socialist Kingdom of Cambodia**
Sirote Pholpuntin, Ladapha Mortero, Jiruth Sirasirirusth, Supada Sirikudta, Nongluck Popichit, Sirivan Serirat, Jirawat Anuwichanont & Panisa Mechinda
- 65. The Effect of Loyalty on Consumer Credit Profitability**
Aditya Galih Prihartono, Ujang Sumarwan, Noer Azam Achsani & Kirbrandoko
- 66. The Effect of Internal Marketing on the Performance of Employee and the Intermediary Role of Organizational Commitment**
Mustafa Seker, Nese Acar, Ali Bayram & Tuncay Acar
- 67. Sustainable strategies enhancing creative tourism toward collaboration of ASEAN Economic Community: A Case Study of Southern Coastal Sub-corridor from Thailand to Kingdom of Cambodia and Socialist Republic of Vietnam (R10)**
Supada Sirikudta
- 68. Factors that Affecting Indonesian Consumer's Attitudes towards Organic Products: Case Study in Alliyah Agro Company**
Budi Suharjo, Muchlis Ahmady & R.M. Ahmady
- 69. A Structural Equation Modelling of Factors Influencing Preferences' toward Traditional Snack Food among Indonesian Consumers**
Ujang Sumarwan, Eri Purnomo Hadi, Asep Saefudin, & Eva Z Yusuf
- 70. Maslow and Rokeach Revisited. A New Model of Consumer Goals Based on Evolutionary Psychology**
Patrick Vyncke
- 71. Market, Hierarchy, and Network: Three Coordination Mechanisms in China's Rural Firms**
Xun Wang
- 72. Back to the Future: The Era of Relationships**
Mosad Zineldin
-



Preface

This abstract book includes all the abstracts of the papers presented at the *10th Annual International Conference on Business: Accounting, Finance, Management & Marketing, 2-5 July 2012*, organized by the Athens Institute for Education and Research. In total there were 73 papers and 91 presenters, coming from 30 different countries (Australia, Belgium, Canada, China, Croatia, Denmark, France, Germany, Indonesia, Ireland, Israel, Iran, Kazakhstan, Kenya, Latvia, Libya, Malaysia, Morocco, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Taiwan, Thailand, Turkey, UK, United Arab Emirates and USA). The conference was organized into 18 sessions that included areas such as Measuring and Reporting Earnings, Strategy for Sustainable Business, Auditing and Ethics, Marketing of Services, Private and Public Finance: Environment and Impact, Various Business Issues e.t.c. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
President

FINAL CONFERENCE PROGRAM
**10th International Conference on Business: Accounting, Finance,
Management & Marketing 2-5 July, Athens, Greece**
PROGRAM

Conference Venue: [Metropolitan Hotel of Athens](#), 385 Syngrou Ave., 175 64,
Athens, Greece

ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr. Gregory T. Papanikos, President, ATINER.
2. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
3. Dr. Nicholas Pappas, Vice-President Academic, ATINER & Professor, Sam Houston University, USA.
4. Dr. Chris Sakellariou, Vice-President of Finance, ATINER & Associate Professor, Nanyang Technological University, Singapore.
5. Dr. Nicolas Papadopoulos, Academic Member, ATINER & Chancellor's Professor & Professor of Marketing and International Business, Director, International Business Study Group, Eric Sprott School of Business, Carleton University, Canada.
6. Dr. Sharon Bolton, Head, Management Research Unit, ATINER & Professor, University of Strathclyde, U.K.
7. Dr. Peter Koveos, Head, Accounting and Finance Research Unit, ATINER & Professor of Finance, Syracuse University, USA.
8. Dr. Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Senior Lecturer of Marketing, University of Glasgow, U.K.
9. Dr. Angelos Tsaklanganos, Professor, University of Nicosia, Cyprus & Emeritus Professor, Aristotle University of Thessaloniki, Greece.
10. Dr. David A. Frenkel, Head, Law Research Unit, ATINER & Professor, Ben-Gurion University, Beer-Sheva, Israel.
11. Dr. Peter Yannopoulos, Academic Member, ATINER & Professor, Brock University, Canada.
12. Dr. Matteo Rossi, Academic Member, ATINER & Assistant Professor, University of Sannio, Italy.
13. Geneviève A. Bonin, Academic Member, ATINER & Assistant Professor, University of Ottawa, Canada.
14. Dr. Vasileios Filios, Academic Member, Accounting and Finance Research Unit, ATINER & Associate Professor of Accounting, University of Ioannina, Agrinio, Greece.
15. Dr. Margarita Kefalaki, Director of Communication, ATINER.
16. Ms. Lila Skountridaki, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.
17. Mr. Vasilis Charalampopoulos, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.

Administration: Fani Balaska, Stavroula Kiritsi, Eirini Lentzou, Konstantinos Manolidis, Katerina Maraki & Celia Sakka

C O N F E R E N C E P R O G R A M
(The time for each session includes at least 10 minutes coffee break)

Monday 2 July 2012

08:00-08:40 Registration

08:40-09:00 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER.

<p>09:00-10:30 Session I (Room A): Measuring and Reporting Earnings Chair: Pappas, N., Vice-President Academic, ATINER & Professor, Sam Houston University, USA.</p>	<p>09:00-10:30 Session II (Room B): Strategy for Sustainable Business Chair: Bolton, S., Head, Management Research Unit, ATINER & Professor, University of Strathclyde, U.K.</p>
<ol style="list-style-type: none"> 1. Foley, S., Head, University of Sydney, Australia. Does Insider Trading Explain Price Run-Up Ahead of Takeover Announcements? 2. Higgins, H., Associate Professor, Worcester Polytechnic Institute, USA. Do Stock-For-Stock Merger Acquirers Manage Earnings? Evidence from Japan. 3. Shiwakoti, R., Lecturer, Kent Business School, UK. UK Banks and Building Societies in the Financial Crisis: A Comparative Study. 4. Decman, N., Researcher, Faculty of Economics and Business in Zagreb, Croatia & Sever, I., Researcher, Faculty of Economics and Business in Zagreb, Croatia. Impact of Proposed Amendments to the Accounting Directives on Financial Reporting of European Union Countries. 5. Qian, X., Ph.D. Student, University of Birmingham, UK. Why Firms in the UK Issue Equity. (Monday, 2nd of July, 2012). 	<ol style="list-style-type: none"> 1. Boiral, O., Professor, University of Laval, Canada. Sustainability Reporting and the Society of the Spectacle: A Counter-Account of Gri Reports Discourses and Images. 2. Mangos, N., Lecturer, Flinders University, Australia & Reynolds, G., Ph.D. Student, Flinders University, Australia. Environmental Strategy and Economic Performance: Case Study Australian Firms. 3. *Li, W.Y., Graduate Student, Chinese Culture University, Taiwan, Ya-Ying L., Chinese Culture University, Taiwan & Hsu-Yu, H., Director, Chinese Culture University, Taiwan. A Strategic Thinking and Systems Analysis of Socially Responsible Business Models in the Telecommunications Industry. 4. Dilek, H., Lecturer, Turkish Military Academy, Turkey, Ömer Turunç, Abdullah Çalışkan, İrfan Akkoç, Instructors, Turkish Military Academy, Turkey. The Moderating Role of Self Efficacy on the Relationship between Organizational Culture and Entrepreneurial Behaviors. 5. Pholpuntin, S., Associate Professor, Suan Dusit Rajabhat University, Thailand, Mortero, L., Lecturer, Suan Dusit Rajabhat University, Thailand, Sirasirirusth, J., Lecturer, Suan Dusit Rajabhat University, Thailand, Sirikudta, S., Associate Professor, Srinakharinwirot University, Thailand, Popichit, N., Lecturer, Suan Dusit Rajabhat University, Thailand, Serirat, S., Associate Professor, Suan Dusit Rajabhat University, Thailand, Anuwichanont, J., Lecturer, Suan Dusit Rajabhat University, Thailand,

	<p>Mechinda, P., Assistant Professor, Rajamangala University of Technology, Thailand. Strategic Plan for Promoting Thai Kitchens into ASEAN Markets: A Case Study of Thailand, Lao People's Democratic Republic and Socialist Kingdom of Cambodia. (Monday, 2nd of July, 2012, morning)</p>
<p>10:30-12:00 Session III (Room A): Auditing and Ethics Chair: *Bedford, N., Professor, St. Mary's College of California, USA.</p>	<p>10:30-12:00 Session IV (Room B): Marketing of Services Chair: *Zineldin, M., Professor, Linnaeus University, Sweden.</p>
<ol style="list-style-type: none"> 1. Tušek, B., Full Professor, University of Zagreb, Croatia & Pokrovac, I., Teaching and Research Assistant, University of Zagreb, Croatia. Status and Prospects of Internal Auditing in Croatia-Comparison with Current Practice in Europe and Worldwide Trends. 2. Demosthenous, M., Lecturer, Flinders University, Australia. Rival Views of Corporate Responsibility: Is Ethics One of them? (Monday, 2nd of July, 2012) 3. Sever Malis, S., Researcher, University of Zagreb, Croatia. Influence of <i>Acquis Communautaire</i> on the Auditing Legislation in the Republic of Croatia. 	<ol style="list-style-type: none"> 1. Altsech, M., Marketing Department Chair, Edgewood College, USA. Back to Square One: How Patient Satisfaction Survey Flaws Bias Assessments of Health Care Quality. 2. Archarungroj, P., Lecturer, Srinakharinwirot University, Thailand, Sirikudta, S., Associate Professor, Srinakharinwirot University, Thailand, Sirisuthikul, V., Lecturer, Srinakharinwirot University, Thailand. Guidelines for Integrating Sustainable Creative Tourism toward Collaboration of ASEAN Economic Community: A Case Study of Southern Coastal Subcorridor from Thailand to Kingdom of Cambodia and Socialist Republic of Vietnam. (Monday, 2nd of July, 2012, morning) 3. Mehmet Alabay, Researcher, Abdullah Gül University Turkey, Mustafa Şeker, Manager of Strategic Management & Planning Office, Abdullah Gul University, Turkey, Ümit Özdemir, Kayseri Province Health Directorate, Turkey & Ali Bayram, Erciyes University, Turkey. Perceived Factors Affecting Patient Satisfaction on Marketing of Health Services. 4. Seker, M., Expert, Abdullah Gül University Turkey, Acar, N., Assistant Professor, Nevşehir University, Turkey, Bayram, A., Ph.D. Student, Erciyes University, Turkey & Acar, T., Ph.D. Student, Social Security Organization, Turkey. The Effect of Internal Marketing on the Performance of Employee and the Intermediary Role of Organizational Commitment. 5. Sirikudta, S., Associate Professor, Srinakharinwirot University, Thailand,

	<p>Sirisuthikul, V., Lecturer, Srinakharinwirot University, Thailand & Serirat, S., Associate Professor, Suan Dusit Rajabhat University, Thailand. Sustainable strategies enhancing creative tourism toward collaboration of ASEAN Economic Community: A Case Study of Southern Coastal Sub-corridor from Thailand to Kingdom of Cambodia and Socialist Republic of Vietnam.</p>
--	--

12:00-13:30 Session V (Room A): Private and Public Finance: Environment and Impact Chair: Higgins, H., Associate Professor, Worcester Polytechnic Institute, USA.	12:00-13:30 Session VI (Room B): Strategic Intervention Chair: Mangos, N., Lecturer, Flinders University, Australia	12:00-13:30 Session VII (Room C): Marketing in Digital Era Chair: Kefalaki, M., Director of Communication, ATINER.
<ol style="list-style-type: none"> 1. Koveos, P., Professor, Whitman School of Management, Syracuse University, USA and Shen, Assistant Professor, University of Shanghai for Science and Technology, China: Outward Direct Investment: Its Impact on the economy: the case of China. 2. Yourougou, P., Associate Professor, Syracuse University, USA. FDI and Financial Market Development in Africa. 3. Flor, C., Associate Professor, University of Southern Denmark, Denmark & Larsen, L., Assistant Professor, University of Southern Denmark Denmark. Risky Investment under Uncertainty. 4. Avotins, I., Ph.D. Student, University of 	<ol style="list-style-type: none"> 1. *Bedford, N., Professor, St. Mary's College of California, USA. Developing Corporate Strategies to Successfully Conduct Business in an Uncertain Eurozone. 2. Elkabbouri, M., Professor, Hassan 1er University, Morocco, Wahabi, R., Professor, Hassan 1er University, Morocco & Bassidi, H., Ph.D. Student, Professor, Hassan 1er University, Morocco. A Contribution to Identification of Resources as a Value Creation Driver of a Company. 3. Akcagunduz, E., Researcher, Trakya University, Turkey. A Study on the Problems in the Operation of the Bureaucratic Structure in Turkish Pubic Administration and how to Overcome these. 4. Kutlu, A.C., Researcher, 	<ol style="list-style-type: none"> 1. Ayo-Oladejo, R., Graduate Researcher University of Witwatersrand, South Africa & Bick, G., Associate Professor, University of Witwatersrand, South Africa. The Impact of Mobile Number Portability on Customer Switching Behaviour in the South African Mobile Telecommunications Industry. 2. Charlesworth, A., Lecturer, University of Sunderland, UK. Facebook: Engagement or Just a One-Night Stand? 3. Fueyo, C., Researcher, Toulouse Business School, France. Typology of Online Media And Image Ambassadors' Network: Two Essential Intellectual Capacities for the Company that Wants to Manage Its Online

<p>Latvia, Latvia. Developing Government Debt Securities System: The Case of Latvia.</p> <p>5. Yusoff, R., PhD Student, University Technology Mara Kelantan, Malaysia. Sustainability Reporting and Its Impact on the Organization: A Case Study in Palm Oil Plantation Company of Malaysia.</p>	<p>Istanbul Technical University, Turkey. A Risk Management Decision Model for Energy Service Companies by Using Real Options.</p> <p>5. Silverstone, B., Ph.D. Student, Swansea Metropolitan University, UK. Towards A New Communication Framework for the Management of Email Selection and Usage – A Literature Review.</p>	<p>Reputation in the Era of Web 2.0.</p>
--	--	--

13:30-14:30 Lunch (details during registration)

<p>14:30-16:30 Session VIII (Room A): Financial Market Behaviour Chair: Bick, G., Associate Professor, University of Witwatersrand, South Africa.</p>	<p>14:30-16:30 Session IX (Room B): Marketing and Relationships Chair: Altsech, M., Marketing Department Chair, Edgewood College, USA.</p>
<ol style="list-style-type: none"> 1. Lim, K. G., Professor, Singapore Management University, Singapore. Variations in Credit Spread Term Structures. 2. Plastiras, A., Professor, Groupe Escem, France. Are Credit Ratings Trustworthy? An Empirical Study on the Dependence of Corporate Defaults to Market Risk within Investment Grade and Speculative Grade Range. 3. Di Lernia, C., Lecturer, University of Sydney, Australia, Foley, S., Tutor, University of Sydney, Australia & Finch, N., Lecturer, University of Sydney, Australia. Improving Corporate Reporting: Price Queries and the Enforcement of Australia's Continuous Disclosure Regime. 	<ol style="list-style-type: none"> 1. *Zineldin, M., Professor, Linnaeus University, Sweden. Back to the Future: The Era of Relationships. 2. *Wang, X., Assistant Professor, University of Wisconsin-Parkside, USA. Market, Hierarchy, and Network: Three Coordination Mechanisms in China's Rural Firms. 3. Hooper, D., Lecturer, Dublin Institute of Technology, Ireland. Conceptualising the Servicescape: A Review of Current Thinking and Directions for Future Research. 4. Allahyari, M.S., Faculty Member, Islamic Azad University, Rasht Branch, Iran, Alavioon, J., Young researchers Club, Islamic Azad University, Rasht Branch, Iran & Alipour, H., Faculty Member, Islamic Azad University, Rasht Branch, Iran. Socio-Cultural Characteristics of Rice E-Marketing Users (Case Study: Rasht Country, Iran) 5. Damak, L., Lecturer, University of Bretagne Sud, France & Boudier- Pailler, D., Vice President, University of Nantes, France. Cultural

	Marketing: Contributions of (Non) Public Studies and Issues of Trust. Results of an Empirical Test. (Monday, 2 nd of July, 2012)
--	---

<p>16:30-18:30 Session X (Room A): Various Business Issues Chair: Lim, K. G., Professor, Singapore Management University, Singapore.</p>	<p>16:30-18:30 Session XI (Room B): Product and Brand Management Chair: Tsaklanganos, A., Professor, University of Nicosia, Cyprus & Emeritus Professor, Aristotle University of Thessaloniki, Greece.</p>
<ol style="list-style-type: none"> 1. Satanovski, E., Ph.D. Student, Gurion University, Israel. The Relationship between the Management of Book Income and Taxable Income: An Empirical Analysis of Private versus Public Firms. 2. Indahsari, G.K., Lecturer, Swiss German University, Indonesia. Bioethanol as an Alternative Energy to Support Indonesia's Clean Air Policy. 3. Irmeja, A., PhD Student, Latvian University of Agriculture, Latvia. Self-employment as a Form of Business. 	<ol style="list-style-type: none"> 1. Haley, M., Lecturer, University of Bradford, UK & Lewis, B., Professor, University of Bradford, UK. The Foregrounding of Re-Branding in the Struggle for Survival: How One TSO has responded to Austerity Measures in the UK. 2. Dessart, L., Ph.D. Student, University of Glasgow, Scotland, UK, Veloutsou, C., Senior Lecturer in Marketing, Department of Business and Management, University of Glasgow, Scotland, U.K. & Morgan-Thomas, A., Lecturer, University of Glasgow, Scotland, U.K. Brand Communities and Anti-Brand Communities: Similarities, Differences and Implications for Practitioners. 3. Ferreira, B., Ph.D. Student, Clermont-Ferrand University, France. The Effects of the Haptic Perception of Packaging Texture in Product Perceptions.

21:00-23:00 Greek Night (Details during registration)

Tuesday 3 July 2012

<p>08:00-10:00 Session XII (Room A): Managing Education and Health Chair: *Chattalas, M., Assistant Professor, Kean University, USA</p>
<ol style="list-style-type: none"> 1. Maulsharif, M., Associate Professor, Al-Farabi Kazakh National University, Kazakhstan, Jamanbalayeva, S., Professor, Al-Farabi Kazakh National University, Kazakhstan & Abdiraymova, G., Professor, Al-Farabi Kazakh National University, Kazakhstan. The Features of Reforms in Educational System in Kazakhstan. 2. Todorovic, Z., Associate Professor, Indiana-Purdue University, USA. Rediscovering Entrepreneurship Education: A Conceptual Model Deduced From A Focus Group Of 180 University Students. 3. Vongchavalitkul, B., Assistant President, Vongchavalitkul University,

<p>Thailand. Preparing Thai Private Universities for ASEAN Economic Community (AEC) in 2015.</p> <p>4. *Chang, Y.L., Graduate Student, Chinese Cultural University, Taiwan, Min-Ren, Y., Director, Chinese Culture University, Taiwan & Hsu-Yu, H., Chinese Culture University, Taiwan. Effects of Individual Project Management Competency on Work Performance in Continuing Education & Training Institutes- An Empirical Study in Taiwan.</p> <p>5. *Lo, Y.H., Graduate Student, Chinese Culture University, Taiwan, Min-Ren, Y., Director, Chinese Culture University, Taiwan & Pin-Ju, C., Chinese Culture University, Taiwan. An Evaluation of Critical Project Management Disciplines for Improving Healthcare & Medical Services-The Perspective from Hospital Personnel.</p>

<p>10:00-11:30 Session XIII (Room A): Knowledge Systems and Education Chair: Todorovic, Z., Associate Professor, Indiana-Purdue University, USA.</p>	<p>10:00-11:30 Session XIV (Room B): Consumer Behaviour and Other Issues Chair: Haley, M., Lecturer, University of Bradford, UK.</p>
<p>1. Strugar, I., Full Professor, University of Zagreb, Croatia, Zager, K., Full Professor, University of Zagreb, Croatia & Oluic, A., Researcher, University of Zagreb, Croatia. Cloud Computing Influence on Accounting Information Systems Quality.</p> <p>2. Beldi, A., Assistant Professor, IESEG School of Management Lille-Paris, France & Miloud, T., Professor, Chambéry Business School, France. Value Relevance of Brand Value Estimates: Differences Between and Countries.</p> <p>3. Kodongo, O., Lecturer, Jomo Kenyatta University of Agriculture and Technology, Kenya & Kalu O., Professor, University of the Witwatersrand, South Africa. Foreign Exchange Rates and Stock Prices: Evidence from Five African Markets.</p>	<p>1. Suharjo, B., Professor, Bogor Agricultural University, Indonesia, Ahmady, M., CEO and Owner, Bogor Agricultural University, Indonesia, & Ahmady, R.M., Student of MA Marketing Management Middlesex University, UK. Factors that Affecting Indonesian Consumer's Attitudes towards Organic Products: Case Study in Alliyah Agro Company.</p> <p>2. *Chattalas, M., Assistant Professor, Kean University, USA. The Effects of Perceived Warmth and Collectivism on Sustainable Wine Evaluation: An Experimental Investigation. (Tuesday)</p> <p>3. Al-Abdin, A., Ph.D. Student, University of Hull, UK. Arab Consumer's Attitudes towards International Marketing As a Result of the Ongoing Arab Spring.</p> <p>4. Prihartono, A.G., Head of Strategic Development Unit, Citibank NA, Business-Bogor Agricultural University, Indonesia & Sumarwan, U., Assistant Director, Business Bogor Agricultural University, Indonesia. The Effect of Loyalty on Consumer Credit Profitability.</p>

<p>11:30-13:00 Session XV (Room A): Security and Portfolio Analysis Chair: *Zineldin, M., Professor, Linnaeus</p>	<p>11:30-13:00 Session XVI (Room B): Firm Performance Chair: Ahmady, M., CEO and Owner, Bogor Agricultural University,</p>	<p>11:30-13:00 Session XVII (Room C): Consumer Behaviour Chair: Yannopoulos, P., Academic Member, ATINER</p>
---	--	--

University, Sweden.	Indonesia	& Professor, Brock University, Canada.
<p>1. Niederstaetter, F., Researcher, University of Tuebingen, Germany. Yet another Factor Model.</p> <p>2. Cohen, G., Head of the Finance and Banking Track, Carmel Academic Center, Israel. Stock Market Analysis in Practice: Is It Technical or Fundamental? (Tuesday, 3rd of July, 2012, morning)</p> <p>3. Morelli, D., Lecturer, University of Kent, UK. Are the US and European Capital Markets Integrated?</p> <p>4. Kushnirovich, N., Senior Lecturer, Ruppin Academic Center, Israel. Financial Market Behavior of Immigrants: Asset Allocation and Risk of Portfolio.</p> <p>5. Maydybura, A., Ph.D. Student, University of Wollongong, Australia. The Determinants of Value Investing in the Asia-Pacific Markets: A Multi-Dimensional Perspective.</p>	<p>1. Perez Estebanez, R., Professor, University Complutense of Madrid, Spain. Has affected the crisis the Information and Communication Technologies (ICT) decisions of EU firms? A comparative study in 2003-2008 years. (Tuesday, 3rd of July, 2012, afternoon)</p> <p>2. Hou, J., Teaching Fellow, University of Strathclyde, UK. Using ANP for ERP Consultancy Selection in China.</p> <p>3. Chistyakov, M., Ph.D. Student, Higher School of Economics, Russia. Transnational automakers in Russia and China. (Tuesday, 3rd of July, 2012)</p>	<p>1. Boshoff, C., Professor, University of Stellenbosch, South Africa. An Observational Study of Complaining Customers' Emotional Responses. (Monday, 2nd of July, 2012)</p> <p>2. Vyncke, P., Professor, Ghent University, Belgium. Maslow and Rokeach Revisited. A New Model of Consumer Goals Based on Evolutionary Psychology.</p> <p>3. Sumarwan, U., Assistant Director, Business Bogor Agricultural University, Indonesia, Purnomohadi, E., Professor, Business Bogor Agricultural University, Indonesia, Saefudin, A., Professor, Business Bogor Agricultural University, Indonesia & Yusuf, E., Professor, Business Bogor Agricultural University, Indonesia. A Structural Equation Modelling of Factors Influencing Preferences' toward Traditional Snack Food among Indonesian Consumers.</p> <p>4. El Sadig, A.S., Head of Quality Department, Sirte University, Libya. Effect of some Impediments on Investment in Health Marketing in Libya.</p>

13:00-14:00 Lunch (Details during registration)

14:00-15:30 Session XVIII (Room A): Country Studies in Macroeconomics and Finance

Chair: Koveos, P., Head, Accounting and Finance Research Unit, ATINER & Professor of Finance, Syracuse University, USA.

1. Lei, L., Professor, University of Shanghai for Science and Technology, China, Wu, F., Professor, University of Shanghai for Science and Technology, China & Huang, S., Executive Dean, University of Shanghai for Science and Technology, China The Effect Analysis on External Shocks in Chinese Macroeconomic Fluctuations.
2. Wu, F., Professor, University of Shanghai for Science and Technology, China & Lianghai, L., Ph.D. Student, University of Shanghai for Science and Technology, China. The Analysis on the Challenges of International M&A to Chinese Firms.
3. Sokmen, G., Lecturer, Çağ University, Turkey. Effects of Working Capital Management on Firm's Performance: Evidence from Turkey.

17:00-20:00 Urban Walk (Details during registration)

20:00-21:00 Dinner (Details during registration)

Wednesday 4 July 2012

Cruise: (Details during registration)

Thursday 5 July 2012

Delphi Visit: (Details during registration)

Adel Beldi

Assistant Professor, IESEG School of Management Lille-Paris, France
&

Tarek Miloud

Professor, IESEG School of Management Lille-Paris, France

Value Relevance of Brand Value Estimates: Differences Between and Countries

Brand value has become an important corporate performance metric, as can be observed from the close following of the annual ranking by brand consultancy firms. While the relationship between a positive corporate reputation and operational performance is intuitively appealing, there has been relatively little empirical research. Previous research (Barth et al. 1998) found that brand value estimates are significantly positively related to prices and returns, incremental to accounting variables.

Based on value relevance approach, our study aims to extend these findings and to provide significant explanatory power for brands' value. Our objective is to assess whether brand value estimates are associated with share prices and returns. Furthermore, Differences across industry sectors and countries are also made to show if brand values are relevant to investors.

The data analyzed come from Brand Finance Global 500 which is the most comprehensive table of published brands values. The period analyzed ran from 2008 to 2010. Our sample comprises 1,500 brands with value estimates reported by Brand Finance during the sample period. To obtain estimated brand value for a particular firm-year observation, we sum the estimated values of the brands owned by a particular firm and reported by Brand Finance in that year. We exclude financial and insurance sectors and firms with no available accounting data.

We employ ordinary least squares (OLS) regression techniques to examine the association between market value of equity and brand estimates and brand value changes and annual returns. The results show that brand value estimates are value-relevant and being sufficiently reliable to be reflected in share prices. However, differences across industry segments or country are not statistically significant.

Nikolina Decman

Researcher, Faculty of Economics and Business in Zagreb, Croatia
&

Ivana Sever

Researcher, Faculty of Economics and Business in Zagreb, Croatia

Impact of Proposed Amendments to the Accounting Directives on Financial Reporting of European Union Countries

One of the main tasks of the adoption and publication of the accounting directives of EU from the very beginning has been the harmonization of financial reporting in the territory of the European Union. Nevertheless, twenty years after the first directive (1978) relating the accounting issues (IV. Directive) was published, there have been noticed some disadvantages that significantly slow down the implementation process of accounting harmonization in the European Union especially in the segment of SMEs financial reporting. Today European Commission proposes, as a part of the Responsible Business package, to make changes to current EU rules for preparing companies' individual and partly consolidated financial statements with a view to improve the information disclosed. For limited liability companies there are two Directives that provide a complete set of rules for the preparation and content of statutory financial statements. The Fourth Company Law Directive (1978) refers to the annual financial statements of the business entity and the Seventh Company Law Directive (1983) which contains rules for preparation of consolidated financial statements. Commission proposes replacement of these two Directives by a single Directive that would be better adjusted to satisfy information requirements of both preparers and financial statement users. This proposal is set on the regime "thinking small first" meaning that all EU small companies will be able prepare simpler profit and loss account, balance sheet and a limited number of accompanying notes which would provide further simplification of their existing financial reporting. The main goal of this paper is to explore in which Member States would the effect be the most significant, would small groups be exempted from preparation of consolidated financial statements, what are possible cost savings for exempting micro entities from having to draw up annual accounts and how are IFRS for SMEs linked to this proposal.

Maz Demosthenous
Lecturer, Flinders University, Australia

Rival Views of Corporate Responsibility: Is Ethics One of them?

Given the recent global financial crisis (GFC) and the numerous business scandals worldwide involving accountants provides a justification to open up the debate of 'what are the social responsibilities of a business particularly corporations'.

The aim of this paper is to discuss various views of the social responsibility of business, and to consider where accounting may fit in. Friedman's view, Utilitarianism, Legitimacy and stakeholder theory are discussed with the aim to explore the ethical/environmental responsibilities of a corporation.

This study found that Corporations may have more than just the responsibility to increase profits for its shareholders, and must consider the environment and community at large but that all depends on the ethical view that one takes. Additionally, this study found that traditional accounting may need to be reformed to include more social and environmental accounting information and thus making corporations more accountable to the community. Environmental accounting may be essential and to be made mandatory if corporations are to satisfy the accountability relationships with stakeholders and if it is to change the consciousness of corporations.

Cary Di Lernia

Lecturer, University of Sydney, Australia,

Sean Foley

Tutor, University of Sydney, Australia

&

Nigel Finch

Lecturer, University of Sydney, Australia

Improving Corporate Reporting: Price Queries and the Enforcement of Australia's Continuous Disclosure Regime

Information is supposedly the 'lifeblood' of an efficient and effective market (Humphry, 2001). The period immediately following the onset of the Global Financial Crisis in Australia is replete with examples of massive corporate failure being preceded by poor disclosure practices, leaving countless aggrieved investors in their wake.

Australia's Continuous Disclosure regime requires the immediate release of material information - whether of a financial or management accounting orientation - as soon an organisation becomes aware of it. The aim of the regime is to ensure the market is fully informed, and that investors are not disadvantaged by the lack of availability of information which might affect their investment decisions. Accordingly, it has been labelled the 'primary' disclosure obligation by the Australian Securities Exchange (ASX, 2002) for its role in maintaining investor confidence and participation in securities markets. If, as previous research has found, 'the vigour of enforcement is the key to the effectiveness of continuous disclosure requirements' (Golding and Kalfus, 2004), then it is important to ascertain whether the existing enforcement regime is operating effectively.

ASX Compliance (a wholly-owned subsidiary of ASX Ltd) fulfils the ASX's market oversight obligations contained in Australia's Corporations Act 2001 (Part 7.2 Division 3) by monitoring and enforcing compliance with the market's operating rules. If concerned that less than transparent behaviour may have been responsible for an unusual movement in a company's share price or trading volumes the ASX may contact the company and potentially issue it with a query, colloquially referred to as a "speeding ticket" or a "please explain" notification. Formally known as Price Queries and Aware Letters, such notifications are usually issued when a substantial change in price and/or volume is detected that appears unexplained by any prior announcement by the company.

Corporate responses are then made available through the announcements platform on the ASX website. Lower level enforcement of this kind is yet to be systematically analysed other than by one pioneering study by Neagle and Tyskin in 2001 which has not since been either replicated or extended. It therefore represents an important area for further inquiry in view of contemporary concerns over the effectiveness of the regime and seeming non-compliance by certain listed organisations, as well as the global push for greater corporate transparency. This paper represents an initial investigation into this element of the practical reality of the enforcement of the continuous disclosure regime. It analyses company responses to ASX price queries with a view to gaining a deeper understanding of the responses provided by listed entities and the frontline of ASX enforcement activity surrounding the regime. Given this is arguably where the majority of the work involved in attempting to generate and maintain market integrity is being done in the continuous disclosure space, it is also where the most practical insights relating to efficacy of the regime might be gleaned, and where improvements might be made to make it potentially more effective on a day-to-day basis.

Sean Foley

Head, University of Sydney, Australia

Does Insider Trading Explain Price Run-Up Ahead of Takeover Announcements?

This study empirically examines the substantial target stock price run-up effect of 450 Australian takeover bids between 2001 and 2009. Previous studies of the run-up effect suggest that a significant proportion of the effect can be explained by insider-trading behavior. This paper examines a broad range of public information sources that effectively generate market anticipation, including the acquisition of toeholds ahead of takeover announcements. Our findings show no significant pre-bid run-up for takeover targets after considering these sources. These results imply that previous findings attributing pre-bid share price run-up to illegal insider trading may be overstating the existence of such conduct.

Huong Higgins

Associate Professor, Worcester Polytechnic Institute, USA

Do Stock-For-Stock Merger Acquirers Manage Earnings? Evidence from Japan

This paper examines the earnings management behavior of Japanese merger acquirers on the Tokyo Stock Exchange. Most Japanese mergers are transacted via stock swaps, when acquirers have incentive to manage pre-merger earnings to reduce the cost of acquisition. Consistent with this incentive, Japanese acquirers have significantly positive long-term abnormal accruals in the year prior to the merger announcement. Further analyses suggest that acquirers' extent of earnings management is an increasing function of their economic benefit at stake, and a decreasing function of monitoring by banks and foreign investors.

Ester Satanovski

Ph.D. Student, Gurion University, Israel

The Relationship between the Management of Book Income and Taxable Income: An Empirical Analysis of Private versus Public Firms

Our research breaks new ground by investigating financial and tax reporting manipulations in private versus public firms, and the relationship between the two. The study takes advantage of a unique data set. Specifically, we obtained access to non-public information on private and public companies, including the documented tax returns and income tax assessments of firms that engaged in tax avoidance activity. This provides us with an opportunity to conduct a variety of univariate and multivariate analyses of the differences in the management of book earnings reported to shareholders versus taxable earnings reported to the tax authorities, in private firms versus public firms. We find evidence suggesting that taxable income management is not related to book income management. This finding is of particular importance given that in Israel, areas of book-tax nonconformity offer an opportunity for managers to easily manage book income upward while managing taxable income downward. Furthermore, whether a firm is public or private has no effect on book earnings management or on tax planning. A possible explanation for this conundrum may be that Big 4 auditors, who are more identified with public firms, do not have a significant impact on the quality of reported earnings. Our findings also indicate that managers do not necessarily take advantage of the ability to manage both book income and taxable income at the same time, even if areas of nonconformity between accounting and tax rules allow them to do so.

Our research will be of direct relevance to investors and other users of financial statements, auditors, financial analysts, tax authorities and regulators. All of these parties are interested in the detection of firms' motives for and engagement in earnings manipulation. In addition, the SEC and the IRS need this information to evaluate whether additional costs should be invested in improving the quality of earnings reports and preventing the loss of tax revenues, respectively. Regulators and accounting standard setters are interested in the extent to which nonconformity between accounting and tax rules affects managers' decisions with respect to managing earnings in both financial and tax reports concomitantly.

Sanja Sever Malis
Researcher, University of Zagreb, Croatia

Influence of Acquis Communautaire on the Auditing Legislation in the Republic of Croatia

The financial statements auditing in the Republic of Croatia is regulated by the Auditing Act adopted by the Croatian Parliament in 2005. The Auditing Act was passed in compliance with the *acquis communautaire*. However, the EU Directive regarding the financial statements auditing was subject of revision in May 2006. This was an incentive to again comply the Auditing Act with the newly adopted EU Directive (2006/43/EC). The EU Directive on conducting statutory financial statements auditing of annual and consolidated financial statements is changed to increase the quality of auditing in the EU member countries. These changes have been implemented primarily to protect investors and creditors whose decision making processes are based on the true and fair presentation of financial statements. One of the changes introduced in the EU Directive is an independent oversight body over the auditors and auditing firms performed by an independent authorized institution. The main benefit of these changes is the increased independence of the auditing profession. An independent oversight body should embody persons with expert knowledge in auditing but not with a professional engagement in auditing. The Directive also introduced innovative ideas in the quality control of auditors, audit firms and independent auditors. Besides this, an independent auditors and audit firms that conduct auditing of the public interest companies auditing are obliged to publish the transparency report. These legislative rules are implemented in the Auditing Act passes in the Croatian Parliament in 2008. Thus the latest Auditing Act was adjusted in compliance with *acquis communautaire*. Although the auditing legislation is in compliance with the *acquis communautaire* there is still plenty of space for significant improvements of the organization and performance of independent auditing in the Republic of Croatia. However, this new legislation should have a positive effect on the transparency in statutory financial statements auditing.

Radha Shiwakoti

Lecturer, Kent Business School, UK

UK Banks and Building Societies in the Financial Crisis: A Comparative Study

Global financial crisis affected all types of financial institutions in the UK. For example, in 2008, one mortgage bank was fully nationalised and two other big retail banks were partly owned by the government. Another demutualised society was part nationalised. Mutual building societies were also affected and one building society was part nationalised. A fully government owned UK Financial Investments Ltd was set up to manage nationalised institutions and government interest in other big banks. But some other banks and building societies did not ask for government help in the crisis. In the aftermath of this crisis Treasury Committee published several reports to deal with this crisis for both banks and building societies. Independent commission on banking was also formed and it published its final recommendation in September 2011. Similarly, Financial Services Authority (FSA) also published several reports and identified and discussed 'vulnerabilities in banks and building societies' business models and strategies'.

This paper considers the comparative study of UK banks and building societies in the recent financial crisis. Paper thoroughly analyses operating behaviour of UK's banks and largest building societies around the financial crisis and also assesses the implication of crisis to different financial institutions. For example, since the financial crisis in 2008, 11 building societies either merged with other building societies or merged with other financial institutions. Particularly paper compares the behaviour of those banks which did not seek government help to those which were bailout by the government and those building societies which were either rescued or changed their form with those which continued around the financial crisis. The impact of crisis will be different because of their size, their business models and differences in flexibility in their operation. For example, building societies will have severe impact because of their reliance on retail funds particularly in a low interest rate environment. The paper also considers whether business models adopted by the financial institutions changed after the financial crisis.

Ivan Strugar

Full Professor, University of Zagreb, Croatia,

Katarina Zager

Full Professor, University of Zagreb, Croatia

&

Ana Oluic

Researcher, University of Zagreb, Croatia

Cloud Computing Influence on Accounting Information Systems Quality

Information technologies make component of any accounting information system. That means that even method of applying information technologies can significantly influence the quality of accounting information system. The quality of accounting information systems can be measured by different models of cost-benefit analysis which should be respected in evaluation of cost investment in this information system. In process of correlation determination between accounting information system quality and application of contemporary information technologies, appropriate respect has to be given to the benefits as well as to the cost of information system solutions. "Cloud computing", as a model of someone else's information technology resources usage, can, among other, influence on decrease of construction and maintenance cost of information system, as well as on better capacity usage, especially at small and medium enterprises. In spite of some advantages, the usage of "cloud computing", in inadequately low regulatory circumstances, can affect the increase of certain risks. In this context specifically appears the question of information system security and reliability. These qualitative characteristics are particularly important because international accounting standards use them as a basic determinant of accounting information quality. In this paper information system quality measurement models will be showed, specifically on cloud computing implementation, with the list of advantages and risks which may appear with the application of this model. Besides, an example of the influence of cloud computing usage on accounting process and organization of accounting information system will be presented.

Boris Tusek

Full Professor, University of Zagreb, Croatia
&

Ivana Pokrovac

Professor, University of Zagreb, Croatia.

Status and Prospects of Internal Auditing in Croatia-Comparison with Current Practice in Europe and Worldwide Trends

Initiatives for improved and more effective corporate governance, driven by corporate- accounting scandals at the beginning of the 21st century, both in the U.S. and Europe, emphasized the need for better control mechanisms. In this regard, particular emphasis in recent years has been placed on internal mechanisms, especially the internal audit, which has changed its initial focus from the examination of appropriateness and reliability of accounting and financial controls, and developed into a proactive function in the organization that has expanded its activities to evaluating the effectiveness of internal controls, risk management and governance processes.

Internal audit has been recognized as an important part of risk management, control and governance processes which can be seen from the results of the various researches performed in Europe and worldwide. Changes in the internal audit are due several factors mainly to the growing complexity of business activities and regulatory environment. The internal profession in the U.S. has recently been largely impacted by legislation including foremost the Sarbanes-Oxley Act of 2002 (SOX). Similar legislative changes have impacted the internal audit internationally.

According to extant research findings, companies that operate in more developed markets and in countries with strong corporate governance systems often considered internal audit as the function that can and should increase the efficiency and effectiveness of the firm. However, research on the impact and importance of internal audit in terms of less-developed markets and the weaker corporate governance systems, as is the case in Croatia, are extremely rare, which indicates the need to expand the extant literature with research of internal auditing role and importance in terms of alternative market and regulatory characteristics.

The purpose of this paper is to present current internal auditing practice in Croatia, based on existing research, and to compare it with the characteristics of internal audit practice in Europe and worldwide in

order to give recommendations, based on perceived similarities and differences, for further development of internal auditing in the Republic of Croatia in accordance with the achieved level in developed countries

Ruslaina Yusoff

PhD Student, University Technology Mara Kelantan, Malaysia

Sustainability Reporting and Its Impact on the Organization: A Case Study in Palm Oil Plantation Company of Malaysia

Purpose: This study attempts to understand the impact of sustainability reporting on organization, specifically on how the sustainability reporting may influence changes in the organization.

Design/methodology/approach: This is an engagement research which data is gathered through interviews and reviews of documents. A single case study approach has been used.

Findings: The study revealed that the sustainability reporting did give impact on the corporate performance, operations (day to day practices) and peoples in the organization (organizational members). The operational people (doers) became more concerned about day to day operation, obligated to maintain their operations as what being reported and also improved their data maintenance. Meanwhile, sustainability reporting also believed has improved the investor relations, increased the share price of the company and also attracted more foreign buyers. The sustainability reporting indicators also influenced to improve the social and environmental performance of the company. The organizational members also were influenced by the reporting in the way that increasing awareness and understand about the sustainability, about the activities conducted by the company and other departments or units. The sustainability reporting also has built trust among employees towards their company and improved their relationship among them and also with outside parties.

Practical implications: This study provides a valuable knowledge on how sustainability reporting impacted the organization. Thus it could provide general idea to the organizations overall to furnish sustainability reporting as the reporting provides positive impact to them.

Ivars Avotins

Ph.D. Student, University of Latvia, Latvia

Developing Government Debt Securities System: The Case of Latvia

Developing countries are in need to attract additional resources. Reasons causing this action vary:

i) to increase the speed of countries development, ii) lack of financial resources to settle government liabilities, iii) solve social requests of society like hospitals, schools, concert halls and infrastructure.

With respect to Latvia starting from December 1993 there have been a lot of issues of government bonds and consequently maturities, however there is a lack of result in country's development or solutions in social projects. During 18 years from 1993 till 2011 the government debt has grown from 0 till 38% of GDP.

Overall the results will show the logical development of the debt maintenance system and the need for improvements in it. There will be given highlight of weak points in system and suggestions of the way to eliminate further increase of the total debt amount, e.g., by introducing improvements in the current system and attracting additional amount for smaller percentage payments.

Current system is attractive for professional investors like banks, insurance companies, pension and investment funds, but not so attractive for households. The author believes that country with strong economy must rely on their resident households and gives his suggestions, how to attract additional investors from household sector.

Gil Cohen

Head of the Finance and Banking Track, Carmel Academic Center,
Israel

**Stock Market Analysis in Practice: Is It Technical or
Fundamental?**

Investors use various tools in the investment process. Some use technical or fundamental analysis, or both in that process. The aim of the following survey research is first, to examine differences between professional portfolio managers to amateur investors in their approach towards technical and fundamental analysis. Second, we want to study the difference of use of fundamental and technical tools in the buying versus selling stocks. We used online survey in one of the leading business portals in addition to asking professional investors in a leading investment house in Israel. Our results show no significant difference between professional and non-professional investors in terms of how frequently they use fundamental and technical investment tools. Both groups of investors use more frequently fundamental tools than technical when they make buy/sell decisions. We also found that non-professional investors use more fundamental tools such as "analysts' recommendations" when they buy stocks and more technical tools such as "support and resistance lines" when they sell stocks. Moreover, our study indicates that investors use financial statements and support and resistance lines together as a primary tool for their investment behavior. This result breaks a common hypothesis arguing that fundamental and technical tools do not mix.

Christian Flor

Associate Professor, University of Southern Denmark, Denmark
&

Linda Sandris Larsen

Assistant Professor, University of Southern Denmark Denmark

Risky Investment under Uncertainty

Why are apparently profitable investments not undertaken? Traditional arguments emphasize problems with asymmetric information or agency costs implying credit rationing. We provide an explanation based on the quality of information. When entrepreneurs need a bank to fund an investment, the bank can be uncertain about the correct model governing the profitability of the investment. If there are no frictions and the bank is risk neutral, model uncertainty does not cause a problem per se. This is due to the fact that the bank simply calculates the net present value (NPV) and supports the investment, if the NPV is positive. However, banks are subject to capital requirements set by the government. This implies that banks care about risk and, in particular, model uncertainty regarding the project's profitability is important. Therefore, when the bank considers how the project affects the bank's capital requirements it needs to take model uncertainty into account. We model this using ambiguity, i.e. we assume that the distribution (and outcome) of profitability is unknown. The impact of ambiguity depends on the state of the economy. In a boom, profitability tends to be less volatile implying that capital requirements are more slack. Thus, ambiguity need not be that important in this case. On the other hand, in a recession the profitability's volatility increases implying that the capital requirements become a more important determinant in the bank's decision making. Albeit model uncertainty does not impact the risk per se, ambiguity aversion vis-a-vis capital requirements can induce the bank to neglect funding of positive NPV projects. Finally, we demonstrate that low interest rates need not induce more investments. In a recession with low interest rates one would expect relatively more projects to be undertaken as funding appears to be cheaper. However, our model emphasizes that low interest rates go hand-in-hand with more binding capital requirements implying underinvestment.

Alona Irmeja

PhD Student, Latvian University of Agriculture, Latvia

Self-employment as a Form of Business

When forming a new business, one of the most complicated decisions an entrepreneur stumbles upon is choosing the legal form of the business. This choice depends on a number of factors: the type of business, the number of founders, available resources etc. For that reason it is essential to study all forms of business, find out their advantages and disadvantages. Self-employment is a form of employment associable with person's greater freedom of choice as well as increased risk chance. Even though self-employment is usually considered a part of employment policy, in a diverse sense it can be regarded to as a first step towards forming a business. Ignoring an opinion of certain economists who claim that the future economy belongs only to large corporations and small businesses will become ineffective, the role of self-employment remains important. Along with the development of concerns and competitiveness in the global market, the role of self-employment increases in the context of sustained development.

Self-employment is common in all 27 European Union (ES27) member countries and envelops a number of employment sectors.

Self-employment is characteristic to conventional industries, for example, agriculture, forestry and fishery, retail business and crafts as well as construction industry. Among 27 EU member states the largest proportion of self-employed persons is found in tertiary sector * - wholesale trade, retail business, real estate deals, education, health. The number of self-employed persons in this sector is three times bigger than in primary (agriculture, forestry, and fishery) and secondary sector (manufacturing).

Whereas in Latvia the number of self-employed persons is the biggest in tertiary sector only since 2009, before 2009 the majority of self-employed persons registered in the primary employment sector. (A.Irmeja The Tendencies of self-employment in Latvia compared to the other European Union member states).

Research problem: Nowadays the topic of employment and unemployment has become rather urgent, for the reason that unemployment in the EU as well as in Latvia has become one of the most important political, social, and economical problems. For example in 2010 the level of unemployment in Latvia was 18.7 percent, but in Greece 12.6 percent (Eurostat data). After losing a job, the quickest way

to become financially independent is to choose self-employment as a form for one's business of selling own goods and services.

The aim of the research is to find out the role of self-employment among other forms of business. Tasks: 1) study the division of registered enterprises in forms of entrepreneurship; 2) perform comparison of legal forms (Ltd., plc, IC, etc.) and find out their advantages and disadvantages; 3) evaluate the registry order of each legal form; 4) draw conclusions and make proposals.

Odongo Kodongo

Lecturer, Jomo Kenyatta University of Agriculture and Technology,
Kenya

&

Ojah Kalu

Professor, University of the Witwatersrand, South Africa

**Foreign Exchange Rates and Stock Prices: Evidence
from Five African Markets**

We study the short- and long-run dynamic relationships between currency markets and stock markets in five major African countries, for the period between January 1997 and May 2011. Our bivariate cointegration tests indicate no long-run relationship between the two markets in all the countries. However, in multivariate tests, we find that the world equity market (represented by the US stock market), provides information that drives both foreign exchange and stock markets of African countries; thus, causing a strong long-run relationship between these two markets. Furthermore, multivariate Granger-causality tests show that causality between the two markets is country-dependent. Interestingly, neither the “flow” channel nor the “stock” channel relationship between exchange rates and stock prices is supported by our results. Parameter stability tests show that the parameters are stable over time.

Peter Koveos

Professor, Whitman School of Management, Syracuse University, USA
&

Li Shen

Assistant Professor, University of Shanghai for Science and Technology,
China

Outward Direct Investment: Its Impact on the economy: the case of China

Outward Foreign Direct Investment (OFDI) from emerging and transitional countries, such as China, has been growing significantly in recent years. The purpose of this study is to examine the behavior of Chinese OFDI and its relationship to selected elements of the country's economy, such as its entrepreneurial culture and entrepreneurial activity. We first analyze the evolution and characteristics of Chinese OFDI, pointing to its determinants as noted in the literature. The hypothesis tested is that OFDI affects entrepreneurial activity. Preliminary results show that OFDI indeed promotes total entrepreneurial activity and self-employment. The relationship between OFDI and self-employment is mediated by the multinational companies' asset-seeking activities in OFDI, such as overseas R&D, and by economic activity at home, as represented by GDP per capita. Finally, the implications of the results for researchers and policymakers are drawn.

Nonna Kushnirovich

Lecturer, Ruppin Academic Center, Israel

Financial Market Behavior of Immigrants: Asset Allocation and Risk of Portfolio

The purpose of this study was to investigate the financial market behavior of immigrants, comparing them with native-born investors. The study examined the asset allocation and risk of their portfolios.

Immigrants are typically considered a self-selected group of individuals who are willing to undertake risks in order to maximize their lifetime earnings. However, many studies reveal that immigrants in the host countries are more risk averse than native population. This study contributes to existing knowledge on the immigrants' wealth assimilation and general integration in the host country by studying how they adapt to financial markets. The study defined the modes of financial behavior according to the asset allocation of portfolio, its risk and reward.

The data for this study were collected in 2010 in Israel by means of a comprehensive questionnaire. The study revealed that immigrants were less likely to own a wide range of financial assets and the risk of immigrant's portfolio was lower than that of native investor. The results of the study suggest that human capital characteristics explained the mode of investor's behavior in terms of portfolio's asset allocation and risk. Immigrants were more likely to hold cash and were less likely to hold stocks than native born investors. The study found that financial awareness was the salient factor that explained the mode of investor's behavior.

Lianghai Lei

Professor, University of Shanghai for Science and Technology, China,

Fengyu Wu

Professor, University of Shanghai for Science and Technology, China

&

Shan Huang

Executive Dean, University of Shanghai for Science and Technology,
China

The Effect Analysis on External Shocks in Chinese Macroeconomic Fluctuations

Since 2008, the US subprime mortgage crisis and the ensuing Europe's debt crisis caused a severe global recession. Influenced by the external shocks and the cyclical adjustment of the domestic economy, Chinese economy made a deep call-back and experienced a large-scope fluctuation. This paper analyzes the dynamic impact of fluctuations in some external factors, which include international crude oil price, world food price, world interest rates, exchange rate and foreign demand on Chinese products, on the domestic economy by an SVAR model and impulse response analysis. The empirical result indicates that the external shocks are important sources of macroeconomic fluctuations in China. Chinese economic growth can keep its trend and direction in spite of world oil pricerising. World food price, international crude oil price and world interest rate are the main factors of domestic inflation. At the same time, the effects of the RMB appreciation bringing down the inflation of China will appear after a relatively long time. In addition, the decline of foreign demand is not terrible as imagining. And the government can stimulate Chinese economic growth by increasing domestic consumption and investment.

Kian-Guan Lim

Professor, Singapore Management University, Singapore

Variations in Credit Spread Term Structures

This paper examines the slope and structure of credit spread curves across different ratings. We initially bootstrap a separate risky spot curve for each firm in the sample and then provide a parsimonious method to determine the shapes of the various credit spread curves. This procedure is more scientific and efficient than the visual observation employed traditionally. We find that credit spread curves of the various-graded bonds are much more variant and do not necessarily follow the few patterns prescribed by existing research. However, we can still see clearly that they are downward sloping when bonds are close to default.

Alina Maydybura

Ph.D. Student, University of Wollongong, Australia

The Determinants of Value Investing in the Asia-Pacific Markets: A Multi-Dimensional Perspective

The popularity of value techniques owes a great deal to prior studies which have numerously documented the long-run excess returns generated by value investing. The paper examines the performance of quantitative value investing strategies as indicators of value across a large universe of Asian and Australian stocks. In particular, this study examines corporate performance based on the underlying fundamental characteristics in the context of individual sectors and markets. The purpose of this article is to investigate some of the fundamental value factors that have influenced stock returns in the Pan-Asian region consisting of six markets across six GICS sectors, using historical data. Effectively, the study presents the top-down analysis of six markets (Australia, Hong Kong, Japan, South Korea, Taiwan and India) across six sectors (Materials, Industrials, Consumer Discretionary, Consumer Staples, Financials and IT). The sectors considered in the paper are categorised based on the GICS (Global Industry Classification Standard) industry taxonomy developed by MSCI and Standard & Poor's. The underlying hypothesis of the paper is that investors tend to buy companies with particular financial characteristics, where these characteristics are fundamental accounting factors, such as Book Value Yield, Earnings Yield, Cashflow Yield, Dividend Yield, Sales Yield and the EBITDA/EV ratio. Research shows that using a single metric as an indicator of value across all sectors and markets is an approach that no longer produces superior returns for quantitative investors as different sectors and markets are explained by different value metrics. Alternatively, this paper argues that stock selection model can be improved by applying different fundamental value metrics to the valuation of individual sectors and markets.

The focus of the paper is on the value investment style as it is believed to be the most well-known approach to quantitative investing. The ultimate aim of the paper is to build a predictive model that attempts to explain which fundamental value factors act as strong indicators of value in each sector and whether the relationship holds within markets. This study presents a different perspective on value investing by combining it with corporate financials in order to gauge market versus sector commonality. The resultant signal is a robust and dynamic model that indicates which markets and sectors appear increasingly attractive to a broad set of modern investors. With the

focus of the paper being on quantitative data analysis techniques, the study investigates the field of security analysis where the emphasis is on the quantifiable aspects of the stock screening process, while attempting to minimise the importance of the more qualitative indicators of corporate performance. Accordingly, a combination of empirical studies and statistical analysis tools are implemented as the principal methodologies for conducting this research.

David Morelli

Lecturer, University of Kent, UK

Are the US and European Capital Markets Integrated?

Market integration has always been of great interest in the finance world. Investors are always seeking to achieve the highest return per unit of risk, and given the open access to many of the global capital markets, the possibility to reduce risk by investing internationally is limited only by the extent of integration between these markets. The integration of capital markets has huge implications to global investors looking to invest in foreign markets in order to benefit from international diversification. From the point of view of a US investor, exposure to national systematic risk within the US can be reduced through international diversification by investing in capital markets outside the US. European markets have always been an avenue of investment to US investors and fund managers, given that they represent some of the largest economies in the world and are viewed upon as well established efficient markets. Such markets allow investors to take advantage of the benefits brought about through international diversification. Over the last twenty years there has been an increase in economic integration through both trade and movement of funds, which itself impacts on capital market integration.

This paper examines integration between the capital markets of the US and four of the largest European economies namely, France, Germany, Italy and the UK. Integration is tested under a joint hypothesis of a US-European country multifactor asset pricing model. Maximum likelihood factor analysis is used to extract common factors from US and European capital markets to explain the correlation between the securities within these markets. The results show strong correlations between the US and all four European markets. Common risk factors are found to be priced between the US and all four European markets with the strongest between the US and UK, implying the existence of integration, however the hypothesis of full market integration does not hold.

Florian Niederstaetter
Researcher, University of Tuebingen, Germany

Yet another Factor Model

In order to model collateralized debt obligation contracts, factor models based on a Gaussian distribution have been widely-used before the market meltdown that started in 2007. Even though this particular distributional assumption is not suitable for the present pricing problem, factor models – due to their tractability – are nevertheless a convenient way of introducing dependency within a portfolio of credit derivatives. Consequently, this paper intends to add value to the credit risk discussion in a twofold way. First, the body of literature researching the impact of replacing the Gaussian by more flexible density functions is developed further. In the process, a special focus is set on generalized tempered stable and generalized hyperbolic distributions. We broaden the perspective by deviating from the usual approach of using identical distributions within the factor model setup. Instead, subclasses of the above mentioned distributions are mixed in order to combine different characteristics. As a result, the factor copula models are much more flexible with regard to the feasible shape of the portfolio loss distribution. Second, a calibration study is conducted that sheds light on the question where the limits of the factor models presented in this paper are. In order to not only rely on one point in time, we use tranche quotes based on the iTraxx Europe from 2007 to 2011. The paper, therefore, not only enlarges the set of model specifications but, due to a consistent implementation and dataset, it also allows for a comparison of model behavior over time. Since the Gaussian factor model is not a relevant benchmark, we also compare the fit to other approaches such as random recovery and random factor loading models.

Xin Qian

Ph.D. Student, University of Birmingham, UK

Why Firms in the UK Issue Equity

I started with a more detailed and wide-ranged literature review on this topic, I checked reasons that may affect the equity issues as suggested in the previous studies, most of the studies on equity issues use the US data, seldom in the UK, so far two studies I've found for the reasons for the equity issues in the UK (one study in 1982, another for G-7 countries including the UK), and one study for the reasons for debt issues in the UK. Differently, I use the most recent UK FTSE dataset between 1998 and 2005, and include more equity issues timing variables as compared to the two studies that I have found previously. Specifically, I use four main hypotheses with respect of the effects of equity market condition, equity market valuation, costs of adverse cost of information asymmetry and firm investment (capital expenditures & research and development expenses) on the firms' equity issues. I report different results and suggest that the attempts the firms try to time the equity market condition before equity issues are in light with a combination of pecking order theory (the UK managers prefer debt over equity when the information asymmetry is low, and they issue equity when the information asymmetry is high, in other words, equity are only issued as a last resort) and trade-off theory (managers tend to issue debts when the firms are below their target leverages before the issues, on the contrary, they tend to issue equity when the firms are above their target leverages.) In addition, I find the pre-issue r&d significantly affect the equity issues of firms, as when the ratio of research and development costs is high, which also means that high in investment opportunities to be used to generate greater future economic benefits, the firms prefer to use equity as opposed to debt to finance their growth options. I also find the pre-issue firm-specific variables, such as firm size, profitability, assets tangibility and debt ratios are significantly related to the firms' decision on whether to issue equity or debt.

Athanase Plastiras

Professor, Groupe Escem, France

Are Credit Ratings Trustworthy? An Empirical Study on the Dependence of Corporate Defaults to Market Risk within Investment Grade and Speculative Grade Range

The use of credit ratings has been advocated by regulators in the US as well as in Europe. The creation of “Nationally Recognized Statistical Rating Organizations” statute strengthened the appearance of the triopoly of Moody’s, Standard & Poor’s and Fitch thus creating a de jure dominant position in the markets.

The Basel Accords forced many investors to rely on those three agencies throughout the rules on net capital requirements and the “External Credit Assessment Institutions” statute to be nationally implemented.

We discuss in this paper the gap between what credit ratings are i.e. subjective credit opinions, and how regulators use them as an accurate assessment of a probability of default of an issuer. We bring evidence that despite all the shortcomings credit ratings encounter, they still exhibit high performances in ranking the creditworthiness of corporate issuers.

If we test empirical corporate defaults against market risk, it appears that speculative grade corporate defaults are 1.5 to 25.9 times more dependent upon the market than investment grade corporate defaults.

Otherwise, the strong correlation existing between defaults of speculative grade companies and market indices proves that even if credit fundamentals are correctly rated, companies will always stay exposed to market and systematic risk.

Gokhan Sokmen

Lecturer, Çağ University, Turkey

Effects of Working Capital Management on Firm's Performance: Evidence from Turkey

The working capital management has an important role for the firm's success or failure because of its' effect on firm's performance and also liquidity. This study is based on secondary data collected from firms listed in Istanbul Stock Exchange Market for the period 2005-2010. This study attempts to investigate the relationship between working capital management components and performance of the firms by using dynamic quantile regression model. Besides, the firm size and leverage are also variables that affect the firm's performance. Cash conversion cycle is used as measure of working capital management. Gross profit and Tobin Q are used as indicators of firm performance.

Fengyu Wu

Professor, University of Shanghai for Science and Technology, China
&

Lianghai Lei

Ph.D. Student, University of Shanghai for Science and Technology,
China

The Analysis on the Challenges of International M&A to Chinese Firms

According to 'World Investment Report 2011' by UNCTAD, the pure amount of China's FDI to overseas was 68.81 billion US dollar by 2010. This figure is rank at the top fifth of the world and occupied 5.2% of the outflow FDI in worldwide. The growth rate of outflow FDI of China was 21.7% in last year, it has increased continually in last nine years. The most fast growth regions of this investment are in EU and South East Asia.

Among this outflow FDI, over 40% was invested by the way of international merge and acquisition. The most popular industry sectors of this investment were selected in worldwide by Chinese firms were mining, manufacturing, power stations and supply chains, an official report by Commerce Ministry of China also announced.

Chinese firms are facing many big challenges to the situation of this fast outflow FDI growth due to the shortage of the knowledge to the rules of international financial market and the incomplete management experiences in managing multinational enterprises. The case was not a few to be heard that the management failure and the investment loss from Chinese firms after the international M&A because of the confused positioning strategy in international business, the non realistic investment and financing portfolios in financial market and the imperfect handling the complicated political issues in global environment.

The paper will identify and analysis those most important issues about the challenges though the comparative analysis method for Chinese firms. The issues will be covered in the areas such as managing the balance among building the core competitive advantage and acquiring the strategic resources during firm's international expanding; the importance to Chinese state owned firms to understanding the rules of international financial market in the M&A; the key management issues to run a multicultural international firm in a host country successfully.

Pierre Yourougou
Associate Professor, Syracuse University, USA

FDI and Financial Market Development in Africa

Emre Akcagunduz
Researcher, Trakya University, Turkey

A Study on the Problems in the Operation of the Bureaucratic Structure in Turkish Public Administration and how to Overcome these

The need for reform in public administration is an up-to-date issue both in Turkey and in the world. Many countries perform various studies in order to make their public administration structure efficient. In the Progress Reports that are prepared in the process of Turkey's accession to the European Union (EU), many reforms are envisioned in the area of public administration. Current data obtained from the reform studies have revealed that the most significant problems are the ones seen in the operation of bureaucratic structure. These problems cause several tensions in the relationship between the state and citizens. Main problems that public authorities should overcome in the first place can be listed as nepotism in Turkish bureaucracy, slow functioning of things and evasion of responsibility.

Many answers were formulated for solving these problems. Countries that experienced Turkey's current problems before have been closely examined. It has been seen that institutions such as ombudsman had a significant role in the overcoming of these problems. It has also been seen that e-state practices would be helpful. Ombudsman and e-state practices are expected to reduce bureaucratic mechanisms. Moreover, employing of competent, qualified personnel as referred in Weber's typology of ideal bureaucracy may be helpful in the operation of bureaucratic mechanisms in Turkey effectively. It has been argued that Turkish bureaucracy should be reorganized in accordance with the idea of governance which emphasizes the principles of transparency, accountability, participation, freedom, neutrality and the rule of law. As such, citizens' being informed of bureaucratic processes will be ensured and problems in the operation of bureaucratic mechanisms will be prevented.

Firstly, a definition of the concept of bureaucracy will be made and its characteristics will be listed. Secondly, criticisms against the concept of bureaucracy and the problems of the bureaucratic system in Turkish Public Administration will be mentioned. Finally, in what ways Turkey tries to overcome the problems resulted from the bureaucratic structure will be mentioned and several suggestions will be made.

Mohammad Sadegh Allahyari

Faculty Member, Islamic Azad University, Rasht Branch Iran,

Jaber Alavioon

Young researchers Club, Islamic Azad University, Rasht Branch , Iran
&

Hamidreza Alipour

Faculty Member, Islamic Azad University, Rasht Branch, Iran

**Socio-Cultural Characteristics of Rice E-Marketing
Users (Case Study: Rasht Country, Iran)**

The main purpose of this research was to study the socio-cultural index of rice electronic marketing users in Rasht County, Iran. This study used a survey design and was conducted with a random sample of 367 paddy farmers in Rasht Township, Iran. To identify the socio-cultural characteristics of rice e-marketing users, a self-designed questionnaire was developed to gather data. For determining the validity of the questionnaire, the face and content validities were used. Reliability for the instrument was estimated at 0.77. The "Kruskal-Wallis" and "U Mann-Whitney Test" have been used to identify the effective factors on e-marketing. The result revealed that almost 68% of farmers had high tendency to receptivity to electronic marketing and more than 70% of respondents chose rural ICT offices for rice e-marketing. Experience in using the internet services (sig = 0.00) and internet skill had significant effects on e-marketing acceptance. Finally, the result of this research presents a brokerage model. The nature of this model is (B2C) which means truck between business (ICT office) and customers. In this model, rural ICT offices have a role as buy/sell fulfillment.

Norm Bedford

Professor, St. Mary's College of California, USA

Developing Corporate Strategies to Successfully Conduct Business in an Uncertain Eurozone

Growth has slowed in the eurozone as a result of the debt crisis. During the last quarter of 2011 Italy and the Netherlands fell into a recession and Germany experienced negative growth for the first time since 2009. Spain's growth has diminished to one per-cent annually. This paper evaluates the risks and opportunities facing corporations conducting business in the eurozone during the next several years and develops business strategies for earning above average returns in this region. The paper acknowledges the uncertainties of needed reform in a few of the eurozone countries and whether the governments of these countries will gain public support for these reforms. Further, it recognizes the importance of issues not yet resolved such as the need by eurozone countries to contribute more money to a rescue fund and the additional resources required by the IMF to help stem the debt crisis.

Olivier Boiral

Professor, University of Laval, Canada

Sustainability Reporting and the Society of the Spectacle: A Counter-Account of Gri Reports Discourses and Images

The objective of this study was to examine the extent to which sustainability reporting can be viewed as a kind of simulacrum that tends to camouflage real sustainable development problems and project an idealized view of the firms' situation. This paper is based on an extensive content analysis and counter-accounting of 23 sustainability reports from firms in the energy and mining sectors which had received application levels of A or A+ from the Global Reporting Initiative (GRI). The 2,700 pages of information disclosed in the reports was structured around 92 GRI indicators and compared with 116 significant news events clearly calling into question the responsibility of these firms with regard to sustainable development. Moreover, 1258 pictures included in sustainability reports were categorized into recurring themes. The counter-accounting analysis showed that 90% of significant negative events were not reported contrary to the principles of balance, completeness and transparency of GRI reports. Moreover, the pictures included in these reports were clearly disconnected with the impacts of business activities. This study makes several important contributions to the debates concerning the transparency of sustainability reports and reveals the previously unexplored role of images in the emergence of several types of simulacra.

Ya Lan Chang

Ph.D Student, Chinese Cultural University, Taiwan,

Min-Ren Yan

Director, Chinese Culture University, Taiwan

&

H. Hsu-Yu

Director, Chinese Culture University, Taiwan

Effects of Individual Project Management Competency on Work Performance in Continuing Education & Training Institutes- An Empirical Study in Taiwan

In recent years, project management is not only an emerging academic research area, but also an important discipline in many industries and business practices. The need to apply project management skills in various industries is getting higher and higher, especially in the modern competitive market. Once an organization's business functions tend to be project-oriented practices such as the conventional cases in IT and construction industries, project management disciplines would be one of the important solutions to improving business performance. Due to the popularity of academic education in Taiwan, it has opened a new market in life-long learning and job-skill training and a number of training institutes also start to apply project management concept in their curriculum developments and execution. Therefore, it is worth discussing if strengthening the skills of project management to personnel can really better the work performance. Until now, the analysis on the performance is still limited in the industries of architecture, construction, and software-developing. We hope the result of this study can improve the practical business knowledge in education & training industry.

This study is designed to examine the relationship between personnel' project management competency and their work performance in continuing education & training institutes. Through questionnaires survey and statistical analysis, we examine the effective level among 9 project management knowledge areas. Correlation analysis and multi-variate regression models are applied to identifying the critical project management knowledge areas for improving individual work performance. In addition, the effects of organizational types were analyzed.

The research results suggest three major points. First, even with different attributions, there is a significant relationship between individual project management competency and work performance. Second, in different types of institutes, the more tendencies towards a project-oriented organization, the more impacts we have between project management competency and work performance. Third, cost management and scope management have more impact on work performance in the relatively project-oriented leading institute in Taiwan, while risk management has more impact on work performance in general institutes.

Mikhail Christyakov

Ph.D. Student, Higher School of Economics, Russia

Transnational Automakers in Russia and their Success Factors

The Russian market of cars grows with very high rates since 2002: for example in 2007 the market has grown by 35,7 % at cost and by 27 % on volume. Even in 2008 on a background of an economic crisis the growth was of 13,5 % at cost and 7,1 % on volume. (Datamonitor, 2007, 2008). Such rates of growth have let the Russian market to take the 2nd place in Europe in 2008 after Germany on sales of cars.

In the same time some foreign companies more successful here while other ones not. So there is a question why one or another company reaches greater success under intense competition. Does entry mode have substantial importance for success. So the objective of the paper is to allocate key factors of success and understand if an entry mode is one of these key factors.

As a theoretical basis of the work the direct foreign investment and internationalization approaches were chosen. The special consideration has been given to eclectic paradigm of Dunning [Dunning, 1981] that tries to generalize various theories and offers a framework about the reasons and ways of an entry to the market. The paper of Mintzberg and Waters [Mintzberg H., J.A. Waters (1982)] was used from methodological point of view (in tracking strategies of companies in more than 10-year perspective)

The framework proposed by Dunning was used. In accordance with this framework company's activity on global market goes as follows. If some particular firm has benefits from ownership (trade marks, new technologies, patents etc.) but can't defend them then it starts to license. If a company benefits from ownership but also has internalization advantages (that refer to company's ability to control and defend its own competitive advantages but not to share these benefits with competitors) it decides to export goods. If a company also has benefits from localization (resources, low labour costs, special tax and custom benefits etc.) then it starts production activities abroad, and thus launches FDI.

The qualitative method, case-study, was chosen for conducting of this research. Consideration of activity of the companies on the Russian market was made for the period from 1996 to 2009. 4 foreign companies of Top10 on the Russian market have been chosen for the case-study. They are Ford, Renault, Toyota, Hyundai. Both documentary data and

interrogation of experts (dealers and professionals of the automobile industry) were used in searching of success factors.

Mounime Elkabbouri

Professor, Hassan 1er University, Morocco,

Rachid Wahabi

Professor, Hassan 1er University, Morocco

&

Hassan Bassidi

Ph.D. Student, Professor, Hassan 1er University, Morocco

A Contribution to Identification of Resources as a Value Creation Driver of a Company

The increasing complexities of the political, economic and social environments and the growing scarcity of resources have prompted managers, professionals and academics to review their strategic practice. This practice review includes objectives formulation, resource allocation as well as the evaluation process.

The realized performances by several companies, governments and institutions with the use of limited resources, have challenged traditional western approaches of the strategy. Indeed, possession of an abundant pool of resources does not systematically lead to a dominant position within a market.

The Resource Based View (RBV) provides a suitable framework for assessing internal capabilities available to the company. This approach provides an interesting novelty by assuming that companies operating in the same industry may be heterogeneous in terms of resources they control.

Identification and study of key resources of the company and the various interactions that govern them can trace the process inherent in the creation of value. The role of resources in terms of value creation is extensively recognizable. Resources are a distinctive feature that differentiates companies. However, to insure an optimal exploitation of these resources through a process of turning them into capabilities and competencies is the most complicated task. The organizational architecture of the different resources is a crucial contribution because it provides a framework for an effective use of various resources available to the company.

The purpose of our research is to make a contribution to answering a difficult question: What are the resource drivers which can be used by a company to create value in long time horizon?

In fact, we try to use case study method to assess and analyze the impact of a company's strategic resources in creating value.

Jiachen Hou

Teaching Fellow, University of Strathclyde, UK

Using ANP for ERP Consultancy Selection in China

Enterprise Resource Planning (ERP) has been addressed as one of the most powerful enterprise-wide business solution. Implementing advanced information systems, such as ERP, has become essential for Chinese enterprises to achieve competitive advantage. However, most organisations in China are lack of efficient knowledge on both information system and business process reengineering, and they show their proclivities toward to use the ERP system to automate the existing processes rather than customise the processes to fit the new system. Therefore, it is important to find a right consultancy company to help Chinese enterprises implementing ERP. Traditionally, potential consultancy companies are evaluated on several criteria such as fees, experiences, technical capability, service, etc. A simple rating method was used by many organisations when evaluating potential consultancy companies. One of the major obstacles is that the simple rating method did not address the interactions between evaluation criteria as well as influence one criterion to others. Hiring an ERP consultant is an expensive decision, so it is important to use more appropriate technique for consultancy selection.

Analytic Network Process (ANP) is used for ERP consultancy selection in this research. ANP possess a number of benefits over other methods, such as providing a realistic description of the problem, structuring the decision-making process, incorporating both quantitative and qualitative factors, expressing the relative important factors, allowing the decision makers to focus on each small part of the problem, analysing alternatives, etc. By using ANP approach, the consultancy selection model is described by clusters and elements, and by the connection between them.

This ERP consultancy selection approach focuses on the general consultant selection issues incorporating particular concerns for Chinese enterprises, which provides a robust decision making method to select and evaluate potential consultancy companies.

Ahmet Can Kutlu

Researcher, Istanbul Technical University, Turkey

A Risk Management Decision Model for Energy Service Companies by Using Real Options

Energy efficiency improvement is an important objective of energy policy and strategy in all developed countries. Energy service companies (ESCOs) are usually described as important change agents that can restrain energy demand and attenuate climate change by increasing efficiency. They are the firms that deliver energy services and/or other energy efficiency improvement measures in a user's facility or premises, with a certain degree of financial risk. Payment for the services delivered is based on the achievement of energy efficiency improvements defined by an agreed performance criteria. As a result by the concept of performance-based contracting, ESCOs are primarily differ from consulting engineering firms specializing in identifying and offering efficiency improvements, which are typically paid for their advice and undertake no risk that their recommendations will yield results. Therefore when an ESCO undertakes the contract, it goes under both financial and performance risks. The energy price volatility lies in the center of the risk and traditional capital budgeting techniques like net present value (NPV) analysis may not cope with the complex, dynamic and uncertain nature of energy markets. The study introduces a real option decision model for energy service companies to enter an energy service contract considering the risks under uncertainty and dynamism. An illustrative case study that employs energy price fluctuations in Turkey demonstrates the applicability of the proposed model. A sensitivity analysis is also realized by examining the effect of volatility of the energy prices in the market.

Wen-Yun Li

Ph.D. Student, Chinese Culture University, Taiwan,

Min-Ren Yan

Director, Chinese Culture University, Taiwan

&

H. Hsu-Yu

Director, Chinese Culture University, Taiwan

A Strategic Thinking and Systems Analysis of Socially Responsible Business Models in the Telecommunications Industry

The dramatic changes of global climate, industrial and technological innovations, and social needs have launched a review on the solely profit-oriented business practices and their side effects on the global society and economic systems. Corporate social responsibility (CSR) has become one of the emerging topics among the areas of business, management, and social science. Conventional business models have long focused on the developments to fulfill the economic needs. However, recent studies including Professor Michael Porter' strategic thinking from Harvard Business School have consistently suggested that societal needs can define the modern markets and social harms can create internal costs for firms. For corporate and organizations, socially responsible business models are very demanding for enhancing their sustainable competitive advantages and can be rapidly spread over many industries highly associated with the society such as the telecommunications industry. Telecommunications systems can be considered as a core in this world's operations. Complex networks, telephones, mobile phones and internet-linked PCs are bundled together to serve nearly all of us. Over the past decade, rapid deregulation and innovation have made the telecommunications industry to deeper association with the society. In many countries around the world, even government monopolies are now privatized and they face a relatively open competition. Strategic thinking and innovative business models are indeed required for better practices.

In this paper, we propose a strategic thinking and comprehensive systems analysis of socially responsible business models in the telecommunications industry. System dynamics, the remarked research methodology and management science proposed by Sloan Management School of Massachusetts Institute of Technology (MIT), is administered in this paper to present the causal loops analysis of three different business paradigms: (1)the conventional business models, (2)CSR

anchored business models, and (3) the socially responsible business models with shared values. The system dynamics modeling can improve our understanding on the features of socially responsible business models in the telecommunications industry and, most importantly, the strategies for business improvements and the challenges to be cautious with future business and market competition.

Yin-Hsia Lou

Ph.D. Student, Chinese Culture University, Taiwan

Min-Ren Yan

Director, Chinese Culture University, Taiwan

&

C. Pin-Ju

Director, Chinese Culture University, Taiwan

An Evaluation of Critical Project Management Disciplines for Improving Healthcare & Medical Services-The Perspective from Hospital Personnel

Healthcare and medical services play a vital role in the global new economy and social welfare systems. Many healthcare and medical organizations are growing rapidly and the services provided are becoming more project-oriented. Medical projects and administrative projects, such as purchasing and installing new equipment, launching new community medical and healthcare services, procedures and practices associated with internal and external communications, and coordination of internships with universities and other hospitals, were frequently observed in modern healthcare and medical industry. Similar with the tasks in project intensive industries such as IT and product developments, the need to apply project management skills in healthcare and medical organizations is getting higher and higher, especially in large hospitals and medical centers with sizable personnel, work procedures, and management functions. Previous studies have proposed that the support of medical staff would be one of the most critical success factors for implementing modern project management in hospitals and healthcare organizations. Therefore, it is worth to further investigate if there are critical project management disciplines for strengthening the abilities of medical staff in hospitals and healthcare organizations.

From the perspective of hospital personnel, this study is designed to evaluate the impacts of project management disciplines on improving the personnel's work performance as well as the quality of their healthcare & medical services. Through questionnaires survey and statistical analysis, nine major project management knowledge areas and their effective level are individually analyzed by examining each relationship between personnel' project management competency and their work performance. Correlation analysis and multi-variate regression models are applied to identifying the critical project management knowledge areas for improving individual work

performance. In addition, different features of the personnel's tasks were considered to distinguish if there are different needs for project management disciplines. The research results provide a managerial and institutional guideline for hospital & medical centers. The personnel's administrative capability as well as work performance can consequently be improved by specific educational and training programs of project management skills.

Nicholas Mangos
Lecturer, Flinders University, Australia
&
Giao Reynolds
Ph.D. Student, Flinders University, Australia

Environmental Strategy and Economic Performance: Case Study Australian Firms

This study investigates the relationship between Environmental Strategy (ES) and Economic Performance (EP) using an established model developed by Claver, Lopez, Molina and Juan (2007). A case study analysis is used and the following Australian firms are selected for empirical testing: Bluescope Steel Limited (Bluescope Steel), CSR Limited (CSR), National Australia Bank Limited (NAB), Rio Tinto Limited (Rio Tinto), and Telstra Corporation Limited (Telstra) in investigating whether there is a relationship between ES and EP. Content analysis research method was used to determine the extent of environmental strategy used by each firm included in the study. Identification of financial ratios was used to determine the economic performance of each firm in the study.

This sample of five companies and their industry classifications represent the scope and limitation of the current study. For each company, Environmental Strategy data will be identified from three sources, namely environmental categories, environmental strategy components, and environmental programs available in corporate disclosures. Economic Performance measures used in the study were Return on Assets (ROA), Return on Equity (ROE) and Return on Sales (ROS).

There is a debate regarding the relationship between environmental strategy and economic performance and whether there is a trade off between the environmental and economic issues facing a firm. Is it a case of market mechanism versus environmental responsibility (Alexander, 2007)? The question is whether consideration of environmental issues and economic performance can effectively co-exist (Claver, et. al., 2007; Wagner, 2005). The current paper provides an insight into a case of environmental strategy of a firm having a positive effect on the profitability. The conclusions of the results of past empirical research have been mixed, as some have obtained a positive relationship whilst others have shown a negative relationship between the variables of environmental activities and economic performance. In the current study emphasis is placed on the particular link of environmental strategy and economic performance from the model

development by Claver et. al. (2007) to assist in the investigation of the relationship between environmental strategy and economic performance.

Mira Maulsharif

Associate Professor, Al-Farabi Kazakh National University,
Kazakhstan,

Sholpan Jamanbalayeva

Professor, Al-Farabi Kazakh National University, Kazakhstan
&

Gulmira Abdiraymova

Professor, Al-Farabi Kazakh National University, Kazakhstan

The Features of Reforms in Educational System in Kazakhstan

Purpose – This paper analyzes particularities in reforming education system in the Republic of Kazakhstan, the country that now is significantly different from countries in Central Asia not only in its political and economical trends but also in its system of education. From the moment of attaining independence, every nation in Central Asia has started developing its own education model. Differences in reform programs were explained by differences in social discoveries and progress and in shifting toward market economy. Deep reform that happened in Kazakhstan society touched almost all its elements – legislation, administrative structures, financing, as well as the content of education, methods and forms of teaching, approaches in results assessment, adaptability of new study programs, manuals and textbooks.

Approach - Assesses effectiveness and consequences of ongoing reforms in education system in Kazakhstan. Highlights issues concerned with means for enhancing the quality of education as well as with the place of education in the system of value preferences of the population. Discusses the attitude to education in general and to its specific types, the transforming to openness and accessibility of education, and the satisfaction with level and quality of education.

Findings – this research shows the complexity and controversy in reforms in the context of modernization of national education systems that directed toward intensive rebuilding of economical and social organizational bases. Certainly, it can be concluded that in Kazakhstan quite modern education system, which plays a key role in integration and improving the social systems, is being built and purposefully reformed.

Raquel Perez Estabanez

Professor, University Complutense of Madrid, Spain

Has affected the crisis the Information and Communication Technologies (ICT) decisions of EU firms? A comparative study in 2003-2008 years

The aim of this study is to analyse if the international crisis has influenced the European firm's decisions on Information and Communication Technologies. The focus of the investigation is on ICT use of firms of the EU-29 Member States on 2003 and 2008 period, using statistical information on ICT data from the EUROSTAT. The results show on one hand, that the companies consider ICT as a key component of their strategy despite of the crisis or even though as an innovative factor to get competitive advantages. On the other hand the results show that e-commerce has been reduced in this period because of the crisis. Study limitations are mainly the lack of research on the impact of the crisis in the ICT which support this research. This paper provides new information for firms, Public Administrations and academics. The increasing interest in the subject can lead to additional research about the consequences of the crisis on European firms on a widespread sense.

Benjamin Silverstone

Ph.D. Student, Swansea Metropolitan University, UK

Towards A New Communication Framework for the Management of Email Selection and Usage - A Literature Review

This paper explores the underpinning concepts used to explain email usage. It generates new relationships between these concepts to generate a new communication theory. This theory is used to explain how email may be selected as a means of communication in given situations with a view to reducing waste generated by inappropriate use of this technology.

The theory of media richness is explored to place it in the context of a modern working environment. This enables new conclusions to be drawn on the importance of relationship as an essential criterion in selecting communication media. The link between this theory and organisational culture has also been explored for the first time to demonstrate how shared cultures can impact upon the appropriateness of different communication media.

The Transmission Model of communication is analysed to judge whether the physical phenomenon known as 'noise' can be considered as a conceptual construct which would permeate all communication thus linking with perceived richness and organisational culture in affecting communication choice.

Contingency based selection models are explored to determine the importance of all situational determinants when making a selection of communication media rather than attempting to apply a simplistic approach.

From this research, a number of criteria have been indentified from which a new contingency based approach has been developed. This differs significantly from that previously proposed in that it prioritises selection criteria to allow for an easy application by the user and that it provides alternatives to using email which are contingent upon application of the other criteria proposed in the model. The theoretical model provides a means by which waste may be reduced in organisations by reducing the number of emails and therefore the time wasted generating and dealing with them.

Zelimir Todorovic

Associate Professor, Indiana-Purdue University, USA

Rediscovering Entrepreneurship Education: A Conceptual Model Deduced From A Focus Group Of 180 University Students

Development of effective entrepreneurship education has been a continuous, although elusive goal for many institutions of higher education around the world! The question still needs to be posed: Can entrepreneurship be taught? There are some that believe that certain people are born with entrepreneurial traits (i.e. the “trait approach”), and that education is ineffective, unless individuals are “genetically preordained”. On the opposite side of the coin are those who argue that entrepreneurship is essentially just another form of leadership, and therefore can be taught and developed. In his paper, (Gibb, 1987) goes on to state that the entrepreneurial role is often culturally and experientially acquired. To better understand this question, present authors developed a conceptual model, deduced from a study of six focus groups of 30 students each. Students, who initially had to fill in a survey, were asked to reflect back on their educational experience during all four years.

We found that management and entrepreneurship students especially reflected dissatisfaction (and were the most involved in focus group discussions), leading to a development of a conceptual framework together with six propositions. We found that in most cases when entrepreneurship or marketing is taught; (1) theory needs to be presented, (2) covered in the abstract applied format, (3) followed by applied hands-on engagement and (4) finally new theory creation formatted for the given knowledge. Essentially, focus groups suggest that all four quadrants (i.e., Q1, Q2, Q3, and Q4) of the proposed framework need to be introduced as a part of entrepreneurship education.

Finally we observe that appropriate understanding of what it takes to teach entrepreneurship is also shaped by the geo-regional and cultural considerations of host regions, a further focus of future research towards a more complete understanding of this topic.

Busaya Vongchavalitkul

Assistant President, Vongchavalitkul University, Taiwan

Preparing Thai Private Universities for ASEAN Economic Community (AEC) in 2015

In this study, we examine the critical conditions and the process on private higher education in Thailand. The ASEAN Economic Community (AEC) in 2015 and the development of knowledge-based economy have been causing a dramatic change to the character of a higher education in Thailand. The major purpose is to reform and to reconstruct the higher private education in Thailand in order to make it more global competitive. If Thai private universities need to survive, obviously they should define an exact goal with clear responsibilities; share an internal support for determined goal and immune issues regarding the private universities to progress in their systems. In addition, the executives and managers team of Thai private universities for the ASEAN Economic Community (AEC) develop their universities by upgrading the existing staffs with a policy of granting scholarships for the ongoing academic study and retraining. Moreover, these ASEAN team should recruit a new, highly efficient staffs who are able to imply and are able to adapt a different working environment from what they have encountered earlier. Since a lot of time is required for implementing these organizational improvements, as the consequence, the President of each university is actively canvassing and researching new methods and ideas for advance development ideas.

Mehmet Alabay

Researcher, Abdullah Gül University Turkey

Mustafa Şeker,

Manager of Strategic Management & Planning Office, Abdullah Gul
University, Turkey,

Ümit Özdemir,

Kayseri Province Health Directorate, Turkey

&

Ali Bayram,

Erciyes University, Turkey

Perceived Factors Affecting Patient Satisfaction on Marketing of Health Services

In this study, while examining the marketing of health services in public sector, factors that affecting perceived patient satisfaction have been searched. That is why, a survey was made on 137 patients and their relatives in a child hospital that serves in Kayseri. Three main factors were defined that includes perception about the staff, the service offered and its place and, the perception of duration sufficiency. These main factors are; service offered places, service areas, service staff's eligibility and their behaviors perceived by the patients and their relatives, service offered and waiting duration. The reliability co-efficiency of our survey made with five-scale Likert was defined as 0,907(Cronbach Alpha). Making combination of product and service in health care service is more complicated than the other sectors was defined as a result of data acquired and analysis. It has been observed that, besides the difficulty of process making the marketing elements combination, importance of customer satisfaction for other sectors, it is important the patient satisfaction in health institutions, as well. This situation displays the necessity of paying attention to marketing management along with management functions by the hospital managers.

As a result, the factors of preferring the hospital again by patients are identified; primary service places hygiene, quality of the attitudes and behaviors of staff in order to meet the patient requests and demands, level of the doctors listening and understanding the patient, attitude quality of the staff working at prognosis units, physical conditions of the hospital like lightening and air-conditioning, parking services, the trust to nurses, services completion in the time promised, treatment the

patient along with the reliability of test and examination helping the prognosis.

Ahmed Al-Abdin

Ph.D. Student, University of Hull, UK

Arab Consumer's Attitudes towards International Marketing As a Result of the Ongoing Arab Spring

The following paper investigates Arab consumer's attitudes towards international marketing as a result of the Arab revolts. The revolts are believed to have sparked a wave of candidness amongst Arab consumers in a way that was not possible before. Egypt and Libya are used as the sampled countries in this research. A quantitative bibliometric approach was used to produce a systematic literature review and citation analysis. These two approaches were used to identify the most pertinent literature on marketing in the Middle East. Subsequently, by undertaking a systematic literature review and citation analysis reduced the level of researcher bias and allowed for the dissemination of concepts, which were used to compile the literature review. Since this is the first study to conceptualize what the Arab Spring means for international marketing and also the first to measure the Arab spring against the international marketing dome of knowledge, the study marks the beginning of a longitudinal study, which may be followed up by other authors and measured in other countries that have experienced the Arab uprisings. Thus, the research makes an empirical contribution, which begins with an incremental focus of developing emerging concepts, with the potential to becoming revelatory. Similarly, a grounded theory methodology is used, due to the fact that the Arab Spring is a new phenomena and there are no prior studies that have measured its impact on the international marketing arena. Furthermore, the justifications of using a grounded theory approach are apparent since the Arab Spring is ongoing, therefore the data has to be revisited back and forth as the rebellions in the Middle East continue. Semi-structured interviews are conducted with postgraduate students at universities in both Egypt and Libya and are also used with managers from MNC's and Local Arab firms (from a host of industry sectors) in the region. The study is of benefit to both academia, theory and practically useful for marketers, MNC internationalizing in the Middle East and also Local Arab Firms. Multinationals will be able to use the information to enhance their international marketing strategies in the region. Local Arab firms will be able to understand changes in Arab consumer behavior and comprehend the attraction for intra-regional trade across neighboring Arab states.

Moses Altsech

Marketing Department Chair, Edgewood College, USA

Back to Square One: How Patient Satisfaction Survey Flaws Bias Assessments of Health Care Quality

Although opinions on how to best enact much-needed health care reform vary, calls for change have focused almost exclusively on payment reform. Yet as we try to expand health care coverage and make it more affordable for all citizens, it becomes even more important to ensure high quality of care. One of the most common ways of assessing health care quality is through the use of patient satisfaction surveys. In this study, 62 patient satisfaction measures used by a variety of health care organizations across the United States were reviewed. A considerable majority of these measures was found to have fundamental survey design flaws that would affect one's ability to meaningfully interpret the results, and all but a handful of surveys included measures that could be modified to yield either more accurate or more detailed results. Managerial implications for health care organization decision-makers and other stakeholders are discussed, and meaningful solutions for improving patient satisfaction surveys are presented.

Paiboon Archarungroj

Lecturer, Srinakharinwirot University, Thailand,

Supada Sirikudta

Associate Professor, Srinakharinwirot University, Thailand

&

Varintra Sirisuthikul

Professor, Srinakharinwirot University, Thailand

**Guidelines for Integrating Sustainable Creative
Tourism toward Collaboration of ASEAN Economic
Community: A Case Study of Southern Coastal
Subcorridor from Thailand to Kingdom of
Cambodia and Socialist Republic of Vietnam**

The purpose of this research is to study the guidelines for integrating sustainable creative tourisms towards collaboration of ASEAN Economic Community (AEC) along the Southern Coastal Subcorridor from Thailand to Cambodia and Vietnam (R10 route). It was found that the strength of the route is authenticity.

From the interviews with the stakeholders, it was found that in term of hospitality and local tourism infrastructure, the hospitality of the locals is good, but tourism infrastructure is not sufficient and there is language barrier. In term of cultural tourism resources, there is authenticity of local lifestyle to explore. In term of unique and diversified local culture, it was found that the cultures are diversified but similar among 3 countries, so the culture uniqueness for each country is not clear. In term of creative industries, there are various tourism activities for tourists to participate and to experience local authenticity. In term of collaboration among public sectors, private sectors and community in promoting creative tourism, it was found that there is collaboration between public sectors and entrepreneurs, while local community must participate in environment protection to sustain tourism.

In the R10 route, tourism programs for Asian tourists must contain creative sustainable activities factor, while Western tourists want to have human interaction factor. Those factors significantly influence intention to travel along this route at 25.3% and 10.8% respectively.

R. Ayo-Oladejo

Graduate Researcher University of Witwatersrand, South Africa
&

Geoffrey Bick

Associate Professor, University of Witwatersrand, South Africa

The Impact of Mobile Number Portability on Customer Switching Behaviour in the South African Mobile Telecommunications Industry

Customer switching behaviour in the service industry is typically influenced by customer satisfaction and service quality, but changing service providers usually involves some switching costs. In mobile telecommunications, one of these costs is relational switching costs, whereby individuals have been reluctant to change providers as their cellular number is regarded part of their identity, thus creating a false sense of brand loyalty in the mobile telecommunications industry. The introduction of Mobile Number Portability (MNP) has enabled customers to switch providers but retain their number; this was first introduced in Singapore in 1997, in the UK in 1999, in the USA in 2004, and in South Africa in 2006. However, limited research has been conducted to determine the impact of MNP on switching behaviour. A prior study in the Korean mobile market identified four constructs that influence switching behaviour: customer loyalty, customer satisfaction, alternative attractiveness, and switching costs (Min and Wan, 2009).

The purpose of this research was to determine the factors that influence customer switching behaviour in the mobile telecommunications industry, and to assess the impact that the introduction of MNP has had on this switching behaviour. Data was collected firstly via 5 qualitative interviews, followed by an online survey for the quantitative phase. The latter generated 594 responses, out of which 182 had previously switched network providers; the results of this sample were analysed using common factor analysis.

The findings identified three significant criteria that determine customer switching behaviour: network service quality and availability; customer service experience; and Mobile Number Portability. The impact of MNP is thus confirmed to be an important factor in customer switching behaviour, and this was further reinforced by increased customer churn activity in the major network provider following the introduction of MNP.

The findings show some correlation to studies in other markets, with some local behavioural differences, but could be used to research the impact of MNP in other countries.

Christo Boshoff

Professor, University of Stellenbosch, South Africa

An Observational Study of Complaining Customers' Emotional Responses

Persistent poor service delivery is likely to have a serious impact on a service firm's performance and even its future survival prospects. The handling of customer complaints, commonly referred to as 'service recovery', is therefore a crucial managerial action to minimize the negative consequences of service failure. To be effective, however, service managers are faced with the problem of placing the right type of employees in organizational positions where service recovery will be optimized. Social identity theory and similarity-attraction theory predict that when complaining customers interact with a service provider for the first time, this person's physical features may influence how they respond to the firm's efforts to recover the situation.

Against this background the purpose of this study is to answer the question: does the physical appearance of service providers affect how complaining customers perceive an employee's efforts to recover a service failure situation? More specifically, the study will assess the impact that the physical features of providers in service recovery situations can have on consumers' emotional responses to service recovery efforts. Given that customer complaining is a stressful, emotion-laden situation, this study avoids the limitations of previous studies which used self-report approaches to measure consumers' emotional responses, during a service encounter by using a neuro-physiological approach. Neuro-physiological measurement avoids the bias (mainly social desirability bias) that may be present in subjects' responses to these sensitive issues. More importantly, this approach is able to track consumers' emotional responses throughout an entire service recovery interaction, as opposed to a once-off description of what a respondent or subject thought their emotional response was.

This study confirms the earlier findings of the presence of negative emotional responses in a service recovery situation, but finds only limited support for social identity theory and similarity-attraction theory in a service recovery situation.

Alan Charlesworth

Lecturer, University of Sunderland, UK

Facebook: Engagement or Just a One-Night Stand?

This research will focus on Small to Medium Enterprises' (SME) use of Facebook as part of a marketing strategy; specifically, the effort and commitment that businesses put into developing their Facebook community.

A variety of sources suggest that the use of Facebook by small businesses is high, with statistics suggesting that between 60% and 85% saying they had a Facebook presence. However, such research does not question whether that presence is a serious addition to their marketing or little more than filling in the necessary components to publish a Facebook page in their name.

Some research has already been completed on this subject, but in it 'engagement' is measured by the number of 'Likes' the business gathered. This is, I feel, flawed for a number of reasons, not least that:

- It is not necessarily a reflection of the commitment and resource the business puts into building the Facebook presence
- The size of a business and its market will dictate its Facebook followers
- The nature of the business might influence the scope for engagement

The research will not only consider the nature of engagement, eg

1. How many times per week a business makes a comment or adds to its Facebook presence ie 'update' the page
2. How long the business takes to respond to a comment and/or question
3. The nature of the posts ie conversational, informative or promotional

... but also the nature of the business and its market eg B2B/B2C, industry classification and the potential market.

A significant limitation to this research is that it can observe only overt evidence of engagement (ie additions to the Facebook page) and cannot assess time taken by the business in monitoring the page for comments and/or questions but without adding a visible contribution. Neither can the researcher comment on any return on this 'engagement' investment. However, this paper will be the first element of research that will aim to equate the value of commitment to a Facebook campaign when mapped against strategic outcomes.

Michael Chattalas
Assistant Professor, Kean University, USA

The Effects of Perceived Warmth and Collectivism on Sustainable Wine Evaluation: An Experimental Investigation

An ever-increasing number of producers employ a higher level of sustainability in their operations while communicating such strategy to their consumers as a potential source of competitive advantage. By applying the Stereotypes Content Model (Fiske et al., 2002), the primary focus of this study is to test the effects of different levels of a sustainable producer's perceived warmth (low/high) on consumer evaluations of its attractiveness. In addition, the moderating effect of respondents' collectivism (low/high) on such evaluations is explored.

This research engages sustainably-produced wine as the product of reference by experimentally manipulating its level of perceived warmth. Empirical support was found supporting the hypothesis that a higher level of perceived warmth effects higher consumer evaluations of a sustainable product's attractiveness. Furthermore, this effect was observed to be stronger for consumers with a higher level of collectivism.

The research and strategic implications of these findings are discussed.

Leila Damak

Lecturer, University of Bretagne Sud, France
&

Daniele Boudier-Paillet

Vice President, University of Nantes, France.

Cultural Marketing: Contributions of (Non) Public Studies and Issues of Trust. Results of an Empirical Test

Cultural marketing is increasingly mobilized by non-profit organizations involved in this sector, particularly those in the performing arts (Bud et al., 2010). Indeed, they face challenges in their environment because, while supply increases, demand changes little in both qualitative and quantitative terms. The artistic proposals fail to broaden the public, especially when they are part of traditional forms.

Faced with this failure of the democratization of culture, organizations evolve in a self-centered organizational logic to a logic of market orientation, while maintaining their artistic integrity (issues of marketing of the offer). Professionals are questioning the policy and operational responses in this context they can provide.

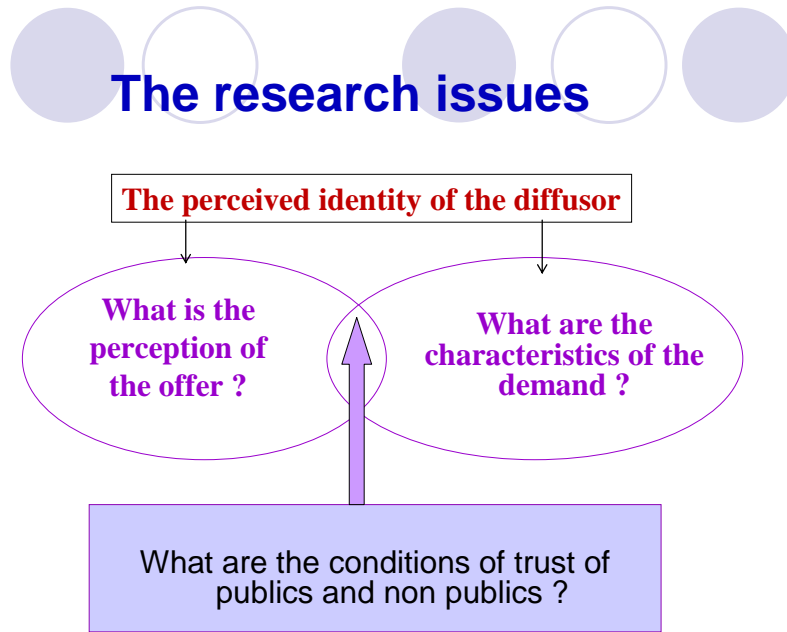
To define them, they need, early in the process of selecting adaptation variables, knowledge that are tools of decision support. They have to better understand the public and potential consumers they serve. This is especially to understand the process that generates trust between broadcasters and viewers of live shows, the fundamental concept of relationship marketing issues (Gratacap et Le Flanchec, 2011).

It appears indeed critical in driving interest and curiosity about the diffuser, but also to reduce the perceived risk associated with performing arts, and to create links in the long term (loyalty) (Boudier-Paillet & Damak, 2010). This is particularly important when the supply is unknown by the audience.

Following a review of the literature, the theoretical framework has established a set of assumptions. A research was conducted with a broadcaster of performing arts scheduling little known artists in the field of world music. This diffuser was chosen because programming riskier performing arts and observing a decrease in the number of spectators.

This empirical test has tested a methodology questioning not only public but also non-public. It had as main objective to assess the perception of supply and demand characteristics to understand the

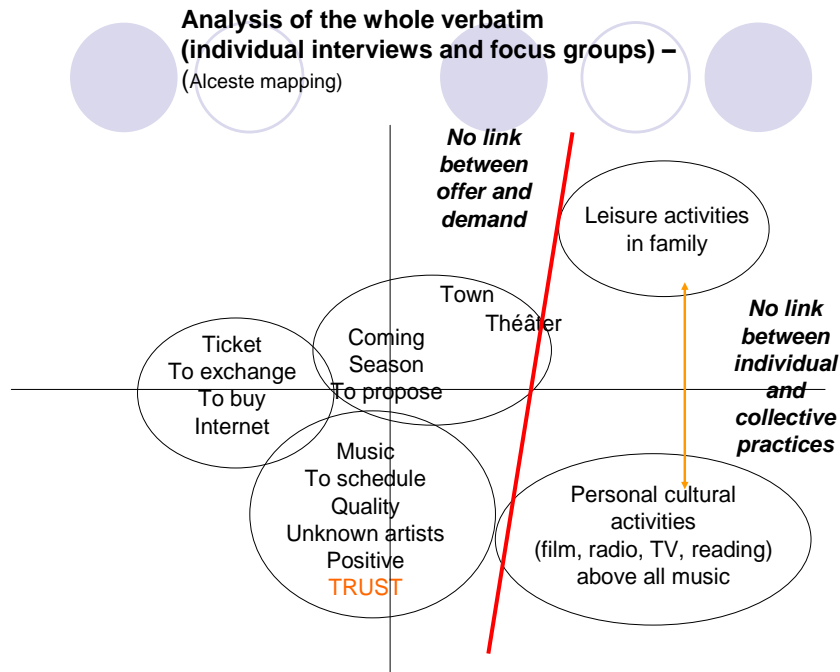
perceived identity of the broadcaster and thus, to identify the determinants of trust.



Data collection was done with the population who had access to the offer. We combined qualitative approach (31 semi-structured interviews, including 17 non-public, and 5 focus groups, including 3 from non-public) and quantitative tools (we collected 365 questionnaires of which 1 / 3 of respondents were non-public).

Data analysis was based on qualitative content analysis and textual analysis conducted with the software Alceste. The results show that trust is spontaneously mentioned as a key issue in the relationship with the broadcaster.

- A mapping analysis of the entire transcript shows that :
- There would be no connection between the collective and individual cultural activities (perceptual distance).
 - There would be no relationship between supply and institutional practices.
 - Trust is spontaneously associated to the broadcaster.



The results of quantitative analysis (CFA) allowed us to verify the validity of our hypothesis. They show in particular for public, that trust seems to be determined by individual factors, including the positive perception of risk associated with performing arts. Programming, the fact that a sensory experience is lived and friendly prescription seem to influence the feeling of trust in the broadcaster.

A discussion of the results is presented. The limitations and future directions of research conclude the article.

Laurence Dessart

Ph.D. Student, University of Glasgow, Scotland, UK,

Cleopatra Veloutsou

Senior Lecturer in Marketing, Department of Business and
Management, University of Glasgow, Scotland, U.K.

&

Anna Morgan-Thomas

Lecturer, University of Glasgow, Scotland, U.K.

Brand Communities and Anti-Brand Communities: Similarities, Differences and Implications for Practitioners

Contemporary scholarship shows an important shift in the treatment of branding. Moving away from the managerial focus on brand as a feature of augmented product, recent studies increasingly draw attention to brands as an entity that is incorporating the tangible and intangible characteristics of the offer and as a social glue affecting ways in which consumers relate to each other and to brands. This socially embedded view places significant emphasis on brand communities defined as “enduring, self selected group of consumers, sharing a system of values, standards and representations, who accept and recognize bonds of membership with each other and the brand” (Veloutsou and Moutinho, 2009). Brand-related communities allow consumers to gather and develop networks of social interactions based on the common love of a brand and what it represents. Importantly, much attention have been devoted to the positive impact of brand communities on brand equity and consumer loyalty (e.g. Muniz and O’Guinn, 2011; McAlexander, Schouten and Koenig, 2002; McAlexander, Kim and Roberts, 2003)

Recent developments in consumer culture challenge the positive implications of brand community for brand equity. Brand hegemony is increasingly rejected while anti-brand movements are gaining importance (Cromie and Ewing, 2009). Defined as groupings of consumer activists around the common aversion for a brand and what it represents (Hollenbeck and Zinhan, 2006; Krishnamurthy and Kucuk, 2009), anti-brand communities have become a growing concern for managers (Holt, 2002; Kozinets and Handelman, 2004; Cromie and Ewing, 2009; Lee, Motion and Conroy, 2009), attracting also academic attention (Hollenbeck and Zinkhan, 2006; Cova and White, 2010; Hollenbeck and Zinkhan, 2010). In this context, online platforms provide major outlets of consumer activism and expression of negative

sentiment by offering unique venues for consumer empowerment and co-creation (Fournier & Avery, 2011),

Although motivated by radically different sentiments, strong emotional relation to the brand lies at the heart of both brand and anti-brand communities. Yet, there is little consensus on what constitutes the essence of brand communities or anti-brand communities. The current paper addresses this gap. Building on the brand community theory and consumer activism theory, the aim of this paper is to understand the similarities and differences of brand and anti-brand communities. It is attempting to establish a conceptual agreement and a general definition of the two terms both separately and in relation to each other. A specific focus is placed on their online versions and how the Internet enables such community movements.

To achieve this aim, the paper is based on a literature review on brand communities, anti-brand communities and online communities. It provides an account of past research on the topic and a critical evaluation of the definitions developed so far, using a content analysis approach. By developing an understanding of the essence and characteristics defining brand-related communities, it attempts to clarify the concepts and their guiding principles and contribute to current research in the field of branding. Based on this knowledge, this paper provides guidelines for managers on how to best take advantage of these tools and incorporate them efficiently in their branding efforts.

Hakan Dilek

Lecturer, Turkish Military Academy, Turkey,

Ömer Turunç

Instructor, Turkish Military Academy, Turkey,

Abdullah Çalışkan

Instructor, Turkish Military Academy, Turkey

&

İrfan Akkoç

Instructor, Turkish Military Academy, Turkey

The Moderating Role of Self Efficacy on the Relationship between Organizational Culture and Entrepreneurial Behaviors

The fast and unavoidable changes in business and technological life are critical problems for the managers to face. Modern organizations are under competitive pressures and forced adapt themselves to come up with innovations. An organization must adapt itself with the technology, science, changes and new management styles for surviving and organizational sustainability. Innovations and entrepreneurial behaviors of the managers are the main tools of organizations for adapting and surviving as well. In this study we discuss the organizational culture, entrepreneurial behaviors and the effect of self efficacy as a moderator factor.

The aim of our research is to explore the effect of out-oriented organizational culture -development culture and rational culture on entrepreneurial behavior and the role of self efficacy as a moderator. The population of the research is comprised of the employees of small scale defense industry enterprises and the workers of the outsourcing companies working for defense industry. In the research context, the role of high and low level of self efficacy of defense sector employees' expected attitude is tried to be explained. Additionally the effect of the high self efficacy over tending to second job in the informal economy is discussed.

The results of the research demonstrate that out-oriented organizational culture -development culture and rational culture increase the entrepreneurial behavior of the employees. In addition, the results prove that the self efficacy has a moderator effect on both the development culture and the rational culture as well. But this moderating role has positive effect on high level self-efficacy, while negative effect on low level self-efficacy. Proving of the different effects

of the self efficacy is an important contribution to the literature. The findings are compared with the existing literature. And finally, some recommendations are suggested for executives and researchers at the end of our study.

Abdelhakim Saad El Sadig
Head of Quality Department, Sirte University, Libya

Effect of some Impediments on Investment in Health Marketing in Libya

Development questions are very important current issues, as they attempt to solve the economic problems that many less developed countries in the world suffer from. Economic development is a major basis of comprehensive development, aimed at achieving a real increase in the national product and raising the economic and social level of the population.

Today on the importance of investment in any human society, whether this is a civilized or developing one, and in any economic system whether this is free or directed one. In the field of medical sector one can combine between The value of the profitable work, and the desire to contribute in providing health services to protect the society from the diseases, also the decrease of medical services level and the lack of patients satisfaction, and the lack of competition of private sector in Libya.

The goal of the research is definition of the impediments that face the doctors who want to invest in medical sector in Libya, definition of the most important "ideas" of investment in medical field in Libya.

Besides, the search aims at explaining the investment and marketing in medical field, in many cases. In this study also I am going to put forward some proposals about the most important directions, activities and services that can be a productive domain for private capital.

The research includes:

- A theoretical study of the investment and marketing in medical field.
- A public study of the Impediments concerning encouragement, administrative, and financing.
- The search gives a number of recommendations related to:
 - Impediments of financing.
 - Impediments of administrative.
 - Impediments of concerning encouragement.

Bruno Ferreira

Ph.D. Student, Clermont-Ferrand University, France

The Effects of the Haptic Perception of Packaging Texture in Product Perceptions

The present work focuses on consumer perception of product taste when confronted with a textured packaging congruent with the product nature. In a blind test, the participants tasted a tutti-frutti juice while they touched a citrus-textured bottle or a non-textured bottle. The results highlight that the haptic perception of packaging texture influences the perception of flavor of the packed product. So, we propose that the haptic perception of the packaging will be used by consumers to perceive the taste of the product.

This paper is framed in a period where multiple studies towards concerning products are focused on questioning mainly the consumer about which packaging profile is better in order to sell a product on the marketplace. Mc Neal and Ji (2003) highlighted the packaging influences and persuades the consumer as much in a store as at the moment of the consumption, once the first contact between a consumer and a product in a purchase situation is the visual and the tactile contacts. We investigate the effect of a textured packaging on the perception of product taste. That means we focus on the consuming context. The study covers a convenient sample of sixty students (50% men, average age 27). The methodology used was based on the blind test experiment combined with two tastings of the same drink. The selected drink was a tutti-frutti juice from the "first prize" category, bought in a common supermarket.

The present study points for a serious reflection in the design of a packaging, especially in the drinks industry. In fact the texture may be a factor influencing the consumer perceptions once the color layout seems also like an important property not to be neglected in the packaging strategies.

Celine Fueyo

Researcher, Toulouse Business School, France

Typology of Online Media And Image Ambassadors' Network: Two Essential Intellectual Capacities for the Company that Wants to Manage Its Online Reputation in the Era of Web 2.0.

Development of the Web 2.0 in social platforms, cyber-consumers' behaviors, and general usage of the tools of online research... companies, their leaders, their brands and products are more and more present on the web in a desired or suffered way.

A major consequence is holding on their online reputation that can be considered as the perception the stakeholders will have regarding online conversations. Impacts on stock prices, job applications, personnel, and sales are such important that companies have to manage at best their digital image.

Therefore, they need to understand that the media landscape has changed, giving an increasing importance to the online media. They can be classified into a typology of three levels according to the communication actions that the company can undertake.

Based on recent cases studied, the authors analyze how the online reputation is promoted through online social media and what are the strategies that companies implement so as to manage their digital reputation. Are discussed in particular the internal or external "image ambassadors" that the company is able to coordinate in order to maximize its own perception, but also to prepare its reaction face to an eventual cyber-crisis.

Martin Haley

Lecturer, University of Bradford, UK
&

Berrisford Lewis

Professor, University of Bradford, UK

The Foregrounding of Re-Branding in the Struggle For Survival: How One TSO has Responded to Austerity Measures in the UK

Branding techniques are widely used as strategic tools by commercial organisations to create a competitive advantage. Many large third sector organisations (TSOs) have well established brands and have routinely employed branding techniques to gain a competitive edge. This however, has not been the case for small to medium size third sector organisations who have tended to eschew branding techniques, in part due to financial cost. However, a change of government in the United Kingdom from Labour to the Conservative lead Coalition in 2010 coupled with a whole raft of austerity measures ushered in by the Coalition in response to the global economic crisis has meant that in a very short space of time, third sector organisations have found themselves operating in a significantly different political and economic environment. This radical shift in government policy in its dealings with third sector organisations has necessitated new thinking on the part of small to medium size organisations in particular. Operating within this new landscape meant that the status quo was no longer viable. One noticeable change, as this paper will seek to explore, is small to medium size organisation engagement with re-branding techniques.

Using a case-study approach of a small to medium size TSO based in West Yorkshire, in the north of England, this paper seeks to examine the specific circumstances which have compelled this organisation to turn to re-branding techniques. The paper will also assess the practical challenges faced by this TSO's management committee internally as it sought to first seek out re-branding strategies, but then implement the demands of re-branding strategies with a workforce which was unfamiliar practically and culturally with this new trajectory.

Daire Hooper

Lecturer, Dublin Institute of Technology, Ireland

Conceptualising the Servicescape: A Review of Current Thinking and Directions for Future Research

Although the term 'the servicescape' was first introduced by Bitner (1992), prior to this, numerous studies examining how service environments influence consumer behaviour were conducted. These earlier studies can broadly be classified as atmospheric or retail environments research. As with Bitner's (1992) servicescape model, both the atmospheric and the retail environments research is based upon Mehrabian and Russell's (1974) theory of environmental psychology. This model was drawn on cognitive psychology wherein it applies the stimulus-organism-response (SOR) paradigm. In this model the physical environment is measured on a very general level and is measured in terms of how novel or complex the environment is. This is referred to as the 'information rate' with novelty involving the unexpected, surprising and new while complexity considers the number of features and the extent of motion within the environment.

While the majority of the literature has used.

This theory proposes that humans react to our environments emotionally and this then has an effect that manifests in either wanting to avoid or approach (stay or be affiliated with) that space.

The roots of servicescapes literature can be found in Mehrabian and Russell's theory of environmental psychology, however.

Gita Khaerunisa Indahsari

Lecturer, Swiss German University, Indonesia

**Bioethanol as an Alternative Energy to Support
Indonesia's Clean Air Policy**

Sirote Pholpuntin

Associate Professor, Suan Dusit Rajabhat University, Thailand,

Ladapha Mortero

Lecturer, Suan Dusit Rajabhat University, Thailand,

Jirusth Sirasirirusth

Lecturer, Suan Dusit Rajabhat University, Thailand,

Supada Sirikudta

Associate Professor, Srinakharinwirot University, Thailand,

Nongluck Popichit

Lecturer, Suan Dusit Rajabhat University, Thailand,

Sirivan Serirat

Associate Professor, Suan Dusit Rajabhat University, Thailand,

Jirawat Anuwichanont

Lecturer, Suan Dusit Rajabhat University, Thailand,

&

Panisa Mechinda

Assistant Professor, Rajamangala University of Technology, Thailand

**Strategic Plan for Promoting Thai Kitchens into
ASEAN Markets: A Case Study of Thailand, Lao
People's Democratic Republic and Socialist
Kingdom of Cambodia**

Due to the Thai government's policy of promoting "Thai Kitchen to the World", all concerned sectors gave more emphasis on research and technology in expanding Thai food business into the world markets. Thus, this study was aimed to develop strategic plan for promoting Thai kitchens into ASEAN markets including Lao People's Democratic Republic and Kingdom of Cambodia. The study incorporated both quantitative and qualitative research to investigate consumers' attitudes towards Thai foods and the related factors influencing their consumer behaviors. This study also conducted the TOWS matrix analysis to evaluate the strength and opportunity of Thai food business in these two countries. Moreover, the logistics system was also examined to identify the distribution problems and opportunities for market expansion into these two neighboring countries. The research findings revealed that Thai food business in these two countries was in the

position of SO, indicating both favorably strength and opportunity in running business. Thus, the appropriate strategy relevant to this position was Growth strategy. The appropriate investment of Thai food business was found to be either wholly owned or joint venture and the food service type could be a la carte, buffet and catering. Results also revealed that the participation of concerned logistic sectors and the utilization of management information system were recommended to enhance the logistics system.

Aditya Galih Prihartono

Head of Strategic Development Unit, Citibank NA, Business-Bogor
Agricultural University, Indonesia,

Ujang Sumarwan

Assistant Director, Business Bogor Agricultural University, Indonesia

Noer Azam Achsani,

Bogor Agricultural University, Indonesia

&

Kirbrandoko

Bogor Agricultural University, Indonesia

The Effect of Loyalty on Consumer Credit Profitability

The purpose of this research is to analyze and test the effect of loyalty on consumer credit profitability. Loyalty Index Score was developed to determine the level of customer's loyalty level through 4 main variables; Longevity, Depth, Breadth and Referrals. The effect of Loyalty Index Score to profitability was further tested by path analysis to see the significance of loyalty directly to profitability and indirectly through level of delinquency.

This research was done in one of multinational banks in Indonesia from October 2010 - March 2011. Location of research includes Jakarta, Bandung, and Surabaya. Research was conducted by using descriptive analytical methods to describe processes and phenomena that occur through a quantitative approach based on past historical records for each customer in the sample.

It was concluded that loyalty significantly effects profitability either directly or indirect through level of delinquency. In addition, it was also concluded that loyalty effect level of delinquency, which means, loyalty effect to credit loss does exist. The conclusion could be made by using data from personal loan customers in one of the biggest multinational bank in indonesia during October 2010 until March 2011.

Mustafa Seker

Expert, Abdullah Gül University Turkey,

Nese Acar

Assistant Professor, Nevşehir University, Turkey,

Ali Bayram

PhD Student, Erciyes Universty, Turkey,

&

Tuncay Acar

PhD Student, Social Security Organization, Turkey

The Effect of Internal Marketing on the Performance of Employee and the Intermediary Role of Organizational Commitment

Businesses have been adopting new approaches in order to survive heavy competition environment resulted from globalization and changes and developments in information technologies. Businesses, seeking for obtaining sustainable competitive advantages against competitors, have begun to accept their own employees as customer-internal customer in accordance with customer based idea. Employees, as internal customers, have a crucial role in the maintenance of organizational activities in such a manner to get the advantage of competition. Employees will have organizational commitment if their wishes and requirements are supplied and in return their performance will increase, which will contribute to realize the organization objectives. Therefore, internal marketing applications should be taken into consideration in order to increase organizational commitment levels and job performances of employees.

The aim of this study is to find out if organizational commitment mediates in the effect of internal marketing on employee performance or not. Research data is going to be obtained by a questionnaire. The questionnaires prepared in accordance with this purpose are going to be conducted to the administrators of 19 private hospitals in 6 provinces. Data is going to be obtained by face to face and drop-collect methods. The questionnaire also consists of demographical questions.

Research result are expected to reveal significant findings about the relationship between organizational commitment, which is fundamental in organization and employee performance and internal marketing which has a crucial role in marketing. In accordance with research results some suggestions will be offered to the businesses. Therefore, the research is supposed to contribute greatly to the

literature and administrators facing customer in need of different services resulting from changing time and values in terms of organizational commitment and effective applications of internal marketing that increase employee performance.

Supada Sirikudta

Associate Professor, Srinakharinwirot University, Thailand

**Sustainable strategies enhancing creative tourism
toward collaboration of ASEAN Economic
Community: A Case Study of Southern Coastal Sub-
corridor from Thailand to Kingdom of Cambodia
and Socialist Republic of Vietnam (R10)**

This research aims to study sustainable strategies enhancing creative tourism toward collaboration of ASEAN Economic Community (AEC) focusing on the route of Southern Coastal Sub-corridor from Thailand to Kingdom of Cambodia and Socialist Republic of Vietnam, or shortly named R10. The R10 route, which comprises the three countries: Thailand, Cambodia and Vietnam, covers regions from Trad in Thailand; Koh Kong, Kep, Kampot and Sihanouk Ville in Cambodia; as well as Ha Tien, Ca Mau and Phu Quoc in Vietnam. The research result shows that travelers perceive authenticity as the dominant tourism image along the R10 route. The tourism products in the region are comprised of three key aspects: cultural and historical tourism, eco-tourism, and volunteer tourism. In order to successfully promote tourism along the R10 route, it is suggested that, all stakeholders – public, private, community and traveler; should work in collaboration to create quality tourism products by focusing on authenticity based creative strategy, creative sustainable strategy and creative marketing strategy.

Budi Suharjo

Professor, Bogor Agricultural University, Indonesia,

Muchlis Ahmady

CEO and Owner, Bogor Agricultural University, Indonesia

&

R.M. Ahmady

Student of MA Marketing Management Middlesex University, UK

**Factors that Affecting Indonesian Consumer's
Attitudes towards Organic Products: Case Study in
Alliyah Agro Company**

Ujang Sumarwan

Assistant Director, Business Bogor Agricultural University, Indonesia,

Eri Purnomo Hadi

Professor, Business Bogor Agricultural University, Indonesia,

Asep Saefudin

Professor, Business Bogor Agricultural University, Indonesia

&

Eva Z Yusuf

Professor, Business Bogor Agricultural University, Indonesia

**A Structural Equation Modelling of Factors
Influencing Preferences' toward Traditional Snack
Food among Indonesian Consumers**

The objectives of the study were to determine factors influencing consumers' preference of Indonesian Traditional Snack Foods. The study tested a model of food preferences developed by Khan (1981) which stated that food preferences was a function of personal factors, economics, education, biology and psychology, extrinsic and intrinsic factors, cultural, regional and religious factors. The data for this study were collected from 503 respondents randomly selected in Greater Jakarta Indonesia in July 2011. Structural Equation Modeling was utilized to analyze factors influencing food preferences. The study conceptualized all factors influencing consumers' preferences as latent variables which had several indicator variables. For each exogenous latent variable was assessed by several questions/statements Respondents were asked to expressed their agreement for each statement. The dependent variable was consumer preference which was assessed by a 10-point rating scale. The respondents were asked to rate their preference toward 10 traditional snack food. The respondents were asked to select any number from 1 to 10 to describe their preferences for each of 10 different snack food. The results of the study showed that respondents consumed various types of traditional snack food in their food habits. Respondents also showed different preference level of those various traditional snack foods. An analysis of structural equation modeling showed that personal, biological and psychological, intrinsic factors significantly influenced consumers' preferences toward traditional snack foods. Other factors: Social-economic, education, extrinsic, and cultural, religious and regional factors did not significantly influenced consumers' preferences. Personal factors described how the snack foods were suitable for

consumers' lifestyles and mood. Consumers who felt that the selected snack foods were suitable for their lifestyle and mood, the more likely consumers expressed higher level of preferences toward those selected snack foods. Biological and psychological factors were the perceptions of the suitability of selected snack food for consumers' age and physical condition. Respondents who felt that the selected snack food were suitable for their age and physical condition, they were more likely to rate higher preference toward those selected snack foods. Intrinsic factors represented the assessments of respondents towards the internal characteristics of the selected snack food such as texture, appearance, raw materials, price and packaging. Respondents who liked the internal characteristics of the food were more likely to prefer those selected traditional snack food. These findings suggested the marketing strategic implications. Producers of traditional snack foods had to improve the production process in order to produce better quality of food that had internal characteristics suitable with consumers' preferences. Market competition among snack foods were very tight, producers of traditional snack foods should be able to reposition their product in the market that can differentiate with other snack foods and can serve consumers better to meet the lifestyle of today's consumers.

Patrick Vyncke
Professor, Ghent University, Belgium

Maslow and Rokeach Revisited. A New Model of Consumer Goals Based on Evolutionary Psychology

Consumer goals have always been at the heart of both the academic discipline studying consumer behavior and the professional context of marketing practitioners. Up till now, the standard models for both practitioners and academics alike have been the models of Abraham Maslow and Milton Rokeach. However, both models lack a strong theoretical and/or empirical basis. Recently several authors have therefore made attempts at constructing alternative motivational systems and inventories of fundamental consumer goals. Yet none of them seems to have come up already with a fruitful and valuable alternative (the most notable exception being Kenrick D.T., Neuberg S.L., Griskevicius V., Becker D.V. & Schaller M. ; 2010) .

In this paper, we suggest that evolutionary psychology could well provide us with a sound theoretical framework that enables constructing such a motivational inventory. Evolutionary psychology is psychology based on Darwinian thinking. It holds that the structure and functioning of our brains – just like the rest of our bodies – can best be understood in light of the process of evolution through natural selection. Taking the core of this Darwinian thinking – that is, direct and indirect gene replication, and competition versus cooperation – as our starting point, we argue that on theoretical grounds a model of consumer motivations can be constructed. This model puts forward 8 fundamental consumer goals, and several subgoals to be integrated within these 8 fundamental motivations. An extensive literature overview is presented confirming the validity of this model. Finally, a link is made between this model and the concepts of ‘affordances’ – central to the ecological psychology of J.J. Gibson (1986) – and ‘fitness cues’ (Vyncke, 2011) to illustrate how this model holds practical implications for both consumer research and marketing practices.

Xun Wang

Assistant Professor, University of Wisconsin-Parkside, USA

Market, Hierarchy, and Network: Three Coordination Mechanisms in China's Rural Firms

The literature on economic behavior and institutions has identified three coordination mechanisms in organizations: market, hierarchy, and network. Some attention has been paid to the coordination mechanism(s) operating in socialist or post-socialist societies such as China in recent years. However, several important issues need further exploration. For example, how do these coordination mechanisms operate at the organizational level, say, in China's rural firms? Do rural firms in China use only one or all three coordination mechanisms? If so, do coordination mechanisms vary from firm to firm? Do they differ from operation to operations? What is the most popular coordination mechanism? What factors affect the use of the coordination mechanisms?

This study attempts to examine those issues in order to contribute to the research on the three coordination mechanisms and economic transition. We argue that, first, rural firms in China use all three coordination mechanisms. Second, relative effects of market, hierarchy, and network and their combinations in coordinating economic behavior differ from firm to firm, and from functional operation to operation in firms. Third, there are organizational and personal factors that may affect the use of the coordination mechanisms in rural firms in China.

Mosad Zineldin

Professor, Linnaeus University, Sweden

Back to the Future: The Era of Relationships

During the 1990s, many organizations and consumers experienced great movements and actions. Some key environmental factors provided the setting whereby companies changed their attention and orientation toward marketing and the consumer. Companies have recognized the fact that they must change and restructure their way of establishing and maintaining business relationships. For example, many manufacturers discovered, or more adequately, re-discovered that close relationships with suppliers are invaluable with constantly changing technology and increasing global competition.

Relationship marketing has been used to reflect a number of different types of relational marketing activity. Unfortunately, the precise meaning of relationship marketing is not always clear in the literature. The term relationship marketing has become a buzzword, with the concept being used to reflect a number of differing themes or perspectives, and has become a "catch-all" phrase. Relationship is based on the rediscovery of marketing as a cross functional approach, not as a departmental approach. Our research reveals that the philosophy of viewing marketing as a cross-functional approach or orientation is not a new discovery of the 1980s or 1990s. The paper also argue that, a company is not marketing a relationship because a relationship is not a commodity. It is a tool or a strategy that can be used when dealing with a customer. It is a tool like any other tool, such as price, quality, service and promotion, etc. A relationship orientation is a management philosophy. We, thus believe that it would be appropriate if we replace the concept relationship marketing with relationship management. This is not just a semantic point, it is an essential distinction which can be strategically significant for the long-term survival of the organization.