
ABSTRACTS**1. IMPACTS OF IT COMPETENCY, TECHNOLOGICAL LEARNING AND TECHNOLOGICAL COMPLEMENTARITY ON INTERNET STRATEGY OF E-COMMERCE BUSINESSES IN THAILAND**

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ABSTRACT

The objective of this study is to examine the impacts of IT competency, technological learning and technological complementarity on internet strategy of E-Commerce businesses in Thailand. Here, IT competency, technological learning and their interactions are key drivers of determining internet strategy and technological complementarity is a moderator of the research relationships. The results show that IT competency has a significant positive influence on internet strategy and technological learning has an important positive effect on internet strategy. Also, technological complementarity definitely plays a potentially moderating role in explaining the IT competency and technological learning interactions- internet strategy relationships. Giving potential discussion is efficiently implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are described.

Keywords: E-Commerce, IT Competency, Technological Learning, Technological Complementarity, Internet Strategy

2. GLOBAL COLLABORATIVE R&D FOR MNES' INNOVATION SYSTEMS: THE CASE OF CULTURE-SPECIFIC INDUSTRY

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ABSTRACT

Many multinational enterprises (MNEs) have launched new products in overseas market places while conducting their R&D activities mainly at home. However, in these past 10 to 20 years, as a result of the geographical dispersion of scientific and technological knowledge creation, and in the emerging market, these companies now conduct their R&D activities, in collaboration with other institutions at home and abroad. Traditional knowledge creation theories, however, including strategic management theories, have hardly highlighted the impact of cross-border collaborative R&D activities on knowledge creation processes and the dynamic interconnectedness between R&D facilities from the perspective of the source of global competitiveness and dynamic capabilities. This study has analyzed the case of Kao, P&G., and Unilever to examine how far these MNEs leverage overseas human R&D resources that can be regarded as knowledge creation processes. The authors examined three companies' papers published in the US, UK, and Netherlands. As a result of the analysis, the authors find that there is an increasingly dynamic knowledge creation mechanism as one of the global open innovation systems. This mechanism was promoted by the cross-border and inter-institutional collaborative R&D activities by these MNEs. These tendencies would enhance the theoretical importance of the management of the new knowledge creation process as the main resource of dynamic capabilities of MNEs.

Keywords: Knowledge Creation, Globalization of R&D, Collaborative R&D Activities, Dynamic Capabilities

3. THE IMPACTS OF BRAND LOYALTY STRATEGY AND MARKETING PERFORMANCE: AN EMPIRICAL STUDY IN GARMENT BUSINESS IN THAILAND

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ABSTRACT

The objective of this study is to examine the effect of brand loyalty strategy on market opportunity, customer equity, product success and marketing performance. These relationships have market uncertainty and market turbulence as a moderator. The data was collected by questionnaire survey of Thai garment industry by utilizing the resource-based view of firm (RBV) to explain conceptual framework. The results indicate that perception of product quality has a positive association with market opportunity and customer equity whereas distinctive values of brand building have a positive association with customer equity. Likewise, capacity to create emotion and trust has a positive relationship with market opportunity. Moreover, value creation capability has a positive significant relationship with market opportunity, customer equity and product success. Also, continuous marketing communication significantly influences customer equity and product success. For moderating effects, market uncertainty is the moderator on market opportunity and marketing performance while market turbulence has no significance on the relationship. Finally, contributions and suggestions for future study and conclusions are presented.

Keywords: Brand loyalty strategy, market opportunity, customer equity, product success and marketing performance, product quality, values of brand building, emotion and trust, value creation capability, continuous marketing communication, market uncertainty, market turbulence

4. FRAMING THE UNCERTAINTY: A PUBLIC RISK MANAGEMENT PERSPECTIVE

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ABSTRACT

The handling of risk is a fundamental purpose of government and public administrations. Whether risks arise from the physical environment, the economic environment, or even from changes in voter preferences, public institutions have a broad responsibility to assess and address the risks that impact their organisation. In this paper we want to give a structural overview about the nature and management of risks in the public sector, making recourse to a system theory approach.

Key words: public risk management, risk governance, public management,

5. KNOWLEDGE CONTRIBUTIONS AND REWARDS FROM A STAKEHOLDER APPROACH: THE CASE OF A SPANISH NONPROFIT ORGANIZATION

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ABSTRACT

Knowledge is a core resource for mission accomplishment in any organization and can be particularly important in nonprofit organizations (NPOs), where other resources are often lacking. Therefore, we evaluate the relation between intrinsic and extrinsic rewards and stakeholders' knowledge contributions in NPOs by developing and testing a model based on the stakeholder approach, in which the rewards offered by NPOs determine stakeholders' knowledge contributions. Specifically, we conduct a case study of a representative Spanish association for people with paraplegia and other significant disabilities with a focus on its primary stakeholders (i.e., members, directors, employees, volunteers, and users). Combining qualitative and quantitative analyses, our results suggest that a mixed reward system provides the best

incentives for encouraging stakeholders to share their knowledge within the NPO. Although the motivational schemes may differ, we find that the intrinsic component of stakeholders' motivation is particularly important.

Keywords: *Knowledge Contributions; Rewards; Nonprofit Organizations; Stakeholders*

6. COMPETITION IN THE LOCAL MARKET AT THE AGE OF GLOBALIZATION: A FRAMEWORK OF GLOCALIZATION STRATEGY IN FAST FOODS INDUSTRY

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ABSTRACT

This paper shows what strategies both foreign entrants and local companies should adopt at the competition in a local market in order to compete, and proposes a framework and methodologies for analyzing effectiveness of these strategies,.

Keywords: *Competitive Strategy; McDonaldization; Globalization; Glocalization; Local Market Structure*

7. LINUO GROUP: A SUCCESSFUL EXAMPLE OF CHINESE PRIVATE ENTERPRISE

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ABSTRACT

Linuo Group was established in China in 1994, specializing in solar, glass and pharmaceutical products, as well as automotive coatings; it is an international group that involves foreign trading. It has been recognized as a Shandong Provincial Outstanding Private Enterprise, National High Tech Private Enterprise and Top 1000 Greatest Industrial Enterprise of China in 2005.

This paper highlights the company's progressive development and achievements since its inception and analyzes its successful managerial characteristics. Among those achievements and characteristics are corporate culture and unique management structure, management objectives, brand construction, and human resource management. The information in this paper was collected from interviews with a number of Linuo managers and the Linuo Group website.

Keywords: *Linuo Group, Chinese private enterprise, corporate culture, management structure, brand construction, human resource management.*

8. STRATEGIC LEARNING CAPABILITY, FIRM PERFORMANCE AND SUSTAINABLE GROWTH: AN EMPIRICAL STUDY OF AUTO SPARE PART MANUFACTURING BUSINESSES IN THAILAND

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ABSTRACT

This research focuses on linkages between strategic learning capability and sustainable growth of auto spare part manufacturing businesses in Thailand through operational flexibility effectiveness, intelligence response and firm performance. In auto spare part manufacturing businesses context, innovative climate and dynamic improvement are moderators and goal achievement orientation, continuous technology growth, and aggressive competition changes are antecedents. Through area research supplemented by a review of related literature, this study identifies strategic learning capability and strategy action that are significant to successful sustainable growth. We used the model testing of the data collected from 211 auto spare part manufacturing businesses in Thailand. Overall, the results revealed that the strategic learning capability has a positive influence on firm performance in both direct and indirect relationships and firm performance is positively associated with sustainable growth. Giving potential discussion is efficiently implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are described.

Keywords: *Strategic Learning Capability; Knowledge Absorptive Capacity; Knowledge Transformative Capability; Knowledge Integrative Competency; Knowledge Transfer Efficiency; Operational Flexibility Effectiveness; Intelligence Marketing Response; Firm Performance, Sustainable Growth; Goal Achievement Orientation; Continuous Technology Growth; Aggressive Competition Changes; Innovative Climate; Dynamic Improvement.*

9. FACTORS INFLUENCING JOINT VENTURE PERFORMANCE IN CAMBODIA

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ABSTRACT

This study reviews important variables related to joint venture performance and identifies the key determinants of joint venture performance in Cambodia. A model of joint venture performance in Cambodia is proposed and tested. Finally guidelines for successful joint venture performance in Cambodia are proposed. Based on a study of 62 firms and interviews with 19 joint venture managers and government officers, it was found that the most important factors driving the formation of a joint venture included access to an emerging new market, utilization of abundant and cheap labor, and existence of government incentives. The most serious obstacles to joint venture performance in Cambodia were corruption, lack of physical infrastructure, bureaucracy, and competition from a black market and smuggling. For the results indicate there are significant correlations between performance and trust, control, commitment, and ownership. Suggested guidelines to improve joint venture performance in Cambodia are proposed.

Keywords: *Joint Venture Performance, Joint Venture Formation, Cambodia*

10. STRATEGIES FOR EFFECTIVE TEACHING OF BUSINESS IN HIGHER EDUCATION: AN EMPIRICAL STUDY

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ABSTRACT

This study discusses effectiveness in teaching business in higher education in the United States, using data from 125 students from a university in the United States. Results of analyses performed on data collected during the span of two semesters, tested strategies instructors may use in ensuring that students will learn effectively, achieving goals set forth in courses syllabi. The study contributes to the ongoing debate regarding the role of instructors in shaping business leaders of tomorrow who will not replicate the failures of those of today, because they came across instructors who voluntarily immersed themselves into their teaching, and took a stake in their students learning.

Keywords: *Strategies, Effective Teaching, Business, AACSB, Success*

11. THE EFFECTS OF INTERNATIONAL EXPERIENCE, ORGANIZATIONAL LEARNING FOR EXPORT ACTIVITIES, AND GLOBAL COMPETITIVE FORCE ON EXPORT MARKETING STRATEGY, EXPORT ADVANTAGE, AND PERFORMANCE OF EXPORT FIRMS IN THAILAND

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ABSTRACT

The objective of this research is to examine the effects of export marketing strategy on performance of export businesses in Thailand. Moreover, this study also investigates the mediating influence of export advantage. This study indicates that international experience, organizational learning for export activities, and global competitive force on were antecedent of export marketing strategy. In addition, government support is the moderating variables of the research. Data was collected from export business in Thailand. The results show that export marketing strategy has directly and indirectly significant positive influences on export performance via export advantage as the mediator. Moreover, international experience, organizational learning for export activities, and global competitive force have positive effects on export marketing strategy. For moderating effect, government support has statistically significant influences on the relationships. Theoretical and practical implications are presented. Conclusion and suggestions for future research are also discussed.

Keywords: *Export Marketing Strategy, Export Performance, International Experience, Organizational Learning for Export Activities, Global Competitive Force, and Government Support.*

12. DESIGN AND DEVELOPMENT OF A BUSINESS MODEL FOR SYNTHESIZED NATURAL GAS (SYNGAS) PRODUCTION PLANT USING DATA ENVELOPMENT ANALYSIS (DEA)

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ABSTRACT

The highly increasing cost and scarcity of conventional fuel like petrol has lead to the search of an alternative fuel. Syngas (Synthesized Natural Gas) is an alternative fuel, which can be used as a substitute to petrol, diesel, furnace-oil, LPG etc. at a lower cost and on a sustainable basis. Syngas is produced from biomass wastes like, groundnut shell, peanut shell, coconut shell, cotton stalk, mustard stalk and also straw from paddy and wheat. These biomasses are a residue of agricultural farming and are available in abundance all over the world. Syngas is a low cost and viable alternative to the conventional

fuels like petrol, diesel, LPG etc. The biomass waste is converted into Syngas using a device called "Advanced Biomass Gasifier System". A detailed analysis of the energy demand scenario for the automobile market in New Delhi (the capital of India) is carried out. The potential for production of Syngas using the biomass waste as raw material available from neighboring states has been identified. The factors concerned with the economics of Syngas production and distributions are discussed. A business model is proposed in the present work for synthesized natural gas (Syngas) production plant using Data Envelopment Analysis (DEA).

Keywords: Biomass, Synthesized Natural Gas (Syngas), Transport fuel, Energy cost, Performance Efficiency, Data Envelopment Analysis (DEA)

13. STRATEGIC OUTSOURCING CAPABILITY, OPERATIONAL EFFECTIVENESS AND PERFORMANCE: AN EMPIRICAL INVESTIGATION OF TOUR BUSINESSES IN THAILAND

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ABSTRACT

The purpose of this study is to examine the relationships among strategic outsourcing capability (value partnership searching, external resource utility, potential competency integration, and unique operation setting), outsourcing success (corporate risk reduction, organizational competency fulfillment, and business practice creativity), operational effectiveness, and firm performance. Also, it investigates the relationships between organizational factors (strategic vision for collaboration, proactiveness policy, effective relationship for collaboration, and partnership experience) and strategic outsourcing capability. The results of empirical testing using responses from 401 tour firms in Thailand indicate that unique operation setting has a positive effect on three dimensions of outsourcing success. Potential competency integration has a positive effect on organizational competency fulfillment and business practice creativity. Moreover, value partnership searching has a positive effect on corporate risk reduction. Furthermore, operational effectiveness and firm performance are accepted as the consequents of strategic outsourcing capability. For the moderating influences, inter-organization trust increases the relationships between external resource utility and corporate risk reduction, also potential competency integration and business practice creativity. Surprisingly, teamwork mindset is not accepted as the moderator of organizational factors-strategic outsourcing capability relationship. Additionally, strategic vision for collaboration and effective relationship for collaboration have a positive effect on outsourcing success. Conclusion and suggestions for future research are also included.

Keywords: Firm performance; Strategic Outsourcing Capability; Outsourcing Success; Teamwork Mindset; Inter-Organization Trust; Value Partnership Searching; External Resource Utility; Potential Competency Integration; Unique Operation Setting; Corporate Risk Reduction; Organizational Competency Fulfillment; Business Practice Creativity; Operational Effectiveness; Strategic Vision for Collaboration; Proactiveness Policy; Effective Relationship for Collaboration; Partnership Experience

14. THE TRANSNATIONAL ENTREPRENEUR: AN INITIAL OVERVIEW OF FACTORS AFFECTING INTERNATIONAL STRATEGIES

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ABSTRACT

A review of literature of an emerging field related to transnational entrepreneurship is presented. Also, the research is based on three case studies. Building on the original Bartlett and Ghoshal framework, authors describe how transnational entrepreneurs select international strategies based on local conditions or low cost pressures. Results indicate that the same factors that affect the strategy choice of MNC's, also

affect the transnational entrepreneur strategy selection. Future research includes an analysis of barriers to the choice of strategies.

Keywords: Transnational entrepreneur, transnational entrepreneurship, international strategies, cross-cultural business practices.
