

ข่าว / ประกาศ

รายชื่อวารสารที่ผ่านการรับรองคุณภาพจาก TCI (กลุ่มที่ 2) สาขามนุษยศาสตร์และสังคมศาสตร์

วารสารกลุ่มนี้ เป็นวารสารที่อยู่ระหว่างการปรับปรุงคุณภาพ เพื่อขอการรับรองจาก TCI และอยู่ในฐานข้อมูล TCI

สาขามนุษยศาสตร์และสังคมศาสตร์

No.	ISSN	Journal Title	Owner
1	0858-0855	ABAC Journal	Assumption University
2	1905-856x	Asian Journal of Literature, Culture and Society	Assumption University, Graduate School of English
3	1686-0039	AU Journal of Management	Assumption university
4	1906-3296	AU-GSB e-Journal	Assumption University, Graduate School of Business
5	1906-9308	HRD journal	International Graduate Studies Human Resource Development Center, Faculty of Education, Burapha University
6	1905-5986	HRi : Journal of Human Resource intelligence	สถาบันทรัพยากรมนุษย์ มหาวิทยาลัยธรรมศาสตร์
7	1905-2022	Journal of Architectural/Planning Research and Studies	Faculty of Architecture and Planning Thammasat University
8	2228-8899	Journal of People and Society in Local Culture	Surindra Rajabhat University
9	2228-8279	Journal of Urban Culture Research	Faculty of Fine and Applied Arts, Chulalongkorn University
10	1905-7326	Language Institute Journal	Language Institute, Thammasat University
11	1906-3865	NIDA Case Research Journal	Research Center, National Institute of Development Administration (NIDA)
12	1513-4164	NIDA Language and Communication Journal	School of Language and Communication at NIDA
13	1905-8446	RMUTT Global Business and Economics Review	คณะบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี
14	1906-6406	Scholar	Graduate school of education, Assumption university
15	1906-1838	Stamford Journal	Research Center, Stamford International University
16	2286-8348	Thai International Journal of Buddhist Studies	ภาควิชามนุษยศาสตร์ คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล
17	1905-7725	The New English Teacher	Assumption University, Graduate School of English
18	1906-5582	UTCC International Journal of Business and Economics	University of the Thai Chamber of Commerce
19	1906-3431	Veridian E-Journal, Silpakorn University	บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร

20	1513-4458	คณะสวัสดิการชุมชน	คณะศิลปศาสตร์ มหาวิทยาลัยสงขลานครินทร์
21	1906-117x	คณาจารย์	คณะครุศาสตร์ มหาวิทยาลัยราชภัฏบ้านสมเด็จเจ้าพระยา
22	0858-6160	นิเทศศาสตร์ดิจิทัล	คณะนิเทศศาสตร์ มหาวิทยาลัยรังสิต
23	1686-0101	รณสาร	คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏบุรีรัมย์
24	0859-8185	ราชภัฏนครราชสีมา	มหาวิทยาลัยราชภัฏนครราชสีมา
25	1513-9956	บรรณารักษ์	ภาควิชาภาษาไทย คณะศิลปศาสตร์ มหาวิทยาลัยธรรมศาสตร์
26	1906-1560	วารสารกฎหมาย คณะนิติศาสตร์ มหาวิทยาลัยอุบลราชธานี	คณะนิติศาสตร์ มหาวิทยาลัยอุบลราชธานี
27	1906-3253	วารสารพระมหากษัตริย์ธรรม	กองงานคณะกรรมการผู้พิทักษ์แห่งชาติ สำนักงานกิจการยุติธรรม
28	2229-0893	วารสารการจัดการ คณะวิทยาการจัดการ มหาวิทยาลัยราชภัฏรำไพพรรณี	คณะวิทยาการจัดการ มหาวิทยาลัยราชภัฏรำไพพรรณี
29	2286-718X	วารสารการจัดการ มหาวิทยาลัยวลัยลักษณ์	สำนักวิชาการจัดการ มหาวิทยาลัยวลัยลักษณ์
30	0854-9849	วารสารการจัดการภาครัฐและภาคเอกชน	คณะรัฐประศาสนศาสตร์ สถาบันบัณฑิตพัฒนบริหารศาสตร์
31	1686-7319	วารสารการจัดการสมัยใหม่	สาขาวิชาวิทยาการจัดการ มหาวิทยาลัยสุโขทัยธรรมาธิราช
32	1905-6303	วารสารการบริหารและการท่องเที่ยวไทย	สมาคมนักวิชาการการท่องเที่ยว (ประเทศไทย)
33	1906-103X	วารสารการบริหารท้องถิ่น	วิทยาลัยการปกครองท้องถิ่น มหาวิทยาลัยขอนแก่น
34	1906-4950	วารสารการบริหารและพัฒนา มหาวิทยาลัยมหาสารคาม	ภาควิชาการบริหารการศึกษาคณะศึกษาศาสตร์ มหาวิทยาลัยมหาสารคาม
35	1906-7933	วารสารการบัญชีและการจัดการ	คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม
36	1906-2230	วารสารการประชาสัมพันธ์และการโฆษณา	ภาควิชาการประชาสัมพันธ์และการโฆษณา คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
37	2228-8562	วารสารการนิเทศการปกครอง	วิทยาลัยการนิเทศการปกครอง มหาวิทยาลัยมหาสารคาม
38	0858-5520	วารสารการนิเทศสารศึกษา มหาวิทยาลัยมหาสารคาม	ภาควิชาวิจัยและพัฒนากิจการศึกษาคณะศึกษาศาสตร์ มหาวิทยาลัยมหาสารคาม
39	1905-7121	วารสารการวิจัยเชิงนโยบายชุมชน	สถาบันบริหารการวิจัยและพัฒนา (IRDA) มหาวิทยาลัยเพชรบูรณ์
40	1905-2693	วารสารการศึกษาและการพัฒนาสังคม	หลักสูตรปริญญาตรีบูรณาการ สาขาการศึกษาและการพัฒนาสังคม คณะศึกษาศาสตร์ มหาวิทยาลัยบูรพา
41	1513-5667	วารสารชุมชนวิจัย	มหาวิทยาลัยขอนแก่น
42	0859-8835	วารสารคณาจารย์ จุฬาลงกรณ์มหาวิทยาลัย	คณะครุศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
43	1685-2699	วารสารคณาจารย์ มหาวิทยาลัยราชภัฏมหาสารคาม	คณะครุศาสตร์ มหาวิทยาลัยราชภัฏมหาสารคาม
44	2286-6663	วารสารจิตวิทยา มหาวิทยาลัยขอนแก่น	หลักสูตรสาขาวิชาจิตวิทยา ระดับบัณฑิตศึกษา มหาวิทยาลัยขอนแก่น
45	1513-5462	วารสารศึกษาศาสตร์	คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏมหาสารคาม
46	0859-9432	วารสารเกษตรศาสตร์	มหาวิทยาลัยเกษตรศาสตร์
47	1906-0870	วารสารเทคโนโลยีสังคม	วิทยาลัยเทคโนโลยีสังคม
48	1686-5375	วารสารเทคโนโลยีและการศึกษา	สำนักเทคโนโลยีการศึกษา มหาวิทยาลัยสุโขทัยธรรมาธิราช
49	1686-0667	วารสารเทคโนโลยีศึกษา	สถาบันเทคโนโลยีศึกษา มหาวิทยาลัยธรรมศาสตร์

50	1686-7459	วารสารไทยศึกษา	สถาบันไทยศึกษา จุฬาลงกรณ์มหาวิทยาลัย
51	0125-3670	วารสารธรรมศาสตร์	มหาวิทยาลัยธรรมศาสตร์
52	1905-713X	วารสารธุรกิจปริทัศน์	คณะกรรมการธุรกิจ มหาวิทยาลัยมหิดลและมหาวิทยาลัยศรีนครินทรวิโรฒ
53	0857-3867	วารสารนิติศาสตร์ มหาวิทยาลัยธรรมศาสตร์	คณะนิติศาสตร์ มหาวิทยาลัยธรรมศาสตร์
54	1906-425X	วารสารนิติศาสตร์ มหาวิทยาลัยเกษตร	คณะนิติศาสตร์ มหาวิทยาลัยเกษตร
55	0859-085X	วารสารแพทยศาสตร์	คณะแพทยศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
56	1513-2226	วารสารแพทยสมาคมปริทัศน์	คณะแพทยศาสตร์ มหาวิทยาลัยสยาม
57	0125-2836	วารสารธรรมศาสตร์ มศว	ภาควิชาบรรณารักษศาสตร์และสารนิเทศศาสตร์ คณะมนุษยศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ
58	1685-2257	วารสารบริหารการศึกษาศึกษา มศว	ภาควิชาบริหารการศึกษาศึกษา คณะศึกษาศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ วิทยาการสารนิเทศการศึกษาศึกษา มศว
59	1905-6826	วารสารบริหารธุรกิจ ปีห้า	คณะกรรมการธุรกิจ สถาบันวิจัยเพื่อพัฒนาบริหารศาสตร์
60	2228-9658	วารสารบริหารธุรกิจศรีนครินทรวิโรฒ	โครงการพิเศษบริหารธุรกิจทางนิเทศศาสตร์ ภาควิชาบริหารธุรกิจ คณะสังคมศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ
61	1905-9647	วารสารนิเทศศึกษา มหาวิทยาลัยราชภัฏวไลยอลงกรณ์	นิเทศวิทยศาสตร์ มหาวิทยาลัยราชภัฏวไลยอลงกรณ์
62	1686-0632	วารสารนิเทศศึกษา มหาวิทยาลัยราชภัฏสกลนคร	นิเทศวิทยศาสตร์ มหาวิทยาลัยราชภัฏสกลนคร
63	0857-2143	วารสารประชาคมศาสตร์	วิทยาลัยประชาคมศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
64	0867-0884	วารสารทักษิณ	มหาวิทยาลัยทักษิณ
65	1905-7881	วารสารพัฒนาการบริการสอน มหาวิทยาลัยรังสิต	ศูนย์สนับสนุนและพัฒนาการเรียนการสอน มหาวิทยาลัยรังสิต
66	0859-2667	วารสารศึกษาลงม	คณะศึกษาศาสตร์และสิ่งแวดล้อม สถาบันวิจัยเพื่อพัฒนาบริหารศาสตร์
67	0858-8325	วารสารศึกษาศาสตร์ศึกษา จุฬาลงกรณ์มหาวิทยาลัย	ศูนย์ศึกษาศาสตร์ศึกษา จุฬาลงกรณ์มหาวิทยาลัย
68	0859-3485	วารสารมนุษยศาสตร์	คณะมนุษยศาสตร์ มหาวิทยาลัยเกษตรศาสตร์
69	1686-445X	วารสารมนุษยศาสตร์ มหาวิทยาลัยเกษตร	คณะมนุษยศาสตร์ มหาวิทยาลัยเกษตร
70	0859-5992	วารสารมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยมหาสารคาม	มหาวิทยาลัยมหาสารคาม
71	1513-4563	วารสารมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยรังสิต	คณะศึกษาศาสตร์ มหาวิทยาลัยรังสิต
72	1906-1048	วารสารมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสุราษฎร์ธานี	คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสุราษฎร์ธานี
73	1905-3959	วารสารมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยทักษิณ	คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยทักษิณ
74	2228-9356	วารสารมหาวิทยาลัยนครพนม	มหาวิทยาลัยนครพนม
75	0125-426X	วารสารเมืองโบราณ	สำนักพิมพ์วารสารเมืองโบราณ (ในนามบริษัทปริทัศน์ธุรกิจ จำกัด)
76	0125-7609	วารสารมหานาค	มหาวิทยาลัยมหานาค
77	0859-418X	วารสารรัฐประศาสนศาสตร์	คณะรัฐประศาสนศาสตร์ สถาบันวิจัยเพื่อพัฒนาบริหารศาสตร์
78	1905-1344	วารสารราชพฤกษ์	นิเทศวิทยศาสตร์ มหาวิทยาลัยราชภัฏนครราชสีมา
79	0125-300X	วารสารราชภัฏนครราชสีมา	คณะมนุษยศาสตร์ มหาวิทยาลัยราชภัฏนครราชสีมา
80	0858-2068	วารสารสุโขทัย	กองการบริการศึกษา มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตสุโขทัย

ABSTRACTS**1. HOW MARKETING INVESTMENT AFFECTS FINANCIAL PERFORMANCE: THE RELATIONSHIP BETWEEN FINANCIAL PERFORMANCE AND FIRM'S SALESPERSONS TRAINING**

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ABSTRACT

Marketing and finance are often treated as separate business disciplines. However, expenditure on marketing activities such as sales training or advertising is expected to produce tangible financial outcomes. In this paper, we consider sales training as a marketing investment that should improve firms operating performance and have an effect on firm valuation. This exploratory research investigates the relationships between the firm's attitude toward sales training and the financial performance of a firm. Relevant literature review and research hypothesis are introduced. Survey results from a sample of 25 firms' sales managers are analyzed and managerial implications are discussed.

Keywords: ROMI, Sales Training, Return on Investment, Financial Performance.

2. STRATEGIES IN DECIDING WHEN TO SWITCH SUPPLIERS

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ABSTRACT:

Corporate procurement managers face the tradeoff of saving purchase costs by switching suppliers versus incurring additional internal costs by making such supplier switches. In some cases, buyers know that such switches would be costly. However in most cases, the costs of switching may be low, though generally unknown. By holding most factors (quality, technology, productivity, quantity) constant, and using simulation, with random changes in prices, we will how the suppliers' price variances impact the buyers' costs. This research is designed to determine what might be typical amounts of savings that can be achieved by always switching to the lowest bidder. These amounts can then be set against the costs that must be overcome for such a switch to make economic sense.

Keywords: Supplier switching costs, supplier selection, total cost of ownership

3. MANAGEMENT GOVERNANCE AND FIRM SURVIVAL OF HOTEL BUSINESSES IN THAILAND

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ABSTRACT

This research has investigated the relationships among management governance and firm survival via organizational image and business practice effectiveness as a mediator and using transformational

leadership as a moderator in the context of hotel businesses in Thailand. The model used in this research was explained by using the resource-based view. The sample was 138 hotel businesses in Thailand. The statistical results revealed that management governance has had an effect on organizational image, business practice effectiveness and firm survival. Organizational image and business practice effectiveness was found to have a positive effect on firm survival. In addition, transformational leadership was not a moderator in the relationship among management governance, organizational image and business practice effectiveness.

Keywords: Management Governance, Firm Survival, Organizational Image, Business Practice Effectiveness, Transformational Leadership

4. THE ROLE OF STRATEGIC SERVICE DEVELOPMENT ON FIRM PERFORMANCE: AN EMPIRICAL EVIDENCE FROM HOTEL BUSINESSES IN THAILAND

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Supattra Nuttee, Mahasarakham Business School, Mahasarakham University, THAILAND

ABSTRACT

This paper is aim to finding of a research investigation into the effect between service development strategies on firm performance. Using statistical multiple regression analysis and mail survey questionnaire from a stratified sample of hotel in Thailand (n=178). The result shows that effective customer learning and technical compatibility enhancement have positively influence on service innovation and service advantage. Surprisingly, service quality improvement is positively significant with service advantage. Moreover, service innovation has no relationship with service advantage at all. Service innovation and service advantage indicate the increase of brand performance. Likewise, we found the strongly association between brand performance and marketing advantage. Lastly, marketing advantage can create positively effect on firm performance. The study concludes with implications for hotel executives while also contributing to academic literature.

Keywords: Strategic Service Development; Effective Customer Learning; Service Quality Improvement; Technical Compatibility Enhancement; Service Innovation; Service Advantage; Brand Performance; Marketing Advantage; Firm Performance; Hotel Business

5. STRATEGIC ORIENTATION, MARKETING STRATEGY ADAPTATION AND FIRM PERFORMANCE

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ABSTRACT

The paper aims to develop a conceptual framework explaining the relationships among strategic orientation, marketing strategy adaptation, and firm performance. Because of globalization era lead the firm facing rapidly changing in business environment. Many firms seek the way to survive in the market thus marketing strategy was used to preserve and generate performance. Adaptation is one key success factor for the firm to remain in marketplace. Therefore, this article argues that strategic orientation,

included customer orientation, competitor orientation, innovation orientation, and internal/cost orientation, play an important role in the improvement of marketing strategy adaptation, which is viewed ability of firm to adapt internal resources so as to response the variation of competitive environment, as a result increasing firm performance.

Keywords: *Strategic Orientation, Marketing strategy adaptation, Market Dynamism*

6. REEXAMINING THE RATIONALE OF MULTINATIONAL FIRMS' STRATEGIC DECISION MAKING ON INTERNATIONAL PARTNER SELECTION—A STRATEGIC GROUP PERSPECTIVE

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ABSTRACT

This study attempts to investigate the rationale multinational firms prefer to apply when they pursue in creating international alliances. Advancing the work of Garcia-Pont and Nohria (2002), this study explores the nature, source and boundary conditions of mimetic effects and benchmarking effects on multinational firms' strategic decisions of international collaboration. The research framework follows a strategic group perspective that integrates institutional theory and resource dependence theory as the basic building-block for constructing the theoretical framework. The model established especially examines how strategic group membership and strength of strategic group identity influence the likelihood of international alliance formation through the lens of institutional theory and resource dependence theory. The research design strategy is also discussed.

Keywords: *Strategic Group, International Alliance, Institutional Theory, Resource Dependence Theory, Group Identity, Competitiveness*

7. EFFECTS OF INTERORGANIZATIONAL STRATEGIES ON SUPPLY CHAIN MANAGEMENT

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ABSTRACT

This paper studies the implementing governance structures, information technology, and information sharing mechanism as competitive tools of supply chain management. This paper attempts to fill the literature gap and further the debate of supply chain competition from different aspects simultaneously, with an emphasis on the inter-organizational relationships between supply chain members. This paper has developed a survey instrument to measure related constructs and conducted a survey study. The author also has compared the supply chain management consequences of different supply chain management antecedents.

Keywords: *Supply Chain Management, Governance Structure, Information Technology, Information Sharing, Supply Chain Performance*

8. AN INVESTIGATION OF FACTORS THAT INFLUENCE THE MANAGEMENT OF ACCOUNTING INFORMATION SYSTEMS ADOPTION IN MANUFACTURING FIRMS

Manirath Wongsim, Manasarakham Business School, Mahasarakham University Thailand

ABSTRACT

Case study and survey methodology were adopted for this research. Case studies in two Thai-organisations were carried out. Each case was examined as a whole to obtain an understanding of the opinions and perspectives of the respondents from each individual organization as to what are considered to be the important factors in the case. Then, cross-case analysis was used to analyze the similarities and differences of the two cases, which also include the variations between large organisations. Furthermore, the variations between two different stakeholder groups were also examined. The results of the two main case studies suggested 9 factors that may have impact on in AIS adoption.

Survey instrument was developed based on the findings from case studies. Two large-scale surveys were sent to selected members of Thailand CPA, and Thailand computer society to further develop and test the research framework. The major findings from the survey are: 1. there was only one factor, 'user training and education', that was found to be different between different stakeholder groups. 2. Only one factors were found to be significantly different between different type organizations is 'technical capability of IS personnel'. 3. The top three critical factors for ensuring AIS adoption were: top management commitment, steering committees, and technical capability of AIS personnel. That is, it is now clear which factors impact in AIS adoption, and which of those factors are critical success factors for ensuring AIS adoption successes. The research framework of this research shows the relationship between stakeholder groups, important factors and AIS adoption outcomes by highlighting stakeholder groups' influence on identifying the important factors, as well as the evaluation of the importance and performance of the factors.

Keywords: Accounting Information Systems, Accounting Information Systems Adoption, Factors influencing AIS adoption.

9. CAUSAL FACTORS INFLUENCING TO ORGANIZATIONAL PERFORMANCE OF HOTEL BUSINESS IN THAILAND

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ABSTRACT

Based on a sample of 273 hotel business entrepreneurs, this paper examines the Causal Factors Influencing to organizational performance of hotel business in Thailand. Statistics that used to analyze are correlation analysis, multiple regression analysis, path coefficient, chi-square, goodness of fit index, and adjusted goodness of fit index. The results show the variable that had a direct effect on performance was corporate image, direct and indirect effect was good governance by passing corporate social responsibility to corporate image and corporate social responsibility, and indirect effect was a business environment by passing corporate social responsibility to corporate image. In conclusion, corporate social responsibility, good governance, corporate image, and business environment had an effect on performance of hotel business in Thailand. Hotel business entrepreneurs should set the guideline of related strategy development in order to improve hotel business to serve and respond to customers and society needs more efficiently, to apply the research result to resolve the defective work, moreover, to reinforce the work to obtain competitiveness in the future further.

Keywords: Organizational performance, Corporate social responsibility, Corporate image

10. THE ROLE OF TOP MANAGEMENT TEAM COMPOSITION IN FAMILY FIRMS

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Ricarda B. Bouncken, University Of Bayreuth, Germany

ABSTRACT

In recent research, scholars focus on the impact of family involvement in the top management team on performance, but present results are inconsistent. In order to address the inconsistency of the previous findings, this article sets out to investigate how unique characteristics of the family influence the performance of a family firm when family members are involved in the top management team by the means of a first overview of extant literature which especially regards the underlying theories of this research topic.

Key words: *top management team; composition; family firms; family business; family culture.*

11. EFFECTS OF MARKETING ADAPTATION STRATEGY ON THAI BUSINESS ENTREPRENEUR'S IN AEC COMPETITIVENESS IN NORTHEAST REGION OF THAILAND

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ABSTRACT

The purpose of this study is to examine relationships between the constraints of Marketing Adaptation Strategies that influence the creation of competitiveness of local entrepreneur's performances in Northeast region of Thailand as the ASEAN Economic Community (AEC) appears. A triangular research methodology is used to collect data concerning depth perspectives and awareness of a drastic change in entrepreneurship in the region of AEC. Data collection is designed into two phases. An in-depth interview is used as a first phrase to collect data from chief executive officers (CEOs) of companies in Northeast region of Thailand. A survey questionnaire is conducted as a second phrase to collect data from top executives from local business in the same region. A result of the study will be to benefit the promotion of AEC competitiveness and encouraging creativity and innovation among successful entrepreneurs.

Keywords: Marketing Adaptation Strategy, AEC competitiveness, Entrepreneurs' Performance.

12. MISUNDERSTANDING IN INTERNATIONAL ALLIANCES DOES NOT MEAN MISCOMMUNICATION!

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Ricarda B. Bouncken, University Of Bayreuth, Germany
Sascha Kraus, University Of Liechtenstein, Liechtenstein

ABSTRACT

International alliances have to cope with divergent communication schemes that can cause misunderstandings. Previous research has stressed that misunderstandings have dysfunctional effects in

international alliances. However, a part of linguistics points out that misunderstanding is a common phenomenon of a communication process that leads to a shared understanding. That is why this paper takes a closer look on the effects of divergent communication schemes in international alliances. We develop a conceptual framework that explains under which contextual factors divergent communication schemes lead to dysfunctional and beneficial effects.

Key words: *communication schemes, joint sensemaking, misunderstanding*

13. AMBIDEXTROUS INNOVATION STRATEGY EFFECT ON FIRM PERFORMANCE: INSIGHTS FROM PHARMACEUTICAL INDUSTRY

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Sakcharoen Pawapootanont, Mahasarakham University, Thailand

ABSTRACT

The purpose of this paper is to address the ambidextrous innovation strategy on the role of marketing capabilities; this research combines the dynamic capabilities perspective to explore how ambidextrous innovation strategy affects marketing capability that encourage firm performance. Data for this study are obtained through an interview survey instrument from 104 pharmaceutical firms. The questionnaire is adopted from several previous studies on ambidextrous innovation strategy, and its consequence and antecedence. A pilot test was conducted and necessary modifications were made to the questionnaire. Tests show that the sampling validity is not biased by non-response bias and the measure reliability and validity are acceptable. Furthermore, the multicollinearity is also tested and controlled during regression analysis. The findings show that ambidextrous innovation strategy has accelerated positive effect on marketing capabilities that link to firm performance. The paper's findings contribute to the ongoing dynamic capabilities research by highlighting the important role of ambidextrous innovation strategy in improving the marketing capabilities of firm. More importantly, the findings also indicate that firm concentrations are market scanning orientation and innovative vision focuses that are impact on the formulation and implementation process of ambidextrous innovation strategy.

Keywords: *Ambidextrous Innovation Strategy, New Products/Service Endowment, Marketing Program Attractiveness, Market Responsiveness, Market Scanning Orientation, Innovative Vision Focuses, R&D Collaboration Network Capability, Customer Cluster Heterogeneity, and Firm Performance*

14. IDENTIFYING PERFORMANCE IMPACT FACTORS OF UBIQUITOUS TECHNOLOGY IN SUPPLY CHAIN MANAGEMENT IMPLIMENTATION

Jongheon Kim, Alabama State University

ABSTRACT

This study seeks to identify the critical impact factors with which many corporate managers perceived to the successful utilization of ubiquitous technology in their supply chain management practices. Upon the literature review, case analysis and interview, we classify the factors into two prospectives, managerial and technological. The empirical test was conducted using both principle component analysis which successfully extracted seven managerial factors, six technological factors, and five perceived adoption

benefit factors. Then we employed one of multivariate analyses, canonical correlation to establish relevant relationships among those extracted factors. These findings bring us to a feasibility of a potential ubiquitous supply chain management adoption model. We believe that the current study is significant in that it provides empirical and theoretical insights for future researches and a practical guideline taking into account the adoption of ubiquitous computing in supply chain management systems.

Key Words: Ubiquitous computing, supply chain management, critical impact factors, canonical correlation, IT infrastructure

15. THE IMPACT OF CULTURE ENVIRONMENT, LEGAL ENFORCEMENT AND GLOBALIZATION SYSTEM ON CORPORATE DISCLOSURE IN THE EMERGING MARKET

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Eakapoom Wongsahai, Mahasarakham Business School Mahasarakham University, Thailand

ABSTRACT

The emphasis of accounting information on the market capital, various industries try to disclosure activity of the firm for build reliability on investors. In this study aim to explore the impact of culture environment, legal enforcement and globalization system on corporate disclosure in the emerging market. The legitimacy theory were use to explain the model. The order logistic regression were use to test hypothesis.

Keyword: Culture environment, Legal enforcement, Globalization system, Corporate disclosure

16. THE ECONOMICS OF MEDICAL TOURISM: RISKS, DRIVERS AND A FRAMEWORK FOR EXPORTING JOINT REPLACEMENT

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Sean D. Jasso, Ph.D., Pepperdine University
Wayne Gertmenian, Ph.D., Pepperdine University

ABSTRACT

People are traveling in search of medical care, and recent reports in the media and in academic journals suggest that medical tourism represents a new era in healthcare. In this paper we aim to develop a framework to understand the possibilities and risks of medical tourism. In doing, so we will newly define Arthroplasty Tourism to describe a growing, specific subset of arthritic patients traveling for joint replacement. Next, using an economic model of comparative analysis to be called Healthcare 3.0, we will identify the current problems of surgery in healthcare, and solutions that are either viable or exaggerations. We will then elaborate on the drivers of Arthroplasty Tourism from a model of supply and demand. Finally, we identify the unique risks that need to be managed and the necessary operational components to create an inbound Arthroplasty Tourism program.

Keywords: medical tourism, risk, joint replacement

ABSTRACTS**1. GROWTH AND CONVERGENCE: CENSUS DATA FROM US COUNTIES**

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ABSTRACT

This paper applies the classical empirical methodology in testing for convergence of personal incomes across counties in the United States. Decennial data from the Bureau of the Census on real personal income per capita for more than 3,100 counties are examined for two types of income convergence over 1959-2010 time frame. The results indicate that both the beta and sigma measures of convergence occurred across the regions in the US for the full period, but not during the decade of the 1980s or that of the 2000s.

Keywords: *Neoclassical growth model, sigma convergence, beta convergence, non-linear least squares, half-lives*

2. AUDIT COMMITTEE COMPETENCY AND GOAL ACHIEVEMENT

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ABSTRACT

The audit committee has a key role in enhancing the credibility of the organization to stakeholders. It is consistent with stakeholder theory as implemented to explain the phenomenon of audit committee competency that has an impact on goal achievement. Because they are the people who have been anticipated and provide confidence so that it can serve as an important mechanism for oversight of management processes and internal controls, it processes preparation and presentation of the financial reports of the organization. That is, instead of building confidence and reliability in operations it leads to goal achievement and builds credibility to stakeholders. Then, the objective of this paper is to investigate the relationship between audit committee competency and goal achievement. Audit committee competency includes five dimensions: professional knowledge diversity, operational well-roundedness ability, self-determination skills outstanding, resource management proficiency and morality, and ethics awareness. Also, audit committee competency assumes the influence of the best accounting practices, internal audit efficiency, business operational transparency, and resource utilization effectiveness. Additionally, this paper investigates the effects of best accounting practice, internal audit efficiency, business operational transparency, and resource utilization effectiveness on financial reporting quality and organizational excellence. Moreover, this paper investigates the effects of financial reporting quality and organizational excellence has an effect on stakeholder credibility and goal achievement.

Keywords: *Audit committee competency; best accounting practice; internal audit efficiency; business operational transparency; resource utilization effectiveness; financial reporting quality; organizational excellence; stakeholder credibility; goal achievement.*

3. HAS RAILROAD PERFORMANCE AND EFFICIENCY IMPROVED IN THE POST MERGER ERA?

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Debra K. Stiver, University of Nevada, Reno, Nevada USA
Theodore J. Mitchell, University of Nevada, Reno, Nevada USA

ABSTRACT

A key question to be answered is have the major railroad mergers of the 1990s resulted in increased performance and efficiency of the merged rail carriers? This paper attempts lend insight to this important question. The conclusion of this paper is that rail mergers have significantly improved most rail carrier operating performance efficiencies as evidenced by the statistical data presented. The paper also concludes that rail mergers have, in general, provided better service to rail shippers in the form of single-line service.

Keywords: Rail mergers, BNSF, Union Pacific, Norfolk Southern, CSX, Railroad performance measures, Railroad operating ratios

4. QUALITATIVE DETERMINANTS OF COLLEGE GPA: A SURVEY PERSPECTIVE

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Dawn Hukai, University of Wisconsin-River Falls

ABSTRACT

This study investigates the determinants of college GPA by using cross-sectional data from a sample of 453 students with majors in four different colleges at a Midwestern university. The primary focus of the paper is on the qualitative determinants of college GPA. The statistical analysis indicates that students' aptitude in the subject matter of their first major, the likelihood of their use of the course textbook in studying, their focus on improving weakness areas while studying, and their levels of persistence and determination all significantly and positively influence their college GPA. However, the number of hours the students work for pay negatively and significantly affects their college GPA. The number of contact hours with the instructor outside of class and the number of hours of tutoring received are negatively related to college GPA, because students struggling with course content self-select into office hours and tutoring. The estimated relationships are significant and robust. This paper expands the literature on the academic performance of college students by enhancing our understanding of the qualitative determinants of college GPA.

Keywords: Academic Performance, Qualitative Determinants, Weighted Least Squares

5. MANAGEMENT ACCOUNTING SYSTEM EFFECTIVENESS AND FIRM SUCCESS

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ABSTRACT

Management accounting systems effectiveness (MASE) demonstrates a sufficient benefit arising from its use that can enable the management of the firm to use the data for planning, controlling, directing or

coordination, and decision-making to achieve organizational goals. The main purpose of this research is to examine the effects of management accounting system effectiveness (MASE) on firm success of the information and communication technology business in Thailand. Management accounting system effectiveness (MASE) includes business planning efficiency, organizational control quality, corporate direction effectiveness, and firm decision-making achievement. The Knowledge-Based View (KBV) of firm theory explains the relationships among management accounting system effectiveness, operational excellence, strategic congruence, value creation, firm success, and the moderating effect in accounting learning capability. Theoretical and managerial contributions are explicitly provided.

Keywords: Management Accounting System Effectiveness, Business Planning Efficiency, Organizational Control Quality, Corporate Direction Effectiveness, Firm Decision-Making Achievement, Operational Excellence, Strategic Congruence, Value Creation, Firm Success, and Accounting Learning Capability

6. THE IMPACT OF LECTURE CAPTURE ON STUDENT PERFORMANCE IN ECONOMICS COURSES

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Neil Meredith, West Texas A&M University
Kyle Williams, University of Oklahoma
Duane Rosa, West Texas A&M University

ABSTRACT

This paper examines the impact of lecture capture technology on the performance of advanced undergraduate business students in economics courses. The sample consists of 244 students at a midsized regional institution located in the Southwestern region of the United States. The dependent variable is percentage score on a comprehensive final exam in advanced economics courses. The empirical model employed controls for effort, grade point average, standardized test scores (SAT/ACT), gender, ethnic background, age, major, and transfer students. Effort measured via homework score as a proxy, grade point average, ability measured via standardized test scores, academic major, and access to lecture capture are the five model variables that are positive and statistically significant. Age and classification as a transfer student are the two statistically significant variables with a negative coefficient. The demographic variables associated with African-American, Hispanic, and gender are not statistically significant determinants of performance on the final exam. The results indicate that students completing economics courses with access to lecture capture score approximately three percent higher on the final exam, holding other factors constant.

Keywords: Business Education, Economic Education, Instructional Technology, Lecture Capture, Web-enhanced Courses

7. HUMAN RESOURCE DIVERSITY MANAGEMENT CAPABILITY AND FIRM SURVIVAL: A PROPOSED CONCEPTUAL MODEL

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ABSTRACT

Human resource diversity management has become an important issue for businesses in the twenty-first century in the modern organization, but it has received attention in research and guidance on human

resource dynamics and outcomes in organizational studies in recent years. This paper's purpose is to present the relationships among five dimensions of human resource diversity management capability (knowledge sharing orientation, practice integration focus, functional linkage concentration, teamwork performance evaluation, and group talent identification), organizational commitment effectiveness, organizational citizenship behavior, organizational loyalty efficiency, organizational creation outstanding, organizational innovation success, firm survival, and the moderating effect of expansion needs. The resource-based view of the firm is the theory applied to explain the relationship in the present model. These include contributions, both in theory and managerial.

Keywords: Human Resource Diversity Management Capability, Knowledge Sharing Orientation, Practice Integration Focus, Functional Linkage Concentration, Teamwork Performance Evaluation, Group Talent Identification, Organizational Commitment Effectiveness, Organizational Citizenship Behavior, Organizational Loyalty Efficiency, Organizational Creation Outstanding, Organizational Innovation Success, Firm Survival, Expansion Needs

8. CRITICAL SUCCESS FACTORS FOR IDEA CREATIVITY IN ELECTRONIC BRAINSTORMING: AN OVERVIEW OF RESEARCH ISSUES AND FINDINGS

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ABSTRACT

This research examines three major factors that influence idea creativity in an electronic brainstorming session: GSS tools used in brainstorming, task/technology fit, and perception of idea creativity as group performance. Based on previous research, we found that 1) GSS tools can generate higher number of high quality ideas than traditional idea generation by reducing production blocking and expanding discussion; 2) The use of creativity software led to significantly more creative ideas and thus improved creativity performance; 3) Establishing norms of behavior regarding communication task-technology use would enhance the performance of global virtual teams, and a good fit between media functionalities of technologies and specific tasks would enable virtual teams to achieve greater levels of effectiveness; 4) Quality of discussion, task completion, process satisfaction, outcome satisfaction, idea quality (originality and feasibility), and creativity were most commonly used as a measurement of group performance in previous GSS research.

Keywords: Idea generation, virtual work group, task/technology fit, idea creativity

9. CROWDSOURCING: A TYPOLOGY AND STRATEGIC IMPLICATIONS

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ABSTRACT

Crowdsourcing has recently received a lot of attention from researchers in innovation management. As more and more successful cases of crowdsourcing are accumulated and researches are conducted, a conceptual framework that distinguishes different type of crowdsourcing is needed. In this paper, an attempt is made to fill this gap by focusing on two important strategic dimensions of crowdsourcing: Independence of the project and the relationship among participants. Based on this insight, four distinct types of crowdsourcing models are proposed: 1) open business, 2) independent community, 3) open contest, and 4) dependent community. Then, for each type of

crowdsourcing models, managerial and strategic implications that may contribute to the success of respective model are suggested and discussed.

Keywords: *crowdsourcing, innovation, strategy*

10. DO SOCIALLY RESPONSIBLE INVESTORS VALUE INTEGRATED REPORTING?*

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ABSTRACT

The purpose of this paper is to investigate whether the information disclosed in Integrated Reports might enable Socially Responsible Investors (SRI) in evaluating a company's commitment to sustainability. We conduct a case study of Eni, a major global player in the oil and gas industry, who is participating in the IIRC's Pilot Programme Business Network. The use of a case study is justified by the fact that Integrated Reporting (IR) is an emerging phenomenon, which does not yet possess relevant literature or established practices.

Keywords: *Integrated Reporting, Case Study, Extra-financial Communication.*
