

**ABSTRACTS****1. CREDIT AND CREDIBILITY:  
TRIPLE-A FAILURE AND THE SUBPRIME MORTGAGE CRISIS**

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**ABSTRACT**

*The recent turmoil in the international financial markets following the subprime mortgage crisis in the US 2007-08 has raised questions about the role of credit rating agencies in this crisis. One of the enduring questions of the financial crisis is how the credit ratings establishment got so much so wrong for so very long. How could century – old institutions like Standard and Poor’s, Fitch and Moody’s Investors Service give their triple – A blessings to subprime junk? This paper examines the three major credit rating agencies, their rating methods, business model and several related public policy concerns. The paper argues that the failure of the credit rating agencies to provide accurate ratings may indeed be a structural problem – inefficiencies are hence not solely due to investor naivety.*

**Keywords:** credit rating agencies, mortgage-backed securities, collateralized debt obligations, subprime crisis, rating methodology

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**2. BUYER BEHAVIOR IN ONLINE RETAIL OPERATIONS IN APPAREL STORES**

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**ABSTRACT**

*Online retailing started in a big way in the late nineties and grew into a major business in the past decade to become a major strategy for many retail companies. A large number of retail companies maintain brick and mortar outlets as well as online presence. It is also common for different stores to operate in the same product group (such as apparels) to have different stores targeting different customer segments. Under such circumstances, it is necessary to target the online customers differently, even though it is likely that the same customers are purchasing from both the stores. In order to achieve such differentiation, the companies need to understand the differences in customer profiles as well as their purchasing patterns. This study used K-means clustering for understanding the customer segments and web diagrams to identify the purchasing patterns. Based on the cluster analysis, the differences in customer segments are highlighted. The differences in purchase patterns are identified using the link analysis based on the web diagrams created individually for the two different types of stores.*

**Keywords:** Customer profiles; Purchase patterns; K-means clustering; Web diagrams

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### 3. FINANCIAL REPORTING MODEL ANALYSIS THROUGH DECISIONAL UTILITY

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#### ABSTRACT

*Our paper analyzes the accounting model of fair value by considering both the evaluation perspective and the informational one. After briefly discussing the evaluation perspective and the informational perspective in financial reporting we look at the decisional utility of fair value through both of the considered perspectives. Literature review methodology is employed in developing the analysis. Finally fair value accounting is discussed in the context of decisional management.*

**Keywords:** *accounting model, fair value, evaluation perspective, informational perspective, decisional utility, decisional management*

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### 4. ACCOUNTING SYSTEM INNOVATION AND STAKEHOLDER ACCEPTANCE OF THAI LISTED FIRMS: MEDIATING INTERNAL CONTROL EFFECTIVENESS

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#### ABSTRACT

*This article is about the effect of accounting system innovation on stakeholder acceptance via internal control effectiveness as mediator. The study examines the relationships among accounting system innovation and stakeholder acceptance, whereas internal control effectiveness is taken as mediator. The results indicate that document management system; network system linkage; cost control improvement; accounting software suitability effect on internal control effectiveness. However, organization awareness which is the moderating effect of the relationship between accounting system innovation and internal control effectiveness. In addition to this research shows the effect of internal control effectiveness are also directly related on stakeholder acceptance. Moreover, effective communication which is the moderating effect of the relationship between internal control effectiveness and stakeholder acceptance. Finally, contributions and suggestions are also provided for further research.*

**Keywords:** *Accounting system innovation; Document management system; Network system linkage; Cost control improvement; Accounting software suitability; internal control effectiveness*

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### 5. AFRICA'S MOBILE COMMERCE SEGMENTS: A MODEL-BASED CLUSTER ANALYSIS

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#### ABSTRACT

*Mobile devices are rapidly becoming ubiquitous and enabling radical changes in communication modalities across the globe. From social media to political organizing to electronic commerce, mobile devices are drastically transforming the way people live and work all over the world. Using data from the 2010 International Telecommunications Union World Telecommunication/ Information and Communication Technology Indicators Database and the 2011 CIA World Factbook, the authors identify potential macro-level (country) segments for mobile commerce within Africa. Three variables, gross domestic product per capita, mobile cell phone use per 100 population and internet use per 100*

population are analyzed using model-based cluster analysis. Three distinct clusters are identified and offer an insight into the potential diffusion of mobile commerce and marketing efforts.

**Keywords:** Mobile Commerce, M-Commerce, Mobile Marketing, Africa, Model-Based Cluster Analysis

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## 6. THE IMPACT OF RISK ON THE USAGE OF MANAGEMENT ACCOUNTING TECHNIQUES BY ACCOUNTING AND MARKETING MANAGERS

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### ABSTRACT

Accounting and marketing managers are separated into low and high risk groups using cluster analysis. Comparison of 42 management accounting techniques shows that there are differences in usage and importance between accounting and marketing managers based on their perceptions of environmental risk. Senior accounting and marketing managers of large Canadian companies indicate that traditional MATs are still rated higher than contemporary MATs for both usage and perceived importance. Marketing managers use MATs with limited analytical or strategic rigor compared to accounting managers.

**Keywords:** accounting techniques, risk, marketing and accounting managers, discriminant analysis

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## 7. THE EFFECT OF AUDIT SPECIALIZATION ON AUDIT QUALITY: AN EMPIRICAL STUDY OF TAX AUDITORS IN THAILAND

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### ABSTRACT

This research aims at investigating the effects of audit specialization: audit particular capability, audit specific knowledge, audit especial experience on audit quality through moderator effect of Audit climate dynamism of tax auditors in Thailand. Additionally, in this study, the audit specialization consists of three dimension of audit specialization: audit particular capability, audit specific knowledge, audit especial experience on audit quality. The results indicate that the greater degree audit specialization is more likely to achieve higher audit quality. Interestingly, the results also demonstrate that tax auditor with two dimension of audit specialization: audit particular capability, and audit especial experience have a positive effect on audit quality. In addition, audit specific knowledge positive effect on audit quality via the partially effect of moderators. Contributions, suggestions and conclusion and provided for future research.

**Keywords:** Audit particular capability, Audit Specific Knowledge, Audit Especial Experience, Audit Quality, and Audit Specialization

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**8. ANTECEDENTS OF SATISFACTION AMONG MBA STUDENTS: A CROSS-CULTURAL STUDY**

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**ABSTRACT**

*This study explores the cultural influences on the factors affecting satisfaction among MBA students. It investigates the relative importance of service quality factors on students' satisfaction in a three-country setting, where Hofstede's (1980) cultural dimensions (individualism/collectivism, power distance, and uncertainty avoidance) are reflected in a balanced manner. Out of three hypotheses proposed in the study, two of them are either fully or partially supported, suggesting that cultural factors exert a significant influence on satisfaction among MBA students. Implications for academicians and practitioners are provided.*

**Keywords:** Satisfaction, MBA Program, Culture, Hofstede, Individualism/Collectivism, Power Distance, Uncertainty Avoidance

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**9. AGENTS WITH PRINCIPLES: REDUCING RISK THROUGH ETHICS EDUCATION**

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D. Michael Long, University of Tennessee at Chattanooga, USA

**ABSTRACT**

*The typical principal-agent relationship is, in theory, based on a foundation of mutual trust. But typical agency theory is based on the belief that the agent cannot be trusted. Agency costs, such as monitoring, must be incurred to increase the agent's incentive for work effort and moral conduct. We contend that a firm's agency costs and cost of capital can be lowered, increasing firm value, if managers who have been taught the importance of proper ethical convictions through their collegiate studies and/or through earning a professional designation are employed by the firm.*

**Keywords:** Business Ethics, Agency Theory, AACSB

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**10. AN APPLICATION OF RIDGE REGRESSION AND THE BIASED MINIMUM CHI-SQUARE RULE TO PREDICTING CORPORATE BANKRUPTCY**

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**ABSTRACT**

*This paper examines coefficient estimation problems in multiple regression and multiple discriminate analysis which arise due to the correlation (multicollinearity) between the independent variables. In the presence of multicollinearity in data, the estimation of coefficients in corporate failure prediction models by means of the above methods may give inflated estimates with high variance and wrong signs. The potential usefulness of the ridge regression analysis to handle multicollinearity in accounting and economic data is demonstrated.*

**Keywords:** Multicollinearity, Ridge Regression, Biased Minimum Chi-Square Rule, Corporate Bankruptcy

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**11. DOES THE LEARNING STYLE OF STUDENTS DEPEND ON THEIR AREA OF CONCENTRATION IN BUSINESS?**

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Jim Estes, California State University, San Bernardino

**ABSTRACT**

*This paper is a study of the learning styles of business students at California State University San Bernardino as they relate to the areas of concentration within the College of Business and Public Administration (CPBA). It explores and compares the differences in learning style that exists between management, marketing, accounting, finance, public administration and information decision science majors. Results indicate the largest difference is 1.58 points between accounting and marketing concentrations on the Sensory/Intuitive construct on an 11 point scale. Results do indicate a preference for interactive, sensory, visual and sequential learning experience. It is hoped that by studying the differences in learning styles that the readers may be able to adjust their teaching styles to assist students in the learning process.*

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**12. THE RELATIONSHIP BETWEEN EXECUTIVE COMPENSATION AND COMPANY'S GOVERNANCE OF NON-INTERNATIONAL COMPANIES**

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**ABSTRACT**

*This study examines the relationship between company's governance and cash compensation paid to the executives of non-international companies. The purpose is to test whether the salary and total cash compensation of the CEOs of such corporations are related to management percentage stock ownership, CEO as chair of the board, and percentage of outside members of the board. Using 591 company-year observations for 217 companies for the years 2007 to 2009, the results show that the management percentage stock ownership is negatively associated with the level of CEO salary and total cash compensation. In addition, the results indicate that companies with boards that have CEO as chair, pay a relatively higher amount of cash compensation to their executives. Finally, the results show that the higher the percentage of outside directors in the corporate board, the lower is the amount of CEO cash compensation.*

**Keywords:** Compensation, Corporate Governance, Executive

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### 13. CULTURAL DIMENSIONS AFFECTING USER SATISFACTION OF ERP SYSTEMS FOR A DEVELOPING COUNTRY

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#### ABSTRACT

*The literature review was based on a multi-disciplinary research approach by incorporating user satisfaction and cultural dimensions of ERP systems for an emerging country such as Thailand. Previous studies suggested that national cultures are substantially influenced by ERP system satisfaction. Thai people tend to have high power distance and high uncertainty avoidance, but they are likely to have low individualism and low masculinity. Then, all four cultural dimensions should affect user satisfaction of ERP system.*

**Keywords:** Cultural Dimensions, ERP and Cultures, Hofstede Theory, Developing Country, Thailand

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### 14. ARTIFICIAL NEURAL NETWORKS FOR SEMICONDUCTOR INDUSTRY ANALYSIS

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#### ABSTRACT

*The purpose of this study is to support the decision of semiconductor companies by providing an objective chip price prediction model. Existing statistical or econometric models have shown limits analyzing nonlinear time-series data such as share prices and exchange rates. The back-propagation algorithm, which is the most common method, was used as the learning algorithm. Predicting was attempted by using two supply factor variables and four demand factor variables. The data used in the analysis was collected from January 3, 2003 to December 28, 2005. The data has been divided into two parts for learning and verification. As a result of inputting the verification data into the trained neural network, the actual values show some differences. However, we were able to see that the flow of the semiconductor market and short-term forecasting was possible providing very little error between the predicted value and the actual value.*

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### 15. DOES GENDER, GPA OR AGE INFLUENCE TEST PERFORMANCE IN THE INTRODUCTORY FINANCE CLASS? A STUDY USING LINKED QUESTIONS

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#### ABSTRACT

*This study examined student test performance when multiple choice test questions were linked. Linked questions occur when the answer to one question eliminates an answer to another question. Linked questions were utilized to examine whether students used related questions to their advantage and whether linked questions reduce guessing when students have less than perfect knowledge. The results indicated a benefit to some degree from linked questions and a lower incidence of guessing. When the question order was random rather than sequential; the benefit was not significant. Primarily age and GPA influence performance on linked questions. Gender did not appear to enhance scores on random test order.*

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## 16. ENVIRONMENTAL MANAGEMENT ACCOUNTING EFFECTS ON EMS AND FIRM PERFORMANCE

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### ABSTRACT

*Decision-making theory attributes that uncertainty leads managers to a search for additional relevant information to increase certainty that EMA propose to improve business (environmental) activity, and firm performance in regarding of providing useful environment-related information to executives. Recently, business organizations have more concern on environmental issues vividly in the evidence of ISO 14000 series adoption. On one hand, EMS has been constructed and proposed to enhance firm performance. On the other hand, EMA has been structured in order to facilitate EMS and thus enhance firm performance in both of monetary and physical terms. This study purposes to explore the implementation of EMA and investigates its effect on firms' EMS and performance. The survey research methodology has been conducted. Data were gathered by questionnaires from certified ISO 14001-firms in Thailand and then analyzed by the multiple regression analysis. The findings are consistent with decision-making theory and EMA literatures that EMA provides useful environmental information to enhance firm performance and EMS implementation. The findings might contribute to EMA literature and implicate to environmental regulators and implementers as a reference for their decision-making in related issues.*

**Keywords:** *Environmental management accounting (EMA), Environmental management systems (EMS), Firm performance, Decision making*

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## 17. A TIME-SERIES ANALYSIS OF U.S. E-COMMERCE SALES

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### ABSTRACT

*Merely seventeen years old in the U.S. market, electronic commerce (e-commerce) sales continue to grow rapidly on an annual basis. At the macro level, U.S. e-commerce sales for 2010 totaled \$166.5 billion. Although this total is impressive, it represents only 4.28 percent of the total of U.S. retail sales for that year. The purpose of this research is to test the significance of the rate of growth of U.S. e-commerce for the period 2000-2010. U.S. e-commerce sales data from the U.S. Census bureau are analyzed using time series analysis. The results indicate the existence of a significant linear trend model. Finally, the researchers offer total U.S. e-commerce sales projections for the 2011-2013 period.*

**Keywords:** *Electronic commerce, E-Commerce, U.S. E-Commerce Market, Time Series Analysis*

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## 18. VIRTUAL MENTORING: THE CHALLENGES AND OPPORTUNITIES OF ELECTRONICALLY-MEDIATED FORMAL MENTOR PROGRAMS

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### ABSTRACT

*This paper examines what the author labels "virtual mentoring," communication techniques which enable companies and other organizations to maintain formal mentoring programs that predominantly utilize electronically-mediated modes of communication between mentors and protégés. It examines the rationale behind the implementation of this non-traditional approach to formal mentor programs. In addition, the paper explores the issue of the efficacy of communication modalities such as e-mail,*

*telephone, videoconferencing, texting, webcams, and virtual reality, to replicate the in-person mentor-protégé interface.*

**Keywords:** *Mentoring, Mentor Programs, Virtual Mentoring, Technology Management, Management Development, Cybermentoring, Telementoring, E-mentoring, Training*

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