ABSTRACTS

1. VOLUNTARY TURNOVER INTENTIONS: EFFECTS ON PERCEIVED ORGANIZATIONAL SUPPORT AND ORGANIZATIONAL COMMITMENT OF THAI EMPLOYEES IN RAJABHAT UNIVERSITIES

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ABSTRACT

This study investigates the relationship of perceived organizational support (POS) and organizational commitment on voluntary turnover intentions. The concept of POS stems from organizational support theory that explains how employees develop global beliefs regarding the extent to which the organizational values their contributions and is concerned about their well-being. POS is likely to influence organizational commitment that it affects on voluntary turnover intentions of employees in universities. Contributions and suggestions are provided for further research.

Keywords: Perceived organizational support, Organizational Commitment, Voluntary Turnover Intentions

2. FROM A GREAT BOOKS LIBERAL ARTS EDUCATION TO AN INTEGRATED MARKETING PROGRAM OF STUDY

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ABSTRACT

There is a gap between what we teach in the classroom and what corporations feel they need from their employees. We argue that liberal arts education and, in particular, a Great Books Program, provides the foundation for an integrative approach in marketing by equipping students with skills and attitudes that prepare them for a more demanding and inclusive marketing course of study. Specifically, the skills provided are the formation of abstract concepts, analytical skills, independent thinking, leadership ability, mature social and emotional judgment, appreciation of cultural experiences, oral and written communication skills, which are precisely those that are often reported by corporate leaders as lacking in business education today.   Further, we argue that the set of skills fostered by a Great Books Program, should be coupled with an integrative program of marketing study consistent with preparing students to achieve competency in utilizing the systems approach to the marketing discipline that is increasingly demanded in today's enterprises.

Keywords: Marketing Education; Liberal Arts; Great Books Program; Interdisciplinary Marketing Program; Curriculum Design

3. THE IMPACT OF ORGANIZATIONAL FLEXIBILITY AND AUTONOMY ON GLOBAL COMPETITIVENESS VIA THE MEDIATING EFFECT OF CORPORATE MINDSET TOWARDS GLOBALIZATION

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ABSTRACT

Based on a resource based view of the firm and contingency theory this paper proposes a model of the impact of organizational flexibility and organizational autonomy on global competitiveness via the

mediating effect of corporate mindset towards globalization, technological turbulence and competitive intensity as a moderator. Through filed research, accompanied by a review of related literature, this study identifies organizational flexibility and organizational autonomy, and applies entrepreneurship orientation on a corporate level, all of which are important to successful global competitiveness. Contributions and suggestions are providing for future research.

Keywords: Global competitiveness; Corporate mindset towards globalization; Organizational flexibility; Operational flexibility; Financial flexibility; Technological flexibility; Organizational Autonomy; Goal-defining Autonomy; Structural Autonomy; Resource Autonomy; Social Autonomy; Technological Turbulence; Competitive Intensity

4. ARE TAX INCENTIVE PROGRAMS REALLY BENEFICIAL TO THE ECONOMY?

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ABSTRACT

The American Recovery and Reinvestment Act of 2009 is a massive piece of legislation that was enacted on the heels of the most significant financial crisis of modern time. It was aimed at avoiding a depression. The provisions of the Act were aimed at calming the panic that had gripped investors and the American public and restoring trust in the financial industry. It was also aimed at stimulating the economy and creating jobs. There are many who question whether the Act really worked and whether tax incentive programs can effectively be utilized to stimulate the economy. In this paper, we examine the components of the Act as it relates to small businesses and individuals and analyze whether these incentives actually worked or did not work. We make recommendations and suggest strategies that can be utilized to ensure future success of future initiatives.

KEYWORDS: American Recovery and Reinvestment Act of 2009 (ARRA); making work pay credit; hope credit expansion; Section 179 tax deduction; first-time homebuyer tax credit; bonus depreciation; exclusions; incentives

5. COINTEGRATION AND ERROR CORRECTION MODELING OF MACROECONOMIC PREDICTORS OF MORTGAGE AND CREDIT CARD LOANS CHARGE-OFFS IN THE U.S. COMMERCIAL BANKING INDUSTRY

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ABSTRACT

As a major supply source of mortgage and credit card loans, the U.S. banking industry faces the risks of default payments and charge-offs associated with accounts delinquencies that exceed the 180-day term limit. This paper examines the influence of macroeconomic factors, namely, unemployment rate, inflation rate, interest rate, debt/income servicing ratio, and bankruptcy rate on the industry's mortgage and credit card charge-off rates, using quarterly data from 1987 to 2009. Unit the Augmented Dickey-Fuller and the Phillips-Perron procedures, the unit root tests show that the time series are integrated in the order of I(1). Evidence of the existence of a long-run stable equilibrium relationship between the charge-off rates and their underlying determinants are provided by the Johansen-Juselius technique. Furthermore, the error correction model provides estimates of the industry's rates of charge-off adjustment to a previous period's deviation from long-run equilibrium. Overall, the estimated coefficients are, not only, positive and statistically significant within a two-quarter lag period (180 days), but also, consistent with theory; hence, they may be useful for the development of appropriate business and industry risk management policies dealing with financial losses associated with charge-offs.

6. MICROFINANCING, INTEREST RATE, AND BIBLICAL SAFEGUARDS

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ABSTRACT

There has been a long-standing debate between interest rates charged by lenders in Microfinance and social agenda they are trying to serve. This paper first examines a micro-economic approach which can be used to determine the interest rates that banks and Microfinance Institutions (MFIs) charge from borrowers. As micro-economic approach, however, does not solve the high interest problems of MFI completely, we also examine biblical safeguards to seek for wisdom from Bible which could provide an important insight for this controversial interest rate problem of microfinancing.

Keywords: *Microfinance, interest rate, Biblical safeguards*

7. AIR RAGE: VIOLENCE TOWARD CABIN CREW (A STUDY ON VICTIMIZATION OF UNRULY PASSENGERS IN TURKEY)

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ABSTRACT

As a subset of workplace violence, air rage is an external threat in the aviation industry, which is used to describe aggressive and disruptive behavior by unruly passengers during flight. Little is known about the air rage phenomenon as there has been surprisingly little empirical research, and limited statistical data. The purpose of this paper is to present the main findings on air rage from a study among cabin crew members, which was conducted in 2010 in Istanbul, Turkey. In brief, the results have suggested that most respondents viewed unruly passenger behavior as a component of their jobs. The findings have described that educated male passengers were likely to engage in air rage. The psychological well-being not only of the victims, but also of the witnesses, was lower than that of the cabin crew members who did not exposed to air rage.

Keywords: *air rage, unruly passengers, passenger violence, cabin crew, Turkey*

8. RETROSPECTIVE OF INTELLECTUAL CAPITAL LITERATURE REVIEW

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ABSTRACT

The purpose of our paper is to develop a trend for intellectual capital evolution as discussed in international and national specialized literature. The study of the specialized literature presents different concepts and terms related to intellectual capital as well as the research evolution trend regarding this type of capital in the area of accountancy and financial reporting. Our paper present a quantitative research by performing a content analysis of several articles published in prestigious national and mostly international journals.

9. **PROJECT PORTFOLIO MANAGEMENT AND DISCRETE EVENT SIMULATION AT THE EXECUTION LEVEL**

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ABSTRACT

Managing execution of a continually changing portfolio of projects is challenging. As new projects arrive, they could and often do affect the current projects' completion times, and resource factors may and often do change. Resource factors include skill sets needed, number of resources in each skill set, and changing job assignments affecting resource leveling. There are some commercial programs designed to address these issues, but they are expensive. Using of-the-shelf discrete event simulation programs such as Arena or ProModel could be an affordable substitute, especially if an organization's process management or industrial engineering department already has them. This study was done to develop a model for a research and development department that would help predict completion times of projects and to make pertinent resource decisions. In a practical application, management asked us to base the model on six new projects arriving weekly. It was the portfolio manager's job to inform their internal customer when a project would be completed, keep the resources leveled, and maintain flow. These managers did not have the luxury of deciding which projects to select or the priority rating of each project. However, they were able to manage resources as needed to maintain acceptable completion dates.

Keywords: *Discrete Event Simulation, Project Portfolio Management, Resource Leveling*

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10. **ANTECEDENT AND CONSEQUENCE OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT OF THAI EMPLOYEES IN RMUTT**

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ABSTRACT

This study presents a concept of an antecedent and consequence of job satisfaction and organizational commitments of Thai employees in Rajamangala University of Technology Thanyaburi (RMUTT). Perceived organizational support (POS) is hypothesized to become an antecedent of job satisfaction and organizational commitment. Job performance is hypothesized to become the consequence of job satisfaction and organizational commitment. Job satisfaction and organizational commitment were found positively related to job performance. For job satisfaction and organizational commitment's antecedent, POS outstandingly play important role that it is also positively related with job satisfaction and organizational commitment. Both theoretical and managerial contributions are explicitly provided.

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11. **MapREDUCE: DISCOVERING MONEY LAUNDERERS USING DATA MINING TECHNIQUES**

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ABSTRACTS

Money laundering is a growing problem among technologically advanced countries and this problem can be expected to escalate as the less developed countries modernize and have begun to contribute

substantially to the world's GDP. Electronic financial transactions are common and widespread and law enforcement agencies are confronted with problem of combating fraudulent transactions. This paper proposes the use of MapReduce – a programming technique that can be used as a data mining tool to bridge the gap between illegal money transactions in the United States and law enforcement.

Keywords: Money Laundering, Information Privacy, Information Security, data mining, Law Enforcement

12. AN ALLIANCE BUILDING PERSPECTIVE ON EXCHANGE GOVERNANCE

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ABSTRACT

This paper intends to explain and predict a firm's exchange governance decision based on a firm's alliance building perspective. In the past, market vs. hierarchy decision was mainly approached from transaction cost theory, which relied on market failure framework. However, transaction cost theory has received numerous critiques since it became dominant theory of the firm. In response to such problems, new perspectives such as competence or knowledge based theory of the firm have been suggested in the past. However, these new perspectives focus narrowly on the advantage of organization without much attention to broader strategic objectives of the firm. The alliance perspective introduced here pays attention to a rather different incentive that does not rely on either market failure or organization advantage. It is hoped that the alliance building perspective can shed a new light on the neglected side of market vs. hierarchy decision by emphasizing the need to look beyond the dyadic relationship between two transaction parties.

Keywords: alliance building, transaction cost, technology standard

13. NEGATIVE PERCEPTIONS OF ACCOUNTING, LEARNING APPROACH AND LEARNING OUTCOME

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ABSTRACT

In this paper, we review accounting education literature that is related to the Ramsden (1992, 2003) Students' Learning in Context model. Two main streams of research are identified: one stream focuses on the negative perceptions of accounting; the other tests the relationship between the learning approach (deep vs. surface) and learning outcome. Based on the model, we propose three propositions, i.e., a) the negative perceptions about accounting lead students to choose a surface approach, b) instructors' clear communication of the task requirements to students helps avoid any negative perceptions, and c) using high complexity questions in assessment will encourage students to take a deep approach and in turn lead to better learning outcome.

Keywords: *Accounting education, learning approach, learning outcome*

14. HUMAN RESOURCE MANAGEMENT: A STUDY OF INDIAN RAILWAYS

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ABSTRACT

The core aim of Human Resource Management is to attain the organization effectiveness .Transport is one of the service sectors in India. Indian Railways is the life line of India. Indian Railways carried 19 millions of passengers and 2.29 millions tonnes of freight every day during the year 2008-09.The real assets of Indian Railways are the Human Resource; hence the present paper proposes to examine the HUMAN RESOURCE MANAGEMENT – A STUDY OF INDIAN RAILWAYS with the help of the following objectives. The Research Methodology includes the above core objectives. The data is collected through secondary source. The study period is from 1950-51 to 2008-09. The statistical tools are applied in accordance to the requirement of the study purpose. The Indian Railways organization structure depicts the superior subordinate relationship in vivid manner. The density of human resource in Indian Railways is at 22 Human Resource per kilometre .The electrification network is at 29 percent to the total route kilometers .However, the electrifications network should further increased to 50 percent in order to render the best services to the commuters. The socio-economic development is linked with the number of railways stations; hence the railway stations should further increase. The electric engines are eco – friendly, fastest and cheapest hence. The number of electric engines should further increase in number in order to render best services to the goods and commuters in Indian Railways. The net revenue reflects the contribution of Indian railways to the Indian exchequer. The net revenue in Indian Railways is substantial at Rs 9174.45 crores while the operating ratio is at 90 percent during the year 2008-09. The Productivity is substantial in Indian Railways through NTKMS and PKMS. The Human Resource cost to the Total cost in Indian Railways is at 55 percent due to the implementation of the VI pay commission. The market share of Indian Railways is at 30 percent during the year 2008-09 hence, the Railway Board ought to take decisions in tapping the small consignments also to boost up the productivity and net revenue. However, the Indian Railways should focus on the core activities and the non core activities should be given to the BPO. The USA railroad length network is the largest in the entire globe while the Indian Railway stands fourth largest in the Network through the route kilometers. Indian Railways stands second in the deployment of Human Resource with 14 lakhs during the year 2007-08. Indian Railways stand fourth largest as far as the freight tones are concerned. However Indian Railways has the highest PKMS with 694764 millions in the entire globe. The Human Resource Planning is the core aspects of the Human Resource Management. The Human Resource has reduced by 2.66 lakhs during the period 1990-91 to 2008-09 depicts vividly the human planning strategy to reduce the human resource on one hand and to reduce the human resource cost of Rs 3,273 crores on the other .The Recruitment and Selection of group A&B officers is empowered to UPSC while The Railway Recruitment Board is empowered to recruit the group C and D staff. However, the RRBs have to follow the recruitment and selection pattern of the UPSC.

Training and Development of the officers by the Seven Centralized Institutes is superb. However, the zonal training institutes should follow the path of the seven centralized institutions pattern of training. The Reward Management is excellent through implementations of sixth pay commission apart from that the productivity linked bonus is confined to group C and D staff. However, the group A&B officers may be extended the above benefit. Human Relations are linked with productivity. The higher the Productivity the better the human relations. The role of AIRF and NFIR trade unions is significant in Indian Railways. The value added by per human resource is at Rs 3, 01,003 in Indian Railway during the year 2008-09 .thus, the Human Resource Management is effective in Indian Railways.

Keywords: *Human Resource Management, Reward Management, Human Resource Planning, Human Relations, Operating Cost, Gross Revenue, Business Process Outsourcing -Bpo*

15. THE RECURSIVE PARTITIONING ALGORITHM (RPA) A NONPARAMETRIC CLASSIFICATION SYSTEM

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ABSTRACT

Leo Breiman (Breiman et al., 1984, 1998) was a statistician who was fond of practical applications, and this led him to develop several original studies. Based on the work begun by Friedman (1977), he developed a very accurate classification system, without the need for statistical assumptions, since it is a nonparametric methodology. The aim of this study is to present the work of Breiman known as the Recursive Partitioning Algorithm. The RPA will be introduced as a nonparametric approach to credit analysis, allowing for the incorporation of the costs of misclassifications. Several studies, such as Novak and LaDue (1999) and Marais, Patais and Wolfson (1984), have shown its applicability in the analysis and granting of credit. A long road has been traveled from the early work of Friedman (1977) to the CART model developed by Steinberg and Golovnya (2006). This paper – apart from presenting the fundamentals and possibilities for use of the RPA – seeks to show the effectiveness of the results attained through a comparison with a parametric model, the Discriminant Analysis, considered the most traditional and classical method of analysis. The results show the RPA to be a superior technique, as well as a technique of easy intuition by analysts. The conclusion of the paper confirms that the RPA system – little known and discussed by academics and market professionals – is a powerful classificatory tool, with the advantage of being nonparametric.

Keywords: Recursive Partitioning Algorithm (RPA), Classification and Regression Trees (CART), Classificatory Models, Nonparametric Methodology, Discriminant Analysis

16. A SYNTHETIC SECURITY APPLICATION OF PUT-CALL PARITY TO IMPROVE BUSINESS PEDAGOGY USING EXCEL SPREADSHEETS

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ABSTRACT

This paper uses Excel spreadsheets to introduce the payoffs of synthetic securities using Put-Call Parity (PCP) to undergraduate students. First, we provide an Excel application with the four examples of synthetic securities (long common stock, short common stock, protective put, and covered call). Next, we complement the Excel application with graphs to improve student's understanding, and thereby simplify relatively complex synthetic security teaching. This pedagogical improvement may increase an average students' ability to understand synthetic securities and its role in financial services industry.

Keywords: Put-Call Parity, Synthetic Security, Financial Options, Excel spreadsheet

17. ENHANCED EXPENSE PRACTICES FOR HIGHER EDUCATION: ENDURING CONTINUOUS REDUCTIONS IN STATE APPROPRIATION

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ABSTRACT

The way forward for higher education to survive and to endure reductions in state appropriations is the enrichment of practices associated with traditional expenses. Because consistent reductions in state appropriations threaten to cause major changes to educational services within Higher Education, this paper advocates enhancement to program management and changes to teaching practices without sacrificing students' expectations. In fact, these practices strengthen learning through practical and team teaching environments while promoting unity of colleges and integration of courses. Module learning and transition programs encourage students to complete degrees faster and step up to the next advance degree. Flexibility can be obtained in a traditionally rigid environment without surrendering core programs.

Keywords: *higher education, funding, public policy, business school, tuition and fees*

18. INDIVIDUAL AND SOCIAL FACTORS TOWARD USER SATISFACTION OF E-PARLIAMENT SYSTEMS

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ABTRACT

Since the implementation of e-Parliament systems are complex especially for a lower-income country such as Thailand, this paper presents critical success factors including trust, perceived usefulness, word of mouth, and strategic use of IT in terms of networking of e-Parliament systems to enhance user satisfaction of the Thai Parliament. Scope of the study, related theories, and a conceptual framework development are stated.

Keywords: *e-Government, e-Parliament, Trust, Perceived Usefulness, Word of Mouth, User Satisfaction, Thailand*

19. THE DETERMINANTS OF BANK SATISFACTION LEVEL AMONG YOUNG CHINESE CONSUMERS

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ABSTRACT

This study investigates the determinants of bank satisfaction level among young Chinese consumers. This study uses the data from young Chinese college students in Shanghai to show that an ability to offer more financial services and discounts or savings to consumers is more likely to have positive effect on overall bank satisfaction level. The results also demonstrate that size and online banking service are not directly related to bank satisfaction level for these young Chinese consumers. The paper could make a contribution to understand the consumer behavior of young Chinese consumers when they have a growing demand for financial services.

Keywords: *Bank Satisfaction, Chinese Bank, Consumer Behavior*