

**ABSTRACTS****1. EFFECTS OF TECHNOLOGICAL CAPABILITY ON NEW PRODUCT DEVELOPMENT AN EXPORT PERFORMANCE: AN EMIRICAL RESEARCH OF EXPORTING COSMETICS BUSINESS IN THAILAND**

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**ABSTRACT**

*This paper investigates the effect of technological capability on new product development and export performance via a moderating effect of technological turbulence and managerial attitude toward change. It also examines antecedents of technological capability as organizational support, knowledge and technical expertise, learning culture, systems and procedures, and organizational structure. Exporting cosmetics businesses in Thailand are sample and questionnaires are used as a tool. Results show that technological capability has significant relationship with new product development and new product development has significant positive with export performance. Surprisingly, both technological turbulence and managerial attitude toward change as moderating effect is not related between technological capability and new product development. Three in five antecedent of technological capability are significant and positive relationship. Theoretical and managerial contributions are provided. Conclusion and suggestion for future research are presented.*

**Keywords:** Technological Capability, New Product Development, Export Performance, Technological Turbulence, Managerial Attitude toward Change

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**2. CREATING VALUE THROUGH THE STRATEGY OF PROCRASTINATION**

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**ABSTRACT**

*This research presents a mathematical model for pricing the procrastination option. The concept of procrastination will be discussed from the perspectives of Psychology, Economy, Finance and Strategy. The maximum limit of the strategy of procrastination will be investigated, considering the cash flow loss due to the possible first movement of the competition and the benefit of the reduction of uncertainty due to the information that becomes available as time passes. A simulation will be presented aiming to establish the benefits of the optimum exercise time of the option.*

**Key-words:** procrastination, option to defer, real options

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### 3. HUMAN RESOURCE MANAGEMENT- A FLEXIBLE STRATEGY FOR THE FUTURE FOR ORGANIZATIONS- A CONCEPTUAL APPROACH

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#### ABSTRACT

*This paper is an attempt to explore the extending territories and emerging roles of human resources in an organization, which is highly demanding in terms of value additions, co-creation of values and integrating various processes to Business Objectives and vision. This conceptual study also highlights various drivers both internal and external. This paper also explains the proactive and persistent role of Human resource, dimensions and dilemmas to address and the issues of individual development, change & knowledge management, organizational growth. This paper also covers major issues of Performance Excellence which leads an organization on their journey towards Business Excellence.*

**Key Words:** Human Resource Management; Flexible Strategy, Performance Excellence, Business Excellence

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### 4. SWEDISH LISTED COMPANIES: THE USE OF RISK AND COMMITTEE GOVERNANCE TECHNIQUES

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#### ABSTRACT

*Corporate Governance is not a new concept. But, the spate of recent large scale corporate collapses has been a catalyst for popularising the prescription of governance regimes such as that issued by the Swedish Stock Exchange in 2005. After two years of implementation this study addresses specifically the ways in which the listed companies embrace the governance concepts of risk management, and the use of committees.*

*This study analyses the 295 listed companies on the exchange for 2006, and concludes that although only the large corporations are required to follow the governance guidelines, it appears that the small and medium listed companies are also embracing it as best practice on a voluntary basis. The use then of risk management techniques coined Risk Governance, and the use of committees such as election, audit and remuneration, coined Committee Governance, are popular governance techniques of listed Swedish companies.*

**Keywords:** Corporate Governance, Risk Governance, Committee Governance

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### 5. ROLES OF ORGANIZATIONAL KNOWLEDGE IN COMPETITIVE ADVANTAGE OF THAI ACCOUNTING FIRMS: A MEDIATING EFFECT OF INNOVATION CAPABILITY

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#### ABSTRACT

*This study investigates the roles of organizational knowledge in competitive advantage by using innovation capability as a mediator. Thai accounting firms are the sample. Organizational knowledge is a dependent variable, including organizational learning, organizational memory, and knowledge management. The results indicate that organizational learning, organizational memory, and knowledge*

management have significant positive effects on innovation capability. Also, innovation capability has a significant positive influence on competitive advantage. Surprisingly, organizational knowledge has no direct association with competitive advantage. Giving potential discussion is effectively implemented in the study. Theoretical and managerial contributions are systematically presented, and suggestions and directions for future research are explicitly provided.

**Keywords:** Organizational Knowledge, Organizational Learning, Organizational Memory, Knowledge Management, Innovation Capability, Competitive Advantage

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## 6. THE EFFECT OF SOPHISTICATED STRATEGIC PLANS ON THE PERFORMANCE OF SMALL AND MEDIUM-SIZED MANUFACTURING ENTERPRISES (SMMEs) IN SAUDI ARABIA

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### ABSTRACT

This paper examines the relationship between the sophisticated strategic planning and the performance of small and medium-sized manufacturing enterprises (SMMEs) in Saudi Arabia. The findings of this study showed that sophisticated strategic planning is an important contributor to growth of sales and profits, which are the measures of organizational performance in this study. The findings suggest that the higher the involvement in sophisticated strategic planning, the higher the sales and profits of firms. Results showed that firms with formal sophisticated plans reported higher sales than firms with no formal written plans or firms with simple plans. Also, the findings revealed that firms with sophisticated formal plans reported higher profits than firms with no formal written plans or firms with simple plans.

**Keywords:** Sophisticated Strategic Plan, Simple Plan, Small and Medium-Sized Manufacturing Enterprises (SMMEs), Performance, Mission, Vision, SWOT Analysis, Sales, Profits.

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## 7. IDENTIFICATION OF PURCHASE DEPENDENCIES IN RETAIL SALE

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### ABSTRACT

*The present research paper suggests that purchase dependencies in retail sale can be identified by extracting rules through data mining. Purchase dependencies, which have remained unrecognized and unaddressed in literature, can be seen as additional input in decision support system for retail management. Light has been thrown on various aspects of purchase dependencies and suitable data mining techniques to extract these dependencies. The paper also suggests that before using a mined rule for purchase dependency in decision support system, it must be examined whether it depicts any purchase dependency. Examples of purchase dependencies from a case in retail sale have been cited.*

**Keywords:** Purchase Dependency, Retail, Data Mining, Association Rule, Clustering, Classification, Sequence Mining

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## 8. THE REALITY OF ECONOMIC POWER

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### ABSTRACT

*This paper contends that power is an essential component of modern societies. Some people are very powerful and others are powerless, a situation which creates dominance and hegemony by one group over others. Usually, the powerful groups will determine employment, income, and the nature of domestic and international socio-economic relationships. Power has been analyzed by political economists over centuries, and many economic effects such as unemployment, inflation, business cycles, and imperial adventures have appeared. For harmonious growth and development, power must be distributed equally among social groups. A set of policies is proposed for the redistribution of power for achieving a higher standard of living and a prosperous global competitive advantage.*

**Keywords:** Power, Hegemony, Conspicuous consumption, Surplus value, Vested interests, Profit inflation, Imperialism.

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## 9. ASSESSING PRODUCT DIFFERENTIATION STRATEGY OF SUPPLIER SELECTION FOR MANUFACTURING FIRMS FOR DEVELOPING A COMPETITIVE ADVANTAGE

### ABSTRACT

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*Corporations throughout the world are striving to develop strategies to gain a competitive advantage in the fiercely competitive global market place. Within this broad context, our study focuses on the selection of suppliers based on 'product differentiation strategy' of technologically intensive products manufacturing firms for a competitive edge. Specifically, the study evaluates relationship among product differentiation strategy, organizational performance and competitive advantage. The paper uses primary data collected at the monthly meetings of the Institute of Supply Management (ISM) Chapters in the southern United States. Findings of our study have some managerial implication for the executives of purchasing department in supply chain management.*

**Keywords:** Strategy, Supplier Selection, Product Categories, Competitive Advantage

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## 10. THE INFLUENCES OF TEAMWORK ON ORGANIZATIONAL EFFECTIVENESS: AN EMPIRICAL STUDY OF AUTOMOTIVE MANUFACTURING IN THAILAND

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### ABSTRACT

*This study investigates the influence of teamwork: management collaborative, leadership support, interteam relationship, group potency, and team cohesion on organizational effectiveness. Organizational communication is positioned to moderate the relationship between group potency, team cohesion and organizational effectiveness from 500 automotive manufacturing firms of Thailand as the sample. The finding of this study suggests that three factors relate to group potency and team cohesion. Then, group potency and team cohesion are associated with organizational effectiveness too, while, this study does not find the moderating influence of organizational communication on the relationships among group potency, team cohesion, and organizational effectiveness. As such, it appears that managers should attempt to develop the teamwork of their organization in their efforts to*

attain higher organizational effectiveness.

**Keywords:** Teamwork, Team effectiveness, Group potency, Team cohesion

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## 11. AN INDIVIDUAL LEVEL THEORY OF INNOVATION DIFFUSION

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### ABSTRACT

*This paper posits an individual level theory of innovation diffusion. Innovators possess intelligence similar to emotional intelligence that predisposes them to pursue solutions to personal problems or needs. Innovation intelligence is related to curiosity, empathy, abstract thinking, and self-efficacy. Innovation Intelligence is unrelated to social desirability, dogmatism, fatalism, and risk avoidance.*

*Key Words: Innovation, Diffusion, Innovation Intelligence, Emotional Intelligence*

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## 12. ANALYSIS OF STRATEGIC MANAGEMENT OF INTRAPRENEURIAL VENTURE CAPITAL AND ANGEL CAPITAL INVESTMENTS

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### ABSTRACT

*This article reveals the analytical result of a study, which identifies synergistic outcomes of the intrapreneurial venture capital and angel capital investments in the global market. Within this context, the specific research objectives are fourfold: (1) to define what intrapreneurial venture capitalists and angel capitalists are, (2) to identify differentiated philosophical beliefs of intrapreneurs in terms of application of strategic profit making within the context of risk management, (3) to identify and analyze inherent characteristics of giant global intrapreneurial capital holders with their business objectives in mind that exploitation of resources is the most preferable strategy and (4) to identify qualitative outcomes of intrapreneurial efforts and their corporation's strategy formulation, implementation, operationalization, and evaluation as lending alliances. To this end, the remaining of this article is organized as follows: first, to review characteristics of intrapreneurs and venture capital holders and/or angel capital holders. Second, a historical review of literature is provided concerning intrapreneurial strategic management modeling.*

**Keywords:** Intrapreneurs, Entrepreneurs, Infopreneurs, Venture Capitalist Alliances, Angel Capitalist Lenders, Intrapreneurial Alliances, Investment Nichmanship, Marketing Nichefication.

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## 13. CORE COMPETENCIES, COMPETITIVE ADVANTAGE, AND OUTSOURCING IN THE US AIRLINE INDUSTRY

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### ABSTRACT

*Sourcing strategy in the service industry has recently received a lot of attention. In a service industry like the airline industry, safety is an important consideration in an airline's decision whether to source services*

*like maintenance internally or externally. In this paper, we examine the issue of safety in outsourcing airline maintenance operations in the context of the theoretical arguments for outsourcing, namely transaction cost analysis and core versus supplementary services. Our results indicate that outsourcing does not affect the safety of the airlines studied. This provides support for the view that airline maintenance is a non-core, activity best performed outside the firm.*

**Keywords:** *service industry, core competencies, airlines, profitability, safety, outsourcing.*

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#### **14. REVISITING THE BALANCED SCORECARD AND INTERNATIONAL COMPONENTS**

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##### **ABSTRACT**

*The Balanced Scorecard (BSC) is a tool that translates strategy into action. In order to succeed, companies need motivated employees to improve business processes which would meet the needs of customers. In order to measure success in the Information Age, financial tools such as general ledgers, income statements, and balance sheets which measure lagging indicators such as Return on Capital (ROC), Economic Value Added (EVA) and operating margins would have to be complemented with tools that measure leading indicators such as employee satisfaction, employee turnover, number of new products developed, customer satisfaction, and customer loyalty. The BSC forces a company to establish cause and effect relationships between the ultimate goal of value creation (ROC) and its key drivers (employees, processes, and customers). This is because the BSC is designed to measure both lagging and leading indicators. This paper will examine the origins of the BSC, outline the steps required to implement it successfully, evaluate successful implementations and examine its future.*

**Keywords:** *Balanced scorecard, leadership, change*

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