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1. Title [Consumer reactions to corporate social responsibility \(CSR\) in Thailand: the moderating effect of competitive positioning](#)

Author Preeda Srinaruewan | Wayne Binney | Colin Higgins

Journal Asia Pacific Journal of Marketing and Logistics Volume 27, Issue 4

Abstract Purpose

This study aims to understand the business case for Corporate Social Responsibility (CSR) in Thailand by focusing on the consumer-organisational relationship and test the conceptual framework of Du, Bhattacharya and Sen (2007).

Design/methodology/approach

A quantitative study was conducted using a mall intercept survey of 184 Thai mobile phone service provider consumers in Bangkok, Thailand.

Findings

A CSR emphasised brand is more likely than non-CSR emphasised brands to accrue consumer CSR awareness, positive attitude to company motivations, and beliefs in the CSR of that company. Although beliefs are associated with consumers' greater identification and advocacy behaviours towards the CSR emphasised brand than the non-CSR emphasised brands, they are not associated with loyalty.

Practical implications

The paper provides potential guidance for companies to more effectively position and communicate their CSR activities to create differential advantages.

Originality/value

Findings of the study demonstrate some support for a business case for CSR in Thailand.

Database Emerald

2.Title [Effects of social capital on online knowledge sharing: positive and negative perspectives](#)

Author Chiu-Ping Hsu

Journal Online Information Review Volume 39, Issue 4

Abstract Purpose

– The purpose of this paper is to present a conceptual model of how both the benefits and risks of social capital influence online knowledge sharing among virtual community members towards enhancing members' relationship continuity and virtual community reputations. In addition, this study addresses the effects of complementary resources on knowledge sharing.

Design/methodology/approach

– The structural equation modelling approach was applied to estimate the conceptual model by using survey data from virtual community members. A total of 626 valid questionnaires were collected.

Findings

– The empirical results showed that most of the research hypotheses were supported. The benefits of social capital and complementary resources have a positive effect on knowledge sharing, thereby strengthening relationship continuity and community reputation. Furthermore, the risk of social capital has a negative effect on knowledge sharing, as expected.

Originality/value

– A review of the literature reveals a lack of studies focusing on both the positive and negative influences of social capital on online knowledge sharing. This study therefore contributes to a comprehensive perspective for understanding online knowledge sharing in virtual communities.

Database Emerald

3.Title [Influence of Facebook brand-page posts on online engagement](#)

Author Pin Luarn | Yu-Fan Lin | Yu-Ping Chiu

Journal Online Information Review Volume 39, Issue 4

Abstract Purpose

– The purpose of this paper is to examine how various characteristics of brand posts influence online engagement on Facebook brand pages.

Design/methodology/approach

– The data used for this study were obtained from the posts of ten popular official brand pages. For the selected period between March 1 and May 1, 2014, a total of 1,030 posts were obtained and manually processed on September 1, 2014. To assign post categories to the posts created by page administrators, the authors performed manual coding, following the coding development strategy.

Findings

– The results demonstrated that the media and content type of posts exert a significant effect on user online engagement. This study used liking, commenting and sharing behavior as a measure of users' online engagement to specify the new phenomena.

Originality/value

– The findings are relevant for the theory of information dissemination and provide valuable and directly applicable implications for the social media marketing of companies.

Database Emerald

4.Title [Disciplinary differences in the use of academic social networking sites](#)

Author José Luis Ortega

Journal Online Information Review Volume 39, Issue 4

Abstract Purpose

– The purpose of this paper is to detect and describe disciplinary differences in the users and use of several social networking sites by scientists.

Design/methodology/approach

– Consejo Superior de Investigaciones Científicas (CSIC) (Spanish National Research Council) researchers registered in the most currently relevant academic social network sites (Google Scholar Citations, Academia.edu, ResearchGate (RG) and Mendeley) were analysed. In total, 6,132 profiles were classified according the eight research areas of the CSIC.

Findings

– Results show that Academia.edu is massively populated by humanists and social scientists, while RG is popular among biologists. Disciplinary differences are observed across every platform. Thus, scientists from the humanities and social sciences and natural resources show a significant activity contacting other members. On the contrary, biologists are more passive using social tools.

Originality/value

– This is the first study that analyses the disciplinary performance of a same sample of researchers on a varied number of academic social sites, comparing their numbers across web sites.

Database Emerald

5.Title [Assessing Faculty Productivity by Research Impact: Introducing Dp2 Index](#)

Author Chekitan S. Dev | H. G. Parsa | Rahul A. Parsa | Milos Bujisic

Journal Journal of Teaching in Travel & Tourism Volume 15, Issue 2, 2015

Abstract Assessing hospitality faculty-research output has become a subject of research in its own right. Unfortunately most of the currently available assessment instruments are limited in their ability to consider consistency, productivity, originality, and longevity of productivity in hospitality research. Thus, this article introduces a new research productivity index using secondary sources of data for evaluating faculty research productivity, based on four criteria: quantity, quality, consistency, and longevity. The proposed Dp2 index uses publicly available secondary data sources in assessing the research productivity of hospitality faculty. The proposed Dp2 index is parsimonious, effective, flexible, adaptable, and easy to implement.

Database Taylor & Francis

6.Title [Digital or Printed Textbooks: Which do Students Prefer and Why?](#)

Author Michelle Millar | Thomas Schrier

Journal Journal of Teaching in Travel & Tourism Volume 15, Issue 2, 2015

Abstract Despite the fact the many textbook publishers offer several of their titles in digital format, the sale of e-textbooks have been less than stellar. This study investigates factors in the adoption of e-textbooks. Specifically, it examines students' preferences toward printed versus electronic textbooks, and why they prefer one to the other. In general, students still prefer printed textbooks to electronic textbooks. The primary reason for their preference was because the students simply prefer print to digital. This study helps both textbook publishers and educators to better understand the reasons for e-textbook adoption and help determine ways to communicate the benefits of e-textbooks.

Database Taylor & Francis

7.Title [The Rising Resilience of Emerging Market and Developing Economies](#)

Author Abdul Abiad | John Bluedorn | Jaime Guajardo | Petia Topalova

Journal World Development Volume 72, August 2015

Abstract Economic performance in many emerging market and developing economies (EMDEs) improved substantially over the past 20 years. In the past decade EMDEs spent more time in

expansion and had smaller downturns than advanced economies for the first time. We document the history of EMDs' resilience over the past 60 years, and investigate what factors have been associated with it. We find that their improved performance since the 2000s is accounted for by both good policies and a lower incidence of external and domestic shocks—better policies account for about three-fifths of their improved resilience, while less frequent shocks account for the remainder.

Database ScienceDirect

8.Title [Gender, Entrepreneurship, and the Formal–Informal Dilemma: Evidence from Indonesia](#)

Author Laura G. Babbitt | Drusilla Brown | Nimah Mazaheri

Journal World Development Volume 72, August 2015

Abstract This study analyzes the preferences of entrepreneurs about formality and focuses on the role of gender. Relying on original data collected in Indonesia, we unpack the differences between various types of female entrepreneurs (currently in the informal sector) according to their preferences about formalization. Contrary to the existing literature, we find that female entrepreneurs possess highly nuanced preferences about formalization that are conditional on many factors. The preference for formalization is strongest among female entrepreneurs who are older, married, rural-based, and have recently started their firms. Our work contributes to research that seeks to better understand entrepreneurial preferences and the role that gender plays.

Database ScienceDirect

9.Title [Usage of a mobile social learning platform with virtual badges in a primary school](#)

Author Ivica Boticki | Jelena Baksa | Peter Seow | Chee-Kit Looi

Journal Computers & Education Volume 86, August 2015

Abstract This study presents and examines SamEx, a mobile learning system used by 305 students in formal and informal learning in a primary school in Singapore. Students use SamEx in situ to capture media such as pictures, video clips and audio recordings, comment on them, and share them with their peers. In this paper we report on the experiences of students in using the application throughout a one-year period with a focus on self-directedness, quality of contributions, and answers to contextual question prompts. We examine how the usage of tools such as SamEx predicts students' science examination results, discuss the role of badges as an extrinsic motivational tool, and explore how individual and collaborative learning emerge. Our research shows that the quantity and quality of contributions provided by the students in SamEx predict the end-year assessment score. With respect to specific system

features, contextual answers given by the students and the overall likes received by students are also correlated with the end-year assessment score.

Database ScienceDirect

10.Title [The Effect of Drought on Health Outcomes and Health Expenditures in Rural Vietnam](#)

Author Steffen Lohmann | Tobias Lechtenfeld

Journal World Development Volume 72, August 2015

Abstract This paper quantifies the short-term impact of drought on health conditions and health expenditures. Using panel data from rural Vietnam and rainfall data in an instrumental variable approach, the results suggest that populations face an increased risk of illness in the year they are exposed to drought. Households with reduced agricultural incomes and limited access to coping mechanisms seem particularly affected. Drought-related health shocks also cause financial burden for many households, with health expenditures increasing by 9–17% of total consumption. This paper contributes to a literature which so far has mostly focused on the long-term consequences of climate shocks.

Database ScienceDirect