



Southeast Asia Regional Conference

2~4 December ❖ Ho Chi Minh City, Vietnam



Trends in International Business: Change and Competition Issues

Organizer: Hong Kong Institute of Business Studies



Conference Venue: Renaissance Riverside Hotel Saigon

Conference Program

2 December 2010, Thursday

09:00 - 09:30	Registration	
09:30 - 11:45	Opening Plenary	Venue: Grand Me Linh
09:30 - 09:55	<u>Welcome Remarks</u>	
	Prof T S Chan AIB Southeast Asia Chapter Chairperson and Associate Vice President, Lingnan University	
	Dr Alfred Wong Associate Director of Hong Kong Institute of Business, Lingnan University	
09:55 - 10:40	<u>Keynote Speech I</u>	
	<i>Development of Financial Sector in Vietnam: Retrospect and Prospect</i>	
	Mr Tran Van Dzung CEO, Hanoi Stock Exchange	
10:40 - 11:00	Coffee Break	
11:00 - 11:45	<u>Keynote Speech II</u>	
	<i>Open-Minded Teamwork between Asians and Westerners: Can Asian Values Help?</i>	
	Prof Dean Tjosold Henry Y W Fong Chair Professor of Management, Academic Dean of Faculty of Business and Director of Hong Kong Institute of Business, Lingnan University	
11:45 - 13:45	Lunch	
13:45 - 15:45	Concurrent Session 1	

Session 1A: Branding and Quality Issues in Marketing

Venue: Me Linh I

Session Chair:

Airline Service Quality: An International Customer Experience Approach - South Africa versus Italy (P102)

Johan de Jager and Dion van Zyl (Tshwane University of Technology, South Africa)

Service Expectations and Concerns as Determinants of Online Purchase among Internet Users in Singapore (P122)

Mark Speece (University of Alaska Southeast, United States of America)

The Influence of Confucian Cultural Values on the Perception of Luxury Goods (P127)

Lien Le Monkhouse (Sheffield Hallam University, United Kingdom), Bradley Barnes (The University of Sheffield, United Kingdom) and Andrew Lock (The University of Leeds, United Kingdom)

The Effects of Perceived Brand Globalness on Consumer Responses to Brand Failures (P132)

Xue Gao, Patrick Poon and Lisa C Wan (Lingnan University, Hong Kong)

Asian Consumers Embrace Luxury Brands as Haute Culture: A Study of Louis Vuitton Stores in Hong Kong (P139)

T S Chan (Lingnan University, Hong Kong), Annamma Joy (University of British Columbia, Canada) and Geng Cui (Lingnan University, Hong Kong)

Session 1B: Issues on MNCs / MNEs**Venue: Me Linh II****Session Chair:****Evolutionary Adaptation of Indigenous MNEs in the Philippines to Institutional and Non-institutional Changes in the Global Marketplace (P041)**

Eduardo P Garrovillas (José Rizal University, The Philippines)

Sub-prime Crisis and Aftershock: Impact On Multinationals Management Practices (P045)

Azlan Yeng Khalid (Monash University, Sunway Campus, Malaysia)

Institutional Distance and Entry Mode Success in Emerging Markets: The Case of Australian Service MNEs in India (P065)

Narender Sharma (University of Newcastle, Australia) and Sid Gray (University of Sydney, Australia)

Cross-border Acquisition Premium and Competition: The Moderating Effects of Institutions and Negotiation Strategy (P137)

Geng Cui (Lingnan University, Hong Kong) and Xiaolin Li (Guangdong University of Business Studies, China)

The Entry Mode Choices of Chinese Multinationals: The Effect of Host and Home Country Institutional Factors (P138)

Geng Cui and Yuanyuan Zhang (Lingnan University, Hong Kong)

Session 1C: Human Resources Management I**Venue: Me Linh III****Session Chair:****An Exploratory Study on the Graduate Employment Market: Work Skills That Are Perceived Important by Employers (P006)**

Arawati Agus, Ishak Yussof, Zafir Khan Mohamed Makhbul and Abd Hair Awang (Universiti Kebangsaan Malaysia, Malaysia)

The Effect of Internal Service Recovery on Internal Relationship Quality: Internal Relationship Investment and Leader-Member Exchange as Moderators (P062)

Ku-Ho Lin and Yao-Ping Peng (National Chung Hsing University, Taiwan)

Company, Sector and Nation: An Exploration of HRM in Japanese and UK Retail Multinationals in China (P085)

Jos Gamble (Royal Holloway, University of London, United Kingdom) and Qihai Huang (Manchester Metropolitan University, United Kingdom)

Turnover Intention of Talented Employees: An Exploratory Study (P131)

Sow Hup Chan (University of Macau, Macau), Lu Jun Li (Songshan Shaolin Wushu Vocational College, China) and Oi Mei Kuok (University of Macau, Macau)

Still the Elephant in the Room?: Steps Toward Employee Commitment to Corporate Sustainable Development (P133)

Richard Cawley and Josef Mueller (European Business School, United Kingdom)

15:45 - 16:00

Coffee Break

16:00 - 17:45

Concurrent Session 2

Session 2A: Business Ethics, Business Education and Corporate Social Responsibility

Session Chair:

Venue: Me Linh I

Demographic Variables as Predictors of Ethical Attitudes at Work: An Empirical Study in the Philippines (P007)

Chris Perryer and David Plowman (University of Western Australia, Australia)

An Exploratory Study of Effect of Academic Self Efficacy and Deep Learning Strategy on Learning Outcomes: The Moderating Role of Academic Task Value (P064)

Esther L Y Li (Lingnan University, Hong Kong)

From CSR Practices Towards Strategic Innovation: A Dynamic Capability Approach (P120)

Julia L Lin and Yuan-Ling Chen (I-Shou University, Taiwan)

Integrating Ethics into International Business Teaching: Challenges and Methodologies in the Greater China Context (P136)

Paul Whitla (Lingnan University, Hong Kong)

Session 2B: Internationalization and Globalization

Venue: Me Linh II

Session Chair:

Sequential Internationalization and Subsidiary Roles: The Case of Hyundai Motor Company (P003)

Chung-Sok Suh and Yue Wang (The University of New South Wales, Australia)

The Impact of Inter-Organizational Relationships and Export Market Orientation on Export Performance: Degrees of Internationalization as a Moderator (P060)

Ku-Ho Lin and Yao-Ping Peng (National Chung Hsing University, Taiwan)

Factors Influencing Born Global Internationalisation: A Study of Malaysian Firms (P063)

Sulina Kaur and Manjit Singh Sandhu (Monash University, Sunway Campus, Malaysia)

A Global Value Chains Analysis of the Upgrading of the Information Technology Industry in China (P110)

Teresa Shuk-Ching Poon (The Open University of Hong Kong, Hong Kong)

Session 2C: Marketing Strategies and Tactics

Venue: Me Linh III

Session Chair:

The Co-Ethnic Targeted Marketing Strategy: A Case of Ethnic Chinese Entrepreneurs in Melbourne (P049)

Christopher Selvarajah and Eryadi K Masli (Swinburne University of Technology, Australia)

E-procurement Adoption and E-marketplace Participation toward Firm Performance (P092)

Shuang-Shii Chuang, Hsin Hsin Chang and Kit Hong Wong (National Cheng Kung University, Taiwan)

Animosity, Consumer Ethnocentrism and Trading Relationship with Emerging Economies: The Moderating Effects of Country Image and Gender Difference (P140)

Lai-cheung Leung, T S Chan (Lingnan University, Hong Kong) and Kenny K Chan (California State University, United States of America)

☞ 18:30 – 21:00 Conference Dinner ☛

Session 3A: Work In Progress I

Venue: Me Linh I

Session Chair:

A Structural Equation Model for E-Banking Service Quality in Vietnam (P018)

Long Pham (New Mexico State University, United States of America), Tuan A Bui (National Economics University, Vietnam), Ngoc K To (Academy of Banking, Vietnam), Que X Hoang and Thang D Tran (National Economics University, Vietnam)

A Success Model for E-Banking Adoption in Vietnam (P019)

Long Pham (New Mexico State University, United States of America), Thien H Kieu (Academy of Banking, Vietnam), Tuan Minh Tran, Huy P Tran and Nhi Y Cao (National Economics University, Vietnam)

How to Earn Responsible Competitiveness: Understanding the Consumers' Perspectives (P078)

Yidan Huang (National Taiwan University, Taiwan)

An Exploration Study of the Consumption of Luxury Brands: The Role of Word-of-mouth and Attitude Functions (P135)

Patrick Poon, Wei Wang (Lingnan University, Hong Kong) and Oliver Heil (University of Mainz, Germany)

Session 3B: Human Resources Management II

Venue: Me Linh II

Session Chair:

Effects of Human Capital on Innovativeness in Biotechnology Industry (P044)

Andrey Fendyur (University of Calgary, Canada)

Impact of Host-Nation's Context on MNC's Subsidiaries IHRM Practices: The Case of Malaysia (P046)

Azlan Yeng Khalid (Monash University, Sunway Campus, Malaysia)

Diversification, Resources Allocation and Process Innovation (P066)

Heng-Yu Chang (National Cheng Kung University, Taiwan), Amber Yun-Ping Lee (National Sun Yat Sen University, Taiwan) and Shao-Chi Chang (National Cheng Kung University, Taiwan)

Using Multilevel Research Empirical to Showed Region Human Capital Nested in China's JV: Taiwanese Parent Firms View (P070)

Syu-Wei Hsu (National Taiwan University, Taiwan)

Session 3C: Corporate Governance and Leadership

Venue: Me Linh III

Session Chair:

The Economic Freedom, Corporate Governance and Risk Taking Behavior: Evidence from the European Life Insurance Industry (P047)

Hui-Hsuan Liu and Yung-Ming Shiu (National Cheng Kung University, Taiwan)

In Search of Excellence in Leadership in the Vietnamese Manager: Where Confucianism meets Dharma (P119)

Christopher Selvarajah, Denny Meyer, Denis Vinen (Swinburne University, Australia) and Pham Quang Trung (National Economics University, Vietnam)

Vedanta Philosophy and it Relevance to Corporate Social Responsibility (P124)

Balakrishnan Muniapan (Swinburne University of Technology, Malaysia)

The Relevance of Confucianism for Value Based Transformational Leadership Development (P125)
Balakrishnan Muniapan and Ee Yaw Seng (Swinburne University of Technology, Malaysia)

10:45 - 11:00

Coffee Break

11:00 - 12:30

Concurrent Session 4

Session 4A: New Perspectives of Business Strategies I

Venue: Me Linh I

Session Chair:

An Analysis of International Competitive Strategy and Firm Performance: The Moderation Role of Social Networking (P059)

Henry F L Chung, Wenchao Wang (Massey University, New Zealand) and Pei-how Huang (National Sun Yat Sen University, Taiwan)

Proactive and Responsive Export Market Orientation: Conceptualisation and Research Propositions (P076)

Ili-Salsabila Abd-Razak and Asmat-Nizam Abdul-Talib (Universiti Utara Malaysia, Malaysia)

Market Orientation and Speed to Market: The Role of Commitment to R&D (P079)

Insik Jeong and Eunmi Kim (Korea University, Korea)

Session 4B: International Joint Ventures and China

Venue: Me Linh II

Session Chair:

Managerial Learning in US Joint Ventures and Wholly-Owned Enterprises in China (P017)

Ching Sung Wu and Rebecca Chung Fern Wu (National Taiwan University, Taiwan)

Importance of Trust in Foreign Subsidiary Relationships in China (P031)

Jonas F Puck, Markus K Hödl and Schien Ninan (Vienna University of Economics and Business (WU Vienna), Austria)

Why A Sino-New Zealand Joint Venture Failed: An Exploratory Case Analysis (P082)

Qiang Ding, Michèle E M Akoorie and Kathryn Pavlovich (The University of Waikato, New Zealand)

Session 4C: Foreign Direct Investment

Venue: Me Linh III

Session Chair:

Sector Specific FDI: The Impact of Corporate Taxes and Agglomeration Forces (P098)

Åsa Hansson, Karin Olofsdotter (Lund University, Sweden)

Motivational Differences between Large and Small-and-Medium Sized Korean Firm's FDI in China (P118)

Yoona Choi (The Australian National University, Australia)

Location Advantages and Satisfaction with Firm Performance (P126)

Paul Kalfadellis (Monash University, Australia)

12:30 - 14:00

Lunch

14:00 - 15:30

Concurrent Session 5

Session 5A: Mergers and Acquisitions

Venue: Me Linh I

Session Chair:

Mergers and Acquisitions in India, Pakistan and Bangladesh (P025)

Ali M Metwalli and Roger Y W Tang (Western Michigan University, United States of America)

Employee Effects of Organizational Identification on Training and Communication Strategies at Cross-border M&A (P028)

Ralf Bebenroth (Kobe University, Japan) and Tomoki Sekiguchi (Osaka University, Japan)

Cherry Picking versus Rescue Mission: M&A in and to Japan (P029)

Ralf Bebenroth (Kobe University, Japan)

Session 5B: Services Marketing

Venue: Me Linh II

Session Chair:

Service Quality in Lift Maintenance Service Industry (P036)

Tai Ming Wut (The Hong Kong Polytechnic University, Hong Kong)

Malaysians Love Shopping Malls! – An Exploratory Study of Choice Criteria in Shopping Mall Selection (P072)

Anita Chakrabarty and K S Yap (Nottingham University– Malaysia Campus, Malaysia)

The Service Quality of International Port Distribution Centers (P128)

Wen-Kai K Hsu (National Kaohsiung Marine University, Taiwan), Shuo-Ting Liu (American President Lines, LTD, Taiwan) and Show-Hui S Huang (Shu-Te University, Taiwan)

Session 5C: International Joint Ventures

Venue: Me Linh III

Session Chair:

Do Business Angel Investors Add Value in An Emerging Asian Economy (P040)

William Scheela (Bemidji State University, United States of America) and Thawatchai Jittrapanun (Chulalongkorn University, Thailand)

International Joint Venture Strategies: A Conflict Management Approach (P100)

Huu Le Nguyen (Hanken School of Economics, Finland)

Managing International Joint Venture: An Integrative Approach between Trust, Control and Performance (P101)

Huu Le Nguyen (Hanken School of Economics, Finland)

15:30 - 15:45

Coffee Break

15:45 - 17:45

Concurrent Session 6

Session 6A: Work In Progress II

Venue: Me Linh I

Session Chair:

Qualitative Methods in Psychological Contract Breach Study: Trends and Current Issues (P038)

Huai-Liang Liang (I-Shou University, Taiwan)

Labor Taxes and FDI Decisions in an Enlarged European Union (P052)

Åsa Hansson and Karin Olofsdotter (Lund University, Sweden)

Cases Study on the Determinants of Practice Transfer within MNCs (P074)

Hsiang-Chun Jocelyn Chen and Shu-Fen Wu (National Yunlin University of Science and Technology, Taiwan)

Assessing the Software Industry in India and China: A Comparative Analysis (P084)

Paresha Sinha, Qiang Ding, Michèle E M Akoorie and Guanghua Zhao (The University of Waikato, New Zealand)

A Resource Depletion Model of Survivor's Organizational Identification and Well-being (P096)

Yu-Chin Lee and Hsi-Mei Chung (I-Shou University, Taiwan)

Session 6B: MNC and Internationalization**Venue: Me Linh II****Session Chair:****Determinants of Foreign Subsidiary Localization: Focusing on Dependency of Intra-Firm Trade, Subsidiary and Institutional Factors (P012)**

Jae Eun Lee, Jiwoong Ock and Min Kyoung Lee (Yonsei University, Korea)

Determinants of Foreign Risk Taking of Korean Firms (P016)

Young-Ryeol Park, Yong Suhk Pak and Young Soo Yang (Yonsei University, Korea)

The Influence of Motives and National Selection on Subsidiary Performance: A Study of Taiwanese MNCs (P081)

Ku-Ho Lin, Ya-Yuan Chang (National Chung Hsing University, Taiwan) and Isabella Chaney (Royal Holloway, University of London, United Kingdom)

Australia-European Union Trade in Services: The Case of Professional Services Firms (P103)

Christopher Findlay (University of Adelaide, Australia) and Hussain G Rammal (University of South Australia, Australia)

Session 6C: Cross-cultural Studies**Venue: Me Linh III****Session Chair:****The Cultural Context of the Overseas Chinese Managers in Southeast Asia and China: An Exploratory Study (P008)**

Christopher Selvarajah, Denny Meyer (Swinburne University, Australia) and Eryadi K Masli (Swinburne University of Technology, Australia)

One Country, Two Cultures and Three Heritages: Managerial Values in Malaysia (P010)

Jane L Y Terpstra Tong, Robert H Terpstra and Tee Ding Ding (Monash University, Sunway Campus, Malaysia)

The Influence of Intercultural Communication on Cross-Cultural Adjustment and Work Attitudes: The Experience of English Teachers in South Korea (P023)

Fabian Jintae Froese (Korea University, Korea), Vesa Peltokorpi (HEC School of Management, France) and Kyung A Ko (Korea University, Korea)

Match-made in Heaven: A Preliminary Study on Intercultural Understanding among Sojourners in Malaysia (P069)

Awang-Rozaimie Awang-Shuib (Universiti Teknologi MARA, Malaysia), Anees Janee Ali (Universiti Sains Malaysia, Malaysia) and Jaslin Dahlan (Universiti Teknologi MARA, Malaysia)

An Exploratory Study of the Behaviours of Indonesian Managers during International Business Negotiations (P108)

Nathan H Gray (University of South Australia, Australia)

4 December 2010, Saturday

09:00 - 10:45

Concurrent Session 7

Session 7A: Internationalization

Venue: Me Linh I

Session Chair:

Internationalization Strategies in a Highly Uncertain Environment: The Case of a Recycling Company in Ghana (P056)

Jonas F Puck, Stefan Heidenreich and Alexander Hubertus Wisgickl (Vienna University of Economics and Business (WU Vienna), Austria)

Learning to Enter International Markets: Traditionally Internationalised Firms and Born Globals (P071)

Janti Gunawan (Sepuluh Nopember Institute of Technology, Indonesia) and Elizabeth L Rose (Aalto University, Finland)

International Market Expansion of the Pharmaceutical Industry of Bangladesh (P099)

Utz Dornberger and Md. Noor Un Nabi (University of Leipzig, Germany)

Session 7B: New Perspectives of Business Strategies II

Venue: Me Linh II

Session Chair:

Strategic Alliances and Resource / Cost Sharing: The Role of Environmental Dynamism (P057)

Gongming Qian (The Chinese University of Hong Kong, Hong Kong), Lee Li (York University, Canada) and Zhengming Qian (Xiamen University, China)

Business Group Affiliation and Firm Innovation: Evidence from Taiwan (P058)

Tsun-Jui Hsieh and Yu-Ju Chen (Providence University, Taiwan)

Triggers of Innovation Commitment- Motivation, Slack and Cognition (P097)

Chen-Yi Tsai (Wenzao Ursuline College of Languages, Taiwan), Julia L Lin (I-Shou University, Taiwan) and Shih-Chieh Fang (National Cheng-Kung University, Taiwan)

A Study of Internal and External Forces: A Case of Yuzu Citrus Production in Japan (P112)

Hiroaki Itakura (Kagawa University, Japan)

Session 7C: Efficiency and Performance Issues in Finance

Venue: Me Linh III

Session Chair:

Which Institutions Matter to Short-term Market Efficiency in Japan? (P030)

Tao Chen and Rebecca S Lau (The Open University of Hong Kong, Hong Kong)

Implementing Tax Information Exchange in Singapore and Hong Kong: Implications for the OECD Initiative (P039)

Monica Pheny (Hong Kong Polytechnic University, Hong Kong) and Pauline W Y Wong (Lingnan University, Hong Kong)

The Analysis of Estimation Performance of Exchange Rate Risk: An Application of Dynamic Stochastic Volatility Model (P093)

Ai-Chi Hsu (National Yunlin University of Science and Technology, Taiwan), Yong Yi Li (National Chung Cheng University, Taiwan) and Shi-Zhe Lin (National Yunlin University of Science and Technology, Taiwan)

10:45 - 11:00

Coffee Break

Session 8A: Issues in Managing Expatriates

Venue: Me Linh I

Session Chair:**Cosmopolitan Career Choices: A Mediation Model of Expatriation Willingness in Europe and Asia (P022)***Fabian Jintae Froese (Korea University, Korea), Stefan Jommersbach and Erik Klautzsch (University of Cologne, Germany)***The Repatriation of Female International Managers: An Empirical Study of Australian and New Zealand (ANZ) Female Repatriate Managers (P068)***Rizwan Tahir (Waikato Institute of Technology, New Zealand)***Session 8B: Issues on SMEs**

Venue: Me Linh II

Session Chair:**Sustainable Succession Planning in Family Business: An Empirical Examination of the Thai Family Owned Business (P021)***Joseph F Aiyeku (Salem State University, United States of America) and Lucy Tan-atichat (Ramkhamhaeng University, Thailand)***Strengthening MSMEs through ESD in TVET: Challenges and Imperatives for Financial Service Providers (P054)***Felino S M Angeles (Tomas Claudio Memorial College, The Philippines)***The Influences of Network Structure on Internationalized SMEs' Foreign Market Performance: Mediating by Knowledge Transfer (P061)***Ku-Ho Lin, Yao-Ping Peng (National Chung Hsing University, Taiwan) and Ren-Yong Chi (ZheJiang University of Technology, China)***Session 8C: Conflict Management and Organizational Studies**

Venue: Me Linh III

Session Chair:**Conflict Resolution in Family Decision Making (P035)***Tai Ming Wut (The Hong Kong Polytechnic University, Hong Kong)***The Microfoundations of Organization Studies Revisited: What Are the Foundations? (P086)***Min-Kung Tsai (National Cheng Kung University, Taiwan) and Wan-Jing April Chang (National Hsinchu University of Education, Taiwan)***Goal Interdependence for Efficient Partnering with Competitors (P130)***Alfred Wong, Dean Tjosvold and Moureen Tang (Lingnan University, Hong Kong)*

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