

2008



SouthEast Asia Regional Conference

4-6 December 2008

Kuala Lumpur

Globalization, Innovation, and Leadership

Organizer: Hong Kong Institute of Business Studies



Conference Venue: Renaissance Kuala Lumpur Hotel

Conference Program

December 4, 2008 (Thursday)

09:00 – 09:30 ☞ Registration ☜
Venue: G/F, Convention Center

09:30 – 11:15 ☞ Opening Plenary ☜
Venue: Function Rooms 5-6, G/F, Convention Center

Welcome Remarks

Prof T S CHAN

AIB Southeast Asia Chapter Chairperson and
Associate Vice President of Lingnan University

Keynote Speeches

Y. Bhg Dato' Syed Zainal Abidin Syed Mohamed Tahir
Managing Director of PROTON, Malaysia

Prof Mee-kau NYAW

Emeritus Professor of Lingnan University

11:15 – 11:30 ☞ Coffee Break ☜

11:30 – 13:00 ☞ Concurrent Session 1 ☜ Venue: G/F, Convention Center

☞ Session 1A: China Business ☜ Venue: Function Room 4

The Initiating Effect of Ganqing, Renqing and Xinren on Anglo-Chinese Business Relationships (P056)

Dorothy Yen, University of Worcester
Bradley R Barnes, University of Kent
Lianxi Zhou, Lingnan University

Private Enterprise, Economic Development and International Competitiveness in China: the 'New' Wenzhou Model (P083)

Li Dong, Royal Holloway, University of London
Robert Fitzgerald, Royal Holloway, University of London
Jos Gamble, Royal Holloway, University of London

Toward a Capability View in the Internationalization of Entrepreneurial Firms in China (P113)

Lianxi Zhou, Lingnan University

T S Chan, Lingnan University

Yuan Lu, Chinese University of Hong Kong

⌘ Session 1B: Business Ethics and Education ⌘ Venue: Function Room 5

The Role of eBay as an Effective Pedagogical Tool (P086)

Nittaya Wongtada, National Institute for Development Administration (NIDA)

Chirawan Chaisuwan, Chiangmai University

If You Speak English, Why Bother Learning a Foreign Language? (P106)

Yener Kandogan, University of Michigan-Flint

How Information Signaling Cost Lead Corporate Social Responsibility or Corporate Social (Ir) responsibility? (P111)

Herlina Yoka Roida, Widya Mandala Catholic University Surabaya

⌘ Session 1C: National Consumer Behavior ⌘ Venue: Function Room 6

Customer Service Quality and Financial Performance of Financial Institutions in Cambodia (P002)

Hsin-Hong Kang, National Cheng Kung University

Pheng Sou, National Cheng Kung University

Celebrity Endorsement Effects in China: A Relational Approach (P005)

Kineta Hung, Hong Kong Baptist University

David K Tse, University of Hong Kong

Competition between Foreign and Domestic Brands: A Study of Consumer Purchases in China (P114)

Geng Cui, Lingnan University

T S Chan, Lingnan University

Nan Zhou, City University of Hong Kong

13:00 – 14:30 ⌘ Lunch ⌘

Venue: Temptation Restaurant, G/F, East Wing

14:30 – 16:00 ⌘ Concurrent Session 2 ⌘ Venue: G/F, Convention Center

⌘ Session 2A: Internationalization ⌘ Venue: Function Room 4

Effects of Firm Size and Core Competences on Firms Internationalization (P020)

Tsui-Yii Shih, LungHwa University of Science and Technology

A New Frontier in Internationalization: Singapore's Gambits in the Middle East (P031)

Wilfred How, Singapore Management University

Caroline Yeoh, Singapore Management University

Exporting the Capability to Fill Institutional Voids: The Ciputra Group (P103)

Marleen Dieleman, National University of Singapore

**⌘ Session 2B: Issues on Multinational Corporations / Enterprises (MNC/MNE) ⌘
Venue: Function Room 5**

In Search of Enhancing MNE's Performance: Resource-based View, Institutional Theory, and Social Network Theory Perspectives (P081)

Srobol Smutkupt, Assumption University

Amonrat Thoumrungroje, Assumption University

MNE's Motives and Outcomes of Corporate Social Responsibility Implementation (P084)

Amonrat Thoumrungroje, Assumption University

Yanida Siamwalla, Assumption University

Institutional Difference and MNCs Equity Ownership Structure (P096)

Chen-Ying Tu, National Sun Yat-Sen University
Cher-Min Fong, National Sun Yat-Sen University

☞ Session 2C: Consumer Behavior and Branding ☞ Venue: Function Room 6

Affinity Scale Assessment: Are Affinity and Animosity Opposite Sides of the Same Coin? (P017)

Nittaya Wongtada, National Institute for Development Administration (NIDA)
Gillian Rice, Arizona State University
Subir K Bandyopadhyay, Indiana University Northwest

Apparel Brand Endorsers and their Influence on Purchase Intentions: A Study of Philippine Consumers (P045)

Karina P Rodriguez, National Cheng Kung University

A Study of Exploring the Customer's Shopping Experiences through Shopping Center Branding (P089)

Ahasanul Haque, International Islamic University Malaysia
Sabbir Rahman, International Islamic University Malaysia

16:00 – 16:15 ☞ Coffee Break ☞

16:15 – 18:15 ☞ Concurrent Session 3 ☞ Venue: G/F, Convention Center

☞ Session 3A: Human Resources Management ☞ Venue: Function Room 4

Different Effects of Employees' Exchange with Supervisor and Organization on In-role and Contextual Performance (P028)

Jun Yin, Peking University
Hui Wang, Peking University

Human Capital and Technological Innovation Transformation for SMEs: the Mediating Role of Organizational Innovation Climate (P052)

Pi Lien Weng, National Cheng Kung University
Ming Tien Tsai, National Cheng Kung University

Effects of Codified Knowledge Diffusion towards National Economic Development (P065)

Chih-Cheng Fang, Assumption University
Amonrat Thoumrungroje, Assumption University

☞ Session 3B: Foreign Direct Investment ☞ Venue: Function Room 5

Crouching Dragon, Retreating Tigers?: Globalizing China, Leadership and South East Asia (P027)

Loong Wong, University of Canberra

Drivers of Internationalisation of Malaysian SMEs – A Preliminary Study (P066)

Anita Chakrabarty, University of Nottingham – Malaysia Campus
Avvari Visveswara Mohan, University of Nottingham – Malaysia Campus
S Sabahat, University of Nottingham – Malaysia Campus

Expatriate Employment to Contain Risk: The Case of Japanese Subsidiary Firms in East Asia (P069)

Pierre van der Eng, The Australian National University
Jean-Pascal Bassino, Paul Valery University (Montpellier III)

Motivations of Japanese FDI in China - An Empirical Study between Parent Companies and Subsidiaries (P075)

Yunshi Mao, Sun Yat-sen University
Sidan Wu, Sun Yat-sen University

☞ **Session 3C: Cross-cultural Studies** ☞ **Venue: Function Room 6**

Neo-Confucianism and Chinese Business Culture (P012)

Charles A Rarick, Purdue University-Calumet

Ethnocentrism, Collectivism, and Social Influence: An Inter-and-Intra National Analysis among the Thais, Chinese, and Indians (P059)

Kritika Kongsompong, Chulalongkorn University

The Role of Culture in Technology Adoption in Transnational Organizational Contexts: Review and Evidence (P108)

Sam Kelley, Bloomington Health

David McCalman, University of Central Arkansas

Jonathan Lee, University of Windsor

Julian Cattaneo, University of Windsor

Chinese Cultural Values and Knowledge Sharing (P117)

Alan K M Au, The Open University of Hong Kong

Matthew C H Yeung, The Open University of Hong Kong

18:45 – 21:00 ☞ **Conference Dinner** ☞

December 5, 2008 (Friday)

09:00 – 11:00 ☞ **Concurrent Session 4** ☞ **Venue: G/F, Convention Center**

☞ **Session 4A: Business Ethics and Education** ☞ **Venue: Function Room 4**

Community-based Higher Education Institutions in the Glow of Globalization (P025)

Felino S M Angeles, Jr., Tomas Claudio Memorial College

A Reward Punishment Model of Ethical Behavior in Business (P060)

A N M Waheeduzzaman, Texas A&M University-Corpus Christi

Elwin R Myers, Texas A&M University-Corpus Christi

Mobile Text Messaging by Young Students and Assertion of their Social Identity (P061)

Ramendra Singh, Indian Institute of Management

Joseph Sy-Changco, University of Macau

Internationalisation of Australian Educational Services (P063)

Greg Mahony, University of Canberra

Loong Wong, University of Canberra

Australia in the Global Age: Becoming 'Asia Literate'? (P085)

My-Van Tran, University of South Australia

☞ **Session 4B: Corporate Governance and Leadership** ☞ **Venue: Function Room 5**

Leadership Theories and Concepts: Its Past and Present (P030)

Nuttawuth Muenjohn, RMIT University

Perceptions of Leadership Excellence in ASEAN Nations: Profiling Leadership Dimensions of Managers in Malaysia and Thailand (P035)

Christopher Selvarajah, Swinburne University

Denny Meyer, Swinburne University

Towards the Theory of CEO Leadership: A Conceptual Model Based on Charismatic, Transformational and Transactional Leadership (P058)

Ki Hyun Ryu, Yonsei University
Jae Eun Lee, Yonsei University
Yun-Ah Song, Yonsei University
Young-Soo Yang, Yonsei University

☞ Session 4C: Innovations and Technologies ☞ Venue: Function Room 6

The Effect of Information System Success towards User Acceptance of IT and e-Loyalty Intention on Virtual Communities (P008)

Hsin Hsin Chang, National Cheng Kung University
Yao Chuan Tsai, National Cheng Kung University
Po Wen Fang, National Cheng Kung University

Global Electronic Commerce through ebXML and Service Oriented Architectures (P023)

Wing-lok Yeung, Lingnan University

The Effect of Local Searching Behavior on Innovation Performance: Evidence from Global R&D Intensive Companies (P080)

Ming-Chao Huang, National Cheng Kung University

The Implementation of E-commerce Application in Bumiputera Small and Medium Enterprises (SMEs) in Malaysia (P087)

Abu Bakar Abdul Hamid, Universiti Teknologi Malaysia
Z Sulaiman, Universiti Teknologi Malaysia
Z Khalifah, Universiti Teknologi Malaysia
N M N A Rahman, Universiti Teknologi MARA Kelantan

Development of a Cultural Production Innovation Model in Taiwan's Puppetry Industry (P090)

Ching-Sung Wu, National Taiwan University
Wen-Guu Huang, Ministry of Economic Affairs
Chun-Liang Chen, Ministry of Economic Affairs
Yi-Chen Lu, National Taiwan University

11:00 – 11:15 ☞ Coffee Break ☞

11:15 – 12:45 ☞ Concurrent Session 5 ☞ Venue: G/F, Convention Center

☞ Session 5A: Training and Global Teams ☞ Venue: Function Room 4

China Hands' on Cross-Cultural Training for Business Expatriates in China (P021)

Jan Selmer, University of Aarhus

Perceived Organizational Support and Government Employees' Participation in Training (P072)

Hsien-Tang Tsai, National Sun Yat-Sen University
Yen-Yin Ho, National Sun Yat-Sen University
Jen-Der Day, National Kaohsiung University of Applied Sciences

Global Teams. A Network Analysis (P077)

Nicola Berg, University of Dortmund

**☞ Session 5B: Issues on Multinational Corporations / Enterprises (MNC/MNE) ☞
Venue: Function Room 5**

Types of Institutional Hazards and the Location of Market-Seeking and Efficiency-Seeking Affiliates: A Contingency Perspective (P033)

Arjen H L Slangen, Erasmus University Rotterdam
Sjoerd Beugelsdijk, Nijmegen University

Exploring the Influence of Socio-Cultural Factors Acting as Inhibitors to Globalization and Multinational Growth in Emerging Markets- Evidence from South Asia (P062)

Muhammad Bakhtiar Rana, Jagannath University
Shaista E Khilji, The George Washington University

Cultural Dynamics in the Mergers and Acquisitions of China's Multinationals: The Case of Reverse Knowledge Transfer and Mitigating Controls (P100)

Artie W Ng, The Hong Kong Polytechnic University
K F Lau, The Hong Kong Polytechnic University

⌘ Session 5C: China Business ⌘ Venue: Function Room 6

Mencius on Management-Managerial Implications of the Writings of China's Second Sage (P010)

Charles A Rarick, Purdue University-Calumet

Is China, China? A Strategic Assessment on Regional Differences within the Middle Kingdom (P041)

David A Ralston, University of Oklahoma
Jane L Y Terpstra Tong, Monash University Sunway Campus, Malaysia
Robert H Terpstra, Monash University Sunway Campus, Malaysia

Managing Outsourcing to Develop Business: Goal Interdependence for Sharing Effective Business Practices in China (P048)

Alfred Wong, Lingnan University
Dean W Tjosvold, Lingnan University

**12:45 – 14:00 ⌘ Lunch ⌘
Venue: Vogue Café, G/F, West Wing**

14:00 – 16:00 ⌘ Concurrent Session 6 ⌘ Venue: G/F, Convention Center

⌘ Session 6A: Human Resources Management ⌘ Venue: Function Room 4

Has HR Professionals Transformed from Administrative Bureaucrats to Strategic Business Partners? (P022)

Randy Chiu, Hong Kong Baptist University
Jan Selmer, University of Aarhus

Work Values of the New Generations of Asian Managers (P029)

Fabian Jintae Froese, Korea University

Human Resource Management in India-A Resource-based View (P043)

Carina Friedmann, University of Erlangen-Nuremberg
Dirk Holtbrügge, University of Erlangen-Nuremberg
Jonas F Puck, University of Erlangen-Nuremberg

Human Capital, Social Capital, and Individual Creativity (P057)

Hsi-An Shih, National Cheng Kung University
Ya-Ching Yeh, National Cheng Kung University

⌘ Session 6B: Work-In-Progress ⌘ Venue: Function Room 5

The External Networks, Competence and Synergy of Multinational Subsidiaries (P037)

Cher-Min Fong, National Sun Yat-Sen University
Ping-Yuan Li, National Sun Yat-Sen University
Chun-Ling Lee, National Sun Yat-Sen University
Chao-Cheng Chung, National Sun Yat-Sen University

Internal Controls and Innovation in Family Firms: Toward an Extended Understanding (P039)

Lin-ching Hsu, National Cheng-Kung University/ Far East University

How Social Capital Achieves Information Sharing Effectiveness within Supply Chain (P055)

Jun-Zhi Chiu, I-Shou University/ Kao Fong College
Pei-Chuan Mao, I-Shou University
Dong-Jenn Yang, I-Shou University
Chao-Chen Hsieh, Kao Fong College

A Concept Model for Strategic Supply Chain Relationship Based on Commitment-Trust Theory (P078)

Chao-Chen Hsieh, National Cheng Kung University/ Kao Fong College
Jun-Zhi Chiu, I-Shou University/ Kao Fong College

Sequential Mode Choices in Regulated Competition Market (P079)

Cher-Min Fong, National Sun Yat-Sen University
Ming-Ching Huang, National Sun Yat-Sen University
Chun-Ling Lee, National Sun Yat-Sen University

☞ Session 6C: Customer Satisfaction / Relationship Management ☜**Venue: Function Room 6****Moderating Role of Product Knowledge on Antecedents of Satisfaction and Loyalty (P040)**

Hsin Hsin Chang, National Cheng Kung University
Yao Chuan Tsai, National Cheng Kung University
Jong Chao Yeh, National Cheng Kung University

An Empirical Study on Perceived Value of Private Brand Products, Customer Satisfaction and Loyal Behaviors (P054)

Hsin Hsin Chang, National Cheng Kung University
Kit Hong Wong, National Cheng Kung University

The Linkages among Service Quality Attributes, Customer Value, Customer Satisfaction and Customer Loyalty in Thailand Gold Retailing (P071)

Manit Chalukamnerdkauok, Ramkhamhaeng University
Joseph F Aiyeku, Salem State College

Customers' Participation in Coalition Loyalty Programs: Analyses of Antecedents, Mediators and Consequents (P101)

Hengchiang Huang, National Taiwan University
Shih-Ju Wang, National Taiwan Normal University
Chia-Wen Chen, National Taiwan University

A Perspective on Customer Relationship Management in Supply Chain Management (P110)

Arawati Agus, Universiti Kebangsaan Malaysia
Zulridah Mohd Noor, Universiti Kebangsaan Malaysia
Za'faran Hassan, Univeristi Teknologi MARA

16:00 – 16:15 ☞ Coffee Break ☜

16:15 – 18:15 ☞ Concurrent Session 7 ☜ Venue: G/F, Convention Center

☞ Session 7A: Marketing and Retailing Strategies ☜ Venue: Function Room 4**A Study on the Changing Trends of Retailing in India (P013)**

K K Ramachandran, Dr. GRD College of Science
J Srikanth, Sankara Institute of Management
K K Karthick, PMR Institute of Management

Comparative Analysis of Marketing Strategies for Manufacturers' and Retailers' Brands (P019)

Tsui-Yii Shih, LungHwa University of Science and Technology

The Moderating Roles of Fashion Innovativeness and Involvement in the Attitude Toward Online Customization in Taiwan Apparel Market (P038)

Yun Wang, National Pingtung University of Science and Technology
Hira Cho, Oklahoma State University
Chen-Yin Jenny Liu, I-Shou University/ Tzu-Hui Institute of Technology

Blood Donation Behaviour: A Segmentation Analysis (P115)

Yanfeng Zhou, Sun Yat-sen University
Patrick Poon, Lingnan University

☞ Session 7B: International Business Strategies ☜ Venue: Function Room 5

Globalization, Fit and Performance: A Comparison of Three Service Industries (P026)

Paul Whitla, Lingnan University
Howard Davies, The Hong Kong Polytechnic University
Peter Walters, The Hong Kong Polytechnic University

Do Relationships with Multinational Buyers Boost the Marketing Capabilities of Transition Economy Suppliers? (P034)

Ada Hiu Kan Wong, The Hong Kong Polytechnic University
Paul D Ellis, The Hong Kong Polytechnic University

Stakeholder-Management in Russia: A Network-Approach (P042)

Dirk Holtbrügge, University of Erlangen-Nuremberg
Jonas F Puck, University of Erlangen-Nuremberg
Ellen Puck, University of Erlangen-Nuremberg

The Ingredients and Networks of Innovative Cluster in Shanghai and Ulsan Automotive Industry - A Comparative Study of "SIAC" and "Auto Valley" (P049)

Youngjin Choi, Seoul National University

International Strategies by and for Singapore Architecture, Engineering and Construction (AEC) Firms (P073)

Javier Calero Cuervo, University of Macau
George Ofori, National University of Singapore

☞ Session 7C: Issues on Family Business and Rural Enterprises ☜ Venue: Function Room 6

Punctuations in Emerging Markets: Regime Change and Family Firm Responses (P036)

Marleen Dieleman, National University of Singapore
Peter Post, Netherlands Institute of War Documentation

Can Family Business be Continuity ? Family Capital Perspective (P053)

I-Pin Lu, I-Shou University
Julia L Lin, I-Shou University
Shih-Chieh Fang, National Cheng Kung University

Cross-Cultural Study of Family versus Non-Family SMEs (P097)

Sunikar Sribenchachote, Assumption University

Family Decision Making Model – Perspectives from Resource Theory and Social Learning Theory (P105)

Tai-ming Wut, Hong Kong

December 6, 2008 (Saturday)

09:00 – 10:30 ☞ **Concurrent Session 8** ☞ **Venue: G/F, Convention Center**

☞ **Session 8A: International Joint Ventures** ☞ **Venue: Function Room 5**

Domain and Culture Specificity: Bridging International New Ventures and their Stay-Domestic, Staged-Internationalizing Counterparts (P014)

Terence Ping-Ching Fan, Singapore Management University

How to Learn Knowledge from Foreign Partner: A Case Study of Japanese Joint Venture in Indonesia (P074)

Tirta Nugraha Mursitama, University of Indonesia

Effects of Harmony and Cooperation on International Joint Ventures (P116)

Raymond P M Chow, The Open University of Hong Kong

Oliver H M Yau, City University of Hong Kong

☞ **Session 8B: International Business Strategies** ☞ **Venue: Function Room 6**

Innovation Impact on Organisational Learning Disabilities (P001)

Mohamed Shalahudeen, International Islamic University Malaysia

Ahmad Khaliq, International Islamic University Malaysia

Innovation for Emerging Economies: Lessons from a Local Enterprise (P112)

Pradeep Kanta Ray, University of New South Wales

Sangeeta Ray, University of Sydney

Technology-based Entrepreneur and Innovation (P118)

Eva Khong, Asia International Open University

Ling Liu, Asia International Open University

Virginia Trigo, ISCTE Business School, Lisboa

10:30 – 10:45 ☞ **Coffee Break** ☞

10:45 – 12:45 ☞ **Concurrent Session 9** ☞ **Venue: G/F, Convention Center**

☞ **Session 9A: Merger and Acquisition, Finance and Insurance** ☞ **Venue: Function Room 5**

Financial Risk Tolerance: A Comparison of the US, China, Hong Kong and Macao (P046)

Robert H Terpstra, Monash University Sunway Campus, Malaysia

Jane L Y Terpstra Tong, Monash University Sunway Campus, Malaysia

The Original Insured and the Commercialization Stage of New Service Development in Thailand Insurance Industry (P067)

Napatr Chimpalee, Assumption University

Chittipa Ngamkroeckjoti, Assumption University

Effects of Managing Organization Change on Firm Performance: A Case of Cross-Border Mergers and Acquisitions (P068)

Tanawat Teepapal, Assumption University

☞ **Session 9B: Contemporary Issues in Australia and Southeast Asia Countries** ☞
Venue: Function Room 6

Challenges of Growing Agro-food Enterprises in Asia-Pacific Markets (P004)

Louie A Divinagracia, Universitas Pelita Harapan at Surabaya

International Trade and Economic Diplomacy: ASEAN Members' Quest to Value-claim (P082)

W Travis Selmier, II, Indiana University
Chang Hoon Oh, Brock University

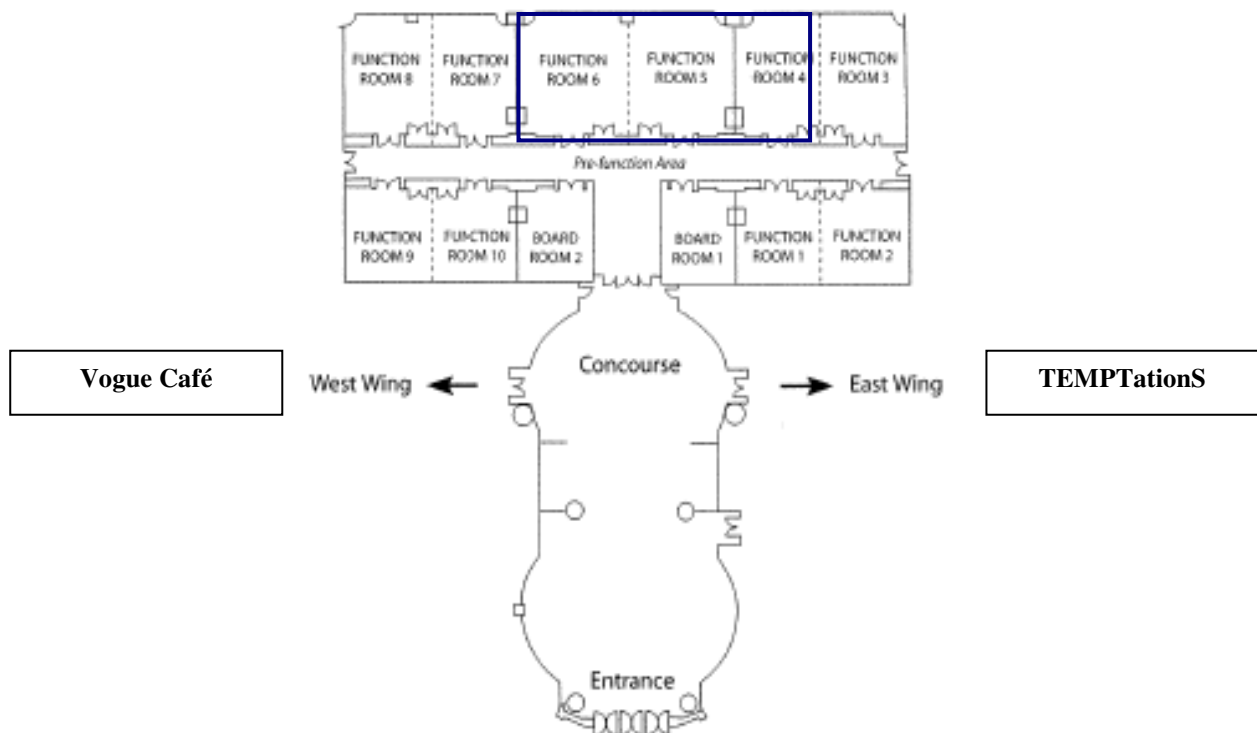
Foreign Subsidiary Perceptions of the Institutional Environment in Australia (P088)

Paul Kalfadellis, Monash University

Managing Culture to Foster Economic Development: The Case of Singapore (P107)

Balbir Bhasin, Sacred Heart University
Sivakumar Venkataramany, Ashland University

∞ End ∞



Location Map of the Convention Center, G/F, Renaissance Kuala Lumpur Hotel