



# Southeast Asia Regional Conference

3-5 December 2009

Hong Kong



*Revitalizing the Global Economy: Challenges and Strategies for Sustainable Growth*

**Organizer:**

*Hong Kong Institute of Business Studies*



**Co-organizer:**

*Lee Shau Kee  
School of Business and Administration*



*Conference Venue: Hong Kong SkyCity Marriott Hotel*

## **Conference Program**

**3 December 2009, Thursday**

**08:30 - 09:00**

**Registration**

**09:00 - 09:15**

**Welcome Remarks**

**Prof T S CHAN**

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

**Prof Y K IP**

Dean, Lee Shau Kee School of Business and Administration,  
The Open University of Hong Kong

**09:15 - 10:00**

**Keynote Speech**

*“Growth Outlook: Deceptive Green Shoots”*

**Prof Jesús Seade**

Vice-President, Lingnan University

**10:00 - 10:15**

**Coffee Break**

**10:15 - 12:00**

**Concurrent Session 1**

### **Session 1A: Conflict / Risk Management**

Introducing Diversity as a Contingency Variable: A Different View on the Conflict-Performance Relation in Teams (P017)

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

Effective Partnering with Competitors in China: Guanxi and Conflict Management (P114)

*Alfred Wong and Dean Tjosvold (Lingnan University, Hong Kong)*

Risk Management and the Modernization of the Commercial Banking Industry: The Case of India (P128)

*Sivakumar Venkataramany (Ashland University, USA) and Balbir B Bhasin (Sacred Heart University, USA)*

### **Session 1B: Internationalization and Globalization I**

The Internationalization of Firms in Emerging Markets: A Longitudinal Approach (P016)

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

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A New Conceptualization of Firm Internationalization and Subsidiary Roles: The Case of Hyundai Motor Company (P029)

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

A Conceptual Model of Cultural Firms' Internationalization - Dynamic Capability, Technology and Entrepreneurship (P072)

*Ching-Sung Wu, Chih-Sheng Hsu and Chun-Liang Chen (National Taiwan University, Taiwan)*

Privatization Revisited: A Review of Global Privatization Efforts (P105)

*Patrapoom A Boonyavanit, Wassana Somwatee, Patcharapun Supakul and Nattharika Rittippant (Sirindhorn International Institute of Technology, Thammasat University, Thailand)*

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**Session 1C: International Marketing Strategies**

Exploring Strategies for Motivational Growth among International Channel Intermediaries in a Rapidly Developing Economy (P028)

*Ronika Chakrabarti (University of Lancaster, United Kingdom), Bradley R Barnes (University of Sheffield, United Kingdom), Leyland Pitt (Simon Fraser University, Canada) and Pierre Berthon (Bentley University, USA)*

The Role of Holistic Thinking in Advertisement Processing: Chinese Consumers' Responses to Different Advertising Strategies (P082)

*Geng Cui (Lingnan University, Hong Kong), Hongyan Liu (Sun Yat-Sen University, China), Xiaoyan Yang (Guangdong University of Foreign Studies, China) and Haizhong Wang (Sun Yat-Sen University, China)*

Advertising Research and Findings in China: An Eventful Decade (P112)

*Caleb Hin-Yan Tse (The University of Hong Kong, Hong Kong), Kineta Hung (Hong Kong Baptist University, Hong Kong) and David K Tse (The University of Hong Kong, Hong Kong)*

"Organic" Country Brand Image and Transference of Cultural Meanings: An Anthropological Perspective (P122)

*Lai-cheung Leung, T S Chan (Lingnan University, Hong Kong) and Kenny K Chan (California State University-Chico, USA)*

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**12:00 - 13:30**

**Lunch**

*Conference Venue: The Open University of Hong Kong  
(only for the afternoon sessions of 3 December 2009)*

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**14:30 - 14:40**

**Welcome Remarks**

**Prof John C Y LEONG**

President, The Open University of Hong Kong

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**14:40 - 15:20**

**Keynote Speech**

***“Ensuring the Success of Hong Kong Tourism”***

**Mr Andrew Kam**

Managing Director, Hong Kong Disneyland Resort

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**15:20 - 16:45**

**Concurrent Session 2**

**Session 2A: Issues on MNCs / MNEs I**

Growth Correlation of the Economy and Selected Indigenous MNCs of the Philippines (P021)

*Eduardo P Garrovillas and Ahmed N Y Meandahawi (José Rizal University, the Philippines)*

Moderating Effect of Power Distance and Uncertainty Avoidance on Knowledge Transferring of MNCs' Headquarters (P067)

*Xiaojun Xu and Xiaoya Liang (Fudan University, China)*

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An Institutional Perspective on the Role of MNEs in Copyright Institution Building: Evidence from Korea and Thailand (P069)

*Joseph Kim (The University of New South Wales, Australia)*

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### **Session 2B: Leader-Member Exchange**

Relationship between Leader-Member Exchange and Organizational Commitment to Change in a Non-Western Context: The Case of Malaysia (P011)

*May-Chiun Lo (Universiti Malaysia Sarawak, Malaysia), T Ramayah (Universiti Sains Malaysia, Malaysia), Ernest Cyril de Run (Universiti Malaysia Sarawak, Malaysia) and Mung Ling Voon (Swimburne University of Technology, Malaysia)*

College Students' Part-Time Work and Career Development in Japan: The Role of Leader-Member Exchange and Taking Charge Behavior (P083)

*Tomoki Sekiguchi (Osaka University, Japan) and Donghao Li (Wakayama University, Japan)*

A Group-Level Examination of the Impact of Leader-Member Exchange and Justice Climates on Team-Member Exchange (P117)

*Rebecca S Lau (The Open University of Hong Kong, Hong Kong)*

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### **Session 2C: Human Resources Management I**

Self-initiated Expatriates: Motives to Relocate and Work Outcomes (P009)

*Jan Selmer and Jakob Lauring (University of Aarhus, Denmark)*

Cultural Distance and Expatriate Job Satisfaction (P062)

*Fabian Jintae Froese (Korea University, Korea) and Vesa Peltokorpi (HEC Paris, France)*

Managing Chinese Employees: The Story of the Other Side (P118)

*Lenis Lai-wan Cheung (The Open University of Hong Kong, Hong Kong)*

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**16:45 - 16:55**

**Coffee Break**

**16:55 - 18:20**

**Concurrent Session 3**

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### **Session 3A: Panel Discussion**

Open Learning in Business and MBA Education in Hong Kong and China: Potential and Challenges

**Moderator:** *Prof Dean Tjosvold*

*Chair Professor of Management and Director of HKIBS, Lingnan University*

**Panelists:** *Prof Danny Wong*

*Vice President, The Open University of Hong Kong*

*Prof Y K Ip*

*Dean of Lee Shau Kee School of Business & Administration,  
The Open University of Hong Kong*

*Dr K S Yuen*

*Head of Educational Technology & Publishing Unit,  
The Open University of Hong Kong*

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### **Session 3B: International Joint Ventures and Firm Performance**

Dynamic Capability and IJV Performance: A Multi-dimensional Approach (P005)

*Zhan Wu (The University of Sydney, Australia) and Roger Rongxin Chen (University of San Francisco, USA)*

Analysing the Effect of Distance on Subsidiary Autonomy: The Role of Ownership Mode (P018)

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

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Top Management Team International Experience Diversity and Firm Performance: The Role of Team Behavioral Integration (P044)

*Chung-Wen Tsao (Tajen University, Taiwan) and Shyh-Jer Chen (National Sun Yat-sen University, Taiwan)*

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### **Session 3C: New Perspectives of Business Strategies**

A Study on Mainland China People's Tourist Motive and Destination Image of Taiwan (P032)

*Shu-Hao Chang (Ming Dao University, Taiwan)*

Testing Multi-Dimensional Nature of "Service Quality" in a Rural Tourist Destination (P039)

*May-Chiun Lo, Abang Azlan Mohamad, Peter Songan and Alvin Yeo Wee (Universiti Malaysia Sarawak, Malaysia)*

How Can Corporate Social Responsibility Lead to Firm Performance? (P081)

*Yu-Chen Wei (National Taipei University of Education, Taiwan) and Carol Yeh-Yun Lin (National Chengchi University, Taiwan)*

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### **Session 3D: Issues on SMEs**

Revitalizing the Economy Through Stronger Micro, Small and Medium Enterprises, A Conceptual Model for LDCs (P027)

*Felino S M Angeles, Jr (Tomas Claudio Memorial College, the Philippines)*

The Influence of Organizational Culture, in Developing and Implementing Strategic Change: An Empirical Study of Small and Medium-sized Enterprises in Northeast Thailand (P056)

*Suwanna Tachateerapreda (Ramkhamhaeng University, Thailand) and Joseph F Aiyeku (Salem State College, USA)*

The Role of Family Involvement in Family Business Performance: The Moderating Effect of Family-oriented Goals in Chinese Family Firms (P086)

*Youngok Kim and Fei Yi Gao (The University of New South Wales, Australia)*

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**19:15 - 21:30**

**Conference Dinner**

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**4 December 2009, Friday**

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**09:00 - 11:00**

**Concurrent Session 4**

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### **Session 4A: Export**

Marketing Capability and Export Performance: The Moderating Effect of Export Dependence (P002)

*Phadett Tooksoon (Rajamangala University of Technology Lanna, Thailand) and Osman Mohamad (Universiti Sains Malaysia, Malaysia)*

Export Specialization and Economic Growth Across the World (P012)

*Jim Lee (Texas A&M University-Corpus Christi, USA)*

Building Export Capabilities for Singapore Engineering & Construction (E&C) Firms (P054)

*Javier Calero Cuervo (University of Macau, Macau) and George Ofori (National University of Singapore, Singapore)*

The Impact of Trade Liberalisation on the Agriculture Sector in Bangladesh (P071)

*Muhammad Mahmood (Victoria University, Australia)*

Reviewing Thai Exporter's Survival Strategies during the Economic Downturn (P126)

*Lugkana Worasinchai and Dechanan Thanapob (Bangkok University, Thailand)*

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#### **Session 4B: Internationalization and Globalization II**

Trade in Medical Services through Patients' Narratives: A Staged Model of Push and Pull Factors (P015)  
*Ruamsak Veerasoontorn and Rian Beise-Zee (Asian Institute of Technology, Thailand)*

The Effect of International Culture Learning on Entry Modes: An Empirical Study of Corporate Culture Diversity in Taiwanese MNCs (P035)  
*Cher Min Fong (National Sun Yat-Sen University, Taiwan), Hoang Linh Nguyen (Hanoi Stock Exchange, Vietnam) and Cheng-ter Ho (National Kaohsiung University of Applied Sciences, Taiwan)*

Feel Local, Think Global : Local Identity and Knowledge-based Innovation as Motors of (Re)-vitalization (P063)  
*Richard Cawley (European Business School London, United Kingdom)*

Islamic Business Practices as Cultural Influences in the Internationalization of Foreign Retail Multinational Enterprises in Malaysia (P093)  
*Raja Nerina Raja Yusof (University Putra Malaysia, Malaysia), André M Everett and Malcolm H Cone (University of Otago, New Zealand)*

Reassessing Internationalisation Processes of the Firm: Evidence from Culture Industry (P123)  
*Ty Choi (The University of New South Wales, Australia)*

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#### **Session 4C: Work-in-Progress I**

A Multilevel Study of Leader-Member Exchange, Group Performance and Organization Citizen Behavior (P020)  
*Kuo-Feng Wu and Joseph S Lee (National Central University, Taiwan)*

The Moderating Effect of Perceived Natural Environmental Uncertainty on Commercial Environment Uncertainty and Firm Performance (P037)  
*Wen-Lung Sung (I-Shou University, Taiwan), Hui-Lin Hai (Shih Chien University, Taiwan) and Ming-Chang Shih (National University of Kaohsiung, Taiwan)*

Chinese Automobile Demand in the Global Financial Crisis (P041)  
*Hui-Yen Lee and Hsin-Hong Kang (National Cheng Kung University, Taiwan)*

A Cross-level Analysis of Factors Motivating Individual Knowledge Sharing in Work Groups: Roles of Coworkers' Knowledge Sharing and Group Cooperative Norm (P073)  
*Chiwei Liu (HongKuang University / I-Shou University, Taiwan), T K Peng and Hsin-Yi Huang (I-Shou University, Taiwan)*

Cultural Distance, Expatriate Performance and Subsidiary Performance: The Moderating Role of Organizational Culture Congruence and Cross-cultural Training (P090)  
*Polthep Poonpol and Amonrat Thoumrungroje (Assumption University, Thailand)*

Gaining A Sustainable Edge in Small Firms: Integrating Strategic Leadership and Entrepreneurship Action into Company Resources (P127)  
*Luckxawan Pimsawadi (Bangkok University, Thailand)*

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**11:00 - 11:15**

**Coffee Break**

**11:15 - 12:45**

**Concurrent Session 5**

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#### **Session 5A: Work-in-Progress II**

Foreignness as Benefits and Liabilities: A Review of Influential Factors (P074)  
*Apiwan Thumsamisor, Khemmachart Meechoobot, Patamaporn Thaichon and Nattharika Rittippant (Sirindhorn International Institute of Technology, Thammasat University, Thailand)*

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Legal and Private Orderings, Long-term Orientation, and Plural Form Governance (P089)  
*Ying-Hua Teng (National Taiwan University / Shu-Te University, Taiwan)*

A Multilevel Research of How Gender-identity Influences Impression Management: Gender Composition as the Moderator (P100)  
*Pei-Chuan Mao and Hsin-Yi Huang (I-Shou University, Taiwan)*

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**Session 5B: Issues on MNCs / MNEs II**

Foreign Market Uncertainty, Entry Timing and Firm Performance (P077)  
*Seog-Soo Kim (Pusan National University, Korea), Sung-Je Cho (BN Group, Korea) and Bong-Seon Park (Pusan National University, Korea)*

The Determinants and Consequences of Subsidiary External Embeddedness (P108)  
*Lu-Jui Chen (Ming-Chuan University, Taiwan) and Chun-Chung Chen (National Taiwan University, Taiwan)*

The Effects of Total Quality Management on Organization Commitment (P109)  
*Pisit Chanvarasuth (Sirindhorn International Institute of Technology, Thammasat University, Thailand)*

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**Session 5C: Supply Chain Management**

Transferring Japanese Supplier Management Practices to China: The Case of Automobile Industry (P038)  
*Yue Wang (The University of New South Wales, Australia) and Akira Tanaka (Nagoya City University, Japan)*

Wal-Mart Goes Green: The Impacts on its Supply Networks in China (P085)  
*Ada Hiu Kan Wong and Paul D Ellis (The Hong Kong Polytechnic University, Hong Kong)*

Supply Chain Collaboration in Automotive Industry: A Case Study of Toyota (Thailand) (P104)  
*Thitaphat Thitisomboon, Thunyalak Visanvetchakij, Choodej Chalermchutidet, Ekkprawatt Phong-arjarn and Chawalit Jeenanunta (Sirindhorn International Institute of Technology, Thammasat University, Thailand)*

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**12:45 - 14:00**

**Lunch**

**14:00 - 16:00**

**Concurrent Session 6**

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**Session 6A: Foreign Direct Investment / Economic Issues**

Large Decline in Output Volatility: Evidence from China (P010)  
*Shi Zhao Wang, Christopher Gan and Zhaohua Li (Lincoln University, New Zealand)*

Home-country Effects on FDI Performance: An Institutional Theory Perspective (P034)  
*Korcan Kavusan and Burkhard Schrage (Singapore Management University, Singapore)*

Internationalization of R&D by Dragon Multinationals: A Case of Chinese High-Tech Firms (P046)  
*An Feng Hui and Uma Kumar (Carleton University, Canada)*

Determinants of Economic Growth in East Asian Countries (P059)  
*Sovadhana Phy, Chin-fu Hung and Pheng Sou (National Cheng Kung University, Taiwan)*

The Performance of Taiwan Business Investing in China (P092)  
*Shao-Chi Chang (National Cheng Kung University, Taiwan) and Juei-Chi Chang (National Cheng Kung University / Hsing Wu College, Taiwan)*

Marketing of Competence-based Solutions to Buyers in Exploratory Relationships: Perspective of OEM Suppliers (P131)  
*Esther Ling Yee Li (Lingnan University, Hong Kong)*

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## **Session 6B: Online Customization and E-Commerce**

Determinant Factors of Consumer Loyalty Intention toward Online Stores (P030)

*Tsui-Yii Shih (LungHwa University of Science and Technology, Taiwan)*

Toward a Greater Understanding of Online Customization (P047)

*Chen-Yin Jenny Liu (I-Shou University / Tzu-Hui Institute of Technology, Taiwan) and Yun Wang (National Pingtung University of Science and Technology, Taiwan)*

Pricing Model of Domestic and International On-line Channel and Retailer Channel with Consumers' Transportation Cost (P048)

*Aussadavut Dumrongsiri (Sirindhorn International Institute of Technology, Thammasat University, Thailand)*

Understanding Online Shopping Intentions: The Relationship between Consumer Characteristics and Attitude toward Online Shopping (P076)

*Jun-Zhi Chiu (I-Shou University / Kao Fong College, Taiwan) and Dong-Jenn Yang (I-Shou University, Taiwan)*

Web Services Conversations for B2B Electronic Commerce (P091)

*W L Yeung (Lingnan University, Hong Kong)*

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## **Session 6C: Cross-cultural Studies / Organizational Commitment**

Strong Corporate Culture and Its Link to Organisational Performance (P008)

*Nuttawuth Muenjohn (RMIT University, Australia)*

The Effects of Influence Strategies on Organizational Commitment: A Two-Phase and Mixed-Method Approach (P049)

*Melody P M Chong (City University of Hong Kong, Hong Kong)*

Theoretical Implications for the Development of Organizational Commitment using Influence Tactics: A Qualitative Study (P050)

*Melody P M Chong (City University of Hong Kong, Hong Kong)*

Differentiating Types of Cross-cultural Adjustment as Mediators of Components of Expatriate Performance (P057)

*Leanda Lee (Monash University, Australia / Macau Inter-University Institute, Macau)*

The Influence of National Culture on Escalation of Commitment: Evidence from a Comparative Study (P098)

*Jonathan Lee (University of Windsor, Canada) and David McCalman (University of Central Arkansas, USA)*

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**16:00 - 16:15**

**Coffee Break**

**16:15 - 18:00**

**Concurrent Session 7**

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## **Session 7A: Human Resources Management II**

Training and Development in Macau's Hotel Industry: Current Needs and Prospects (P003)

*Vanessa Josefina das Dores and Zenon Arthur Udani (University of Macau, Macau)*

The Developing Economy of Pakistan: Women's Changing Role (P033)

*Osama Jawaid Butt (National University of Computer & Emerging Sciences, Pakistan)*

The Effects of Career Stage and Gender on Cheating at Work (P066)

*Alex Mak and Matthew Yeung (The Open University of Hong Kong, Hong Kong)*

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**Session 7B: Business Ethics, Education and Corporate Social Responsibility**

An Assessment of the Geographic Scope of International Business Research (P045)  
*Ge Zhan and Paul D Ellis (The Hong Kong Polytechnic University, Hong Kong)*

Corporate Social Responsibility or Cause Related Marketing? An Empirical Assessment (P094)  
*Sana-ur-Rehman (University of Balochistan, Pakistan / Asian Institute of Technology, Thailand) and Rian Beise-Zee (Asian Institute of Technology, Thailand)*

From Donation to Social Innovation: The Evolution of CSR in Thailand (P102)  
*Patnaree Srisuphaolarn (Thammasat University, Thailand)*

An Exploratory Study of Sustained Corporate Social Responsibilities in Hong Kong: An Organizational Sense-making Approach (P132)  
*Esther Ling Yee Li (Lingnan University, Hong Kong)*

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**Session 7C: Mergers and Acquisitions**

The Change of Perceived Organization Culture and Employee's M&As Satisfaction in South Korea with the Psychological Perspective (P026)  
*Ki Hyun Ryu, Yun-Ah Song, Jae Eun Lee and Young-Soo Yang (Yonsei University, Korea)*

The Influence of Cross-Border Mergers and Acquisitions and Financial Crisis on Industrial Capital Inflow - the Case of the United States Acquisition in China (P043)  
*Hsin-Hong Kang, Li-Wen Huang and Shuang-Shii Chuang (National Cheng Kung University, Taiwan)*

Public Traded Target or Privately Held Target, The Bidders' Choice and Acquisition Performance (P079)  
*Shao-Chi Chang and Ming Tse Tsai (National Cheng Kung University, Taiwan)*

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**5 December 2009, Saturday**

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**09:00 - 10:30****Concurrent Session 8****Session 8A: Management Research and Organizational Studies**

The Mediating Role of Learning Processes for the Relationships between Coordination Mechanisms and IORs Performance (P096)  
*Pei-Li Yu (National Cheng Kung University, Taiwan)*

Impression Management Research in Organizations (P099)  
*Pei-Chuan Mao (I-Shou University, Taiwan) and Jun-Zhi Chiu (I-Shou University / Kao Fong College, Taiwan)*

A Knowledge Management Approach for Thai Boutique Hotels (P103)  
*Alisa Deepralard, Jirapa Somphol, Rintira Takkawatakarn and Nattharika Rittippant (Sirindhorn International Institute of Technology, Thammasat University, Thailand)*

Self Assessment of Safety Culture in the Organization (P111)  
*Thanwadee Chinda (Sirindhorn International Institute of Technology, Thammasat University, Thailand)*

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**Session 8B: Family Business Strategies**

Family Communication: Cross-cultural and Triadic Perspective (P014)  
*Tai Ming Wut (Hong Kong)*

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Family Involvement and Innovation Decisions: The Mediating Role of Relationship-based Strategic Control (P036)

*Lin-Ching Hsu (National Cheng Kung University, Taiwan), Shu-Chen Hsu, Sheu-Der Wu (Far East University, Taiwan) and Hsin-Yi Yen (Kun Shan University, Taiwan)*

Third Generation Family Businesses: A Comparison of Succession Issues in Two Brazilian Companies (P058)

*Virginia Trigo, Nelson António (Lisbon, Portugal) and Eva Yueng Wah Khong (Asia International Open University, Macau)*

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**10:30 - 10:45**                      **Coffee Break**

**10:45 - 12:45**                      **Concurrent Session 9**

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**Session 9A: Financial Issues**

An Empirical Analysis of the Effects of Market Response to Bank Loan Announcements in Hong Kong Stock Market (P023)

*Christopher Gan, Zhaohua Li and Qing Chen (Lincoln University, New Zealand)*

An Empirical Analysis of the Chinese Stock Market: Overvalued / Undervalued (P024)

*Christopher Gan, Zhaohua Li and Zhen Hua Tan (Lincoln University, New Zealand)*

The Determinate Effects of Money Attitude and Financial Literacy on Consumer Financial Investment Decision (P025)

*Tsui-Yii Shih and Sheng-Chen Ke (LungHwa University of Science and Technology, Taiwan)*

Price Informativeness and Institutional Ownership: Evidence from Japan (P119)

*Tao Chen (The Open University of Hong Kong, Hong Kong)*

Crisis, Contagion, Market Volatility (P121)

*Karen Ho Yan Wong (The Open University of Hong Kong, Hong Kong)*

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**Session 9B: Business Strategies**

Applying DPSIR Framework to Compare Sustainable Conditions of European Commission Member States (P051)

*Shian-Yang Tzeng (National Pingtung Institute of Commerce, Taiwan), Hsien-Tang Tsai (National Sun Yat-Sen University, Taiwan), Hwai-Hui Fu (Shu-Te University, Taiwan) and Jerry Chun-Teh Wu (Shih-Chien University, Taiwan)*

Intelligence Strategy and the Success of the Strategic Business Intelligence Function in Global Business (P095)

*Jokull Johannesson (The University of Northampton, United Kingdom) and Iryna Palona (University of Liverpool, United Kingdom)*

Evaluation of Performance: A Case of Asian REITs (P107)

*Abdul Halim Bin Mohd Nawawi and Aida Yuzyi Binti Yusof (Universiti Teknologi MARA, Malaysia)*

The Decoupling Trend between Economic Development and CO<sup>2</sup> Emission in Taiwan (P124)

*Shian-Yang Tzeng (National Pingtung Institute of Commerce, Taiwan), Hsien-Tang Tsai (National Sun Yat-Sen University, Taiwan), Hwai-Hui Fu (Shu-Te University, Taiwan) and Jerry Chun-Teh Wu (Shih-Chien University, Taiwan)*

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**Session 9C: National Consumer Behaviour**

Understand How Consumer Ethnocentrism Affects Customer Equity in the Transitional Economy (P031)

*IpKin Anthony Wong (Institute for Tourism Studies, Macau), Mark S Rosenbaum (Northern Illinois University, USA) and Hoi In Veronica Fong (University of Macau, Macau)*

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An Investigation of Visitor's Satisfaction based on Service Quality Dimensions at the National Discovery Museum Institute: A Case Study of the Museum of Siam, Bangkok, Thailand (P064)

*Piyanut Seetue and Chittipa Ngamkroeckjoti (Assumption University, Thailand)*

The Antecedents and Consequences of Service Quality of Banking Industries in Cambodia (P065)

*Sovadhana Phy, Chin-Ho Lin and Pheng Sou (National Cheng Kung University, Taiwan)*

Consumers' Perception toward Two Diet Cola Brands: Pepsi Max and Coke Zero (A Qualitative Approach, Focus Groups) (P068)

*Chittipa Ngamkroeckjoti and Warintorn Phanichkul (Assumption University, Thailand)*

Acceptance of Innovative Food Products: A Comparison of Chinese and Korean Consumers (P070)

*Renee B Kim (Hanyang University, Korea)*

Exploring the Constructs of Consumer Affinity and Animosity: Their Differential Impact on Thai Consumer Decision Making (P116)

*Nittaya Wongtada (National Institute for Development Administration (NIDA), Thailand), Gillian Rice (Thunderbird School of Global Management, USA) and Subir K Bandyopadhyay (Indiana University Northwest, USA)*

∞ *End* ∞