

2006



BANGKOK UNIVERSITY
มหาวิทยาลัยกรุงเทพ

2006 Southeast Asia Regional Conference

~ Global Vision and Local Competence

7-9 December 2006 * Bangkok, Thailand

Conference Program

December 7, 2006 (Thursday)

- 09:00-09:30** **Registration** *Star 29*
- 09:30-10:00** **Opening Plenary**
- Welcoming Remarks**
- Prof. T S CHAN
*AIB Southeast Asia Chapter Chairperson
Associate Vice President and
Shun Hing Chair Professor of Marketing, Lingnan University*
- Dr. Thanu KULACHOL
President of Bangkok University
- 10:00-10:35** **Keynote Speech**
- “The Center of Social Entrepreneurship: The Royal Initiations”***
- M. R. Disnadda DISKUL
*Secretary General of Mae Fah Luang Foundation
under the Patronage of H.M. the King*
- 10:35-11:10** **Coffee Break**
- 11:10-11:45** ***“Global Vision and Local Competence: The Thailand’s Perspective”***
- Prof. Dr. Chira HONGLADAROM
Secretary General of Foundation for International Human Resource Development
- 12:00-13:30** **Lunch** *Salon Athenee*
- 13:30-15:00** **1A: Branding Management**
- Chair: Claudia SCHOONHOVEN (University of California, Irvine)**
- Global Perspective on Corporate Social Responsibility (CSR) of Selected Indigenous MNCs in the Philippines (P002)
Wilhelmina I NEIS and Eduardo P GARROVILLAS (José Rizal University, the Philippines)
- Brands Battling for Events (P029)
K K RAMACHANDRAN (Dr. Grd College of Science, India) and K K KARTHICK (Decatrend Technologies Chennai, India)
- The Imabari Towel Industry: The Remaking of a Japanese Brand (P032)
Hiroaki ITAKURA and Lrong LIM (Kagawa University, Japan)

The Impact of National Identity on Perceptions of Brand Globalness and Brand Localness (P099)

Warat WINIT and Gary GREGORY (The University of New South Wales, Australia)

1B: International Finance I

Chair: Sivakumar VENKATARAMANY (Ashland University, USA)

The Effect of International Mergers on Performance (P082)

Pairat PORNPUNDEJWITTAYA (Mahasarakham University, Thailand)

The Performance of the IPO Companies in China (P100)

Desmond YUEN and Philip S T PUN (University of Macau, China)

The Pricing of Bank Loan Commitments for Liquidity and Operational Purposes (P129)

Arthur HAU (Lingnan University (Hong Kong), China)

1C: Human Resources Management I

Chair: Mary Ann VON GLINOW (Florida International University, USA)

Exporting Education: Challenges for Localization (P059)

Thomas CARY and Elizabeth FOUNTAIN (City University, USA)

Leadership Excellence: Comparison of Leadership Profiles for Chinese Managers in Malaysia and China (P094)

Christopher SELVARAJAH and Denny MEYER (Swinburne University, Australia)

Unifying Schools of Thought in Performance Measurement System (P121)

Chai Ching TAN (Seafresh Industry Public Company Limited, Thailand)

The Relationship between Disposition, Chinese Value, Organizational Context, Employee Intention and Performance in China (P022)

Chun HUI (The Chinese University of Hong Kong, China), Alfred WONG and Dean TJOSVOLD (Lingnan University (Hong Kong), China)

15:00-15:15 Coffee Break

15:15-17:15 **2A: Culture and Education**

Chair: Robert HOGNER (Florida International University, USA)

An Extended Service Recovery Model: The Moderating Impact of Temporal Sequence of Events (P017)

Kriengsin PRASONGSUKARN (Assumption University, Thailand) and Paul PATTERSON (The University of New South Wales, Australia)

Educational Branding (P030)

K K RAMACHANDRAN (Dr. Grd College of Science, India) and K K KARTHICK (Decatrend Technologies Chennai, India)

Educational Service Quality in Higher Education: The 'Black-box' Analysis (P042)

Za'faran HASSAN, Sofiah Abdul RAHMAN (Universiti Teknologi MARA, Malaysia) and Abdul Raheem bin Mohamad YUSOF (UPSI, Malaysia)

The Role of National Culture on the Performance Effect of Entrepreneurial Orientation in Malaysia: A Propose Research Framework (P043)

Za'faran HASSAN and Oswald Timothy EDWARD (Universiti Teknologi MARA, Malaysia)

Is Turkey Culturally Different than the European Union Members? The Case of Austria, Poland and Turkey (P127)

Habte WOLDU (University of Texas at Dallas, USA) and Agnieszka OLSZTYNSKA (Poznan University of Economics, Poland)

Leadership and Citizenship in International Management Education: Building Global Competence through Local Vision in a Service Learning Project (P056)
Robert HOGNER (Florida International University, USA)

2B: Issues on Multinational Corporations / Enterprises (MNCs / MNEs)

Chair: Jan DUGGAR (Jacksonville University, USA)

Value of Multinationality for Japanese Firms (P038)

James LANDI (Temple University, USA)

The Role of Potential and Realized Absorptive Capacity on Performance of Japanese Joint Ventures in Indonesia (P053)

Tirta Nugraha MURSITAMA (Gakushuin University, Japan)

An Integrated Model of Knowledge Transfer within MNEs in China (P067)

Huilin XIAO (The University of Sydney, Australia) and Stephen NICHOLAS (The University of Newcastle, Australia)

Multinational Firm's Strategy, Structure, and Subsidiary: Taking Stock and Looking Ahead (P098)

Xufei MA (National University of Singapore, Singapore)

Quality of Earnings Issues with Multinational Firms (P001)

Jan DUGGAR (Jacksonville University, USA)

2C: International Marketing of Services, Tourism and Hospitality Management

Chair: Paul T J JAMES (Bangkok University, Thailand)

Evolution of Casino Tourism in the Asia Pacific Region (P012)

Gurramkonda M NAIDU, Choton BASU (University of Wisconsin-Whitewater, USA) and Anthony CABOT (Lewis & Roca, USA)

Managed Care Experiences and Health Policy Reforms in Southeast Asia (P027)

Daniel SIMONET (Nanyang Technological University, Singapore)

Measuring Perceived Quality of Dental Practice by Monte Carlo AHP in Response to Emerging Cross-border Medical Tourism (P044)

Tsuen Ho HSU (National Kaohsiung First University of Science and Technology, Taiwan) and Feng Chuan PAN (I Shou University, Taiwan)

Effect of Tourism on Labor Market in Luang Prabang, Lao PDR (P068)

Nittana SOUTHISENG (Shinawatra University, Thailand)

Incorporating Marketing to Tourism and Hotel Business in Thailand (P124)

Arnut JAISAMRARN (Nakhon Ratchasima Rajabhat University, Thailand) and Joseph F AIYEKU (Salem State College, USA)

Assessing International Airline Service Quality Effects in Bangkok, Thailand (P064)

Paul T J JAMES (Bangkok University, Thailand)

18:00-21:00 Conference Dinner

The View

December 8, 2006 (Friday)

09:00-10:45 **3A: Investment / Divestment I**

Chair: Fred ROBINS (The University of Adelaide, Australia)

Foreign Divestment: European Withdrawal from Thai Market (P085)

Keatkhamjorn MEEKANON (Durakijpundit University, Thailand)

Location Choice of Hong Kong Investments in Guangdong: An Evolutionary and Institutional Perspective (P113)

Yue WANG (The University of New South Wales, Australia)

SME FDI in China: A Case of "Intelligent Opportunism" (P013)

Fred ROBINS (The University of Adelaide, Australia)

3B: Cross-cultural / National Consumer Behavior

Chair: Chris Perryer (The University of Western Australia, Australia)

Social Influence in the Buying Decision: A Four-country Study of Inter- and Intra-national Differences (P009)

Robert T GREEN (University of Texas at Austin, USA), Kritika KONGSOMPONG (Chulalongkorn University, Thailand) and Paul PATTERSON (The University of New South Wales, Australia)

Service Quality for Business-to-Business Professional Customers: A Pragmatic Study (P086)

Tsuang KUO, Meng Hsun SHIH and Hsien Tang TSAI (National Sun Yat Sen University, Taiwan)

Consumer Reaction to Performance Announcements—the Behavior of Mutual Fund Investors (P095)

Ying Fen FU and Hsin Hong KANG (National Cheng Kung University, Taiwan)

The Impact of Cultural Dimensions on Customer Value and Loyalty (P108)

Veerapong MALAI (Bangkok University, Thailand) and Mark SPEECE (University of Alaska Southeast, USA)

Factor Structure of the Customer Orientation (Organizational Climate) Scale: An Empirical Study in an Australian Public Sector Sample (P083)

Chris PERRYER (The University of Western Australia, Australia)

3C: Import / Export Management and Internationalization I

Chair: Charles Rarick (Barry University, USA)

Exploring the Marketing Competency of Indonesian Exporters: A Pilot Study (P069)

Sefnedi (Universitas Putra, Indonesia) and Osman MOHAMAD (Universiti Sains Malaysia, Malaysia)

Marketing Mix, Planning, and Customer Relationship Management on Superior Export Performance (P079)

Ingorn NACHAILIT (Mahasarakham University, Thailand)

Resources and the Moderating Role of Strategic Flexibility Driving Competitive Advantage and Export Performance (P081)

Ingorn NACHAILIT (Mahasarakham University, Thailand)

The Relationship between Exchange Rate and Export Volumes: The Case of Thailand (P096)

Chanchai BUNCHAPATTANASAKDA (Shinawatra University, Thailand)

Economic Sanctions: Failed Foreign Policy Tool and Increasing Cost to American Business (P007)

Charles RARICK (Barry University, USA)

10:45-11:00 Coffee Break

11:00-13:00

4A: Work In Progress I

Chair: Geng CUI (Lingnan University (Hong Kong), China)

Strengthening MSMEs through Better Access to Banking and Business Development Services, A Conceptual Model for LDCs (P006)

Felino S M ANGELES JR (Tomas Claudio Memorial College, the Philippines)

An Exploratory Study of Myanmar Culture Using Hofstede's Value Dimensions (P019)

Charles RARICK and Inge NICKERSON (Barry University, USA)

When Legitimacy over Patent Protection - State as a Mediator for MNEs (P039)

Ching Hsiang CHEN and Chen Yi TSAI (I Shou University, Taiwan)

The Effect Characteristic of Firm and Operational Hedging on Foreign Exchange Exposure (P071)

Jirapa CHALATHARAWAT (Mahasarakham University, Thailand)

Knowledge Transfer in Multinational Enterprises: A Conceptual Model (P076)

Porntip SHOOMMUANGPAK (Mahasarakham University, Thailand)

The Relationship between Organizational Dynamics and Global Integration: A Perspective from Subsidiary Managers (P090)

Wathana YEUNYONG (Mahasarakham University, Thailand)

4B: International Entry and Expansion Strategies

Chair: Daya Shanker (Deakin University, Australia)

Beyond Entry Mode Choice: Explaining the Conversion of Joint Ventures into Wholly-owned Subsidiaries in the PRC (P031)

Jonas F PUCK, Dirk HOLTBRÜGGE (University of Erlangen-Nuremberg, Germany) and Alexander T MOHR (Bradford University, UK)

The Changing Business Environment of Taiwan (P062)

John WALSH (Shinawatra University, Thailand)

Influence of Uncertainty on International Entry Mode Choice: The Moderator Role of Firm Type (P066)

Sumintorn BAOTHAM (Mahasarakham University, Thailand)

Choice of Foreign Market Entry Mode: Impact of International Risk Perception, Ownership, Location, and Internalization Factors (P070)

Chanthima PHROMKET (Mahasarakham University, Thailand)

The Influence of Industry Characteristics on Mode of Entry Choices and Firm Performance: Evidence from Environment of Thailand (P077)

Kanyamon WITTAYAPOOM (Mahasarakham University, Thailand)

Access to Medicines, the Amendment of the TRIPS Agreement and Power Inequities in International Treaty Negotiations (P126)

Daya SHANKER (Deakin University, Australia)

4C: Business Strategies and Strategic Alliances I

Chair: Saleema KAUSER (University of Manchester, UK)

Forms and Strategies of Interfirms R&D Collaboration in Global Biopharmaceutical Industry (P026)

Ming Hsin LI and Hung Hsin CHEN (Yuan Ze University, Taiwan)

Call Centers: Models of Contemporary Work Organisation or Electronic 'Sweat Shops'? (P037)

Zeenobiyah HANNIF and Matt NGUI (University of Wollongong, Australia)

Euro-Asian Strategic Alliances between Global Efficiency and Local Adaptation: The Case of Star Alliance (P054)

Nicola BERG (University of Dortmund, Germany) and Dirk HOLTBRÜGGE (University of Erlangen-Nuremberg, Germany)

The Influence of Cultural and Market Environmental on Strategic Initiatives and Performance (P078)

Pailin NILNIYOM (Mahasarakham University, Thailand)

An Examination of Entrepreneurial Impact on Early Internationalization: Evidence from Emerging Markets (P122)

Lianxi ZHOU and T S CHAN (Lingnan University (Hong Kong), China)

Critical Factors for the Successful Implementation of Strategic Decisions: A Case for Private and Public Hospitals in Thailand (P003)

Saleema KAUSER and Ardiporn KHEMARANGSAN (University of Manchester, UK)

13:00-14:00 Lunch

Salon Athenee

14:00-15:30 **5A: International Marketing Strategies**

Chair: Esther Ling Yee LI (Lingnan University (Hong Kong), China)

Product Innovation, Market and Entrepreneurship Orientation, and Marketing Performance Relationship (P060)

Sunardi Sembiring BRAHMANA (Universitas Widyatama, Indonesia), Mahmud Sabri HARON and Norizan Mat SAAD (Universiti Sains Malaysia, Malaysia)

A Perspective on Global Market Strategies: Understanding Differences between “Global Industries”, “Global Companies” and “Global Products” (P097)

Pacapol ANURIT (Shinawatra University, Thailand)

The Advertising Effectiveness of Sex Appeals in China (P128)

Geng CUI and Paul WHITLA (Lingnan University (Hong Kong), China)

Rigidity Versus Flexibility in Product Adaptation Decisions (P045)

Esther Ling Yee LI (Lingnan University (Hong Kong), China)

5B: Innovations in Knowledge Management and Technologies I

Chair: Candace DEANS (University of Richmond, USA)

Moderating Effect of Knowledge Management on the Environment Hostility and Entrepreneurial Orientation Relationships (P080)

Nattharika RITTIPPANT (Shinawatra University, Thailand)

An Empirical Study on Knowledge Network for Technology Transfer (P087)

Meng Hsun SHIH, Hsien Tang TSAI (National Sun Yat Sen University, Taiwan), Jen Der DAY (National Kaohsiung University of Applied Sciences, Taiwan) and Jerry Chun Teh WU (Fortune Institute of Technology Management, Taiwan)

Business Competition and the Needs of Business Intelligence (P118)

Irene S Y KWAN (Lingnan University (Hong Kong), China)

The 21st Century Chief Information Officer (CIO): Incorporating an International Business Knowledge Domain (P109)

Candace DEANS (University of Richmond, USA)

5C: Human Resources Management II

Chair: Nittaya WONGTADA (National Institute for Development Administration, Thailand)

Developing Predictors for the Cultural Adjustment of Expatriates from the Field of Personal Preferences (P047)

Heidi KREPPEL and Jonas F PUCK (University of Erlangen-Nuremberg, Germany)

Effects of Employee Cynicism and Organizational Commitment on Work Engagement (P050)

June POON (Universiti Kebangsaan Malaysia, Malaysia)

Antecedents of Employee Creativity and Organizational Innovativeness: A Two-country Study (P024)

Nittaya WONGTADA (National Institute for Development Administration, Thailand) and Gillian RICE (Arizona State University, USA)

15:30-15:45 Coffee Break

15:45-17:30 6A: Management and Organizational Practices

Chair: Paul WHITLA (Lingnan University (Hong Kong), China)

The Modification of Management Innovation in a Context of Organizational and Structural Change (P046)

Ken N KAMOCHE (City University of Hong Kong, China) and Aminu MAMMAN (University of Manchester, UK)

Management Practice in the International Property Industry: The Case of Hong Kong and China Mainland (P052)

Peter G P WALTERS and Howard DAVIES (The Hong Kong Polytechnic University, China)

Japanese Multidomestic Firms' Diffusion of Organisational Practices to Overseas Subsidiaries (P103)

Jos GAMBLE (Royal Holloway, University of London, UK)

Master Franchise Relationships: A Balance of Power? (P114)

Michael VORIS (University of Tampa, USA)

Laying the Groundwork on the Theories of Organizational Learning in Performance Measurement System (P120)

Chai Ching TAN (Seafresh Industry Public Company Limited, Thailand)

6B: Ethical Challenges of World Business

Chair: Robert McGEE (Barry University, USA)

The Relationship between Age and Influencers of Ethical Standards: An Empirical Study in the Philippines (P061)

Chris PERRYER (The University of Western Australia, Australia)

Going Underground or Doing Business Legally: A Challenge to Filipino Micro-Mini Entrepreneurs (P102)

Mauricia MIGUEL-HERRERA (Yu Da University, Taiwan)

Ethics and Tax Evasion in Asia (P051)

Robert McGEE (Barry University, USA)

The Ethics of Tax Evasion: A Case Study of Opinion in Thailand (P057)

Robert McGEE (Barry University, USA)

The Ethics of Tax Evasion: A Survey of Vietnamese Opinion (P093)

Robert McGEE (Barry University, USA)

6C: International Finance II

Chair: Kiyoshi KAWAHITO (Middle Tennessee State University, USA)

Recent Information on Mergers and Acquisitions in the Middle East (P055)

Ali M METWALLI and Roger TANG (Western Michigan University, USA)

Determinants of Bank Lending in Thailand Rural Financial Markets (P110)

Visit LIMSOMBUNCHAI (Kasetsart University, Thailand) Christopher GAN (Lincoln University, New Zealand) and Minsoo LEE (American University of Sharjah, United Arab Emirates)

Regulatory and Market Forces in Controlling Bank Risk-taking: A Cross-country Analysis (P123)

Apanard ANGKINAND (University of Illinois at Springfield, USA), James R BARTH (Auburn University, USA), Triphon PHUMIWASANA (Milken Institute, USA) and Clas G WIHLBORG (Copenhagen Business School, Denmark)

December 9, 2006 (Saturday)

09:00-10:45 7A: Investment / Divestment II

Chair: Yunshi MAO (Sun Yat Sen University, China)

Location Advantages and Repeat Investment: Geographic Origin and Industry Effects of Foreign Subsidiaries in Australia (P116)

Paul KALFADELLIS, Judy GRAY and Susan FREEMAN (Monash University, Australia)

Determinants of Japanese FDI in the United States and China: A Comparative Study (P125)

Sivakumar VENKATARAMANY (Ashland University, USA) and Balbir BHASIN (Sacred Heart University, USA)

Strategies of Multinational Corporations' Direct Investment into China: Trends and Features (P117)

Yunshi MAO and Jing YUAN (Sun Yat Sen University, China)

7B: Work In Progress II

Chair: Arthur HAU (Lingnan University (Hong Kong), China)

Indicators of Corruption in Emerging Financial Markets: Globalized and Localized Measurement (P020)

Herlina Yoka ROIDA (Widya Mandala Catholic University Surabaya, Indonesia)

Electronic Commerce Corporations Are Born Global Firms (P084)

Palan JANTARAJATURAPATH (Mahasarakham University, Thailand)

The Important of Decision Making in SCM on International Business Performance (P088)

Nuttavong POONPOOL (Mahasarakham University, Thailand)

Foreign Market Entry Mode and Integrate Review of Different Theories Perspective (P089)

Phaiboon ROKBOB (Mahasarakham University, Thailand)

The Effects and Use of Time in International Business Negotiations (P112)

Hussain RAMMAL (The University of Adelaide, Australia)

7C: Import / Export Management and Internationalization II

Chair: A B SIM (University of Wollongong, Australia)

Born Foreign Firms in the Greater Mekong Sub-region (P025)

Scott HIPSHER (Bangkok University, Thailand)

Value Vs Magnitude: Distinguishing Information Sources that Contribute to Malaysian Exporters' Promotion Competency (P063)

Jasmine Ai Leen YEAP, Osman MOHAMAD (Universiti Sains Malaysia, Malaysia) and Kim Soon NG (PCCS Group Berhad, Malaysia)

(Note: This paper will be presented by Sefnedi on behalf of Osman MOHAMAD)

Exporter-intermediary Relationship and Export Performance: An Empirical Study in Thailand (P101)

Duangkamol WILAWAN (Sukhothai Thammathirat Open University, Thailand)

The Empirical Study of the Model of Exporter's Resource-based Determinants of Performance (P107)

Phongsak LEARTHARANON, Pakpachong VADHANASINDHU and Achara CHANDRACHAI (Chulalongkorn University, Thailand)

A Comparative Study of Internationalization Strategies of Emerging MNEs from Malaysia, Singapore and Taiwan (P034)

A B SIM (University of Wollongong, Australia)

10:45-11:00 Coffee Break

11:00-12:30 **8A: Innovations in Knowledge Management and Technologies II**

Chair: Elaine DAVIS (St. Cloud State University, USA)

Dual-embedded Knowledge Flows and Subsidiary Performance (P035)

Feng Chuan PAN (I Shou University, Taiwan), Shih Jeh FANG (National Cheng Kung University, Taiwan) and James Cheng Min CHUANG (National Taiwan University, Taiwan)

Antecedents and Consequences of Organizational Innovation (P075)

Pharnnapha CHUEBANG (Mahasarakham University, Thailand)

Challenges in Global Business Environment: Knowledge Management in Major Exporting Firms (P111)

Lugkana WORASINCHAI (Bangkok University, Thailand) and A Arntzen BECHINA (College University I Hedmark, Norway)

DSS for Global Competitive Advantage (P058)

Michael S HALVERSON, Mark B SCHMIDT and Elaine DAVIS (St. Cloud State University, USA)

8B: Business Strategies and Strategic Alliances II

Chair: Caroline YEOH (Singapore Management University, Singapore)

Business Group Affiliation as Institutional Linkages in China's Emerging Economy: An Integration of Resource-based View and Institutional Perspective (P115)

Xufei MA (National University of Singapore, Singapore) and Jane Wenzhen LU (Singapore Management University, Singapore)

Organisational Dualism in Managing Regional Trade Networks: Reflections on the Asia Pacific Economic Cooperation (APEC) Forum (P041)

Matt NGUI and Michael ZANKO (University of Wollongong, Australia)

"Economics of Competition": A Study of Low-cost Manufacturing Enclaves in Batam Island, Indonesia (P010)

Caroline YEOH, Feng Hao CHUA and Sylvie TAN (Singapore Management University, Singapore)

Singapore's Regionalization Blueprint: A Case for Transnational State Enterprise Networks? (P014)

Caroline YEOH, Victor SIM and Louisa ZHANG (Singapore Management University, Singapore)

13:30-17:00 **Campus Tour (Optional)**

13:30 Assemble at the Hotel lobby

14:15- 16:15 Campus Visit: Bangkok University, Rangsit Campus

Pongtip Osathanugrah Communication Arts Complex
Surat Osathanugrah Library
South East Asian Ceramics Museum
Refreshment

17:00 Arrive Plaza Athenee Hotel

↻ *End* ↻