

2023 Academy of International Business

Asia Pacific Regional Conference

“Recovery in International Business Markets”

Program

Venues and Time (GMT+7)

	Date & Time	Event	Venue
5 December (Tuesday)	17:00 – 19:00	Early Registration	Foyer, 7/F
6 December (Wednesday)	09:30 – 12:00	Registration & Plenary	Grand Ballroom, 7/F
	12:00 – 13:30	Lunch	Zeta Restaurant, 8/F
	13:30 – 16:45	Concurrent Sessions	Session A: Ballroom 1, 7/F Session B: Ballroom 2, 7/F Session C: Ballroom 3, 7/F
	18:00 – 20:00	Conference Dinner	Ballroom 3, 7/F
7 December (Thursday)	09:00 – 12:15	Concurrent Sessions	Session A: Ballroom 1, 7/F Session B: Ballroom 2, 7/F Session C: Ballroom 3, 7/F
	12:15 – 13:45	Lunch	Zeta Restaurant, 8/F
	13:45 – 17:00	Concurrent Sessions	Session A: Ballroom 1, 7/F Session B: Ballroom 2, 7/F Session C: Ballroom 3, 7/F
8 December (Friday)	09:00 – 12:15	Concurrent Sessions	Session A: Ballroom 1, 7/F Session B: Ballroom 2, 7/F Session C: Ballroom 3, 7/F
	12:15 – 13:45	Lunch	Zeta Restaurant, 8/F
	13:45 – 17:00	Concurrent Sessions	Session A: Ballroom 1, 7/F Session B: Ballroom 2, 7/F Session C: Ballroom 3, 7/F

Conference Venue and Designated Hotel

 Holiday Inn BANGKOK SUKHUMVIT	Holiday Inn Bangkok Sukhumvit
	Address: 1 Sukhumvit 22, Bangkok, 10110 Thailand
	1 ซอยสุขุมวิท 22 แขวงคลองตัน เขตคลองเตย กรุงเทพฯ 10110
	Tel: (+66) 2 683 4888

Organizing Committee

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Dean, School of Business

Professor, International Management and Marketing

The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC

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Former Shun Hing Chair Professor of Marketing

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Mahidol University International College, Thailand

Dawn CHOW

Senior Research Fellow

National University of Singapore, Singapore

Visiting Scholar (non-resident)

University College London, UK

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Senior Executive Officer, Research Institute for Business, School of Business
The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC

Zon LAM

Executive Officer, School of Business
The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC

Schedule

6 December 2023, Wednesday		
09:30 – 12:00	Opening Plenary	
09:30 – 09:45	<u>Registration</u>	Foyer, 7/F
09:45 – 10:45	<u>Welcome Remarks</u>	Grand Ballroom, 7/F
	Professor Henry F. L. CHUNG AIB Asia Pacific Chapter Vice President Professor, School of Communication, Journalism and Marketing Massey University Auckland New Zealand Professor Bradley R. BARNES AIB Asia Pacific Chapter President Dean, School of Business Professor, International Management and Marketing The Hang Seng University of Hong Kong Hong Kong, SAR-PRC <u>Keynote Speech</u> Recovery of Thailand Economy Dr Pisit PUAPAN Executive Director of Macroeconomic Policy Division, The Fiscal Policy Office, Ministry of Finance, Thailand Asia-Pacific Green Deal for Business and the Role of the Private Sector in Supporting ESG/SDG Dr Tientip SUBHANIJ Chief of Investment and Enterprise Development, UNESCAP (United Nations Economic and Social Commission for Asia)	
10:45 – 11:15	Break	
11:15 – 11:45	<u>Keynote Speech</u>	Grand Ballroom, 7/F
	Radical Environmentalism and Challenges to Business Professor Dr. Roman MEINHOLD Lead Sustainability Governance, Mahidol University International College, Thailand	
11:45 – 12:00	<u>Special Tribute to Dr Esther Ling-yei LI and Best Paper Award Presentation</u>	Grand Ballroom, 7/F
	Professor Geng CUI Professor, Marketing and International Business Director, Hong Kong Institute of Business Studies Lingnan University Hong Kong, SAR-PRC Professor T. S. CHAN Former Shun Hing Chair Professor of Marketing Lingnan University Hong Kong, SAR-PRC	
12:00 – 13:30	Lunch	Zeta Restaurant, 8/F
13:30 – 15:00	Concurrent Session 1	
Session 1A:	Entrepreneurship and Innovation in Emerging Markets <i>Session Chair: Henry F. L. CHUNG</i>	Ballroom 1, 7/F
	<u>MS0007</u> Entrepreneurial Overconfidence and the Industry Choice for New Ventures: Novice vs. Habitual Entrepreneurs <i>Anni LIU (University of Macau, China)</i> <i>Lin YUAN (University of Macau, China)</i> <u>MS0051</u> The Dynamic Effects of Perceived Audience in eWOM Generation: A Dual Process Model <i>Kevin ZENG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Morgan YANG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Irina YU (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	

	<u>MS0001</u> When and How Business Networking Matters in Relational Bonds Strategies and B2B Performance in Multi-channel Network Yiming YANG (<i>Massey University, New Zealand</i>) Henry F. L. CHUNG (<i>Massey University, New Zealand</i>)	
Session 1B	Employee Engagement and Organizational Behavior <i>Session Chair: Victor LAU</i> <u>MS0074</u> From Beneficial to Harmful: The Effects of Voice Endorsement on Employee's Cyberloafing Sen ZHANG (<i>Waseda University, Japan</i>) Mengru ZHAO (<i>Waseda University, Japan</i>) <u>MS0079</u> Envy toward Senpai (Seniors), Kohai (Juniors) and Doki (Peers) and Helping Behavior in Japanese Workplaces: The Moderating Role of Warm and Friendly Climate Megumi IKEDA (<i>The University of Tokyo, Japan</i>) Ting LIU (<i>Kyoto University, Japan</i>) Tomoki SEKIGUCHI (<i>Kyoto University, Japan</i>) <u>MS0042</u> Does Management Commitment to Service Quality Matter? The Buffering Effects on Negative and Positive Display Rules, Team Engagement, and Team Effectiveness from a Prevention- and Promotion-focused Job Demands Perspective Victor LAU (<i>The Hong Kong University of Science and Technology, Hong Kong, SAR-PRC</i>) Jody WONG (<i>The Hong Kong University of Science and Technology, Hong Kong, SAR-PRC</i>)	Ballroom 2, 7/F
Session 1C	Institutions and International Business <i>Session Chair: Luksi VISITA</i> <u>MS0028</u> The Significance of Distance between International Joint Ventures: Investigating the Space and Place Effect on Investment Decisions Tsuyoshi SATO (<i>Hosei University, Japan</i>) Naoki ANDO (<i>Hosei University, Japan</i>) <u>MS0040</u> Contextualising Global Corporate Governance Reforms in a Developing Institutional Context Olubisi DAODU (<i>De Montfort University, United Kingdom</i>) Emmanuel ADEGBITE (<i>Nottingham University Business School, United Kingdom</i>) <u>MS0023</u> An Exploratory Study on Institutional Motivations and Challenges in Creating Meaningful Internship Experience Roy YING (<i>The Hong Kong University of Science and Technology, Hong Kong, SAR-PRC</i>) Robin SNELL (<i>The Hong Kong University of Science and Technology, Hong Kong, SAR-PRC</i>) <u>MS0038</u> Inter-firm Ties as the Boundary of Institutional Harshness and Propensity to Internationalize Luksi VISITA (<i>National Chengchi University, Taiwan</i>) Kuo-Feng HUANG (<i>National Chengchi University, Taiwan</i>)	Ballroom 3, 7/F
15:00 – 15:15	Break	Foyer, 7/F
15:15 – 16:45	Concurrent Session 2	
Session 2A	Entrepreneurship and Innovation in Emerging Markets <i>Session Chair: Raymond LAW</i> <u>MS0081</u> How Does the Psychological Resilience of Entrepreneurs Affect Organizational Resilience and Startup Success? - Through the Survey of Entrepreneurs in Japan Satoshi KAWAKATSU (<i>Kyoto University, Japan</i>)	Ballroom 1, 7/F

	<u>MS0019</u> Time Synchronization And The Quality of Innovation: The Moderating Effect of Digitization <i>Wei LIU (Qingdao University, China)</i> <i>Ying LIU (Qingdao University, China)</i> <i>Ajuan QI (Qingdao University, China)</i> <i>Yumeng LUO (The University of Newcastle, Australia)</i> <i>Tomoki SEKIGUCHI (Kyoto University, Japan)</i> <u>MS0084</u> The Role of System Quality for Value Co-creation in C2C Service Orchestration Process <i>Sai To MA (National Sun Yat-sen University, Taiwan)</i> <i>Christu RAJA (National Sun Yat-sen University, Taiwan)</i> <u>MS0034</u> The Use of Case Studies as a Valuable Teaching Tool in International Entrepreneurship <i>Raymond LAW (The Hong Kong University of Hong Kong, Hong Kong, SAR-PRC)</i>	
Session 2B	Covid-19 <i>Session Chair: Henry F. L. CHUNG</i> <u>MS0013</u> Study on the Shopping Behavior of Taiwanese Consumers Using Cross-border E-commerce under Covid-19 - Price as an Intermediary Variable <i>Matt Chia-Hung LU (National Sun Yat-Sen University, Taiwan)</i> <i>Mia Hsiao-Wen HO (National Taiwan University, Taiwan)</i> <i>Henry F. L. CHUNG (Massey University, New Zealand)</i> <i>Min-Hsin HUANG (National Sun Yat-Sen University, Taiwan)</i> <u>MS0093</u> Operating Cost Control for Business Recovery: Study in Transportation Industry <i>Lin-Chib WU (National Sun Yat-sen University, Taiwan)</i> <i>Teck-Yong ENG (University of Reading Malaysia, Malaysia)</i> <u>MS0082</u> Crisis Management and Strategic Response to Covid-19: Evidence from Taiwan International Ports Corporation Ltd. <i>Chun Yueh CHANG (National Sun Yat-Sen University, Taiwan, Taiwan)</i> <i>Mia Hsiao-Wen HO (National Taiwan University, Taiwan)</i> <i>Shin-I SHIH (National Sun Yat-Sen University, Taiwan, Taiwan)</i> <i>Henry F. L. Chung (Massey University, New Zealand)</i>	Ballroom 2, 7/F
Session 2C	Institutions and International Business <i>Session Chair: Abu WAHEEDUZZAMAN</i> <u>MS0076</u> Adverse Effects of Institutions on Trade Amidst Global Uncertainty <i>Lingfeng ZHOU (Kobe University, Japan)</i> <i>Yan MA (Kobe University, Japan)</i> <u>MS0020</u> Foreign Market Selection and Entry Strategies of Born Global Firms: The Case Study of Cyrcraft Technology <i>Shih-Feng YANG (National Sun Yat-Sen University, Taiwan)</i> <i>Mia Hsiao-Wen HO (National Taiwan University, Taiwan)</i> <i>Henry F. L. CHUNG (Massey University, New Zealand)</i> <i>Min-Hsin HUANG (National Sun Yat-Sen University, Taiwan)</i> <u>MS0078</u> National Corporate Responsibility Institutions as a Determinant of FDI: A Sub-dimensional Analysis <i>George Z. PENG (University of Regina, Canada)</i> <u>MS0077</u> Quest for Global Peace - A Process Framework <i>Abu WAHEEDUZZAMAN (Texas A&M University Corpus Christi, USA)</i>	Ballroom 3, 7/F
18:00 – 20:00	Conference Dinner	Ballroom 3, 7/F

7 December 2023, Thursday		
09:00 – 10:30	Concurrent Session 3	
Session 3A	Panel Discussion on “Shaping the Teaching of International Business: Exploring the Impact of AI and the Metaverse” <i>Session Chair: Bodo B. SCHLEGELMILCH</i> <i>Panelists:</i> <i>Herbert SIMA (The University of Auckland Business School, New Zealand)</i> <i>Surat TEERAKAPIBAL (Thammasat University, Thailand)</i> <i>Yupin PATARAPONGSANT (Chulalongkorn University, Thailand)</i>	Ballroom 1, 7/F
Session 3B	International Business and Multidisciplinary Research <i>Session Chair: Shu-Ling CHENG</i> <u>MS0049</u> The Substitution Effect of International Experience for Firm Learning Sources in Internationalization: Does Country-level Social Connectedness Matter? <i>Aksar Hamdi TSALITS (National Chengchi University, Taiwan)</i> <i>Kuo-Feng HUANG (National Chengchi University, Taiwan)</i> <u>MS0072</u> Executive Succession and International Joint Venture Dissolution <i>Yu-Kai WANG (Soochow University, Taiwan)</i> <u>MS0107</u> How and When Quality of B2B Professional Services Adds Value to Companies: The Case of Investment Relations (IR) <i>Lonis CHENG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Ricky Y. K. CHAN (Auckland University of Technology, New Zealand)</i> <i>Jianfu SHEN (The Hong Kong Polytechnic University, Hong Kong, SAR-PRC)</i> <i>Jennifer LAI (Macquarie University, Australia)</i> <u>MS0050</u> Exploring the Dark Side of Trust: The Role of Cognitive and Affective Trust <i>Lin-Ching HSU (National Yunlin University of Science and Technology, Taiwan)</i> <i>Shu-Ling CHENG (Fu Jen Catholic University, Taiwan)</i>	Ballroom 2, 7/F
10:30 – 10:45	Break	Foyer, 7/F
10:45 – 12:15	Concurrent Session 4	
Session 4A:	Panel Discussion on “Buddhism meets Business: Implications for Economic Development in a Thai Context” <i>Session Chair: Hee-Chan SONG</i> <i>Panelists:</i> <i>Nick PISALYAPUT (Chulalongkorn University, Thailand)</i> <i>Krittinee NUTTAVUTHISIT (Chulalongkorn University, Thailand)</i>	Ballroom 1, 7/F
Session 4B	International Marketing Strategies <i>Session Chair: Winnie CHAN</i> <u>MS0033</u> Utilising Big-data to Examine Sustainable Development Goals and Consumption <i>Liane LEE (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Bradley BARNES (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Lien Le MONKHOUSE (University of Sheffield, United Kingdom)</i> <u>MS0058</u> Data Mining of Airbnb: Consumer Viewpoints Generated from Taiwanese Listings <i>Tsui-Yii SHIH (National Taipei University of Business, Taiwan)</i> <i>Wei-Sheng FANG (National Taipei University of Business, Taiwan)</i> <u>MS0116</u> Protectionism and Differentiation of the Emerging Market Brands: Insights from Trademark Filings <i>Alexander KRASNIKOV (Nazarbayev University, Kazakhstan)</i> <i>Vera REBLAZINA (IHE University, Russia)</i>	Ballroom 2, 7/F

<u>MS0110</u> TikTok as a Marketing Tool for Global Business Expansion <i>Khansa ZAMAN (Shabeed Zulfikar Ali Bhutto Institute of Science & Technology (SZABIST), Islamabad, Pakistan)</i> <i>M Nabeel FAROOQ (Shabeed Zulfikar Ali Bhutto Institute of Science & Technology (SZABIST), Islamabad, Pakistan)</i> <u>MS0062</u> Effect of Consumers' Perceived Intimacy on Celebrity Endorsement: A Relationship-building Perspective <i>Winnie CHAN (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Hermione CHUI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Pak Yin LUK (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>		
Session 4C	Employee Engagement and Human Resources Management <i>Session Chair: Yi-An CHEN</i> <u>MS0111</u> A Two-pronged Approach Can Backfire: Stakeholder Responses to Employee Layoffs and Philanthropy in Declining Firms <i>Shili CHEN (Xi'an Jiaotong-Liverpool University, China)</i> <i>Tao BAI (The University of Queensland, Australia)</i> <i>Jane LU (City University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Jingyi WANG (Xi'an Jiaotong-Liverpool University, China)</i> <u>MS0011</u> Linking Work Meaningfulness to Turnover Intention: The Roles of Adaptive Career Behaviors <i>Hui Hui TEOW (Sunway Institute for Global Strategy and Competitiveness, Malaysia)</i> <i>Wee Chan AU (Newcastle University, United Kingdom)</i> <i>Pervaz AHMED (Sunway Institute for Global Strategy and Competitiveness, Malaysia)</i> <u>MS0031</u> The Impact of Board Operation on Employee Turnover - A CSR perspective <i>Yi-An CHEN (National Chengchi University, Taiwan)</i>	Ballroom 3, 7/F
12:15 – 13:45	Lunch	Zeta Restaurant, 8/F
13:45 – 15:15	Concurrent Session 5 <i>AIB Asia Pacific Regional Chapter Executive Board Meeting</i> <i>(By Invitation Only)</i>	
Session 5A	IB and Education <i>Session Chair: Thomas LEUNG</i> <u>MS0022</u> To Investigate the Perceptions of Students from Tourism Hospitality Studies in Higher Education in Macao S.A.R. towards the Concept of Global English Medium Instruction <i>Cheng Tak CHAN (Macao Institute for Tourism Studies, Macau)</i> <u>MS0046</u> Empirical Study of the Relationship among Emotional Intelligence, Cultural Intelligence, Adjustment, and Learning Outcomes <i>Hsiang-Chun CHEN (National Yunlin University of Science and Technology, Taiwan)</i> <u>MS0092</u> Transforming International Business Education Through Generative AI: A Paradigm Shift <i>Simran KAUR (Monash University Malaysia, Malaysia)</i> <i>Hirra Pervez BUTT (Monash University Malaysia, Malaysia)</i> <u>MS0005</u> From Natural Disasters, Humanitarian Aids to Casino: Humanitarian Governance Quality to Reduce Corruption <i>Thomas LEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Kevin LAM (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Lawrence LEI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Jianfu SHEN (The Hong Kong Polytechnic University, Hong Kong, SAR-PRC)</i>	Ballroom 1, 7/F

Session 5B	Human Resources Management <i>Session Chair: Willy HUANG</i> <u>MS0048</u> Differences in Personal Values and Perceptions of Job Characteristics: A Comparative Study of Germany and Vietnam <i>Thanh NGUYEN (University of Economics Ho Chi Minh City, Vietnam)</i> <u>MS0036</u> Feeling Economically Trapped? Let's Deal with It by Being Creative <i>Sally CHEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0052</u> Employment and Entrepreneurship of Hong Kong Youths in the Greater Bay Area (GBA): A Study on Potential Difficulties and Concerns for Relevant Stakeholders <i>Willy HUANG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	Ballroom 2, 7/F
Session 5C	Pricing and Marketing in IB <i>Session Chair: Michal CHMIELINSKI</i> <u>MS0060</u> The Dynamic Relationship between House Prices and Indirect Real Estate Prices in Hong Kong <i>Ken CHAN (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0012</u> Natura Cosméticos S.A.'S Sequential Acquisition of the Aesop Brand: Valuing Synergies with Combined Advanced Real Options <i>Andrejs CIRJEVSKIS (RISEBA University of Applied Sciences, Latvia)</i> <u>MS0055</u> Quantitative Relationships between the Property's Prices in Hong Kong and the Macroeconomic Factors <i>William FAN (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0104</u> Understanding the Motivations of the NFT Players <i>Michal CHMIELINSKI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	Ballroom 3, 7/F
15:15 – 15:30	Break	Foyer, 7/F
15:30 – 17:00	Concurrent Session 6	
Session 6A	Business in China <i>Session Chair: Lawrence LEI</i> <u>MS0004</u> The Eco-system of "Old Friend": The Definitive Business Resource in China <i>Thomas LEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0018</u> Export Cross-border E-commerce in China: A New Entry Mode and Model of Firm Internationalization <i>Geng CUI (Guangdong University of Foreign Studies, China)</i> <i>Chunyu LI (Guangdong University of Foreign Studies, China)</i> <u>MS0056</u> Time Series Forecasting of Post Pandemic China GDP Growth Using Machine Learning <i>Bosco YIM (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0057</u> Corporate Social Responsibility, Family Control and Tax Avoidance: Evidence from China <i>Julia LIU (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Lawrence LEI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Eden CHOW (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	Ballroom 1, 7/F

Session Chair: Alfred PRESBITERO

MS0021

Preservation of Socioemotional Wealth and Restructuring of Family Firms: Evidence from South Korea
Donghoon SHIN (University of Wisconsin Whitewater, USA)

MS0032

A Precarious Balance: Bangladeshi Textile Manufacturers' Response to CSR Obligations from Multinational Buyers
 Md Tareq Bin HOSSAIN (Thammasat University, Thailand)
Bodo B. SCHLEGELMILCH (WU Vienna, Austria and Thammasat University, Thailand)
Mohammad Delwar HUSSAIN (Green University of Bangladesh, Dhaka, Bangladesh)

MS0087

Do Foreign Institutional Investors Curb Carbon Emissions? Evidence from an Emerging Economy
Jyun-Ying FU (National Chengchi University, Taiwan)
Hao LIU (Guangdong University of Foreign Studies, China)
Xue TANG (Guangdong University of Foreign Studies, China)

MS0073

Global Work-from-home: Exploring the Growth of Online Filipino Workers and Explicating Insights for International Business
Mary Lou Rissa Flores CUNANAN (Ateneo De Manila University, Philippines)
Pilar UNIDAD-TOLENTINO (Ateneo De Manila University, Philippines)
Alvin Patrick VALENTIN (Ateneo De Manila University, Philippines)
Alfred PRESBITERO (Deakin University, Australia)

Session Chair: Pauline WONG

MS0043

A Systematic Analysis of a Hong Kong Case and Laws and Regulations Relating to Product Placement across Countries
Iry LEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)

MS0113

Body, Mind & Culture - The Role of the Body in Intercultural Research
Astrid KAINZBAUER (Mahidol University, Thailand)

MS0097

Paradox between Gross National Happiness and Economic Growth - A Survey in Bhutan
Miyako IMAMURA (Kyoto University, Japan)

MS0054

Is There Space for a 'Hidden Champion' in Hong Kong's Crowded Banking Sector? The Case of Hang Seng
P. K. IP (National Central University, Taiwan)
Pauline WONG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)
Bradley BARNES (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)

8 December 2022, Friday

09:00 – 10:30

Concurrent Session 7

Session Chair: Thomas MAN

MS0066

Media Framing of the Legitimacy of Chinese MNEs and Corporate Voice Strategies: A Case-based Study of Trump's TikTok Ban
Anlan ZHANG (Cardiff University, United Kingdom)

MS0112

Relationship between International Firm Performance and ESG Efforts of the Indian Firms
Subramanian SHANMUGASUNDARAM (Indian Institute of Management Kozhikode, India)

<u>MS0059</u> Building Core Competencies in Chinese Multinational Port Corporations <i>Jacky Jianji HUANG (The Hong Kong University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Catherine L. WANG (Brunel University London, United Kingdom)</i> <i>Thomas MAN (The Hong Kong University of Hong Kong, Hong Kong, SAR-PRC)</i>		
Session 7B	Economics and Finance <i>Session Chair: Michal WOJEWODZKI</i> <u>MS0071</u> Foreign Direct Divestment in Russia: Motives, Constraints and Actions of Western MNEs <i>Klaus T. UHLENBRUCK (University of Montana, USA)</i> <u>MS0090</u> Domestic Versus Foreign Listing: The Role of Local VC Firms <i>Tao WANG (University of Bristol, United Kingdom)</i> <u>MS0106</u> The International Trade Content of Globalization Indices <i>Pui Sun TAM (University of Macau, Macau)</i> <i>Ziyi ZHANG (University of Macau, Macau)</i> <u>MS0101</u> Does Investor-pay Rating Coverage Lead to Rating Conservatism from the Issuer-pay Credit Rating Agencies? <i>Jianfu SHEN (The Hong Kong Polytechnic University, Hong Kong, SAR-PRC)</i> <i>Michal WOJEWODZKI (University of Doha for Science & Technology, Qatar)</i>	Ballroom 2, 7/F
Session 7C	International Business and Multidisciplinary Research <i>Session Chair: Sungjin HONG</i> <u>MS0089</u> Language in MNEs: A Bibliometric Analysis <i>Hang YUAN (Waseda University, Japan)</i> <i>Jesper EDMAN (Waseda University, Japan)</i> <i>Hao LIU (Waseda University, Japan)</i> <u>MS0118</u> Resilience in Tourism Revenue: The Case of February 2023 Twin Earthquakes in Türkiye <i>Amer Riaz QURESHI (Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST), Islamabad, Pakistan)</i> <i>Farooq RASHEED (Air University, Pakistan)</i> <u>MS0100</u> Performance Effects of Building Interpersonal Ties with Alliance Partners: Do Family Owners Better Invest Than Professional Managers? <i>Sungjin HONG (Yeungnam University, Korea, South)</i> <i>Jeong Yul LEE (Hongik University, Korea, South)</i>	Ballroom 3, 7/F
10:30 – 10:45	Break	Foyer, 7/F
10:45 – 12:15	Concurrent Session 8	
Session 8A	Supply Chain and Marketing <i>Session Chair: Roy YING</i> <u>MS0070</u> Halal Supply Chain and Halal Recognition in Middle Thailand <i>Miyako IMAMURA (Kyoto University, Japan)</i> <u>MS0119</u> Promoting Circular Economy Principles in the Textile Industry in Bangladesh: A Case Study of Waste Management Practises in a Textile Supply Chain <i>Md Tareq Bin HOSSAIN (Thammasat University, Thailand)</i> <i>Chamburi SIWAR (Universiti Kebangsaan Malaysia, Malaysia)</i> <i>Rubul AMIN (Islamic University, Kushtia, Bangladesh)</i> <i>Mohammad Zahir RAIHAN (Bangladesh Open University, Bangladesh)</i>	Ballroom 1, 7/F

	<u>MS0129</u> Legitimacy in Consumer Behaviour: Using Semiotic Square in the Context of the Evolution of the E-cigarette Market <i>Declan SCULLY (University of Ravensbourne, United Kingdom)</i> <u>MS0009</u> The Role of Employee as Corporate Influencer: A Study of Employee-generated Content in Crisis <i>Roy YING (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	
Session 8B	Ethics and Sustainability <i>Session Chair: Robin SNELL</i> <u>MS0122</u> Unveiling the Symphony of Social Responsibility: Philippine SMEs' Response to Crisis <i>Eugene Burgos MUTUC (Bulacan State University, Philippines)</i> <u>MS0035</u> The Impacts of Climate Change on the Global Economy - A Computable General Equilibrium Analysis <i>Wai Choi LEE (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Ancus SHUM (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0053</u> Does the Definition of ESG Reflect Its Core Value? The Revolutionary Reform of Replacing the “Social” Domain With “Stakeholders” in ESG Model <i>Lawrence LEI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Raymond WONG (City University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0064</u> The Impact of Personality Traits across Culture on Ethical Buying Behaviour <i>Salina LEE (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Winnie CHAN (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <u>MS0063</u> Developing a Robust Scale for Measuring Junzi Virtue Constructs at the Organizational Level <i>Robin SNELL (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	Ballroom 2, 7/F
Session 8C	Auditing and Compliance <i>Session Chair: Vivian ZHANG</i> <u>MS0041</u> Are All Auditors the Same? KAM Topic Selection and Audit Procedure Choices in the UK <i>Belinda YAU (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Peng-Chia CHIU (The Chinese University of Hong Kong, Shenzhen, China)</i> <i>Donghui WU (The Chinese University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Jing XUE (Nanjing University, China)</i> <u>MS0096</u> Corporate Carbon Emissions, Environmental Innovation and Gender Diversity: Evidence from TSMC <i>Shu-Ling CHENG (Fu Jen Catholic University, Taiwan)</i> <i>Lin-Ching HSU (National Yunlin University of Science and Technology, Taiwan)</i> <u>MS0037</u> Does Sharing the Same Auditor with Listed Affiliated Firms Affect IPO Audit Quality? <i>Vivian ZHANG (The Hang Seng University of HK, Hong Kong, SAR-PRC)</i>	Ballroom 3, 7/F
12:15 – 13:45	Lunch	Zeta Restaurant, 8/F

13:45 – 15:15 Concurrent Session 9		
Session 9A	Digitalisation in International Business <i>Session Chair: Mobinder DUGAL</i> <u>MS0030</u> Exploring the Complementarity of Organizational Capabilities on Internationalization: Artificial Intelligence and Dynamic Managerial Capabilities <i>Yi-An CHEN (National Chengchi University, Taiwan)</i> <i>Kuo-Feng HUANG (National Chengchi University, Taiwan)</i> <u>MS0098</u> Exploring AI Adoption Strategies for International Business in Asia Pacific: A Systematic Review <i>Ratima SRISOMWONGSE (Chiang Mai University Business School, Thailand)</i> <u>MS0108</u> Digitalization and International Performance of MNCs: A Relational Analysis using m-TISM <i>Surabhi SINGH (Indian Institute of Technology Delhi, India)</i> <i>Pooja POOJA (Indian Institute of Technology Delhi, India)</i> <i>Shiwangi SINGH (Indian Institute of Management Ranchi, India)</i> <i>Mayur CHIKHALE (Indian Institute of Technology Delhi, India)</i> <i>Sanjay DHIR (Indian Institute of Technology Delhi, India)</i> <u>MS0080</u> Rethinking International Markets Strategy for Indian and Chinese Firms: Meta-analysis and Research Framework in the Context of Digital Strategies and “New Silk Road” Initiatives <i>Mobinder DUGAL (Western Connecticut State University, USA)</i>	Ballroom 1, 7/F
Session 9B	Marketing <i>Session Chair: Thanyaporn Main SOONTORNTHUM</i> <u>MS0047</u> The Relationships between Endorser of Traveling Product and Consumer's Purchase Intention: Curiosity as a Mediating Role <i>Chia-Hsuan WANG (Dayeh University, Taiwan)</i> <i>Huai-Liang LIANG (Dayeh University, Taiwan)</i> <u>MS0085</u> The Effect of Traumatic Cue on Secrete Buying Behavior <i>Ting-Hsuan WEY (National Sun Yat-sen University, Taiwan)</i> <i>Christu RAJA (National Sun Yat-sen University, Taiwan)</i> <u>MS0086</u> Is “Ugly” Food Still Good? An Examination into the Determinants of Purchase Intentions of Inglorious Fruits and Vegetables (IFV) in the Context of Smallholder Farmers in Thailand <i>Ratikan PRAKAMTHONG (University of Strathclyde, United Kingdom)</i> <i>Keith PYPYER (University of Strathclyde, United Kingdom)</i> <u>MS0068</u> Using the Kano Model in Kansei Engineering to Evaluate Customer Preferences for Metal-cutting Tools Sales and Services <i>Thanyaporn Main SOONTORNTHUM (Thammasat University, Thailand)</i> <i>Weerasak SRSUK (Thammasat University, Thailand)</i>	Ballroom 2, 7/F
Session 9C	Crisis Management and Recovery <i>Session Chair: Anni LIU</i> <u>MS0083</u> Championship Chase: How Financial Superiority Shapes Soccer's Title Contenders <i>Kristopher PANTANI (Fernuniversität in Hagen, Germany)</i> <i>Christian GEYER (Fernuniversität in Hagen, Germany)</i> <u>MS0114</u> Learn From Which Ties in Crisis? What Do We Need to Know More <i>Candy Hui Yun CHIU (National Formosa University, Taiwan)</i>	Ballroom 3, 7/F

	<u>MS0008</u> Disentangling the Relationship between Pandemic Uncertainty and Innovation Types: A Contingency View in the Global Context <i>Yin YE (University of Macau, China)</i> <i>Anni LIU (University of Macau, China)</i> <i>Lin YUAN (University of Macau, China)</i> <i>Xiaoyun CHEN (University of Macau, China)</i>	
15:15 – 15:30	Break	Foyer, 7/F
15:30 – 17:00	Concurrent Session 10	
Session 10A	Perspectives from Emerging Markets <i>Session Chair: Hee-Chan SONG</i> <u>MS0102</u> Cross Cultural Leadership for Global Entrepreneurship in Emerging Market <i>Eric Tak Ming LAM (Lingnan University, Hong Kong, SAR-PRC)</i> <u>MS0067</u> Sustainable Strategy Implementation by Locally Owned Businesses in Hospitality Industry: A Case Study of Khao Lak, Phang Nga, Thailand <i>Thanyaporn Main SOONTORNTHUM (Thammasat University, Thailand)</i> <i>Mathurada PHOTHONG (Thammasat University, Thailand)</i> <u>MS0026</u> A Comprehensive Review and Synthesis of Poverty Research: What Can International Business Scholars Learn and How to Chart Future Research at the Macro, Meso and Micro levels? <i>Roberto Martin N. GALANG (Ateneo de Manila University, Philippines)</i> <i>Alfred PRESBITERO (Deakin University, Australia)</i> <i>Mendiola TENG-CALLEJA (Ateneo de Manila University, Philippines)</i> <i>John Luis D. LAGDAMEO (Ateneo de Manila University, Philippines)</i> <u>MS0091</u> How Does Family Impact Women Entrepreneurs? A Mixed Method Study in Thailand <i>Juthaporn BOONYPHEN (Southwestern University of Finance and Economics, China)</i> <i>Hee-Chan SONG (Chulalongkorn University, Thailand)</i> <i>Seung Hoon D. CHUNG (California State University, Chico, USA)</i> <i>Nam Kyoan KIM (California State University, Sacramento, USA)</i> <i>Evan J. DOUGLAS (Queensland University of Technology, Australia & Chulalongkorn University, Thailand)</i>	Ballroom 1, 7/F
Session 10B	Covid-19 <i>Session Chair: Secil BAYRAKTAR</i> <u>MS0024</u> Assessment on the Effect of During-post Covid-19 on the Profitability of the Selected Philippine Health Industries in NCR Using Altman-Z Score Method <i>Michael Angelo Parocha BATTUNG (Jose Rizal University, Philippines)</i> <i>Ranrafael M. RAMOS (Jose Rizal University, Philippines)</i> <u>MS0065</u> How Covid-19 Changes Organizational Citizenship Behavior and Generates Job Insecurity? Employee Psychological Strain as a Mediating Role <i>Huai-Liang LLIANG (Dayeh University, Taiwan)</i> <i>Chin-Lung HSIEH (Dayeh University, Taiwan)</i>	Ballroom 2, 7/F

Session Chair: Allan F. GALVEZ

MS0075

Does Working in Japan Remain Attractive to Highly Skilled Self-initiated Expatriates from Asia?

Roderick BUGADOR (Musashino University, Japan)

MS0105

Can Satellite Imagery be Used to Estimate Labor Force Population? A Preliminary Study Using Building Shape Data and Thai Labour Force Survey Results

Yuzuru UTSUNOMIYA (Nagasaki University, Japan)

MS0025

The Multi-stream Management Approach on Millennial Generation Workers and Its Impact on Job Satisfaction, Employee Productivity and Organizational Commitment

Michael Angelo Parocha BATTUNG (Jose Rizal University, Philippines)

Allan F. GALVEZ (Jose Rizal University, Philippines)

Note to Participants

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The Dr Esther Ling-Yee LI Best Paper Award

The award is established in memory of the late Dr Esther Ling-Yee LI for her contribution to AIB. It will be announced at the opening plenary session on Wednesday, 6 December 2023.

Presentation Time

There are 28 concurrent sessions for paper presentation, and each session lasts for 90 minutes, with the time per session determined by the number of papers in the session. Equal time should be given to each paper, with about 5-10 minutes for “Question & Answer” (Q&A). Presenters will be informed by the Session Chair at the last 5 minutes of their presentations.

Please be punctual for your session and check-in with the Session Chair.

Conference Bag

Each registered participant will be given one set of conference materials. The following items will be included in the conference bag:

- Conference Proceedings with program
- Name Badge
- A Pen & a Notepad
- An Universal Travel Adaptor

Hotel Check-in/ Check-out Time (Holiday Inn Bangkok Sukhumvit)

The official check-in time is from 3:00pm, and check-out time is 12:00pm. Please contact the hotel directly for options available for early check-in or late check-out, if necessary.

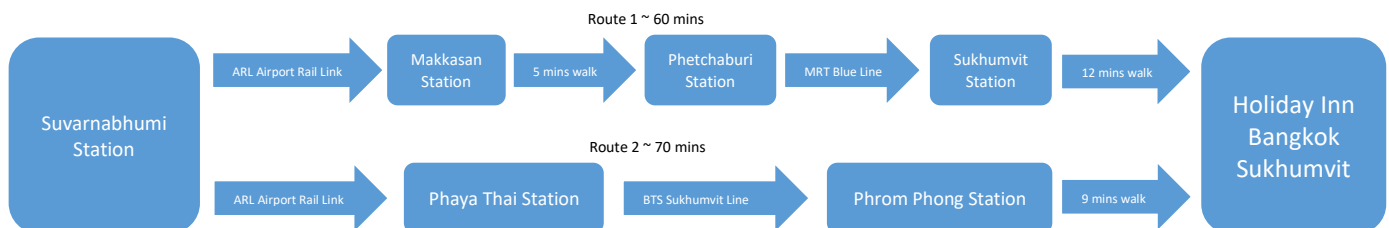
Recommended Transportation (Airports to Holiday Inn Bangkok Sukhumvit)

From Suvarnabhumi International Airport (BKK)

By Railway

Time: 60 - 70 minutes

Fares: 52 (route 1)/ 85 (route 2) Baht



By Taxi

Time: about 45 mins

Fare: about 500 Baht

From Donmueang Airport (DMK)

By Taxi

Time: about 30 mins

Fare: about 300 Baht

(The information above is for reference only and subject to traffic conditions.)

-End-

Thailand Travel Restriction

Tourists from 69 countries (listed below) are allowed to enter Thailand without applying for a visa:

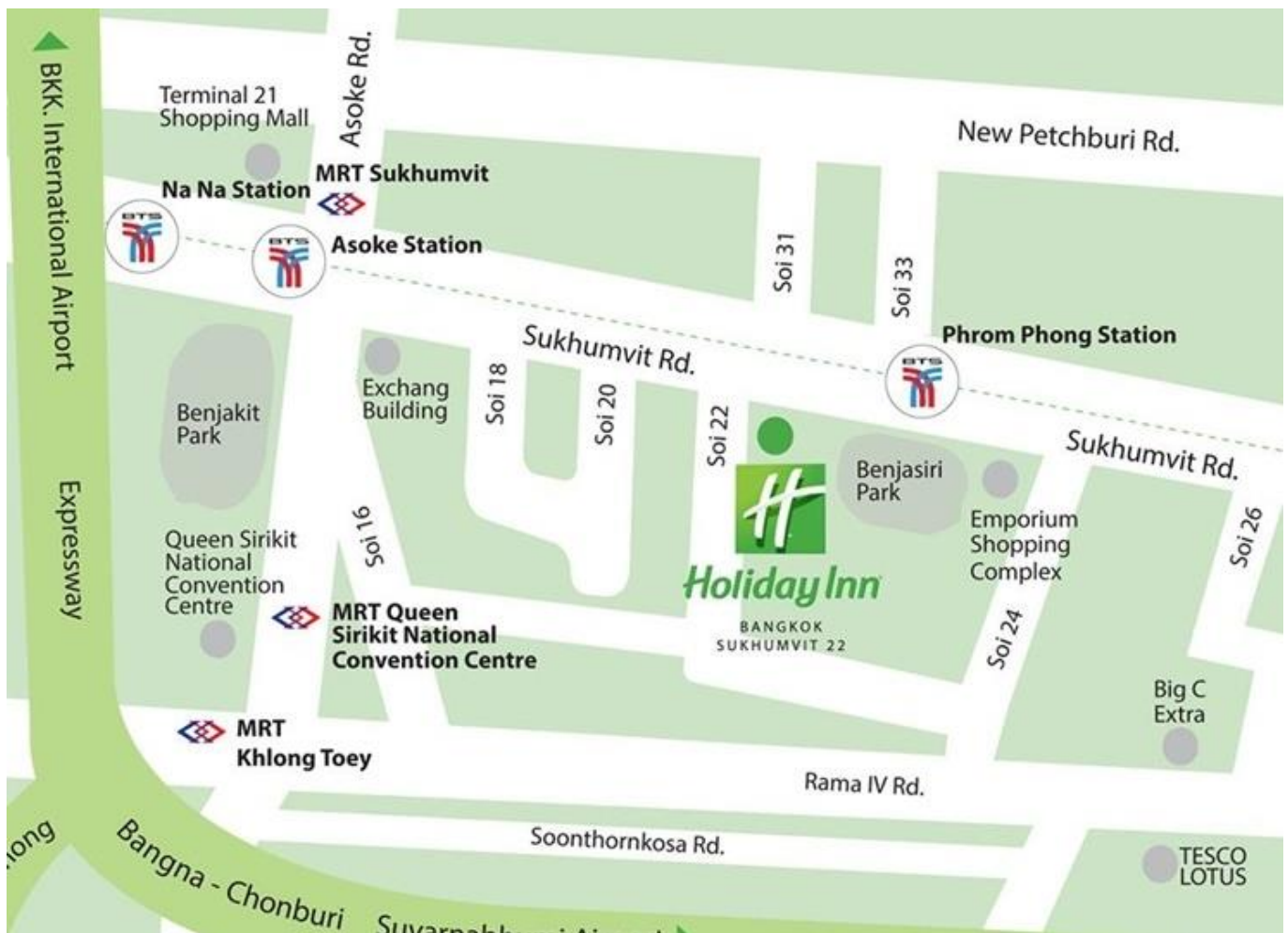
1. Andorra	24. Indonesia	47. Peru
2. Argentina	25. Ireland	48. Philippines
3. Australia	26. Israel	49. Poland
4. Austria	27. Italy	50. Portugal
5. Bahrain	28. Japan	51. Qatar
6. Belgium	29. Kazakhstan	52. Russia
7. Brazil	30. Kuwait	53. San Marino
8. Brunei	31. Laos	54. Saudi Arabia
9. Cambodia	32. Latvia	55. Singapore
10. Canada	33. Liechtenstein	56. Slovakia
11. Chile	34. Lithuania	57. Slovenia
12. China	35. Luxembourg	58. South Africa
13. Czech Republic	36. Macao	59. South Korea
14. Denmark	37. Malaysia	60. Spain
15. Estonia	38. Maldives	61. Sweden
16. Finland	39. Mauritius	62. Switzerland
17. France	40. Monaco	63. Taiwan
18. Germany	41. Mongolia	64. Turkey
19. Greece	42. Myanmar (for air arrivals only)	65. Ukraine
20. Hong Kong	43. Netherlands	66. United Arab Emirates
21. Hungary	44. New Zealand	67. United Kingdom
22. Iceland	45. Norway	68. United States
23. India	46. Oman	69. Vietnam

**updated on 10 Nov 2023*

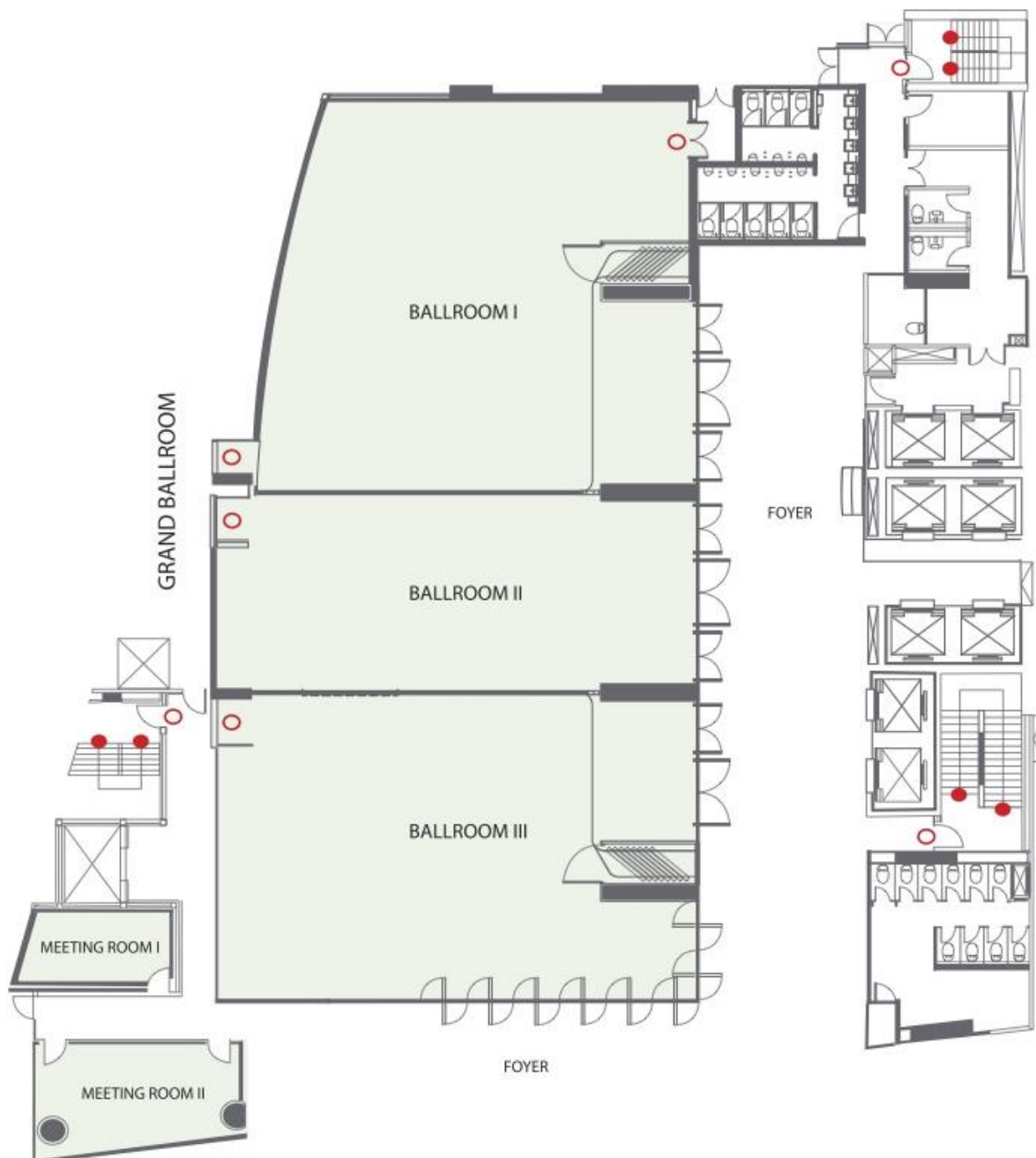
Passport holders who are not eligible to enter Thailand under the Tourist Visa Exemption Scheme are required to

- get a tourist e-visa through: <https://thaievisa.go.th/home>, **OR**
- apply for a **Visa on Arrival (fee: 2,000 Baht)** when you arrive in Thailand ([details HERE](#))
- contact your local Thai Embassy and organize an appointment to apply for a **Single Entry Tourist Visa (fee: 30 – 50 USD)** ([details HERE](#))

Location Map



Floor Plan of the Conference Venue (7/F, Bangkok Sukhumvit)



Bangkok Rail Transit Map

