

Conference Schedule

9 th December 2025, Tuesday		
Registration & Opening		
09:00 – 09:30	Registration & Refreshments	Pacific 1, 2F Pan Pacific Hotel
09:30 – 09:45	Opening & Welcome Remarks Introduction of Distinguished Guests	Pacific 1, 2F Pan Pacific Hotel
	Bradley R BARNES <i>President of AIB Asia Pacific Chapter</i> <i>Professor and Special Advisor to President on Internationalization / Director of Global Education,</i> <i>Lingnan University, Hong Kong SAR, China</i>	
	Mingming LENG <i>Chair Professor of Operations and Risk Management</i> <i>Dean of the Faculty of Business,</i> <i>Lingnan University, Hong Kong SAR, China</i>	
	Dao Ngoc Tien <i>Vice President & Professor</i> <i>Foreign Trade University, Hanoi, Vietnam</i>	
Keynote Session		
09:45 – 10:30	Keynote Speech I “Trade Protectionism and a Path Forward for Internationalizing Firms” Gary A KNIGHT <i>President of AIB, & AIB Fellow</i> <i>Professor of Global Management and Helen Jackson Endowed Chair in International Management</i> <i>Willamette University, Salem, Oregon, USA</i>	Pacific 1, 2F Pan Pacific Hotel
10:30 – 11:00	Tea Break	Pacific 1, 2F Pan Pacific Hotel
11:00 – 12:00	Keynote Speech II “IB research published in IB Journals: Expanding IB’s influence to other disciplines” Andrew DELIOS <i>Vice Dean, MSc Programs, Provost’s Chair Professor, Department of Strategy & Policy</i> <i>National University of Singapore, Singapore</i>	Pacific 1, 2F Pan Pacific Hotel
	Keynote Speech III “A snapshot about the influence of big firms in Vietnam: story from the VPE500 report” Toan Thang TRAN <i>Director, World Economy and Integration, National Center for Socio-Economic Information and Forecast,</i> <i>Ministry of Planning and Investment, Vietnam</i>	
12:00 – 14:00	Lunch	Pacific 1, 2F Pan Pacific Hotel

9 th December 2025, Tuesday		
14:00 – 15:15 Concurrent Session 1		
Session 1A	Institutions and International Business	Hoi An 2F Pan Pacific Hotel
MS0001: VBS Value Co-Creation, Organizational Networking, and International Venture Performance <i>Henry F. L. CHUNG, Massey University Auckland (New Zealand)</i> <i>Herbert SIMA, The University of Auckland (New Zealand)</i> <i>Yiming YANG, University of Auckland (New Zealand)</i> <i>Meng-Han HO, National Central University (Taiwan)</i> MS0011: Exploring geographical diversification across US-ally and China-ally countries and MNE performance in a bifurcated world <i>Jong Min LEE, Yonsei University (South Korea)</i> <i>Jiabui XLAO, Yonsei University (South Korea)</i> MS0060: Relocation vs. Simple Exit: A Power Perspective on Firm Heterogeneous Responses to Geopolitical Tensions <i>Runqiong WANG, City University of Hong Kong (Hong Kong SAR, China)</i> <i>Ziliang DENG, Peking University (China)</i> <i>Jane LU, City University of Hong Kong (Hong Kong SAR, China)</i>		
Session 1B	International Environment	Hanoi 2F Pan Pacific Hotel
MS0053: Internationalization and non-market strategy: Convergence vs. divergence of CSR practices <i>Jiyoung SHIN, University of Bristol (UK)</i> MS0081: Peg Dynamics of Stablecoins: Volatility Spillover and Event Risk in the Crypto Market <i>Michael B. T. WONG, Lingnan University (Hong Kong SAR, China)</i> MS0006: Can Firms Afford to Be Green? Credit Shocks and Carbon Strategy <i>Michal WOJEWODZKI, Lingnan University (Hong Kong SAR, China)</i>		
Session 1C	Human Relations, Sustainability & Ethics	Haiphong 2F Pan Pacific Hotel
MS0045: When Corruption Feels Moral: How Business Leaders Narrate and Normalize Bribery <i>Xiao-xiao LIU, Xiamen University (China)</i> <i>Asda CHINTAKANANDA, National Institute of Development Administration (Thailand)</i> MS0007: Reading Between the Lines: How Peer Firms' Unintentional Disclosure Works <i>Kun KONG, University of Macau (Macau SAR, China)</i> <i>Lin YUAN, University of Macau (Macau SAR, China)</i> <i>Xiaoyun CHEN, University of Macau (Macau SAR, China)</i>		

MS0087: Asian Values in Businesses: To What Extend Junzi Virtues Impact Firms

Michal Lukasz CHMIELINSKI, Lingnan University (Hong Kong SAR, China)

Bradley R BARNES, Lingnan University (Hong Kong SAR, China)

Nancy Yifeng CHEN, Lingnan University (Hong Kong SAR, China)

MS0048 The impact of motivation and regulatory focus on attitude toward gift giving

Meng-Kuan LAI, National Cheng Kung University (Taiwan)

15:15 – 15:45 **Tea Break**

Pan Pacific Hotel

15:45– 17:00

Concurrent Session 2

Session 2A Consumer Behavior and Marketing

Hoi An 2F

MS0042: Action or Abstraction? Optimizing Risk Disclosure Language for Crowdfunding Success

Pan Pacific Hotel

Ling PENG, Lingnan University (Hong Kong SAR, China)

Yubo CHUNG, Lingnan University (Hong Kong SAR, China)

Lina WU, Sun Yat-sen University (China)

Yun HE, Sun Yat-sen University (China)

MS0058: Understanding International Guest Expectations: An Artificial Intelligence Analysis of User-Generated Content

Yubo CHUNG Lingnan University (Hong Kong SAR, China)

Ling PENG, Lingnan University (Hong Kong SAR, China)

Geng CUI, Guangdong University of Foreign Studies (China)

Wanyi ZHENG, Hong Kong Baptist University (Hong Kong SAR, China)

MS0004: Mediating effects of Brand CSV and CSR on Chinese consumers' perception of SDGs, brand satisfaction, and purchase intention behavior

Liane W. Y. LEE, Lingnan University (Hong Kong SAR, China)

Crystal X. WU, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

Douglas W.S. RENWICK, Nottingham Trent University (UK)

Session 2B Organizational Behavior

Hanoi 2F

MS0033: The Relationship Between Meaningful Work and Turnover Intention Among the Employees in the Hospitality Sector in Macau: The Mediating Roles of Job Engagement, Job Satisfaction and Emotional Exhaustion

Pan Pacific Hotel

Sow Hup Joanne CHAN, University of Macau (Macau SAR, China)

Kuan-Thye CHAN, New Era University College (Malaysia)

MS0036: Gender and Appearance Bias in AI Recruitment: Experimental Evidence

Adi REGEV, Ariel University (Israel)

Zeev SHTUDINER, Ariel University (Israel)

MS0038: Employees' Reactions to Artificial Intelligence

Kraivin CHINTAKANANDA, University of Macau (Macau SAR, China)

Burak OC, Singapore Management University (Singapore)

Session 2C Geopolitics & International Business

Haiphong 2F

Pan Pacific Hotel

MS0023: China's outward foreign direct investment in deglobalization: The role of diplomatic relations

Ziyi ZHANG, University of Macau (Macau SAR, China)

Pui Sun TAM, University of Macau (Macau SAR, China)

MS0049: Flight or Fight? An Empirical Exploration on Corporate Political Activity under Ideological Disruptions

Yu Man XIONG, Hanyang University (South Korea)

Alfredo JIMENEZ, Kedge Business School (France)

Secil BAYRAKTAR, Toulouse Business School (TBS) (France)

Seong-jin CHOI, Hanyang University (South Korea)

MS0029: Personalized Political Economy: Strategic Interactions Between Populist Leadership and Technology Giants in the Trump 2.0 Era

Jun LUO, University of Macau (Macau SAR, China)

Xivar LEE, University of Leeds (United Kingdom)

Yee King WON, Hunan University (China)

19:00 – 20:30 Conference Dinner

Presentation of The Dr Esther Ling-Yee Li Best Paper Awards

West Lake 19F

Pan Pacific Hotel

10th December 2025, Wednesday

09:30 – 10:45

Plenary Session & Concurrent Session 3

Session 3A “AIB Ethics” & Meet the Editors session

Hoi An 2F

Pan Pacific Hotel

Jane LU

Chair Professor of Management, City University of Hong Kong, Hong Kong SAR, China

AIB Fellow and Vice President of Administration

Consulting Editor, JIBS, JWB, APJM

Heli WANG

Dean, College of Graduate Research Studies; Janice Bellace Professor of Strategic Management,

Singapore Management University, Singapore

Area Editor, JIBS

Tailan CHI

Richard C. Notebaert Distinguished Professor of International Business & Global Studies,
University of Wisconsin-Milwaukee, USA

AIB Fellow, Reviewing Editor, JIBS

Session 3B	Consumer Behavior and Marketing II MS0005: The Mediating Role of Trust in Millennial Consumers' Intention to Purchase Organic Food <i>Harry Jay CAVITE, Chulalongkorn University (Thailand)</i> MS0066: Facial Expressions Analytics in Marketing Videos <i>Ling PENG, Lingnan University (Hong Kong SAR, China)</i> <i>Yubo CHUNG, Lingnan University (Hong Kong SAR, China)</i> <i>Geng CUI, Guangdong University of Foreign Studies (China)</i> <i>Qiaofei WANG, Lingnan University (Hong Kong SAR, China)</i> MS0084: Consumer Adoption Intention for Digital RMB <i>Xingbo LI, Lingnan University (Hong Kong SAR, China)</i> <i>Patrick POON, Lingnan University (Hong Kong SAR, China)</i>	Hanoi 2F Pan Pacific Hotel
Session 3C	International Trade and Economics MS0008: An Exploration Study of Firms' Twin Transformation in Taiwan <i>Tsui-Yü SHIH, National Taipei University of Business (Taiwan)</i> MS0031: Digital Disruption and Customs Reality: A Comprehensive Analysis of Small-Package Tariff Enforcement Capacity and Policy Implementation Across Global Trade Regions <i>Zewei LI, University of Macau (Macau SAR, China)</i> <i>Yijin WANG, Jinan University (China)</i> MS0057: Logistics, Resilience, and AI-ESG: Pathways to Export Competitiveness under Global Value Chain Restructuring <i>Huỳnh Thanh Điền, Nguyen Tat Thanh University (Vietnam)</i>	Haiphong 2F Pan Pacific Hotel
10:45-11:15	Tea Break	Pan Pacific Hotel
11:15 – 12:30		
Session 4A	Leadership MS0082: The Impact of Transformational Leadership on Employee Performance in Vietnam: Role of Trust and Gender <i>Thi Thuy Trang TRAN, TBS Education (France)</i> MS0086: Adapting Global Leadership to Local Culture: Cross-Cultural Management Practices of Deloitte and PwC in Vietnam <i>Thi Thuy Duong HOANG, Foreign Trade University (Vietnam)</i> <i>Thi My Dung PHAM, Foreign Trade University (Vietnam)</i> MS0027: Conditional Leadership: Explaining Strategic Variation Across Policy Domains in the Trump Presidency <i>Zewei LI, University of Macau (Macau SAR, China)</i> <i>Haowei WANG, University of Macau (Macau SAR, China)</i> <i>Yijin WANG, Jinan University (China)</i> <i>Yanjie ZHU, University of Macau (Macau SAR, China)</i> <i>Qi CAO, Hanyang University (South Korea)</i>	Hoi An 2F Pan Pacific Hotel

Session 4B	Emerging Markets & Internationalization	Hanoi 2F
		Pan Pacific Hotel
	MS0028: Exploring the Factors Influencing the Internationalization of Asian Companies with Analogous Free-form Organizations: Cases Study of The Bubble Tea Beverage Industry <i>Hsiang-Chun CHEN, National Yunlin University of Science and Technology (Taiwan)</i> MS0055: Determinants of Venture Capital Activity in Africa's New Economy: Why Institutions Matter <i>Stefan Rudolf GREIM, Université Paris Dauphine PSL (France)</i> MS0075: How Market Uncertainty and Cost Uncertainty Affect the Values of Switch and Growth Options Embedded in an MNE's Network <i>Tailan CHI, University of Wisconsin-Milwaukee (USA)</i>	
Session 4C	Entrepreneurship & Innovation	Haiphong 2F
		Pan Pacific Hotel
	MS0064: SME Internationalization via MNE Networks: An Action-Based View of Relational Dynamic Capability <i>Shameen PRASHANTHAM, China Europe International Business School, Shanghai (China)</i> MS0068: Globalization Dynamic, Patenting, and Innovation: An institution-based Examination of Worldwide Manufacturing Industries <i>Zhijing ZHU, University of Nottingham Ningbo China (China)</i> MS0095: How entrepreneurial ecosystem culture produces startup founders: An institutional theory perspective <i>Julian SENG, University of Newcastle (Australia)</i> MS0070: The Effect of an Accompanying Local Spouse on Expatriate Entrepreneurial Intention <i>Khalid AKHAL, Xi'an Jiaotong-Liverpool University (China)</i>	
12:30 – 14:00	Lunch	Pan Pacific Hotel
14:00-15:15	AIB Asia Pacific Board Meeting (by invitation ONLY)	Venue to TBC

14:00-15:15

Concurrent Session 5

Session 5A Accounting and Governance

Hoi An 2F

MS0061: Facing the First Attack in a Foreign Land: Foreign Lawsuits and MNE Subsidiaries

Pan Pacific Hotel

Yiyang WANG, National School of Development at Peking University (China)

MS0065: How Chinese MNEs Respond to US-China trade war: Evidence from domestic ESG Performance

Wenchuan HUANG, Tongji University (China)

Hinrich VOSS, University of Bristol (UK)

Shouming CHEN, Tongji University (China)

Yuanyuan HU, Zhengzhou University (China)

Jiasi FAN, Beijing Technology and Business University (China)

MS0054: Private Capital and Firm Environmental, Social, and Governance Performance: Evidence from Global Private Equity and Venture Capital Investment

Jimi KIM, University of New South Wales (Australia)

Session 5B FDI and Institutions

Hanoi 2F

MS0080: FDI and Its Country-of-Origin: Their Effects on Labor Productivity from the Empirical Study of Vietnamese Firms?

Pan Pacific Hotel

Thi Hong Vinh CAO, Foreign Trade University (Vietnam)

Duc Duy LE, Foreign Trade University (Vietnam)

Nam Anh TRINH, Foreign Trade University (Vietnam)

MS0056: Creating Resilient and Sustainable Global Value Chain: The Unintended Role of Foreign Subsidiaries in Shaping Local Firms' Environmental Performance

YANG Chen, Xi'an Jiaotong-Liverpool University (China)

MS0014: Institutions and Innovation Management in the Automotive Industry: Analyses of Firms in Emerging Asian Economies

Venus KANANI-MOGHADAM, RMIT University (Australia)

David LIU, RMIT University (Australia)

Fuming JIANG, RMIT University (Australia)

Session 5C Domestic vs Internationalization Strategy

Haiphong 2F

MS0062: Competing in the U.S. Market: Central American Garment Assemblers

Pan Pacific Hotel

Dale T. MATHEWS, University of Puerto Rico (Puerto Rico)

MS0069: Arbitrating Geopolitical Frictions: Reconfiguring Triadic Global Value Chains through Friendshoring

Haojun XU, Renmin University of China (China)

MS0079: The Drivers for Purchasing Domestic Products in Developing Country: Evidence from Young Vietnamese Consumers

Phuong Dung, HOANG, National Economic University (Vietnam)

Ha Phuong, DOAN, National Economic University (Vietnam)

Bich Ngoc, TRAN, National Economic University (Vietnam)

Van Tuan Minh, GIANG, National Economic University (Vietnam)

Dieu Linh, NGUYEN, National Economic University (Vietnam)

15:15-15:45	Tea Break	Pan Pacific Hotel
15:45 – 17:00	Paper Development Workshop & Concurrent Session 6	
Session 6A (PDW)	“Global Digitalization Research Ideation” Organized by the AIB Digitalization Shared Interest Group (Asia & Oceania) Jong Min Lee , Yonsei University (South Korea) Swanand Deodhar , IIM Ahmedabad (India) Ziliang Deng , Peking University (China) Ryan Tang , Griffith University (Australia)	Hoi An 2F Pan Pacific Hotel
Session 6B	Globalization MS0088: Potential Impact of the United States’ New Tariffs on Vietnam’s Steel and Aluminium Exports to the United States <i>Quoc Hieu NGUYEN, Foreign Trade University (Vietnam)</i> <i>Thi Huyen Trang PHAM, Foreign Trade University (Vietnam)</i> MS0076: When Globalization Retreats: Digitalization, Social Capital, and the Internationalization of Women-Led African SMEs <i>Aminata MANNEH, Yuan Ze University (Taiwan)</i> <i>Jonathan C. HO, Yuan Ze University (Taiwan)</i> MS0089: How Cultural Distance Shapes Subsidiary Performance: Mechanisms and Magnitudes from SEM and Panel Evidence <i>Thai Phong LE, Foreign Trade University (Vietnam)</i> <i>Son Dai LE, Foreign Trade University (Vietnam)</i> MS0077: Global Value Chains and Innovation: Unveiling the Multifaceted Complexity <i>Zhijing ZHU, University of Nottingham Ningbo China (China)</i> <i>Haiyang LI, Rice University (USA)</i>	Hanoi 2F Pan Pacific Hotel
Session 6C	Economics & Finance MS0010: Turning Lemons into Lemonade: Credit Rating Changes and Annual Report Tones <i>Yu LIU, Shanghai University of International Business and Economics (China)</i> <i>Lingxuan YANG, Shanghai University of International Business and Economics (China)</i> <i>Zhibui ZHANG, Chongqing University (China)</i> MS0085: Exploring the Nexus between Remittances and Housing Affordability: Evidence from Vietnam <i>Mai VU, Foreign Trade University (Vietnam)</i> <i>Giang NGUYEN, Kangwon National University (South Korea)</i> <i>Thang Ngoc BACH, National Economics University (Vietnam)</i> <i>Thanh LE, University of Wollongong (Australia)</i> MS0021: Navigating Techno-Nationalism: How Political Tensions Shape Chinese Firms’ Overseas R&D Strategies <i>Yaxuan QI, City University of Hong Kong (Hong Kong SAR, China)</i> <i>Frank M. SONG, Wuban University (China)</i> <i>Jing ZHAO, Wuban University (China)</i>	Haiphong 2F Pan Pacific Hotel

11th December 2025, Thursday

09:30 - 10:45

AIB Emerging Markets Special Interest Group & Concurrent Session 7

Session 7A **AIB Emerging Markets SIG: Building Knowledge, Networks, and Next-Generation of Scholars** Hoi An 2F
Pan Pacific Hotel

Asda CHINTAKANANDA, NIDA Business School (Thailand)

Bin LIU, Xiamen University (China)

YingYing ZHANGZHANG, International University of Japan (Japan)

Maoliang BU, Nanjing University (China)

Nidheesh JOSEPH, Institute of Management Technology, Ghaziabad (India)

Kantatouj AMARANONTA, Chiangmai University (Thailand)

Khalid Akhal, Xi'an Jiaotong-Liverpool University (China)

Session 7B **Digitization and GenAI** Hanoi 2F
Pan Pacific Hotel

MS0044: Antecedents and Outcomes of Organizational Generative Capacity on Digital Platforms
Huei-ting TSAI, National Cheng Kung University (Taiwan)

MS0046: Online Social Communities and Retail Investors' Investment Satisfaction: A Behavioral Finance Perspective
Meng-Kuan LAI, National Cheng Kung University (Taiwan)
Ping-Yao LIU, National Cheng Kung University (Taiwan)

MS0050: Navigating Digital Frontiers: How International Job Seekers Leverage AI-Powered Career Tools Amid Geopolitical Uncertainty
Haowei WANG, University of Macau (Macau SAR, China)
Yanjie ZHU, University of Macau (Macau SAR, China)
Qi CAO, Hanyang University (South Korea)

Session 7C **Offshoring, Decoupling & Supply Chain** Danang 2F
Pan Pacific Hotel

MS0047: Decoupling in International Business
Donghoon SHIN, University of Wisconsin-Whitewater (USA)

MS0071: Friendshoring, Policy Uncertainty, and Firm Outcomes: A Real Options Perspective
Youhan WANG, Renmin University of China (China)

MS0073: Mapping the Applications of Machine Learning in Supply Chain Management: A Bibliometric Review
Thi Van Trang NGUYEN, Foreign Trade University (Vietnam)
Van Long LAI, Foreign Trade University (Vietnam)
Thi Bich Thuy PHAM, Foreign Trade University (Vietnam)
Trieu Duong NGUYEN, Foreign Trade University (Vietnam)
Duy Nhat Huy NGUYEN, Foreign Trade University (Vietnam)

10:45-11:15	Tea Break	Pan Pacific Hotel
11:15 – 12:30	Concurrent Session 8	
Session 8A	Human Relations and Social Capital MS0041: Proactive Agency of Highly Skilled Migrants in Job Transitions: Unlearning and Organizational Re-socialization <i>Sakae KUMANO, University of Tsukuba (Japan)</i> MS0059: Exploring Employee Assistance Programs (EAPs) in Foreign and Domestic Companies in China <i>Dorra YAHIAOUI, KEDGE Business School (France)</i> <i>Cuiling JIANG, KEDGE Business School (France)</i> MS0040: Serving Diverse Needs: How Servant Leadership Influences Idiosyncratic Deals and Employee Work Attitudes Through Psychological Need Satisfaction <i>Chen LI, University of Macau (Macau SAR, China)</i> MS0002: Green Jobs: Global Consequences Emerging from New UK Labour Government <i>Douglas W.S. RENWICK, Nottingham Trent University (UK)</i>	Hoi An 2F Pan Pacific Hotel
Session 8B	Global Education Track I GEM MS0004: Foreign Students' Decisions of Full Time Employment in Japan After Part Time Experience <i>Pin ZHOU Martin, Kyoto University (Japan)</i> GEM MS0005: Frugal, Lean, and Purpose-Driven: India's Aravind Eye Care System <i>David WERNICK, Florida International University (USA)</i> GEM MS0003: Choosing Closer to Home: An Investigation into the Growing Preference of Mainland Chinese Students for PhD Programs in Hong Kong and Macao <i>Haowei WANG, University of Macau (Macau SAR, China)</i> <i>Yanjie ZHU, University of Macau (Macau SAR, China)</i> <i>Jun LUO, University of Macau (Macau SAR, China)</i> <i>Chen LI, University of Macau (Macau SAR, China)</i> GEM MS0002: Comparing Competency Growth in Global Business Simulations <i>Olimpia C. RACELA, Mahidol University International College (Thailand)</i> <i>Amonrat THOUMRUNGROJE, Mahidol University International College (Thailand)</i> <i>Asda CHINTAKANANDA, NIDA Business School (Thailand)</i>	Hanoi 2F Pan Pacific Hotel
12:30 – 14:00	Lunch	Pan Pacific Hotel

14:00-15:15

Concurrent Session 9

Session 9A Social Capital and Social Communities

Hoi An 2F

MS0083: Driving Sustainable Success: The Impact of Employee Engagement on Strategy Implementation in Vietnam's FMCG Sector

Pan Pacific Hotel

Thai Phong LE, Foreign Trade University (Vietnam)

Thị Kim Chúc NGUYỄN, Foreign Trade University (Vietnam)

MS0067: Developing Transnational Social Space in an Emerging Market: How a Chinese NGO Led Apple to Clean Up Local Supply Chains

Haitao YU, University of Macau (Macau SAR, China)

Jacky HONG, University of Macau (Macau SAR, China)

Wenjie LIU, City University of Hong Kong (Hong Kong SAR, China)

MS0051: A Novel User Intent Prediction System for Improved Ad Targeting Strategies

Rian KHETANI, Independent Researcher

Pranav KULKARNI, Stanford University (USA)

MS0094: What Factors Contribute to the Outcomes of Corporate Environmental Sustainability

Toshi Hanaoka, Keio University (Japan)

Session 9B Global Education Track II

Hanoi 2F

Pan Pacific Hotel

GEM MS0008: How do Undergraduates Co-evolve to Work Well with the Artificial Intelligence Revolution?

Hilda KEUNG, Lingnan University (Hong Kong SAR, China)

GEM MS0006: Empowering Employment Integration: International Students' Strategic Use of Online Technologies to Navigate Micro-Level Barriers

Daniel GULANOWSKI, Carleton University (Canada)

Hui ZHANG, Thompson Rivers University (Canada)

GEM MS0007: Between Two Worlds: Culture Shock and Adaptation of Vietnamese Students in the UK

Phuong Linh LE, Foreign Trade University (Vietnam)

MS0078: When in Rome, Do as the Romans do: Comparative Study of Macro-level Strategic Approach Toward International-branch Campus Establishment in China, Malaysia, and Indonesia

Galang PRAWIRA, The University of Queensland (Australia)

GEM MS0001: Leveling Up Financial Literacy: How Technology Amplifies the Impact of Game-Based Learning

Archimedes David GUERRA, Hong Kong Baptist University (Hong Kong SAR, China)

12 th December 2025, Friday		
09:30	Registration	Hoi An 2F Pan Pacific Hotel
10:00 – 12:15	Global Education Management Workshop	Hoi An 2F Pan Pacific Hotel