



Academy of International Business Southeast Asia Regional Conference

Global Businesses and Consumers in a Networked World

Penang, Malaysia



3-5 December 2015

Organizer: Hong Kong Institute of Business Studies
Lingnan University



Local Host: Graduate School of Business
Universiti Sains Malaysia



Conference Venue: Shangri-La's
Rasa Sayang Resort & Spa



Conference Program

3 December 2015, Thursday

09:00 – 09:30 **Registration** **Ballroom Foyer, Ground Level**

09:30 – 11:45 **Opening Ceremony** **Pelangi II, Ground Level**

09:30 – 09:45 **Welcome Remarks**

Prof Geng Cui

AIB Southeast Asia Chapter Chairperson
Professor of Marketing and International Business
Director of Hong Kong Institute of Business Studies
Lingnan University, Hong Kong

Dr Sofri Yahya

Dean of Graduate School of Business
Universiti Sains Malaysia

09:45 – 10:30 **Keynote Speech I**



“The Impact of the Knowledge and Intellectual Revolution on International Business”

YM Tengku Tan Sri Dr Mahaleel bin Tengku Ariff

Former Chief Executive Officer
Perusahaan Otomobil Nasional Bhd and Proton Holdings Berhad

10:30 – 11:00 **Tea Break**

11:00 – 11:45 **Keynote Speech II**



“Theoretical Foundations of Emerging Economy Business Research”

Prof Klaus E Meyer

Professor of Strategy and International Business
Director of the Research Centre for Emerging Market Studies
CEIBS

11:45 – 13:30 **Lunch** **Spice Market Cafe, Lobby Level**

Panel Session on**“How Malaysian Tourism Industry Recovers from the Recent Difficulties in Airline and Travel Security”**

Moderator: Dr Christopher Richardson
Assistant Professor of Graduate School of Business
Universiti Sains Malaysia

Panelists: YM Tengku Tan Sri Dr Mahaleel bin Tengku Ariff
Former Chief Executive Officer
Perusahaan Otomobil Nasional Bhd and Proton Holdings Berhad

Dr Sofri Yahya
Dean of Graduate School of Business
Universiti Sains Malaysia

Dr Krishnaswamy Jeyaraman
Associate Professor of Graduate School of Business
Universiti Sains Malaysia

15:00 – 15:15 Tea Break

15:15 – 17:15 Concurrent Session 1

Session 1A: Online Reviews and Marketing Strategies**Session Chair: Ling Peng, Lingnan University, Hong Kong**

The Influence of Image, Reputation and Marketing Communication on Student Satisfaction: A Comparison Between South African and Malaysian Higher Education Providers (P0015)
Johan de Jager (Tshwane University of Technology, South Africa) and Gerhard Bezuidenhout (Tshwane University of Technology, South Africa)

Effects of Travel Agent’s Brand Commitment on Seniors’ Satisfaction - Mediation Effect of Word-of-Mouth Behavior (P0025)
Yuan-Duen Lee (Chang Jung Christian University, Taiwan) and Min-Tzu Chen (Chang Jung Christian University, Taiwan)

Bad News Travel Faster (and Farther): The Effects of Negative Reviews on Product Sales (P1031)
Juanyi Jiang (Lingnan University, Hong Kong)

Online Responding as an Innovative Communication Channel to Engage Customers (P1060)
Chunyu Li (Lingnan University, Hong Kong), Geng Cui (Lingnan University, Hong Kong) and Ling Peng (Lingnan University, Hong Kong)

The Effect of Online Product Review Manipulations on Sales: A Comparative Study of U.S. and China (P1037)
Ling Peng (Lingnan University, Hong Kong) and Geng Cui (Lingnan University, Hong Kong)

Session 1B: Corporate Social Responsibility and Corporate Governance**Session Chair: Tai Ming Wut, The Hong Kong Polytechnic University, Hong Kong**

Improving Corporate Governance Efficiency in Macau SMEs: A View of Challenges and Solutions in the Globalization Process (P1034)
Qian Ru Zhang (Macau University of Science and Technology, Macau) and Eko Yi Liao (Hang Seng Management College, Hong Kong)

The Use of Corporate Social Responsibility: The Study of Corporation in Thailand (P1053)
Tiwa Park (Thai-Nichi Institute of Technology, Thailand) and Ria Liza C Canlas (Lyceum of the Philippines University, the Philippines)

Corporate Social Responsibility and Reporting Incentives in China (P1061)

Agnes W Y Lo (Lingnan University, Hong Kong), Raymond M K Wong (City University of Hong Kong, Hong Kong) and William Wong (Lingnan University, Hong Kong)

Is Corporate Social Responsibility the Panacea for Profitability? - An Empirical Study of the Role of Corporate Social Responsibility Performance on Corporate Performance (P1067)

Tai Ming Wut (The Hong Kong Polytechnic University, Hong Kong) and Ester Ip (Hong Kong Baptist University, Hong Kong)

18:00 – 20:00

Conference Dinner

Marquee Tent, Ground Level

4 December 2015, Friday

09:00 – 10:45 Concurrent Session 2

Session 2A: Guanxi and Conflict Management

Session Chair: Alfred Wong, Lingnan University, Hong Kong

Conceptualizing Managerial Ties, Immigrant Effect and Export Performance in Transnational and International Entrepreneurship (P0011)

Henry F L Chung (Massey University, New Zealand), Zhilin Yang (City University of Hong Kong, Hong Kong), Pei-how Huang (National Sun-yat Sen University, Taiwan) and Tsuang Kuo (National Sun-yat Sen University, Taiwan)

Ethics and Diamonds: Paradoxical Issues Surrounding Guanxi Relations in China (P1057)

Bradley Barnes (Sheffield Hallam University, United Kingdom), Ron Berger (College of Law and Business, Israel), Avi Silbiger (Jerusalem College of Technology, Israel), Ram Herstein (College of Law and Business, Israel) and Paul Whitla (Lingnan University, Hong Kong)

Collectivist Cultures for Effective Conflict Management between International Joint Venture Partners (P1066)

Alfred Wong (Lingnan University, Hong Kong), Lu Wei (Shanghai Jiao Tong University, China) and Dean Tjosvold (Lingnan University, Hong Kong)

Session 2B: Internationalization and Networking

Session Chair: Sue Claire Berning, University of Erlangen-Nürnberg, Germany

International Business Negotiations from the Islamic Perspective (P1029)

Christopher Richardson (Universiti Sains Malaysia, Malaysia)

Firm Response to Natural Disasters: How Does Organizational Learning Affect the Location Decision? (P1043)

Chang Hoon Oh (Simon Fraser University, Canada) and Jennifer Oetzel (American University, USA)

Chinese M&A in Germany: Integration Approach and International Corporate Strategy (P1030)

Sue Claire Berning (University of Erlangen-Nürnberg, Germany)

10:45 – 11:00 Tea Break

11:00 – 12:30 Panel Session II and Concurrent Session 3

Panel Session on

“Asian Businesses in a Turbulent Environment: Uncertainty and Coping Strategies”
(AIBSEAR Book Series, Volume 3)

Moderator: Prof T S Chan, Immediate Past Chair of AIBSEAR

Panelists: Prof Geng Cui, Lingnan University, Hong Kong
Prof Alfred Wong, Lingnan University, Hong Kong
Prof Lianxi Zhou, Brock University, Canada

Respectful Leadership for Managing Conflict to Cope with Market Turbulence (Chapter 3)

Alfred Wong (Lingnan University, Hong Kong), Dean Tjosvold (Lingnan University, Hong Kong) and Eva Khong (City University of Macau, Macau)

Cultural Distance, Host Regulatory Quality, and Location Choice: A Hierarchical Analysis of Chinese Multinationals (Chapter 4)

Geng Cui (Lingnan University, Hong Kong), Xiaolin Li (Guangdong University of Finance and Economics, China), Ling Peng (Lingnan University, Hong Kong) and T S Chan (Lingnan University, Hong Kong)

Market Knowledge Development of International Enterprises and Their Market Adaptation: Insights from Marketing Ambidexterity Perspective (P1076 / Chapter 6)

Hui Xu (Nankai University, China), Youngchun Feng (Nankai University, China) and Lianxi Zhou (Brock University, Canada)

Session 3B: Work-In-Progress I (E-commerce and Social Network)

Session Chair: Ada Hiu Kan Wong, Lingnan University, Hong Kong

Adoption of Mobile Commerce in Small- and Medium-sized Businesses (P0008)

Chi Wai Chung (Lingnan University, Hong Kong), Alan W L Lam (Lingnan University, Hong Kong) and Alfred W S Loo (Lingnan University, Hong Kong)

A Review of Data Mining Techniques for Research in Online Shopping Behaviour through Frequent Navigation Paths (P1056)

Wing Lok Yeung (Lingnan University, Hong Kong)

Social Media, Networking, and Marketing Performance: A Study of Social Enterprises in Hong Kong (P1059)

Ada Hiu Kan Wong (Lingnan University, Hong Kong) and Felix Wing Lam Tse (Lingnan University, Hong Kong)

12:30 – 14:00**Lunch****Spice Market Cafe, Lobby Level****14:00 – 15:45** **Concurrent Session 4****Session 4A: Topics on Decision Sciences, Entrepreneurship and Finance**

Session Chair: Sarayut Nathaphan, Mahidol University International College, Thailand

Mapping the Intellectual Structure of Entrepreneurship from 2001 to 2014 (P0013)

Mowshine McChamp (Chang Jung Christian University, Taiwan), Cheng-Hua Wang (Chang Jung Christian University, Taiwan) and Jen-Hwa Kuo (Chihlee Institute of Technology, Taiwan)

The Decision Making for the Admission of Febrile Geriatric Patients (P1039)

Jui-Hsiang Wang (Chang Jung Christian University / Taipei Veterans General Hospital, Taiwan)

Dynamic Visual Analytics on Point-of-Sales Data (P1054)

Yuho Chung (Lingnan University, Hong Kong) and Kin-nam Lau (The Chinese University of Hong Kong, Hong Kong)

Mutual Fund Liquidity Timing in Higher Moment Framework: The Evidence from Thailand (P1077)

Woraphon Wattanatorn (Thammasat University, Thailand), Chaiyuth Padungsaksawasdi (Thammasat University, Thailand) and Sarayut Nathaphan (Mahidol University International College, Thailand)

Session 4B: Human Resource Management

Session Chair: Chia-I Yang, Air Force Institute of Technology, Taiwan

The Effect of Behavioral Strategic Control and Family Involvement on Family Firm Innovation (P0019)

Lin-Ching Hsu (Far East University, Taiwan)

Disentangling the Effects of Psychological Contract Breach Inducements: Relational and Transactional Contract Elements and the Mediating Roles of Frustration (P0027)

Huai-Liang Liang (Air Force Institute of Technology, Taiwan), Timothy Cheng-Chen Lin (National Pingtung University of Science & Technology, Taiwan) and Wei-Lung Wu (Air Force Institute of Technology, Taiwan)

A Study of Total Quality Management, Employee Satisfaction, Patient Safety Culture Attitude and Related Factors among Clinical Nurses (P1032)

Chuan Chiang Chou (Chang Jung Christian University, Taiwan) and Kuei Ying Wang (Chang Jung Christian University / Mackay Memorial Hospital, Taiwan)

The Relationship between Abusive Supervision and Job Performance: The Mediating Role of Interpersonal Justice (P1052)

Chia-I Yang (Air Force Institute of Technology, Taiwan), Jun-Ting Li (Air Force Institute of Technology, Taiwan), Kai-Chi Chang (Air Force Institute of Technology, Taiwan) and Chi-Wei Li (Air Force Institute of Technology, Taiwan)

15:45 – 16:00 Tea Break

16:00 – 17:45 Concurrent Session 5

Session 5A: Spatial Clustering

Session Chair: Richard Kenneth Cawley, European Business School, United Kingdom

Spatial Effect on Taiwanese Firms FDI Performance (P1026)

Hsu-Wei Hsu (Shih Chien University, Taiwan)

Authority's Role, Location, and Agglomeration Trend of Agro Products Manufacturers in Thailand: A Retrospective Study (P1035)

Yuzuru Utsunomiya (Nagasaki University, Japan)

Spatial Clustering on Organizational Performances: Mediating Effects of Product R&D Competences and Explicit Knowledge Mechanism (P1074)

Yi-Dan Huang (National Applied Research Laboratories, Taiwan) and Hsu-Wei Hsu (Shih Chien University, Taiwan)

Networks for Sustainability: A Conceptual Model of Eco-industrial Park (EIP) - SME Relationship Management of Eco-adaptation (EA) (P1055)

Richard Kenneth Cawley (European Business School, United Kingdom)

Session 5B: Work-In-Progress II (FDI, Management and Consumption Behavior)

Session Chair: Morris John Foster, Kingston University, United Kingdom

Combing AHP with BSC Approach for Constructing Enterprise Performance Measurement System and Strategy Map - A Study of Chain Restaurants in Taiwan (P0020)

Li-Min Chuang (Chang Jung Christian University, Taiwan) and Yen-Yu Chen (Tajen University / Chang Jung Christian University, Taiwan)

Consumer Reactions to Attractive Service Providers: Approach or Avoid? (P1038)

Lisa C Wan (The Chinese University of Hong Kong, Hong Kong) and Robert S Wyer, Jr. (The Chinese University of Hong Kong, Hong Kong)

Promoting "Manny 'Pacman' Pacquiao": Selling Violence in Sports, Subverting a Marketing Culture (P1078)

Rommel de la Cruz (Jose Rizal University, the Philippines)

Parent's Self-Control and Self-Regulation of Their Children's Diet (P1081)

Yoke Kiau Leong (Sunway University, Malaysia), Brian Charles Imrie (KDU Penang College, Malaysia) and Sanjaya Singh Gaur (Sunway University, Malaysia)

MNCs Face Legal and Regulatory Problems in 21st Century China (P0012)

Morris John Foster (Kingston University, United Kingdom)

09:00 – 11:00 Concurrent Session 6

Session 6A: Online Marketing and Retailing

Session Chair: Supara Kapasuwan, Mahidol University International College, Thailand

How Travel Agencies' Websites and Consumer-generated Content Useful for Planning of Graduation Trips (P1036)

Josiah Tin Yan Chan (Lingnan University, Hong Kong)

A Qualitative Comparative Analysis to Identify Effective Designs of Online Promotions (P1058)

Suntong Qi (Lingnan University, Hong Kong) and Ling Peng (Lingnan University, Hong Kong)

A Study of Multinational Retail Companies Expanding in Southeast Asia from Regional Strategy Perspective: The Regional Retailers (P1068)

Taichiro Sahara (Iwaki Meisei University, Japan)

Born 2B Connected: Digital Natives' Attitude and Behavior towards Socializing Online (P1084)

Cathy Miu Yee Leung (Lingnan University, Hong Kong)

The Effects of Brand Awareness, Perceived Quality and Influencers on Purchase Intention of American and South Korean Smartphones – A Study of Consumers in Thailand (P1080)

Rarintorn Pongrujaporn (Mahidol University International College, Thailand) and Supara Kapasuwan (Mahidol University International College, Thailand)

Session 6B: Uncertainty, Knowledge Management and Innovation

Session Chair: Cheng Ling Tan, Universiti Sains Malaysia, Malaysia

Governing the Uncertainty - Integrating the Transaction Governance Perspective and the Knowledge Governance Perspective (P0016)

Ying-Hua Teng (Shu-Te University, Taiwan) and Ching-Ping Tzung (Open University of Kaohsiung, Taiwan)

A Study on Construction of Relationship between Ambidexterity and Performance through Social Capital View: Market Orientation as a Moderator (P1051)

Yao-Ping Peng (Hsuan Chuang University, Taiwan) and Shi-Huei Ho (University of Taipei, Taiwan)

Behind Eco-innovation: Managerial Environmental Awareness and External Resource Acquisition (P1072)

Xue-Rong Peng (Zhejiang Gongshang University, China) and Yang Liu (South China University of Technology, China)

Knowledge Management Processes affect Creativity: Evidences from R&D Engineers Working in Malaysia ODM Companies (P1073)

Cheng Ling Tan (Universiti Sains Malaysia, Malaysia) and Yen Ping Chang (Universiti Sains Malaysia, Malaysia)

11:00 – 11:15 Tea Break

11:15 – 12:45 Concurrent Session 7

Session 7A: Work-In-Progress III (Internationalization)

Session Chair: Christopher Richardson, Universiti Sains Malaysia, Malaysia

The Internationalisation of Small and Medium Sized Enterprises in a Small Emerging Market: A Study on the Malaysian Service Sector (P1069)

Shir May Ooi (Universiti Sains Malaysia, Malaysia), Christopher Richardson (Universiti Sains Malaysia, Malaysia) and Siti Nabiha Abdul Khalid (Universiti Sains Malaysia, Malaysia)

International Marketing Strategy for Singapore SMEs – BreadTalk's Approach (P1079)

Yuen Hoi Tham (City University of Macau, Macau)

Religiosity and Firm Internationalisation (P1028)

Christopher Richardson (Universiti Sains Malaysia, Malaysia) and Mohd Haniff Jedin (Universiti Utara Malaysia, Malaysia)

Session 7B: Teaching International Business

Session Chair: T S Chan, Lingnan University, Hong Kong

E-Learning in an International Executive Education Setting: Two Case Studies on E-learning in Executive Education in Asia, North America, South Africa and Europe (P1040)

Karin Sixl-Daniell (MCI Management Centre, Austria) and Amy Wong (GlobalNxt University, Malaysia)

Factors Affecting Business Students Using Online Electronic Platforms as Their Places for Academic Discussion (P1064)

Tai Ming Wut (The Hong Kong Polytechnic University, Hong Kong) and Ingram Neil (University of Bristol, United Kingdom)

Using Integrative Simulation in Enhancing and Assessing Learning: An Application of Computer Simulation Exercise (P1082)

Yu-Jen Chen (Lingnan University, Hong Kong), T S Chan (Lingnan University, Hong Kong), Lai-Cheung Leung (Lingnan University, Hong Kong) and Ling-Yee Li (Lingnan University, Hong Kong)

12:45**Farewell Lunch****Spice Market Cafe, Lobby Level**
