



# Academy of International Business Southeast Asia Regional Conference

Asian Economies and Businesses: Nation States in a Turbulent Environment

Macau, China



7-9 December 2014

**Co-Organizers:** Hong Kong Institute of Business Studies,  
Lingnan University

Faculty of Business,  
City University of Macau



The Liberal Arts University in Hong Kong 香港的博雅大學



澳門城市大學  
Universidade da Cidade de Macau  
City University of Macau  
商學院 Faculty of Business

**Conference Venue:** Golden Dragon Campus, City University of Macau

## Conference Program (Tentative)

### 7 December 2014, Sunday

15:00 - 15:30 Registration

15:30 - 18:00 Opening Ceremony

15:30 - 15:45

**Welcome Remarks**

**Prof T S Chan**

AIB Southeast Asia Chapter Chairperson and  
Shun Hing Chair Professor of Marketing  
Lingnan University, Hong Kong

**Prof Su-Seng Pang**

Acting Rector and  
Dean of Faculty of Business  
City University of Macau, Macau

15:45 - 16:15

**Keynote Speech I**

***“Promise and Perils of Research on Asia”***

**Prof Rosalie Tung**

Professor, International Business  
Beedie School of Business, Simon Fraser University  
President-Elect, AIB

16:15 - 16:45

**Networking Session**

(Student performance by City University of Macau and refreshment)

16:45 - 17:15

**Keynote Speech II**

***“TBC”***

**Prof Roy Chung, BBS, JP**

Co-founder and Non-executive Director  
Techronic Industries Co. Ltd.

17:15 - 17:45

**Keynote Speech III**

***“TBC”***

**Dr António José Félix Pontes**

Chairman of the Executive Board  
Macau Institute of Financial Services

18:30 - 20:30

**Conference Dinner**

**Venue: Grand Lapa Macau**

(Address: 956-1110 Avenida da Amizade, Macau, China  
Telephone no.: 853 2856 7888)

09:00 - 10:30 Concurrent Session 1

Session 1A: New Trends on Marketing Research

**Assessing Response Format Effects on the Scaling of Marketing Stimuli (P007)**

*Ling Peng (Lingnan University, Hong Kong) and Adam Finn (University of Alberta, Canada)*

**The Effect of Information Cues on Product Evaluations: A Study on Bottled Water Market in Taiwan (P021)**

*Ku-Ho Lin (National Chung Hsing University, Taiwan), Wei-Kuo Tseng (National Chung Hsing University, Taiwan) and Chueh-Chu Ou (Corporate Synergy Development Center, Taiwan)*

**Exploring a SEE Based Service Innovation for the Fast Fashion Apparel Industry- A Case Study of Fashion Institute of Taipei in Taiwan (P046)**

*Chun-Liang Chen (National Taiwan University of Arts, Taiwan), Shi Chen (National Taipei University of Technology, Taiwan) and Chi-Ying Hung (National Taiwan University of Arts, Taiwan)*

Session 1B: Corporate Social Responsibility and Business Education

**The Effects of Organizational Slack and Outside Director Representation on Corporate Social Performance (P032)**

*Jaejoon You (Yonsei University, Korea) and Philsoo Kim (Yonsei University, Korea)*

**Can Education Improve Tax Compliance? Evidence from Different Forms of Tax Education (P055)**

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

**The Influence of the Composition of Age and Level of Education in Top Management Team on Indonesia Regional Bank Development Performance (BPD) (P056)**

*Joy Elly Tulung (SKEMA Business School, France/ Sam Ratulangi University, Indonesia)*

10:30 - 10:45 Coffee Break

10:45 - 12:15 Concurrent Session 2

Session 2A: Consumer Behaviour

**Consume Publicly or Privately? The Dilemma of Counterfeit Consumers (P024)**

*Chunyu Li (Lingnan University, Hong Kong), Ling Peng (Lingnan University, Hong Kong) and Geng Cui (Lingnan University, Hong Kong)*

**The Effects of Billboard Advertisements on Consumers' Consumption Motivation, Identity and Willingness-To-Buy (P028)**

*Ying-Shao Chang (Chang Jung Christian University, Taiwan)*

**Understanding Luxury Consumption in China: A Study on Motivations, Preferences and Actual Purchase between Mainland Chinese and Hong Kong Chinese (P030)**

*Stella Lai Man So (The Chinese University of Hong Kong, Hong Kong), Bradley R Barnes (The University of Sheffield, United Kingdom) and Daragh O'Reilly (The University of Sheffield, United Kingdom)*

Session 2B: Human Resource Management

**Affective Commitment, Loyalty to Supervisor and Guanxi: Chinese Employees in Joint Ventures and Reformed State-owned Enterprises (P006)**

*Yui-Tim Wong (Lingnan University, Hong Kong)*

**Feeling Different vs. Feeling Welcome: Adjustment of Spouses/Partners of Self-Initiated Expatriates (P014)**

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

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**Satisfactory Mechanism or Another Deviant Behavior? A Conceptual Integration and Extension of Cyberloafing (P022)**

*Eko Yi Liao (Macau University of Science and Technology, Macau) and Qian Ru Zhang (Macau University of Science and Technology, Macau)*

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**12:30 - 14:00 Lunch (Grand Lapa Macau)**

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**14:15 - 15:45 Concurrent Session 3**

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**Session 3A: Quality Customer Relationship and Trust****Trust between Organizations in Lift Maintenance Services (P008)**

*Tai Ming Wut (The Hong Kong Polytechnic University, Hong Kong)*

**Servant Leadership for Team Coordination and Quality Customer Relationships (P019)**

*Alfred Wong (Lingnan University, Hong Kong), Dean Tjosvold (Lingnan University, Hong Kong), Eva Khong (City University of Macau, Macau) and Clara S F Fung (City University of Macau, Macau)*

**Interpersonal Factors as Drivers of Quality and Performance in Western-Hong Kong Inter-Organizational Business Relationships (P027)**

*Bradley R Barnes (The University of Sheffield, United Kingdom), Leonidas C Leonidou (University of Cyprus, Cyprus), Noel Y M Siu (Hong Kong Baptist University, Hong Kong) and Constantinos N Leonidou (University of Leeds, United Kingdom)*

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**Session 3B: Business Strategy Studies in Taiwan****Market Orientation, Guanxi Networking and Innovation in Asian Emerging Economies (P002)**

*Henry F L Chung (Massey University, New Zealand) and Pei-how Huang (National Sun-yat Sen University, Taiwan)*

**The Impact of Social Capital and Relationship Tension on Firm's Performance- Environmental Uncertainty as a Moderator (P029)**

*Wei-Kuo Tseng (National Chung Hsing University, Taiwan), Chueh-Chu Ou (Corporate Synergy Development Center, Taiwan), Ku-Ho Lin (National Chung Hsing University, Taiwan) and Tzu-Chien Chang (National Chung Hsing University, Taiwan)*

**The Application of Social Capital to the Construction of Organizational Capability (P031)**

*Ku-Ho Lin (National Chung Hsing University, Taiwan), Shi-Huei Ho (University of Taipei, Taiwan) and Yao-Ping Peng (National Chung Hsing University, Taiwan)*

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**15:45 - 16:00 Coffee Break**

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**16:00 - 18:00 Concurrent Session 3**

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**Session 4A: Business Strategies****Do Investors Value Firm Efficiency Improvement? Evidence from the Australian Context (P004)**

*Hai Yen Pham (Griffith University, Australia), Richard Chung (Griffith University, Australia), Eduardo Roca (Griffith University, Australia) and Ben-Hsien Bao (The Hong Kong Polytechnic University, Hong Kong)*

**Gambling Taxation, Casino Tourism, and Geographic Market Power (P016)**

*Xinhua Gu (University of Macau, Macau), Pui Sun Tam (University of Macau, Macau) and Xiao Chang (University of Macau, Macau)*

**Market-Oriented Sustainability and Buyer Involvement for Export Performance (P042)**

*Esther Lingyee Li (Lingnan University, Hong Kong)*

**The Influence of Institutional Shifts on Innovation Strategies of Russian Firms (P045)**

*Anton Klarin (The University of New South Wales, Australia), Pradeep Ray (The University of New South Wales, Australia) and Rifat Sharmelly (The University of New South Wales, Australia)*

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## Session 4B: Issues on Multinational Corporations (MNCs)

### **The Effects of International Experience and Sub-Regional Characteristics on the Foreign Market Entry Mode: Evidence from Overseas Subsidiaries of Korean MNCs in China (P005)**

*Jae-Eun Lee (Sunchon National University, Korea)*

### **China's Globalisation and the Implications for Knowledge Transfer and Culture Shifts (P012)**

*Prem Ramburuth (The University of New South Wales, Australia), Cindy Qin (University of San Francisco, United States of America) and Yue Wang (Macquarie University, Australia)*

### **A Case of Implementing a Self-Leadership Development Program in Select Asia Markets of a Multinational Corporation (P035)**

*Todd Friends (Whitworth University, United States of America)*

### **Developing Knowledge-Based Practices at Foreign Subsidiaries of Japanese MNCs through Political Sensegiving and Sensemaking (P040)**

*Jacky Fok Loi Hong (University of Macau, Macau), Robin Stanley Snell (Lingnan University, Hong Kong) and Carry Ka Yee Mak (University of Macau, Macau)*

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*9 December 2014, Tuesday*

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**09:00 - 10:30 Concurrent Session 5**

## **Session 5A: Internationalization and Regionalization**

### **Regionalization Strategy: Home-Regionalization versus Host-Regionalization? (P009)**

*Youngok Kim (The University of New South Wales, Australia) and Sidney J Gray (The University of Sydney, Australia)*

### **Does International Experience Always Facilitate International Expansion? (P011)**

*Naveen Kumar Jain (University of Akron, United States of America), Nitin Pangarkar (National University of Singapore, Singapore) and Lin Yuan (University of Macau, Macau)*

### **"Hybrid"- Virtual and Traditional Networks for International Entrepreneurial Internationalisation (P013)**

*Charmaine Glavas (University of the Sunshine Coast, Australia) and Shane Mathews (Queensland University of Technology, Australia)*

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## **Session 5B: Investment in Emerging Economies**

### **Foreign Investment in China Booms but Collaborating with PRC Companies Can Still Be Problematic (P038)**

*Morris John Foster (Kingston University, United Kingdom) and C S Tseng (City University of Hong Kong, Hong Kong)*

### **Unbundling the Effects of Institutions on Firm Resources: The Contingent Value of Being Local in Emerging Economy Private Equity (P039)**

*Markus Taussig (National University of Singapore, Singapore) and Andrew Delios (National University of Singapore, Singapore)*

### **McDonald's Vietnam 2014: A Case Study of Market Entry into the Fast-Food Consumer Foodservice Industry in Vietnam (P052)**

*Tien Q Nguyen (Queensland University of Technology, Australia) and Maxwell Briggs (Queensland University of Technology, Australia)*

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

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**10:45 - 12:15 Concurrent Session 6**

**Session 6A: Customer Loyalty and Branding**

**Achieving Loyalty through Fair Treatments: Do They Differ on Brand Trust and Affect (P041)**

*Lin-Ching Hsu (Far East University, Taiwan) and Chien-Hua Chang (Cheng Shiu University, Taiwan)*

**An Investigation of the Antecedents and Mediators of Brand Loyalty and Brand Equity (P047)**

*Ying-Kai Liao (Nanhua University, Taiwan)*

**An Integrative Approach to Review the Moderators of Brand Equity (P048)**

*Wann-Yih Wu (Nanhua University, Taiwan), Nadia Anridho (Chinese Culture University, Taiwan) and Alfiyatul Qomariyah (Chinese Culture University, Taiwan)*

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**Session 6B: Issues on Small and Medium Enterprises**

**Entrepreneurship and Development: Policy Considerations for SME Development in Laos (P003)**

*Balbir B Bhasin (University of Arkansas - Fort Smith, United States of America), Sivakumar Venkataramany (Ashland University, United States of America) and Lee Keng Ng (Toulouse Business School, France)*

**External Networks, Internal Capabilities, and Export Performance: The Case of Australian Small and Medium-Sized Exporters (P010)**

*Youngok Kim (The University of New South Wales, Australia) and Jaspreet Nitasha Bhatia (The University of New South Wales, Australia)*

**Financing Rapidly Growing Firms and Managers' Networks in Vietnam (P015)**

*Jean-Louis Paré (Novancia Business School, France/ CFVG, Vietnam), Frédéric Demerens (ESCP Europe, France) and Bénédicte Géraud (IAE of Poitiers, France)*

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**12:30 - 14:00 Lunch (Grand Lapa Macau)**

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**14:15 - 16:00 Special Panel Session and Concurrent Session 7**

**Special Panel Session on “International Business Education: Trends and Development”**

**Panelists: Prof Y K Ip**

Associate Vice President (Academic Support and External Links)  
The Open University of Hong Kong, Hong Kong

**Prof T S Chan**

AIB Southeast Asia Chapter Chairperson and  
Shun Hing Chair Professor of Marketing  
Lingnan University, Hong Kong

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**Session 7B: Work in Progress**

**Would the Manufacturers of Legitimacy Suspected Products in Emerging Countries Follow the Overseas Expansion Strategy by Those in Advanced Countries – Cases of Tobacco Companies and Nuclear Power Reactor Manufacturers? (P026)**

*Kuniko Mochimaru (Josai University, Japan)*

**Internationalisation of Latecomer Emerging Economies MNCs: Application of Integrated Theoretical Framework? (P033)**

*Ngat-Chin Lim (The University of Nottingham Malaysia Campus, Malaysia)*

**Bhutan and Changes in Government to Engage with Internationalising Pressures in Business (P051)**

*Chris Sadleir (University of Canberra, Australia)*

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**Construction of Integrated Intention-Based Entrepreneurial Path-Model from Combined Perspectives of Entrepreneurial Motivation and Cognition (P058)**

*Fei Hou (Jilin University/ Beijing Normal University, China), Baosan Ge (Jilin University, China) and Ming Zhu (City University of Macau, Macau)*

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*End*

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