



Academy of International Business Southeast Asia Regional Conference

Connectivity and Prosperity:

ASEAN Economic Community and China's Belt and Road Initiative

Guangzhou, China 2 - 4 December 2016

Organizer:

Hong Kong Institute of Business Studies (HKIBS),
Lingnan University



Local Host:

School of Business
Guangdong University of Foreign Studies (GDUFS)



Co-organizer:

Collaborative Innovation Center for 21st-Century Maritime Silk Road Studies,
Guangdong University of Foreign Studies (GDUFS)



Conference Program

1 December 2016, Thursday

17:00 – 18:00 **Early Registration and Welcome Reception**
GDUFS Center for International Academic Exchange (Easeland Hotel Lobby)

2 December 2016, Friday

09:00 – 09:30 **Registration** **International Conference Center, 3/F, Admin. Bldg., GDUFS**

09:30 – 11:45 **Opening Ceremony for 2016 AIBSEAR Conference**

09:30 – 09:55 **Host: Prof Chuantian He, Vice President of GDUFS**



Welcome Remarks

Prof Weihe Zhong
President
Guangdong University of Foreign Studies, China



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

09:55 – 10:40 **Keynote Speech I**



“Exporting, Learning, and Innovating among Emerging Market Firms: The Moderating Role of Institutional Development”

Prof Jiatao Li
Senior Associate Dean, School of Business and Management
Lee Quo Wei Professor of Business
Head and Chair Professor, Department of Management
Director, Center for Business Strategy and Innovation
Hong Kong University of Science and Technology

10:40 – 11:10 **Photo-taking and Tea Break**

11:10 – 11:45 **Keynote Speech II**



“Innovating and Competing in the Integrated Supply Chain”

Mr Quanxing Yang

President

Guangdong Textiles Imp. & Exp. Co. LTD.

11:45 – 13:30 **Lunch** Taste Café, Center for International Academic Exchange (Easeland Hotel)

Note: Afternoon sessions will be held on the 2/F, GDUFS Center for International Academic Exchange (Easeland Hotel)

13:30 – 15:00 **Concurrent Session 1**

Session 1A: JIBS Paper Development Workshop (By Invitation Only)

Moderators: *Prof Gary Biddle*

Chair of Accounting and PCCW Professor, School of Business,
Faculty of Business and Economics, The University of Hong Kong
Lecturer, Columbia University, Fudan University, London Business School

Prof Jiatao Li

Senior Associate Dean, School of Business and Management
Lee Quo Wei Professor of Business
Head and Chair Professor, Department of Management
Director, Center for Business Strategy and Innovation
Hong Kong University of Science and Technology

Session 1B: International Marketing and Consumer Behavior

Session Chair: Vincent Chi Wong, Lingnan University, Hong Kong

The Effect of Fair Treatment on Cognitive Trust, Affective Trust and Behavior Trust in Service Relationship (MS0031)

Lin-Ching Hsu (Far East University, Taiwan)

Investing in Descendants: The Positive Impact of Legacy Motivation on Prosocial Behavior (MS0059)

Lin Wang (Nankai University, China), Zengxiang Chen (Nankai University, China) and Xingbo Li (University of Louisville, USA)

Mitigating Cognitive Biases through Mental Traveling: The Effects of Cultural Syndromes and Perspective Flexibility in Marketing (MS0071)

Vincent Chi Wong (Lingnan University, Hong Kong) and Robert S Wyer (The Chinese University of Hong Kong, Hong Kong)

14:00 – 16:30 **Deans Forum (By Invitation Only)**

(Room 402, MBA Center, GDUFS)

“Belt and Road and the Development of Business Schools”

Hosted by GDUFS School of Business

Host: Prof Wenzhong Zhu, Dean, School of Business of GDUFS

Welcome Remarks: Prof Fangtai Jiao, Vice President of GDUFS

Representative from overseas: William O’Neill, Suffolk University

Representative from China: Huayong Niu, Beijing University of Foreign Studies

Open Discussion

15:00 – 15:15 **Tea Break**

Session 2A: Small and Medium Enterprises (SMEs) and Entrepreneurship

Session Chair: Sivakumar Venkataramany, Ashland University, USA

The Transition from Necessity Entrepreneurship to Subsequent Opportunity Entrepreneurship: A Case of China (MS0020)

Rongchang Cai (Xiamen University of Technology, China), Fan Liang (University of Tasmania, Australia), and Rob Hecker (University of Tasmania, Australia)

Poverty Reduction, Wealth Creation and Tourism in Ethnic Minority Communities in Mainland Southeast Asia (MS0058)

Scott A Hipsher (Northcentral University, Thailand)

Does Globalization Help Inclusive Growth? (MS0073)

Hao Liang (Singapore Management University, Singapore), Christopher Marquis (Cornell University, USA) and Sunny Sun Li (University of Missouri - Kansas City, USA)

Challenges Faced by Entrepreneurs: An Empirical Study of India (MS0054)

Sivakumar Venkataramany (Ashland University, USA), Balbir B Bhasin (University of Arkansas at Fort Smith, USA) and Lee Keng Ng (Curtin University, Malaysia)

Session 2B: Work In Progress

Session Chair: Ke Tuong Nguyen, Leipzig University, Germany

Test of Product Life Cycle Theory for Legitimacy Suspected Products – Cases of Asian Tobacco and Nuclear Reactor Manufacturers (MS0018)

Kuniko Mochimaru (Josai University, Japan)

The Japanese SME Way, Firm Level Internet Technology Capabilities Deployment (MS0025)

Shane Mathews (Queensland University of Technology, Australia), Masahiro Maruyama (Meiji Gakuin University, Japan), Yuka Sakurai (St. Andrew's University, Japan) and Phyra Sok (Monash University, Australia)

Dynamic Linear Model of Potential Output: China and Chile Cases (MS0053)

Alejandro Puente (Santo Tomas University, Chile) and Yuran Zeng (Guangdong University of Foreign Studies, China)

The Role of Work Engagement in Reducing the Impact of Protean Career Orientation (PCO) on Job/ Career Switching Intention (MS0055)

Hui Hui Teow (Monash University, Malaysia), Wee Chan Au (Monash University, Malaysia) and Pervaiz K Ahmed (Monash University, Malaysia)

The Entry Mode of Emerging Market Multinationals: The Effect of Motivations (MS0069)

Hongyan Liu (Jinan University, China) and Geng Cui (Lingnan University, Hong Kong)

Exploring the Patterns of Resources Utilization by SMEs in Their Internationalization Process - A Study of Vietnamese Exporting Manufacturing Firms (MS0080)

Ke Tuong Nguyen (Leipzig University, Germany), Md Noor Un Nabi (Leipzig University, Germany) and Utz Dornberger (Leipzig University, Germany)

Session 2C: Chinese Businesses in the Era of Belt and Road/ Emerging Trends in Consumer Marketing

一帶一路時期的中國企業/ 新興消費營銷

(Chinese Session, presentation conducted in Chinese)

Session Chair: Liye Zhu, Guangdong University of Foreign Studies, China

Impact of International Technology Spillovers on Emerging Economies' Export Technological Structure - Panel Data Analysis Based on Export Demand (MS0074)

Kuixi Xiao (Guangdong University of Foreign Studies, China), Yueyue Xie (Guangdong University of Foreign Studies, China) and Yan Yang (Guangdong University of Foreign Studies, China)

Empirical Research on Customers' Purchase Intension Affected by Suppliers Marketing of Competences in B2B Field (MS0076)

Shi Lan Liu (Guangdong University of Foreign Studies, China), Na Ye (Guangdong University of Foreign Studies, China) and Zhang Dan Qi (Guangdong University of Foreign Studies, China)

A Grounded Theory Approach to Consumer Engagement Practice in Virtual Brand Community (MS0084)

Liye Zhu (Guangdong University of Foreign Studies, China), Zhihui Xie (Guangdong University of Foreign Studies, China) and Lin Yang (Guangdong University of Foreign Studies, China)

18:00 – 20:00 **Conference Dinner** **Ballroom (Jin Tao Yuen), Easeland Hotel**
Cultural Performances
Presentation of Best Paper Awards

Note: Opening Ceremony will be held at International Conference Center, 3/F, University Administration Building of Guangdong University of Foreign Studies (GDUFS) and afternoon sessions will be held on the 2/F, GDUFS Center for International Academic Exchange (Easeland Hotel).

3 December 2016, Saturday

09:00 – 10:45 **Concurrent Session 3**

Session 3A: Corporate Governance and Business Education

Session Chair: Siti Hajar Asmah Ali, National University of Malaysia, Malaysia

Decision Making in Multinational Corporations and Institutional Similarity: Their Effects on the Performance of Western and Asian Subsidiaries in the Australasian Region (MS0007)

Henry F L Chung (Massey University, New Zealand), Gongming Qian (The Chinese University of Hong Kong, Hong Kong) and Tsuang Kuo (National Sun-yat Sen University, Taiwan)

Cultural Discourse Study Application into Business English Negotiation Teaching (MS0035)

Kunkun Chen (Zhejiang Yuexiu University of Foreign Languages, China)

On the Functions of Nominalization in Business English Contracts (MS0036)

Guifang Wang (Zhejiang Yuexiu University of Foreign Languages, China)

Controlling Shareholders' Ownership and Auditor-client Relationship: Evidence from Related Party Transactions in Malaysia (MS0075)

Siti Hajar Asmah Ali (National University of Malaysia, Malaysia) and Mohd Mohid Rahmat (Universiti Kebangsaan Malaysia, Malaysia)

Session 3B: Trade and Foreign Direct Investment (FDI)

Session Chair: Nik Malini Nik Mahdi, University Malaysia Kelantan, Malaysia

Northeast Asian Securities Firms Entered the Southeast Asian Markets – Eight Cases Interviews (MS0004)

Ku-Ho Lin (National Chung Hsing University, Taiwan), Tien-Chiang Teng (National Chung Hsing University, Taiwan) and Ming-Tse Wu (Chung-Hua Institution for Economic Research, Taiwan)

What Are Key Push Factors for Outward FDI from Emerging Economies? (MS0013)

Byung Il Park (Hankuk University of Foreign Studies, Korea) and Shufeng Simon Xiao (Hankuk University of Foreign Studies, Korea)

The Many Shades of Decoupling in Export Organisations (MS0029)

Nik Malini Nik Mahdi (University Malaysia Kelantan, Malaysia) and Symeon Mandrinos (University Malaysia Kelantan, Malaysia)

Session 3C: Marketing Strategies

Session Chair: Tsui-Yii Shih, National Taipei University of Business, Taiwan

Utilizing Discrete Event Simulation to Analyze Benefits of Implementing a Tablet-Based Service (MS0024)

Seth Brockmeyer (Illinois State University, USA), Pooja Lunker (Illinois State University, USA), Nick Reichman (Illinois State University, USA), Arkadius Tearney (Illinois State University, USA), Kara Warren (Illinois State University, USA) and Borinara Park (Illinois State University, USA)

A Collaborative Filtering Approach for Mobile Commerce Applications to Push Notifications on Mobile Devices and Wearable Accessories (MS0047)

Wing Lok Yeung (Lingnan University, Hong Kong)

Comparison Analysis of Firms Export Decision for Taiwan and Australia Food Processing Firms (MS0017)

Tsui-Yii Shih (National Taipei University of Business, Taiwan) and Rumintha Wickramasekera (Queensland University of Technology, Australia)

10:45 – 11:00 Tea Break

11:00 – 12:30 Special Panel Session International Convention Hall, Easeland Hotel

Special Panel Session: Connectivity and Prosperity - “ASEAN and China's Belt and Road Initiative”

Moderators: **Prof Geng Cui, Lingnan University**
 Prof Wenzhong Zhu, Guangdong University of Foreign Studies

Panelist: **Prof Yonglin Cheng and Prof Luyao Wang, GDUFS**
 Collaborative Innovation Center for 21st-Century Maritime Silk Road Studies

The Five Pillars of the ASEAN Economic Community and the Belt and Road Initiative: Twin Engines for ASEAN Development (MS0010)

Yuen Hoi Tham (City University of Macau, Macau)

Transport Infrastructure on Institutional Growth: An Implication of the China's Belt and Road Initiative (MS0057)

Tsz Leung Yip (The Hong Kong Polytechnic University, Hong Kong) and Mei Chi Wong (The Hong Kong Polytechnic University, Hong Kong)

12:30 – 14:00 Lunch Taste Café, Center for International Academic Exchange (Easeland Hotel)

14:00 – 15:45 Concurrent Session 4

Session 4A: New Product Development and Social Media

Session Chair: Weinian Qiu, Guangdong University of Foreign Studies, China

Uncovering the Interplay of Online Promotion Attributes: A Boosted Tree Approach (MS0040)

Ling Peng (Lingnan University, Hong Kong), Geng Cui (Lingnan University, Hong Kong) and Ju Wang (University of Electronic Science and Technology of China, China)

Picking Winners: New Product Concept Testing with the Item Response Theory (MS0061)

Chunyu Li (Guangdong University of Foreign Studies, China), Ling Peng (Lingnan University, Hong Kong) and Geng Cui (Lingnan University, Hong Kong)

When and Why Does the Presence of Friends Affect Status Update Frequency on Social Network Sites (MS0083)

Yu-Jen Chen (Lingnan University, Hong Kong)

How Does Social Environment Influence Radical Innovation in Supply Chain Contexts? Evidence from Chinese Private Manufacturing Firms (MS0086)

Xiaomei Li (Tianjin University, China) and Mengxin Wu (Tianjin University, China)

Session 4B: Issues on Multinational Enterprises (MNEs)

Session Chair: Bradley R Barnes, Sheffield Business School, United Kingdom

The Effect of Institutional Distance and Strategic Choices of Foreign Firms on Subsidiary Performance (MS0022)

Ching-Yi Lin (National Pingtung University, Taiwan) and Yi-Jin Wu (National Pingtung University, Taiwan)

Impact of Knowledge Transfer on Aspirations and Welfare: A Comparative Analysis of the Chinese and European MNEs in Ghana (MS0070)

Xiaolan Fu (University of Oxford, United Kingdom) and Shaheen Akter (University of Oxford, United Kingdom)

Improving Expatriation Success: The Central Role of Burnout (MS0038)

Bradley R Barnes (Sheffield Business School, United Kingdom), Avi Silbiger (Jerusalem College of Technology, Israel), Ron Beger (College of Law & Business, Israel) and Doug Renwick (Sheffield Business School, United Kingdom)

Session 4C: From ASEAN to China's Belt and Road Initiative

Session Chair: Jia Hao, Guangdong University of Foreign Studies, China

The Philippine Economic Growth Trends towards ASEAN Integration: Indicators for Inclusiveness (MS0008)

Jayson E Lannu (Jose Rizal University, The Philippines) and Miller A Mercado (Jose Rizal University, The Philippines)

The 21st Century Maritime Silk Road: Linking Precious Gems to Global Markets (MS0072)

Eugenia Yu Sum Wong (The Open University of Hong Kong, Hong Kong) and Wally Chi Wai Yau (The Open University of Hong Kong, Hong Kong)

The Geopolitical Web of Science: Traveling of Knowledge along Belt and Road Countries (MS0064)

Jia Hao (Guangdong University of Foreign Studies, China) and Chi-yue Chiu (The Chinese University of Hong Kong, Hong Kong)

15:45 – 16:00 **Tea Break**

16:00 – 17:30 **Concurrent Session 5**

Session 5A: Corporate Social Responsibility (CSR)

Session Chair: Wenzhong Zhu, Guangdong University of Foreign Studies, China

An Emerging Actor of Integrated Reporting in the Utilities Industry: A Case Study Deploying the Actor-network Theory (MS0042)

Carlos Noronha (University of Macau, Macau), Jieqi Guan (Institute for Tourism Studies, Macau) and Yayu Liu (Marquette University, USA)

Influential Factors for Managing CSR: A Comparison between China and Chile (MS0065)

Lei Huang (Guangdong University of Foreign Studies, China)

CSR by Foreign Firms in Indonesia, 1900s-1950s (MS0079)

Pierre van der Eng (Peking University, China/ Australian National University, Australia)

Session 5B: Doing Businesses in Emerging Economies

Session Chair: Shiao-Yen Tang, National Taipei University of Technology/ Industrial Development Bureau, MOEA, Taiwan

The Impacts of Ownership Restructuring and Institutional Development for Knowledge Spillover in Emerging Economies (MS0014)

Byung Il Park (Hankuk University of Foreign Studies, Korea) and Shufeng Simon Xiao (Hankuk University of Foreign Studies, Korea)

The Regulation of Motives and International Selection on Subsidiary Performance: A Study of Taiwanese MNCs (MS0090)

Wei Tsai (National Chung Hsing University, Taiwan) and Ku-Ho Lin (National Chung Hsing University, Taiwan)

The Configuration Approach of Capability Renewal, Slack and the Selection of Alliance Linkages (MS0048)

Lin-Hua Lu (National Taipei University of Technology, Taiwan), Shiao-Yen Tang (National Taipei University of Technology/ Industrial Development Bureau, MOEA, Taiwan) and Yi-Fen Huang (Dayeh University, Taiwan)

16:00 – 18:00 **AIBSEAR Executive Board Meeting** **Chinese Restaurant VIP Room 15**
All AIBSEAR Board members
Prof JT Li

20:00 – 21:00 **Pearl River Evening Cruise**
For participants who register for joining the evening cruise, please gather together for buses at the hotel lobby at **18:45**.
Boarding the “Miracle”, with light refreshment, at 19:50 (tentative)

4 December 2016, Sunday

09:00 – 10:45 **Concurrent Session 6**

Session 6A: Cross Cultural Management

Session Chair: Lei Huang, Guangdong University of Foreign Studies, China

Critical Success Factors of Firm’s Manufacturing Servitization Transformation: A Study on Manufacturing Industries in Taiwan (MS0021)

Wei Tsai (National Chung Hsing University, Taiwan) and Ku-Ho Lin (National Chung Hsing University, Taiwan)

Positive Traits and Performance of Internationally Engaged Executives (MS0041)

Leonardo Liberman (University of the Andes, Chile)

"If You Are Not Doing It With Us, You are Doing It To Us": Managing Relations with Affected Local Communities (ALC) in Cross-Border Projects (CBP) in Developing Countries (MS0044)

Richard Kenneth Cawley (Regents University, UK) and Robin James Dickinson (Regents University, UK)

The Ideology of He Xie for Management in the Chinese Context (MS0078)

Lei Huang (Guangdong University of Foreign Studies, China)

Session 6B: Personnel Issues in Emerging Markets

Session Chair: Weinian Qiu, Guangdong University of Foreign Studies, China

Personality Fit and Job Results of Expatriates in China: Assigned vs. Self-Initiated (MS0023)

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

Supervisor-subordinate Guanxi and Job Satisfaction among Migrant Workers in China (MS0032)

Jie Li (Shanghai University, China), Wangshuai Wang (Shanghai Jiaotong University, China), Gong Sun (Central University of Finance and Economics, China), Zhou Jiang (Griffith University, Australia), Zhiming Cheng (Macquarie University, Australia)

A Comparative Study on the Relationship among Job Security, Organizational Support and Job Satisfaction of Employees in Taiwan and Mainland China: Employability as Mediators (MS0051)

Michael Yao-Ping Peng (Hsuan Chuang University, Taiwan) and Yen-Chun Peng (Takming University of Science and Technology, Taiwan)

10:45 – 11:00 **Tea Break**

Session 7A: Purchase Intention and Branding

Session Chair: Denghua Yuan, Guangdong University of Foreign Studies, China

Factors Influencing Purchase Intention for Organic Products (MS0027)

Ching-Yi Lin (National Pingtung University, Taiwan), Yi-Jin Wu (National Pingtung University, Taiwan) and Ching Tung Chiu (National Pingtung University, Taiwan)

Modern or Traditional? How Time-honored Brands Update Their Product Attributes? (MS0056)

Xiaolin Li (Guangdong University of Finance and Economics, China), Yuyan Ma (Guangdong University of Finance and Economics, China), Jiayi Chen (Guangdong University of Finance and Economics, China) and Xiaoxia Yu (Guangdong University of Finance and Economics, China)

The Chinese's Buying Criteria for Consumer Products (MS0068)

Chanthika Pornpitakpan (University of Macau, Macau), Qiuling Li (University of Macau, Macau), Joseph A Sy-Changco (University of Macau, Macau) and Junsong Chen (East China University of Science and Technology, China)

A Triangle Model of Brand Psychological Security and Synthesis of Evidence (MS0087)

Denghua Yuan (Guangdong University of Foreign Studies, China) and Monica Thiel (Guangdong University of Foreign Studies, China)

Session 7B: Human Resource Management

Session Chair: Tomoki Sekiguchi, Kyoto University, Japan

Performance Based Reward Management Enhancing Employees' Commitment with Organization (MS0009)

Azman Ismail (Universiti Kebangsaan Malaysia, Malaysia), Ridwan Abd Razak (Universiti Kebangsaan Malaysia, Malaysia) and Yusniati Ishak (Universiti Kebangsaan Malaysia, Malaysia)

Organizational and Institutional Barriers for Welfare-based HRM Practices in the Exploitative Multinational Setting: A Critical Exploratory Investigation (MS0028)

Mohammad Jasim Uddin (Monash University, Malaysia), Wee Chan Au (Monash University, Malaysia) and Pervaiz K Ahmed (Monash University, Malaysia)

May Commitment HR Practices be a Recipe for Improving Doctor-Patient Relationship (DPR) in China? (MS0050)

Shaozhuang Ma (Instituto Universitário de Lisboa (ISCTE – IUL), Business Research Unit (UNIDE – IUL), Portugal), Xuehu Xu (The Third Affiliated Hospital of Guangzhou Medical University, China), Virginia Trigo (Instituto Universitário de Lisboa (ISCTE – IUL), Business Research Unit (UNIDE – IUL), Portugal) and Nelson J C Ramalho (Instituto Universitário de Lisboa (ISCTE – IUL), Business Research Unit (UNIDE – IUL), Portugal)

Female Managers' Work Values in China: A Grounded Theory Approach (MS0030)

Zhuo Zhang (Osaka University, Japan), Tomoki Sekiguchi (Kyoto University, Japan) and Jie Li (Shanghai University, China)

❧ End ❧