

**PROGRAM (Finalized Version)**

	DAY 1 (July 2, 2015)	DAY 2 (July 3, 2015)
Registration 8:30-16:00 (Days 1-2)	9:00-10:30 Sessions <b>A1, B1, D1, Poster</b>	9:00-10:15 Sessions <b>A2, B2, C2, D2</b>
	10:30-10:50 <b>Opening Address*</b> & Tea reception	10:15-10:35 Tea break
	10:50-11:50 Sessions <b>E1, F1, G1, H1</b>	10:35-11:50 Sessions <b>E2, F2, G2, H2</b>
	11:50-12:40 Lunch (Restaurant on 2/F)	11:50-12:40 Lunch (Restaurant on 2/F)
	12:40-14:40 Sessions <b>J1, K1, L1, M1</b>	12:40-14:40 Sessions <b>J2, K2, L2, M2</b>
	14:40-15:00 Tea break	14:40-15:00 Tea break
	15:00-17:00 Sessions <b>N1, P1, Q1, R1</b>	15:00-17:00 Sessions <b>N2, P2, Q2, R2</b>

\* **Opening Address by: Associate Professor Dr. Wichean Foypikul, President of Nakhon Ratchasima Rajabhat University, Thailand (venue: Kujyaku, 2/F).**

**Session A1: EDUCATION & LABOUR MARKET (venue: Kaede, 2/F)**

Chair: Siva Muthaly (RMIT University, Australia)

An Early *In Situ* International Business Program: The Language Curriculum at Shanghai's Toa Dobun Shoin (1900 - 1945) (s15-079)

Speaker: Paul Sinclair (University of Regina, Canada)

Predictors of the Effectiveness of the Strengthened Technical-Vocational Education Program in Selected Vocational High Schools in Region IV-A (s15-111)

Speaker: Virgilio Guevarra (City Schools Division of Dasmariñas)

Assessment on the Pivotal Role of the Philippine Entrepreneurship Education in the Development of Micro, Small, and Medium Enterprises (MSMEs) Sector (s15-220)

Speaker: Melchor Morandarte (Malayan Colleges Laguna)

Antecedents of Marketing and Non-Marketing Factors in Determining College Satisfaction Qualities (s15-119) *\*Best Paper Award\**

Speaker: Siva Muthaly (RMIT University, Australia)

**Session B1: CSR, BUSINESS ETHICS & LAW (venue: Ichou, 2/F)**

Chair: Bhasi A. Balakrishnan (Cochin University of Science and Technology, India)

Transparency and Privacy: Issues in Environmental Matters (s15-148)

Speaker: Alessia Vacca (University of Sassari, Italy)

Corporate Environmental Responsibility: A Study of the Influence of the Green Leaf Program on Five-Star Hotels in Bangkok, Thailand (s15-175)

Speaker: Jantharat Phan-Athiroj (AIH Higher Education, Sydney)

Companies' Unexpected Social Performance and Share Returns: Empirical Evidence from the South African Socially Responsible Index (s15-266)

Speaker: Paul-Francois Muzindutsi (North-West University, South Africa)

Does CEO Compensation Structure Influence the Relationship between Corporate Social Responsibility and Firm Performance? (s15-271)

Speaker: Chihwei Peng (National Changhua University of Education)

Environmental Practices in the Indian Pharmaceutical SMEs: An Assessment (s15-165)

Speaker: Bhasi A. Balakrishnan (Cochin University of Science and Technology, India)

**Session D1: MANAGEMENT & PUBLIC ADMINISTRATION (venue: Kikyo, 3/F)**

Chair: Ekkawit Maneethorn (Burapha University)

Financial Management Using Moderate Capitalism for Dairy Cow Farms in MahaSarakham Province, Thailand (s15-205)

Speaker: Phanita Soonthornchai (Rajabhat Mahasarakham University)

Inventory Management Factors that affect the Economic Order Quantity (EOQ) of Community Rice Mill Enterprises in Roi Kaen Sarn Provincial Cluster (s15-209)

Speaker: Somsuay Rumjuan (Rajabhat Mahasarakham University)

Approach to Enhance Thai Massage Business in Ang Thong Province (s15-095)

Speaker: Sasitorn Wachirapanyapong (Thepsatri Rajabhat University)

Administration in Accordance with Good Governance Principles of the Special Local Administrative Organization of Pattaya City (s15-041)

Speakers: Ekkawit Maneethorn & Chotisa Cousnit (Burapha University)

**POSTER PRESENTATION (venue: Kujiyaku, 2/F)**

An Inquiry-based Learning Activity Packages Creation of Title "Solid, Liquid and Gas" For Learning Achievement and For Critical Thinking Skills Development in Education of 21st Century for Upper Secondary School Students (s15-053)

Presenter: Atchara Jainanta (Chiang Mai Rajabhat University)

The Learning Activity Packages Creation with the Title "Amazing Rubber" by Using STEM Education Curriculum and 21st Century Skills Development for Secondary Education Level (s15-054)

Presenter: Kasenee Thongum (Chiang Mai Rajabhat University)

A Study of Health Status and Health Care for Senior Citizen at Mueang District Nakhon Ratchasima (s15-279)

Presenter: Tanida Phatisena (Nakhon Ratchasima Rajabhat University)

The Effect of Learning Activity by 7E Learning Cycle Model in The Topic of "The Reproduction of Flower Plant" For Upper Secondary School Students (s15-055)

Presenter: Soolkiflee Karee (Chiang Mai Rajabhat University)

Problem-based Learning (PBL) Instructional Packages Creation in the Topic of "Water Resources" For High School in Samoeng Pitthayakhom School Samoeng District, Chiangmai Province (s15-056)

Presenter: Weerawan Waenual (Chiang Mai Rajabhat University)

Applying Fuzzy Analytic Hierarchy Process to Evaluate Game App Download Criteria (s15-277)

Presenter: Chi-I Hsu (Kainan University)

The Internet Word-of-Mouth Analytics for Higher Education in Taiwan (s15-278)

Presenter: Chaochang Chiu (Yuan Ze University)

**Session E1: EMPIRICAL FINANCE & ECONOMETRICS (venue: Kaede, 2/F)**

Chair: Johnnie Johnson (University of Southampton)

The Influence of Weather on Trader's Decisions in a Financial Market (s15-101)

Speakers: Ming-Chien Sung (University of Southampton) & Leighton Vaughan Williams (Nottingham Trent University)

Overreaction of Limit-Hitting Stocks in Taiwan (s15-195)

Speaker: Weifeng Hung (Feng Chia University)

(E1 continued on next page ...)

Building a New International Stock Market Model to Identify Turning Points and Return Correlations in Taiwan's Stock Market (s15-043)

Speaker: Chi-Wei Hung (Tamkang University)

Towards an Understanding of the Impact of Noise Trading and Herding on the Efficiency of Markets (s15-100)

Speaker: Johnnie Johnson (University of Southampton)

**Session F1: AUDITING & CORPORATE GOVERNANCE (venue: Ichou, 2/F)**

Chair: Weiju Young (Chaoyang University of Technology)

Board Characteristics and Performance in the Banking Industry (s15-113)

Speaker: Hsiang-Lan Chen (National Kaohsiung First University of Science and Technology)

SEO Firms' Lottery-Like Characteristics, Institutional Ownership, and Long-Run Performance (s15-122)

Speaker: Junming Hsu (National Chung-Hsing University)

Overinvestment, Financial Constraints, and SEO Long-Run Performance (s15-103)

Speaker: Weiju Young (Chaoyang University of Technology)

**Session G1: ECONOMIC MODELLING (venue: Kujiyaku, 2/F)**

Chair: Juite Wang (National Chung Hsing University)

The Influence of Economic Conditions on the Optimal Level of Diversification (s15-114) *\*Best Paper Award\**

Speaker: Chien-Chih Lin (Tamkang University)

Price Stickiness Under Stochastic Demand (s15-030)

Speaker: Guan-Ru Chen (I-Shou University)

Understanding the Diffusion of Mobile Application Services: A Two-Sided Market Perspective (s15-104)

Speaker: Juite Wang (National Chung Hsing University)

**Session H1: EDUCATION & LEARNING (venue: Kikyo, 3/F)**

Chair: Suthasinee Sookkasame (Nakhon Ratchasima Rajabhat University)

A Study of Students' Learning Achievement in Thai Music Performance 205113 (Thai Orchestra) of the First-year Students, Music Program, Nakhon Ratchasima Rajabhat University Using Instructional Module (s15-230)

Speaker: Suthasinee Sookkasame (Nakhon Ratchasima Rajabhat University)

The Creative Leadership Skill Based-on Thainess Development for Bachelor of Educational Undergraduates Faculty of Education Nakhon Ratchasima Rajabhat University by using Integrated Instructional Activities (s15-226)

Speaker: Sirinat Jongkonklang (Nakhon Ratchasima Rajabhat University)

The Factors Affecting Online Social Networks Using Behaviors of High School Students in Nakhon Ratchasima Province, Thailand (s15-066)

Speakers: Kwunkamol Donkwa & Natcha Limpasirisuwan (Suranaree University of Technology)

**Session J1: INNOVATION, TECHNOLOGY & PROJECT MANAGEMENT (venue: Kaede, 2/F)**

Hosted by Research Center in Project Management, University of Quebec, Montreal.

Chair: Caroline Coulombe (University of Quebec in Montreal)

Why Do Projects Crash & Burn in Fragile Countries? (s15-252)

Speaker: Nohzatullah Ahmadzai (Kobe Institute of Computing)

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An Institutional Perspective of Knowledge Transfer within University and Industry Alliance (s15-023)  
Speaker: Lina Anatan (Maranatha Christian University)

Why Unlimited Data Usage Plans are Launched in the Korean LTE Ecosystem? : Some Clues from the Mobile Data Traffic in Korea (s15-246)  
Speaker: Hyeongjik Lee (Electronics and Telecommunications Research Institute)

The Impact of Technology Spillovers on Firm Choices and Performance: Evidence from Electric and Electronics Firms in Taiwan (s15-251)  
Speaker: Yih-Luan Chyi (National Tsing Hua University)

A Factor Analysis of Determining Success in Business Electronic Commerce from Bangkok Metropolitan Region (s15-036)  
Speaker: Katejarinporn Chaiya (Suan Sunandha Rajabhat University)

Innovation, Adaptive Leadership and Project Management (s15-173)  
Speaker: Caroline Coulombe (University of Quebec in Montreal)

**Session K1: EDUCATION & LEARNING (venue: Ichou, 2/F)**

Chair: Watunyoo Suwannaset (Burapha University)

A Corpus Based Analysis of English Errors of Elementary School Teachers: A Case Study of One School in Chon Buri, Thailand (s15-044)  
Speaker: Watunyoo Suwannaset (Burapha University)

Needs of Educational Administrators in Development Distance Learning (E-learning) (s15-108)  
Speaker: Suchada Bunrueang (Rajapark Institute Thailand)

The Development of Communicative English Language Abilities of the Students who Studying in English for Occupational Purposes Course (001006) at Nakhon Ratchasima Rajabhat University by Project Work (s15-238)  
Speaker: Varunee Surayotee (Nakhon Ratchasima Rajabhat University)

Guidelines for Voluntourism Development: A Case Study of Undergraduate Student Activities in the Northeast of Thailand (s15-259)  
Speaker: Annarviya Phutcharinya (Khon Kaen University)

Factors Affecting the Psychological Characteristics of Undergraduates Majoring in Education Nakhon Rachasima Rajabhat University (s15-235)  
Speaker: Petsuda Phumiphan (Nakhon Ratchasima Rajabhat University)

Human Capital of Logistics Worker: Empirical Study of Merchant Marine Company (s15-274)  
Speaker: Jongrak Hong-ngam (Khon Kaen University)

**Session L1: ACCOUNTING, BANKING & FINANCE (venue: Kujoyaku, 2/F)**

Chair: Ihsan Isik (Rowan University)

Stock Market and Heart Attack (s15-063)  
Speaker: Chun-Chih Chen (National Taipei University)

Cash is King? Detection of the Global Market in a Financial Crisis (s15-091)  
Speaker: Chong-Chuo Chang (Asia University)

Change of Individual Risk Aversion and the Financial Crisis: A Behavioral Perspective (s15-219)  
Speaker: Christine W Lai (National Taiwan Normal University)

(L1 continued on next page ...)

The Effect of Internal Auditor Competence and Objectivity, and Management Support on Effectiveness of Internal Audit Function and Financial Reporting Quality Implications (Survey at Local Government at Java Island, Indonesia) (s15-132)  
Speaker: Rindu Rika Gamayuni (Lampung University)

Relationship between CSR and Financial Performance: The First Comparative Study for Listed Companies in Thailand and USA (s15-201)  
Speaker: Pradit Withisuphakorn (NIDA Business School)

Auditors' Workload and Audit Report Timeliness: From the Perspective of Individual Audit Partners (s15-188)  
Speaker: Ching-Chieh Lin (I-Shou University, Taiwan)

A Political Analysis of Bank Failures in Turkey (s15-077) *\*Best Paper Award\**  
Speaker: Ihsan Isik (Rowan University)

### **Session M1: ENVIRONMENTAL SOCIAL SCIENCE (venue: Kikyo, 3/F)**

Chair: Waraporn Kosanlavit (Nakhon Ratchasima Rajabhat University)

Assessment Ecosystem of the Lamtakong River Basin (Thailand) Using Multivariate Statistical Techniques (s15-067)  
Speaker: Somphinit Muangthong (Rajamangala University of Technology)

Carbon Footprint of Students and Personnel of Nakhon Ratchasima Rajabhat University: Correlations and Relevant Factors (s15-229)  
Speaker: Nirun Kongritti (Nakhon Ratchasima Rajabhat University)

The Offset Prices in Rubber Plantations by Environmental Valuation (s15-232) *\*Best Paper Award\**  
Speaker: Haritsaluk Viriya (Nakhon Ratchasima Rajabhat University)

The Approach for Utilization of Extracted Tannins from Cassava Leaves as Bactericide: Preliminary Study (s15-070)  
Speaker: Rachain Kosanlavit (Suranaree University of Technology)

Designing an Outdoor Stage with a Dike to be a Landmark for the Art and Culture Nakhorn Ratchasima Rajabhat University (s15-236)  
Speaker: Rattaphan Sopavate (Nakhon Ratchasima Rajabhat University)

Effects of Spray Drying Conditions on Characteristics, Nutritional Value and Antioxidant Activity of Gac Fruit Aril Powder (s15-033)  
Speaker: Warangkana Angkananon (Walailak University, Thailand)

The Value Addition of Cassava Leaves from Extracted Tannins with Means of Inhibiting and Eliminating Escherichia coli: As an Economic Alternative for Wastewater Treatment (s15-241)  
Speaker: Waraporn Kosanlavit (Nakhon Ratchasima Rajabhat University)

### **Session N1: ECONOMIC GROWTH & DEVELOPMENT (venue: Kaede, 2/F)**

Chair: Mark Loo (Concordia University College of Alberta)

Small Business Finance in Bangladesh: Can "Crowdfunding" be an Alternative? (s15-017)  
Speaker: Bishnu Adhikary (Kobe University)

The Impact of Economic Shock on Childbearing Behavior: An Empirical Study of Taiwan in 2001 (s15-152)  
Speaker: Hsingwen Han (Tamkang University)

Understanding Conflicts Structure on Wine Industry Development in Yeongdong, Korea (s15-270)  
Speaker: Jae-hyuck Lee (Seoul National University)

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Creating Human Resource Development Strategy Through Capital The Strengthening of Human Capital, Structural Capital and Relational Capital to Improve Local Competitive Advantage (Survey Conducted in Bangka Belitung Islands Province) (s15-042)

Speaker: Reniati (Bangka Belitung State University)

Economic and Social Causes for a Late Development: A Comparison between India and Ethiopia (s15-264)

Speaker: Fabiana Sciarelli (Unitelma Sapienza University of Rome)

Sustainable Entrepreneurship in Developing Countries: Is That Even Possible? (s15-255)

Speaker: Mario Cesar Davila Aguirre (Universidad Autónoma de Nuevo León)

The Global Competitiveness of BRIC Nations: Performance, Issues and Implications for Policy (s15-031)

Speaker: Mark Loo (Concordia University College of Alberta)

**Session P1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Ichou, 2/F)**

Chair: Waradet Mesangrutharakul (Nakhon Ratchasima Rajabhat University)

Development of Health Promotion in Household a Model Sufficiantat Talad Community Muang Disttict Nakhonratchasima Province (s15-237)

Speaker: Tongtip Salawonglak (Nakhon Ratchasima Rajabhat University)

The Development of Public Relations Media for Nakhon Ratchasima Tourism Creating an International Economic Competition Potential (s15-233)

Speaker: Netchanok Khongthon (Nakhon Ratchasima Rajabhat University)

Transferring Local Wisdom on Pottery at Ban Talad, Talad Sub-District, Muang District, Nakhon Ratchasima (s15-227)

Speaker: Nutta Monthon (Nakhon Ratchasima Rajabhat University)

Potential Local Food Wisdom Korat (s15-228)

Speaker: Wannasa Sanlam (Nakhon Ratchasima Rajabhat University)

Pali Sanskrit and Tamil Words in South East Asia; A Case Study of the Thai, Lao, Malaysia Language (s15-240)

Speaker: Waradet Mesangrutharakul (Nakhon Ratchasima Rajabhat University)

**Session Q1: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Kujyaku, 2/F)**

Chair: Sam'un Jaja Raharja (Padjadjaran University)

Quality Design, Store Brand, and Consumer Preference (s15-026)

Speaker: Lu Hsiao (National Chung Hsing University)

Retail Mix Strategy in Hypermarket Bandung (s15-159)

Speaker: Ria Arifianti (Padjadjaran University)

An Exploratory Study of the Moderating Effect of Co-creation between Consumer Involvement and Brand Attitude on Consumer Buying Intention (s15-028)

Speaker: Zhewen Tang (The University of Manchester)

Online Shopping Behavior of Young People Market (s15-139)

Speaker: Cecep Safaatul Barkah (Padjadjaran University)

SILVER Marketing: Strategy for Senior Market (s15-208)

Speaker: Wilasinee Yonwikai (Bangkok University)

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Consumer Ethics in Taiwan: The Impacts of Relationship Proneness, Religiosity, and Business Attitude (s15-218)  
Speaker: Long-Chuan Lu (National Chung Cheng University)

Opportunistic Behaviour on Institution of Textile Industry in Indonesia: Experience From Permit Institution West Java Indonesia (s15-131)  
Speaker: Sam'un Jaja Raharja (Padjadjaran University)

**Session R1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Kikyo, 3/F)**

Chair: Kasak Tekhanmag (Thepsatri Rajabhat University)

Development Community Enterprise of Local Handicraft Groups in Angthong Province, Thailand (s15-140)  
Speaker: Panitsupa Thampramuan (Thepsatri Rajabhat University)

The Influence of Lopburi Arts on Thai Music and Dance (s15-045)  
Speaker: Derek Songkalayanawat (The College of Lop Buri Dramatic Arts)

Marketing Factors Influencing Purchasing Intentions for Environmentally Friendly Products of Consumers in Thailand (s15-234)  
Speaker: Phuangpornphat Viriya (Kasetsart University)

Recent Development of Inequality in Thailand: Evidences from Tax Returns and Household Survey (s15-096)  
Speaker: Vimut Vanitcharearnthum (Chulalongkorn University)

Characteristics of Thai Slow Tourist along the Khmer Cultural Route in Thailand: A Case of Nakhon Ratchasima Province (s15-280)  
Speaker: Juthathip Sutthitep (Khon Kaen University)

Strategies for Cultural Capital Potential Development to Promote Tourism for Creative Economy of Angthong Province, Thailand (s15-134)  
Speaker: Kasak Tekhanmag (Thepsatri Rajabhat University)

**Session A2: CSR, BUSINESS ETHICS & POLITICS (venue: Kaede, 2/F)**

Chair: Michael Hadani (Saint Mary's College of California)

Inspirations, Key Success Factors and Obstacles to Operate Social Enterprise in Tourism Business, Agriculture Business and Printing Media Business (s15-144)  
Speaker: Shawanluck Kunathikornkit (Srinakharinwirot University)

Does the Bangladesh Accord on Building and Fire Safety Provides a Sustainable Protection to Ready-Made Garment Workers? (s15-121) *\*Best Paper Award\**  
Speaker: Mohammed Al Bhadily (Curtin University)

The Challenges To Achieve Commonweal In Industrial Area (Case Study In Bandarlampung Industrial Area) (s15-181)  
Speakers: Erwin Octavianto & Angrita Denziana (University of Bandar Lampung)

Corporate Political Activity: More than Meets the Eye (s15-049)  
Speaker: Michael Hadani (Saint Mary's College of California)

**Session B2: AUDITING & CORPORATE GOVERNANCE (venue: Ichou, 2/F)**

Chair: Kook-Jae Hwang (Sogang University)

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Board Incentives and CEO Compensation: Evidence from the 1999 Financial Services Modernization Act (Gramm-Leach-Bliley Act) (s15-094)

Speaker: I-Ju Chen (Yuan Ze University)

The Impact of Collateralized Shares Shrinkage of Controlling Shareholders on the Ownership Structure, Corporate Performance and Market Value - Evidence from Changes in Regulation in Section 197 of the Companies Act of Taiwan (s15-193)

Speaker: Jau Yang Liu (Chinese Culture University)

The Impact of Underwriter's Reputation on Accounting Conservatism of IPO Firm: The Case of South Korea (s15-250)

Speakers: Na-Youn Kim & Kook-Jae Hwang (Sogang University)

### **Session C2: EDUCATION & LABOUR MARKET (venue: Kujyaku, 2/F)**

Chair: Jihyun Shim (Sookmyung Women's University)

Downgrading Employment of the University Graduates: Cases and Policy Solutions (s15-169)

Speaker: Sungeun Cho (Sookmyung Women's University)

On the Status of Korean Unemployed Female Youth and the Causes (s15-171)

Speaker: Hyewon Kim (Sookmyung Women's University)

University Choice in Thailand: Conjoint Analysis (s15-168)

Speaker: Nattaya Praditsuwan (Srinakharinvirot University, Thailand)

An Exploratory Study on Employee Assistance Program (EAP) Career Counseling: Focusing on Career Development Counseling (s15-170)

Speaker: Jin-young Lee & Jihyun Shim (Sookmyung Women's University)

### **Session D2: ECONOMIC POLICY & PUBLIC ADMINISTRATION (venue: Kikyo, 3/F)**

Chair: Pekka Valkama (University of Tampere, Finland)

Exploring Optimal Hedging Strategy in Thai Rice Pledging Scheme Policy (s15-180) *\*Best Paper Award\**

Speaker: Thanasin Tanompongphandh (Kasetsart University)

Building Effective Outplacement Program for the Middle-age or Elderly Retirees (s15-172)

Speaker: So-young Kim (Sookmyung Women's University)

The PPPs in ASEAN: Challenge on Market Governance Under Competition Law and Policy (s15-106)

Speaker: Pornchai Wisuttisak (Chiang Mai University)

Regulatory Problems of Pricing the Joint Use of Municipal Services (s15-248)

Speaker: Pekka Valkama (University of Tampere, Finland)

### **Session E2: ACCOUNTING, BANKING & FINANCE (venue: Kaede, 2/F)**

Chair: Gabriel Lochagin (University of Sao Paulo)

Banking Stability across Income, Legal Origin, Supervisory Regimes & Geographies (s15-253)

Speaker: D Dulani Jayasuriya (National University of Singapore)

Factors Affecting Financial Planning for Retirement: The Experience of Thai Working-age Urban Residents (s15-146)

Speaker: Piyada Sombatwattana (Srinakharinwirot University)

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The Collision of Legal and Economic Rationalities in Sovereign Debt Restructurings (s15-149)  
Speaker: Gabriel Lochagin (University of Sao Paulo)

**Session F2: EMPIRICAL FINANCE & ECONOMETRICS (venue: Ichou, 2/F)**

Chair: Alejandro Torres Mussatto (University of Valparaiso, Chile)

Determining the Lowest Loan-to-Value Ratio on Commercial Real Estate Investment (s15-200)  
Speaker: Jeng-Hsiang Lin (Hwa Hsia University of Technology)

Forecasting Stock Volatility Using Overnight Information: Evidence from the Australian Stock Exchange (s15-223)  
Speaker: Nirodha Jayawardena (Griffith University)

Return Predictability in the Australian Managed Funds (s15-245)  
Speaker: Luo Wang (Griffith University)

Measuring the Risk-Return and Ability to Timing of Management of Pension Funds in Chile, By Applying Financial Metrics (s15-012)  
Speaker: Alejandro Torres Mussatto & Eric Salinas Mayne (University of Valparaiso, Chile)

**Session G2: INTERNATIONAL TRADE, FINANCE & RELATIONS (venue: Kujyaku, 2/F)**

Chair: Basak Ozoral (American University in Dubai)

Investment Development Cycle: The Case of the Republic of Croatia (s15-038)  
Speaker: Sanja Franc (University of Zagreb, Croatia)

International Syndicated Loans and Japanese Regional Banks: Comparison between the First and Second Internationalization (s15-098) *\*Best Paper Award\**  
Speaker: Masaki Yamaguchi (Yamagata University)

The Role of Recipient Countries on Improving the Efficiency of Development Assistances (s15-258)  
Speaker: Gang Chen (Zhejiang Yuexiu Foreign Language University)

Integration of Muslims in the Global Economy; the Rise of an Islamic Market and Consumerism (s15-093)  
Speaker: Basak Ozoral (American University in Dubai)

**Session H2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Kikyo, 3/F)**

Chair: Chia-Lin Hsu (Chinese Culture University)

The Effect of Threshold-based Free Shipping Methods on Consumers' Purchase Intention (s15-050)  
Speaker: Yu-Tzu Pai (National Chung Hsing University)

The Determinants of Consumers Pay the Shipping Fee without Reaching the Free Shipping Threshold (s15-083)  
Speaker: Che-ling Liang (National Chung Hsing University)

On the Helpfulness of Online Product Reviews: Effects of Anonymity, Rating Extremity and Self-regulatory Focus (s15-182)  
Speaker: Nhat Quang Le (Norwegian School of Economics)

The Impacts of User Beliefs and Website Quality on Social Shopping Behaviors: Focusing on the Mediating Role of Flow Experience (s15-051)  
Speaker: Chia-Lin Hsu (Chinese Culture University)

**Session J2: ACCOUNTING, BANKING & FINANCE (venue: Kaede, 2/F)**

Chair: Lehte Alver (Tallinn University of Technology)

Working Capital Management: The Role of International Expansion (s15-160)

Speaker: Yi-Chein Chiang (Feng Chia University)

The Discussion of Influence Factors to Stock Market after Vietnam Joined WTO (s15-256)

Speaker: Huan Ngo Doan Quoc (DAYEH University)

The Number of Bank Relationships and Small Business Bankruptcies (s15-127)

Speaker: Yuta Ogane (Nagoya University)

Can Corporate Governance Effectively Reduce the Influences of Tax Avoidance Behavior on Cost of Debt? (s15-129)

Speakers: Meijuh Huang (Fu Jen Catholic University) & Jui-Chih Wang (National Taipei University of Business)

Fund Ranking and Family Strategies (s15-244)

Speaker: En-Hsin Lin (National Chi Nan University)

Accounting Journals in Estonia (s15-265)

Speakers: Jaan Alver & Lehte Alver (Tallinn University of Technology)

**Session K2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Ichou, 2/F)**

Chair: Weichen Chang (Chang Gung University)

The Influence of Negative Publicity on Brand Anthropomorphization (s15-081)

Speaker: Yi Hui Chen (National Chung Hsing University)

Assessing Brand Loyalty and Perceived Value (s15-059)

Speaker: Chieh-Peng Lin (National Chiao Tung University)

The Effects of Brand Familiarity, Perceived Risk, Perceived Value, and Brand Relationship on Private Brand Purchase Intention: The Moderating Role of the Endorser (s15-064)

Speaker: Li-Wei Wu (Tunghai University)

Context Contact: Need for Incorporating Context Awareness into Service Blueprinting (s15-123)

Speaker: Yiseul Kim (Seoul National University)

A Study of Watching Behavior on YouTube TrueView Ads (s15-034)

Speaker: Chi-Cheng Wu (National Sun Yat-sen University)

Good-Sense Marketing: Using Cultural Commodities to Promote Green Consumption in Taiwan (s15-057)

Speaker: Weichen Chang (Chang Gung University)

**Session L2: EFFICIENCY & PERFORMANCE (venue: Kujoyaku, 2/F)**

Chair: Sin-Jin Lin (Chinese Culture University)

Evaluating Competitiveness of Low-cost Airlines Using Entropy Weight and Grey Relational Analysis (s15-124)

Speaker: Yunjoon Lee (Seoul National University)

Factors Influencing Quality Performance Across Global Supply Chains: Some Qualitative Evidence (s15-089)

Speaker: YingYing Liao (Xi'an Jiaotong-Liverpool University)

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Integrating Fuzzy SERVQUAL into Refined Kano Model to Determine the Critical Service Quality Attributes of Chain Restaurants (s15-116) *\*Best Paper Award\**

Speaker: Tsu-Ming Yeh (Da-Yeh University, Taiwan)

Embedded Profitability: A Network View on the Japanese Automobile Industry (s15-153)

Speaker: Atsushi Inuzuka (Nagoya University)

Patent Map with Reflecting Weak Signals for New Technology Opportunities (s15-125)

Speaker: Jinseok Kim (Seoul National University)

Incorporating Manifold Learning with Data Envelopment Analysis for Corporate Efficiency Forecasting (s15-046)

Speaker: Sin-Jin Lin (Chinese Culture University)

### **Session M2: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Kikyo, 3/F)**

Chair: Chu-Chun Hsu (Southern Taiwan University of Science and Technology)

Revising Kostova's Framework of Psychological Ownership in MNEs (s15-082)

Speaker: Nai-Wen Chang (National Chi Nan University)

Relationship between the Humor of Team Members on Team Effectiveness: The Mediation of the Work Team Mood (s15-130)

Speaker: Shih-Han Yu (Yuan Ze University)

Entrepreneurial Education, Self-efficacy, and Locus of Control as Determinants of Entrepreneurial Approach (s15-247)

Speaker: Nader Al-Juma'i (Kwansei Gakuin University)

Would Gender be a Dimension for Informal Economies? An Empirical Study on Relation between Gender and Performance in Top Management Teams (s15-151)

Speaker: Yavuz Ercil (Baskent University)

An Integrated and Dynamic Leadership Framework: A Perceptual Map Integrating the Leader, Followers, Outcomes, and Context (s15-191)

Speaker: Edwin Portugal (State University of New York at Potsdam)

Firms' Dynamic Capability, Inertia and Their Individual Reaction in Collective Institutional Change (s15-192)

Speaker: Hsiang-Lin Cheng (National Chung Cheng University)

Human Resource Management and Perceived Stressor (s15-179)

Speaker: Chu-Chun Hsu (Southern Taiwan University of Science and Technology)

### **Session N2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Kaede, 2/F)**

Chair: Narueban Yamaqupta (Prince of Songkla University)

Analysis of Changes in Customers' Expectations of Service Quality in Banking Sector between 2007 and 2013 (s15-214)

Speaker: Ali Shirazi (Ferdowsi University of Mashhad)

The Effects of Bond Credibility for Service Guarantee on Consumer Behavior (s15-176)

Speaker: Tsu-Ming Yeh (Da-Yeh University, Taiwan)

How to Improve Customer Satisfaction by Frontline Employee Efforts in Service Recovery? (s15-177)

Speaker: Tsu-Ming Yeh (Da-Yeh University, Taiwan)

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The Study of the Effects of Visitor's Stay Experiences on Revisiting Intention at Green Island B & B, Taiwan (s15-194)  
Speaker: Yi-Jun Chen (Da-Yeh University, Taiwan)

OTOP Product Champion Marketing Strategy Model Which are Selected the Best OPC 5-star Product Approach of Chiangmai Province: The Fabric and Apparel Community, Thailand (s15-221)  
Speaker: Supathanish Termsnguanwong (PAYAP University, Thailand)

Methological Considerations in Examining Customer Value Toward The Consumption of Thailand Fast-moving Consumer Goods: The Multi-Item Measure Using the Perval Scale (s15-078)  
Speaker: Narueban Yamaqpta (Prince of Songkla University)

**Session P2: EMPIRICAL FINANCE & ECONOMETRICS (venue: Ichou, 2/F)**

Chair: Siwamong Dheera-aumpon (Kasetsart University)

Modeling International Tourism Demand in Cambodia: ARDL Model (s15-092)  
Speaker: Chantha Hor (Vongchavalitkul University)

A Financial Distress Pre-warning Model for Hospitality and Tourism Firms (s15-060)  
Speaker: Chang-Sheng Wang (National Chi Nan University)

Reverse Mortgage Loan to Hedge Longevity Risk in Korea (s15-099)  
Speaker: Yoonkyung Yuh (Ewha Womans University)

Firm Dynamics and Financial Frictions (s15-212) *\*Best Paper Award\**  
Speaker: Ching-Yi Lin (National Tsing Hua University)

Systemically Important Financial Institutions (SIFI) in Indonesian Banking System (s15-143)  
Speaker: Daniel Wojtyla (University of Indonesia)

Resource Misallocation in Thai Manufacturing Industries between 1996 and 2011 (s15-097)  
Speaker: Siwamong Dheera-aumpon (Kasetsart University)

**Session Q2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Kujyaku, 2/F)**

Chair: Waleerat Suphannachart (Kasetsart University)

The Relationship between Relative Deprivation and Health – the Verification of Mediated Effects from Negative Health Behaviors (s15-138)  
Speaker: Yen-Ju Lin (National Taichung University of Science and Technology)

Financial Demands and Funds to Support Community Enterprise in Cotton Products: A Case Study of the Cotton Hands Weaving Groups at Sobia Sub-district, Chom Thong District, Chiang Mai Province (s15-158)  
Speaker: Thodsaporn Chairprakong (Rajamangala University of Technology Lanna)

Assessment Indicators Establishment of a Friendly Transport Environment for the Elderly (s15-222)  
Speaker: Chia-Nung Li (Chinese Culture University)

Marketing System of Agricultural Cooperatives in Nepal: A Case Studies of Janagarathi Vegetable and Fruit Producer Agriculture Cooperative (s15-016)  
Speaker: Niroja Poudel (Ehime University)

Investment Aid – Instrument of Regional Development in Slovakia (s15-167)  
Speaker: Darina Saxunova (Comenius University, Bratislava)

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The Impact of Public Debt on Taiwan's Economic Growth (s15-118)  
Speaker: Ming-Hung Yao (National Kaohsiung University of Applied Science)

A Review of Agricultural Research System in Thailand: The Development, Policies, Institutions, Investment Patterns, and Impact Assessment (s15-061)  
Speaker: Waleerat Suphannachart (Kasetsart University)

**Session R2: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Kikyo, 3/F)**

Chair: Suthinan Pomsuwan (Bangkok University)

The Characteristics of Entrepreneur of Traditional Local Family Owned Business in Chiang Mai (s15-157)  
Speaker: Panomporn Chalermwan (Maejo University)

Effect of Managerial Practices and Innovations on the Performance of Small and Medium Scale Manufacturing Companies in Indonesia (s15-112)  
Speaker: Lena Ellitan (Widya Mandala Catholic University)

Autonomy in Subsidiaries: A German Experience in Turkey (s15-147)  
Speaker: Cigdem Baskici (Baskent University, Turkey)

Mobile Financial Service and Innovation Strategies of Taiwanese Banks in the Age of Bank 3.0 (s15-155)  
Speaker: Chia Hui Yu (National Chengchi University)

The Impact of Females' Leadership in Comparative Management to Achieve Management Excellence on Solving Problems Wisely in Crisis Situations (s15-072)  
Speaker: Suthinan Pomsuwan (Bangkok University)

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- Please be ready in the session five minutes before the schedule.
- The session chair will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted sparing 3-5 minutes for discussion.
- The session chair should remind the speaker three minutes before the time he or she is expected to end the presentation. If the speaker goes beyond the time allotted, the session chair should remind her or him to end the presentation.
- SIBR assumes no responsibility if presenters are unable to finish their presentation in the assigned session for any reasons.
- LCD projector, screen and laptop computer will be provided. Speakers are reminded to store their presentation files in their own USB storage devices. The organizer will NOT provide Internet connection.

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### Conference Venue – Ark Hotel Shinsaibashi

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- If you want to go to the famous shopping and entertainment district around Shinsaibashi, you can get into the Nagahoribashi Subway Station and then walk to the Shinsaibashi Station (5-10 mins) via the “CRYSTA” underground shopping street.
- From Shinsaibashi Station, you can take the subway train (Midosuji Line) to other major shopping and entertainment districts, e.g., Umeda (10-mins North of Shinsaibashi) and Namba (5-mins South of Shinsaibashi).
- Please download the full map from: <http://sibresearch.org/osaka-venue.html>.

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s15-214	Ali Shirazi	Ferdowsi University of Mashhad
s15-181	Angrita Denziana	University of Bandar Lampung
s15-259	Annarviya Phutcharinya	Khon Kaen University
s15-053	Atchara Jainanta	Chiang Mai Rajabhat University
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