## PROGRAM (First Version)

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<th>Time</th>
<th>DAY 1 (June 16th, 2018)</th>
<th>DAY 2 (June 17th, 2018)</th>
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<tr>
<td>9:00-10:35</td>
<td>9:00-10:35 Sessions A1, B1, C1</td>
<td>9:00-10:35 Sessions A2, B2, C2</td>
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<tr>
<td>10:35-10:50</td>
<td>10:35-10:50 Opening tea reception</td>
<td>10:35-10:50 Tea Break</td>
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<tr>
<td>10:50-12:00</td>
<td><strong>Keynote Speech</strong></td>
<td>10:50-12:15 Sessions D2, E2, F2</td>
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<td>12:00-13:25</td>
<td>12:00-13:25 Lunch (Ratchada Lounge on 2/F)</td>
<td>12:15-13:25 Lunch (Ratchada Lounge on 2/F)</td>
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<td>13:25-15:00</td>
<td>13:25-15:00 Sessions G1, H1, J1</td>
<td>13:25-15:00 Sessions T.B.A.</td>
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<td>15:00-15:15 Closing tea reception</td>
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<td>15:15-15:35</td>
<td><strong>Plenary Session: Presentation Skill</strong></td>
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<td>15:40-16:45</td>
<td>15:40-16:45 Sessions K1, L1, M1</td>
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* **Keynote Speech**: Dr. Bruno S. Sergi, Professor at University of Messina, Center Associate at Davis Center for Russian and Eurasian Studies of Harvard University, affiliated faculty of Harvard Institute for Quantitative Social Science. (Venue: Panorama I)

** **Plenary Session**: “Improved Presentation Slides for Improved Academic Presentations” by Dr. Donald J Kopka Jr, Towson University, USA. (Venue: Panorama I)

### Session A1: PRODUCTION, COMPETITION & STRATEGY (venue: Panorama I)

**Chair**: Dipti Sharma (Malaviya National Institute of Technology, India)

- **Will Low-cost Carriers Also Disrupt Long-haul Services?** (b18-031)
  - **Speaker**: Andreas Knorr (German University of Administrative Sciences)

- **Competitive Analysis of Public Urban Transport** (b18-076)
  - **Speaker**: Andrey Plakhin (Ural State University of Economics, Russia)

- **An Analysis of Competition in Short Term Power Market in India** (b18-065)
  - **Speaker**: Dipti Sharma (Malaviya National Institute of Technology, India)

### Session B1: MONEY, BANKING & FINANCE (venue: Panorama II)

**Chair**: Takayasu Ito (Meiji University, Japan)

- **The Information Contents of Institutional Herding** (b18-090)
  - **Speaker**: Cheng-Yi Chien (Feng Chia University, Taiwan)

- **Divest to be an Acquisition Target?** (b18-043)
  - **Speaker**: Dung Pham (Shippensburg University of Pennsylvania, USA)

- **Oil Prices and Real Exchange Rates in the NAFTA Region** (b18-111)
  - **Speaker**: Hugo Toledo (American University of Sharjah, UAE)

- **Short-Term Cross-Currency Basis Swap and Japanese Government Bond Markets under Non-Traditional Monetary Policy** (b18-082)
  - **Speaker**: Takayasu Ito (Meiji University, Japan)

### Session C1: QUANTITATIVE FINANCE & ECONOMETRICS (venue: VIP Room)

**Chair**: Tim Lueger (Darmstadt University of Technology, Germany)

- **Economic Uncertainty and Demand for Housing**: Evidence from Geographical Regions of England and Wales (b18-038)
  - **Speaker**: Taufiq Choudhry (University of Southampton, UK)

- **Measuring Stock Market Fluctuations: The Entropy Approach** (b18-062)
  - **Speaker**: Sonia Bentes (ISCAL and BRU-IUL, Portugal)

- **A VAR Evaluation of Classical Growth Theory** (b18-030)
  - **Speaker**: Tim Lueger (Darmstadt University of Technology, Germany)
Session G1: PRODUCTION, COMPETITION & STRATEGY (venue: Panorama I)
Chair: Ofer Zwikael (Australian National University)

A Translog Cost Function Estimation of the Korean Airline Industry (b18-133)
Speaker: Sang-Lyul Ryu (Konkuk University, S.Korea)

Intelligence Service for a Better Information: Application to a Terrorist Threat (b18-036)
Speaker: Sylvain Baumann (EDEHN, Normandie University, France)

An Asia-Pacific Comparison of Project Management Capabilities (b18-079)
Speakers: Ofer Zwikael (Australian National University) & Bhavya Sharma (Birla Institute of Technology, India)

Session H1: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Panorama II)
Chair: Jelena Franjkovic (Josip Juraj Strossmayer University of Osijek, Croatia)

Media Exposure Behavior of Tourists on Public Relations Media for Thai Food (b18-099)
Speaker: Sarinya Paisarnsombat (Kasetsart University, Thailand)

Integrated Media for Public Relations of Thai Food to Global Market (b18-100)
Speaker: Cherdpong Kheerajit (Kasetsart University, Thailand)

The Influence of Word of Mouth and Self Service on Customer Satisfaction and Loyalty (b18-107)
Speaker: Ludfi Djajanto (State Polytechnic of Malang, Indonesia)

Retail Price Image Dimensions: Different Influence on Consumers' Purchase Intention Regarding Purchase Frequency (b18-091)
Speaker: Jelena Franjkovic (Josip Juraj Strossmayer University of Osijek, Croatia)

Session J1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: VIP Room)
Chair: Saundarjya Borbora (Indian Institute of Technology Guwahati)

Developing an Entrepreneurship Culture: Challenges Faced by the Lao DPR (b18-050)
Speaker: Balbir Bhasin (University of Arkansas Fort Smith, USA)

Analyzing Regional Cigarette Consumption Elasticities in the Philippines (b18-094)
Speaker: Karen Grace Valdez (University of Santo Tomas, Philippines)

Tourist Potentiality Index: A Case Study at Dibru-Saikhowa National Park in Assam, India (b18-112)
Speaker: Saundarjya Borbora (Indian Institute of Technology Guwahati)

Session K1: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Panorama I)
Chair: Ivana Fosić (Josip Juraj Strossmayer University of Osijek, Croatia)

Proposal of Event Design Process Using Systems Engineering Approach (b18-092)
Speaker: Mikiko Nakada (Keio University, Japan)

Speaker: Seiji Shima (Keio University, Japan)

When Context Shape Affect: Alternative Job Opportunities as Mediator between Job Satisfaction and Turnover Intention (b18-096)
Speakers: Ana Trusić & Ivana Fosić (Josip Juraj Strossmayer University of Osijek, Croatia)
Session L1: TECHNOLOGY, INNOVATION & OPERATION RESEARCH (venue: Panorama II)
Chair: Harvey Ong (De La Salle University, Philippines)
Intelligent Capital and the Economy (b18-068)
Speaker: David Kleykamp (Tamkang University, Taiwan)
Can Sailing Ship Effect be an Effective Remedy to Technology Migrations? A Consideration on Sanyo’s Strategy in Rechargeable Battery Business (b18-085)
Speaker: Takuya Miyamoto (Kurume University, Japan)
The Applications of Expert System Among the Top Corporations in Metro Manila and its Perceived Advantages and Disadvantages (b18-067)
Speaker: Harvey Ong (De La Salle University, Philippines)

Session M1: ECONOMIC, SOCIAL & FINANCIAL DEVELOPMENT (venue: VIP Room)
Chair: Sajid Amit (Water.org Bangladesh)
Defining Target Benefits for Defense Investment (b18-089)
Speaker: Ofer Zwikael (Australian National University)
Assessing the Level of Awareness of Electronic Waste among the Business Economics Majors of the University of Santo Tomas, College of Commerce and Business Administration (b18-097)
Speaker: Karen Grace Valdez (University of Santo Tomas, Philippines)
Prospects and Challenges of Agent Banking in Bangladesh: A Case Study of Female RMG Workers (b18-049)
Speaker: Sajid Amit (Water.org Bangladesh)

Session A2: FINANCE & CORPORATE GOVERNANCE (venue: Panorama I)
Chair: Obeua Persons (Rider University, USA)
Determining the Optimal Capital Structure and Financial Strategy of Unilever Indonesia for Maximizing the Value of Firm and Shareholders (b18-040)
Speaker: Harry Prasetyo (Bandung Institute of Technology, Indonesia)
Adoption of Performance-Vested Equity Incentives under Investor Pressure: Window Dressing or Taking the Window of Opportunity? (b18-078)
Speaker: Chii-Shyan Kuo (National Taiwan University of Science & Technology)
Corporate Governance Characteristics of FCPA Violators (b18-022)
Speaker: Obeua Persons (Rider University, USA)

Session B2: DEMOGRAPHY, EDUCATION & DEVELOPMENT (venue: Panorama II)
Chair: Hon-Kwong Lui (Lingnan University, Hong Kong)
An Assessment of the Intercultural Competence of Fourth Year Business Administration Students of Saint Michael’s College of Laguna: Basis for the Development of a Career Development Program (b18-061)
Speaker: Adela J. Sanguyo (Saint Michael's College of Laguna, Philippines)
Availability of Schools and Child Activities: Evidence from Pakistan (b18-027)
Speaker: Sarah Rahim (Institute of Business Administration, Karachi)
Ageing Population and Rising Income Inequality in Post-Handover Hong Kong (b18-028)
Speaker: Hon-Kwong Lui (Lingnan University, Hong Kong)
Session C2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: VIP Room)
Chair: Sam'un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Place Branding to Improve Competitive Advantage (b18-140)
Speaker: Pratami Wulan Tresna (Universitas Padjadjaran, Indonesia)

The Effect of Country of Origin and Brand Image to Purchase Intention of Etude House (b18-141)
Speaker: Pratami Wulan Tresna (Universitas Padjadjaran, Indonesia)

The Effect of Lifestyle on Consumer Android Consumer Purchase Decision Process (Study on Android Indonesian Community) (b18-142)
Speaker: Pratami Wulan Tresna (Universitas Padjadjaran, Indonesia)

Strategy of Increasing Repeat Purchase in Restaurant Companies: Study in Bandung City, Indonesia (b18-129)
Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Analysis of Electronic Commerce Utilisation in SME: Study in Bandung City, Indonesia (b18-116)
Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Strategy to Increase the E-commerce Use of Small and Medium Enterprises in Bandung, Indonesia (b18-124)
Speaker: Sam’un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Session D2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Panorama I)
Chair: Ourvashi Bissoon (University of Mauritius)

Speaker: Tegar Satya Putra (Universitas Gadjah Mada, Indonesia)

Contemporary Economic Myths and Realities (b18-057)
Speaker: Ilya Bystrov (University of Buraimi, Oman)

Assessing the Impact of Institutional Quality on Sustainability in Sub-Saharan Africa (b18-071)
Speaker: Ourvashi Bissoon (University of Mauritius)

Session E2: QUANTITATIVE FINANCE & ECONOMETRICS (venue: Panorama II)
Chair: Udaya Konarasinghe (Institute of Mathematics & Management, Sri Lanka)

A Quasi-likelihood Approach to the Distribution of Financial Returns (b18-074)
Speaker: Yuzhi Cai (Swansea University, UK)

Teaching Four Simple Classification Methods of Data Mining Using Excel (b18-080)
Speaker: Kal Namit (Winston Salem State University, USA)

Forecasting Foreign Guest Nights in Hill Country of Sri Lanka (b18-066)
Speaker: Udaya Konarasinghe (Institute of Mathematics & Management, Sri Lanka)

Session F2: ACCOUNTING & FINANCE (venue: VIP Room)
Chair: Dong Jin Jung (Sogang University, Seoul)

Strategic Risk Management in the Chinese Property and Casualty Insurance Industry (b18-105)
Speaker: Yayun Yan (Naresuan University, Thailand)

The Impacts of Working Capital Policy on Firm’s Performances: An Empirical Study on Thai Listed Companies in Production Sector (b18-106)
Speaker: Chosita Pestonji (Suranaree University of Technology, Thailand)

(F2 continued on next page …)
The Association between Human Resource Characteristics of Internal Accounting Control System and Non-Audit Fees: Evidence from South Korea (b18-134)
Speaker: Dong Jin Jung (Sogang University, S.Korea)

Presentation in Absentia

Methodology for Determining the Level of Intangible Development of the Region (b18-121)
Authors: Julia Kolesnikova, Venera Zagidullina, Emil Valeev, Gleb Bychkov, Albert Fatkhullin (Kazan Federal University, Russia)

Reserves Assessment on the Basis of Experimental Modeling (b18-122)
Authors: Olga Kukushkina, Dmitriy Syradoev, Regina Yakunina, Oksana Yureva (Kazan Federal University, Russia)

~ End ~
Guide to Presenters and Session Chairs

- 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 (approx. 15 minutes each) plus 3 minutes for discussion.
- The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her 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 and computer will be provided in each conference room. Speakers are reminded to save their presentation files on their own USB storage devices. The organizer will NOT provide Internet connection.

Conference Venue – Emerald Hotel Bangkok

Conference Registration Desk
Conference participants will collect attendance certificates, proceedings (on USB drive) and official receipts from the registration desk. Please mention your Paper I.D. code at the desk to speed up the process. No certificates will be provided to non-registered co-authors. The conference registration desk will be open from AM08:30 to PM16:00 on June 16-17, 2018. Presenters assigned to morning sessions can register after they have finished their presentation.

Floor Plan of the Conference Venue (14/F, Atrium Wing, Emerald Hotel Bangkok)
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<th>Affiliation</th>
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Acknowledgement:
Special thanks are due to the administrative team from the Faculty of Economics, Thammasat University, for their time and effort contributed to the SIBR-Thammasat 2018 Conference.