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thinking for asia
Conference at a Glance…

Friday Afternoon
Conference Tour of the Panasonic Center
13:00-16:00

Friday Evening
Welcome Reception: 18:00-19:30
Sakura Room

Saturday Morning & Early Afternoon
Welcome & Featured Speaker Session: 9:15-15:15
Sakura Room
Welcome Remarks: Steve Cornwell, Joseph Haldane & Jeffrey Sommers: 9:15-9:30
Featured Speaker: Georges Depeyrot: 9:30-10:00
Coffee and Sweets Break: 10:00-10:30
Keynote Speaker: Michael Hudson: 10:30-12:00
Lunch Break: 12:00-13:00
Featured Speaker: Jeffery Sommers: 13:00-13:45
Panel Discussion with Michael Hudson and Jeffrey Sommers chaired by Jerry Platt
Coffee and Sweets Break: 15:15-15:45

Saturday Late Afternoon
Parallel & Poster Sessions
15:45-17:15
Various Rooms

Saturday Evening
A Night Out in Osaka Conference Dinner (Ticketed)
18:30-20:30
Meet in the Lobby at 18:00

Sunday Morning & Early Afternoon
Parallel Sessions: 9:00-14:45
Parallel Sessions Sunday 1: 9:00-10:30
Coffee and Sweets Break: 10:30-10:45
Parallel Sessions Sunday 2: 10:45-12:15
Lunch Break: 12:15-13:15
Parallel Sessions Sunday 3: 13:15-14:45
Coffee and Sweets Break: 14:45-15:15

Sunday Mid-Late Afternoon
Featured Speaker & Closing Session
15:15-16:30
Featured Speaker: William Saito: 15:15-16:15
Closing Remarks: Joseph Haldane and Jeffrey Sommers: 16:15-16:30
Letter of Welcome

From the Executive Director of the International Academic Forum

Dear Friends and Colleagues,

Welcome to the Second Asian Business and Management Conference 2011, one of IAFOR’s smallest events, but one of its most thought provoking and stimulating, and one that offers a great chance for networking.

Last year the inaugural conference welcomed economist, politician and central banker, Don Brash as our keynote speaker to discuss the ongoing implications of the 2008 economic crisis. Among the attendees, much of the discussion focused on issues of containment, as well as considering recovery as though a definite end were in sight. One year on and the waters seem to be getting choppier. These unsettling times challenge, frighten and inspire us.

Black swans of every shape and size, and in increasing number seemed to appear throughout much of the past twelve months as dictators and tyrants fell in the Middle East and ushered in a period of greater uncertainty. Markets rose and fell, and Mother Nature was not at her most kind, with floods in Australia, South Asia and Thailand, and devastating earthquakes in New Zealand, Japan and most recently Turkey. Panic and fear in the western democracies spread as US politicians fought over a budget, and the European economic project has shown itself to be fundamentally flawed and vulnerable. As we lurch from crisis to crisis there are undoubtedly huge opportunities alongside these great challenges and over this weekend we will try and bring some perspectives and reflection to these tumultuous events.

As business people and educators we learn within and from a world in a constant state of change. The past twelve months have only served to highlight that we are no longer insulated from global events in the way that we once were, and the forces of internationalization and globalization, once perhaps concepts that seemed far off and abstract, now surround, envelope and touch us all. We have a great deal to learn from each other in this international academic forum.

While we are a much smaller event than usual in these unusual circumstances for Japan, we are extremely lucky to have several thought leaders with us to help navigate through these uncertainties, and perhaps try and make some sense of today’s events. We are extremely lucky to welcome as keynote speaker one of the world’s most influential economists, Professor Michael Hudson, as well as featured speakers Jeffrey Sommers, Georges Depeyrot, William Saito, and Jerry Platt.

IAFOR conferences would not be what they are without the backing of our university partners throughout the world, and I would like to thank La Trobe University (Australia), Hong Kong University of Science and Technology Business School, Chulalongkorn University’s Sasin School of Business (Thailand), Zagreb University (Croatia), EFMD and the GRLI for their continued support for ABMC. My thanks go to Associate Dean David Wilkinson of La Trobe, and Professor Don Brash of AUT for assistance in shaping the conference theme and programme; also to Local Conference Chair Professor Steve Cornwell and his wife Yoshiko, who continue to be of great help both in the run up, and during the event. I would also like to thank IAFOR IAB Chairman Stuart Picken, who as a colleague and friend has been of great and steadfast support in difficult times, as have ACCJ Chubu Business Program Chair, Steve Burson, and Brian Aycock, Director of Johnson Hatch.

On behalf of IAFOR, and personally, I would like to thank you for making the effort to come to the conference, whether you are based in Japan, or the other side of the world. Over this long weekend, as we express divergent views, search for common ground, and look for the synergies that can inspire multi-disciplinary collaborations, I have every confidence that your active participation will reward your effort. I look forward to meeting you all.

Respectfully,

Joe Haldane

Dr Joseph Haldane,
B.A. Hons., Ph.D. (London), F.R.A.S.
Executive Director, The International Academic Forum
The vision of iafor grew out of the perceived need to fill a vacuum in the communication and exchange activities of the academic world. Its mission arose out of examining that space and investigating why it existed. The vacuum existed because of the lack of opportunity for serious and thoughtful exchange between academics, members of the global business community, and practitioners in the fields of human endeavor that linked these groups together. In the field of education, for example, we have academic theorists, educational managers (political decision-makers and organizational directors) and classroom teachers with their support staff in IT, library work, exchange programs, and specialist fields. But how often do they have the opportunity to interact?

Moving beyond one particular field, larger questions arise. What function should universities prioritize in the 21st century? What do businesses see as their contribution to social and global wellbeing? How can people on the ground, trying to implement improvements that will transform human life, best be supported? And perhaps above all, what are the agendas that will drive mechanisms to enable these groups to interact effectively.

One piece of distilled thought that came from early exchanges at an iafor conference was the recognition that some of the rhetoric of concern about the problems of developing nations was perhaps over-focused on the term “poverty” because it can be defined only in a relative way. “Hunger” was put forward as being more immediate and itself a contributory factor to poverty, rather than the other way round. One key to the hunger issue could be the provision of safe drinking water, or water for irrigation in some contexts, while flood management might be necessary elsewhere. These, in and by themselves become valuable only insofar as they help to relieve hunger in specific contexts.

iafor is affording opportunities that do not exist elsewhere. The base is Osaka, Japan’s great commercial and manufacturing hub, one symbol of the emerging Pacific economy that in time will eclipse the long dominant Atlantic zone. iafor conferences present those taking part with three unique dimensions of experience. First of all, it encourages interdisciplinary activity to be expanded. Depending on the field, this can face varying degrees of difficulty, ranging from discouragement to downright prohibition. Those overly dependent on fixed academic structures often see lateral thinking as a threat. None of these negatives apply in iafor. Its purpose is to generate new approaches that cross any disciplinary lines. The principle employed is to let the imagination permit intuitive responses to
questions. There are no panels of critics. There are simply people who want to listen and reflect. The model of academic work as potholing is replaced by the metaphor of mountaineering. While respecting the need for solid and well-founded academic work, we feel the need to go beyond it from time to time to discover fresh approaches to old questions.

Secondly, it facilitates the heightening of intercultural awareness. Again, iafor encourages innovation through cross-cultural perception. Cultural roots influence people in their attitudes more than most would realize or admit. The need to see and internalize insights gained from other viewpoints is met by a process of steady illumination.

Thirdly, it promotes the broadening of international exchange. We may live in a globalized world, but in reality parochialism still holds sway. The collapse of the U.S.S.R and the break-up of Yugoslavia led to the re-establishment of numerous former countries. While this may be desirable for the peoples concerned, it merely adds to the world’s cultural confusion. Exchange leads to explanation and that helps the growth of intercultural awareness.

iafor makes all of these developments possible in one gathering. An iafor conference is not a substitute for specialist conferences. It is intended to be an alternative that functions as a balance or even a corrective to the extreme tendencies that can arise from more narrowly defined research parameters. In short, iafor is promoting and facilitating a new multifaceted approach to one of the core issues of our time, namely globalization and its many forms of growth and expansion. Awareness of how it cuts across the worlds of business, and academia, along with its impact on societies and institutions is one of the driving forces that has given iafor its momentum and is making it a pioneer in this global age.

Rev. Professor Stuart DB Picken

Order of the Sacred Treasure (瑞宝中授章),
M.A. (Hons), B.D., Ph.D., F.R.A.S.
Chairman, Japan Society of Scotland & Chairman, IAFOR International Advisory Board
General Information for Conference Participants

Information and Registration

The ABMC 2011 Registration and Information Desk will be situated in the Kiku base room on the second floor of the hotel throughout the conference. If you have already paid online, or by bank transfer, you will be able to pick up your registration pack. This will include a tote bag, the ABMC 2011 programme, and your official certificate of attendance and receipt of payment (on the same sheet). At this time you will also be given a name card, and lanyard.

For those people wishing to pay on the day, please note that we will not be able to process credit cards.

Conference Welcome and Keynote Session: Saturday 9:15-15:15

The Plenary session will be held on Saturday morning, with the event beginning at 9:15 in the Sakura Function Room (next to the Kiku base room on the second floor). Please arrive in good time if you wish to attend the session.

There will be an interval after the first keynote address and complimentary refreshments and light snacks will be served, as they will twice daily throughout the conference.

Concurrent Speaker Sessions

Concurrent Sessions will run on Saturday afternoon, and on Sunday until 14:45. They are generally organized into streams. Sessions are usually 90 minutes in length, and normally include three presenters. Each presenter has thirty minutes including Q and A time. Exceptionally there may be four presenters to a session, and the session length is increased accordingly.

Presentations and Equipment

All rooms will be equipped with a MacBook computer pre-installed with Powerpoint, as well as a screen and an LCD projector. If you wish, you may directly link your own PC laptop, although we advise you to use the computer provided by plugging in your USB.

We recommend that you bring two copies of your presentation in the case that one fails, and suggest sending yourself the presentation by email as a third and final precaution.

Session Chairs

Session Chairs are expected to introduce themselves and other speakers (briefly), and ensure that the session begins and ends on time, and that the time is divided fairly between the presentations (see below). Each presenter should have no less than 30 minutes in which to present his or her paper, and respond to any questions. We recommend 20 minutes for your paper and 10 minutes for Q and A. Please follow the order in the programme, and if for any reason a presenter fails to show, please keep to the original timeslots as delegates use the programme to plan their attendance.

A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role.

Poster Sessions & Poster Requirements

All Poster Sessions will be held in the Kiku base room. The poster frames are B1 and so it is recommended that posters be no larger than B1 (707mm x 1000mm/27.8 inches x 39.4 inches). A1 (594mm x 841mm/23.4 inches x 39.4 inches) would also be fine. If your poster is outsized, then we will be able to provide double sided and normal tape.

Internet

There will be no guaranteed Internet connection in the third floor presentation rooms, but there will be wireless connection throughout most of the second floor.

For your convenience, there will also be a limited number of computers wired up to the Internet in the Kiku base room.
Badges

When you check in, you will receive a conference package, which includes your name badge. Wearing your badge is required for entrance to the sessions. If you lose your badge it can be replaced for a fee of JPY 5000. You must wear your badge at all times during the Conference.

If you are not wearing your badge, security will stop you and ask you to show your ID and evidence that you are registered. Those unable to show proof will be escorted from the Conference by security.

There are (4) colors of badges indicating the type of conference participant:

- RED: Presenters and General Audience
- YELLOW: Keynote and Featured Speakers
- BLUE: Conference Exhibitors and Affiliates
- BLACK: IAFOR Staff & Board Members

What to Wear & Bring

Attendees generally wear business casual attire. You may want to bring along a light jacket or sweater, as the temperature in meeting rooms is often difficult to control.

Security

The Japanese police have been enforcing random passport and identification checks. If you do not have identification when stopped, the police will detain you. There may also be a financial penalty. For the enjoyment of all participants, inappropriate behavior will not be tolerated and violators will be removed from the premises. Do not leave personal items or conference bags unattended anywhere in the Ramada Osaka Hotel as this will be taken away by security.

Smoking

The Ramada has implemented a Clean Indoor Air Act; therefore, smoking is not permitted in any of the conference rooms or the ballroom. Please smoke only in designated areas. There is a smoking room on the second floor at the top of the escalators.

Photo/Recording Waiver

There will be photography, audio and video recording at the conference. By entering the event premises you give consent to the use of your photograph, likeness or video or audio recording in whole or in part without restriction or limitation for any educational, promotional, or any purpose for distribution.

Digital Archives

Participants wishing to have their pictures posted to the ABMC webpage and archives are welcome to submit their pictures to thaldane@iafor.org. Pictures will be reviewed for quality and appropriateness. Those selected will be uploaded to the online archives and Facebook page.

Refreshment Breaks

Complimentary coffee, tea, and light snacks will be provided twice a day, for one hour periods in the middle of the morning and then again in the afternoon. All other meals, including lunch and dinner, can be purchased at any of the restaurants or convenience stores in and around the Ramada Osaka.

Meals & Drinks

As a conference registrant, if you booked through the conference site and if you are staying at the Ramada then the buffet breakfast is included in your room price. This is a good occasion to start the day and meet other delegates. You must book through the Ramada to enjoy this arrangement.

20% Off Food and Drink

Conference Delegates are entitled to a 20% discount at the Neuf-Neuf Dining and Café (breakfast, lunch and dinner), The Tenzan teppan-yaki (lunch and dinner), the Lampada Restaurant (lunch and dinner) and très très bon (lunch and dinner). Just show your badge to receive this discount.
The Saturday Evening Conference Dinner

Ganko Japanese Restaurant

The official conference dinner will be held in a downtown Osaka restaurant a short walk from the Ramada hotel, and provide a relaxed and enjoyable environment to meet and network with other delegates. The dinner price includes a set Japanese menu and a choice of soft and alcoholic drinks.

This is ticketed event and there are a limited number of places A vegetarian option is available but we are unable to offer a vegan option. Please confirm any dietary requirements at the reception desk before 1PM on Saturday.

Conference dinner: JPY5,000 (includes food and drink)

Meet in the lobby of the Ramada hotel (opposite reception) at 18:00. Please be in good time!

CONFERENCE PROCEEDINGS

The Conference Proceedings are published on the iafor website (www.iafor.org), and can be freely accessed as part of the research archive.

All authors may have their full paper published in the online conference proceedings. Full text submission is due by December 1 2011 through the online system. The proceedings will be published on December 15.

Authors will have pdf copies of their offprints mailed to them by the IAFOR office by the end of January 2012.

Title: The Asian Business and Management Conference Official Conference Proceedings
ISSN: 2186-5914
URL: http://www.iafor.org/abmc_proceedings.html
Keynotes & Featured Speakers
ABMC 2011 Keynote Speaker 10:30-12:00 (Sakura Room)

Professor Michael Hudson
University of Missouri at Kansas City, USA

Debts that can’t be Paid, Won’t: What Happens Next?

Professor Michael Hudson is a financial analyst and president of the Institute for the Study of Long Term Economic Trends. He is Distinguished Research Professor of Economics at the University of Missouri at Kansas City and an honorary professor of economics at Huazhong University of Science and Technology, Wuhan, China.

Hudson has served as an economic adviser to the US, Canadian, Mexican, and Latvian governments, and as a consultant to UNITAR, the Institute for Research on Public Policy, and the Canadian Science Council, among other organizations. While at the Hudson Institute, he published studies on world monetary reform (with Herman Kahn), the balance of payments implications of the energy crisis, technology transfer, and related topics for the Energy Research Development Agency, the National Endowment for the Humanities, and other US agencies. He is a past director of economic research at the Riga Graduate School of Law and has served on the graduate faculty of The New School for Social Research, as a guest lecturer at the Berlin School of Economics, and as a visiting scholar at New York University. In conjunction with Harvard University's Peabody Museum, he headed an archaeological research team on the origins of private property, debt, and real estate.

Hudson has written or edited more than ten books on the politics of international finance, economic history, and the history of economic thought, including Super Imperialism: The Economic Strategy of American Empire (1972); Global Fracture: The New International Economic Order (1977); and Trade, Development and Foreign Debt (1993). His trade books have been translated into Japanese, Chinese, Spanish, and Russian. He sits on the editorial board of Lapham's Quarterly and has written for the Journal of International Affairs, Commonweal, International Economy, Financial Times, and Harper's, and is a regular contributor to CounterPunch.

He has been a Wall Street analyst, chief economist at the Hudson Institute, and served as chief economic adviser to the 2008 US presidential candidate Dennis Kucinich. He was listed one of six economists by the Financial Times who correctly predicted the 2008 economic crisis.

Hudson holds a BA from the University of Chicago and an MA and a Ph.D. in economics from New York University.
ABMC 2011 Conference Chair & Featured Speaker: Saturday 13:00-13:45 (Sakura Room)

Jeffrey Sommers, University of Wisconsin-Milwaukee, USA

Origins of our Global Economic Crisis: Causes and Perspectives from the Past 500, 50 & 5 Years

Dr. Jeffrey Sommers is Associate Professor of Political Economy in the Department of Africology at the University of Wisconsin-Milwaukee. He is also visiting faculty at the Stockholm School of Economics in Riga, where he created and curates the Andre Gunder Frank Memorial Library.

Dr. Sommers did his doctoral work under the supervision of Andre Gunder Frank, Patrick Manning and Noam Chomsky. He publishes academic works on the spatial fixes the long crisis of capital accumulation. His analysis also appears in The Guardian, Al-Ahram, The Moscow Times, The European Voice, Counterpunch, and several other journalistic and policy venues. He has also provided economic counsel to governments at the prime minister level with his colleague Michael Hudson.

ABMC 2011 Featured Speaker: Saturday 9:30-10:00 (Sakura Room)

Georges Depeyrot, Centre National de la Recherche Scientifique, France

From Isolation to Globalization: The Meiji Yen

Professor Georges Depeyrot is a monetary historian at the Centre National de la Recherche Scientifique in Paris. He began his scientific career in the 70’s in studying coin finds and joined the CNRS in 1982. After some years he joined the Centre de Recherches Historiques (Ecole des Hautes Etudes en Sciences Sociales) and now works at the Ecole Normale Superieure.

Following his habilitation in 1992, he specialized in international cooperative programs that aim to reconsider monetary history through a global approach. He has headed many cooperative programs linking several European countries, and those nearby, such as Georgia, Armenia, Russia, and Morocco. The author or coauthor of more than one hundred volumes, he founded and currently manages the Moneta publishing house, now the main collection of books on money and monetary economics (www.moneta.be). As well as a continued interest in the studies of Ancient coin finds, his current research program is mainly devoted to the history of the 19th century monetary unifications and crises, in cooperation with researchers from European countries, Russia and Japan.

A member of the IAFOR International Advisory Board, Georges will be spending much of 2011 in Tokyo at the head of a joint research project between the CNRS and the University of Tokyo.
William Saito, CEO, InTecur, K.K., Japan

Reinvigorating Japan’s Entrepreneurial Energy: Will the next Sony be from Tohoku

Recently selected as a 2011 Young Global Leader by the World Economic Forum, William H. Saito is an advisor to governments worldwide, venture capitalist, educator and lecturer.

He has spent the past two decades shaping information security policy, establishing and selling companies, and managing public corporations.

In 1991, he founded I/O Software, Inc., in California, and built it into a global leader in security software development, earning recognition in 1998 as Entrepreneur of the Year from Ernst & Young, NASDAQ and USA Today.

In 2000, Microsoft integrated the company’s core authentication technology into the Windows operating system, and the technology was licensed to over 160 companies globally. After the acquisition of his company by Microsoft in 2004, Saito moved to Japan to address business and technology issues for clients worldwide and founded InTecur, K.K., a consultancy that helps companies identify and develop applications and markets for innovative technologies.

Jerry Platt, Akita International University, Japan

Risk Assessment and Strategic Analysis with Imperfect Information: A Case Study of Apple

Dr. Platt is Professor of Global Business at Akita International University, a public international liberal arts institution in northern Japan, and Professor Emeritus at San Francisco State University. His interests span business, technology and public policy.

Jerry previously served as dean at two American business schools. He spent most of his academic career at San Francisco State University, in their AACSB-accredited College of Business that enrolls more than 6,000 students from more than 70 countries. Starting as a part-time lecturer one night a week while working in industry, Jerry became a full-time Professor of Finance, and rose through the ranks to become the first internal selection as Dean of the College. Later, Jerry moved to Southern California to accept appointment to the initial Senecal endowed chair and School of Business deanship at the University of Redlands. Balancing industry with academic interests, Jerry also served as head of financial analysis for a Bay Area Fortune 500 company, and as CEO of an aviation firm. He has been Principal Investigator on more than twenty U.S. federal research grants.

Dr. Platt received a B.S. cum laude at Michigan State University, an MBA from Wayne State University, an M.S. in Public Administration from The Ohio State University, and an M.S. in Statistical Computing from Stanford University. He was granted the first Ph.D. degree from what is now the John Glenn Graduate School of Public Affairs at The Ohio State University.
Ramada Osaka
Conference Rooms
Saturday
Welcome Remarks: Steve Cornwell, Joseph Haldane & Jeffrey Sommers: 9:15-9:30

Featured Speaker: Georges Depeyrot: 9:30-10:00

Coffee and Sweets Break: 10:00-10:30

Keynote Speaker: Michael Hudson: 10:30-12:00

Lunch Break: 12:00-13:00

Featured Speaker: Jeffery Sommers: 13:00-13:45

Panel Discussion with Michael Hudson and Jeffrey Sommers

chaired by Jerry Platt

Saturday Session 1: 15:45-17:15

Law and Economics
Room: Sakura A

Session Chair: Kay-Wah Chan

0041
*The 2009 PRC Tort Liability Law: Implications for Enterprises Operating in China*
Kristie Thomas, University of Nottingham, UK

0082
*Alternative Dispute Resolution in Islamic Finance: From Adversarial to Non-Adversarial Justice*
Surianom Miskam, Islamic University College Selangor, Malaysia
Nor’Adha Abdul Hamid, Islamic University College Selangor, Malaysia

0107
*The 21st Century – An Era for China’s Large Law Firms?*
Kay-Wah Chan, Macquarie University, Australia

Saturday Session 1: 15:45-17:15
Room: Sakura B

Financial Economics

Session Chair: Ming-Yuan Li

0063
*Firm Ratings Momentum and Market Crisis*
Nicholas Lee, Chaoyang University of Technology, Taiwan

0043
*Bears and Pairs*
Kathleen Walsh, Australain National University, Australia
David Tatwei Tan, Australain National University, Australia

0075
*Firm Performance and Incentive Compensation: A Quantile Regression Approach*
Ming-Yuan Li, National Cheng Kung University, Taiwan
Saturday Session 1: 15:45-17:15

Room: Kashi

Business Administration and Business Economics; Marketing; Accounting 1/5

Session Chair: Jose Lopez Rodriguez

0062
The Effect of Conflict Resolution and Culture Sensitivity through the Lens of Relational Exchange Theory on the Performance of International Joint Ventures (IJV) in Thailand: An Empirical Study of ASIAN Foreign Direct Investment (FDI)
Wanida Wadeecharoen, Tonburi University, Thailand
Athiwat Kanjanavanikul, Tonburi University, Thailand
Sombat Teekasap, Tonburi University, Thailand

0094
The Effect of Marketing Determinant towards Small and Medium Enterprise (SMS’s) International Joint Venture (IJV) Performance in Thailand Manufacturing Sectors
Athiwat Kanjanavanikul, Tonburi University, Thailand
Wanida Wadeecharoen, Tonburi University, Thailand
Sombat Teekasap, Tonburi University, Thailand

0048
Open Innovation: Analysis of the Incentives Problems of this New Paradigm of Innovation Management
Jose Lopez Rodriguez, University of A Coruna, Spain
Antonio Garcia Lorenzo, University of A Coruna, Spain
Paulino Montes-Solla, University of A Coruna, Spain

Saturday Poster Session: 15:45-17:15

Room: Kiku

Business Administration and Business Economics; Marketing; Accounting 2/5

0056
The Relationship between Disclosure of Audit Fees and Market Share of Industry Specialist Auditor-Evidence from Taiwan
Chun-Ju Fang, National Changhua University of Education, Taiwan

0059
The Influence of Employees’ Self-monitoring Ability on Their Innovative Behavior-The Mediation Effect of Behavioral Flexibility
Shu-Ling Wu, National HsinChu University, Taiwan

18:30-20:30

A Night out in Osaka Conference Dinner
(Ticketed Event: Meet in the lobby 18:00)
Sunday
Sunday Session 1: 9:00-10:30

Room: Sakura A

Session Chair: Joel Tenai

0083
*Business Incubation Process Impact on Incubatee Performance using Multinomial Logistic Regression*
Fararishah Abdul Khalid, RMIT University, Australia
David Gilbert, RMIT University, Australia
Afreep Huq, RMIT University, Australia

0093
*Analysis of Tax Revenue Responsiveness to Changes in National Income in Kenya*
Joel Tenai, Moi University, Kenya
Peter Gitungo, Moi University, Kenya
Julius Bitok, Moi University, Kenya
Tom Okech, Moi University, Kenya

Room: Sakura B

Session Chair: Chanin Yoopetch

0014
*The Determinants of Leverage at the Nairobi Stock Exchange, Kenya*
Julius Bitok, University of Nairobi, Moi University, Kenya
Leonard Kibet, University of Nairobi, Moi University, Kenya
Joel Tenai, University of Nairobi, Moi University, Kenya
Milca Mutwol, University of Nairobi, Moi University, Kenya

0102
*How does Trust Matter with the Performance of Cooperation for Cross-country Strategic Alliances?*
Pi-Hui Chung, Takming University of Science and Technology, Taiwan
Huei-Wen Pao, Takming University of Science and Technology, Taiwan
Hsueh-Liang Wu, National Taiwan University, Taiwan

0095
*The Relationship of Employee Knowledge, Employee Creativity and Employee Performance: An Empirical Investigation of the Hotel Industry in Thailand*
Chanin Yoopetch, Mahidol University International College, Thailand
Sunday Session 2: 10:45-12:15

Room: Sakura A

Macroeconomics and Monetary Economics

Session Chair: Alexander Katkov

0055
Three Junctures for the Renminbi's Internationalization
Yuen Wai Kee, Hong Kong Shue Yan University, Hong Kong

0020
Irregular Economy and Illegal Economy in the Underground Economy Based on the Enforcement Records of Tax Non-Compliance and Criminal Activities in Malaysia
Marliza Mohamed, Universiti of Malaya, Malaysia

0088
Alexander Katkov, Johnson & Wales University, USA

Sunday Extended Session 2: 10:45-12:45
Room: Sakura B

Interdisciplinary 2/4

Session Chair: Will Baber

0016
When the World Moves: Crisis Management and the Tohoku Earthquake
Mark Tracy, Kansai Gaidai University, Japan

0108
The Monetary and Financial Crisis of the Bakumatsu Period in Japan
Sergey Tolstoguzov, Hiroshima University, Japan

0099
A Longitudinal Study of the Extent to which the Human Resource Practices of American Affiliated Firms Operating in Japan have Conformed to Local Conditions
Anthony Carver, Sheffield University, UK

0098
When the World comes to Japan: Foreign Executives in Japan
Will Baber, Kyoto University, Japan
Sunday Session 2: 10:45-12:15

Room: Kashi

**Industrial Organization**

**Session Chair: Sut I Wong Humborstad**

0079
*Interactive Relationship of Knowledge Transfer and Learning Capability in Enterprises*
Wen-Hsiang Lai, Feng Chia University, Taiwan

0071
*An Empirical Investigation on Firms’ Proactive and Passive Motivation for Bribery: Evidence from China*
Rui Wang, Peking University, China
Xiaoyu Zhou, Peking University, China
Yi Han, Peking University, China

0081
*Empowerment and Industrial Democracy: The Scandinavian Model*
Sut I Wong Humborstad, BI Norwegian Business School, Norway

Room: Kusu

**Business Administration and Business Economics; Marketing; Accounting 4/5**

**Session Chair: Bau-Jung Chang**

0105
*How to Execute Effective Free Advertising Using Online Social Networks: The Moderating Role of Social Ties*
Chung-Chi Shen, National Chiayi University, Taiwan

0070
*An Evaluation of the Effects of Selected Marketing Mix Elements on Brand Equity: A Case Study using Aacker’s Model on Brand Equity at the Agriculture Bank in Mazandaran Province*
Seyed Reza Hosseini, Islamic Azad University, Iran
Mehdi Zareebaf, Islamic Azad University, Iran

0032
*Internet Market Strategies: Technology Adoption and Implications*
Bau-Jung Chang, Feng Chia University, Taiwan
Sunday Session 3: 13:15-14:45

Sunday Session 3: 13:15-14:45   Room: Sakura A

Business Administration and Business Economics; Marketing; Accounting 5/5

Session Chair: Jong Soon Koo

0035
How Contemporary Medium Scale Japanese Companies Achieve ‘Globalization’ through Customized Balanced Score Cards
Chamath Rajakaruna, Intelligent Wave Inc, Japan

0040
Exploring the Effect of Intellectual Capital Information on Hidden Value: An Analysis of Australian and Thai Listed Companies
Palanuch Kongka, The University of Newcastle, Australia
Patricia Stanton, The University of Newcastle, Australia

0050
A Study on the Entry Strategy of Korean Shipping Companies into China
Jong Soon Koo, Chungnam National University, Republic of Korea
Kyung Yun Hwang, Chungnam National University, Republic of Korea
Dong Hwa Jeon, Chungnam National University, Republic of Korea

Sunday Session 3: 13:15-14:45   Room: Sakura B

Economic Development, Technological Change, and Growth

Session Chair: Kenneth Huang

0017
Techniques and Benefits of Environmental Management Accounting
Ahmed Olatunji Aliu, University of Southern Queensland, Malaysia

0109
The Impacts of Intangible Assets on IPO of Biotechnology Startups
Nobuya Fukugawa, Tohoku University, Japan

0096
Kenneth Huang, Singapore Management University, Singapore

Sunday Session 3: 13:15-14:45   Room: Kashi

Interdisciplinary 3/4

Session Chair: Yung-Ming Shiu

Featured Speaker
Risk Assessment and Strategic Analysis with Imperfect Information: A Case Study of Apple
Jerry Platt, Akita International University, Japan

0015
On Value Relevance of CSR Performance: Evidence from Taiwan
Meng-Feng Yen, National Cheng Kung University, Taiwan
Hsuan-Chu Lin, National Cheng Kung University, Taiwan

0036
Is Corporate Social Responsibility a Risk Management Tool?
Yung-Ming Shiu, National Chengchi University, Taiwan
Shou-Ling Yang, National Cheng Kung University, Taiwan
Sunday Session 3: 13:15-14:45

Room: Kusu

Interdisciplinary 4/4

Session Chair: Dragana Mitrovic

0078
The Effects Of Joining the WTO on Non-Oil Exports Of Iran
Seyed Mohammad Hossein Sadr, University of Tehran, Iran

0058
The Relationship between Information Technology Investment and Firm Performance with the context of Sufficiency Economy Philosophy
Natnarong Jaturat, Rajamangala University of Technology Thanyaburi, Thailand
Terawat Piboongungon, Rajamangala University of Technology Thanyaburi, Thailand
Werayuth Charoenruengkit, Rajamangala University of Technology Thanyaburi, Thailand

0101
The Global Political Economy - Challenges, Management and Prospects
Dragana Mitrovic, Faculty of Political Sciences, Belgrade University, Serbia

Closing Session: 15:15-16:30

Room: Sakura Room
Virtual

Mathematical and Quantitative Methods
0074
*Optimal Pricing Policy for the Recyclable Short Life-cycle Products*
Hsiao-Fan Wang, National Tsing Hua University, Taiwan
Chao-Jen Lai, National Tsing Hua University, Taiwan

Business Administration and Business Economics; Marketing; Accounting
0038
*Medical Tourism in India: A Strategic Approach Towards Effective Branding for Health Care Services Marketing*
Sandhya Anvekar, M.S. Ramaiah Institute of Management, India
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