

**The 9th Asian Conference on Business & Public Policy (ACBPP2021)
The 11th Asian Conference on Sustainability, Energy, & the Environment
(ACSEE2021)**

Online from Tokyo, Japan
November 1-3, 2021

Final Draft Schedule

Please Check & Confirm

Please check that all information pertaining to you is correct and notify us at support@iafor.org if there is any error.

Please notify us of any corrections by **Thursday, October 14** 17:00 (UTC+9).

Please note that all abstracts are printed as submitted. Any errors, typographical or otherwise, are the authors'.

Final Schedule

After minor changes have been made to the schedule we will send you a link to the final schedule.

The final schedule will contain session information and a detailed day-to-day presentation schedule. This, along with details on how to access the online sessions, will be available on **Thursday, October 21**.

Monday at a Glance
November 1, 2021

All times are Japan time (UTC+9)

Use our [time converter tool](#) to show times in your timezone.

10:00-10:10 Announcements, Recognition of IAFOR Scholarship Winners, & Welcome Address
Joseph Haldane, IAFOR, Japan

10:10-10:55 Keynote Presentation
What Is a “Good” Company, and How Can Its Value Be Assessed?
Philip Sugai, Doshisha University, Japan

As the world continues to suffer through the COVID-19 pandemic, many have come to realize that not only has the shareholder-first view of business unleashed undeniable negative impacts globally, but that even the more "woke" stakeholder capitalism view is terribly flawed and fails to provide a comprehensive model to help solve these larger issues. This presentation introduces a different approach to assessing and developing solutions to these challenges. It begins by first providing a definition of what "good" actually means for a business irrespective of its size, industry or location, and then proposes a framework that business activities can be objectively assessed against to understand how each individual company is helping to achieve this ideal. To arrive at this framework, 17 of the world's top ESG and sustainability reporting frameworks were analyzed, and the hundreds of impact measurements included within these were synthesized into 80 goals, within 27 larger themes that explain how value can be measured for a company, its shareholders, employees, customers, partners, society and the planet.

10:55-11:05 Break

11:05-11:50 Keynote Presentation
Integrating Sustainable Development in Business Curricula: A Tailored Approach
Anshuman Khare, Athabasca University, Canada
Patricia MacNeil, Dalhousie University, Canada

Once viewed as a management practice, sustainability is now seen as a concept that can benefit both business and society. There is considerable interest in adding it to business school curricula and/or integrating sustainability-related principles in teachings. Education for Sustainable Development (ESD) is aligned with the Sustainable Development Goals (SDGs), and higher education institutions (HEIs) have a critical role in helping society achieve these goals. However, meaningful implementation has not yet occurred. In practice, most HEIs have put their efforts into advancing sustainable operations such as energy efficiencies, reducing carbon footprints, and recycling policies. Multiple reasons for the slow advance include challenges with fragmented disciplines, a lack of professional development for faculty, and organisational rigidity. We propose that another reason is the debate over how best to do it. The purpose of this study was to identify the optimum model for integrating ESD in an online HEI. We used a systematic literature review to examine ESD approaches. The research uncovered multiple and varied methods that generally reflect one of the following: single mandatory/elective courses, discipline-specific programs, or ESD-integrated

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across the curriculum. However, these approaches are neither equally effective nor capable of meeting all expectations. Instead, we propose a hybrid solution with multiple components tailored to the respective institution. Key modules included in the approach are broad-based interdisciplinary sustainability curricula, focused electives and/or core courses to build capacity (e.g., strategy), and pedagogical praxes to foster sustainability mindsets. The approach can be adapted by other HEIs with similar interests and requirements.

11:50-12:00 Break

12:00-13:15 Live-Stream Presentation Session 1: Public Policy

13:15-13:25 Break

13:25-14:15 Live-Stream Presentation Session 2: Environmental Sustainability & Environmental Management: Land Use & Misuse

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Tuesday at a Glance

November 2, 2021

All times are Japan time (UTC+9)

Use our [time converter tool](#) to show times in your timezone.

- 13:00-13:50 Live-Stream Presentation Session 1: Cultural Sustainability: Protecting, Preserving and Conserving
- 13:50-14:00 Break
- 14:00-14:50 Live-Stream Presentation Session2: Business Administration and Business Economics; Marketing; Accounting
- 14:50-15:00 Break
- 15:00-16:15 Live-Stream Presentation Session 3: Environmental Sustainability
- 16:15-16:25 Conference Closing Address
Joseph Haldane, IAFOR, Japan

Monday Live Stream Presentation Session 1: 12:00-13:15

Session Topic: Public Policy

Session Chair: To be Announced in Final Schedule

61327 12:00-12:25

Role of Female Physicians in Women's Health Movement in Japan: The Case of Prescription-Free Emergency Contraception During the COVID-19 Pandemic

Akane Meguro, University of Tsukuba, Japan

Although the COVID-19 outbreak resulted in challenges to global public health, it also posed new challenges in people's private lives due to the stay-at-home policy. Understandably, this measure aims to prevent the spread of COVID-19. However, it influenced intimate relationships in the private sphere, such as unintended pregnancies, sexual violence, and domestic violence in younger generations, which were addressed by international organizations. At the local level, Japan reached a major turning point in the movement to improve access to emergency contraceptives by establishing the Citizen's Initiative for Pharmaceutical Access to Emergency Contraception (CIPATEC) in June 2020. As a formal civil society organization, it was founded by three female co-chairs, who have been working since 2018. Although the social movement enabled the provision of emergency contraceptives through online medical services, their main focus, sale in pharmacies without prescriptions by doctors, requires discussion in various fields, including the state, medicine, and expertise of pharmacists. Thus, we focus on one female gynecologist, a co-chair member of the CIPATEC, as part of a case study of women's health movement in Japan, to examine the role of female physicians in bridging needs related to women's health from the perspectives of a woman and a physician.

60984 12:25-12:50

The Impact of an Increase in Minimum Wage in Vietnam

Lieu Hoang, Meiji University, Japan

There are few studies on the implementation and effects of a minimum wage increase on low-wage workers in Vietnam. A few studies have investigated whether or not the minimum wage has had a negative effect on low-wage employment status; to date, no work has explicitly considered the impact of an increase in the minimum wage on working hours and allowances. The main contribution of this study is to provide empirical evidence of the effects of the minimum wage increases on wages, working hours, and allowances of low-wage workers in the formal sector of Vietnam by using the different-in-different method to analyze the Vietnam Household Living Standard Surveys panel from 2014 to 2016. The estimator results show that most low-wage workers had received higher wages through the increase of the minimum wage, while the monthly wages of low-wage workers in the rural region remain unchanged. In addition, there is a significantly positive effect on working hours across all regions. Furthermore, the author also finds no evidence of the allowance effect on low-wage workers after the intervention. The main policy implication from these findings is that firstly, monitoring should promote in rural areas to ensure that the benefits from the implementation of the minimum wage reach low-wage workers. Secondly, the government should reduce the number of maximum working hours per week. At the same time, it is necessary to adopt hourly minimum wages for both full-time and part-time workers. Finally, the law remains ambiguous about the payment of allowances to workers.

61586 12:50-13:15

Comparative Analysis Regarding the Recommendation of the OECD Protection of Children Online and Policy Responses With International Organizations

Nagayuki Saito, International Professional University of Technology in Tokyo, Japan

Today, the Internet has become an integral part of our lives, not just for adults, but for adolescents as well. Through the Internet device, they perform actions such as communication with others, learning, playing, information acquisition, purchasing, and registration, and engage in social activities. On the other hand, there are various risks on the Internet such as communication troubles, cyberbullying, browsing illegal/harmful information, encounters with criminals via the Internet, leakage of privacy and personal information, security risks, and so on. In view of this situation, the OECD recommended "The OECD Council Recommendation on the Protection of Children Online" and called on the international community to cooperate in the policy. This study examined the cooperative relationship between OECD recommendations and youth protection policies by international organizations from the perspective of international Internet youth protection. As a result, each international organization will cooperate with each other to promote international consultations,

formulate guidelines, take advocacy activities through enlightenment education, and formulate treaties for the protection of youth. It was found that youth protection policies are being taken according to the roles played by international organizations. However, although the importance of evidence-based youth protection policies has been recognized, only a limited number of international organizations are actually conducting surveys to obtain evidence. In addition, the OECD Recommendation recommends an international comparison of policy impact assessments, but the current survey is limited to investigating youth Internet usage and awareness.

Monday Live Stream Presentation Session 2: 13:25-14:15

Session Topic: Environmental Sustainability & Environmental Management: Land Use & Misuse

Session Chair: To be Announced in Final Schedule

60822 13:25-13:50

Research on Intensive Development Mechanism of Land Use in Medium-sized Cities in Western China Based on “The Yangtze River Conservation” Strategy

Wenbo Luo, Southeast University, China

As a crucial national strategy of Chinese national ecological civilization construction, “the Yangtze-River Conservation” aims to achieve the overall planning and balance of ecological protection and urban spatial development at the macro-scale of the entire river basin. In practice, there are significant differences among cities along the Yangtze-River. Different from the central large cities which have concentrated resources, technology and human resources, small and medium-sized cities are limited by their resources, location and underdeveloped economic level. Therefore, differentiated and intensive urban spatial structure and land use mechanisms will be of great significance to sustainable urban construction in the future. In this study, 8 medium-sized waterfront cities in Chongqing Watershed Section of the Yangtze River Economic Belt were detailed investigated, revealing the dynamic spatial-temporal relationship between urban space, water and citizen life in history, which can be summarized into 4 types of urban spatial structure evolution models. Based on this, through cross-comparison of environment, population, economy, traffic data and land construction indexes of these cities, the following five intensive use land mechanisms are proposed: 1. Evaluation-- evaluating ecological sensitivity of built-up areas as the basis; 2. Accounting-- setting up a coupling model of land development index and ecological evaluation to avoid extensive land expansion; 3. Grading-- identifying key areas of land use, to concentrate resources; 4. Resilience-- formulating dynamic Resilient indexes to improve the ability to resist risks; 5. Collaboration-- a platform for land use information sharing between cities to achieve resource complementarity.

61305 13:50-14:15

Protected Area Management through Community Engagement: Delving into Kumrat Valley

Hina Irfan, Beaconhouse National University, Pakistan

Hassaan Touqeer, Beaconhouse National University, Pakistan

There are areas so ecologically valuable (and undisturbed by human activity) that they are in need of protection; according to Khan (2003) 10.4% of the land area in Pakistan falls under the Protected Areas category. He further claims that ‘the size, distribution and management of these areas does not meet the needs of the ecosystem they are meant to safeguard’ and ‘the communities living alongside the area should have a hand in management and should derive benefits from there otherwise, development activities in areas adjacent to PA’s often conflict with biodiversity conservation.’ As part of an architectural design thesis, a study of Kumrat Valley was undertaken; located in the Upper Dir District of the KPK province in Pakistan, it is an area with dense forests (and considerable natural beauty) that caters to many tourists (and rapid hotel construction). Thus, to safeguard the valley as a protected area, so it can be appreciated by locals and visitors for many decades to come, a series of design interventions was proposed as a model for the management of Kumrat Valley through community engagement. A masterplan of a select area was developed and hotel typologies were proposed - all considering that ‘PA management schemes often fail because benefits for local people are not realized, and their participation is neglected’. (Hirschnitz-Garbers and Stoll-Kleemann, 2010). The emphasis was on the design process, where community, program, building footprint, seasonal activity, and the character of Kumrat Valley were considered holistically.

Tuesday Live Stream Presentation Session 1: 13:00-13:50

Session Topic: Cultural Sustainability: Protecting, Preserving and Conserving

Session Chair: To be Announced in Final Schedule

60725 13:00-13:25

Understanding Local Cultural Factors Towards the Achievement of the Sustainable Development Goals

Eduardo Ordonez-Ponce, Athabasca University, Canada

The United Nations Sustainable Development Goals (SDGs) are probably the greatest agreement ever achieved among countries to end poverty, protect the planet and ensure peace and prosperity for all by 2030. However, international policies such as the SDGs have forgotten the inclusion of local cultures that would enable the achievement of their goals. This is certainly one of the problems that the Millennium Development Goals had to achieve their success. Culture and sustainable development have been studied in the context of corporations, educational systems, as well of environmental sustainability. However, the role that local cultures play in the achievement of sustainability is a connection not yet fully explored. This research contributes to understanding the role that local cultural factors play in the achievement of the SDGs with the purpose of shedding some light into the cultural nuances of every country in the attainment of sustainability. To achieve this purpose, regression models were used considering Hofstede's cultural dimensions as independent variables at the country level and the 2020 country SDG Score, overall and as partial scores, as dependent variables. The datasets contain more than 100 countries. Results show statistically significant relationships between some of Hofstede's cultural dimensions and the SDG Score at the country level in general and for some groups of countries (organised per income, classification, continent, and region), and between the cultural predictors and most of the SDGs. This research seeks to contribute to policy development by highlighting the relevance of local culture in the achievement of the SDGs.

60793 13:25-13:50

Rural Culture Preservation in Rural Tourism Development in the Suburban Villages of Large Cities in China: Case Studies From Nanjing

Yuanyue Zong, Southeast University, China

In the context of rapid urbanization, many suburban villages in China have started the tourism-orient transformation by virtue of supporting policies and individual advantages. However, rural cultural decline under disruption and ignorance has become a major pressing issue limiting the rural tourism development and the urban-rural integration process. Recently, scholars and practitioners have drawn attention to the protection, conservation and revitalization of rural culture in tourism development. This research explores the protection and inheritance of rural culture in tourism transformation practices of suburban villages in large cities of China through qualitative and quantitative analysis derived from investigation of 17 culture-featured villages in suburbs of Nanjing, Jiangsu, China. The article identifies the changing patterns in demand and shifts in the attitudes toward rural culture during the rural tourism development through literature review and interviews. Rural culture protecting and promoting strategies are summarized, including culture-related industry introduction, rurality and characteristic highlighting and the collaboration of urban-rural operators. Further, real-time visiting numbers of the investigated villages are extracted from a local service platform (Nanjing Beautiful Countryside Big Data Service Platform) 5 times a day for a month to serve as an indicator of popularity, while comments and ratings from the tourists are aggregated from field interviews and major travel websites. The statistics confirm the influence of rural cultural elements on rural tourism satisfaction. Finally, the article points out the shortcomings in culture construction in the current rural tourism transformation and proposes a discussion on the authenticity of rural culture.

Tuesday Live Stream Presentation Session 2: 14:00-14:50

Session Topic: Business Administration and Business Economics; Marketing; Accounting

Session Chair: To be Announced in Final Schedule

61076 14:00-14:25

Thailand's COVID-19 Crisis Management and Resilience: Wellness SMEs

Surada Chundasutathanakul, University of the Thai Chamber of Commerce, Thailand

Suthawan Chirapanda, University of the Thai Chamber of Commerce, Thailand

The research aims to explain COVID-19 crisis management and resilience in wellness business sector in Thailand. The country has been dealing with the pandemic since late 2019 and the virus has spread in various time span, or waves through 2019–2021 where the government has implemented many policies and measures to relieve the pandemic situation. The main problem, apart from the pandemic itself, is lack of cooperation in information sharing between responsible organizations as they sometimes compete against each other to get public recognition. That worsens both the pandemic control and people's trust in government. Another problem is that the policies, such as closing various places and financial aid measures, that have been issued for relieving the situations are ineffective. That shows that policy makers and those affected from the pandemic and the policies are not in the same page and the business sector that is most affected is wellness business, namely massage parlors, spas, hair salon and gyms because they are the first to be closed and the last to be reopened. The research is qualitative by nature and it uses in-depth interviews and focus groups with relevant government and private agencies. It uses social capital, social network and resource-based theories to comprehend the phenomena and explain how Thailand copes with the COVID-19 in the matter of crisis management and resilience for wellness business.

61038 14:25-14:50

Revisiting External Stakeholders' Role in Environmental, Social and Governance (ESG) Disclosure: A Literature Review

Wong Wai Khuen, Multimedia University of Malaysia, Malaysia

An increasing number of countries have implemented mandatory environmental, social and governance (ESG) disclosure to encourage listed companies in apprising their stakeholders on the 'non-financial' aspects of relevant operational risks, resilience and outcomes. Recent studies however revealed that mandatory disclosure in most cases does not increase the quality of filed reports, thus may hamper ESG investment decisions and the global corporate community's ongoing effort in addressing sustainability challenges. To date, researchers have largely focused on investigating the effect of company characteristics (firm level) on ESG disclosures. This literature review contributes to the scarce evidence concerning the growing influence of external stakeholders including international buyers, rating agencies, foreign investors, media, non-governmental organisations and regulatory bodies in demanding ESG credentials of companies. The findings offer insights to policy makers and industry practitioners on leveraging the stakeholders by channelling their distinctive sources of contextual pressure to influence ESG disclosure decisions by companies.

Tuesday Live Stream Presentation Session 3: 15:00-16:15

Session Topic: Environmental Sustainability

Session Chair: To be Announced in Final Schedule

61395 15:00-15:25

Electricity Savings and Carbon Mitigation Potential of a University Campus in Ho Chi Minh City, Vietnam

Thanh-Tu Tran, Vietnam National University Ho Chi Minh City, Vietnam

Boi-Nghi Diep, Vietnam National University Ho Chi Minh City, Vietnam

Phuong V.H. Nguyen, Ho Chi Minh City University of Food Industry, Vietnam

This study estimates the electricity consumption and related carbon dioxide (CO₂) emissions for the buildings and facilities the main campus of the International University – Vietnam National University in Ho Chi Minh City, Vietnam. The AIM/Enduse model is used to calculate the CO₂ emissions in 2019 based on the recorded electricity consumption and project the electricity consumption as well as the CO₂ emissions for the two scenarios, namely 2030baseline and 2030mitigation, in 2030 based on the future strategic plan to evaluate the energy savings and CO₂ mitigation potential for the university. We found that space cooling accounts for 67.9% of total electricity use, followed by laboratory equipment with 19.1%, official equipment with 9.4 %, lifting with 1.7%, lighting with 0.4 and remaining services with 1.4%. If electricity efficiency technologies are applied, especially in space cooling service, then the electricity consumption and CO₂ emissions in 2030 could be 13% less than baseline scenario. Consumer behavior, particularly students, is also important in increasing the potential of electricity savings for the university. These findings for A1-A2 buildings are necessary for IU-VNU in implementing energy savings and mitigation measures for the new building A3 to achieve sustainable investment and higher CO₂ mitigation potential.

61319 15:25-15:50

Pingtung County Recovered From Natural Disaster and Achieving the Goal of Providing Domestic Electricity 100% by Green Power

Men-An Pan, Pingtung County Government, Taiwan

Chun-Chung Lu, Pingtung County Government, Taiwan

Hsing-Yuan Yen, Pingtung County Government, Taiwan

Pingtung County, the southernmost county of Taiwan, was hit by typhoon Morakot in 2009 which caused severe flooding in coastal areas and affected agricultural developments. Pingtung County has taken the lead in Taiwan in promoting photovoltaic industries to set PV panels on abandoned fishery ponds since its daily average insolation is 4.5hr. The "Aqua Solar Farm" project improves the livelihood of fishermen, reserving underground water to restore terrain and awakening the consciousness of energy transformation in Taiwan. After engaging the project "100% Renewable Cities and Regional Network" organized by ICLEI in 2016, Pingtung aims for the goal of achieving domestic electricity 100% provided by green power through the strategies of "Multi-field Development of Green Power" and "Multiple Utilization of Lands or Official Buildings with Solar PV," installing Solar PV system on public buildings and agricultural facilities and reducing odor from livestock manure by turning biogas into renewable energy. Other solar PV projects have also been implemented based on local conditions without affecting the original facilities' functions (PV systems on dikes and PV covered court at schools.) Recently, the projects "Severe Subsidence Area for Solar PV" and "Abandoned Lands due to Illegal Gravel Mining for Solar PV" have simultaneously been implemented on non-arable lands. In the progress of achieving the goal of 100% green power for 288,000 households by the end of 2022, the amount of renewable energy installed capacity has reached approximately 726 MW, which is sufficient for half of the population in Pingtung County.

61335 15:50-16:15

The Politics of Knowledge in Black Carbon Mitigation: Policy Entrepreneurs, Framing and Structural Environments in Europe and Asia

Pami Aalto, Tampere University, Finland

Anna Claydon, Tampere University, Finland

Mitigation of black carbon (BC) emissions is one of the crucial short-term measures for climate change mitigation. In addition, fewer BC emissions would bring significant co- benefits since BC also impairs public health and food security, resulting in adverse socio-economic effects. In this article, the focus is on the

politics of knowledge in BC mitigation. Drawing upon a content analysis of expert interviews and document data, a case study is introduced on Finnish policy entrepreneurs with a prominent record on BC mitigation, including both public and private sector actors. The analysis proceeds from the cognitive frames of policy entrepreneurs, conceptualised to comprise problem definitions which in turn are influenced by the constellation of underlying interests ranging from climate and health issues to exports of mitigation technology. On this basis, we assess how the policy entrepreneurs seek to grasp the structural environments within which they must operate to realise their interests. Two such structural environments are analysed: the EU market, and the Asian market which emerges as a key direction of interest, being globally the most significant origin of BC emissions and hence comprising a potent market for mitigation technologies and area of policy intervention. We find a predominantly narrow frame of BC mitigation among the Finnish actors, contrasted to a 'wide' frame in the Asian context where BC is one among many co-pollutants and issue linkages more complex.

ACBPP2021 Pre-Recorded Virtual Presentations

Session Topic: Business Administration and Business Economics; Marketing; Accounting

60701

The Critical Relationship Between Organizational Design and Digital Transformation

Anshuman Khare, Athabasca University, Canada

Brian Stewart, University of Alberta, Canada

The generally accepted industry understanding of digital transformation is that it is a process and culture-driven initiative with the objective of re-architecting the organization through innovative uses of technology. The focus being on substituting technology for labour by way of lean user focused process designs to improve operational efficiencies, customer experiences and develop new products and services. The need to accompany these shifts with supportive organizational change management to effect cultural receptivity is generally recognized. However, the need for supportive organizational redesign has generally been occluded and therefore has received less attention. An organization's structure reflects its business model and the strategy it has adopted to achieve its vision and objectives. For digital transformation to be successful, it will require a digital shift or elimination of workloads that have systemic effects on the pre-existing operating structures. To accommodate and sustain these impacts requires the operating model to be reformulated to reflect the desired future state. Thus, a more comprehensive change to the business is needed, one where digital technology is a synergistic partner rather than a dominant one. This presentation will pursue the organization adjusted digital transformation hypothesis, using a transformation in a Canadian University as a case study, from an enterprise-wide transformation perspective. We will review organizations that have attempted a transformation through a more Inclusive approach compared to those adopting the narrower technological focus. We will identify key attributes of organizational change that are synergistic to digital adoption and provide potential pathways for other organizations to follow.

61163

Re-assessing the 'Bucket-list': An Exploration Into How the Covid-19 Pandemic Has Changed Tourist Intention Criteria

Veliath James Jain, Webster University, Thailand, Thailand

Tim Andrews, Webster University Thailand, Thailand

Yalan Wang, Chulalongkorn University, Thailand

The Covid-19 pandemic constitutes a global crisis which the tourist industry has never previously experienced. Faced with weeks, months and even years of intermittent lockdowns of varying intensity and restricted international travel possibilities, individuals and families have increasingly resorted to compiling future travel 'wishlists' as a means both to cope and to see 'into the light' at the end of the current Covid 'tunnel'. Reporting on a dataset of 364 participants compiled in the UK during the period March 2020-January 2021, we contribute to the nascent but growing research which seeks to both understand and predict the future tourism plans of consumers in a post-covid era. From the initial survey, their 'bucket-list' of key desired places to visit has changed due to the construed influence of the covid pandemic. Qualitative interviews with a subset of 23 respondents then served to deepen our understanding of their reasons, providing insight into how perceptions of the Covid-19 pandemic both as concerns the present and the future (short, medium and long-term). Findings showed that due directly and, or, indirectly to the Covid-19 pandemic tourist feedback showed that – compared with their 'bucket list' before the crisis - they were less likely to visit locations with perceived undeveloped medical systems, and less likely to visit countries with command-and-control styles of governing. Implications for destination management agencies and policymakers are both significant, especially the need for safety and security moving forwards.

ACBPP2021 Pre-Recorded Virtual Presentations

Session Topic: Economic Development / Technological Change and Growth

61192

International Business and Economic Growth: The Dimensions and Challenges of Internationalization

Geoffrey Ditta, Nebrija University, Spain

This paper will examine the context of globalization and the development of companies. It is now established that internationalization is one of the essential strategic components from the outset. Smaller companies have an advantage due to the flexibility provided by their small size and dimension of a structure such as a representative office abroad. Whatever the scale, internationalization takes place in stages, although the crossing of these different stages can be rapid, depending on the incentives, provisions, means and motivations for export. As soon as they have the opportunity, small companies try the cross-border adventure, and they no longer hesitate at all to tackle sectors on other continents. The consensus is that small companies are also subject to several risks: product inadequacy, organizational complexities due to the increase in the size of the company, currency risk, the competence of local employees, social risks of labour protection, the financial risk of unprofitable investments, difficulties in obtaining credit and, above all, intercultural risk. In this paper we will discuss how small companies need to ask the right questions, and how can four steps of critical path analysis assist businesses? The four steps are: identify tasks, determine proper sequence of tasks, estimate the time required to perform each task, and prepare time-scaled chart of tasks and events to determine the critical path. The outcome of this study and our findings suggest that the support of theoretical models will help companies, through practice, the effective management of risks complexity in the context of internationalization.

ACBPP2021 Pre-Recorded Virtual Presentations

Session Topic: Health, Education, and Welfare

61069

School District Housing (Xue Qu Fang) in Guangzhou and the Underlying Problem of Unequal Distribution of Educational Resources

Yuqing Ge, BNU-HKBU United International College, China

The "Nearby School" policy in the Compulsory Education Law guarantees enrollment of school-age children to schools adjacent to their registered residencies. However, this policy induces the phenomenon of school district housing, as parents buy houses in certain school districts to take advantages of better schools there, which results in rising property prices in certain school districts. The main research objectives of this study are to examine the school district housing phenomenon in the city of Guangzhou, and to investigate the extent to which this phenomenon results in unequal distribution of educational resources among different school districts. The literature review includes literature from the West, plus an analysis of research focusing on school district housing in Chinese cities. Data is collected through research on Guangzhou's housing market and interviews with different groups of people living in Guangzhou. The literature review and data analysis clearly demonstrate an unequal distribution of educational resources in Guangzhou, with Yuexiu district having the best resources among all eleven districts. After examining current policies in Guangzhou, this study proposes four policy recommendations: improving the current policies; equalizing educational resources to different districts; regulating housing markets and reforming on the hukou system. Limitations on the number and diversity of the interviewees leave ample space for further research on this topic.

61233

The Line Between: Virtual Re-Tellers Exposing to Two Modes of Visual Literacy

Maha Alhabash, UAE University, United Arab Emirates

Safa Alothali, UAE University, United Arab Emirates

Najah Mohammedi, UAE University, United Arab Emirates

Negmeldin Alsheikh, UAE University, United Arab Emirates

This qualitative study aimed at investigating how the use of Virtual Reality Literacy (VRL) contributes to creating virtual agents story re-tellers. The study compared the retellings of a silent story shows by fourth grade students (n=6) by exposing them first to a TV show and the same show using a VR. In a very important sense, the study tried to fathom the differences of retelling volume and reactions by exposing the same students to two different modes of visual literacy representation of the same content. To accomplish that different reading strategies such as: Retelling, Gist Recalling, and Elaboration were employed. After using the TV and VR shows, the students used their natural expressions and responses to retell the stories. Various data sources were used in this study including: Videos, audios, and visual reading materials. The study collected and captured oral elicitations through Arabic or English. The data gleaned from the actual materials used in the study were analyzed through observations, audio-visual documents (videos) and causal interviews. The study revealed that students retell, elaborate, and recall the gist of the silent story in VR more than in TV. They showed their excites and their interactions when using VR more than TV while watching the silent story. They live the experience of the story as if they were part from it when using the VR. The results from this could contribute to our knowledge base, pedagogical base, and research of using virtual reality shows as vibrant tools in transforming literacy.

ACBPP2021 Pre-Recorded Virtual Presentations

Session Topic: International Economics

61316

Benefits for Bystanders? Effects of the Japan-South Korea and the US-China Trade Dispute for Japan (2018-2020)

Franziska Schultz, Temple University, Japan Campus, Japan

The Japan-South Korea and the US-China trade dispute since 2018 involve Japan's three top trading partners. Japan has experienced economic spillovers from both disputes. This paper provides a comparative analysis of direct and indirect economic spillovers for Japan from the two disputes. It argues that the Japan-Korea dispute caused economic losses, while the US-China dispute entailed economic losses and benefits for Japan. This exemplary study allows general conclusions about potential economic risks of trade disputes for participants and bystanders. Direct effects included declining Japanese exports to China, the US and South Korea. The Japan-South Korea dispute caused export delays and declining tourist numbers. US tariffs on China proved detrimental for Japanese sectors with US exposure, others benefited from less Japan-China competition on the US market. Effects remained short-term and limited to specific industries, but as the disputes are expected to continue, they pose economic risks for Japan. As an indirect effect, the spillovers motivated a two-fold strategy of Japanese economic statecraft since 2018, including expressive bargaining behavior without spillovers, and increased multilateral economic cooperation to mitigate them. Japanese export restrictions 2019 exemplify expressive bargaining behavior, political signals implying prolonged procedures for exports rather than export preventions. Increased commitment to multilateralism included Japan signing the 2018 CPTPP and 2020 RCEP trade agreement. The analysis draws on theoretical findings by Kapstein and Baldwin (2020), Kawashima (2019), Sun (2019), and documents by MOF, IMF and others.

ACBPP2021 Pre-Recorded Virtual Presentations

Session Topic: Public Economics

60819

A Practical Framework Towards Open Government “Moving Beyond Openness and the Forward-looking Walkways to Open Collaborations”

Kanok Karnchanapoo, Well Consulting Group, Thailand

Open Government is nowadays a popular concept for public administrators and policymakers. Nevertheless, the applications on this are still varied depended on one’s interpretation. Many understand that Open Government is only about openness and transparency of the government to the people based upon "Freedom of Information" principles and "Right to know" doctrines. However, in the digital era, many public administrators and policymakers also applied Open Government as an Open Data by opening public sector’s data and information with private sectors and people sectors for further usages and analytics to leverage on the power of big data. Furthermore, Open Government can be deployed as Open Collaboration to empower citizen as well as encourage participation in public sector’s activities and even in certain government roles in order to leverage the collaborations and competencies among public sectors, private sectors, and people sectors. Therefore, in the article, these various concepts and applications will be explored to gain comprehensive understanding of Open Government in several dimension. Besides, the challenges of applying Open Government in reality will be discussed. Indeed, public sector’s information often labeled as confidential and sensitive. Moreover, citizen participation in public sectors can also be complicated due to numerous limitation. As a consequence, reluctance and resistance to open are common issues. Therefore, in the end of this section, the comprehensible framework for evaluating priority and considering stepping stones towards Open Government Initiatives will be presented.

61310

Resilience as a Policy Goal and a Policy Measure: South Korea’s New Deal Policy in the Post-COVID-19 Era

Jeehyun Park, Sophia University, Japan

Resilience draws attention as a way to combat the unprecedented uncertainty today. Especially in this post-COVID-19 era, a sense of insecurity penetrates nearly every aspect of our lives, from political to economic, social, and cultural dimensions. At times, those dimensions meet and overlap each other, affecting and being affected. Resilience thus can be both a policy goal and a policy measure to the goal. South Korea, in July 2020, announced a new policy package, the Korean New Deal, while grappling with the COVID-19 crisis. The three main components are the digital economy, green technology, and the social safety net. This is a shift to a new path for resilience building in industrial, environmental, and social sectors. Of these, the most vulnerable one is the social sector, thus weaving the social safety net tighter has become one of the top policy priorities. The government has taken aggressive measures in tackling this, distributing four cash and card subsidies in 2020, followed by two more subsidies in the first half-year of 2021. South Korea’s policy response to the pandemic crisis was mainly a two-track approach: offering unconditional cash transfers and openly examining universal basic income (UBI). Such a policy measure and public policy discourse indicate the interconnected resilience mechanism in which increasing economic resilience may lead to social resilience. This paper will further explore the link between economic and social resilience through the case of South Korea’s post-COVID-19 policymaking along with the impact of subsidies on the social safety net.

ACSEE2021 Pre-Recorded Virtual Presentations

Session Topic: Economic Sustainability: Environmental Challenges and Economic Growth

60784

Understanding ESG: Its Increasing Awareness, Financial and Sectoral Importance, and Its Role During the COVID-19 Pandemic

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The paper reviewed the existing literature on the financial and sectoral importance of the Environmental, Social, and Governance (ESG). Given the expanding awareness of the stakeholders on environmental and social issues, ESG has continuously gain attention through the integration of its sustainable characteristics for the long-term investments. The paper discussed the motivations for the relevant parties to integrate ESG in their overall business model. In general, these ESG motivations boost stakeholders' efficiency, risk mitigation, transparency, reputation, and overall marketability by utilizing ESG characteristics, which consequently improve its financial performance. It also put emphasis on the effects of ESG on environmental, social, and governance sectors to identify the sectoral impact of ESG on each pillar. By addressing each ESG sector, the paper provides a non-financial perspective which can be used to address corporate governance and socio-environmental impact.

Lastly, to further emphasize the importance of ESG and its role on the long-term investments, the paper also conducted a review of the existing literature about the performance of ESG stocks during the market collapse due to the COVID-19 pandemic. It shows that ESG stocks have outperformed its counterparts on most cases. These studies showed that ESG were more robust and risk-averse during the pandemic than other investments.

61298

Ecosystem Restoration as a Part of Energy & Environmental Life Cycle Contribution for Socio-Cultural Sustainability in Trubaindo Coal Mining, Indonesia

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This paper discusses the ecosystem restoration efforts conducted by TCM, one of the coal mines operating in West Kutai, East Borneo. The activities conducted by TCM starting from initiatives in managing good mining practices and are based on the principles of sustainable environmental management. Restoration efforts start with a simple step, namely, replanting the post-mining area by adding value to the socio-cultural-economic environment of the local community. This principle is used for various activities of TCM, ranging from Life Cycle Assessment, Energy Efficiency, Emission Reduction, B3 and Non-B3 Waste Management, Water Efficiency and Wastewater Load Reduction, to Biodiversity Protection which is all Community Empowerment based. Some of the programs presented in this paper include life cycle inventory efforts with a cradle-to-grave system for the coal extraction cycle to its use as fuel in metal smelting until it becomes ready products and its post-use. Then in mining activities, energy efficiency related to hauling distances, also associated with emission reductions. In addition, efforts to reduce B3 waste through recycling used oil waste amounting to 5 tons and reusing non-B3 waste type conveyor belts from mining activities as well. In water efficiency, runoff water also functions for watering the mine road by 1000 m³. It directly reduces the amount of water flow in the settling pond, reducing the processing load. Then efforts were made to plant local endemic tree species in the reclamation area and developed in cultural-based community empowerment activities at the Lou Bentian Lamin House, inaugurated at 1st Semester of 2021.

ACSEE2021 Pre-Recorded Virtual Presentations

Session Topic: Economic Sustainability: Sustainable Businesses and CSR

60742

Showcasing Experiential CSR Learning at a Small, Private University

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This article describes the journey to achieve the United Nations' Principles of Responsible Management Education Certification (PRME) at Bryant University, the culmination of work across five departments and more than a dozen programs. We describe our distinctive experience resulting from an institutional history of experiential, relevant learning and strong interest in Corporate Social Responsibility (CSR) that provided a uniquely supportive environment for PRME certification. The certification process was coordinated by a multi-disciplinary committee that compiled inputs from all faculty in the College of Business. Compiled artifacts supportive of PRME certification include 72 business courses (42% of the 172 total business courses offered), 11 science courses, and three certificate programs. Publications include 56 undergraduate student honors theses and 114 peer-reviewed journal articles. The institution also engages 20 campus organizations and partnerships related to PRME principles. We provide descriptions of some successful course projects and describe faculty engagement. Although not without challenges, the PRME-related curricular content provides students with an integrative, multidisciplinary experience that better prepares them for their careers. Benefits include greater student engagement, enhanced industry relevance, strong accreditation reviews, garnering of certifications such as PRME, and a sense of purpose across business departments and even across the university. Challenges include coordination of diverse interests, staying focused on practical and relevant outcomes (avoiding "greenwashing"), and converting ambiguity of qualitative CSR outcomes into objective business results.

60778

Integrating SDGs Into Binding Treaties (BITs) to Advance Their Implementation by Foreign Investors: The Case of Hong Kong

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The implementation of the Sustainable Development Goals (SDGs) by foreign investors operating in Hong Kong is very slow – only 3.3% of them engaged with the SDGs. It is desirable to find a legal solution (as a policy measure) that helps to improve the implementation gap. I believe some solutions can be found in the applicable BITs if they incorporate SDGs in a binding manner. I argue, to some extent, it could be possible to mitigate the implementation problems if the Hong Kong's bilateral investment treaties (BITs) incorporated SDGs-related provisions along with an enforcement mechanism. The existence of SDGs-related provisions could be used as binding sources of the investor obligations (in addition to obligations emanating from the 'soft law' of the SDGs), while the enforcement provisions would be helpful to enhance the power and capacity of Hong Kong's government and other stakeholders to monitor and require the foreign investors to comply with the SDGs. Therefore, I argue the solution is reforming the existing BITs with a view to incorporating the SDGs. 'Amending treaty provisions' (incorporating provisions addressing right of states to regulate on SDGs) and 'referencing global standards' (incorporating provisions that gives references to the SDGs) can be taken as short term reform options as only 10 years left to achieve the SDGs. Methodologically, this work is a doctrinal type of research: I made a qualitative evaluation of the Hong Kong's BIT to identify their gap that restricts the implementation of SDGs and to propose the reform options for such BITs.

ACSEE2021 Pre-Recorded Virtual Presentations

Session Topic: Energy: Renewable Energy and Environmental Solutions

61301

Life Cycle Thinking & Social Sustainability Based on Capacity Building: An Insight From Indominco Mandiri, East Borneo – Indonesia

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The coal mining's environmental management issue has become a severe global concern. Various mining management activities in Indonesia are currently starting the mine closure phase and are concentrating on developing environmentally beneficial and low-emission products. Indominco Mandiri, a coal mining company in Bontang, East Kalimantan, has implemented a capacity-building program based on social and environmental sustainability and a life-cycle appraisal culture. IMM conducts various leading environmentally sustainable activities through this program, including The Establishment of a Solar-Farm in a mixture of non-renewable power plants into a single Micro Grid system for energy efficiency 7,200 GJ and emission CO₂-eq reduction of 2,000 tons each year. The reduction and usage of sources also conducted in the management of tons of B3 and Non-B3 waste to minimize the residue collected in the waste landfill. Concerning the aspect of community empowerment, IMM also focuses on the primary challenges related to the crisis of clean water with total water conservation calculated in m³, and product development from integrated plant cultivation and re-vegetation activities of Aren Genjah palm trees. In addition, IMM contributes to acid mine drainage control by reducing pollutant load. All of these activities contribute to the Sustainable Development Goals (SDGs) by ensuring economic, social, and environmental preservation in business activities and each stakeholder involved. There are numerous challenges in preparing for capacity building in all aspects, but this is considered a learning process with long-term advantages.

ACSEE2021 Pre-Recorded Virtual Presentations

Session Topic: Environmental Sustainability & Environmental Management: Atmosphere and Air

61194

Impact of COVID-19 Pandemic on GHG Emissions of a University: A Case Study in the Philippines

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Recent research indicates that the COVID-19 pandemic prompted a decrease of greenhouse gas (GHG) concentrations, although relatively small on the global scale. Such is the case in the education sector where emissions are mainly due to high academic mobility, the implementation of lockdown and shift from classroom to remote learning are expected to change emission profile. Our study aims to establish the impact of the pandemic on university emissions using University of the Philippines Cebu (UPC) as a case study. Emissions in 2019 and 2020 were calculated to compare with base year emissions in 2018. Total GHG emissions in 2018 was estimated to be 1,177.6 tCO₂e then increased by 6.2% in 2019 due to increased student enrolment. In 2020 the distribution of emission sources changed significantly including reduced electricity consumption, solid and water waste generation, and overseas travel. Meanwhile, emissions from fuel consumption of university vehicles increased by 40.0%. As public transportation became limited, the university decided to use school buses as service vehicles for the daily commute of employees, hence the sharp rise in fuel consumption. Effects of the pandemic on university activities eventually resulted in GHG emissions of 650.0 tCO₂e, equivalent to 48.9% decrease. If the pandemic had not occurred, which entails business as usual scenario, 2020 emission is expected to reach 1,336.8 tCO₂e. Results suggest that the pandemic response of UPC has shifted its GHG emission characteristics, therefore its carbon neutrality plan must also be adjusted accordingly.

ACSEE2021 Pre-Recorded Virtual Presentations

Session Topic: Environmental Sustainability & Human Consumption: Food and Water, Hunger and Thirst

60796

An Innovative Method for Water Resources Carrying Capacity Evaluation: A Case Study of Qingjiang River Basin

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The protection of water resources ecological environment is one of the most important task in watershed in China. The evaluation of water resources carrying capacity (WRCC) is the foundation of suitability of territorial space development. It is necessary to further analyze the weaknesses of coordinated development of various dimensions of WRCC and explore the basis of territorial space development and optimization. This paper considers 中国特有的政策任务, namely, "three water management together", the types of development priority zones, "red lines" control, and national spatial suitability evaluation, to construct the evaluation index system of WRCC. Monomial evaluation, integrated evaluation and coupling coordination analysis method are used separately to evaluate the carrying index, comprehensive carrying index and coupling coordination degree of WRCC in Qingjiang River Basin. The results show that :(1) as far as monomial evaluation is concerned, water resources supply is often overloaded on the overall economy, industrial and agricultural development;(2)the comprehensive index of WRCC of the counties in the southwest is obviously better than that of the counties in the northeast;(3) the degree of coupling coordination of water resources carrying in the Qingjiang River basin is not high, which is basically in the primary coordination or barely coordination;(4) the short board of water resources in the Qingjiang River basin presents obvious spatial characteristics, which from west to east are respectively water environment, water resources and water ecology lagging. This paper measures WRCC for industry, agriculture, life and ecology, which is helpful to promote the suitability evaluation of land space development. Meanwhile, the case study of Qingjiang River Basin provides reference for other regions to implement the "double evaluation".

61299

Preliminary Life Cycle Assessment to Support Socio-Energy Innovation for Metal Processing Industry: An Approach from Pindad, Bandung – Indonesia

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In order to support and participate in the Sustainable Development Goals (SDGs) contribution, one of the instruments is the life cycle assessment as an approach to the study of clean production in the manufacturing industry. Pindad Bandung, which operates in West Java, Indonesia, is a metal processing manufacturing industry producing multiple Indonesian-made products. As innovation in supporting product quality and more benefits to the surrounding community, a preliminary LCA study was carried out starting from evaluating the energy balance and emissions in the production process. The resulting innovation supports financial savings and provides a competitive advantage in developing environmental-based community empowerment programs and core competencies of business processes. Several discussions are related to special programs in energy, environment, and community empowerment, each of which is related to the basic study of LCA. As for the LCA, the Gate to Gate system has a limitation with ton as the product unit. Meanwhile, in the energy and emission aspects, an electric motor program is internally manufactured to reduce the use of oil-fueled vehicles with an energy efficiency and reduce GHG emissions. In the 3R aspect of B3 Waste, there is a replacement program for coolant, which has a longer lifetime, while in Non-B3 Waste, 100% of the remaining raw materials are reproduced into multi-products. The water efficiency aspect focuses more on assessing water use and potential leakage, integrated with the water performance management roadmap. Meanwhile, in reducing the wastewater load, the unit is rejuvenated to optimize the wastewater treatment, reflected LCA valuation.

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Session Topic: Social Sustainability and Sustainable Living

61300

Socio-environmental Life Cycle & Its Relevance to Long-term Sustainability: A Key Success of Jorong Barutama Greston Coal-mine Closure, South Borneo

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Environmental management is currently a priority in various industrial activities, ranging from upstream activities such as mining and energy related to the manufacturing sector to various consumer products for daily activities to represent downstream activities. This paper discusses the closure of the mine managed by Jorong Barutama Greston (JBG) about a long-term social environment initiated with the principle of Life Cycle Thinking. It includes several essential activities in energy management aspects, such as the utilization of acid mine drainage as a source of electricity, associated with reducing CO₂ emissions. In solid waste management, B3 waste is mostly reduced from the source, while non-B3 waste is mostly reused. As for water management, water use efficiency effort is conducted by recycling. The main focus in wastewater is reducing a load of wastewater through the use of organic matter. To ensure the successful integration of biological resource conservation with community empowerment, a plantation activity for 100 plants as raw materials for organic dyeing for Sasirangan fabric products is a Banjar cultural product. At least two groups of craftsmen have been empowered, consisting members and community income stability per minimum wage during the COVID-19 pandemic. In the bigger picture, JBG performs a thorough optimization of the natural resources utilization and renewable and alternative resources to maintain the wellness of the surrounding environment. It is also culture as part of preparations for the mine closure period. It is hoped is that social services for the surrounding community will continue and provide good environmental management practices.