A Message from the Editors

This publication represents proceedings of the Pan-Pacific Conference XXVII being held in Bali, Indonesia. The Pan-Pacific Conference has served as an important forum for the exchange of ideas and information to promote understanding and cooperation among the peoples of the Pacific-Rim countries. This year’s conference theme, “Managing and Competing in the New World Economic Order,” is especially significant in view of the emerging economic presence of Asia Pacific countries in the global economy. The location of our conference, Bali, Indonesia, is also fitting as countries and corporations are all striving toward the green movement for global sustainability. Bali is not only a beautiful island but a symbol of our concern for environmental sustainability.

This year’s conference also has several unique features. The Plenary Session will be jointly held with the Asia Marketing Federation (AMF) and the United Nations Global Compact (UNGC). AMF is an emerging professional organization with all major professionals in the field of marketing in the Asia region. UNGC is “a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment, and anti-corruption,” those principles that PPBA also uphold. We are honored to have Dr. Kuntoro Mangkusubroto, Head of the President’s Delivery Unit for Development Monitoring and Oversight (UKP-PPP) and Chairman of the School of Business and Management, Institut Teknologi Bandung (SBM-ITB) as our keynote speaker. Datak Seri Idris Jala, Minister in Prime Minister’s Office, Malaysia, will also deliver a speech. In addition, we will have a Special Panel with five experts, three from PPBA and one each from AMF and UNGC, to discuss the major issues in the new economic order in the global economy.

This year’s conference in Bali has become a reality because of special efforts of many important people. We would like to recognize the contributions of the following individuals: Hermawan Kartajaya, CEO of MarkPlus, Inc. for his inspirational passion for excellence; the distinguished princes of the Royal Ubud Family, Dr. Tjokorda Gde Putra Sukawati, Dr. IR. Tjokorda Gde Oka Artha Ardana Sukawati, and Dr. Tjokorda Gde Raka Sukawati M.M.; Dr. Den Huan Hooi of the Nanyang Technological University in Singapore for his undying friendship and counsel; Ms. Nia Niscaya of the Ministry of Culture and Tourism of Indonesia for her excellent illustrations of the charms of Bali and Indonesia; Dr. Jann Hidajat Tjakraatmadja of the Bandung Institute of Technology for his energetic and wholehearted commitment in rallying the support of all major Indonesian universities for the conference; Mr. Hendra Warsita of MarkPlus, Inc., Mr. Herry Hudrasyah and Ms. Rossy Sjarifah Sjarif at the Bandung Institute of Technology for their communication and coordination work with the conference on the Indonesian side; Ms. Nicole Church for her communication and coordination work with the conference on the U.S. side; and Cathy Watson, Tamera Brennan, and Brooke Parsons for administrative support in the Department of Management at the University of Nebraska – Lincoln.

Pan-Pacific Conference Peer Review Process

All papers/abstracts for the conference are submitted electronically through the Pan-Pacific Conference website (http://www.panpacificbusiness.org) by the designated deadline. All submitted papers are double-blind reviewed by at least two experts in the field of business. Each submission is reviewed for (1) relevance to the conference theme; (2) quality of the paper in terms of its theoretical foundation and significance of the topic; and (3) appropriateness of the methodology used. The submission is judged to be Accepted, Rejected, or in need of Revision. For those submissions needing revision, the author is notified of the reviewers’ suggestions and encouraged to submit the final paper with appropriate changes. All revised papers for the Proceedings publication undergo the second round of the double-blind review process. The review committee rejects submissions that are not deemed of high quality, relevant to the conference theme, or complete in terms of following the reviewers’ suggestions for revision. All accepted submissions in the appropriate format are published in the Proceedings of the Conference. This Proceedings contains the accepted papers that were blind refereed by two reviewers and condensed to allow for a reasonable size publication.

We welcome everyone to Bali and hope the conference will be another success in terms of learning from each other and renewing our friendship.

We wish to welcome all participants to the Pan-Pacific Conference XXVIII in Tokyo, Japan next year. Please watch for information as it is posted on the Pan-Pacific Business Association website (www.panpacificbusiness.org).

Sang M. Lee, Program Chair
University of Nebraska, USA
Jann Hidajat Tjakraatmadja
Bandung Institute of Technology
2010 PAN-PACIFIC PROGRAM COMMITTEE
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Charles Wang, Shanghai Yonglong Co., Ltd., China
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I Wayan Ramantha, Universitas Udayana
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Mary Ann Von Glinow, Florida International University
Chew-Yoong Wan, Nanyang Technological University
D. Clay Whybark, University of North Carolina
Zhongming Wang, Zhejiang University
The Pan-Pacific Business Association

The Pan-Pacific Business Association (PPBA) emerged from two U.S. – Japan Business Conferences held at the University of Nebraska in 1981 and Tokyo, Japan, in 1983. These Conferences led to the formation of the PPBA in 1984 with the first PPBA Conference being held in Hawaii that same year.

The basic goal of PPBA is to provide a forum for scholars, executives, and government officials from Pacific Rim countries to discuss important issues relating to a better quality of life in this region. Emphasis has been placed on more effective utilization of human resources, technology, and multilateral economic activities across the borders.

The primary focus of PPBA has been its annual international conference, which usually attracts 400 participants from more than 30 countries. The conferences have been held in such locations as Honolulu, Seoul, Taipei, Singapore, Sydney, Kuala Lumpur, Calgary, Beijing, Bangkok, Dunedin-Queenstown, Chiba, Fiji, The Gold Coast, Viña Del Mar, Anchorage, Shanghai, Busan, San José, Shenzhen and Bali.

The objectives of the PPBA are:

- To provide business scholars, executives, and government officials from the Pacific countries an opportunity to discuss industrial and trade policies of their respective countries.

- To help management scholars and practitioners assess the adaptability of various new management approaches to their own business environments. Emphasis is placed on networked organizations, productivity improvement, quality management, employee empowerment, modern technology-based management systems, and world-class organizations.

- To help business practitioners and scholars gain an understanding of the socio-cultural background of the economies and businesses in various Pacific countries.

- To facilitate the development of research and the exchange of ideas for promoting international economic activities in the Pacific region.

- To assist in the establishment of export education programs through cooperative arrangements with regional and world trade centers and bilateral and multilateral trade associations.

For additional information on PPBA, please contact us at:

Pan-Pacific Business Association
University of Nebraska-Lincoln
Department of Management
209 College of Business Administration
Lincoln, NE 68588-0491

Telephone: (402)472-3915
Fax: (402)472-5855
E-mail: panpac@panpacifibusiness.org
slee1@unl.edu
nchurch@unlnotes.unl.edu

The PPBA website is located at http://www.panpacificbusiness.org
## PAN-PACIFIC CONFERENCE XXVI

Grand Hyatt Bali  
Bali, Indonesia

## PROGRAM AT A GLANCE

**SUNDAY, MAY 30, 2010**

### DAYTIME ACTIVITIES AND EVENTS

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Golf Tournament</td>
</tr>
<tr>
<td></td>
<td><em>Gather in hotel lobby at 7:30 a.m.</em></td>
</tr>
<tr>
<td>Morning and/or Afternoon</td>
<td>Sightseeing Tours</td>
</tr>
<tr>
<td></td>
<td><em>A variety of tour choices is available. A tour agent will be at the Registration Desk to assist you with tour options.</em></td>
</tr>
<tr>
<td>Morning or Afternoon</td>
<td>Plant Tours</td>
</tr>
<tr>
<td></td>
<td><em>UC Silver Factory and Showroom</em></td>
</tr>
<tr>
<td></td>
<td><em>Petruk Art Shop (Painting Gallery &amp; Workshop)</em></td>
</tr>
<tr>
<td></td>
<td><em>Bidadari Batik Factory and Showroom</em></td>
</tr>
<tr>
<td>1:00 – 4:00 pm</td>
<td>Registration desk is open for the Pan-Pacific Conference</td>
</tr>
<tr>
<td>7:00pm – 9:00pm</td>
<td>Opening Reception and Cultural Performance</td>
</tr>
<tr>
<td></td>
<td><em>Royal Ubud Palace</em></td>
</tr>
</tbody>
</table>
MONDAY, MAY 31, 2010

7:30 a.m. – 9:00 a.m. Conference Registration

9:00 – 10:10 a.m. Joint Opening Plenary Session

Welcome: Dr. Kuntoro Mangkusubroto, Head of the President’s Delivery Unit for Development Monitoring and Oversight (UKP-PPP) and Chairman of School Governing Council, School of Business and Management, Institut Teknologi Bandung (SBM-ITB)

9:10 – 9:20 a.m. Opening Remarks:
PPBA – Sang M. Lee, University of Nebraska, USA
UNGC – Soren Petersen, Global Compact Network & Partnership, USA
AMF – Masaaki Ishibashi, Japan Marketing Association, Japan

9:20 – 9:50 a.m. Keynote Speech: Dr. Kuntoro Mangkusubroto

9:50 – 10:10 a.m. Speech: Datuk Seri Idris Jala, Minister in Prime Minister’s Office, Malaysia

10:10 – 10:40 a.m. Coffee Break

10:40 a.m. – 12:10 p.m. Plenary Panel Discussion: Emerging Global Issues

Moderator: Hermawan Kartajaya, CEO, MarkPlus, Inc., Indonesia
Panelists: PPBA - Sang M. Lee, University of Nebraska, USA
          Fang Xiaoguang, CEO, F.G. Consulting, China
          Fred Luthans, University of Nebraska, USA
          Wan Bae Rha, CEO, G.S. Caltex, Korea

          UNGC - Soren Peterson, Head, Global Compact Network and Partnership, USA

          AMF - Masaaki Ishibashi, Executive Director, Japan Marketing Association

12:15 – 1:30 p.m. Lunch (Individual)
# Program at a Glance

## Monday, May 31, 2010

### Afternoon

1:30 p.m. – 3:00 p.m.  
**Concurrent Sessions**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Badung 1</th>
<th>Badung 2</th>
<th>Singaraja 1</th>
<th>Singaraja 2</th>
<th>Klungkung 1</th>
<th>Klungkung 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>SESSION CODE</td>
<td>MP11</td>
<td>MP12</td>
<td>MP13</td>
<td>MP14</td>
<td>MP15</td>
<td>MP16</td>
</tr>
<tr>
<td>SESSION TOPIC</td>
<td>New World Order and Marketing</td>
<td>Organizational Behavior and Psychological Capital</td>
<td>Research in Human Resource Management</td>
<td>Environmental and Green Movement</td>
<td>Topics in E-Business</td>
<td>Global Business: Cultures and Strategies</td>
</tr>
</tbody>
</table>

3:00 p.m. – 3:30 p.m.  
**Coffee Break**

3:30 p.m. – 5:00 p.m.  
**Concurrent Sessions**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Badung 1</th>
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</thead>
<tbody>
<tr>
<td>SESSION CODE</td>
<td>MP21</td>
<td>MP22</td>
<td>MP23</td>
<td>MP24</td>
<td>MP25</td>
<td>MP26</td>
</tr>
<tr>
<td>SESSION TOPIC</td>
<td>Topics in Strategic Innovation</td>
<td>Research in Service Quality</td>
<td>Emerging Research in Innovation</td>
<td>Topics in Tourism and Leisure</td>
<td>Contemporary Topics in Leadership</td>
<td>Topics in Mobile Technology Application</td>
</tr>
</tbody>
</table>

### Evening

7:00 p.m. – 9:00 p.m.  
**The Indonesian Night Special Event**
## Program at a Glance

### Tuesday, June 1, 2010

**Morning**

7:30 a.m. – 3:30 p.m. Conference Registration Desk is open.

8:30 a.m. – 10:00 a.m. Concurrent Sessions

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Badung 1</th>
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<tbody>
<tr>
<td>SESSION CODE</td>
<td>TA11</td>
<td>TA12</td>
<td>TA13</td>
<td>TA14</td>
<td>TA15</td>
<td>TA16</td>
</tr>
<tr>
<td>SESSION TOPIC</td>
<td>Small Business Management</td>
<td>Culture and Organizations</td>
<td>Research in Open Innovation</td>
<td>Global Community: Opportunities and Challenges</td>
<td>E-Government and Public Management Systems</td>
<td>Emerging Topics in Information Technology</td>
</tr>
</tbody>
</table>

10:00 a.m. – 10:30 a.m. Coffee Break

10:30 a.m. – 12:00 p.m. Concurrent Sessions

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Badung 1</th>
<th>Badung 2</th>
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<th>Singaraja 2</th>
<th>Klungkung 1</th>
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</thead>
<tbody>
<tr>
<td>SESSION CODE</td>
<td>TA21</td>
<td>TA22</td>
<td>TA23</td>
<td>TA24</td>
<td>TA25</td>
<td>TA26</td>
</tr>
<tr>
<td>SESSION TOPIC</td>
<td>Topics in Entrepreneurial Activities</td>
<td>Research in Information Systems and Technology</td>
<td>Research in Supply Chain Management</td>
<td>Topics in International Business</td>
<td>Environment and Social Dilemma</td>
<td>Topics in Health Care Management</td>
</tr>
</tbody>
</table>

12:00 p.m. – 1:30 p.m. President’s Luncheon
### PROGRAM AT A GLANCE

**TUESDAY, JUNE 1, 2010**

**Afternoon**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Type</th>
<th>Location</th>
<th>Session Code</th>
<th>Session Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Concurrent Sessions</td>
<td>Badung 1</td>
<td>TP11</td>
<td>Topics in Service Business</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Badung 2</td>
<td>TP12</td>
<td>Topics in Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Singaraja 1</td>
<td>TP13</td>
<td>Research in International Economics</td>
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<td></td>
<td>Singaraja 2</td>
<td>TP14</td>
<td>Issues in International Trade and Marketing</td>
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<td></td>
<td>Klungkung 1</td>
<td>TP15</td>
<td>Education and Professional Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Klungkung 2</td>
<td>TP16</td>
<td>Issues in Managing IT</td>
</tr>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>Coffee Break</td>
<td></td>
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</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Concurrent Sessions</td>
<td>Badung 1</td>
<td>TP21</td>
<td>Research in International Finance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Badung 2</td>
<td>TP22</td>
<td>Topics in Organization Science</td>
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<td>Singaraja 1</td>
<td>TP23</td>
<td>Issues in Public Sector Management</td>
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<td>Singaraja 2</td>
<td>TP24</td>
<td>Topics in Strategy Management</td>
</tr>
<tr>
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<td>Klungkung 1</td>
<td>TP25</td>
<td>Research in ICT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Klungkung 2</td>
<td>TP26</td>
<td>Research on Global Issues</td>
</tr>
</tbody>
</table>
8:30 a.m. – 10:00 a.m. Concurrent Sessions

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<th>LOCATION</th>
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<tbody>
<tr>
<td>SESSION CODE</td>
<td>WA11</td>
<td>WA12</td>
<td>WA13</td>
<td>WA14</td>
</tr>
<tr>
<td>SESSION TOPIC</td>
<td>Organizational Performance and Balanced Scorecard</td>
<td>Investment and Portfolio Management</td>
<td>Management of Technologies and Systems</td>
<td>Topics in International Finance</td>
</tr>
</tbody>
</table>

10:00 a.m. – 10:30 a.m. Coffee Break

10:30 a.m. – 12:00 p.m. Concurrent Sessions

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</tr>
<tr>
<td>SESSION TOPIC</td>
<td>Topics in International Economics</td>
<td>Research in Emerging Topics</td>
<td>Contemporary Issues in Organizations</td>
</tr>
</tbody>
</table>

CONFERENCE CLOSES

Thank you for your participation in this year’s Pan-Pacific Conference! We hope to see you at next year’s conference in Tokyo, Japan!
Pan-Pacific Conference XXVII Program

Schedule Code

Monday Afternoon, May 31, 2010
MP1 1-6 = Monday, 1:30 p.m. – 3:00 p.m.
MP2 1-6 = Monday, 3:30 p.m. – 5:00 p.m.

Tuesday Afternoon, June 1, 2010
TP1 1-6 = Tuesday, 1:30 p.m. – 3:00 p.m.
TP2 1-6 = Tuesday, 3:30 p.m. – 5:00 p.m.

Tuesday Morning, June 1, 2010
WA1 1-4 = Wednesday, 8:30 a.m. – 10:00 a.m.
WA2 1-3 = Wednesday, 10:30 a.m. – 12:00 p.m.

Wednesday Morning, June 2, 2010
TA1 1-6 = Tuesday, 8:30 a.m. – 10:00 a.m.
TA2 1-6 = Tuesday, 10:30 a.m. – 12:00 p.m.

MP11 NEW WORLD ORDER AND MARKETING
CHAIR: Dharma deSilva, Wichita State University, USA

Managing and Competing in the New World Economic Order: Marketing at the Core
Dharma deSilva, Wichita State University, USA

Marketing Concepts and Christian Doctrines: Are They in Conflict?
Kyung-il Ghymn, Kyung Hee University, Korea
Geon-Cheol Shin, Kyung Hee University, Korea
Kyung-Goo Yoon, Kyung Hee University, Korea
Yonghee Park, Kyungin Women’s University, Korea

Free Trade Agreements and Their Implication for the Developing Countries
Atina Shofawati, University of Airlangga, Indonesia

A Proposal to Indonesia Preparation Framework to Face Acean Free Trade Area (AFTA) 2015 and Asean Economic Community (AEC) 2020
Deddy P. Koesrindartoto, Institut Teknologi Bandung, Indonesia
Barli Suryanta, Institut Teknologi Bandung, Indonesia

MP12 ORGANIZATIONAL BEHAVIOR AND PSYCHOLOGICAL CAPITAL
CHAIR: Fred Luthans, University of Nebraska-Lincoln, USA

Empirical Evidence of the Value of an Unrecognized Resource for Economic Development in Southeast Asia:
The Psychological Capital of Thai Entrepreneurs
Sannan Tantiukoskula, Southern College of Technology, Thailand
Brett C. Luthans, Missouri Western University, USA
Fred Luthans, University of Nebraska-Lincoln, USA

Identification of Important Organizational Attributes Which Affects Workplace Preference of Generation Y:
Preliminary Study in Indonesia
Fatma Dewi Vidiastih Wulansari, Institute of Technology Bandung, Indonesia
Jann Hidajat Tjakraatmadja, Institute of Technology Bandung, Indonesia

The Key Characteristics of Different Types of Employees: A Summary of Six Studies
Chong W. Kim, Marshall University, USA
Harlan M. Smith II, Marshall University, USA

Work Engagement, Burnout, and Related Constructs as Predictors of Turnover Intentions
Janine du Plooy, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa
MP13 RESEARCH IN HUMAN RESOURCE MANAGEMENT

CHAIR: Emiko Magoshi, J.F. Oberlin University, Japan

The Remedial System of Unfair Labor Practice in Japan: The Case of the Tokyo Metropolitan Government
Emiko Magoshi, J.F. Oberlin University, Japan

Changing Measurement Domains in Human Resource Management
Pharny Chrysler-Fox, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa
Willem Schurink, University of Johannesburg, South Africa

The Influence of Labors Characteristics on Their Job Performance in Surabaya Construction Projects
I. Putu Artama Wiguna, Institut Teknologi Sepuluh Nopember, Indonesia
Yusronia Eka Putri, Institut Teknologi Sepuluh Nopember, Indonesia

Moderators of the Relationship Between Job Demands, Job Resources and Work-Based Identity
Roslyn De Braine, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

MP14 ENVIRONMENTAL AND GREEN MOVEMENT

CHAIR: Jann Hidajat Tjakraatmadja, Bandung Institute of Technology, Indonesia

Knowledge-Based Customer Relationship Management for Green Products Acceptance
Nita Garnida, Bandung Institute of Technology, Indonesia
Jann Hidajat Tjakraatmadja, Bandung Institute of Technology, Indonesia
Reza Ashari Nasution, Bandung Institute of Technology, Indonesia
Mustika Sufiati Purwanegara, Bandung Institute of Technology, Indonesia

Hendrawan, Tokyo University of Science, Japan
Kiyoshi Dowaki, Tokyo University of Science, Japan
Utomo Sarjono Putro, Tokyo University of Science, Japan

A Feasibility Study on the Additional Bio-Ethanol Production Facilities to Abate CO₂ Emission in Thailand
Kiyoshi Kowaki, Tokyo University of Science, Japan
Yuchio Sadamichi, Chiang Mai University, Japan
Motoko Yamanari, National Institute of Advanced Industrial Science and Technology, Japan
Kenichi Adachi, Tokyo University of Science, Japan
Yuki Shimano, Tokyo University of Science, Japan

Agent-Based Simulation of Negotiation Process in Citarum River Basin Conflict
Utomo Sarjono Putro, Institut Teknologi Bandung, Indonesia
Pri Hermawan, Institut Teknologi Bandung, Indonesia
Manahan Siallagan, Institut Teknologi Bandung, Indonesia
Santi Novani, Institut Teknologi Bandung, Indonesia
Dhanan Sarwo Utomo, Institut Teknologi Bandung, Indonesia
MP15  TOPICS IN E-BUSINESS
CHAIR: Euntae Lee, University of Memphis, USA

E-Business Driven Globalization
Ben B. Kim, Seattle University, USA
Euntae Ted Lee, University of Memphis, USA
Sungyoul Lee, IBM Korea, Inc., Korea
James J. Lee, Seattle University, USA

Intranets as Part of a Company’s E-Business Strategy
Robert Mockler, St. John’s University, USA
Marc Gartenfeld, St. John’s University, USA

The Effect of Real Time, Social Presence and Personalization on User’s Loyalty Throughout Different Websites Categories
Guisela Denisse Flores, Ajou University, Korea
Ju-Young Kang, Ajou University, Korea
Sang-Gun Lee, Ajou University, Korea

The E-Commerce Solutions for Small and Medium Enterprises (Study on www.unkl347.com and www.ouvalresearch.com)
Aditya Mohammad Salya, Padjadjaran University, Indonesia

MP16  GLOBAL BUSINESS: CULTURES AND STRATEGIES
CHAIR: Motofusa Murayama, Seattle University, USA

Original Scenery of G. Hofstede’s Theory: ‘Glo-cal’ On Site Research Works in Indonesia from 1968 to 1976
Motofusa Murayama, Seattle University, USA

First Mover and Smart Follower: A Case Study of Walmart in China
Weixing Li, University of Nebraska-Lincoln, USA
Ann Langemeier, University of Nebraska-Lincoln, USA

Theories from the Samsung Electronics Case
Chulboo Hur, Myongji University, Korea

Crossvergence Subsidiary Culture and the Transnational Multinational Enterprise
Raja Yusof, Universiti Putra Malaysia, Malaysia
Raja Nerina, Universiti Putra Malaysia, Malaysia
André Everett, University of Otago, New Zealand
Malcolm H. Cone, University of Otago, New Zealand
**MP 21  TOPICS IN STRATEGIC INNOVATION**

**Badung 1**

CHAIR: Lester A. Digman, University of Nebraska-Lincoln, USA

Institutional Isomorphic Pressure as the Source of Blue Ocean Market: Evidence from ‘Green’ Car Market
Seung Hoon Jang, University of Nebraska-Lincoln, USA
Lester A. Digman, University of Nebraska-Lincoln, USA
Taewan Kim, University of Nebraska-Lincoln, USA

Features of Competitive Approaches of Value Shop and Value Chain
Rozhan Othman, Universiti Brunei Darussalam, Brunei

The Generic Management Process Conceptualized as a Value Chain
Marius Joubert, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

Empirical Research of Learning Process and Social Exchange Factors on Alliance Success in Thai Hospitals
Satit Viddayakorn, Bangkok University, Thailand
Atiya Awachanakarn, Bangkok Hospital, Thailand

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**MP22  RESEARCH IN SERVICE QUALITY**

**Badung 2**

CHAIR: Keiko Nakashima, Institut Teknologi Bandung, Indonesia

Factors Affecting Customer’s Perception of Service Quality: Comparing Differences Among Countries – Case Study: Beauty Salons in Bandung and Tokyo
Keiko Nakashima, Institut Teknologi Bandung, Indonesia
Utomo Sarjono Putro, Institut Teknologi Bandung, Indonesia
Nur Budi Mulyono, Institut Teknologi Bandung, Indonesia
Arai Takeshi, Tokyo University of Science, Japan

Quality Factors Impacting Customer Satisfaction: A Case of Hotel in Korea
Hong Hee Lee, Dankook University, Korea
Choong Kwon Lee, Keimyung University, Korea
Byeonghwa Park, George Mason University, USA

Implementation of Quality Programs in Health Care System
Don Hee Lee, University of Nebraska-Lincoln, USA
Yonghwi Noh, University of Nebraska-Lincoln, USA
Soong Hwan Chung, Hansung University, Korea
Hong Il Shin, Kyung Hee University, Korea

Too Much of a Good Thing? The Negative Effects of High Levels of Quality Management on Employee Creativity
Taewon Hwang, Valdosta State University, USA
Byung-ku Lee, University of Nebraska-Lincoln, USA
Taewan Kim, University of Nebraska-Lincoln, USA
Todd Royle, Valdosta State University, USA
MP23  EMERGING RESEARCH IN INNOVATION
CHAIR: Silvana Trimi, University of Nebraska-Lincoln, USA

Innovation: Challenges for Industrialized and Other Countries
David Flynn, Hofstra University, USA

Collective Intelligence and Business Model Development
Silvana Trimi, University of Nebraska-Lincoln, USA
Shanggeun Rhee, Kean University, USA

Marketing Innovation and Business Performance: A Multidimensional Cross Industry Analysis
Panu Boonsombat, Bangkok University, Thailand

MP 24  TOPICS IN TOURISM AND LEISURE
CHAIR: T. Keisei Tanahashi, Tokyo Keizai University, Japan

A Strategic Outlook of Tourism for Sustainable Globalization
T. Keisei Tanahashi, Tokyo Keizai University, Japan

Virtual Social Networks and Tourist Budget Accommodation
Roberto Bergami, Victoria University, Australia

A Study of the University Students’ Visiting Coffee Shops in Korea
Gyu Jin Chae, Chungwoon University, Korea
Ji-Kyung Oh, Hanseo University, Korea
Joo-Hee Kim, Silla Hotel, Korea
Yong Sook Lee, Kyonggi University, Korea

TV Watching Behavior in Bandung and Jakarta
Mustika S. Purwanegara, Bandung Institute of Technology, Indonesia
Mia T.D. Indriani, Bandung Institute of Technology, Indonesia
Amalda Ramdhani, Bandung Institute of Technology, Indonesia

MP 25  CONTEMPORARY TOPICS IN LEADERSHIP
CHAIR: Craig Pearce, University of Nebraska-Lincoln, USA

Shared Leadership: The State of the Art
Christina L. Wassenaar, Claremont University, USA
Craig L. Pearce, University of Nebraska-Lincoln, USA

Contemporary Leadership Approaches in Chinese Business
Haina Zhang, University of Otago, New Zealand
André Everett, University of Otago, New Zealand
Malcolm H. Cone, University of Otago, New Zealand
Graham Elkin, University of Otago, New Zealand

Does Self-Leadership Lead to Burnout? An Exploratory Study
David F. Elloy, Gonzaga University, USA
Vivek Patil, Gonzaga University, USA
MP26  TOPICS IN MOBILE TECHNOLOGY APPLICATION
CHAIR: Injai Kim, Dongguk University, Korea

The Factors Affecting on the Adoption of Mobile Internet Service
Injai Kim, Dongguk University, Korea
Hyongseop Shim, Dongguk University, Korea
Wee Joon Park, Hanbuk University, Korea

The Effect of Flow and TAM on Mobile Internet Service Usage
Sunran Jeon, Butler University, USA
Sung Tae Kim, University of Nebraska-Lincoln, USA
Donghyun Choi, University of Nebraska-Lincoln, USA

Metaverse Likes Smart Phones
Won Ki Byun, Ajou University, Korea
Sang Gun Lee, Ajou University, Korea
Min Cheol Kang, Ajou University, Korea

Study Analysis Relationship of Consumer Satisfaction, Attitudinal Loyalty with Behavioral Loyalty in Case of Consumer Mobile Phone in Bandung, Indonesia
Herry Hudrasyah, Institute of Technology Bandung, Indonesia
Hendi Arfan, Institute of Technology Bandung, Indonesia

TA11  SMALL BUSINESS MANAGEMENT
CHAIR: Terrence C. Sebora, University of Nebraska-Lincoln, USA

Career Expectations and the Intention to Seek Employment in Small Business
Seung Hoon Jang, University of Nebraska-Lincoln, USA
Terrence C. Sebora, University of Nebraska-Lincoln, USA

Modernity in the ‘Old’ World and Tradition in the ‘New’ World: Critical Success Factors in Small Australian and European Wineries
Peter Demediuk, Victoria University, Australia
Therese Demediuk, Victoria University, Australia

Evaluation of Entrepreneurial Traits and Practice within SMEs: A Comparison Between West Kalimantan and West Java, Indonesia
Sonny Rustiadi, Institute of Technology Bandung, Indonesia
Dohar Bob M. Situmorang, Institute of Technology Bandung, Indonesia

Innovation in SMEs, a Growth Alternative in the New World Economic Order – Case Study: Miguel Caballero “The Armani of Armoured Fashion”
Alejandro Beltrán Duque, Universidad Externado De Columbia, Columbia
Bibiana Pulido, Universidad Externado De Columbia, Columbia
Rafael Camargo, Universidad Externado De Columbia, Columbia
TA12  CULTURE AND ORGANIZATIONS

CHAIR: Gerhard Roodt, University of Johannesburg, South Africa

Communicating for Workplace Dignity: A Cross-Cultural Perspective
Kristin Lucas, University of Nebraska-Lincoln, USA

The Influencing Personal Values in Cross-Cultural Dimensions Perspective Toward Team Performance
Aurik Gustomo, Bandung Institute of Technology, Indonesia
M. Parulian Hutagaol, Bogor Agricultural University, Indonesia
Sjafri Mangkuprawira, Bogor Agricultural University, Indonesia
Utomo Sarjono Putro, Bandung Institute of Technology, Indonesia

Building the Corporate Culture Value Orientation Among Plural Society
Bambang Rudito, Institute of Technology Bandung, Indonesia

Differential Item Functioning of the UWES-17 in a Culturally Diverse Context
Leanne Goliath-Yarde, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

TA13  RESEARCH IN OPEN INNOVATION

CHAIR: Kyung Soo Park, Chonbuk National University, Korea

Open Innovation and Game Theory: Considering the Risk of Collaboration
Arben Asllani, University of Tennessee-Chattanooga, USA
Alireza Lari, Fayetteville State University, USA

An Empirical Study on the Partner Selection Decision-Making Criteria by Open Innovation Process Archetypes
Dong Ho Kim, INFOVIL Korea Co., Ltd., Korea
Sang Wook Kim, Chungbuk National University, Korea
Seung Jun Yeon, Electronics and Telecommunications Research Institute, Korea

Can Open Source SCM Modules Fly into the Cloud? A Comparative Study of Proprietary SCM, Cloud SCM, and Open Source SCM Modules
Sang-Heui Lee, University of Nebraska-Lincoln, USA
Byungku Lee, University of Nebraska-Lincoln, USA
Jin Sung Rha, University of Nebraska-Lincoln, USA
Kyujang Kim, University of Nebraska-Lincoln, USA
TA 14  GLOBAL COMMUNITY: OPPORTUNITIES AND CHALLENGES  Singaraja 2
CHAIR: Kyung-Il Ghymn, Kyung Hee University, Korea

Multinational Corporations: Global Peace Agents or Tension Creators?
Kyung-Il Ghymn, Kyung Hee University, Korea
Geon-Cheol Shin, Kyung Hee University, Korea
Kyuyeong Choi, Kyung Hee University, Korea

Eliminating the Number of Out-Migration Human Trafficking Victims Using a Key Information Method: Toward a Global Approach
Ronald D. Hampton, University of Nebraska-Lincoln, USA
A. Dwayne Ball, University of Nebraska-Lincoln, USA
Julia Pennington, University of Wisconsin-Eau Claire, USA

Subsidiary Management in Malaysian Multinational Firms
A.B. Sim, University of Wollongong, Australia

An Exploration of Passengers’ Intentions to Choose Low Cost Carrier in Taiwan
Chin-Chih Wang, Takming University of Science and Technology, Taiwan
Wen-Ping Wu, Takming University of Science and Technology, Taiwan
Ching-Tsai Lee, Takming University of Science and Technology, Taiwan

TA 15  E-GOVERNMENT AND PUBLIC MANAGEMENT SYSTEMS  Klungkung 1
CHAIR: Atsuto Nishio, Takushoku University, Japan

A Study of GIS in the e-Government in Japan
Hisaki Goto, Nihonbashi Gakkan University, Japan
Atsuto Nishio, Takushoku University, Japan
Akiyuki Ando, Tokyo Keizai University, Japan

The Role of ICTs in Local Government Engagement Through Youth Participation
Rod Herbert, Victoria University, Australia

System Dynamics Modeling for E-Government Implementation – Case Study: Bandung Municipal Government
Farah Alfanur, Tokyo University of Science, Japan
Takeshi Arai, Tokyo University of Science, Japan
Utomo S. Putro, Bandung Institute of Technology, Indonesia

A Cultural Economy of New Public Management in Indonesia
Izmi Rajiani, University of Wijaya Putra, Indonesia
EMERGING TOPICS IN INFORMATION TECHNOLOGY

Klungkung 2

CHAIR: David Keck, University of Nebraska-Lincoln, USA

Improvement in Collaboration and Productivity by a Ubiquitous Computing and Network Device
Hwanyong Kim, Southwest Minnesota State University, USA
Jeong-Hwan Park, Telecomland Ltd. Co., Korea
Kye Doo Park, Home Customer Strategy, Korea

Quo Vadis: Navigate the Navigation Industry
Sang Myung Lee, Hanyang University, Korea
Jeongil Choi, Soongsil University, Korea
Young Mok Yu, Dankook University, Korea
Myungsook An, University of Nebraska-Lincoln, USA

Information Technology Risk Management Maturity Model
Badie N. Farah, Eastern Michigan University, USA

Characteristics of Computer Workstation and Health Consequences: An Exploratory Study in Malaysia's Banking Sector
Zafir Mohamed Makhbul, Universiti Kebangsaan Malaysia, Malaysia
Fazihal Mohamad Husan, Kolej Universiti Island Antarabangsa Selangor, Malaysia
Mohd Dzul Azzwan bin Mohd Nor, Universiti Kebangsaan Malaysia, Malaysia

TOPICS IN ENTREPRENEURIAL ACTIVITIES

Badung 1

CHAIR: SeongBae Lim, St. Mary's University, USA

A Comparative Study of the Relationship Between Gender and Restaurant Entrepreneurs' Entrepreneurial Orientation
SeongBae Lim, St. Mary's University, USA

Encouraging Entrepreneurial Orientation and Entrepreneurial Intention Through BIZCOOL Program in High School
Sujeong Choi, Chonnam National University, Korea
Ilvang Ko, Chonnam National University, Korea
Chunae Nam, Chonnam National University, Korea
Kyoungae Kim, Chonnam National University, Korea

Entrepreneurship Education Development: Entrepreneurship Track (E-Track) Program Experience at School of Business and Management (SBM), Institut Teknologi Bandung (ITB), Indonesia
Leo Aldianto, Institut Teknologi Bandung, Indonesia
Endang Sri Agustini, Institut Teknologi Bandung, Indonesia
Tita Borshalina, Institut Teknologi Bandung, Indonesia
TA 22  RESEARCH IN INFORMATION SYSTEMS AND TECHNOLOGY  
CHAIR: Sang-Gun Lee, Ajou University, Korea

Adoption Process of Information Communication Technology: Innovation and Imitation Effect on ICT Adoption  
Sang-Gun Lee, Ajou University, Korea  
Changsso Kim, Ajou University, Korea  
Sang M. Lee, University of Nebraska-Lincoln, USA

Impact of ICTs in Developing Countries  
Michelle W.L. Fong, Victoria University, Australia

A Review of the Factors that Determine the Quality of Management Information  
Yong Jin Lee, Keimyung University, Korea  
Choong Kwon Lee, Keimyung University, Korea  
Daewoo Choi, Keimyung University, Korea  
Da Mi Jung, Keimyung University, Korea  
Ji Eun Jeon, Keimyung University, Korea

Technology Commercialization in Developing Countries: Case Study in Indonesian Telco Companies  
Wawan Dhewanto, Monash University, Australia  
Ronaldi, Institut Teknologi Bandung, Indonesia

TA 23  RESEARCH IN SUPPLY CHAIN MANAGEMENT  
CHAIR: Pamela Danese, University of Padova, Italy

Supply Chain Integration, International Sourcing and Delivery Performance: What’s the Right Matching  
Pamela Danese, University of Padova, Italy  
Marco Formentini, University of Udine, Italy  
Pietro Romano, University of Udine, Italy

Strategy Map of Closed Loop Supply Chain Management: Case Study of Indonesia Automobile Aftermarket Industry  
Nur Budi Mulyono, Institute of Technology Bandung, Indonesia  
Keiko Nakashima, Institute of Technology Bandung, Indonesia  
Andrijanto, Maranatha University, Indonesia

An Empirical Study on Successful Implementations of MES in Korean Manufacturing SMEs  
Soongoo Hong, Dong-A University, Korea  
Pairin Katerattanakul, Western Michigan University, USA  
Hyung Rim Choi, Dong-A University, Korea  
Na-Rang Kim, Dong-A University, Korea  
Sung-Eun Lee, Dong-A University, Korea
Is Agriculture Brazil’s Secret to Globalization?
Walt MacMillan, Oral Roberts University, USA
Elizabeth Kempf, Oral Roberts University, USA
Robert Sebastian, Oral Roberts University, USA
Otene Fancis, Oral Roberts University, USA

External Consultant Versus In-House Expertise – Case Study of Risk Management in Japan and Europe
Akio Yamamoto, Kajima Corporation, Japan

Maintenance Management Performance – An Overview Towards Evaluating Malaysian Palm Oil Mill
Nazim Baluch, Northern University of Malaysia, Malaysia
Che Sobry Abdullah, Northern University of Malaysia, Malaysia
Shahime Mokhtar, Northern University of Malaysia, Malaysia

Managerial Focus and Global Strategy
Taewan Kim, University of Nebraska-Lincoln, USA
Seung Hoon Jang, University of Nebraska-Lincoln, USA
Taewon Hwang, Valdosta State University, USA

The Implementation of Environmental Strategies Through DFE in Korean Firms
Suk-Ki Hong, Dankook University, Korea
Hwajung Seo, Dankook University, Korea
Jina Kim, Dankook University, Korea
Kyungsoo Park, Chonbuk National University, Korea

Applying an Experimental Economic Tool to Understand the Role of Social Interactions in Social Dilemma Situations
Yos Sunitiyoso, Institut Teknologi Bandung, Indonesia
Erel Avineri, University of the West of England, United Kingdom
Kiron Chatterjee, University of the West of England, United Kingdom

Corporate Social Responsibility Program on Community Development, an Experience of Surabaya City, Indonesia
Yulinah Trihadiningrum, Institut Teknologi Sepuluh Nopember, Indonesia
Employee’s Acceptance Attitudes Toward Organization’s Efforts on Health Service Recovery  
Jae-Young Oh, Kyung Hee University, Korea  
Sung-II Jang, Kyung Hee University, Korea  
Sang-Man Kim, Kyung Hee University, Korea  

The Decision Model on Integrated Caring for Long-Term Ventilator-Dependent Patients  
Chia-Wei Hsieh, Takming University of Science and Technology, Taiwan  
Shu-Hui Lai, Takming University of Science and Technology, Taiwan  

Information Acquisition Online and Its Influence on Intention to Visit Offline: A Study of Medical Institution Websites in Korea  
Ki-Hyun Um, Kyung Hee University, Korea  
Jae-Young Oh, Kyung Hee University, Korea  
Jin-Tae Han, Kyung Hee University, Korea  
Sang-Man Kim, Kyung Hee University, Korea  

Critical Service Quality Factors for Successful College Liberal Arts Course Education in Korea  
Daesung Chang, Kyonggi University, Korea  
Young-hee Cho, Asiana Airlines, Korea  
Min-Joo Chung, Asiana Airlines, Korea  
Inhye Park, Kyonggi University, Korea  

Would Better Restaurant Service Quality Retain Customers?  
Siohong Tih, Universiti Kebangsaan Malaysia, Malaysia  
Ailing Tan, Nilai University College, Malaysia  

Quality Management Activities in the Local Government in Japan – The Measure for the ISO9000 and the ISO14000  
Atsuto Nishio, Takushoku University, Japan  

A Study on the Liberal Arts Course Education Service of a Korean University  
Jung-Hyun Lee, Howon University, Korea  
Myung-Sook An, University of Nebraska-Lincoln, USA  
Bo-Ra Lee, Kyonggi University, Korea  
Doo-Bok Kim, Hollys Coffee Co., Korea
TP 12  TOPICS IN ENTREPRENEURSHIP  
CHAIR: André Everett, University of Otago, New Zealand

Phronesis-Based Research Paradigm – For a Study Dealing with Social Complexity and Unpredictability  
Lenny Sunaryo, Prasetiya Mulya Business School, Indonesia  
André Everett, University of Otago, New Zealand  
Malcolm H. Cone, University of Otago, New Zealand

Determinants of Entrepreneurs’ Decision Making: Moderating Effects of Risk Propensity and Cognitive Categorization  
Liang Wang, University of Nebraska-Lincoln, USA  
Terrence Sebora, University of Nebraska-Lincoln, USA

Establishing Biopreneurship: A New Challenge  
Gembong Baskoro, Widya Kartika University, Indonesia

TP 13  RESEARCH IN INTERNATIONAL ECONOMICS  
CHAIR: Benjamin Kim, University of Nebraska-Lincoln, USA

Are Asian-Pacific Real Exchange Rates (Trend) Stationary?  
Benjamin Kim, University of Nebraska-Lincoln, USA  
Andrew Perumal, University of Nebraska-Lincoln, USA

What Will South American Countries Learn from Chile’s Success?  
Walt MacMillan, Oral Roberts University, USA  
Rebecca Gunn, Oral Roberts University, USA  
Lorena Soto, Oral Roberts University, USA  
Stephen Gunn, Oral Roberts University, USA

Does Wealth and Wealth Proxies Matters in Consumption Spending: A Case Study of Pakistan  
Mohammed Nishat, Institute of Business Administration, Pakistan

TP 14  ISSUES IN INTERNATIONAL TRADE AND MARKETING  
CHAIR: Roberto Bergami, Victoria University, Australia

The Rotterdam Rules and Incoterms 2000  
Roberto Bergami, Victoria University, Australia

Andean Trade Preference Act: Issues and Opportunities  
Alejandra Cross, Roger Williams University, USA  
Marian Hadley Avery, Roger Williams University, USA

Export Performance of Bangladesh  
Muhammad Mahmood, Victoria University, Australia
TP 15  EDUCATION AND PROFESSIONAL DEVELOPMENT  Klungkung 1
CHAIR: Michelle W.L. Fong, Victoria University, Australia

Work-Integrated Learning
Michelle W.L. Fong, Victoria University, Australia

A Preliminary Psychometric Assessment of the Short-Form Measure of Career Orientations in a Malaysian Sample
Ali Yusob bin Md Zain, Universiti Brunei Darussalam, Brunei

Infusing Sustainability Concepts and Practice into Postgraduate Business Programs
Peter Demediuk, Victoria University, Australia

TP 16  ISSUES IN MANAGING IT  Klungkung 2
CHAIR: Xiangqian Zhao, Shenzhen Institute of Information Technology, China

Convergence of Metaverse and Ubiquitous System
Mincheol Kang, Ajou University, Korea
Sangun Park, Kyonggi University, Korea
Byeongjun Jeon, Ajou University, Korea

A New Approach for Locating Specific Ethernet-Based Controller
Xiangqian Zhao, Shenzhen Institute of Information Technology, China
Xuecai Zhou, Shenzhen Institute of Information Technology, China

Cultural Difference in Mobile Phone Adoption Between U.S. and South Korea
Changsoo Kim, Ajou University, Korea
Sang-Gun Lee, Ajou University, Korea
Sang M. Lee, University of Nebraska-Lincoln, USA

Using the COBIT Maturity Level Model to Identify Performance Level of IT Processes at Audit Board of Republic Indonesia
Aris Tjahyanto, Magister Manajemen Teknologi, Indonesia
Indra DwiHartanto, Institute Teknologi Sepuluh Nopember, Indonesia

TP 21  RESEARCH IN INTERNATIONAL FINANCE  Badung 1
CHAIR: Budhi Arta Surya, Institute of Technology Bandung, Indonesia

The Effects of Relative-Performance-Based Stock Options on the Firm Value and Risk-Taking Behaviors: For the Case of Korean Banks vs. Non-Banks
Hyeon-a Kim, Chonnam National University, Korea
Sung-chang Jung, Chonnam National University, Korea

Value at Risk Model for Evaluating the New Investment: A Case Study of High Pressure Grinding Rolls (HPGR) Project at PT.Freeport Indonesia
Sudarso Kaderi Wiryno, Institute of Technology Bandung, Indonesia
Iyas Kusnadi, Institute of Technology Bandung, Indonesia

The Complexity of Interim Financial Reporting
Juergen Schneider, Zurich Financial Services, Switzerland

Term Structure of Credit Spreads of a Firm When Its Underlying Assets are Discontinuous
Budhi Arta Surya, Institute of Technology Bandung, Indonesia
TP 22  TOPICS IN ORGANIZATION SCIENCE  Badung 2
CHAIR: Peter D. Harms, University of Nebraska-Lincoln, USA

Evaluating the Potential Effectiveness of Chinese CEOs Using Facial Appearance
Peter D. Harms, University of Nebraska-Lincoln, USA
Guohong Han, Youngstown State University, USA
Haiyu Chen, Youngstown State University, USA

Key Predictors in a Model of Agent Performance in Contact Centres
Chris Jacobs, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

Organizational Capability Modeling on Organizational Performance by LCOB (Leadership-Culture-Organizational Politic) From Manager’s Perspective in Turbulence Time
Yuni Ros Sebayang Bangun, Institute of Technology Bandung, Indonesia
Sjafri Mangkuprawira, Bogor Agricultural Institute, Indonesia
Asep Saefudin, Bogor Agricultural Institute, Indonesia
Setiadi Djohar, Institute of Management Education and Development, Indonesia

Academic Professional Development: Perceptions from Malaysia
Roberto Bergami, Victoria University, Australia
Annamarie Schuller, Chisholm Institute, Australia
Jason Cheok, Sunway University College, Malaysia

TP 23  ISSUES IN PUBLIC SECTOR MANAGEMENT  Singaraja 1
CHAIR: Peter Demediuk, Victoria University, Australia

Participatory Budgeting in Local Government: When Good Intentions Collide with Organizational Culture and Systems
Peter Demediuk, Victoria University, Australia

The Role of Government to Manage Public Policy in Bandung, West Java, Indonesia: A Case Study in Clothing Creative Industry
Yudo Anggoro, Institute of Technology Bandung, Indonesia
Jann Hidajat Tjakraatmadja, Institute of Technology Bandung, Indonesia

Business Obstacles in Developing Creative Industry of West Java in an Effort to Improve Government Regulations
Salfitrie Roos Maryunani, Institute of Technology Bandung, Indonesia
Isti Raafaldini Mirzanti, Institute of Technology Bandung, Indonesia

Trans Metro Bandung Conflict Resolution Using Graph Model for Conflict Resolution and Value Net of Coopetition
Pri Hermawan, Institute of Technology Bandung, Indonesia
Dini Turipanam Alamanda, Institute of Technology Bandung, Indonesia
Utomo Sarjono Putro, Institute of Technology Bandung, Indonesia
Dhanan Sarwo Utomo, Institute of Technology Bandung, Indonesia
Establish Effective Supplier Relationship Management with Chinese Companies
Mihalis Giannakis, The University of Warwick, United Kingdom

Improving Delivery Performance in International Supply Networks by Leveraging on Lean Manufacturing and Lean Supply Practices
Pietro Romano, University of Udine, Italy
Pamela Danese, University of Padova, Italy
Thomas Bortolotti, University of Udine, Italy

Vertical Integration Decision Framework of EPC Contractors in Indonesia
Ichsan Syarifudin, Institute of Technology Bandung, Indonesia
Dermawan Wibisono, Institute of Technology Bandung, Indonesia

Relationship Between Organizational Structure, Organizational Capability, and Technology Commercialization Performance: Preliminary Results
Wawan Dhewanto, Monash University, Australia
Michael Vitale, Monash University, Australia
Amrik Sohal, Monash University, Australia

Using Bass Diffusion Model in Market-Saturation: Among Rival Companies
Chang-Gyu Yang, Ajou University, Korea
Ming Yu, Tsinghua University, China
Sang-Gun Lee, Ajou University, Korea
Changsoo Kim, Ajou University, Korea

Light and Shadow of Metaverse
Shinseok Lee, Ajou University, Korea
Juyoung Kang, Ajou University, Korea

A Study of Conceptual Distances Among Programming Languages Using Multi-Dimensional Scaling
Choong Kwon Lee, Keimyung University, Korea
Sangmin Jin, Keimyung University, Korea
John Kim, Keimyung University, Korea
Joonwoo Park, Keimyung University, Korea

A Comparison of IT-Manager Job Skill Requirements in On-Line Job Advertisements in the Netherlands and the USA
Sangjin Yoo, Keimyung University, Korea
Richard D.A. Winkels, Tilburg University, Netherlands
Choong Kwon Lee, Keimyung University, Korea

Chinese SMEs and Environmental Responsibility
Hongxia Liu, Central University of Finance and Economics, China
Michelle W.L. Fong, Victoria University, Australia
TP 26  RESEARCH ON GLOBAL ISSUES
CHAIR: Narendra Reddy, University of the South Pacific, Fiji

Public Enterprise Reforms: The Case of a Successful Reform
Jashwini Narayan, University of the South Pacific, Fiji
Narendra Reddy, University of the South Pacific, Fiji

An Agent-Based Model of the Decision Making Process in a Rural Community for Identifying the Factors of the Private Company’s Entry into and Withdrawal from the Agricultural Business
Ryohei Yamashita, Tokyo University of Science, Japan
Shota Fukuda, Tokyo University of Science, Japan
Takeshi Arai, Tokyo University of Science, Japan

North Korea and the United States Conflict Analysis Using Graph Model for Conflict Resolution
Intan Sherlin, Institut of Teknologi Bandung, Indonesia
Pri Hermawan, Institut of Teknologi Bandung, Indonesia
Utomo Sarjono Putro, Institut of Teknologi Bandung, Indonesia

WA 11  ORGANIZATIONAL PERFORMANCE AND BALANCED SCORECARD
CHAIR: Tze San Ong, University Putra Malaysia, Malaysia

Adoption and Implementation of Balanced Scorecard in Malaysia
Tze San Ong, University Putra Malaysia, Malaysia
Boon Heng Teh, Multimedia University, Malaysia
Chee Kwong Lau, Inti International University College, Malaysia
Sharon Lee Shyan Wong, Inti International University College, Malaysia

Effects of Balanced Scorecard on Performance – A Contingency Theory Perspective
Lee J. Yao, Loyola University New Orleans, USA
Kung H. Chen, University of Nebraska-Lincoln, USA
Jia Wu, University of Massachusetts-Dartmouth, USA
Siew H. Chan, Washington State University, USA
Janet Ratnatunga, University of South Australia, Australia

Common-Measure Bias and Trust on Performance Measurement in the Balanced Scorecard Environment
Y. Anni Aryani, University of Sebelas Maret, Malaysia
Albie Brooks, University of Melbourne, Australia
Judy Oliver, University of Swinburne, Australia

Mapping Achievement Research on Performance Prism Approach
Anton Mulyuno Azis, Institute of Technology Bandung, Indonesia
Dermawan Wibisono, Institute of Technology Bandung, Indonesia
WA 12 INVESTMENT AND PORTFOLIO MANAGEMENT  
Badung 2
CHAIR: Deddy Koesrindartoto, Institute of Technology Bandung, Indonesia

Government Debt Portfolio Optimization  
Deddy Koesrindartoto, Institute of Technology Bandung, Indonesia  
Fernando Adventius, Institute of Technology Bandung, Indonesia

Simulating Investors’ Behaviors by Using a Monopoly®-Like Board Game: Emergence of a Real Estate Bubble  
Koji Sasaki, Tokyo University of Science, Japan  
Takeshi Arai, Tokyo University of Science, Japan  
Ryohei Yamashita, Tokyo University of Science, Japan

In Search for Low Risk and High Return Portfolio (Empirical Evidences)  
Cheong Kiat Colin Gan, Institute of Technology Bandung, Indonesia  
Jann Hidajat Tjakraatmadja, Institute of Technology Bandung, Indonesia  
Sudarso Kaderi Wiryono, Institute of Technology Bandung, Indonesia  
Deddy Priatmodjo Koesrindartoto, Institute of Technology Bandung, Indonesia

Application of “Dogs of the Dow Strategy” in Indonesian Stock Market  
Subiakto Soekarno, Institute of Technology Bandung, Indonesia  
Ariani Dwijayanti, Institute of Technology Bandung, Indonesia

WA 13 MANAGEMENT OF TECHNOLOGIES AND SYSTEMS  
Singaraja 1
CHAIR: Nghi M. Nguyen, Concordia University, Canada

The Development of an ISO Project Management Standard: A Global Challenge for Transferability of Management Systems and Technologies  
Nghi M. Nguyen, Concordia University, Canada

Evaluating Capital Equipment Replacement Behavior Subject to Technological Innovation, Maintenance Policy and Environmental Regulation Using System Dynamics Simulation  
Farid Mardin, Tokyo University of Science, Japan  
Takeshi Arai, Tokyo University of Science, Japan

WA 14 TOPICS IN INTERNATIONAL FINANCE  
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Shigeru Nishiyama, Kyushu University, Japan

Cost Components as Predictors for the Profitability of Indonesian Islamic Banks: Study on PT. Bank Syariah Mandiri and PT. Bank Syariah Mego Indonesia  
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WA 21  TOPICS IN INTERNATIONAL ECONOMICS  
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Duddy P. Koesrindartoto, Institute of Technology Bandung, Indonesia  
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WA 23  CONTEMPORARY ISSUES IN ORGANIZATIONS  
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Influences of Advertising Decision to TV Advertisement Awareness  
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Putri Arinda, Institute of Technology Bandung, Indonesia