

PAN-PACIFIC CONFERENCE XXXII

Innovation in SOEs in the Digital Age

**June 1-3, 2015
Hanoi, Vietnam**

Edited by

**Sang M. Lee
Dat Tho Tran**

Publication of the Pan-Pacific Business Association

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ISBN: 1-931649-27-5

A Message from the Program Chair

This publication represents the 32nd Annual Pan-Pacific Conference being held in Hanoi, Vietnam June 1-3, 2015. The Pan-Pacific Conference has served as an important forum for the exchange of ideas and information for promoting understanding and cooperation among the peoples of the world. Last year, we had a memorable conference in Sakai City, Osaka, Japan. Professor Motofusa Murayama of University of Chiba provided superb leadership, ably supported by Professor Yong-Sook Lee of Osaka University of Economics, in developing the conference under the theme of “Designing the Shared Future through Co-Creation.” This year’s conference theme, “Innovation in SOEs in the Digital Age,” is most appropriate for this Hanoi conference in view of the importance of SOEs in the fast developing economy of Vietnam.

This year’s conference in Hanoi will have several familiar yet different features. On June 1, there will be several interesting activities for our delegates: sightseeing tour choices of the famed Ha Long Bay or city tour of Hanoi, golf at King’s Island Country Club, and the fabulous Welcome Reception and Cultural Show in the evening. Tour information can be obtained at the Hanoi Melia Hotel. The Opening Plenary Session of the conference starts in the morning of June 2, with welcome speeches by political and social leaders in Vietnam, keynote speeches, and a special panel of experts on “Innovation and Entrepreneurship for Economic Development.” The breakout paper sessions will start in the afternoon of June 2 until the afternoon of June 3. This year, the conference will have two luncheon programs: June 2 and 3. During the president’s luncheon program on June 2, the delegates from Curtin University in Miri, Malaysia will make a presentation about the 2016 conference. The Local Organizing Committee, chaired by President Dat Tho Tran of the National Economics University, has done outstanding work for securing support and coordination from important political and university leaders in Vietnam .

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 accepted submissions in the appropriate format are published in the Proceedings of the Conference in a condensed version to allow for a reasonable size publication.

We welcome everyone to the historic city of Hanoi 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 33rd Pan-Pacific Conference in the beautiful and fast growing Miri, Malaysia in Borneo Island May 25-28, 2016. Please watch for information as the Program Announcement and Call for Papers will be posted on our website (www.panpacificbusiness.org). Thank you very much.

Sang M. Lee, Program Chair

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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-Lincoln 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 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, Bali, Daejeon, Haikou, Johannesburg and Sakai City.

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, innovation 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 and beyond.

- 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: <http://www.panpacificbusiness.org>

PAN-PACIFIC CONFERENCE XXXII

All sessions will be held at the Hanoi Melia Hotel

PROGRAM AT A GLANCE

MONDAY, JUNE 1, 2015

ACTIVITIES AND EVENTS

08:30 - 16:00	Tour - Opportunities Available
16:00 - 17:30	Registration desk is open for the Pan-Pacific Conference Hanoi Melia Hotel
18:30 - 21:00	The Welcome Reception and Cultural Performance Hanoi Melia Hotel, Ballroom

TUESDAY, JUNE 2, 2015

MORNING

07:30 - 17:00	Conference Registration Hanoi Melia Hotel
08:30 - 10:10	Opening Plenary Session Welcome Speech President Dat Tho Tran, National Economics University, Vietnam Opening Address Sang M. Lee, President of PPBA, USA Keynote Speeches Dr. Dang Huy Dong, Vice Minister, Ministry of Planning and Investment "Innovation and Creativity in Enterprises in Vietnam" Dr. Can Van Luc, Senior Executive Vice President, Bank of Investment & Development of Vietnam "SOE Reform in Vietnam: Achievements, Issues, and Future Agenda"
10:10 - 10:40	Coffee Break
10:40 - 12:00	Special Panel "Innovation and Entrepreneurship for Economic Development" Moderator: Sang M. Lee, University of Nebraska-Lincoln, USA Panelists: Den H. Hooi, Nanyang Technological University, Singapore Dianne H.B. Welsh, University of North Carolina-Greensboro, USA D. Clay Whybark, University of North Carolina, USA
12:00 - 13:30	President's Luncheon Program - Melia Ballroom

PROGRAM AT A GLANCE

TUESDAY, JUNE 2, 2015

AFTERNOON

All sessions will be held at the Hanoi Melia Hotel

13:30 - 15:00

Concurrent Sessions

SESSION CODE	TP11	TP12	TP13	TP14	TP15	TP16	TP17
ROOM	Function Room III	Function Room IV	Function Room I	Function Room II	Function Room V	Function Room VI	Function Room VII
SESSION TOPIC	Special Session: PsyCap	Special Session: Economics of Environment Policies	Supply Chain & Logistics Management	Innovation and Human Capital	Topics in International Finance	Culture and Global Business	Innovation and Co-creation

15:00 - 15:30

Coffee Break

15:30 - 17:00

Concurrent Sessions

SESSION CODE	TP21	TP22	TP23	TP24	TP25	TP26	TP27
ROOM	Function Room I	Function Room III	Function Room II	Function Room V	Function Room VI	Function Room IV	Function Room VII
SESSION TOPIC	Special Workshop: Simulation New Prod. Development	Special Session: Japanese Approach to Content Mkt.	Research Topics in People Management	New Approaches to Strategic Management	Issues in Entrepreneurship	Topics in Service Business Management	Corporate Citizenship Management

WEDNESDAY, JUNE 3, 2015

MORNING

07:30 - 12:00 Conference Registration Desk is Open

WEDNESDAY, JUNE 3, 2015

MORNING

08:30 - 10:00 Concurrent Sessions

SESSION CODE	WA11	WA12	WA13	WA14	WA15	WA16	WA17
ROOM	Function Room I	Function Room II	Function Room III	Function Room IV	Function Room V	Function Room VII	Function Room VI
SESSION TOPIC	Research in International Finance	Emerging Topics in HR Management	Mgm. Issues in State Owned Enterprises	Service Quality and Customer Satisfaction	International Marketing	Topics in International Trade	Leadership in Organizations

10:00 - 10:30 Coffee Break

10:30 - 12:00 Concurrent Sessions

SESSION CODE	WA21	WA22	WA23	WA24	WA25	WA26	WA27
ROOM	Function Room III	Function Room I	Function Room II	Function Room IV	Function Room V	Function Room VI	Function Room VII
SESSION TOPIC	Digital Shopping and Marketing	Research in Tourism	Challenges for Female Entrepreneurs	Topics in International Management	Tourism and Hospitality Business	Issues in International Economics	Recent Research in International Finance

12:00 Luncheon Program, Melia Ballroom

13:30 - 15:00**Concurrent Sessions****AFTERNOON**

SESSION CODE	WP11	WP12	WP13	WP14	WP15	WP16	WP17
ROOM	Function Room I	Function Room II	Function Room III	Function Room IV	Function Room V	Function Room VI	Function Room VII
SESSION TOPIC	Topics in Information Technology Applications	New Research in Social Media	Innovation for Corporate Competitiveness	Research in International Marketing	Issues in International Finance	Education and Training for IT Application	Small and Medium Enterprises

15:00 - 15:30**Coffee Break****15:30 - 17:00****Concurrent Sessions**

SESSION CODE	WP21	WP22	WP23	WP24	WP25	WP26
ROOM	Function Room I	Function Room II	Function Room III	Function Room IV	Function Room V	Function Room VI
SESSION TOPIC	Topics in Entrepreneurship	Challenges and Opportunities in Higher Education	Globalization and Education	Public-Private Partnership in Vietnam	E-Government Practices	Challenges of State Owned Enterprises

CONFERENCE CLOSES

*Thank you for your participation in the 32nd Annual Pan-Pacific Conference!
 We hope to see you at next year's conference in Miri, Malaysia
 May 25-28, 2016*

Pan-Pacific Conference XXXII Program

Schedule Code

June 2, 2015

TP1 1-7 = Tuesday, 13:30 – 15:00

TP2 1-7 = Tuesday, 15:30 – 17:00

June 3, 2015

WA1 1-7 = Wednesday, 08:30 - 10:00

WA2 1-7 = Wednesday, 10:30 - 12:00

WP1 1-7 = Wednesday, 13:30 - 15:00

WP2 1-6 = Wednesday, 15:30 - 17:00

TP11 Special Session

Function Room III

Psychological Capital: Theory and Empirical Results

Chair: Fred Luthans, University of Nebraska-Lincoln, USA

The Understanding and Investment of Vietnamese Psychological Capital
Fred Luthans, University of Nebraska-Lincoln, USA

One Belt and One Road: A Collective Display of Psychological Capital Chinese Government and People
Weixing Li, BICANB Consulting, USA

Validation of a Japanese Version of the PsyCap Questionnaire
Yoshie Kubota, Rikkyo University, Japan

TP12 Special Session

Function Room IV

Economics of Environment Policies

Chair: Thu Thi Hoai Vu, National Economics University, Vietnam

Economics of Climate Change and Policy Implications for Vietnam
Dat Tho Tran, National Economics University, Vietnam
Thu Thi Hoai Vu, National Economics University, Vietnam

Stakeholder Response to Say No to Plastic Bags Campaign in Reducing Plastic Bag Use in Miri, Malaysia

Poh-Ling Ho, Curtin University, Malaysia
Chai-Lee Goi, Curtin University, Malaysia
Tek-Yew Lew, Curtin University, Malaysia
Fu-Ee Tang, Curtin University, Malaysia
Carrie Ho, Curtin University, Malaysia

TP13 Supply Chain and Logistics Management

Function Room I

Chair: R.I. David Poee, University of Johannesburg, South Africa

The Relationship Between Supply Chain Collaboration, Knowledge Sharing, Supplier Development, and Relationship Quality: A Case of a State Owned Enterprise in South Africa
Ellsworth Jonathan, University of Johannesburg, South Africa
R.I. David Poee, University of Johannesburg, South Africa

Human Error Triggers Long Term Oscillation
Seongam Moon, Korea National Defense University, South Korea
Duseop Kim, Korea National Defense University, South Korea

Logistics Environment of Vietnam
Donghyun Choi, Korea Aerospace University, South Korea
Hunsoo Lee, Korea Aerospace University, South Korea
Dooyong Jeong, Korea Aerospace University, South Korea
Hayang Hwang, Korea Aerospace University, South Korea

Vietnam Logistics Business Models: Case Study
Hunsoo Lee, Korea Aerospace University, South Korea
Donghyun Choi, Korea Aerospace University, South Korea
Jaewon Her, Korea Aerospace University, South Korea
Hyunkyung Kim, Korea Aerospace University, South Korea

TP14 Innovation and Human Capital

Function Room II

Chair: Meiko Murayama, University of Reading, Great Britain

The Implementation of Technological Innovation in Blended Learning at International Foundation
Programme Level: Bridging and Enabling Innovation in Business Education in the 21st Century?
Meiko Murayama, University of Reading, Great Britain

Training for Building Innovation Capability of Human Resource in Vietnam
Linh Thi My Le, National Economics University, Vietnam
Hue Thi Hoang, National Economics University, Vietnam

Innovation in Vietnamese Enterprises: Lessons Learnt from the Development of Human Resources for
Science and Technology in China
Mai Hong Phan, National Economic University, Vietnam
Lan Thanh Nguyen, National Economic University, Vietnam

"Turning the Tide" A New Wave of HR: Devolving HR Capabilities to Line Managers
Nelesh Dhanpat, University of Johannesburg, South Africa

TP15 Topics in International Finance

Function Room V

Chair: Jong Rhim, University of Southern Indiana, USA

EVA as a Measure for Managerial Incentive Compensation
Jong Rhim, University of Southern Indiana, USA

An Empirical Study on US Financial Firms' Performance and CEO's Compensation
Eunsup Daniel Shim, Sacred Heart University, USA

Determinants of Bank Profitability: The Case of Commerical Banks Listed on the Vietnam's Stock
Exchange
Tam Thanh Le, National Economics University, Vietnam
Trang Xuan Pham, Ministry of Industry and Trade, Vietnam

TP16 Culture and Global Business

Function Room VI

Chair: Motofusa Murayama, Chiba University, Japan

Making Sushi and Other Fish Culture Sustainable
Dave Flynn, Hofstra University, USA

Art of Suriawase in Japanese Collaborations
Nina Murayama, Tamagawa University, Japan

Backward Linkages of Garment Enterprises in the North of Vietnam
Dong Thi Do, National Economics University, Vietnam
Nghia Ke Nguyen, National Economics University, Vietnam

Japanese MNCs and China Plus One Strategy: An Analysis of Top Managements of Nikkei 225
Companies
Kazuhiko Arakawa, Kinki University, Japan
Koji Okazaki, Chung Hua University, Taiwan

TP17 Innovation and Co-creation

Function Room VII

Chair: Soon Goo Hong, Dong-A University, South Korea

The Effects of Co-creation on the Corporate Performance of Small and Medium Manufacturing
Companies in Korea
Dong Wan Kim, Dong-A University, South Korea
Soon Goo Hong, Dong-A University, South Korea

Seong Bae Lim, St. Mary's University, USA
Hyun Jong Kim, Dong-A University, South Korea

SMEs' Strategic Approaches Toward Inbound Open Innovation and In-House R&D
Byungku Lee, University of La Verne, USA
Taewan Kim, University of Scranton, USA
Byungheon Lee, Kwangwoon University, South Korea

SME Innovation Based on the Fit Between Its Managers' Innovation Ability and Organization Structure
Seung-Ho Kim, Kyungwoon University, South Korea
Choong Kwon Lee, Keimyung University, South Korea

TP21 Special Workshop

Function Room I

Simulation Based Training in New Product Development

Chair: Avraham Shtub, Technion Israel Institute of Technology, Israel

TP22 Special Session

Function Room III

Unique Japanese Approach to Content Marketing

Chair: Narihiko Yoshida, Digital Hollywood Graduate School, Japan

Effective Content Marketing for Tourism Site: In the Case of Gegege-no Kitaro
Narihiko Yoshida, Digital Hollywood Graduate School, Japan

Key Success Factor of La Folle Journee au Japon in Marunouchi Area
Takuya Tsubota, Tsubota Planning LLC, Japan

As a Regional Promotion Means "Totouchi Character (Local Mascot)" Is Now Attracting Attention
Tomoyuki Nozawa, Digital Hollywood Graduate School, Japan

TP23 Research Topics in People Management

Function Room II

Chair: Gerhard Roodt, University of Johannesburg, South Africa

A Comprehensive Employee Engagement Model
Marius Joubert, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

People Performance Enablers in Relation to Employees' Psychological Attachment to the Organisation
Dieter Veldsman, The HR Touch, South Africa
Melinde Coetzee, University of South Africa, South Africa

Organisational Trust and Work-Based Identity
Roslyn De Braine, University of Johannesburg, South Africa

TP24 New Approaches to Strategic Management

Function Room V

Chair: Chew Yoong Wan, Nanyang Technological University, Singapore

Crisis: From Scenarios to Contingencies - The Ex-ante Analysis
Chew Yoong Wan, Nanyang Technological University, Singapore
Den Huan Hooi, Nanyang Technological University, Singapore

How Can Partner Companies Contribute to the Revitalization of the Construction Industry in Japan?
Akio Yamamoto, Kajima Corporation, Japan

The Development of Strategic Plan for Frozen Food Product (Ready-to-Eat) in Competitive Market
Theerasak Paimsuphakpong, Thonburi University, Thailand

Developing a Conceptual Framework for Improved Organisational Performance Through Internal Audit Effectiveness
Jabile Brenda Poee, Vaal University of Technology, South Africa

TP25 Issues in Entrepreneurship

Function Room VI

Chair: Dianne H.B. Welsh, University of North Carolina-Greensboro, USA

A Model for Cross-Disciplinary Entrepreneurship for Colleges and Universities Worldwide

Dianne H.B. Welsh, University of North Carolina-Greensboro, USA

The Role of Social Networks on Entrepreneurship Opportunity Recognition: Linking Emotional Intelligence and Entrepreneurial Intention

Wonho Jeung, Korea National Defense University, South Korea
Yonghwi Noh, Myongji University, South Korea

A Study on How Business Skills Contributed to the Survival Beyond Five (5) Years of Small Black Owned Businesses in Soweto

Ellen Nkosi, Training and Development Consultant, South Africa
Maria Bounds, University of Johannesburg, South Africa
Alfred Dingi Masakale, University of Johannesburg, South Africa

TP26 Topics in Service Business Management

Function Room IV

Chair: Daesung Chang, Academic Society of Management and Music, South Korea

Business Travel in the Air Transport Market in South Africa: Determinants of Airline Selection

Rose Luke, University of Johannesburg, South Africa

Prioritisation of Rural Tourism in South Africa for an Improved GDP Economic Growth Contribution: Case of the Transkei Wild Coast, South Africa

Lulamile Ntonzima, Cape Peninsula University of Technology, South Africa

Cases of International Tourism Promotions Using Japanese Food Culture

Mi-hwa Lee, Osaka Seikei University, Japan
Yong-Sook Lee, Osaka University of Economics, Japan

The Impact of the Flight Attendant's Self-Perceived Physical Attractiveness on Job Performance and Promotion

Chongho Lee, Korea Air, South Korea
Myungsook An, Kyung In Women's University, South Korea
Joohee Kim, Sangmyung University, South Korea
Heerim Nam, Chungwoon University, South Korea

TP27 Corporate Citizenship Management

Function Room VII

Chair: Wataru Miyatsuji, Osaka City University, Japan

Organizational Citizenship Behavior in Japan: An Ethnographic Study

Wataru Miyatsuji, Osaka City University, Japan

Implementation of Corporate Support for Employee Volunteerism: The Mediating Effect of Perceived Corporate Social Responsibility

Taewan Kim, University of Scranton, USA
Jinhyun Kim, Pusan National University, South Korea

Multi-level Determinants of Corporate Citizenship

Taewan Kim, University of Scranton, USA
Jinhyun Kim, Pusan National University, South Korea

The Effects of CSR on Customer Satisfaction and Loyalty: The Mediating Roles of Corporate Image and Reputation

Urandelger Gantulga, Chonbuk National University, South Korea
Byung Ryul Bae, Chonbuk National University, South Korea
Darkhantuya Sergelen, Chonbuk National University, South Korea

WA11 Research in International Finance

Function Room I

Chair: Sung C. Bae, Bowling Green State University, USA

Managing Asymmetric Foreign Exchange Exposure with Financial Derivatives: Evidence from Korean Firms

Sung C. Bae, Bowling Green State University, USA
Taek Ho Kwon, Chungnam National University, South Korea

The Strategic Foundation for the Term Structure of Interest Rates: A Formulation as a Price-Setting Game

Shigeru Nishiyama, Kyushu International University, Japan

Security Deposit Accounting - Rent Deposit
Juergen Schneider, German University in Cairo-Berlin, Germany

WA12 Emerging Topics in Human Resource Management

Function Room II

Chair: Sinto Sunaryo, Universitas Sebelas Maret, Indonesia

Workplace Victimization in the Public Sector: Evidence on Individual Determinants and Hierarchical Status

Sinto Sunaryo, Universitas Sebelas Maret, Indonesia
Joko Suyono, Universitas Sebelas Maret, Indonesia

The Human Capital Predictive Model: Proximal Outcomes of Negative Human Capital Processes

Chris Jacobs, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

Human Resource Educational Reform for the 21st Century

Jenni Gobind, University of Johannesburg, South Africa

WA13 Management Issues in State Owned Enterprises

Function Room III

Chair: Nghi M. Nguyen, NDV Project Management Services Inc., Canada

Global Project Management Best Practice and Its Implications for State-Owned Enterprises (SOEs) in Vietnam

Nghi M. Nguyen, NDV Project Management Services Inc., Canada

Issuing a Full Accounting Framework for State Owned Enterprises Doing Business in Vietnam

Dung Manh Tran, National Economics University, Vietnam

WA14 Service Quality and Customer Satisfaction

Function Room IV

Chair: Youn Sung Kim, Inha University, South Korea

Improvement of Medical Tourism Service Using Service Design: Focused on Chinese Customers in the H Medical Center

Youn Sung Kim, Inha University, South Korea
Jialu Li, Inha University, South Korea
Kyung Sun Lee, Inha University, South Korea
Jeong Il Choi, Soongsil University, South Korea

A Study on the Effect of Medical Service Encounter and Customer Experience Satisfaction on Revisit Intention

Su Jin Lee, Kyung Sung University, South Korea
Sang Shik Lee, Kyung Sung University, South Korea
DonHee Lee, Keimyung University, South Korea

Credit Card Service Quality in Vietnam: Case of Anz Bank

Duc Minh Truong, Vietnam National University, Vietnam
Linh My Truong, Bentley University, USA
Phong Xuan Vu, Mercyhurst University, USA

**WA15 International Marketing
Room V**

Function

Chair: Leigh Leo, University of Johannesburg, South Africa

The Influence of Incidental Haptic Sensations in Evaluating an Unestablished Consumer Brand

Leigh Leo, University of Johannesburg, South Africa
Freddie Crous, University of Johannesburg, South Africa
Gideon De Bruin, University of Johannesburg, South Africa

Understanding How Vietnamese Consumer Recognizes Safe Food When Buying

Linh Thi My Le, National Economics University, Vietnam

WA16 Topics in International Trade

Function Room VII

Chair: Dharma deSilva, Wichita State University, USA

The Mosaic of Entrepreneurs+POEs, plus SOEs in Trade, FDI & Economic Growth of G-20 EMCs
Dharma deSilva, Wichita State University, USA

Impact Assessment of China-Chile Free Trade Agreement on China's Trade Flows and Some
Experiences for Vietnam-Latin America Economic Cooperation
Oanh Thi Vu, Thai Nguyen University of Economics & Business Administration, Vietnam

WA17 Leadership in Organizations

Function Room VI

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

Corporate Governance and Empowering Women in Japan: A Case of a Logistics Company
Emiko Magoshi, J.F. Oberlin University, Japan

The Relationship Between Strategic Leadership and Employee Performance in a Parastatal
Nells Mokgahla, University of the Witwatersrand, South Africa
Althea Jansen, University of the Witwatersrand, South Africa
Nelesh Dhanpat, University of Johannesburg, South Africa

WA21 Digital Shopping and Marketing

Function Room III

Chair: Sang-Gun Lee, Sogang University, South Korea

The Effect on the Advertising Value and Context Awareness Value on the Purchasing Intention
Sang-Gun Lee, Sogang University, South Korea
Eui-Bang Lee, Sogang University, South Korea
Chang-Gyu Yang, Gyeonggi Tourism Organization, South Korea

Consumer Behavior Toward Online Shopping: The Role of Social Presence in the Online Stores
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Attracting Users to View Advertising in Facebook: An Explorative Study in Vietnam
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WA22 Research in Tourism

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The Role of Consumer Multi-Consciousness and Satisfaction on Wellness Travel Service
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Weonsang Yoo, Korea University, South Korea
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Tourists' Perceptions of Service Experience Dimensions: The Case of South Africa
Phumzile K. Zondo, University of Johannesburg, South Africa
Ikechukwu O. Ezeuduji, Cape Peninsula University of Technology, South Africa

WA23 Challenges for Female Entrepreneurs

Function Room II

Chair: Jenni Gobind, University of Johannesburg, South Africa

Challenges Faced by South African Female Entrepreneurs
Jenni Gobind, University of Johannesburg, South Africa

Characteristics of Women Entrepreneurs in Vietnam
Hoa Thi Van Tran, National Economics University, Vietnam
Thuy Mai Doan Ngoc, National Economics University, Vietnam

WA24 Topics in International Management**Function Room IV**

Chair: Kamal Fatehi, Kennesaw State University, USA

A Parsimonious View of Cultural Variation and its Application to International Management
Kamal Fatehi, Kennesaw State University, USA

Optimizing Global Business Assets Through the Use of Multiple Intelligences Analysis
Mary Goebel-Lundholm, Peru State College, USA
Kim Wiseman, Multiple Intelligence Cubed, USA

The Strategy of Takarazuka Revue
Yuko Oki, Kyoto Sangyo University, Japan

WA25 Tourism and Hospitality Business**Function Room V**

Chair: Martin Lusticky, University of Economics-Prague, Czech Republic

Stakeholder Approach to the Evaluation of Tourism Policy Priorities
Martin Lusticky, University of Economics-Prague, Czech Republic
Martin Musil, University of Economics-Prague, Czech Republic
Pavel Svanda, University of Economics-Prague, Czech Republic

Change of Revenue Management Implementation in Japanese Resort Hotels
Tomofumi Uetake, Senshu University, Japan
Akimichi Aoki, Shensu University, Japan

The Role of Human Resource Management Practices, Organizational Identification and Employees' Turnover Intentions in Hospitality Industry
Nivethitha Santhanam, Indian Institute of Technology Madra, India
T.J. Kamalanabhan, Indian Institute of Technology Madra, India
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Hans Ziegler, University of Passau, Germany

The Effect of Physical and Mental Tangibilization on Performance of Service Companies
Yung-Mok Yu, Dankook University, South Korea
Jeongwook Khang, Korea Gas Corporation, South Korea
Hong-Hee Lee, Seoul National University of Science and Technology, South Korea

WA26 Issues in International Economics**Function Room VI**

Chair: Peter S. Yun, University of Virginia's College at Wise, USA

Napoleon Hill's Contribution to the Science of Success Philosophy
Peter S. Yun, University of Virginia's College at Wise, USA
Don M. Green, Napoleon Hill Foundation, USA

The Impact of Firm Agglomeration on Local Poverty Reduction: Evidence in Vietnam
Long Thanh Giang, National Economics University, Vietnam
Cuong Viet Nguyen, National Economics University, Vietnam
Tuyen Tran, VNU University of Economics, Vietnam

WA27 Recent Research in International Finance**Function Room VII**

Chair: Cong The Phan, Vietnam University of Commerce, Vietnam

Opportunities and Challenges for Investing in Creative Industries of Vietnam's Businesses
Cong The Phan, Vietnam University of Commerce, Vietnam

Participation in Decision-Making Within a Security Firm: What Do Security Officers Think?
Isaac Nyaka, University of Johannesburg, South Africa
R.I. David Poee, University of Johannesburg, South Africa

Detecting Earnings Management: Evidence from Non-Financial Vietnamese Listed Companies
Anh Huu Nguyen, National Economics University, Vietnam
Linh Ha Nguyen, National Economics University, Vietnam

Factors Influencing the Voluntary Disclosure of Vietnamese Listed Companies
Hieu Duc Pham, University of Commerce, Vietnam
Lan Thi Huong Do, State Securities Commission, Vietnam

WP11 Topics in Information Technology Applications

Function Room I

Chair: Choong Kwon Lee, Keimyung University, South Korea

Were the IT Trends Predicted by Gartner and PWC Right?
Choong Kwon Lee, Keimyung University, South Korea
Jin Back Yi, SAS Korea, South Korea
Byeonghwa Park, Hannam University, South Korea

Required Skills for Database Administrators in China's Job Market
Yunchu Huang, Kwangwoon University, South Korea
Chang-Gyu Yang, Gyeonggi Tourism Organization, South Korea

The Relationship Between Technology Park Services and Absorptive Capacity: An Empirical Study on Malaysian High Technology Companies

Rahimi Abidin, Universiti Utara Malaysia, Malaysia
Che Sobry Abdullah, Universiti Utara Malaysia, Malaysia
Norlena Hasnan, Universiti Utara Malaysia, Malaysia
Nor Hasni Osman, Universiti Utara Malaysia, Malaysia

WP12 New Research in Social Media

Function Room II

Chair: Huong Thi Thanh Tran, Danang University, Vietnam

The Adoption of Social Media Technologies in Emergency Management: Lessons for Disaster Response in Vietnam

Huong Thi Thanh Tran, Danang University, Vietnam

Social Media: Effect on Small Business Communication and Information Sharing
Jabu Dlamini, University of Johannesburg, South Africa
Paul Laughton, University of Johannesburg, South Africa

Competition and Selection of New and Old Media in China
Yunchu Huang, Kwangwoon University, South Korea
Sang-Gun Lee, Sogang University, South Korea

WP13 Innovation for Corporate Competitiveness

Function Room III

Chair: Duy Quoc Nguyen, National Economics University, Vietnam

Determinants of Innovation of Leather and Footwear Firms in Hanoi Area
Duy Quoc Nguyen, National Economics University, Vietnam

Innovation Performance Model from the Perspective of Managers' Innovation DNA
Seung-Ho Kim, Kyungwoon University, South Korea
Lak-Chae Chung, Kongju National University, South Korea

Enhancing Technological Capability in Vietnam's Fruit and Vegetable Processing Enterprises
Ha Thi Hai Do, National Economics University, Vietnam
Xuyen Huu Nguyen, National Economics University, Vietnam

Vietnam Electricity Group Innovation for the Competitive Electricity Market
Xuan Ngoc Vu, National Economics University, Vietnam

WP14 Research in International Marketing

Function Room IV

Chair: Leopoldo Arias Bolzmann, Pontificia Universidad Catolica del Peru, Peru

Neuromarketing: A Comprehensive Investigation
Leopoldo Arias Bolzmann, Pontificia Universidad Catolica del Peru, Peru
Amelia B.Tirado Perez Godoy, Pontificia Universidad Catolica del Peru, Peru

Social Media Marketing in Bilingual Schools: A Case of the British Vietnamese International School Hanoi
Thong Huy Vu, National Economics University, Vietnam
Thao Thi Ngo, National Economics University, Vietnam

Digital Marketing: A Case Study of GM Vietnam
Thong Huy Vu, National Economics University, Vietnam
Truong Xuan Vu, National Economics University, Vietnam

WP15 Issues in International Finance

Function Room V

Chair: Matt Camara, University of Massachusetts Dartmouth, USA

Mobile Money Transfer: A Model for Vietnam
Timothy Shea, University of Massachusetts Dartmouth, USA
Matt Camara, University of Massachusetts Dartmouth, USA
David Lewis, University of Massachusetts Lowell, USA

Ownership and Capital Structure in Vietnam
Thang Nguyen, National Economic University, Vietnam

Capital Structure and Financial Performance: Evidence from Vietnamese Listed Companies
Anh Huu Nguyen, National Economics University, Vietnam
Duong Thuy Doan, National Economics University, Vietnam

WP16 Education and Training for IT Application

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Chair: Chelma Sliep, University of Johannesburg, South Africa

BYOD and ITSM: The Case of a Higher Education Institute
Chelma Sliep, University of Johannesburg, South Africa
Carl Marnewick, University of Johannesburg, South Africa

Improve the Educational Human Resources of Information Technology to Serve Enterprises More Effectively in Vietnam
Lien Thi Thanh Nguyen, Banking University of Ho Chi Minh City, Vietnam
Hien Thi Thu Lam, Banking University of Ho Chi Minh City, Vietnam

Evaluating the Career Status of IT Professionals
Nelesh Dhanpat, University of Johannesburg, South Africa

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Performance of SMEs' Foreign Subsidiaries: The Mediating Roles of Knowledge Management
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Wang-Geun Oh, Kwangwoon University, South Korea
Byunghoon Lee, Kwangwoon University, South Korea

The Effect of Information Technology on the Growth of SMMEs in Soweto, South Africa After 20 Years of Commercial Freedom
Sizwe Mkwana, University of Johannesburg, South Africa
Lodewikus Janse van Rensburg, University of Johannesburg, South Africa

The Importance of Government Assistance and Intervention to Support Small Businesses
Maria Bounds, University of Johannesburg, South Africa
Alfred Dingi Masakale, University of Johannesburg, South Africa

WP21 Topics in Entrepreneurship

Function Room I

Chair: Peter Ong, International Council for SME & Entrepreneurship Malaysia, Malaysia

The Bullettrain Entrepreneur: 5 Pillars Towards SME Success
Peter Ong, International Council for SME & Entrepreneurship Malaysia, Malaysia

Barriers to Entrepreneurship: Lessons from Vietnamese Small and Medium-Sized Enterprises (SMEs)
Tung Duy Thai, Industrial University of Hochiminh City, Vietnam

Process of Development of Social Enterprises
Ayako Sendo, Takushoku University, Japan

WP22 Challenges and Opportunities in Higher Education**Function Room II**

Chair: Thomas Norman, California State University-Dominguez Hills, USA

A U.S.-Chinese Executive MBA Alliance: Lessons Learned

Thomas Norman, California State University-Dominguez Hills, USA

Application of Balanced Scorecard in Performance Evaluation of Vietnamese Universities: Case Study at National Economics University

Thuy Thi Pham, National Economics University, Vietnam

Dong Huu Nguyen, National Economics University, Vietnam

Anh Thi Mai Nguyen, National Economics University, Vietnam

Anh Thi Lan Nguyen, National Economics University, Vietnam

Training and Development as a Transformation Tool in a University in South Africa

Bethuel Sibongiseni Ngcamu, Cape Peninsula University of Technology, South Africa

Job Satisfaction and the General Well-Being in a University in South Africa: A Quality of Work Life Context

Bethuel Sibongiseni Ngcamu, Cape Peninsula University of Technology, South Africa

WP23 Globalization and Education**Function Room III**

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Hiep Vu Hoang, National Economics University, Vietnam

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M.Minsuk Shin, Konkuk University, South Korea

Challenges from South: A New Model for Being Global

Takashi Sendo, Takushoku University, Japan

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Collaboration Between Government and Private Sector: A Key to Success of Vietnam

Tuan Duy Nguyen, National Economics University, Vietnam

Public Private Partnerships in Vietnam: An Evaluation Framework

Yen Thi Hai Mac, National Economics University, Vietnam

Public-Private Partnership for Vietnam's Development: Role of Public Sector

Huong Thi Mai Tran, National Economics University, Vietnam

Tuan Duy Nguyen, National Economics University, Vietnam

WP25 E-Government Practices**Function Room V**

Chair: Binh Thanh Nguyen, National Economics University, Vietnam

Method of Designing E-Government for Development

Binh Thanh Nguyen, National Economics University, Vietnam

Business Intelligent in E-Public Services in Authorized Committee in Vietnam

Thuy Thi Thu Nguyen, Vietnam Commercial University, Vietnam

Perceptions of Vietnamese Businesses Regarding Electronic Customs

Ha Thi Hai Do, National Economics University, Vietnam

Toai Son Dam, National Economics University, Vietnam

WP26 Challenges of State Owned Enterprises**Function Room VI**

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Cuong Duc Pham, National Economics University, Vietnam

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Nguyet Thi Nguyen, Central Institute of Economic Management, Vietnam

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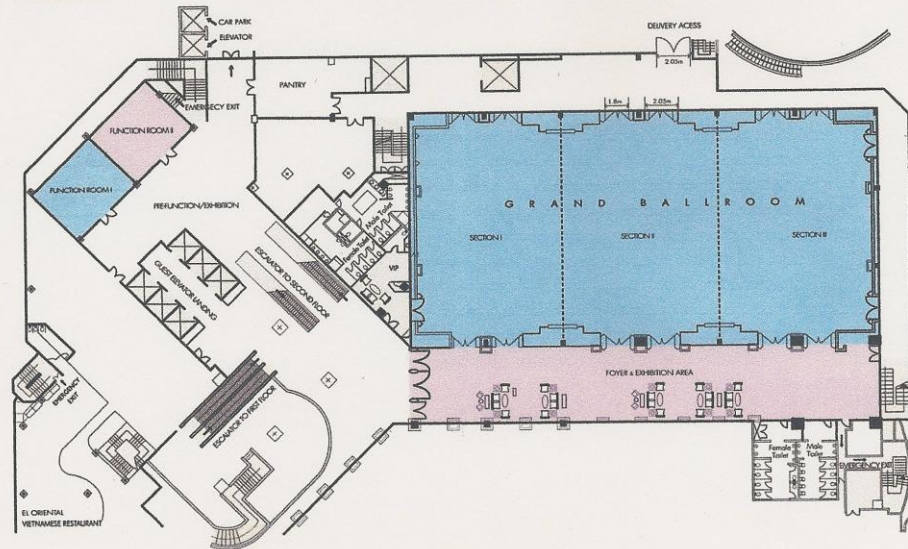
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