

PAN-PACIFIC CONFERENCE XXXIII

Building a Smart Society through Innovation and Co-creation

**May 25-27, 2016
Miri, Malaysia**

Edited by

**Sang M. Lee
Pauline Ho**

Publication of the Pan-Pacific Business Association

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A Message from the Program Chair

This publication represents the Proceedings of the 33rd Annual Pan-Pacific Conference being held in Miri, Sarawak, Malaysia May 25-27, 2016. 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 Hanoi, Vietnam, in cooperation with the National Economics University (NEU) of Hanoi. President Tran Tho Dat of NEU provided the leadership in supporting the conference under the theme of “Innovation in SOEs in the Digital Age.” This year’s conference theme “Building a Smart Society through Innovation and Co-creation” is most appropriate in view of the exploding new opportunities for improved well-being of people through convergence of new technological advances and design thinking.

The Miri Conference will have several familiar yet different features. On May 25 there will be four interesting activities: Selected tours of Miri, industry tour of an oil palm plantation, our traditional golf tournament at the Eastwood Valley Golf & Country Club, and the fabulous Welcome Reception and Cultural Show. The Opening Plenary Session starts in the morning of May 26, with a welcome speech, keynote addresses by government and business leaders, and a special panel on “Building a Smart Society in the Digital Age.” The concurrent breakout paper sessions will start in the afternoon of May 26. There will be two luncheon programs on May 26 and May 27. The Local Organizing Committee, coordinated by Professor Pauline Ho of Curtin University Sarawak, and leadership support provided by Pro Vice-Chancellor Professor Jim Mieniczakowski and Dean Jonathan Winterton of Curtin University Sarawak, has done superb work for making all the arrangements for the conference. We welcome our distinguished keynote speakers, dignitaries, and business leaders sharing their expert views with our participants.

We hope the Miri conference will be another success in terms of learning from each other and renewing our friendship. We wish to welcome all participants to the 34th Annual Pan-Pacific Conference in Lima, Peru, a beautiful country with long history and culture (of course Machu Picchu) May 29-June 1, 2017. Please watch the presentation of Dr. Leopoldo Arias Bolzmann of CENTRUM Graduate Business School of the Universidad Catolica del Peru during the President’s Luncheon Program on May 27, 2016.

I would like to express our profound gratitude to many people who provided super human efforts for this year’s conference in Miri. I would like to especially thank the following individuals: Dr. Pauline Ho of Curtin University Sarawak; Dr. Zakaria Taib of the International Council of SME and Entrepreneurship Malaysia; Professors Den Hooi and Chew Yoong Wan of Nanyang Technological University, Singapore; Donny Tan Yee and Felicia Foo of the Sarawak Convention Bureau; and Patricia Santos of Pullman Miri Waterfront Hotel.

Pan-Pacific Conference Peer Review Process

All papers 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 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 needing revision, the author is notified of the reviewers’ suggestions and encouraged to submit the final paper with appropriate changes. All accepted paper submissions in the appropriate format are published in the Proceedings of the conference in condensed versions to allow for a reasonable size publication.

Sang M. Lee, Program Chair

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and Director of Inspiring Authentic Benevolence Global Y.Bhg.

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Dr. Zakaria Taib, President, International Council for SME and Entrepreneurship Malaysia

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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, Sakai City and Hanoi.

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 XXXIII

All sessions will be held at the Pullman Miri Waterfront Hotel

WEDNESDAY, MAY 25, 2016

ACTIVITIES AND EVENTS

- 08:30 - 16:00** **Tour - Opportunities Available**
- 16:00 - 18:00** **Registration desk is open for the Pan-Pacific Conference** **Borneo 1**
- 18:30 - 21:00** **The Welcome Reception and Cultural Performance** **Junior Ballroom 1&2**
Lawrence Lai, Mayor of Miri
Jim Mieniczakowski, Pro Vice Chancellor, Curtin University Sarawak

THURSDAY, MAY 26, 2016

MORNING

- 07:30 - 17:00** **Conference Registration** **Borneo 1 Foyer**
- 08:30 - 10:00** **Opening Plenary Session** **Grand Ballroom**
- Welcome Speech**
Jonathan Winterton, Dean, Faculty of Business, Curtin University Sarawak
- Opening Address**
Sang M. Lee, President of PPBA, USA
- Keynote Speeches**
Sang-Chul Lee, Standing Advisor, LG Group, South Korea
Dato' Dr. Ibrahim Ahmad Bajunid, President, Malaysian Association for Education
- 10:00 - 10:30** **Coffee Break** **Junior Ballroom Foyer**
- 10:30 - 12:00** **Plenary Panel** **Grand Ballroom**
Building a Smart Society in the Digital Age
Moderator: Sang M. Lee, University of Nebraska-Lincoln, USA
Tan Sri Datuk Amar Wilson Baya Dandot, CEO
Regional Corridor Development Authority, Sarawak, Malaysia
Den Hooi, Nanyang Technological University, Singapore
Wan Bae Rha, GS Group Vice Chairman, South Korea
Daneel Van Lill, University of Johannesburg, South Africa
D. Clay Whybark, University of North Carolina Chapel Hill, USA
Jonathan Winterton, Curtin University Sarawak, Malaysia
- 12:00 - 13:30** **President's Luncheon Program** **Junior Ballroom 1&2**
The Motofusa Murayama Best Research Paper Award

SESSIONS AT A GLANCE

THURSDAY, MAY 26, 2016

AFTERNOON

All sessions will be held at the Pullman Miri Waterfront Hotel

13:30 - 15:00

Concurrent Sessions

SESSION CODE	ThP11	ThP12	ThP13	ThP14	ThP15
ROOM	Borneo 1	Waterfront 2	Waterfront 3	Waterfront 1	Borneo 2
SESSION TOPIC	PsyCap Special Session	Emerging Topics in Tourism	Strategic Issues in International Business	Research in Operations Management	Recent Research in Strategy

15:00 - 15:30

Coffee Break

Junior Ballroom Foyer

15:30 - 17:00

Concurrent Sessions

SESSION CODE	ThP21	ThP22	ThP23	ThP24	ThP25
ROOM	Waterfront 2	Waterfront 3	Borneo 1	Borneo 2	Waterfront 1
SESSION TOPIC	Issues in Organizational Science	Revitalization of Regions and Cities	Innovative Ideas in Education	Global Business and Markets	Human Capital in Organizations

FRIDAY, MAY 27, 2016

MORNING

07:30 - 15:00

Conference Registration Desk is Open

Borneo 1 Foyer

08:30 - 10:00

Concurrent Sessions

SESSION CODE	FA11	FA12	FA13	FA14	FA15
ROOM	Waterfront 1	Waterfront 2	Waterfront 3	Borneo 1	Borneo 2
SESSION TOPIC	Colloquium on Org. Performance Session 1	Co-creation for New Opportunities	Research in Work and Well-Being	Issues in Sustainability and Environment	Innovation & Reform for Sustainable Future

10:00 - 10:30

Coffee Break

Junior Ballroom Foyer

10:30 - 12:00

Concurrent Sessions

SESSION CODE	FA21	FA22	FA23	FA24	FA25
ROOM	Waterfront 1	Waterfront 2	Waterfront 3	Borneo 1	Borneo 2
SESSION TOPIC	Colloquium on Org. Performance Session 2	Innovation and Strategy	Publishing in Int'l Journals: A Workshop	Research in Supply Chain Management	New Advances and Applications of ICT

12:00 - 13:30 Luncheon Program

Junior Ballroom 1

Award Presentations

The 2017 Pan-Pacific Conference Site Presentation

FRIDAY, MAY 27, 2016

AFTERNOON

13:30 - 15:00

Concurrent Sessions

SESSION CODE	FP11	FP12	FP13	FP14	FP15
ROOM	Waterfront 1	Waterfront 2	Waterfront 3	Borneo 1	Borneo 2
SESSION TOPIC	Colloquium on Org. Performance Session 3	Current Issues in Tourism	Research in Health Care	Issues in ICT	Research in Organizational Science

15:00 - 15:30

Coffee Break

Junior Ballroom Foyer

15:30 - 17:00

Concurrent Sessions

SESSION CODE	FP21	FP22	FP23	FP24	FP25
ROOM	Waterfront 2	Waterfront 3	Waterfront 1	Borneo 1	Borneo 2
SESSION TOPIC	Tourism and Economic Development	Financial Strategy and Performance	Research in International Finance	Challenges of SMEs	Entrepreneurial Capabilities and Performance

CONFERENCE CLOSES

Thank you for your participation in the 33rd Annual Pan-Pacific Conference! We hope to see you at next year's conference in Lima, Peru.

Pan-Pacific Conference XXXIII Program

Schedule Code

Thursday, May 26, 2016

ThP1 1-5 = Thursday, 13:30 - 15:00

ThP2 1-5 = Thursday, 15:30 - 17:00

Friday, May 27, 2016

FA1 1-5 = Friday, 08:30 - 10:00

FA2 1-5 = Friday, 10:30 - 12:00

FP1 1-5 = Friday, 13:30 - 15:00

FP2 1-5 = Friday, 15:30 - 17:00

ThP11 Psychological Capital: A Special Session

Borneo 1

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

PsyCap Taking Off: New Research and Applications

Fred Luthans, University of Nebraska-Lincoln, USA

Built to Last: A Financial Outlook of Psychological Capital or PsyCap

Weixing Li, BICANB Consulting, USA

ThP12 Emerging Topics in Tourism

Waterfront 2

Chair: Magdalena Petronella Swart, University of South Africa, South Africa

Expo Product Satisfaction as a Mediator Between Expo Promotion and Expo Retention

Magdalena Petronella Swart, University of South Africa, South Africa

Co-creation in Tourism Business

Shelyn S. Hombo, Chuo University, Japan

Proposing an Online Learning Perception Scorecard in Tourism

Magdalena Petronella Swart, University of South Africa, South Africa

ThP13 Strategic Issues in International Business

Waterfront 3

Chair: Dharma DeSilva, Wichita State University, USA

Globalization's Gift of G20 EMCs in Retrospect and Prospect: Reshapes the New Global Business

Landscape Spurring World Trade & Investment into the 21st Century

Dharma DeSilva, Wichita State University, USA

Is China Less Important or Not?: A Note on China Strategies of Japanese Big Business

Kazuhiko Arakawa, Kinki University, Japan

Koji Okazaki, Chung-Hua University, Taiwan ROC

Borneo – A Future Gem of Asia-Pacific

Changyong Zhang, Curtin University, Malaysia

ThP14 Research in Operations Management

Waterfront 1

Chair: Atsuto Nishio, Takushoku University, Japan

New Strategy of Convenience Store: Development of Convenience Store into New Area in Japan

Atsuto Nishio, Takushoku University, Japan

Outsourcing and Small to Medium Businesses – Factors Contributing to Success and Failure

Linda Haehner, Sam Houston State University, USA

Balasundram Maniam, Sam Houston State University, USA

Relationship Between the J.D. Power Automotive Performance Execution and Layout (APEAL) Study and Automobile Sales: A Case Study of Hyundai Motor Company

Hwanyong Kim, Troy University, USA

Jimmy Simpson, Troy University, USA

Jongheon Kim, Auburn University, USA

Kwangjea Woo, Chung-Ang University, South Korea

ThP15 Recent Research in Strategy

Borneo 2

Chair: Chew Yoong Wan, Nanyang Technological University, Singapore

Crisis Scenarios: Developing Early Warning System

Chew Yoong Wan, Nanyang Technological University, Singapore

Den Huan Hooi, Nanyang Technological University, Singapore

The Effect of Consultants on a Glass Manufacturing Firm

Maria Bounds, University of Johannesburg, South Africa

Shawn du Randt, University of Johannesburg, South Africa

Industry Convergence: The Case of Unmanned Aerial Systems

Johnny Elie Chamata, Curtin University, Malaysia

ThP21 Issues in Organizational Science

Waterfront 2

Chair: Rene Van Wyk, University of Johannesburg, South Africa

The Construct Validity of the Van Wyk Team Altruism Measuring Instrument

Rene Van Wyk, University of Johannesburg, South Africa

Factors Affecting Employee Job Satisfaction Among Commercial Accountants

Gerald Muk Yoong Lai, IBS College, Malaysia

Joseph Kee Ming Sia, Curtin University, Malaysia

Than Myint Khin, Curtin University, Malaysia

ThP22 Revitalization of Regions and Cities

Waterfront 3

Chair: Nina Murayama, Tamagawa University, Japan

Art Triennial and Revitalizing the Community – ICHIHARA ART x MIX in Chiba, Japan

Nina Murayama, Tamagawa University, Japan

A Township Based Business Location for Migrant's Businesses in South Africa: Cases of Xenophobia

Sizwe Mkwana, University of Johannesburg, South Africa

Charles Mbohwa, University of Johannesburg, South Africa

Consideration Regarding Regional Vitalization Projects

Masayuki Maruyama, Kansai University of International Studies, Japan

ThP23 Innovative Ideas in Education**Borneo 1**

Chair: Meiko Murayama, University of Reading, UK

Technologies Applied in Business Studies: Implementing Blended Learning

Meiko Murayama, University of Reading, UK

Employment Expectations of Supply Chain Management Distance Learning Students

Gert Heyns, University of Johannesburg, South Africa

Rose Luke, University of Johannesburg, South Africa

Effects of Preserving and Sharing the Contents Co-created with Students

BooYun Cho, Jeju National University, South Korea

DaeSoo Kim, Korea University Business School, South Korea

Yung-Mok Yu, Dankook University, South Korea

SungHee Lee, Hoseo University, South Korea

ThP24 Global Business and Markets**Borneo 2**

Chair: Leopoldo G. Arias-Bolzman, Universidad Catolica del Peru, Peru

Factors Influencing the Purchasing Decision within a Hypercompetitive and Hyperlocalized Market: The Case of the Chilean Pharmacies Market

Leopoldo G. Arias-Bolzman, Universidad Catolica del Peru, Peru

Hector Hevia, Universidad Adolfo Ibanez, Chile

Francia Shurman, Universidad Adolfo Ibanez, Chile

Cross-Cultural Study to Understand the Relationship Between Elements of Corporate Visual Identity (CVI) and Consumers' Components of Attitude

Doaa Badran, German University in Cairo, Egypt

Noha El-Bassiouny, German University in Cairo, Egypt

Gunter Silberer, Georg-August University of Gottingen, Germany

The Impact of Government Policies on the Secondary Spectrum Market: A System Dynamics Approach

Hee Seok Song, Hannam University, South Korea

Taewan Kim, University of Scranton, USA

ThP25 Human Capital in Organizations**Waterfront 1**

Chair: Gert Roodt, University of Johannesburg, South Africa

Management Engagement as a Co-Determinant of Employee Engagement

Marius Joubert, University of Johannesburg, South Africa

Gert Roodt, University of Johannesburg, South Africa

The Role of Cultural Values and Transformational Leadership in Developing Citizenship Behavior

Daria Gom, Universiti Malaysia Sabah, Malaysia

Tek-Yew Lew, Curtin University, Malaysia

FA11 Special Colloquium on Organizational Performance – Session 1**Waterfront 1**

Facilitator: Jonathan Winterton, Curtin University Sarawak, Malaysia

Introductory Discussion on Aims of the Colloquium and Opportunities for further Collaboration and Publication Initiated by the Convenors

Contextualizing Organizational Performance
Jonathan Winterton, Curtin University Sarawak, Malaysia

The Predictive Ability of a Human Capital Model on Employee Performance
Chris Jacobs, University of Johannesburg, South Africa
Gert Roodt, University of Johannesburg, South Africa

FA12 Co-creation for New Opportunities

Waterfront 2

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

A Study on Community Business Support Policies through Co-creation
Tai-Hun Lee, Dong-A University, South Korea
Soon-Goo Hong, Dong-A University, South Korea
Ju Seop Park, Dong-A University, South Korea

Success Elements for Co-creation of Region and Centre Applying Marketing 4Ps – In the Case of “Chojin Neiger” Local Hero
Narihiko Yoshida, Digital Hollywood Graduate School, Japan
Mieko Hidaka, Digital Hollywood Graduate School, Japan

Public Sector Transformation in Sarawak – A Multi-pronged Approach to Build Smart Societies through Innovation and Co-Creation
Kwok Mow Chan, Curtin University, Malaysia

FA13 Research in Work and Well-Being

Waterfront 3

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

Using Detachment to Reconcile Business with Happiness: Wisdom from Buddhism
Emiko Magoshi, J.F. Oberlin University, Japan

The Courtship Process as a Metaphor for Work Identification and Engagement
Hylton Gudmanz, University of Johannesburg, South Africa
Gert Roodt, University of Johannesburg, South Africa
Roslyn De Braine, University of Johannesburg, South Africa

The Effect of High-Performance Work Practices on Service Quality: The Role of Work-Life Balance
Mary Monica Jiony, Universiti Malaysia Sabah, Malaysia
Tek-Yew Lew, Curtin University, Malaysia

FA14 Issues in Sustainability and Environment

Borneo 1

Chair: Dave Flynn, Hofstra University, USA

Making Fish Culture Sustainable
Dave Flynn, Hofstra University, USA

A Cross-Market Study on Impacts of Green Practices on Lean Supply Chain Management for SME – A Conceptual Paper
Kian Chuan Chang, Curtin University, Malaysia
Ricardo Baba, Curtin University, Malaysia
Tek-Yew Lew, Curtin University, Malaysia
Adriel Sim, Curtin University, Malaysia

Ecological Footprint Analysis of Electricity and Water Usage for Curtin University Sarawak
Daniel Tang Kuok Ho, Curtin University, Malaysia

FA15 Innovation and Reform for Sustainable Future**Borneo 2**

Chair: Chai Lee Goi, Curtin University, Malaysia

The Impact of Technological Change on Building a Sustainable City
Chai Lee Goi, Curtin University, Malaysia

Case Study of a Sustainable NGO
Rene Van Wyk, University of Johannesburg, South Africa

Public Sector Reform Towards Energy Supply Deregulation
Takuya Tsubota, Shinjuku Show Energy Co., Ltd., Japan

FA21 Special Colloquium on Organizational Performance – Session 2**Waterfront 1**

Facilitator: Jonathan Winterton, Curtin University Sarawak, Malaysia

What is Performance: An Assessment of the Multifaceted Face of Performance in HPWS Research
Kenneth Cafferkey, Universiti Tun Abdul Razak, Malaysia

The Many Routes to a High Performance Work System: Same Principles, Different Practices in the South Australian Manufacturing Sector
Robert Perrett, University of Bradford, UK
John Spoehr, Flinders University, Australia

FA22 Innovation and Strategy**Waterfront 2**

Chair: Yonghwi Noh, Myongji University, South Korea

The Effects of Open Innovation in the Service Industry
Yonghwi Noh, Myongji University, South Korea
Joohee Kim, Bucheon University, South Korea

Ambidextrous Innovation in Service Organizations
Jin Sung Rha, Dankook University, South Korea
Donghyun Choi, Korea Aerospace University, South Korea

The Fiasco of the New National Stadium for the 2020 Tokyo Olympics: An Analysis of the Management and Decision-Making Process of the Original Plans by the Key Stakeholders
Akio Yamamoto, Meiji University, Japan

FA23 Publishing in International Journals: A Workshop**Waterfront 3**

Chair: Arifin Angriawan, Purdue University Calumet, USA

Theory, Contribution & Why Reviewers Reject Your Manuscripts
Arifin Angriawan, Purdue University Calumet, USA

FA24 Research in Supply Chain Management**Borneo 1**

Chair: Kai Kim, Bryant University, USA

Implementing Corporate Social Responsibility Guideline Can Improve Firm's Sustainable Supply Chain Management and Competitive Advantage
Kai Kim, Bryant University, USA

Correlations Between Structure of Supply Chain and Quality in Automobile Industry
Myungsik Seo, Korea Aerospace University, South Korea
Donghyun Choi, Korea Aerospace University, South Korea

An Exploratory Analysis of the Adoption of Environmentally Sustainable Supply Chain Best Practices in the Retail Sector

Anand Naidoo, University of Johannesburg, South Africa
Rose Luke, University of Johannesburg, South Africa

Barriers to Trade with South Africa: An Analysis of Impediments to Sustainable Supply Chains

Rose Luke, University of Johannesburg, South Africa
Gert J. Heyns, University of Johannesburg, South Africa

FA25 New Advances and Applications of ICT

Borneo 2

Chair: Daneel Van Lill, University of Johannesburg, South Africa

Comparative Analysis of Atlas.ti and Leximancer Text-Mining Software in the Field of Benefits Management

Daneel Van Lill, University of Johannesburg, South Africa
Carl Marnewick, University of Johannesburg, South Africa

Crisis Management on Social Media: A Recent Case of Tan Hiep Phat Beverage in Vietnam

Thong Vu Huy, National Economics University, Vietnam
The Nam Ngo, National Economics University, Vietnam

Preservation of Corporate Memory Through Electronic Records and Document Retention at the National Research Foundation

Ntsutsa Tsutsa, University of Johannesburg, South Africa
Paul Laughton, University of Johannesburg, South Africa

FP11 Special Colloquium on Organizational Performance – Session 3

Waterfront 1

Facilitator: Jonathan Winterton, Curtin University Sarawak, Malaysia

A Cross-Country Analysis of Productivity in the Agricultural Sector

S.M. Mahdi Tavassoli, Curtin University Sarawak, Malaysia
Junaid M. Shaikh, Curtin University Sarawak, Malaysia

Discussion on Publishing Organizational Performance: Pan-Pacific Perspectives

Jonathan Winterton, Curtin University Sarawak, Malaysia

FP12 Current Issues in Tourism

Waterfront 2

Chair: Sang Jun Kim, Kindai University, Japan

Current Trends and Issues of Medical Tourism in Japan

Sang Jun Kim, Kindai University, Japan
Issei Iwasaki, Osaka City University, Japan

An Exploratory Study of Singapore's Generation Y Employees in the Tourism Sector

Kim Lim Tan, Curtin University, Malaysia
Tek-Yew Lew, Curtin University, Malaysia

The Influence of Servicescape on Customer Satisfaction and Revisit Intention: South Korea Guesthouses

SuJin Lee, Kyungsung University, South Korea
SangShik Lee, Kyungsung University, South Korea
HyungMok Lee, Kyungsung University, South Korea

FP13 Research in Health Care**Waterfront 3**

Chair: Juergen Schneider, German University in Cairo-Berlin, Germany

The CE Marking and Its Importance to Capitalize Development Costs in the Medical Device Industry
Juergen Schneider, German University in Cairo-Berlin, Germany

HEALTHQUAL: A Multi-Item Scale for Assessing Healthcare Service Quality
DonHee Lee, Keimyung University, South Korea

Co-creation Strategies of Quality Care in Hospitals
DonHee Lee, Keimyung University, South Korea

FP14 Issues in ICT**Borneo 1**

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

A Study on the Industrial Impact and Competitive Advantage of China's ICT Industry
Yong Fei Li, Sogang University, South Korea
Myung Jai Kong, Korea Eximbank, South Korea
Sang-Gun Lee, Sogang University, South Korea

Are Academia Using IT? The Quest for the Truth
Caitlin Slattery, University of Johannesburg, South Africa
Carl Marnewick, University of Johannesburg, South Africa

Tokyo Metropolitan Police PR with "Kawaii" Character Preventing Phishing Scams – Surprise and Co-creation
Tomoyuki Nozawa, ASATSU-DK INC., Japan

FP15 Research in Organizational Science**Borneo 2**

Chair: Xander Van Lill, University of Johannesburg, South Africa

Effects of Managers' Degree of Considerateness and Reasonableness on Subordinates' Decisions
Xander Van Lill, University of Johannesburg, South Africa
Gert Roodt, University of Johannesburg, South Africa

Flexpatriate Rotational Assignees in the Energy Industry: Exploring Job Demands, Job Resources and Wellbeing
Reimara Valk, Curtin University, Malaysia
Sandra B.T. Hannon, Lloyd's Register Drilling Integrity Services (Intl.) BV, The Netherlands

The Roles of an Individual's Prior Mood and Self-Construal on the Willing to Donate, Mediating Roles of Altruistic and Egoistic Motives and Moderating Roles of Self Enhancement and Identity Congruence
Urandelger Gantulga, Chonbuk National University, South Korea
Byung Ryul Bae, Chonbuk National University, South Korea
Yunok Kim, Chonbuk National University, South Korea

FP21 Tourism and Economic Development**Waterfront 2**

Chair: Samuel Adeyinka-Ojo, Curtin University, Malaysia

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Shigeki Matsumoto, Kansai University of International Studies, Japan
Yongsok Lee, Kansai University of International Studies, Japan

Revitalization of Japan's Traditional Tourism Industries: A Focused Study on the Kansai Region
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Shigeki Matsumoto, Kansai University of International Studies, Japan

FP22 Financial Strategy and Performance

Waterfront 3

Chair: Tomihisa Ito, Ito Consultancy on Airline Business, Japan

A Study of Ancillary Revenue Strategy in Airline Business
Tomihisa Ito, Ito Consultancy on Airline Business, Japan

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Khulekani Yakobi, Walter Sisulu University, South Africa
Bethuel Sibongiseni Ngcamu, Cape Peninsula University of Technology, South Africa

An Exploratory Study on Employees' Optimism Towards Social Media in Financial Institutions: A Case Study of Two South African Commercial Banks
Khulekani Yakobi, Walter Sisulu University, South Africa
Bethuel Sibongiseni Ngcamu, Cape Peninsula University of Technology, South Africa

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V.Srimeenakshi Kumar, Curtin University, Malaysia
Dhanuskodi Rengasamy, Curtin University, Malaysia
Krishnan Anbalagan, Curtin University, Malaysia

FP23 Research in International Finance

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Chair: Md. Atiqur Rahman Khan, Curtin University, Malaysia

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M. Shibley Sadique, University of Rajshahi, Bangladesh
Mokhtarul Wadud, Deakin University, Australia

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HyunMi Ji, Keimyung University, South Korea

Oligopolistic Structure and the Forms of Institutional Consolidation in Finance: Merger or Group Integration
Shigeru Nishiyama, Kyushu International University, Japan

FP24 Challenges of SMEs

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Sicelo Tshisa, University of Johannesburg, South Africa
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D. Watters, University of Johannesburg, South Africa

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