

# PAN-PACIFIC CONFERENCE XXXIV

Designing New Business Models in Developing Economies

May 29-31, 2017  
Lima, Peru

Edited by

Sang M. Lee  
Vincent Charles

Publication of the Pan-Pacific Business Association

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## A Message from the Program Chair

This publication represents the Proceedings of the 34<sup>th</sup> Annual Pan-Pacific Conference being held in Lima, Peru May 29-31, 2017. 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 since 1984. Last year, we had a memorable conference in Miri, Malaysia, in cooperation with Curtin University Sarawak, under the theme of "Building a Smart Society through Innovation and Co-creation." Professor Pauline Ho served as Chair of the Local Organizing Committee, with strong leadership support of Pro Vice-Chancellor Professor Jim Mienzakowski and Dean Jonathan Winterton.

This year, we are in Lima, Peru, a beautiful country with long history and culture (of course the famed Machu Picchu). The conference will be in cooperation with CENTRUM Graduate Business School, Pontificia Universidad Catolica del Peru. The conference theme "Designing New Business Models in Developing Economies" is most appropriate for many developing countries in Latin America. Innovative ideas and business models to create jobs for economic development through entrepreneurship, human resource management, international trade and tourism are major topics of the program.

We would like to express our profound appreciation to many people who made this year's Lima Conference a reality. I would like to single out the following individuals: Professor Dr. Fernando A. D'Alessio, Director General of CENTRUM, Dr. V. Charles, Dr. Ricardo Pino, Dr. Leopoldo Arias-Bolzmann, and Mr. Alvaro Morales.

We are sure that this year's conference in Lima will be another special experience for our participants. The 35<sup>th</sup> Annual PPC will be held in Seoul, Korea. This conference will be a special commemorative conference celebrating 35 years of the Pan-Pacific Business Association. Stay tuned for the next year's conference in Seoul, a beautiful high tech city.

### 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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Thanu Kulachol, Bangkok University, Thailand  
Sang M. Lee, University of Nebraska–Lincoln, USA  
Weixing Li, BICANB Consulting, USA  
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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 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, Hanoi and Miri.

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 XXXIV

MONDAY, MAY 29, 2017

## ACTIVITIES AND EVENTS

08:30 - 16:00    Tour - Opportunities Available

15:00 – 17:30    Registration desk is open for the Pan-Pacific Conference    Lima Hilton

18:40              Buses leave Lima Hilton

19:30 - 21:00    The Welcome Reception and Cultural Show  
Dama Juana Restaurant, Av. Republica de Panama 230, Barranco

Welcome: **Ricardo Pino**, Director of Research, CENTRUM, Peru

TUESDAY, MAY 30, 2017

## MORNING

07:15              Buses leave Lima Hilton for CENTRUM

07:30 – 10:00    Conference Registration    CENTRUM

08:30 - 10:00    Opening Plenary Session    Auditorium

                    Welcome Speech  
**Vincent Charles**, Director of Research and International Affairs, CENTRUM, Peru

                    Opening Address  
**Sang M. Lee**, President of PPBA, University of Nebraska-Lincoln, USA

                    Keynote Speeches  
**Mr. Masahiro Takagi**, Minister-Counselor of the Embassy of Japan in Peru  
**Dr. D. Clay Whybark**, Distinguished University Professor  
University of North Carolina-Chapel Hill, USA

10:00 - 10:30    Coffee Break    Cafeteria

10:30 - 12:00    Plenary Panel    Auditorium  
Digital Transformation and New Innovation Models  
**Moderator: Sang M. Lee**, University of Nebraska-Lincoln, USA  
**Den H. Hooi**, Nanyang Technological University, Singapore  
**Gerhard Roodt**, University of Johannesburg, South Africa

12:00 - 13:30    Luncheon Program    Cafeteria

# SESSION AT A GLANCE

## Tuesday Sessions at CENTRUM

TUESDAY, MAY 30, 2017

### AFTERNOON

13:30 - 15:00

Concurrent Sessions

SESSION CODE	TP11	TP12	TP13	TP14	TP15
ROOM	201	202	204	205	207-208
SESSION TOPIC	Entrepreneur and Family Business	Research in Organization Science	Psychology at Work Place	Current Research in Human Resources	Quality Management Issues

15:00 - 15:30

Coffee Break

Cafeteria

15:30 - 17:00

Concurrent Sessions

SESSION CODE	TP21	TP22	TP23	TP24	TP25
ROOM	201	202	204	205	207-208
SESSION TOPIC	Global Business Issues	Research in <b>Int'l Marketing</b> and Trade	Research in Psychological Capital	Tourism and Hospitality	Issues in ICT Applications

WEDNESDAY, MAY 31, 2017

MORNING

## Wednesday Sessions at Lima Hilton Hotel

08:30 - 10:00

Concurrent Sessions

SESSION CODE	WA11	WA12	WA13	WA14	WA15
ROOM	Alpamayo 1	Alpamayo 2	Alpamayo 3	Ausangate	Salkantay
SESSION TOPIC	Risk and Bullying Management	Business Ethics	Supply Chain Management	Tourism in Action	Project & Supply Chain Management

10:00 - 10:30

Coffee Break

Foyer

10:30 - 12:00

Concurrent Sessions

SESSION CODE	WA21	WA22	WA23	WA24	WA25
ROOM	Alpamayo 1	Alpamayo 2	Alpamayo 3	Ausangate	Salkantay
SESSION TOPIC	Challenges in Public Organizations	Opportunities in International Business	Advances in ICT and Education	Research in Production/Service Management	Strategy and Business Models

12:00 - 13:30 **President's Luncheon Program**

Terrace

**Award Presentations**

**The 2018 Pan-Pacific Conference Site Presentation**



WEDNESDAY, MAY 31, 2017  
AFTERNOON

13:30 - 15:00		Concurrent Sessions		
SESSION CODE	WP11	WP12	WP13	WP14
ROOM	Alpamayo 1	Alpamayo 2	Alpamayo 3	Ausangate
SESSION TOPIC	Research on Latin America	International Finance	Strategic Management	Issues in Human Resources

15:00 - 15:30

Coffee Break

Foyer

15:30 - 17:00		Concurrent Sessions	
SESSION CODE	WP21	WP22	WP23
ROOM	Alpamayo 1	Alpamayo 2	Alpamayo 3
SESSION TOPIC	Strategies for Economic Development	Small and Medium Enterprises	Research in Sustainability

CONFERENCE CLOSES

*Thank you for your participation in the 34th Annual Pan-Pacific Conference! We hope to see you at next year's conference in Seoul, South Korea!*

# Pan-Pacific Conference XXXIV Program

## Schedule Code

May 30, 2017

TP1 1-5 = Tuesday, 13:30 - 15:00

TP2 1-5 = Tuesday, 15:30 - 17:00

May 31, 2017

WA1 1-5 = Wednesday, 08:30 - 10:00

WA2 1-5 = Wednesday, 10:30 - 12:00

WP1 1-5 = Wednesday, 13:30 - 15:00

WP2 1-5 = Wednesday, 15:30 - 17:00

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TP11 Entrepreneurship and Family Business

Room 201

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

Women Entrepreneurs and Family Firm Heterogeneity: Evidence from an Emerging Economy

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

Silvana Trimi, University of Nebraska-Lincoln, USA

Eugene Kaciak, Brock University, USA

Emerson Wagner Mainardes, FUCAPE Business School, Brazil

Financial Performance of Family Businesses with Corporate Governance Practices of the Ownership

Jose Bernardo Betancourt Ramirez, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Cross-Disciplinary Education: Not Business as Usual

Bonnie F. Canziani, University of North Carolina-Greensboro, USA

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

William Tullar, University of North Carolina-Greensboro, USA

TP12 Research in Organization Science

Room 202

Chair: Ricardo Pino, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Attitudes Towards Servant Leadership in MBA Students

Ricardo M. Pino, CENTRUM Pontificia Universidad Catolica del Peru, Peru

The Effect of Union Membership on Turnover Intentions Following Psychological Contract Breach and Violation

Pharny Chrysler-Fox, University of Johannesburg, South Africa

A Representative Emotions Inventory for Spanish-speaking Population Research

Jose Antonio Espinoza, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Investigating the Effect of Employee Engagement on Performance in the Petrochemical Industry

Herman D. Boikanyo, University of Johannesburg, South Africa

TP13 Psychology at Work Place

Room 204

Chair: Gerhard Roodt, University of Johannesburg, South Africa

Threshold Effects of Psychological Contract Breach

Pharny Chrysler-Fox, University of Johannesburg, South Africa

Gerhard Roodt, University of Johannesburg, South Africa

The Adverse Effect of Psychological Contract Breach on Psychological Capital

Mary Zondi, University of Johannesburg, South Africa

Ilze Botes, University of Johannesburg, South Africa  
Patience Kodibona, University of Johannesburg, South Africa  
Debrah Ramurundo, University of Johannesburg, South Africa  
Mmadithame Monama, University of Johannesburg, South Africa  
Rene Van Wyk, University of Johannesburg, South Africa

Does Psychological Capital Play a Role in the Prediction of Team Altruism?

Hemisha Naik, University of Johannesburg, South Africa  
Simphiwe Mkwhanazi, University of Johannesburg, South Africa  
Oarabile Malatse, University of Johannesburg, South Africa  
Neo Ntehelang, University of Johannesburg, South Africa  
Rene Van Wyk, University of Johannesburg, South Africa

TP14 Current Research in Human Resources

Room 205

Chair: Chong W. Kim, Marshall University, USA

The Key Characteristics of Necessity: Comparison Between Students and Employees Data

Chong W. Kim, Marshall University, USA  
Jennifer Y. Mak, Marshall University, USA

Job Calling, Work Identity & Job Crafting: A Theoretical Paper

Roslyn De Braine, University of Johannesburg, South Africa

A Content Analysis of the HR Skills in High Demand

Mpho D. Magau, University of Johannesburg, South Africa

i-Deal, i-Craft, i-Perform: A Theoretical Framework

Nelesh Dhanpat, University of Johannesburg, South Africa

TP15 Quality Management Issues

Room 207-208

Chair: Vincent Charles, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Productive Efficiency of Water Utilities Accounting for Service Quality

Guillermo Diaz, CENTRUM Pontificia Universidad Catolica del Peru, Peru  
Vincent Charles, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Proactive Three-Tier Supply Chain Incentive Strategies for Quality Improvement

Seung Ho Yoo, Sunmoon University, South Korea  
DaeSoo Kim, Korea University Business School, South Korea  
Thomas Choi, Arizona State University, USA

The Effectiveness of Customer Service Training Interventions: A Systematic Review of the Literature

Praneschen Govender, University of Johannesburg, South Africa  
Anna Meyer-weitz, University of KwaZulu-Natal, South Africa

Application of Multiple Criteria Data Envelopment Analysis Combined with the Overall Equipment Effectiveness in a Brazilian Automotive Company

Fernando Augusto Silva Marins, Sao Paulo State University, Brazil  
Aneirson Francisco da Silva, Sao Paulo State University, Brazil  
Patricia Miyuki Tamura, Sao Paulo State University, Brazil  
Erica Ximenes Dias, Sao Paulo State University, Brazil

TP21 Global Business Issues

Room 201

Chair: Gregory J. Scott, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Not by Bread Alone: Estimating Alternative Future Scenarios for Asian Food Systems

Gregory J. Scott, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Athanasios Petsakos, International Potato Center, Peru  
Henry Juarez, International Potato Center, Peru

#### Historiography of Concept of “Glocal”

Nina Murayama, Tamagawa University, Japan

#### The Nature of Competition within the Motor-Vehicle Industry

Yaaseen Seedat, University of Johannesburg, South Africa  
Jean-Marie Mbuya, University of Johannesburg, South Africa  
Maria Bounds, University of Johannesburg, South Africa

#### The Collaboration with Infrastructure Business and Local Culture

Takuya Tsubota, Tsubota Planning LLC, Japan

#### TP22 Research in International Marketing and Trade

Room 202

Chair: Den Huan Hooi, Nanyang Technological University, Singapore

#### Conceptual Development of Marketing: An Ex-ante and Ex-post Perspective

Den Huan Hooi, Nanyang Technological University, Singapore  
Chew Yoong Wan, Nanyang Technological University, Singapore

#### The Rise of Populism in the West and Its Impact on Free Trade

Anoosha Makka, University of Johannesburg, South Africa

#### Relationship Between Logistics and Trade: A South African Ecological Study

Noleen M. Pisa, University of Johannesburg, South Africa  
Rose Luke, University of Johannesburg, South Africa

#### TP23 Research in Psychological Capital

Room 204

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

#### Does Team Altruism Enhance PsyCap?

Rene Van Wyk, University of Johannesburg, South Africa

#### Uncovering the Beauty of the Capital Nature of PsyCap: A Financial Perspective

Weixing Li, BICANB Consulting, USA

#### The Wave of Psychological Capital: Japan Study Update

Yoshie Kubota, Jissen Women's University, Japan

#### TP24 Tourism and Hospitality

Room 205

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

#### Link Between Customer Service and Loyalty in Four-Star Hotels in a Developing Economy

Leopoldo Arias-Bolzmann, CENTRUM Pontificia Universidad Catolica del Peru, Peru  
Karina Bravo-Falcon, CENTRUM Pontificia Universidad Catolica del Peru, Peru  
Patricia Mendoza-Cabrera, CENTRUM Pontificia Universidad Catolica del Peru, Peru

#### An Exploratory Study Regarding Moderating Effects of Festival Quality on the Relationship Between Tourism Experience and Tourism Satisfaction

Sang Jun Kim, Kindai University, Japan

#### Sake Branding Strategy: Securing Necessary Ingredients and Attracting Customers/Inbound Tourists through Storytelling

Yongsook Lee, Kansai University of International Studies, Japan  
Shigeki Matsumoto, Kansai University of International Studies, Japan  
Shigehito Matsubara, Kansai University of International Studies, Japan

#### TP25 Issues in ICT Applications

Room 207-208

Chair: Kyung Hoon Yang, University of Wisconsin-La Crosse, USA

Can Ethics Be Used as a Tool of Information Security Management?

Kyung Hoon Yang, University of Wisconsin-La Crosse, USA

Young-Chan Lee, Dongguk University, South Korea

Defensive Reactions as Potential Reasons for IT Project Management Failures

Carl Marnewick, University of Johannesburg, South Africa

Gerhard Roodt, University of Johannesburg, South Africa

A Study on the IoT-based Fleet Maintenance Considering the Parts Reliability

Kangbae Lee, Dong-A University, South Korea

Doo-hwan Kim, Dong-A University, South Korea

Hyung Rim Choi, Dong-A University, South Korea

Byung Kwon Park, Dong-A University, South Korea

Min Je Cho, Dong-A University, South Korea

Seong Ho Park, Dong-A University, South Korea

WA11 Risk and Bullying Management

Alpamayo 1

Chair: Rick Shaw, Awareity, USA

Community Preventing and First Preventers: Completely Changing How Organizations and Communities Prevent

Rick Shaw, Awareity, USA

Aggression and Bullying Attributes and Consequences for the Organisation and Individuals in the Workplace: A Meta-Synthesis of Qualitative Studies

R. Ronel Toerien, University of Johannesburg, South Africa

Gerhard Roodt, University of Johannesburg, South Africa

The Role of Factory Facilities on Safety Risk Management in the Working Conditions in Sewing Co-operatives

Michael Sizwe Mkwanaazi, University of Johannesburg, South Africa

Charles Mbohwa, University of Johannesburg, South Africa

WA12 Business Ethics

Alpamayo 2

Chair: Maria Bounds, University of Johannesburg, South Africa

A Manager's Personal Value System and the Influence it has on Organisational Ethics

John Anderson, University of Johannesburg, South Africa

Lizel Solomon, University of Johannesburg, South Africa

Jean-Marie Mbuya, University of Johannesburg, South Africa

Maria Bounds, University of Johannesburg, South Africa

Law, Ethics and Business - How Companies Gain Trust through Websites?

Miyuki Tsuyuki, University Faculty of Law, Japan

Students' Perception of the Position of Ethics within an Organisation

Christa C. Yassa, University of Johannesburg, South Africa

Maria M. Bounds, University of Johannesburg, South Africa

Geoff A. Goldman, University of Johannesburg, South Africa

WA13 Supply Chain Management

Alpamayo 3

Chair: Dinesh Dave, Appalachian State University, USA

Consumer Awareness of Supply Chain Management Flows: Intercultural Differences Between Consumers in Thailand and the United States

Dinesh Dave, Appalachian State University, USA

Michael Dotson, Appalachian State University, USA  
James Stoddard, Appalachian State University, USA  
Adisak Suvittawatt, Burapha University, Thailand

Applications of Supplier Governance Mechanisms: An International Study  
Chenlung Yang, Chung-Hua University, Taiwan  
Shuping Lin, Chung-Hua University, Taiwan  
Chwen Sheu, Kansas State University, USA

Climate Change in Lean Supply Chains  
DonHee Lee, Inha University, South Korea  
Youn Sung Kim, Inha University, South Korea

WA14 Tourism in Action  
Chair: Meiko Murayama, University of Reading, United Kingdom

Ausangate

Rural Tourism: Experience, Anticipation and Business Development  
Meiko Murayama, University of Reading, United Kingdom  
Gavin Parker, University of Reading, United Kingdom

A Study on Tourism Destination's Efforts in Toyooka City, Japan  
Shigeki Matsumoto, Kansai University of International Studies, Japan  
Yongsook Lee, Kansai University of International Studies, Japan

Study Related to Factors Causing Foreign Tourists from South East Asia to Select Okinawa – A Case Study of Taiwan  
Naohisa Kakutani, MEIO University, Japan

Strengthen Vietnam-Italy Tourism: Towards a New Era  
Tuyet Giang Tran, LUISS Guido Carli University, Italy  
Atsuto Nishio, Takushoku University, Japan

WA15 Project and Supply Chain Management  
Chair: Avraham Shtub, Technion Israel Institute of Technology, Israel

Salkantay

Planning of the Fuzzy Front End of Projects  
Michal Iluz, Rafael Advanced Defense Systems Ltd., Israel  
Avraham Shtub, Technion Israel Institute of Technology, Israel

The Failure of Transport Megaprojects: Lessons from Developed and Developing Countries  
Rose Luke, University of Johannesburg, South Africa  
Chris Savage, University of Huddersfield, United Kingdom  
Andrew Jenkins, University of Huddersfield, United Kingdom  
Logan Fransman, Namibia University of Science and Technology, Namibia

Delivering the Required Supply Chain Management Skills in Developing Economies  
Rose Luke, University of Johannesburg, South Africa  
Gert Heyns, University of Johannesburg, South Africa

WA21 Challenges in Public Organizations  
Chair: Narendra Reddy, University of Fiji, Fiji

Alpamayo 1

Public Sector Reform: The Case of Fiji Ports Corporation Limited  
Narendra Reddy, University of Fiji, Fiji  
Roneel Reetesh Prakash, University of Fiji, Fiji

Information Technology Project Failure at South African State Owned Enterprises  
Tsholofelo Rantao, University of Johannesburg, South Africa  
Wikus Erasmus, University of Johannesburg, South Africa

A Study on the Co-Occurrences Structure Map for Civil Petitions Corpus in Busan  
Hayeong Jeong, Dong-A University, South Korea  
Tai Hun Lee, Dong-A University, South Korea  
Soon-Goo Hong, Dong-A University, South Korea

A Big Data Processing of Anxiety and Management of Crisis Communication  
Hayeong Jeong, Dong-A University, South Korea  
Tai Hun Lee, Dong-A University, South Korea  
Jeeyoung Jung, Dong-A University, South Korea

WA22 Opportunities in International Business  
Chair: Dave Flynn, Hofstra University, USA

Alpamayo 2

Sustainable Development and Palm Oil Production  
Dave Flynn, Hofstra University, USA

Deployment of Japanese Companies to Asian Countries: In the Case of Vietnam  
Atsuto Nishio, Takushoku University, Japan

Cooperation Between Latin America and Asia-Pacific in the Context of APEC: Opportunities and Challenges  
Raul Hopkins Larrea, CENTRUM Pontificia Universidad Catolica del Peru, Peru

The Role of Institutions and Strategic Resources in the Emergence of Multilatinas  
Fernando Garcia, Dalton State College, USA  
Marilyn Helms, Dalton State College, USA  
Raina M. Rutti, Dalton State College, USA

WA23 Advances in ICT and Education  
Chair: Paul Laughton, University of Johannesburg, South Africa

Alpamayo 3

Web 2.0 Tools for Virtual Reference Services in a University Library  
Jakobina Mwiyale, University of Johannesburg, South Africa  
Paul Laughton, University of Johannesburg, South Africa

Strategizing Management Education in Response to Artificial Intelligence  
Daneel Van Lill, University of Johannesburg, South Africa  
Jane Spowart, University of Johannesburg, South Africa

Information Overload and Perceived Productivity Amongst Tertiary Students  
Nomathamsanqa Mangaye, University of Johannesburg, South Africa  
Lebohang Mojapelo, University of Johannesburg, South Africa  
Thando Mthethwa, University of Johannesburg, South Africa  
Paul Laughton, University of Johannesburg, South Africa

WA24 Research in Production/Service Management  
Chair: Lisa H. Hata, Office H Consulting, Japan

Ausangate

Circulation Type Farm Waste Management System Environmentally Friendly and Economical IPC System  
Lisa H. Hata, Office H Consulting, Japan

An Empirical Analysis of Promotion Standards in the Operations Management Discipline of UK Academic Institutions  
Andreas C. Soteriou, University of Cyprus, Cyprus  
George C. Hadjinicola, University of Cyprus, Cyprus

Georgia Katsifaraki, University of Cyprus, Cyprus

Supply Chain Materials Flow and the Use of Information Technology

Dinesh Dave, Appalachian State University, USA

Sandra Vannoy, Appalachian State University, USA

Ken Corley, Appalachian State University, USA

WA25 Strategy and Business Models

Salkantay

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

A Study of Airline's Ancillary Revenue Growth Strategy in the Society of Technologically-savvy Travelers

Tomihisa Ito, Ito Consultancy on Airline Business, Japan

Online Factory Shops Option for Sewing Co-operatives: A Manufacturer-Retailer Model

Michael Sizwe Mkwana, University of Johannesburg, South Africa

Charles Mbohwa, University of Johannesburg, South Africa

The Strategic Process in Large Ecuadorian Enterprises: A Case Study

Santiago Najera, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Fernando D'Alessio, CENTRUM Pontificia Universidad Catolica del Peru, Peru

WP11 Research on Latin America

Alpamayo 1

Chair: Tomoyuki Nozawa, ASATSU-DK INC., Japan

Cultural Exchange Made Between Japan and Latin America Led by Characterized Ancient Cultural Heritage as a Friendship Ambassador

Tomoyuki Nozawa, ASATSU-DK INC., Japan

Business and Social Initiatives in Latin America: Context, Concepts, and Operational Guidelines

Gregory J. Scott, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Influence of Perceived Risk and Brand Equity on Purchase Intention in the Category Colombian Soluble Coffee

Elsa Gonzalez, CENTRUM Pontificia Universidad Catolica del Peru, Peru

WP12 International Finance

Alpamayo 2

Chair: Juergen Schneider, German University in Cairo, Germany

Signing the Annual Report of the Swiss Corporation

Juergen Schneider, German University in Cairo, Germany

Pricing Practices, Performance Evaluation Systems and Corporate Social Responsibility: A Survey of US Corporations

Eunsup Daniel Shim, Sacred Heart University, USA

Do More Corporate Social Investments Lower Financing Costs? Evidence of Non-Linearity Effect on U.S. Bank Loans

Sung C. Bae, Bowling Green State University, USA

Kiyoung Chang, University of South Florida Sarasota-Manatee, USA

Ha-Chin Yi, Texas State University, USA

Perceptions of Financial Institutions Towards Social Media Adoption to Business Etiquette: A Case of South African Commercial Banks

Khulekani Yakobi, Walter Sisulu University, South Africa

WP13 Strategic Management

Alpamayo 3

Chair: Sushil Sharma, Ball State University, USA

Roles of Regional Absorptive Capacity and Social Capital in Enhancing Firm-Level Absorptive Capacity

Pankaj Patel, Villanova University, USA

Sushil Sharma, Ball State University, USA



Model for the Management of Intangible Assets in Companies in Emerging Markets  
Luis Batista Ugarelli Betaldez, CENTRUM Pontificia Universidad Catolica del Peru, Peru

The Effectiveness of Strategic Management Intervention in Developing Profitable High Growth African Businesses

Godfrey Kaija, University of Johannesburg, South Africa  
Cecile Nieuwenhuizen, University of Johannesburg, South Africa

WP14 Issues in Human Resources

Ausangate

Chair: Chris Botha, Tshwane University of Technology, South Africa

The Emotion Management Competencies Challenges that Labour Relations Practitioners Face in the South African Public Service

Chris Botha, Tshwane University of Technology, South Africa  
Cecile Schultz, Tshwane University of Technology, South Africa  
Adele Bezuidenhout, University of South Africa, South Africa

Measuring Human Capital Disclosure

Mpho D. Magau, University of Johannesburg, South Africa  
Gerhard Roodt, University of Johannesburg, South Africa

Evaluating Organizational Commitment of Call Centre Agents

Nelesh Dhanpat, University of Johannesburg, South Africa

WP21 Strategies for Economic Development

Alpamayo 1

Chair: Chris Savage, University of Huddersfield, United Kingdom

Mega Transport and Logistics Infrastructure Projects in Developed and Developing Countries: The Ethics of Investment and the Cost of Failure

Chris Savage, University of Huddersfield, United Kingdom  
Andrew Jenkins, University of Huddersfield, United Kingdom  
David Leach, University of Huddersfield, United Kingdom

Variance Assessment in Growth Rates

Fahad Javed Malik, Monash University, Australia  
Mohammed Nishat, Institute of Business Administration-Karachi, Pakistan

India's Technology Initiatives: Impact on Economy and Business

Ramachandran Natarajan, Tennessee Technological University, USA  
Aasma Shrestha, Tennessee Technological University, USA

Private Sector Development for Poverty Alleviation in Africa: A Review on Selected Countries

Jean-Marie Mbuya, University of Johannesburg, South Africa  
Shepherd Dhlwano, University of Johannesburg, South Africa

WP22 Small and Medium Enterprises

Alpamayo 2

Chair: Darelle Groenewald, University of Johannesburg, South Africa

SME Support Institutions: The South African Case

Chris Schachtebeck, University of Johannesburg, South Africa  
Darelle Groenewald, University of Johannesburg, South Africa  
Cecile Nieuwenhuizen, University of Johannesburg, South Africa

Systemic Exclusion – Barrier to Effective SME Development in Emerging Economies

Marius Joubert, University of Johannesburg, South Africa  
Gerhard Roodt, University of Johannesburg, South Africa

Production Facility Location Strategies for Small and Medium Sized Sewing Co-operatives Enhance Operational Performance

Michael Sizwe Mkwana, University of Johannesburg, South Africa

Charles Mbohwa, University of Johannesburg, South Africa

WP23 Research in Sustainability

Alpamayo 3

Chair: David Poee, University of Johannesburg, South Africa

The Role of Suppliers in Promoting Sustainable Mining

S. Mphahlele, University of Johannesburg, South Africa

W. Xaba, University of Johannesburg, South Africa

David Poee, University of Johannesburg, South Africa

The Influence of Regulation and Incentives, and Managers' Environmental Attitudes on Firm's  
Environmental Management: A Theoretical Framework

Claudia Diaz, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Limitations of the Theory of Planned Behavior in the Explanation of Firms' Environmental Management

Claudia Diaz, CENTRUM Pontificia Universidad Catolica del Peru, Peru

# INDEX

Anderson, John	WA12
Arias-Bolzman, Leopoldo	TP24
Bae, Sung C.	WP12
Betalleluz, Luis Batista Ugarelli	WP13
Bezuidenhout, Adele	WP14
Boikanyo, Herman D.	TP12
Botes, Ilze	TP13
Botha, Chris	WP14
Bounds, Maria	TP21, WA12, WA12
Bravo-Falcon, Karina	TP24
Canziani, Bonnie F.	TP11
Chang, Kiyoung	WP12
Charles, Vincent	TP15
Cho, Min Je	TP25
Choi, Hyung Rim	TP25
Choi, Thomas	TP15
Chrysler-Fox, Pharny	TP12, TP13
Corley, Ken	WA24
D'Alessio, Fernando	WA25
Dave, Dinesh	WA13, WA24
De Braine, Roslyn	TP14
Dhanpat, Nelesh	TP14, WP14
Dhliwayo, Shepherd	WP21
Dias, Erica Ximenes	TP15
Diaz, Claudia	WP23, WP23
Diaz, Guillermo	TP15
Dots on, Michael	WA13
Erasmus, Wikus	WA21
Espinoza, Jose Antonio	TP12
Flynn, Dave	WA22
Fransman, Logan	WA15
Garcia, Fernando	WA22
Goldman, Geoff A.	WA12
Gonzalez, Elsa	WP11
Govender, Praneschen	TP15
Groenewald, Darelle	WP22
Hadjinicola, George C.	WA24
Hata, Lisa H.	WA23
Helms, Marilyn	WA22
Heyns, Gert	WA15

Hong, Soon-Goo	WA21
Hooi, Den Huan	TP22
Iluz, Michal	WA15
Ito, Tomihisa	WA25
Jenkins, Andrew	WA15, WP21
Jeong, Hayeong	WA21, WA21
Joubert, Marius	WP22
Juarez, Henry	TP21
Jung, Jeeyoung	WA21
Kaciak, Eugene	TP11
Kaija, Godfrey	WP13
Kakutani, Naohisa	WA14
Katsifaraki, Georgia	WA24
Kim, Chong W.	TP14
Kim, DaeSoo	TP15
Kim, Doo-hwan	TP25
Kim, Sang Jun	TP24
Kim, Youn Sung	WA13
Kodibona, Patiance	TP13
Kubota, Yoshie	TP23
Larrea, Raul Hopkins	WA22
Laughton, Paul	WA23, WA23
Leach, David	WP21
Lee, DonHee	WA13
Lee, Kangbae	TP25
Lee, Tai Hun	WA21, WA21
Lee, Yongsook	TP24, WA14
Lee, Young-Chan	TP25
Li, Weixing	TP23
Lin, Shuping	WA13
Luke, Rose	TP22, WA15, WA15
Magau, Mpho D.	TP14, WP14
Mainardes, Emerson Wagner	TP11
Mak, Jennifer Y.	TP14
Makka, Anoosha	TP22
Malatse, Oarabile	TP13
Malik, Fahad Javed	WP21
Mangaye, Nomathams anqa	WA23
Marins, Fernando Augusto Silva	TP15
Marnewick, Carl	TP25

Matsubara, Shigehito	TP24
Matsumoto, Shigeki	TP24, WA14
Mbohwa, Charles	WA11, WA25, WP22
Mbuya, Jean-Marie	TP21, WA12, WP21
Mendoza-Cabrera, Patricia	TP24
Meyer-weitz, Anna	TP15
Mkwanazi, Michael Sizwe	WA11, WA25, WP22
Mkwahanazi, Simphiwe	TP13
Mojapelo, Lebohang	WA23
Monama, Mmadithame	TP13
Mphahlele, S.	WP23
Mthethwa, Thando	WA23
Murayama, Meiko	WA14
Murayama, Nina	TP21
Mwiyale, Jakobina	WA23
Naik, Hemisha	TP13
Najera, Santiago	WA25
Natarajan, Ramachandran	WP21
Nieuwenhuizen, Cecile	WP13, WP22
Nishat, Mohammed	WP21
Nishio, Atsuto	WA14, WA22
Nozawa, Tomoyuki	WP11
Ntehelang, Neo	TP13
Park, Byung Kwon	TP25
Park, Seong Ho	TP25
Parker, Gavin	WA14
Patel, Pankaj	WP13
Petsakos, Athanasios	TP21
Pino, Ricardo	TP12
Pisa, Noleen M.	TP22
Pooe, David	WP23
Prakash, Roneel Reetesh	WA21
Ramirez, Jose Bernardo Betancourt	TP11
Ramurundo, Debrah	TP13
Rantoa, Tsholofelo	WA21
Reddy, Narendra	WA21
Roodt, Gerhard	TP13, TP25, WA11, WP14, WP22
Rutti, Raina M.	WA22
Savage, Chris	WA15, WP21

Schachtebeck, Chris	WP22
Schneider, Juergen	WP12
Schultz, Cecile	WP14
Scott, Gregory J.	TP21, WP11
Seedat, Yaaseen	TP21
Sharma, Sushil	WP13
Shaw, Rick	WA11
Sheu, Chwen	WA13
Shim, Eunsup Daniel	WP12
Shrestha, Aasma	WP21
Shtub, Avraham	WA15
Silva, Aneirson Francisco da	TP15
Solomon, Lizele	WA12
Soteriou, Andreas C.	WA24
Spowart, Jane	WA23
Stoddard, James	WA13
Suvittawatt, Adisak	WA13
Tamura, Patricia Miyuki	TP15
Toerien, R. Ronel	WA11
Tran, Tuyet Giang	WA14
Trimi, Silvana	TP11
Tsubota, Takuya	TP21
Tsuyuki, Miyuki	WA12
Tullar, William	TP11
Van Lill, Daneel	WA23
Van Wyk, Rene	TP13, TP13, TP23
Vannoy, Sandra	WA24
Wan Chew Yoong	TP22
Welsh, Dianne H.B.	TP11, TP11
Xaba, W.	WP23
Yakobi, Khulekani	WP12
Yang, Chenlung	WA13
Yang, Kyung Hoon	TP25
Yassa, Christa C.	WA12
Yi, Ha-Chin	WP12
Yoo, Seung Ho	TP15
Zondi, Mary	TP13



## Meeting Rooms at Lima Hilton

