

# 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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ISBN: 1-931649-27-7

## 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 Mienczakowski 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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## 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>



# 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-Cabreza, 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  
Chair: Rick Shaw, Awareity, USA

Alpamayo 1

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 Mkwanazi, University of Johannesburg, South Africa  
Charles Mbohwa, University of Johannesburg, South Africa

WA12 Business Ethics  
Chair: Maria Bounds, University of Johannesburg, South Africa

Alpamayo 2

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  
Chair: Dinesh Dave, Appalachian State University, USA

Alpamayo 3

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 Rantoa, 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 Multinationals  
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 Mwiyaale, 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 Mojaelo, 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 Mkwanazi, 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

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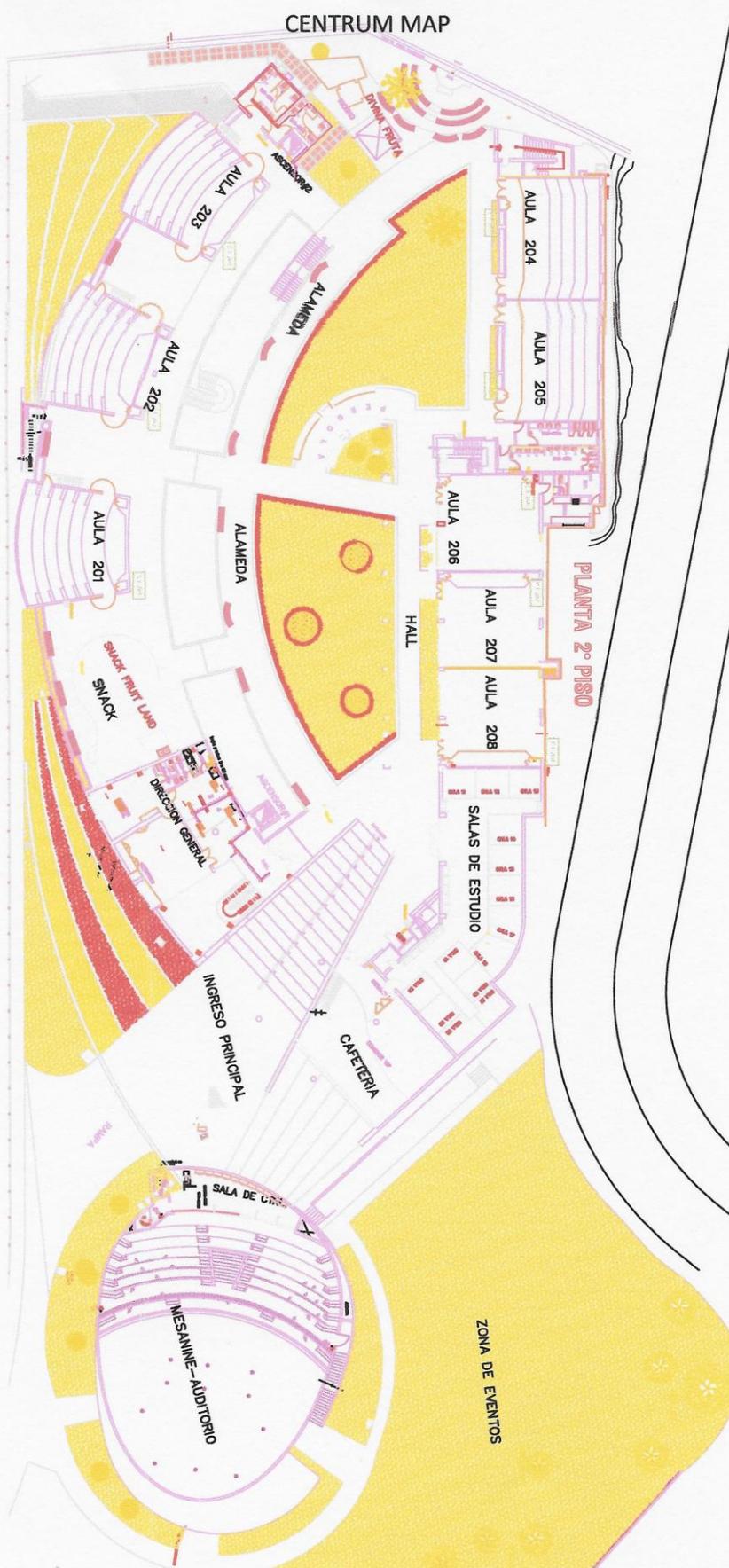
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