



24th EBES CONFERENCE - BANGKOK CONFERENCE PROGRAM

**JANUARY 10-12, 2018
BANGKOK, THAILAND**

JOINTLY ORGANIZED WITH



**THE FACULTY OF BUSINESS ADMINISTRATION
KASETSART UNIVERSITY**

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CONFERENCE PROGRAM

WEDNESDAY, JANUARY 10 (DAY 1)

REGISTRATION: 08:15-16:00

OPENING SPEECH: 08:30-08:45

Room: Renoir

Mehmet Huseyin Bilgin, *Vice President of EBES and Istanbul Medeniyet University, Turkey*

Dr. Haruthai Numprasertchai, *Acting Associate Dean for Academic Affairs, Faculty of Business Administration, Kasetsart University, Thailand*

DAY 1 - SESSION I: 08:50-10:50

ACCOUNTING/AUDIT

Room: Monet

Chair: Boris Popesko

The Use of Audit Procedures in Forensic Accounting

Diana Dumitrescu, West University of Timisoara, Romania and Nicolae Bobitan, West University of Timisoara, Romania

The Integrated Budget as a Cutting Edge Tool for the Development of the Impact Industry

Ubaldo Comite, University of Calabria, Italy

Budgeting System Change: From Post-Communist Formalism to Self-Developed KPI System - Case Study from Czech Republic

Boris Popesko, Tomas Bata University in Zlín, Czech Republic

Institutional Isomorphism and Professional Accounting Education Development in Chinese Higher Education System

Guohua Zhang, Xiamen University, China and Xiaohui Qu, Xiamen University, China

Research on Microeconomics Factors Affecting IFRS Adoption in Vietnam

Nguyen Ngoc Tien, Quy Nhon University, Vietnam and Le Tran Hanh Phuong, Quy Nhon University, Vietnam

Solutions for Developing and Improving the Quality of Consulting Service and Practicing Auditing and Accounting in Vietnam

Pham Thi Lai, Quy Nhon University, Vietnam; Nguyen Van Tram, Quy Nhon University, Vietnam; and Le Xuan Quynh, Quy Nhon University, Vietnam

The Analysis of Financial Performance of the Firms as the Participant of Indonesia Sustainability Report Awards (ISRA)

Hatane Semuel, Petra Christian University, Indonesia; Josua Tarigan, Petra Christian University, Indonesia; and Saarce Elsy Hatane, Petra Christian University, Indonesia

MARKETING I

Room: Pissarro

Chair: Irfan Ahmed

The Impact of Product Placements in Social Media

Ariane-Tabea Schüller, University of Greifswald, Germany

The Relation between Internal Market Orientation and the Strategy Implementation Capability

Remus Ionut Naghi, West University of Timisoara, Romania and Monica Boldea, West University of Timisoara, Romania

Evolution of Marketing Communications in Slovakia

Peter Starchon, Comenius University in Bratislava, Slovakia and Lucia Vilcekova, Comenius University in Bratislava, Slovakia

Why Do Consumers in Developing Countries Prefer Imported Products? The Case of Organic Food in Thailand

Krittinee Nuttavuthisit, Chulalongkorn University, Thailand and John Thogersen, Aarhus University, Denmark

Can Media-Rich Embedded Social-Cues Enhance Initial Trust in Online Shopping Context?

Farkhod Pulatovich Karimov, Westminster International University in Tashkent (WIUT), Uzbekistan and Malaika Brengman, Vrije Universiteit Brussel, Belgium

Tourism Destination Evaluating by Importance-Performance Analysis Revised

Olimpia I Ban, University of Oradea, Romania; Victoria Bogdan, University of Oradea, Romania; and Delia Tușe, University of Oradea, Romania

GROWTH AND DEVELOPMENT I

Room: Cezanne

Chair: J. Hanns Pichler

Globalization, Economic Development and Institutional Change

Monica Boldea, West University of Timisoara, Romania and Remus Ionut - Naghi, West University of Timisoara, Romania

Human Capital and Economic Growth in Indonesia

Yoga Affandi, Bank Indonesia, Indonesia; Donni Fajar Anugrah, Bank Indonesia, Indonesia; and Pakasa Bary, Bank Indonesia, Indonesia

Analysis of the Impact of Creative Economic Development on the Increase of Gross Domestic Product (GDP) and Economic Growth in South Kalimantan Province of Indonesia

Budi - Rofelawaty, STIE Indonesia Banjarmasin, Indonesia and Fadma Yulianti, STIE Indonesia Banjarmasin, Indonesia

Are Wealth and Health of States Correlated? The Case of European Countries

Teresa Garcia-Munoz, University of Granada, Spain; Shoshana Neuman, Bar-Ilan University, Israel; and Tzahi Neuman, Hebrew University Medical School, Israel

The Energy-Growth Nexus: The Role of Trade Openness in Transition Countries of Central and Eastern Europe

Bartosz Jóźwik, The John Paul II Catholic University of Lublin, Poland and Phouphet Kyophilavong, National University of Laos, Laos

Gender And Health Impacts On Extended Working Life - Where To Find Relevant Indicators?
Michaela Gstrein, WPZ Research, Austria

BANKING

Room: Renoir

Chair: Naoyuki Yoshino

The Analysis of How Changes within the Client Groups of Cooperative Banks Influence Their Profitability and Assets Quality

Sylwia Walczak, L&E Europe Consulting sp. z o.o. Poznań, Poland and Artur Stefański, WSB University in Poznań, Poland

The Impact of Security Factors on Internet Banking Continuance Usage among Malaysians
Normalini Md Kassim, Universiti Sains Malaysia, Malaysia

The Effects of Bank Scale on the Efficiencies of Banks-Evidence from the Chinese Regional Banks

Jianzhong Dai, Nanjing University, China

Partnership Financing and Bank Efficiency

Nor Faizah Othman, KUIS, Malaysia; Mariani Abdul-Majid, Universiti Kebangsaan Malaysia, Malaysia; and Aisyah Abdul Rahman, UKM, Malaysia

The Role and Trends of Islamic Microfinance in Islamic Banking

Ivan Milenkovic, University of Novi Sad, Serbia; Branimir Kalas, University of Novi Sad, Serbia; and Dragana Milenkovic, University of Pristina, Serbia

Comparative Performance Analysis between Conventional and Islamic Banks: Empirical Evidence from Selected Asian Countries

Nurhafiza Abdul Kader Malim, Universiti Sains Malaysia, Malaysia

COFFEE BREAK: 10:50-11:00

DAY 1 - SESSION II: 11:00-13:00

HUMAN RESOURCES

Room: Monet

Chair: Edwin J. Portugal

Employee Turnover and Labor Productivity: The Importance of Firm Size and Knowledge-Intensity

Kim De Meulenaere, KU Leuven, Faculty of Economics and Business, Belgium; Sophie De Winne, KU Leuven, Faculty of Economics and Business, Belgium; Elise Marescaux, IÉSEG School of Management, France; and Stijn Vanormelingen, KU Leuven, Faculty of Economics and Business, Belgium

A Painstaking Exploration on the Influence of Perceived Benefits towards Training on Training and Development in Indian IT/ ITES Industry

Ajith Sundaram, Rajagiri Business School, India

Impact of Strategic Human Resource Management on Firm Performance in SMEs

Siriwan Kitchot, Asian Institute of Technology (AIT), Thailand and Sununta Siengthai, Asian Institute of Technology (AIT), Thailand

Improving Employees' Performance through Islamic Spirituality and Islamic Social Responsibility

Omar Khalid Khalid Bhatti, Iqra University Islamabad Campus, Pakistan and Ibrahim Guran Yumusak, Istanbul S. Zaim University, Turkey

Multi-Criteria Decision Making for Personnel Selection in Banking Sector with VIKOR and TOPSIS Methods

Aysen Yucel, Marmara University, Turkey and Huseyin Ekizler, Marmara University, Turkey

Differences between Generation X and Generation Y in Job Involvement and Commitment: A Study in Event Organizer Companies

Netania Emilisa, Trisakti University, Indonesia and Gatri Lunarindiah, Trisakti University, Indonesia

GROWTH AND LABOR ECONOMICS

Room: Pissarro

Chair: Sam Flanders

Human Capital, Pollution Control, and Endogenous Growth

Birgit Kirschbaum, University of Greifswald, Germany and Susanne Soretz, University of Greifswald, Germany

Participatory Perspectives for the Livelihoods of Artisanal and Small-Scale Mining Communities in Camarines Norte, the Philippines

Maria Kristina Galvez Alinsunurin, Nagoya University, Japan; Naoko Shinkai, Nagoya University, Japan; and Jofhiline Feria Dygico, Institute of Agribusiness and Development, Camarines Norte State College, Philippines

Some Properties of a General Two-Sector Model of Endogenous Growth

Viasu Luciana Ioana, West University of Timisoara, Romania

Are Anti-Child Labor Policies Really Effective?

Kenichiro Ikeshita, Kyushu University, Japan

Changing Impact of Social Capital on Villagers' Income under Community Governance: A Case Study of a Chinese Village

Qian Liu, Beijing Normal University, China

Sophie's Choice and Reverse Altruism: The Twins Experiment from China's Send-Down Movement

Hongliang Zhang, Hong Kong Baptist University, Hong Kong; Junsen Zhang, The Chinese University of Hong Kong, Hong Kong; and Ning Zhang, University of Pittsburgh, Hong Kong

ECONOMICS OF INNOVATION

Room: Cezanne

Chair: J. Hanns Pichler

On Measuring Spillover Effects of Radio Frequency Identification Technology

Moon Soo Kim, Hankuk University of Foreign Studies, South Korea

Innovation Platform Management

Sergey Yablonsky, St. Petersburg State University, Russia

Innovations Risk Factors Analysis between Innovation Leaders and Moderate Innovators

Raminta Benetyte, Kaunas University of technology, Lithuania and Rytis Krusinskas, Kaunas University of Technology, Lithuania

Searching for Common Ground in Remuneration of Valuable Employee Inventions

Pavel Svačina, University of Economics Prague, Czech Republic and Barbora Rydlova, University of Economics Prague, Czech Republic

Innovativeness of Romanian Enterprises

Silvius Stanciu, Dunarea de Jos University of Galati, Romania

Increasing the Competitiveness of Agricultural Companies by Implementing an IT Solution

Florea Andrei Mirel, Dunarea de Jos University of Galati, Romania; Radu Iren Riana, "Dunarea de Jos" University of Galati, Romania; and Stanciu Silvius, "Dunarea de Jos" University of Galati, Romania

LUNCH: 13:00-14:00

BEST PAPER AWARD CEREMONY: 14:00-14:15

Room: Renoir

KEYNOTE SESSION: 14:15-15:00
INFRASTRUCTURE INVESTMENTS IN ASIA:
ROLE FOR PUBLIC-PRIVATE PARTNERSHIPS

Room: Renoir

Chair: Euston Quah, Nanyang Technological University, Singapore

Financing for Sustainable Growth in Asia - Infrastructure and SME Finance

Naoyuki Yoshino, Asian Development Bank Institute, Japan

PPP in infrastructure in India: Some Lessons

Partha Sen, Delhi School of Economics, India

COFFEE BREAK: 15:00-15:10

DAY 1 - SESSION III: 15:10-17:00**SMALL AND MEDIUM-SIZED ENTERPRISES****Room:** Monet**Chair:** Virginie Vial*Digital Business Framework for Malaysian SMEs in Today's Digital Economy*

Raymond Ling Leh Bin, Universiti Tunku Abdul Rahman, Malaysia; Lim Chee Seong, Universiti Tunku Abdul Rahman, Malaysia; Cham Tat Huei, Universiti Tunku Abdul Rahman, Malaysia; Aye Aye Khin, Universiti Tunku Abdul Rahman, Malaysia; and Low Suet Cheng, Universiti Tunku Abdul Rahman, Malaysia

Raising the Employee Productivity of Small and Medium Enterprises in Vietnam: A View from Fringe Benefits

Dao Vu Phuong Linh, Quy Nhon University, Vietnam; Ngo Thi Thanh Thuy, Quy Nhon University, Vietnam; and Nguyen Thi Thuy Dung, Quy Nhon University, Vietnam

Immigrant Entrepreneurship and Cross-Ethnic Interaction: Towards a Framework

Irfan Ahmed, Sam Houston State University, U.S.A.

Gaining Competitive Advantage Through Innovation - Evidence from Romanian's SMEs

Olivia Doina Negoita, University Politehnica of Bucharest, Romania; Alexandra Ioanid, University Politehnica of Bucharest, Romania; Anca Alexandra Purcarea, University Politehnica of Bucharest, Romania; and Octavian Ion Negoita, University Politehnica of Bucharest, Romania

Risks in the Development of SME's Business Functioning on the Basis of CSR Guidelines

Adam Górný, Poznan University of Technology, Poland

Growth of Micro, Small, and Medium Enterprises in India: Understanding Effects of Gender, Caste and Firm Size: A Quantile Regression Approach

Ramaprasad Rajaram, J-PAL South Asia, India; Sanjana Singh, Tilburg University, Netherlands; and Radhika Asrani, Madras Institute of Development Studies, India

CORPORATE GOVERNANCE**Room:** Pissarro**Chair:** Mariani Abdul-Majid*Dividend Announcements and Financial Reporting Credibility in Light of Firm's Transparency*

Sagi Akron, University of Haifa, Israel; Ronen Barak, Lev Academic Center in Jerusalem, Israel; and Roi Taussig, Ariel University, Israel

Media Coverage Indexing: Impacts of Media Exposure on Corporate Tax Aggressiveness

Yiyang Bian, City University of Hong Kong, Hong Kong; J. Leon Zhao, City University of Hong Kong, Hong Kong; and Ryan Ye, City University of Hong Kong, Hong Kong

The Network Analysis of Interlocking Directors: The Case of Thailand's Listed Companies

Nattapong Puttanapong, Thammasat University, Thailand

Financial Contracting, Absolute Priority, and Dynamic Risk-Shifting: An Ex-Ante Efficiency Analysis of "Soft" versus "Tough" Bankruptcy Law

Wolfgang Kuersten, University of Jena, Germany

Corporate Governance, Directors' Interests, Family Control, and Firm Performance

Ben KF Wong, HKKC, The Hong Kong University, Hong Kong

The Impact of Corporate Governance to the Ability in Preventing Financial Distress: Evidence from Indonesia and Malaysia Consumer Goods

Saarece Elsy Hatane, Petra Christian University, Indonesia; Nathalia Chandra, Petra Christian University, Indonesia; and Josua Tarigan, Petra Christian University, Indonesia

RISK MANAGEMENT & ENERGY STUDIES

Room: Cezanne

Chair: Bartosz Jóźwik

Financial Enterprise Risks and Firm Performance: Case Study in Construction Sector in Vietnam

Huu Duc Luu, Academy of Finance, Vietnam and Hai Thi Thanh Diem, Academy of Finance, Vietnam

Failure Prediction of Exporting and Non-Exporting Firms: Do the Predictors Vary?

Oliver Lukason, University of Tartu, Estonia and Erkki Laitinen, University of Vaasa, Finland

The Impact of Changes in Time to Maturity on the Risk of Geometric Options

Ewa Dziawgo, Nicolaus Copernicus University in Torun, Poland

Do CEOs Have Risk Management Style? The Effects of CEOs on Corporate Hedging Activity

Zili Zhuang, The Chinese University of Hong Kong, Hong Kong

Forward Premia in Electricity Markets: A Replication Study

Silvester Van Koten, University of Economics, Prague, Czech Republic

World Oil Prices and Russia's Macro-Economy: A VAR Approach

Naoyuki Yoshino, Asian Development Bank Institute (ADBI), Japan and Victoriia Alekhina, Keio University, Japan

Investigating the Stylized Facts of Sectoral Stocks to Oil Risk Factors: Evidence from BRICS Markets

Kingsley Dogah, Universiti Brunei Darussalam, Brunei Darussalam and Gamini Premaratne, University of Brunei Darussalam, Brunei Darussalam

INEQUALITY & FDI

Room: Renoir

Chair: Partha Sen

Is Relative Poverty Triggering Migration over and above Absolute Poverty: Evidence from Tajikistan

Bakhrom R Mirkasimov, Westminster International University in Tashkent (WIUT), Uzbekistan and Sabohat Sobirova, Westminster International University in Tashkent, Uzbekistan

Duality in Human Capital Accumulation and Inequity in Income Distribution

Hiroaki Hayakawa, University of Brunei Darussalam, Brunei Darussalam and Yannis P. Venieris, Claremont Graduate University, U.S.A.

The Social Well-Being of Russian Regions: Assessment of the Level, Factors and Spatial Convergence

Marina Yurievna Malkina, Lobachevsky State University of Nizhni Novgorod, Russia

Migration, Growth and Labor Market in Romania

Carmen Pintilescu, Alexandru Ioan Cuza University of Iasi, Romania; Valerii Velicu, Alexandru Ioan Cuza University of Iasi, Romania; and Nicoleta Panaite, Alexandru Ioan Cuza University of Iasi Romania

Did Foreign Direct Investment Affect Economic Growth and Spatial Inequality of Russian Regions?

Marina Yurievna Malkina, Lobachevsky State University of Nizhni Novgorod, Russia

Recommendations to Improve Vietnamese Competitiveness

Tran Thi Phuong Mai, Academy of Finance, Vietnam and Vu Viet Ninh, Academy of Finance, Vietnam

GALA DINNER: 20:00-22:30

THURSDAY, JANUARY 11 (DAY 2)

REGISTRATION: 8:15-16:00

DAY 2 - SESSION I: 8:30-10:30

CORPORATE FINANCE

Room: Monet

Chair: Gulser Meric

The Effect of Cash Flow of Corporate Performance at Manufacturing Listed in Indonesian Stock Exchange

Catur Rahayu Martiningtyas, Trisakti University, Indonesia

The Different Analysis of the Indebtedness of Firms in Selected Branches and Branch Standards

Milan Hrdý, University of Economics in Prague, Czech Republic

IPO Appraisal Certification Implications of Investor Protection Act

Sagi Akron, University of Haifa, Israel and Taufique Samdani, EDHEC Business School, France

Diversification and Firm Value in Iberian Firms

Gualter Couto, University of Azores, Portugal; Joao Cabral, University of Azores, Portugal; and Pedro Pimentel, University of Azores, Portugal

Growth Opportunity, Profitability, on Firm Value with Capital Structure as Intervening: A Study on Manufacturing Industry Listed in Indonesian Stock Exchange

Rofiqah Wahdah, STIE Indonesia Banjarmasin, Indonesia and Rizky Nastiti, STIE Indonesia Banjarmasin, Indonesia

Determinants of Return-On-Equity in U.S., German, and Japanese Manufacturing Firms

Gulser Meric, Rowan University, U.S.A.; Stephanie Weidman, Rowan University, U.S.A.; Daniel McFarland, Rowan University, U.S.A.; and Ilhan Meric, Rider University, U.S.A.

TOURISM

Room: Pissarro

Chair: Edwin J. Portugal

Corporate Social Responsibility and Organizational Commitment. The Case of Travel Agencies

Javier Sanchez Rivas, Universidad de Sevilla, Spain; Beatriz Palacios-Florencio, Pablo de Olavide University, Spain; Juan Manuel Berbel-Pineda, Pablo de Olavide University, Spain; and José Manuel Ramirez-Hurtado, Universidad Pablo de Olavide, Spain

A Conceptual Paper of the Smart City and Smart Community

Normalini Md Kassim, Universiti Sains Malaysia, Malaysia; Jasmine Ai Leen Yeap, Universiti Sains Malaysia, Malaysia; Saravanan Nathan Lurudusamy, Telekom Malaysia Berhad, Malaysia; Ramayah Thurasamy, Universiti Sains Malaysia, Malaysia; and Nor Hazlina Hashim, Universiti Sains Malaysia, Malaysia

Sustainable Medical Tourism: The Effect of Understanding Companion's Needs, Companion's Satisfaction, Companion's Delight towards Behavioral Intention

Wan Normila Mohamad, Universiti Teknologi Mara, Malaysia; Azizah Omar, Universiti Sains Malaysia, Malaysia; and Normalini Md Kassim, Universiti Sains Malaysia, Malaysia

The Influence Factors of Organizational Implementation Strategy Development: A Case Study from Tourist Accommodation in Thailand

Tarittawan Chareanporn, Mae Fah Luang University, Thailand; Phoommhiphat Mingmalairaks, Mae Fah Luang University, Thailand; Veerades Panvisavas, Mahidol University, Thailand; and Piyanuch Prangkam, Mae FahLuang University, Thailand

Is Culinary Arts Innovation or Diffusion Bound? Evidence from a Meta-Analysis

Gladys Navarro, Saint Louis University, Philippines and Abeneil Naboye Yogyog, Cordillera Career Development College, Philippines

Determinants of Satisfaction with Stay at Destination: A Cross-cultural Perspective

Oksana Tokarchuk, Free University of Bolzano, Italy and Oswin Maurer, University of Bozen-Bolzano, Italy

ENTREPRENEURSHIP

Room: Cezanne

Chair: Ramaprasad Rajaram

Determinants of Women Micro-Entrepreneurship in Indonesia

Virginie Vial, Kedge Business School & Institute of East Asian Studies, France

Multidimensional Approach to the Role of Internal Business Factors in Internalization of Manufacturing SMEs

Mihaela Mikic, University of Zagreb, Croatia; Dinko Primorac, University North, Croatia; and Bojan Moric, International Business and Economy, Libertas University, Croatia

Engaging Graduates to be Social Entrepreneur in Bangladesh: Problems and Prospects

Md Atiqur Rahman Sarker, East West University, Bangladesh and Dewan Mehrab Ashrafi, Rhine-Waal University of Applied Sciences, Germany

The Role of Competitiveness and Market Orientation as Mediating Variables in the Effect of Innovation on Productivity

Asri Laksmi Riani, Sebelas Maret University, Indonesia; Siti Khoiriyah, Sebelas Maret University, Indonesia; Arum Setyawati, Sebelas Maret University, Indonesia; and Winarno, Sebelas Maret University, Indonesia

Doing Business in Romania. Sink or Swim for New Companies?

Silviu Stanciu, Dunarea de Jos University of Galati, Romania

Hypotheses Non Fingo: Innovation and Entrepreneurship in Schumpeterian Perspective

J. Hanns Pichler, Vienna University of Economics & Business, Austria

Social Value Simulation of a Philippine Community-Based Social Enterprise Using Value Chain Analysis

Gladys Navarro, Saint Louis University, Philippines and Meljony Jacob Palangeo, Saint Louis University, Philippines

HUMAN RESOURCES & EDUCATION

Room: Renoir

Chair: Sophie De Winne

Academic or Non-Academic Career - What Would PhDs from Economics Say?

Eneli Kindsiko, University of Tartu, Estonia

The Effect of "Teaching to the Test" on Student Achievement: Experimental Evidence from Hong Kong

To Ming Ho, City University of Hong Kong, Hong Kong; Ryan Man, Hong Kong Baptist University, Hong Kong; and Mary Pang, City University of Hong Kong, Hong Kong

Academic Challenges with Reimagining Education Structure: The Z-Generation Digital Era

Ainul Mohsein Abdul-Mohsin, Universiti Sains Malaysia, Malaysia and Shaizatulaqma Kamalul Ariffin, Universiti Sains Malaysia, Malaysia

Occupant Satisfaction in Sustainable and Conventional Buildings in Higher Education

Kim Szery, UNSW Sydney, Australia and Riza Yosia Sunindijo, UNSW Sydney, Australia

Saving the Citizen from Harm: The Political Economy of UK Emergency Services

Roger Victor Seifert, University of Wolverhampton, United Kingdom and Meiling Yuan, Taiwan's National Central University, Taiwan

The Development Model of Employee Performance Indicators in Service Industries in Indonesia

Kurniawati Chrisjatmiko, Trisakti University, Indonesia

COFFEE BREAK: 10:30-10:40

DAY 2 - SESSION II: 10:40-12:40

MANAGEMENT I

Room: Monet

Chair: Sergey Yablonsky

Economic Method of Assessment of Newly Developed Standards for Quality of Social Services for Adults

Toshko Hristov Petrov, Technical University of Varna, Bulgaria and Nikolinka Nikolaeva Peycheva, Technical University of Varna, Bulgaria

Toward a Sustainable Organization by Human Capital Development

Taninrat Rattanapongpinyo, Silpakorn University, Thailand

Bankruptcy Risk Analysis Using Financial Ratios for Small and Medium Enterprises (SMEs) Performance in Prachuap Khiri Khan, Thailand

Tidathip Panrod, Silpakorn University, Thailand

Humanitarian Supply Chain Management: Some lessons from Commercial Organizations

Rajat Agarwal, Indian Institute of Technology Roorkee, India

Analysis of Factors Affecting Compliance of Import and Export Enterprises with Customs Law and Regulation: Vietnam Case

Vu Duy Nguyen, Academy of Finance, Vietnam

Determinants of Profitability of the Greek Dairy Industry: An Empirical Investigation
Nikolaos Antoniadis, TEI of Epirus, Greece; Georgia Foutsitzi, TEI of Epirus, Greece; and
Konstantinia Tsiligianni, TEI of Epirus, Greece

BEHAVIORAL FINANCE & INVESTMENT

Room: Pissarro

Chair: Changyong Zhang

Syariah Product Investments and Religiosity: Why are the Research Results Inconclusive?
Linda Ariany Mahastanti, Satya Wacana Christian University, Indonesia and Marwan Asri,
Gadjah Mada University, Indonesia

*The Impact of Family Ownership on Dividend Policy and Board Independence of Family-
Controlled Firms in Malaysia*
Vasanthan Subramaniam, Multimedia University, Malaysia and Shaista - Wasiuzzaman,
Multimedia University, Malaysia

The Diversification Benefit of REITs: Volatility and Correlation Effects
Stephen Lee, University of London, United Kingdom

*Quantitative Portfolio Strategy: An Empirical Analysis of SSE 50 Index Stocks Based on APT
Model*
Mingyue Ding, Birmingham University, United Kingdom; Yanqiang Ding, Shandong
University, China; and Yumei Pan, Shandong University, China

Long-Term Financial Contracts in an Endowment Economy
Avner Bar-Ilan, University of Haifa, Israel

*Determinants of Capital Structure: An Empirical Analysis of listed firms in the Philippine
Stock Exchange Index*
Ray Anthony Almonares, De La Salle University, Philippines; Aeisle Canlas, De La Salle
University, Philippines; Leanne Dalomias, De La Salle University, Philippines; Jelyssa Mae
Go, De La Salle University, Philippines; and Gemestrel Lacandili, De La Salle University,
Philippines

INDUSTRIAL ORGANIZATION

Room: Cezanne

Chair: Melati Nungsari

Valuing Anti-Piracy Technology in the Motion-Picture Industry
W.D. Walls, University of Calgary, Canada

Externalities and Market Structure in Matching Markets with Multidimensional Preferences
Sam Flanders, Asia School of Business, Malaysia

R&D Output Sharing in a Mixed Duopoly and Incentive Subsidy Policy
Sang-Ho Lee, Chonnam National University, South Korea and Timur Kabiljanovich Muminov,
Chonnam National University, South Korea

Productivity, Innovation and Gandhian perspective in an Industrial Organization
Vinay Sharma, Indian Institute of Technology, Roorkee, India

Assessment of the Performance of Healthcare Facilities in Italy. Management Issues
Giovanni Bellizzi, Hospital "Annunziata", Cosenza, Italy

Gamification in the Health and Fitness Industry
Norita Ahmad, American University of Sharjah, U.A.E. and Wardah Sandila, American University of Sharjah, U.A.E.

LUNCH: 12:40-13:50

DAY 2 - SESSION III: 13:50-15:50

MANAGEMENT II

Room: Monet

Chair: Tipparat Laohavichien

A Study on Sustainability Issue for Chinese Electric Vehicle (EV) Startups
Byung Hun Choi, Kongju National University, Korea

The Impact of Guanxi on Bullwhip Effect and Green Supply Chain Management Practice: A Conceptual Framework
Wanvisa Chaikij, Silpakorn University, Thailand

Using Data Mining for Smarter Telemarketing
Shorouq Fathi Eletter, Al Ain University, U.A.E. and Tahira Yasmin, Al Ain University, U.A.E.

Innovation through Personal Health Records
Abdullah Uz Tansel, Baruch College, CUNY, U.S.A. and Hsien-Tseng Wang, CUNY, U.S.A.

The Experience-Based Approach for Adaptation of Agile Software Development Projects by Learning Process Reconstruction
Kevin Suryaatmaja, Institut Teknologi Bandung, Indonesia and Dermawan Wibisono, Institut Teknologi Bandung, Indonesia

Cost-Effectiveness Analysis of Colorectal Cancer Screening
Pochamana Phisalprapa, Chulalongkorn University, Thailand; Nathorn Chaiyakunapruk, Naresuan University, Thailand; and Siripen Supakankunti, Chulalongkorn University, Thailand

Finding the Optimal Investment Scale of an e-Car Sharing System
Jrjung Lyu, National Cheng Kung University, Taiwan and Chia-Wen Chen, National Cheng Kung University, Taiwan

ACCOUNTING/AUDIT & CORPORATE GOVERNANCE

Room: Pissarro

Chair: Sagi Akron

Business Impact of the Imprecise Implementation of European Directives on Cross-Border Companies Restructurings
Beaneta Vasileva Yaneva, Technical University of Varna, Bulgaria

Corporate Governance as a Moderating Variable for the relationship of Debt Policy and Dividend Policy on Firm Value
Sarah Nurjannah, Islam Indonesia University, Indonesia and Maulidyati Aisyah, Islam Indonesia University, Indonesia

Corporate Governance Index and Quality of Financial Information on the Relationship between Internal Control Disclosure and Market Performance

Weli Weli, Universitas Katolik Indonesia Atma Jaya, Indonesia and Julianti Sjarief, Universitas Katolik Indonesia Atma Jaya Jakarta, Indonesia

Factors Affecting on Choosing Accounting Services of Small and Medium-Sized Enterprises (SMEs) in Vietnam

Tran Thi Cam Thanh, Quy Nhon University, Vietnam; Ngo Thi Ai Van, Quy Nhon University, Vietnam; and Nhat Minh Dao, Quy Nhon University, Vietnam

The Impact of Accounting Staff Capacity, Applied Accounting Basis and Implementation of Internal Control on Financial Statement Quality: The Case of Public Sector in Binh Dinh Province - Vietnam

Thanh Cam Tran Thi, Quy Nhon University, Vietnam and Yen Tran Thi, Quy Nhon University, Vietnam

Timeliness in Financial Industry Study in Indonesia Capital Market

Andreas Moegianto, Universitas Prasetiya Mulya, Indonesia and Rinaningsih, Universitas Prasetiya Mulya, Indonesia

MARKETING II

Room: Cezanne

Chair: W.D. Walls

Vietnamese Consumers Attitude toward Food Safety - A Research on Facebook Big Data in the Period of 2016 - 2017

Hoa Khanh Le Pham, National Economics University, Vietnam and Chien Dinh Truong, National Economics University, Vietnam

Muslim Consumers' Attitude toward Non-Muslim's Halal Food Operators: Evidence from Malaysia

Shaizatulaqma Kamalul Ariffin, Universiti Sains Malaysia, Malaysia and Ainul Mohsein Abdul Mohsin, Universiti Sains Malaysia, Malaysia

Readers' Purchase Intention of Local Newspaper: The Theory of Planned Behavior and Customer Satisfaction

Tri Ramaraya Koroy, STIE Indonesia Banjarmasin, Indonesia; Ibrahim Daud, STIE Indonesia Banjarmasin, Indonesia; and Yanuar Bachtiar, STIE Indonesia Banjarmasin, Indonesia

The Role of Product Features in the Process of Purchase on the Food Market. Comparison of Consumer Behaviors of X and Y Generations

Marek Angowski, University of Life Sciences in Lublin, Poland

Role of Consumer Ethical Beliefs in Determining Consumer Purchase Intention towards Green Buying

Zillur Rahman, Department of Management Studies, India and Syed Masroor Hassan, IIT Roorkee, India

Specifics of Marketing Communications within Political Environment in Slovakia

Peter Starchon, Comenius University in Bratislava, Slovakia and Eva Smolková, Comenius University in Bratislava, Slovakia

PUBLIC ECONOMICS & POLITICAL ECONOMY

Room: Renoir

Chair: Hongliang Zhang

Effects of Corruption on Vietnam's Human Capital: A Study at Provincial Level

Thi Hoa Truong, Waseda University, Japan

A Talmudic Constrained Voting Majority Rule

Ronen Bar-El, The Open University of Israel, Israel and Mordechai E. Schwarz, The Open University of Israel, Israel

Pricing and Incentives in Defined Contribution Retirement Systems

Sam Flanders, Asia School of Business, Malaysia; Melati Nungsari, Asia School of Business, Malaysia; and Marcela Parada-Contzen, PUC Chile, Chile

Unit and Ad Valorem Tax Comparisons in the New Keynesian Dynamic Stochastic General Equilibrium Model

Kazuki Hiraga, Tokai University, Japan

The Effect of Exploitation of Natural Resources to Economic Growth and Human Development Index in South Kalimantan Province

Lydia Goenadhi, STIE Indonesia Banjarmasin, Indonesia and Nur Astri Sari, STIE Indonesia Banjarmasin, Indonesia

Evaluation System for the Employees of the Public Institutions

Stefania Cristina Mirica, Dunarea de Jos University of Galați, Romania

COFFEE BREAK: 15:50-16:00

FRIDAY, JANUARY 12 (DAY 3)**REGISTRATION: 10:00-15:00****COFFEE BREAK: 10:00-10:30****DAY 3 - SESSION I: 10:30-12:30****MARKETING III****Room:** Monet**Chair:** Maaja Vadi

Local or Imported Product - Assessment of Purchasing Preferences of Consumers on Food Markets. The Case of Poland, Lithuania, Slovakia and Ukraine

Marek Angowski, University of Life Sciences in Lublin, Poland and Aneta Jarosz-Angowska, University of Life Sciences in Lublin, Poland

Competing through Co-Creation: Implications for Marketing Strategy and IMC

James Michael Maskulka, Lehigh University, U.S.A.

The Application of Lean Management for Thai Retailing Businesses

Supachart lamratanakul, Kasetsart University, Thailand

A Literature Review of Experience Quality, Destination Image, Perceived Value, Customer Engagement, and Behavior Intention of Bali's Subak Visitors

Gallang Perdhana Dalimunthe, Padjadjaran University, Indonesia; Yuyus Suryana, Padjadjaran University, Indonesia; Dwi Kartini, Padjadjaran University, Indonesia and Diana Sari, Padjadjaran University, Indonesia

A Conceptual Framework of the Impact of Innovation and Nostalgia among Restaurant Customers in Bangkok Metropolitan Region

Viphasiri Jantasri, Kasetsart University, Thailand

The Influences of Facebook's Posts and Customer Centric Model as a Mediator on Members' Intention to Purchase: A Case Study of the Thai Premier League Football Club's Facebook Page

Thongchai Toby Srivardhana, Kasetsart University, Thailand

MANAGEMENT & HUMAN RESOURCES**Room:** Pissarro**Chair:** Giao Reynolds

Enhancing the Job Performance of Professional Nurses: The Role of Perceived Organizational Support in Working Environment Including Job Engagement and Job Satisfaction

Nisachon Rattanamanee, Silpakorn University, Thailand; Norachai Na Wichian, The Royal Thai Air Force, Thailand; Khomkrit Nantharojphong, Rajamangala University of Technology Tawan-Ok, Thailand; and Taninrat Rattanapongpinyo, Silpakorn University, Thailand

An Assessment of Soft Skill Awareness Level amongst Bangladeshi Managers: A Study from Ready Made Garments (RMG) Sector

Md Atiqur Rahman Sarker, East West University, Bangladesh and Laila Zaman, East West University, Bangladesh

Psychological Harassment (Mobbing) at Work: A Study on Personality Traits of Victims
Nur Ayca Ozturk, Dokuz Eylul University, Turkey and Ethem Duygulu, Dokuz Eylul University, Turkey

Encouraging Sustainable Consumer Behavior: A Stakeholder Approach
Chonlada Sajjanit, Kasetsart University, Thailand

An Analysis of Critical Success Factors Influencing on Performance Index for Therapeutic Product Development
Prapimpun Limsuwan, Kasetsart University, Thailand

Value Based Information Systems for Farms' Management
Liliana Mihaela Moga, Dunarea de Jos University of Galati, Romania

Micro-entrepreneurs' Subjective Wellbeing: Does Loan Enhance Happiness?
Adwin Surja Atmadja, Universitas Kristen Petra, Indonesia

GROWTH AND DEVELOPMENT II

Room: Cezanne

Chair: Doojin Ryu

Olson Revisited: What Makes Countries Rich and Poor: Theoretical and Econometrical Study on the Power of Institutions & Policies and the Power of Culture
Tomáš Evan, CTU, FIT or Czech Technical University, Faculty of Information Technology, Czech Republic and Ilya Bolotov, University of Economics, Prague, Czech Republic

Livelihood Assets, Rural Growth, and Poverty Reduction in Thailand
Chayanee Chawanote, Thammasat University, Thailand and Nondh Nuchmorn, Thammasat University, Thailand

Household Debt and Economic Growth: A Review and Lessons for Emerging Economies
Siti Nurazira Mohd Daud, Universiti Sains Islam Malaysia, Malaysia and Jan Podivinsky, University of Southampton, United Kingdom

Economic and Environmental Performance of Post-Communist Transition Economies
Lina Sineviciene, Kaunas University of Technology, Lithuania; Oleksandra V. Kubatko, Sumy State University, Ukraine; Iryna Sotnyk, Sumy State University, Ukraine; and Ausrine Lakstutiene, Kaunas University of Technology, Lithuania

The Nexus between Economic Development and Environmental Pollution: The Case of Lithuania
Lina Sineviciene, Kaunas University of Technology, Lithuania; Aura Draksaite, Kaunas University of Technology, Lithuania; Violeta Naraskeviciute, Kaunas University of Technology, Lithuania; and Oleksandr Kubatko, Sumy State University, Ukraine

The Financial Benefits of Training on the Labor Market. Evidence for the Case of Romania
Ramona-Mihaela Paun, Webster University Thailand, Thailand and Madalina Ecaterina Popescu, Bucharest University of Economic Studies, Romania

LUNCH: 12:30-13:30

DAY 3 - SESSION II: 13:30-15:30**FINANCE****Room:** Monet**Chair:** Jan Podivinsky*Switching-Regime Regression for Euro-USD Exchange Rate*

Kenneth Szulczyk, Curtin University, Malaysia and Changyong Zhang, Curtin University, Malaysia

Uncertainty and Tourism Companies: Evidence from Europe

Oguz Ersan, Istanbul Technical University, Turkey; Sagi Akron, University of Haifa, Israel; and Ender Demir, Istanbul Medeniyet University, Turkey

Who Owns the Volatility Information in the Index Options Market? An Analysis of Unique Dataset

Doojin Ryu, Sungkyunkwan University, Korea and Heejin Yang, Sungkyunkwan University, Korea

Dissecting Anomalies in Islamic Stocks: Integrated or Segmented Pricing?

Adam Zaremba, Poznan University of Economics and Business & University of Dubai, Poland; Alina Maydybura, University of Dubai, U.A.E.; Anna Czapkiewicz, AGH University of Science and Technology, Poland; and Noushin Bagheri, University of Dubai, U.A.E.

Investment Domain Knowledge Mediating the Relationship of Perceived Importance and Correctness of Investment Decisions

Rakesh Krishnan, Rajagiri College of Social Sciences, India

The Effects of Uncertainty Measures on the Price of Gold

Chi Keung Marco Lau, University of Huddersfield, United Kingdom; Giray Gozgor, Istanbul Medeniyet University, Turkey; and Mehmet Huseyin Bilgin, Istanbul Medeniyet University, Turkey

The Influence of the Branch Group Purchasing Organization on the Development of Small and Medium-Sized Enterprises

Grzegorz Zimon, Rzeszów University of Technology, Poland

PUBLIC ECONOMICS & INTERNATIONAL TRADE**Room:** Pissarro**Chair:** Angel Calvo*Assessment of the Importance of Agri-Food Products in Trade between the European Union and China*

Aneta Jarosz Angowska, University of Life Sciences in Lublin, Poland

Geo-Economics against Economic Growth? The Exports Control of Advanced Technology in the Cold War: A View from a Non-Core Country (Spain)

Angel Calvo, University of Barcelona, Spain

Evaluation System for the Public Management

Bucur Iulian Dediu, Dunarea de Jos University of Galați, Romania and Liliana Mihaela Moga, Dunarea de Jos University of Galați, Romania

Investments Channel of Non Keynesian Effects. Theory and empirical study for Romania

Ana Michaela Andrei, Bucharest University of Economic Studies, Romania; Irina Georgescu, Bucharest University of Economic Studies, Romania; Virginia Maracine, Bucharest University of Economic Studies, Romania; and Ramona-Mihaela Paun, Webster University Thailand, Thailand

An Evaluation of the Reform for the Rationalization of the Remuneration System of the Greek Public Sector: A Quantile Regression Approach

Elisavet Nitsi, Centre of Planning and Economic Research (KEPE), Greece and Marianthi Anastasatou, Bank of Greece, Greece

Corrupt Practices in Public Procurement in the Light of Empirical Research

Arkadiusz Tomasz Borowiec, Poznan University of Technology, Poland

An Empirical Study of the Design of a City Carbon Trading System - Process and Platform

Jrjung Lyu, National Cheng Kung University, Taiwan and Chia-Wen Chen, National Cheng Kung University, Taiwan

MANAGEMENT III

Room: Cezanne

Chair: Supachart Iamratanakul

Australian and New Zealand B Corps and Their Use of Social Media

Giao Reynolds, Torrens University Australia, Australia; Susan Lambert, Head of Business School Adelaide Institute of Higher Education, Australia; and Jyotirmoy Podder, Torrens University Australia, Australia

Who and how do Participate in Strategic Planning?

Maaja Vadi, University of Tartu, Estonia

Proposed Corporate Performance Management Using Integrated Performance Management System (IPMS) Framework at PT. Mitratel

Rinaldy Ferdy Ferdiano, Institut Teknologi Bandung, Indonesia; Muhammad Tresnadi Hikmat, Institut Teknologi Bandung, Indonesia; and Bayu Faranandi Angesti, Institut Teknologi Bandung, Indonesia

The Impact of Industrial Zone Investment and Development on People's Incomes in the North Midland & Mountainous Region of Vietnam

Pham Van Hung, Ha Noi National Economics University, Vietnam; Thi Yen Le, Thai Nguyen University, Vietnam; and Cu Thanh Thuy, HAU, Vietnam

Implementation of 3Rs in Enterprises in Vietnam as One of the Most Dynamic Emerging Countries in South East Asia Region

Vi Thanh Xuan Nguyen, Quy Nhon University, Vietnam and Lieu Thi Bich Nguyen, Quy Nhon University, Vietnam

Developing a Business Analytics-Based Performance Management Framework for Eye Hospital Organizations: A Literature Review

Reno Renaldi Tibyan, Bandung Institute of Technology, Indonesia; Dermawan Wibisono, Bandung Institute of Technology, Indonesia; and Mursyid Hasan Basri, Bandung Institute of Technology, Indonesia

The Impact of Service Orientation on Employee Performance through Employee Service Skills: A Case Study on 15 Travel Agencies in Surabaya

Foedjiawati, Petra Christian University, Indonesia

COFFEE BREAK: 15:30-15:40