

Organizer: *AIB Asia Pacific Regional Chapter*



Host *The Hang Seng University of Hong Kong*



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong

**Local Host
and
Conference
Venue** *Mahidol University International College,
Nakhonpathom Campus,
Nakhonpathom, Thailand*



มหาวิทยาลัยมหิดล
Mahidol University

2021 Academy of International Business Asia Pacific Regional Conference Conference Programme

Register [HERE](#)

8 December 2021, Wednesday

08:50 – 09:00¹	Registration
09:00 – 11:00	Opening Plenary
09:00 – 09:15	Welcome Remarks



Professor Bradley R. Barnes

AIB Asia Pacific Regional Chapter Vice Chair
Dean, School of Business
Professor, International Management and Marketing
The Hang Seng University of Hong Kong, Hong Kong



Professor Yingyot Chiaravutthi

AIB Asia Pacific Regional Chapter Chairperson
Associate Professor, Associate Dean
Mahidol University International College, Thailand

¹ The Programme is scheduled at **Thailand Time (GMT+7)**



Professor Nopraenue Sajjarax Dhirathiti

Vice President for International Relations and Corporate
Communication
Mahidol University, Thailand

09:15 – 10:00 Keynote Speech I



Title: Future Prospects for Globalization

Professor Farok Contractor

President
Academy of International Business (AIB)
Distinguished Professor in the Management and Global Business
Department at Rutgers Business School
Rutgers University, USA

10:00 – 10:15 Tea Break

10:15 – 11:00 Keynote Speech II



Dr Cholthis Dhirathiti

Executive Director
ASEAN University Network (AUN)

11:00 – 11:15 Tea Break

11:15 – 12:45 Concurrent Session 1

Session 1A: Emerging Economies and Emerging Economy MNEs I

Session Chair: Bin Liu, Xiamen University, China

Characters of Acts Defining De-internationalisation (MS0035)

Symeon Mandrinos (Swinburne University of Technology, Malaysia), Weng Marc Lim (Swinburne University of Technology, Malaysia), and Constance Liew Sat Lin (University Malaysia Sabah, Malaysia)

When does R&D Internationalization Enhance the Innovation Outcome of Emerging Multinationals? Evidence of Chinese Firms (MS0038)

Jingshi Xu (Yonsei University, South Korea) and Soonkyoo Choe (Yonsei University, South Korea)

Clash of the Titan: Geopolitical Competition and Cultural Dissemination along the Belt and Road Initiative Routes (MS0022)

Bin Liu (Xiamen University, China), Gongming Qian (Southern University of Science and Technology, China), Weihan Liu (Southern University of Science and Technology, China), and Zhengrong Wang (Southern University of Science and Technology, China)

Session 1B: Human Resource Management I

Session Chair: Robin Snell, The Hang Seng University of Hong Kong, Hong Kong

Empirical Study of the Influencing Factors on Team Development and Team Members' Changes (MS0023)

Hsiang-Chun Chen (National Yunlin University of Science & Technology, Taiwan)

The Dark Side of International Inter-Organizational Relationships (IORs): A Systematic Review (MS0053)

Mohd Salekhan Othman (Universiti Kebangsaan Malaysia, Malaysia) and Md Daud Ismail (Universiti Kebangsaan Malaysia, Malaysia)

Influencing Factors of Work-Life Balance among Chinese Professional Women: An Exploratory Study in Mainland China (MS0063)

Ying Pan (Xian Jiaotong-Liverpool University, China) and Jie Li (Xian Jiaotong-Liverpool University, China)

Promoting Cooperative Compliance by Financially Licensed Firms in Hong Kong: A Relational Signaling Perspective (MS0071)

Crystal Xinru Wu (The Hang Seng University of Hong Kong, Hong Kong), Robin Snell (The Hang Seng University of Hong Kong, Hong Kong), and John Lipeng Wang (The Compliance Institute, Hong Kong)

12:45 – 14:00 Lunch

14:00 – 15:45 Concurrent Session 2

Session 2A: International Marketing and Consumer Behavior I

Session Chair: Paul Whitla, Lingnan University, Hong Kong

How Does Culture Influence Innovation in an International Business Context? (MS0018)

Yingying Zhang Zhang (International University of Japan, Japan) and Sylvia Rohlfer (CUNEF, Spain)

Green Buying or Conspicuous Consumption? Investigating the Association between Consumer Personality and the Purchase Intention on Eco-Friendly Products (MS0050)

Ya-Hui Kuo (National Cheng Kung University, Taiwan), Serena Liou (National Cheng Kung University, Taiwan), and Pei-Chiang Wu (National Cheng Kung University, Taiwan)

Attributes of Young Adults' Favorite Retail Shops: A Qualitative Study (MS0066)

Kara Chan (Hong Kong Baptist University, Hong Kong) and Qiqi Li (Hong Kong Baptist University, Hong Kong)

Integrating a Liberal Arts Approach into an Undergraduate Business Programme: Lessons from a University in Hong Kong (MS0014)

Richard Stanley Simmons (Lingnan University, Hong Kong) and Paul Whitla (Lingnan University, Hong Kong)

Session 2B: Accounting, Finance, Economics, Law I

Session Chair: Eden Yi Hang Chow, The Hang Seng University of Hong Kong, Hong Kong

Circadian Rhythm and Financial Analyst Performance (MS0002)

Xunzhuo Xi (University of Macau, Macau), Xiaojun Lin (Guangdong University of Finance & Economics, China), Desmond Chun Yip Yuen (University of Macau, Macau), and Qihong Zhao (Beihang University, China)

Do Credit Rating Agencies Listen to Investors' Voices on Social Media? Evidence from China (MS0017)

Yu Liu (Chongqing University, China), Lingxuan Yang (Chongqing University, China), and Jing Zhou (Chongqing University of Technology, China)

Book-Tax Tradeoff Theory and Corporate Acquisitions: Evidence from China (MS0051)

Weiyin Zhang (The Hang Seng University of Hong Kong, Hong Kong), Koon Hung Chan (Caritas Institute of Higher Education, Hong Kong), Phyllis Lai Lan Mo (City University of Hong Kong, Hong Kong), and Miao He (Beijing Normal University-Hong Kong Baptist University United International College, China)

In the Name of Protecting Trade Secrets: Reduced Disclosure of Major Customer Identities in China (MS0083)

Eden Yi Hang Chow (The Hang Seng University of Hong Kong, Hong Kong) and Julia Junxia Liu (The Hang Seng University of Hong Kong, Hong Kong)

15: 45 – 16: 00 Tea Break

16: 00 – 17: 45 Concurrent Session 3

Session 3A (15:00 - 16:30)

Deans' Roundtable - New Challenges for the Business School: What New Ideas do We Have?

Session Chair: Professor Lei Li (*Country Director (Mainland China), AIB, Head of Department, Associate Professor in International Business and Strategy, Nottingham University Business School, University of Nottingham Ningbo China*)

Guests:

Professor Bradley R. Barnes

Dean, School of Business, The Hang Seng University of Hong Kong)

Professor Martin Lockett

Dean, Nottingham University Business School, University of Nottingham Ningbo China

Professor Zhiwen Yin

Associate Dean, School of Management, Fudan University

Professor Changqi Wu

Dean, School of Management, Shandong University, and formerly Associate Dean at Peking University

Professor Jusuke Ikegami

Associate Dean, Waseda Business School (Graduate School of Business and Finance), Waseda University

Professor Yingyot Chiaravutthi

Associate Dean, Mahidol University International College, and Chair of AIB Asia Pacific Regional Chapter

Session 3B: During a Pandemic Era

Session Chair: *Ki Wai Lianne Lam, The Hong Kong Polytechnic University, Hong Kong*

Humanistic Leadership Post-COVID-19 under VUCA: Buddhist Perspectives (MS0031)

Hirohisa Shimura (Soka University, Japan)

The Impact of the COVID-19 Pandemic on Organizational Attraction (MS0032)

Matthias Pfister (University of Hagen, Germany)

Learning from Crisis? Taiwan Tells You No: Revisiting Crisis Management Phase (MS0034)

Candy H. Y. Chiu (Shih Chien University, Taiwan)

Is it Enough to Merely Survive in the Hong Kong Tourism Industry? A Study of Resilience in the Times of Crisis (MS0033)

Aureliu Sindila (The Hong Kong Polytechnic University, Hong Kong), Ayden Nicholas Lam (Chinese International School, Hong Kong), and Ki Wai Lianne Lam (The Hong Kong Polytechnic University, Hong Kong)

Session 3C: Human Resource Management II

Session Chair: *Yosuke Ichimura, Miyazaki Municipal University, Japan*

How are Individual Psychological Characteristics related to New Ways of Working during a Pandemic: Examining the Moderating Role of Work Engagement (MS0008)

Chiehwen Ed Hsu (National Cheng Kung University, Taiwan) and Yeshwant Raj .S (National Cheng Kung University, Taiwan)

High-Context Communication in Workplace - Case Study of Japanese Enterprises in Thailand (MS0028)

Miyako Imamura (Osaka University, Japan) and Hiromichi Sakaba (Osaka University, Japan)

What Makes Diverse Teams Effective? A Case Study of Professional Soccer (MS0040)

Christian Geyer (FernUniversität in Hage, Germany)

Does Organizational Support Foster Career Dependence? A Japan-US Comparison (MS0042)

Yosuke Ichimura (Miyazaki Municipal University, Japan) and Takaki Ohya (Kobe University, Japan)

9 December 2021, Thursday

09:00 – 10:45 Concurrent Session 4

Session 4A: Plenary by Women in the Academy of International Business (WAIB)

Panel Participants:

Professor Elizabeth L. Rose

Former AIB Vice President Administration, Former AIB Chapter Chair and AIB Fellow Chair in International Business Leeds University Business School

Professor Jane Lu

AIB Asia Pacific Regional Chapter Advisory Council Member, AIB Fellow Head of Department of Management & Chair Professor, City University of Hong Kong

Professor Yingying Zhang Zhang

WAIB Executive Board Member, Professor of Management, International University of Japan

Session 4B: International Marketing and Consumer Behavior I

Session Chair: Thanyaporn Main Soontornthum, Thammasat University, Thailand

The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension (MS0013)

John D Branch (University of Michigan, USA), Maansi Dalmia (University of Michigan, USA), and Ethan Mo (University of Michigan, USA)

The Role of Visual-Spatial Properties in Chinese Brand Names Processing (MS0029)

Fanny Fong Yee Chan (The Hang Seng University of Hong Kong, Hong Kong)

The Labor Survey of the Aboriginal Ethics in Taiwan: Investigation of the Rising Unemployment Issue (MS0036)

Chun-teng Wang (Chang Jung Christian University, Taiwan)

Assessing E-Filing Success: The Moderating Roles of Tax Complexity, Prior Experience, and Perceived Risk in Continuance Usage (MS0025)

Thanyaporn Main Soontornthum (Thammasat University, Thailand) and Trisha Ann Gabriel Albay (Thammasat University, Thailand)

Session 4C: Human Resource Management III

Session Chair: Amy Yamei Wang, The Hang Seng University of Hong Kong, Hong Kong

Benefits Satisfaction and Employee Performance from the View of Employment Relationships (MS0010)

Ya-Hui Ling (I-Shou University, Taiwan)

Estimating Human Resources from Outer Space: A Preliminary Study of Thailand (MS0039)

Yuzuru Utsunomiya (Nagasaki University, Japan)

Should I Stay or Should I Go? Family Considerations on Work Decisions among Business SIEs (MS0077)

Sungah Hong (Universiti Sains Malaysia, Malaysia) and Christopher Richardson (Universiti Sains Malaysia, Malaysia)

Institutionalized or Individualized? A Tripartite Approach to Organizational Socialization Tactics (MS0041)

Chui Shan Kong (The Hang Seng University of Hong Kong, Hong Kong) and Amy Yamei Wang (The Hang Seng University of Hong Kong, Hong Kong)

9:30 – 11:00 AIB Asia Pacific Regional Chapter Executive Board Meeting (Invitation Only)

10:45 – 11:00 Tea Break

11:00 – 12:45 Concurrent Session 5

Session 5A: Emerging Economies and Emerging Economy MNEs II

Session Chair: Yuk-shing Cheng, Hong Kong Baptist University, Hong Kong

The Invisible-Touch Model for Cross-border M&As by EMNEs: An Integrative Framework of Post-Merger Integration (MS0056)

Peter Li (University of Nottingham Ningbo China, China) and Monsol Zhengyang Yang (Shantou Development and Planning Institute, China)

The Political Conflict between the US and China: How does it Affect the Status of Hong Kong as a Financial Hub in the Globe (MS0062)

Thomas K.P. Leung (The Hang Seng University of Hong Kong, Hong Kong) and Lawrence Lei (The Hang Seng University of Hong Kong, Hong Kong)

The Impact of Executive's Resilience on Firms' Recovery from COVID-19 (MS0079)

Yukun Feng (University of Macau, Macau), Xiaoyun Chen (University of Macau, Macau), Na Ni (Shenzhen University, China), and Lin Yuan (University of Macau, Macau)

The Rise of China Railway Express during the Covid-19 Outbreak: Why China's Development Model Matters (MS0043)

Yuk-shing Cheng (Hong Kong Baptist University, Hong Kong) and Man-kit Chung (Hong Kong Baptist University, Hong Kong)

Session 5B: Corporate Social Responsibility I

Session Chair: Ratna Devi Pillai, James Cook University, Singapore

The Effect of Household Composition on the Gender-wage Gap of Migrant Workers in China under the Household Registration System (MS0019)

Li Bo Chen (Zhejiang Panan Pumped Storage Power Co Ltd, China) and Chun Lok Kris Li (Caritas Institute of Higher Education, Hong Kong)

The Sustainable Factors of Pawn-broking Industry: A Case Study of Taiwanese Pawn-broking Industry (MS0047)

Tzu Chiao Hung (Chang Jung Christian University, Taiwan)

Unlocking CSR in Small and Medium Enterprises in Singapore: Compliance, Conviction, Burden or Opportunity? (MS0049)

Ratna Devi Pillai (James Cook University, Singapore)

12:45 – 14:00 Lunch

14:00 – 15:45 Concurrent Session 6

Session 6A: Human Resource Management IV

Session Chair: Hui Hui Teow, Monash University (Malaysia), Malaysia

Career Development of Thai Migrant Workers from Rural Areas to Urban Factories (MS0027)

Miyako Imamura (Osaka University, Japan)

Not Easy to be a Career Crafter: The Detrimental Role of Job Precariousness via Future Work Self and Protean Career Orientation (MS0052)

Jingyi Wei (University of Macau, Macau), Xiaoxia Lin (Guilin University of Aerospace Technology, China), and Fan Zhang (TsingYan Industrial Institute of Advanced Manufacturing, China)

Changing Comes from Doing: How Deliberate Practice Enables Job Crafting in a Learning-oriented Workplace (MS0078)

Shanshan Gao (University of Macau, Macau) and Xiaowan Lin (University of Macau, Macau)

A Qualitative Investigation of Within-organization Sustainable Career (MS0070)

Hui Hui Teow (Monash University (Malaysia), Malaysia), Wee Chan Au (Monash University (Malaysia), Malaysia), and Pervaiz K. Ahmed (Sunway University, Malaysia)

Session 6B: MNEs and FDI I

Session Chair: Lei Li, University of Nottingham Ningbo China, China

A Bumpy Path from CSR to CSV: An Organizational Learning Challenge (MS0015)

Jacky Hong (University of Macau, Macau), Tiffany Cheng Han Leung (City University of Macau, Macau), and Robin Snell (The Hang Seng University of Hong Kong, Hong Kong)

Top Management Team Members' Party Affiliation and its Effect on Firms' FDI Location Choices and Expansion Speed: The Mediating Effect of Government Supportive Policy and Bank Loans (MS0044)

Yueying Guan (University of Nottingham Ningbo China, China)

The Impact of Belt and Road Initiative on Supply Chain Restructuring under Precarious Global Trade Environment: The Case of Hong Kong's Clothing Sector (MS0067)

Eve M.H. Chan (Technological and Higher Education Institute of Hong Kong, Hong Kong), Liane W.Y. Lee (The Hang Seng University of Hong Kong, Hong Kong), and Danny C.K. Ho (The Hang Seng University of Hong Kong, Hong Kong)

Can Geographically Dispersed Multinational SMEs Expect Stronger Financial Performance in the Early Stage of International Expansion? (MS0055)

Lei Li (University of Nottingham Ningbo China, China)

15:45 – 16:00 **Tea Break**

16:00 – 17:45 **Concurrent Session 7**

Session 7A (16:00-17:30)

Panel on 'Hidden Champions in the New Era'

Session Chair: Dr. Lucas Wang (Assistant Professor in International Business and Strategy, Nottingham University Business School, University of Nottingham Ningbo China)

Panelists:

Dr. Hermann Simon

Founder & Honorary Chairman of Simon-Kucher & Partners, the father of the 'hidden champion' concept, and the author of the classic book 'Hidden Champions of the 21st Century: Success Strategies of Unknown World Market Leaders'

Prof. Bradley R. Barnes

Dean, Professor of International Management & Marketing, School of Business, the Hang Seng University of Hong Kong

Dr. Di Deng

Partner of Wang & Partners Innovation, Author of the book 'Focusing is Beautiful: Un-coding the Hidden Champions of China'

Dr. Toshio Goto

Research Professor, Graduate School of Management, Japan University of Economics

Session 7B: International Marketing and Consumer Behavior III

Session Chair: Tomoki Sekiguchi, Kyoto University, Japan

A Comprehensive Retail Brand Personality Scale: Integrated Emic and Etic Perspectives from the United States and Taiwan (MS0048)

Ya-Hui Kuo (National Cheng Kung University, Taiwan), Pei-Chiang Wu (National Cheng Kung University, Taiwan), and Sun Young Ahn (University of Puget Sound, USA)

A Big Data Analysis of Guanxi from an ‘Insider-outsider’ Perspective (MS0065)

Liane W.Y. Lee (The Hang Seng University of Hong Kong, Hong Kong), Piyush Sharma (Curtin University, Australia), and Bradley R Barnes (The Hang Seng University of Hong Kong, Hong Kong)

How does Religion Affect Social Networks: The Case of Wasta Utilization with Christian and Muslim Arabs (MS0074)

Ron Berger (Bar Ilan University, Israel), Liane W.Y. Lee (The Hang Seng University of Hong Kong, Hong Kong), and Bradley R Barnes (The Hang Seng University of Hong Kong, Hong Kong)

Computational Modeling of the Value Co-Creation Process in Customer Service: An Application of the NK Model (MS0024)

Tomoki Sekiguchi (Kyoto University, Japan), Jiunyan Wu (Kansai University, Japan), and Xi Li (Shenzhen University, China)

Session 7C: Human Resource Management V

Session Chair: Emmy van Esch, Hong Kong Metropolitan University, Hong Kong

Exploring Cross Culture Teamwork Business Practices by Case Study (MS0021)

Hsiang-Chun Chen (National Yunlin University of Science & Technology, Taiwan)

The Influence of Paternalistic Leadership on Employees Job Crafting (MS0030)

Famei Shen (Xi’an Jiaotong-Liverpool University, China) and Jie Li (Xi’an Jiaotong-Liverpool University, China)

Enhance Creativity, Adapt to Environmental Challenges, and Proactivity Learn Talents (MS0082)

Kuo Lung Huang (National Sun Yat-sen University, Taiwan), Christina Y Wang (National Sun Yat-sen University, Taiwan), and Bih shiaw Jaw (Kao Yuan University, Taiwan)

The Introduction and Performance of Enterprise Innovation: The Roles of Leadership Style (MS0086)

Tsui-Yü Shih (National Taipei University of Business, Taiwan)

Expatriate Leadership and Host Country National Knowledge Sharing: A Self-Expansion Perspective (MS0080)

Emmy van Esch (Hong Kong Metropolitan University, Hong Kong), Flora F. T. Chiang (China Europe International Business School (CEIBS), China), and Thomas A. Birtch (University of Exeter, United Kingdom)

10 December 2021, Friday

09:00 – 10:30 Concurrent Session 8

Session 8A: Ethics Training Session by AIB Ethics Policy Committee

Speakers:

Professor Rosalie Tung

Chair of AIB's Ethics Policy Committee, The Ming & Stella Wong Professor of International Business Beedie School of Business, Simon Fraser University

Professor Denis Arnold

Professor of Management and Surtman Distinguished Professor of Business Ethics, Belk College of Business, University of North Carolina at Charlotte

Session 8B: Accounting, Finance, Economics, Law II

Session Chair: Eugene Burgos Mutuc, Bulacan State University, Philippines

Banks' Capital, Credit Ratings, and Macroeconomic Environment: International Evidence (MS0005)

Michal Wojewodzki (The Hang Seng University of Hong Kong, Hong Kong), Agyenim Boateng (De Montfort University, United Kingdom), and Jianfu Shen (The Hong Kong Polytechnic University, Hong Kong)

A Conceptualization of the Choice of a CEO in Thai Family Firms (MS0037)

Tanapond Swanpitak (Sukhothai Thammathirat Open University, Thailand)

Exploring the Role of Knowledge-based Resources on the Act of Responsible Business and Profitability among Asian Economies (MS0073)

Eugene Burgos Mutuc (Bulacan State University, Philippines)

Session 8C: MNEs and FDI II

Session Chair: Christopher Richardson, Universiti Sains Malaysia, Malaysia

Co-location of Marketing and Production FDI in the Post COVID-19 Era (MS0009)

Chih-An Lin (Fu Jen Catholic University, Taiwan), and Yu-Yuan Shih (National Taiwan Normal University, Taiwan)

Entrepreneurial Aspiration and Flexibility for Business Model Innovation: HQ-Enabled Dynamic Capability of Medium-sized MNE for Cross-Divide Entry (MS0057)

Peter Li (University of Nottingham Ningbo China, China) and Yangfeng Cao (Institute of Global Entrepreneurship & Innovation, China)

Unleashing Home Market Opportunities through Outward International Activities: Insights from an Emerging Conglomerate in China (MS0069)

Lianxi Zhou (Brock University) and Tao Qu (Guangdong University of Finance & Economics)

Taking on the World: The Global Expansion of City Football Group (MS0076)

Christopher Richardson (Universiti Sains Malaysia, Malaysia)

10:30 – 10:45 Tea Break

10:45 – 12:15 Concurrent Session 9

Session 9A: Corporate Social Responsibility II

Session Chair: Sven Dahms, Hong Kong Metropolitan University, Hong Kong

Entrepreneurial Orientation of Multinational's Subsidiaries and CSR (MS0006)

Tai Ming Wut (The Hong Kong Polytechnic University, Hong Kong)

Leaders and CSR Decisions in a Taiwanese Context (MS0007)

Ya-Hui Ling (I-Shou University, Taiwan)

How Foreign-owned Subsidiaries Develop Local Network Relationships through CSR (MS0072)

Sven Dahms (Hong Kong Metropolitan University, Hong Kong) and Suthikorn Kingkaew (Thammasat University, Thailand)

Session 9B: Entrepreneurial Management

Session Chair: Yukio Takagaki, Surugadai University, Japan

**How Entrepreneurial Implementation Intention Moves toward Subsequent Actions:
Affordable Loss and Environmental Uncertainty (MS0016)**

*Teng Li (East China Normal University, China) and Liangxing He (Nanjing University of Finance
& Economics, China)*

**The Entrepreneurial Resilience: What are the Specific Factors Differentiating from
Psychological Resilience? (MS0054)**

Satoshi Kawakatsu (Kyoto University, Japan)

Transformational CEO's Entrepreneurship in Pacific-rim Countries (MS0081)

Yukio Takagaki (Surugadai University, Japan)

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