

# 2022 Academy of International Business Asia Pacific Regional Conference

“Resilience in International Business”  
Conference Program

## 2022 国际商务学会亚太地区会议

“国际商务的韧性”  
会议议程



# RESILIENCE IN INTERNATIONAL BUSINESS

It's been three years since the outbreak of Covid-19 virus. To a certain extent the world is still grappling with the latest variants and their impact on international business. It is estimated that global foreign direct investment diminished by over 40% in 2021 alone. Indeed, the virus has forced companies to search for new ways to survive and succeed. Those equipped with proactive, innovative, and carefully managed risk-taking behaviour are likely to stay afloat and may even grow in such turbulent conditions.

In the volatile, uncertain, complex and ambiguous environment, it is critical for multinational enterprises (MNEs) to integrate, build and reconfigure internal and external resources and capabilities to cope with the rapidly changing competitive landscape. Specifically, MNEs need to build resilience by rebalancing global value chains.

Moreover, the Covid-19 crisis has presented unique opportunities for international businesses that have engaged and invested in digitalisation. It is expected that the role of digitally enabled internationalising businesses i.e., born digitals has become more prevalent during the pandemic and this trend is likely to continue in the near future. It is therefore timely for international business scholars to learn more about firms' digitalisation, and how this may contribute to the sustainability of international business ventures.

At AIB 2022 Asia Pacific Conference, we seek to shed light on resilience, risk management, and sustainability of international business operations under the current harsh conditions and beyond.

## 国际商务的韧性

新冠病毒爆发以来三年过去了。一定程度上世界仍在应对新冠病毒的最新变种。全球商务领域受到严重的干扰。据估计，仅 2021 年，全球对外直接投资就下降了 40% 以上。在全球范围内，那些具备主动态度、创新精神及谨慎管理风险能力的企业往往具有很强的韧性，能够在动荡的时代保持生存甚至进一步发展。

在多变、不确定、复杂且模糊的环境中，为应对快速变化的竞争格局，跨国企业整合、构建和重新配置内部和外部资源和能力是非常重要的。具体来说，跨国企业需要通过重新平衡全球价值链来建立韧性。

复杂多变的环境为跨国公司投资和利用数字化提供了独特的机会。事实上，在新冠大流行期间，数字化国际商务运营已变得普遍，在可预见的将来，数字化转型可能会持续。因此，对于国际商业学者和实践者来说，研究企业数字化，并探讨如何在全球范围内促进企业的可持续性恰逢其时。

在 2022 年 AIB 亚太会议上，我们将探索在当前及以后的艰难条件下国际商业运营的韧性、风险管理和可持续性。



## AIB Asia Pacific Chapter Introduction

After lengthy strategic planning and thinking with the involvement of members of the AIB Executive Board, chapter leaders, and member-volunteers based in the region, the decision was made to consolidate and expand the following former AIB chapters, Southeast Asia (AIBSEAR), China (mainland), Japan and South Korea into a broad-region-based transnational unit: AIB Asia Pacific Chapter in 2020.

The newly formed chapter—which also includes the countries/regions such as Brunei, Cambodia, Guam, Hong Kong, Indonesia, Lao PDR, Macau, Malaysia, Myanmar, North Mariana Islands, Palau, Philippines, Singapore, Taiwan, Thailand, Timor-Leste, and Vietnam—officially began on

December 5, 2020 at the conclusion of the final AIBSEAR 2020 Chapter Conference. The Asia Pacific Chapter has the mission to enrich and strengthen AIB's offerings in the region through organizing an annual conference and a series of academic workshops. AIB will invest in this new regional chapter by providing financial support and securing the participation of leading scholars in its activities. In addition to the initiatives at the regional level, the AIB Chapter Executive Board envisages a broad range of new or re-energized national activities, drawing on the new resources available to the Chapter. For more information on AIB and AIB Asia Pacific Chapter, please be sure to visit AIB's website at [aib.world](http://aib.world).

## AIB Asia Pacific Chapter Executive Board

### Chair:

#### **Bradley R. BARNES**

Dean, School of Business  
Professor, International Management and Marketing  
The Hang Seng University of Hong Kong, Hong Kong

### Vice Chair:

#### **Henry CHUNG**

Professor, School of Communication, Journalism and Marketing  
Massey University Auckland, New Zealand

### Country Directors:

#### **Jusuke IKEGAMI**

Professor, Management Strategy  
Waseda Business School, Japan  
Country Director, Japan

#### **Lei LI**

Associate Professor  
Nottingham University Business School China  
University of Nottingham Ningbo China, China  
Country Director, Chinese mainland

#### **Geon-Cheol SHIN**

Professor, Management  
Kyung Hee University, South Korea  
Country Director, South Korea

### Members:

#### **Yingyot CHIARAVUTTHI**

Associate Professor  
Mahidol University International College, Thailand

#### **Dawn CHOW**

Senior Research Fellow  
National University of Singapore, Singapore  
Visiting Scholar (non-resident)  
University College London, UK

#### **Geng CUI**

Professor, Marketing and International Business  
Lingnan University, Hong Kong

#### **Vincent FABELLA**

President  
José Rizal University, the Philippines

#### **Eva Yueng Wah KHONG**

Associate Professor, Associate Dean  
Faculty of Finance  
City University of Macau

Macau, China

#### **Jane LU**

Head (MGT) & Chair Professor  
City University of Hong Kong, Hong Kong

#### **Alfred PRESBITERO**

Director, MBA (International)  
Deakin Business School

#### **Christopher RICHARDSON**

Deputy Dean (Research, Innovation & Industry-Community Engagement)  
Graduate School of Business, Universiti Sains Malaysia, Malaysia

#### **Tomoki SEKIGUCHI**

Professor, Graduate School of Management  
Kyoto University, Japan

#### **Lianxi ZHOU**

Professor, Marketing  
Brock University, Canada

### Secretary:

#### **Karl CHU**

Senior Executive Officer, Research Institute for Business, School of Business  
The Hang Seng University of Hong Kong, Hong Kong





Nottingham University  
Business School

UK | CHINA | MALAYSIA

Established in 2004, Nottingham University Business School China (NUBS China) is unique as part of the University of Nottingham Ningbo China, the first Sino-foreign university in China. Its degree programmes are taught in English by highly qualified faculty from over 20 countries and regions, based full time in China. This wealth of international experience ensures that all programmes prepare students for the challenges of operating in a global business environment and meeting the demands of working in China.

NUBS China was accredited by the European Quality Improvement System in 2010 and received its latest re-accreditation for the maximum 5-year period in 2021. NUBS China earns AACSB accreditation in May 2022, less than six per cent of the world's schools offering business degree programmes hold this accreditation. NUBS China has once again been chosen as one of the Principles for Responsible Management Education (PRME) Champion Schools for 2022-23.

NUBS China has more than 2,600 undergraduates, 3000 master students and 150 PhD students. Graduates are highly sought-after by major Chinese and international companies. By utilising the University's unique global footprint, NUBS China is committed to shaping the future of responsible business and management in an increasingly inter-connected world.

诺丁汉大学商学院（中国）成立于 2004 年，是中国第一所中外合作大学宁波诺丁汉大学的核心学院之一，学院采用全英文授课，高质量的学术教师来自全球 20 多个国家和地区，全职在中国宁波任教。丰富的国际化经验确保所有课程都为学生应对全球商业环境的挑战做好准备，并适应在中国工作的发展需要。

诺丁汉大学商学院（中国）是欧洲质量改进体系 (EQUIS) 所认证的全球精英商学院之一。2021 年 6 月，诺丁汉大学商学院（中国）再次被授予 EQUIS 最高标准的五年期认证。2022 年 5 月，诺丁汉大学商学院（中国）获得国际商学院协会 (AACSB) 证，全球只有不到 6% 的学校拥有 AACSB 认证。诺丁汉大学商学院是联合国“负责任管理教育 PRME”领军高校，致力于培养有社会责任感的商界领袖。

学院现有本科生 2600 余人，硕士研究生 300 余人和博士生 150 余人。毕业生因其国际化商业思维、熟练的语言技能、卓越的学习能力等受到国内和国际各大公司的青睐。借助我们独特的、遍布全球的资源，诺丁汉大学商学院（中国）致力于在日益紧密联系的世界，塑造有责任的商业管理格局，培养适应全球化发展的国际商业领袖。





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



School of Business

The Hang Seng University of Hong Kong

*A Dynamic School that CARES*



**Dr Bradley R. Barnes**

AIB Asia Pacific Chapter Chair

Dean, School of Business

Professor of International Management & Marketing

## School of Business, The Hang Seng University of Hong Kong

Closely connected in name with the Hang Seng Index and the Hang Seng Bank, our institution was first established over 40 years ago thanks to the generosity of the S. H. Ho Foundation, several Hang Seng Bank founding directors and Hang Seng Bank Ltd. Building on this rich and distinguished history, HSUHK, formerly known as Hang Seng Management College and Hang Seng School of Commerce was officially granted approval from the Hong Kong SAR Government in 2018 to be Hong Kong's newest university.

With around 3,500 full-time undergraduate students, the School of Business is now one of Hong Kong's most popular providers of undergraduate business programmes among all the city's universities. We are also probably Hong Kong's most rapidly emerging business school, moving from three undergraduate programmes around five years ago, to now having ten BBA programmes in areas including Professional Accountancy, Corporate Governance & Compliance, Finance & Banking, Financial Analysis, Economics, Management, Human Resource Management, Global Business Management, Marketing and General Business.

In addition to the many teaching excellence awards received by our staff, faculty members have made significant contributions to research and over the years have published in many World-leading journals, including the Journal of International Business Studies, Journal of World Business, Journal of International Marketing, Strategic Management Journal, Academy of Management Review, Management Science, Journal of Consumer Research and Journal of Finance among many others.

Admired for our friendly staff–student interaction, we are a caring school with award winning excellent facilities and infrastructure.

## Corporate Sponsor: Ningbo Jobstart Human Resources CO,LTD

### 赞助商：宁波杰博股份

#### 全国机构

中国人力资源服务行业 100 强 (HRflag)、全国劳务派遣优秀单位

#### 省人社厅

浙江省人力资源服务业高质量发展工作成绩突出集体、浙江省人力资源服务企业信用等级四星级单位、浙江省人力资源服务百强 (省人社厅)

#### 宁波市

2018-2021 年连续四年被授予宁波市服务业百强企业、宁波市市级人力资源诚信服务示范机构

#### 鄞州区

2020 年被鄞州区人民政府授予“五佳专业服务先锋”，2021 年鄞州区人民政府授予优秀企业，区骨干企业等。

杰博股份是一家专业从事综合型、全程式人力资源服务的顾问型人力资源服务机构。才服科技公司主要从事科技与创新企业高端人才猎头服务；青圃教育公司主要从事大中专生校企合作、产教融合、构建以企业需求为主的职业教育体系服务；斌霖科技主要服务退役军人培训与就业、军嫂“互联网+”灵活就业；英普瑞特主要从事灵活用工、劳务派遣、外包、人事综合服务、直播带岗等服务；福品荟专门为企业提供年节福利、商务采购等解决方案的服务。

公司成立于 2008 年 1 月，总部位于浙江省宁波市，在上海、杭州、重庆、成都、绍兴、台州、温州、湖州、无锡、广州、深圳、佛山、厦门、合肥、芜湖、武汉、长沙、西安、贵阳、哈尔滨等地设有 40 多处分子公司及项目组。公司拥有一支近 600 人的内部管理人员队伍，每年累计派遣 / 外包数量将近 50 万人次，在过去的近十年里曾为 1000 多家大中型企业提供过人力资源服务。2021 年营收 34 亿，利税 2 亿。

宁波斌霖网络科技有限公司 2021 年被授予全省社会化拥军成绩突出单位。董事长被授予最美拥军人物；2020 年度中国最受经理人推崇的企业家；2021 年度宁波市服务人才先进个人；担任浙江省退役军人就业创业导师；退役军人服务保障先进个人称号。

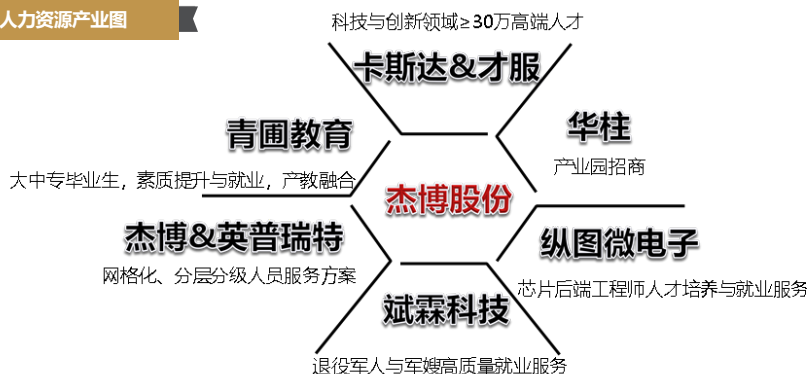
杰博是浙江省 4 星级人力资源服务企业信用等级单位，浙江省人力资源服务行业常务理事单位，宁波市人力资源服务行业协会副会长单位，连续多年获得宁波市服务业百强企业荣誉称号。

#### 人力资源服务业务全景

互联网科技	人力资源服务				创新服务
在线招聘	人才服务	灵活用工	人事外包派遣	综合咨询	退役军人培训就业
求职地图	中高端人才寻访	专业人员岗位外包	人事职能外包	企业管理咨询	互联网+军嫂灵活就业
区块链证书宝	人才测评与评鉴	通用人员岗位外包	人才派遣	管培生业务	
	管理培训与人才发展培养		转移外包	产业园招商	
	科学工作者引智与赋能		业务外包		
			招聘流程外包 (RPO)		



#### 杰博人力资源产业图





## Supporting Institutions 主要支持院校



华东理工大学商学院  
East China University of Science and Technology



浙江工业大学经济学院  
Zhejiang University of Technology



宁波大学商学院  
Business School of Ningbo University

# Program organization

## Steering committee

**JT Li,**  
AIB Asia Pacific Chapter Advisory Board Member, Hong Kong  
University of Science and Technology

**Haifeng Yan,**  
East China University of Science and Technology

**Changqi Wu,**  
Former Chair of AIB China Chapter, Shangdong University

## Program organizing Committee

### Program co-chairs

**Bradley Barnes,**  
AIB Asia Pacific Chapter Chair, Hang Seng University of  
Hong Kong

**Lei Li,**  
Director for Chinese Mainland, AIB Asia Pacific Chapter,  
University of Nottingham Ningbo China

### Planning Committee members (in alphabetical order)

**Maoliang Bu,**  
Nanjing University, China

**Cong Cao,**  
University of Nottingham Ningbo China

**Henry Chung,**  
AIB Asia Pacific Chapter Vice Chair, Massey University,  
New Zealand

**Ziliang Deng,**  
Renmin University, China

**Pingping Fu,**  
University of Nottingham Ningbo China

**Peter Ping Li,**  
University of Nottingham Ningbo China

**Jane Lu,**  
AIB Asia Pacific Chapter Advisory board member, City University  
of Hong Kong

**Xufei Ma,**  
Tsinghua University/Chinese University of Hong Kong

**Lianxi Zhou,**  
AIB Asia Pacific Chapter External Board Member, Brock  
University, Canada

## Coordinating committee members

**Karl Chu,**  
Hang Seng University of Hong Kong  
Secretary AIB Asia Pacific Chapter

**Saileshsingh GUNESSEE,**  
University of Nottingham Ningbo China

**Youngun Kim,**  
University of Nottingham Ningbo China

**Weiping Liu,**  
University of Nottingham Ningbo China

**Jiarui Zhang,**  
University of Nottingham Ningbo China

**Abby Zhou,**  
University of Nottingham Ningbo China

**Steven Zhou,**  
University of Nottingham Ningbo China

## Operating/marketing committee members (Ningbo-based)

**Mary Tang,**  
University of Nottingham Ningbo China

**Caitlyn Zhang,**  
University of Nottingham Ningbo China

**Jude Wang,**  
University of Nottingham Ningbo China

**Yuxue Luo,**  
University of Nottingham Ningbo China

**Yueying Guan,**  
University of Nottingham Ningbo China

**Ruiyi Luo,**  
University of Nottingham Ningbo China

**Xiaomeng Liu,**  
University of Nottingham Ningbo China

**Jingjing Peng,**  
University of Nottingham Ningbo China

**Meiqi Chen,**  
University of Nottingham Ningbo China

**Yiran Gao,**  
University of Nottingham Ningbo China

**Yiyu Wang,**  
University of Nottingham Ningbo China

**Wenting Zhou,**  
University of Nottingham Ningbo China

**Muzixuan Tao,**  
University of Nottingham Ningbo China

**Yun Zhou,**  
University of Nottingham Ningbo China



# 2022 Academy of International Business Asia Pacific Regional Conference “Resilience in International Business” Conference Program

7 December 2022, Wednesday

09:00 – 10:30	Opening Plenary	
09:00 – 09:30	<p><i>Welcome Remarks</i></p> <p><b>Professor Bradley R. BARNES</b> AIB Asia Pacific Chapter Chair Dean, School of Business Professor, International Management and Marketing The Hang Seng University of Hong Kong, Hong Kong</p> <p><b>Professor Maria Tereza Leme Fleury</b> AIB President</p> <p><b>Professor Patrick Y.K. CHAU</b> Vice Provost for Research and Knowledge Exchange, Li Dak Sum Chair Professor in Information Systems and Operations Management University of Nottingham Ningbo China</p> <p><b>Professor Martin J. LIU</b> Interim Dean, Nottingham University Business School China Executive Dean for Zhejiang Provincial Branding Academy Professor of Marketing and Innovation,</p>	   
09:30 – 10:30	<p><i>Keynote Speech: Resilience in Global Supply Chain: The case of Automobile industry</i></p> <p><b>Mr Ron ZHENG</b> Senior Partner and Vice President Roland Berger Greater China</p> <p>Moderator: Dr. Lei Li, Nottingham University Business School China, Director for Chinese mainland, AIB Asia Pacific Chapter</p>	
10:30 – 10:45	Break	
10:45 - 12:15	<p>Plenary (Chinese with bilingual PPT) 30-year Development of Management/IB Research in China/Chinese Context</p> <p><b>Professor Jiatao (J.T.) LI</b> AIB Asia Pacific Chapter Advisory Council Member and AIB Fellow Lee Quo Wei Professor of Business The Hong Kong University of Science and Technology, Hong Kong</p> <p><b>Professor Changqi WU</b> Former Chair of AIB China Chapter Dean, Shandong University School of Management</p> <p>Moderator: Dr. Lei Li, Nottingham University Business School China, Director for Chinese mainland, AIB Asia Pacific Chapter</p>	
12:15 – 13:45	Lunch	

13:45 – 15:30	Concurrent Session 1	
Session 1A:	<p><i>Emerging Economy MNEs</i>  <i>Session Chair: Saileshsingh GUNESSEE, University of Nottingham Ningbo China</i></p> <p>The Role of State Capitalism in Explaining Cross-border Acquisitions and Performance of Emerging Market Multinationals: Evidence from China (MS0092)  <i>Shuang HU, Zhejiang Gongshang University</i>  <i>Saileshsingh GUNESSEE, University of Nottingham Ningbo China</i></p> <p>The Dynamic Process of Post-merger Integration and Innovation in the Context of Reverse-M&amp;As: The Transformation of Complementarity &amp; Compatibility, Knowledge Management, and Trust Building (MS0115)  <i>Xiaomeng LIU, University of Nottingham Ningbo China</i>  <i>Peter Ping LI, University of Nottingham Ningbo China</i></p> <p>Quality of Bilateral Investment Treaties and Overseas Business Performance of Chinese Multinational Enterprises (MS0062)  <i>Lu YANG, Ningbo University</i>  <i>Haibo ZHANG, Ningbo University</i>  <i>Zheng WANG, De Montfort University</i>  <i>Jianmin WANG, University of Nottingham</i></p> <p>Linking Institutional Theory and Nonmarket Strategy: to Understand the Political Governance Strength and Cross-border Acquisition Completion with Evidence from Chinese Acquirers (MS0040)  <i>Yu HAN, Fudan University</i></p>	
Session 1B:	<p><i>Internationalization and Entrepreneurship</i>  <i>Session Chair: Steven Zhou, University of Nottingham Ningbo China</i></p> <p>Entrepreneurs' Human Capital Matters for Venture Capital Investment: Evidence from China (MS0067)  <i>Mengyi CAO, Wanli University</i>  <i>Jieying LI, Bank of Sweden</i>  <i>Qing XIA, University of Nottingham Ningbo China</i></p> <p>Political Turbulence and Decision Making of Potential Entrepreneurs: Evidence from Anti-Corruption Campaign in Emerging Economies (MS0110)  <i>Daxin SUN, Shanghai Jiao Tong University</i></p> <p>The Effect of Covid-19 Uncertainty on Chinese Entrepreneurs' Overconfidence (MS0085)  <i>Xi CHEN, University of Nottingham Ningbo China</i>  <i>Hao-tian LAN, University of Nottingham Ningbo China</i></p> <p>How does Zhongtai strategy enable front-end entrepreneurial SMEs to internationalize? (MS0143)  <i>Luodi PAN, University of Warwick</i></p>	
Session 1C:	<p><i>Human Resource Management and Organizational Behavior</i>  <i>Session Chair: Pingping FU, University of Nottingham Ningbo China</i></p> <p>Corruption, Reputational Damage, and Corporate Foreign Philanthropic Giving (MS0031)  <i>Danlei Bonnie YU, The Hong Kong Polytechnic University</i>  <i>Weishi JIA, Cleveland State University</i>  <i>Albert TSANG, Southern University of Science and Technology</i>  <i>Jingran ZHAO, The Hong Kong Polytechnic University</i></p> <p>Inclusive Employment for People with IDD: A Comparison between China and Nigeria (MS0088)  <i>Bilkisu HADEJIA, University of Nottingham Ningbo China</i>  <i>Jianing HAN, University of Nottingham Ningbo China</i>  <i>Xiji ZHU, Central University of Finance and Economics</i>  <i>Pingping FU, University of Nottingham Ningbo China</i>  <i>'Alim BEVERIDGE</i></p> <p>The Influence of Transformational Leadership on Employees' Innovative Behavior: The Role of Psychological Authorization and Organizational Innovation Atmosphere (MS0101)  <i>Shihui LIU, Ningbo University</i></p>	
15:30 – 15:45	Break	

15:45 – 17:30	Concurrent Session 2	
Session 2A:	<p><i>Accounting, Finance, Economics, Law</i>  <i>Session Chair: Jiarui Zhang, University of Nottingham Ningbo China</i></p> <p>The Impact of Institutional Shareholder Ownership on Invested Firms' Strategies (MS0005)  <i>Yilin HUANG, Beijing Normal University - Hong Kong Baptist University United International College</i>  <i>Ni DUAN, Beijing Normal University - Hong Kong Baptist University United International College</i></p> <p>Are Firms more Concerned about Analysts' Earnings Forecasts after the Split-share Structure Reform? Evidence from China (MS0014)  <i>Xunzhuo XI, University of Macau</i>  <i>Cong ZENG, University of Macau</i>  <i>Rong HUANG, University of Macau</i>  <i>Feng TANG, University of Macau</i></p> <p>Business Group Affiliation and R&amp;D Investment: The Mediating Role of External Capital Market (MS0133)  <i>Qinjie YANG, University of Nottingham Ningbo China</i></p> <p>Toward a General Theory of Working Capital Management (MS0058)  <i>Rodrigo ZEIDAN, New York University Shanghai</i></p>	
Session 2B:	<p><i>Special Chinese Track for 2022 Chapter Conference</i>  <i>Session Chair: Xiaoming He, East China University of Science and Technology</i></p> <p>State as a Path Breaker? Path-dependent Behaviors and Firm Innovation: The Moderating Role of Institutional Forces (MS0051)  <i>Jiang WEI, Zhejiang University</i>  <i>Guangpei CHEN, Zhejiang University</i>  <i>Yang YANG, Zhejiang University</i></p> <p>企业跨国并购对专利质量的影响：来自中国的证据 (MS0146)  <i>Shunlin ZHU, Ningbo University</i>  <i>Xingqiang WANG, Ningbo University</i></p> <p>Performance Feedback and Firm Financialization in Emerging Markets: The Moderating Effects of Regional Financial Development Level and Industry Competition Intensity (MS0079)  <i>Yiyi SU, Tongji University</i>  <i>Jingyi LEI, Tongji University</i>  <i>Chen JIANG, Tongji University</i>  <i>Xiaoming HE, East China University of Science and Technology</i></p>	
Session 2C:	<p><i>Special Chinese Track for 2022 Chapter Conference</i>  <i>Session Chair: Tianle Yang, Zhejiang University of Technology</i></p> <p>Feedback from Subsidiaries: The Impact of Motivational Diversification of Outward Foreign Direct Investment on Innovation Performance of the Parent Company (MS0076)  <i>Siyi WANG, Ningbo University</i>  <i>Changbiao ZHONG, Ningbo University</i>  <i>Yuanzhe HUANG, Ningbo University</i></p> <p>Does Financial Structure Matter for Firm Innovation Activity? An Empirical Study Based on Chinese ICT Industry (MS0149)  <i>Juan ZHAO, Beijing Institute of Technology, Zhuhai</i>  <i>Yumeng LIAO, University of Leeds</i></p> <p>International Strategic Research of Shenglong Group Based on Global Production Network Construction (MS0072)  <i>Leina ZHENG, Zhejiang Wanli University</i>  <i>Meiling LIU, Zhejiang Wanli University</i>  <i>Qi SUN, Zhejiang Wanli University</i></p> <p>Need for Cognitive Closure: Performance Feedback and Corporate Environmental Initiative (MS0116)  <i>Byungjun YU, University of Shanghai for Science and Technology</i></p>	



## 8 December 2022, Thursday

09:00 – 10:15	Research Ethics Plenary	
09:00 – 10:15	<p><b>Research ethics plenary</b> Chair of Research Ethics and Integrity University of Nottingham Ningbo China</p> <p><b>Professor Lorraine EDEN</b> Dean of AIB fellows Research Professor of Law and Professor Emerita of Management Texas A&amp;M University</p> <p><b>Professor Denis G. ARNOLD</b> Surtman Distinguished Professor of Business Ethics UNC Charlotte</p> <p><b>Dr. Jin CHEN</b> Associate Professor in Entrepreneurship &amp; Innovation University of Nottingham Ningbo China</p>	
10:15 – 10:30	Break	
10:30 – 12:15	Concurrent Session 3	
Session 3A:	<p><i>International Marketing and Consumer Behavior</i> <i>Session Chair: Da QIAN, East China University of Science and Technology</i></p> <p>Research on Consumers' Purchase Intention in the Farmer-assisted Live Streaming (MS0020) <i>Ruyi ZHENG, Xi'an Jiaotong - Liverpool University</i> <i>Wenbo MA, Xi'an Jiaotong - Liverpool University</i> <i>Jie LI, Xi'an Jiaotong - Liverpool University</i></p> <p>The Impact of the Death Case due to the Covid-19 Pandemic on the Sale of Cars (MS0029) <i>Bei LUO, Beijing Normal University - Hong Kong Baptist University United International College</i> <i>Junlan LUO, Beijing Normal University - Hong Kong Baptist University United International College</i> <i>Xiangyi CHEN, Beijing Normal University - Hong Kong Baptist University United International College</i></p> <p>The Influence of Perceived Self-deficits on Consumer Preference for Compensatory versus Adaptive Consumption: The Moderating Effect of Implicit Self-theories (MS0034) <i>Ziyu GUO, Peking University</i> <i>Dandan TONG, Peking University</i></p> <p>The Impact of Emergency Risk on Consumer Acceptance of New Products (MS0060) <i>Da QIAN, East China University of Science and Technology</i> <i>Ou LI, Hangzhou Normal University</i></p>	



Session 3B:	<p>MNEs and FDI <i>Session Chair: Saileshsingh GUNESSEE, University of Nottingham Ningbo China</i></p> <p>How are EMNEs' CBA Motives Shaped by Top Managers? (MS0055) <i>Jing ZHOU, Southwestern University of Finance and Economics</i> <i>Yunwen JIANG, Southwestern University of Finance and Economics</i> <i>Xiaming LIU, Birkbeck, University of London</i> <i>Silin YE, Southwestern University of Finance and Economics</i></p> <p>Watching the Sun, not only the Clock - How Temporal Boundary Influences MNEs' Entry Mode Choice (MS0104) <i>Liang WEN, Xi'an Jiaotong - Liverpool University</i> <i>Jing Yu YANG, University of Sydney</i> <i>Stefan VOLK, University of Sydney</i> <i>Jane LU, City University of Hong Kong</i></p> <p>Siphon Effect of State Equity in Internationalization under the Belt and Road Initiative (MS0117) <i>Diya SHU, Xiamen University</i> <i>Luxi WU, Xiamen University</i> <i>Yiyang LIU, Xiamen University</i> <i>Zhen HUANG, Xiamen University</i> <i>Bin LIU, Xiamen University</i></p> <p>Foreign Direct Investment and City Innovation Output in Urban China (MS0112) <i>Xiongbin LIN, Ningbo University</i> <i>Ting REN, Peking University HSBC Business School</i> <i>Heyi YANG, Peking University HSBC Business School</i></p>	
Session 3C:	<p><i>Human Resource Management and Organizational Behavior</i> <i>Session Chair: Xi Chen, University of Nottingham Ningbo China</i></p> <p>Expatriates' Happiness during the Covid-19 Pandemic (MS0012) <i>Yaqi PAN, Xi'an Jiaotong - Liverpool University</i> <i>Jie LI, Xi'an Jiaotong - Liverpool University</i></p> <p>The Bright and Dark Sides of Leadership: Chairman Overconfidence and Firm Digitalization (MS0125) <i>Jiayi XU, Antai College of Economics and Management, Shanghai Jiao Tong University</i></p> <p>When Work Comes Home: ICTs after Work, Work-life Balance and Job Performance of Chinese Professional Women (MS0042) <i>Jie LI, Xi'an Jiaotong - Liverpool University</i> <i>Ying PAN, Xi'an Jiaotong - Liverpool University</i></p> <p>The Effects of Accompanying Local Spouses on Expatriates' Turnover an HRM Dilemma (MS0065) <i>Khalid AKHAL, Xi'an Jiaotong - Liverpool University</i> <i>Mustafa OZGUVEN, Xi'an Jiaotong - Liverpool University</i> <i>Weize HUANG, Xi'an Jiaotong - Liverpool University</i></p>	
Session 3D:	<p><i>JIBS Paper Development Workshop (By Invitation Only)</i></p> <p><b>Prof. Pingping FU</b> JIBS Editorial Review Board Member Nottingham University Business School China</p> <p><b>Prof. J.T. LI</b> JIBS Area Editor Hong Kong University of Science and Technology</p> <p><b>Prof. Xufei MA</b> JIBS Area Editor China University of Hong Kong</p> <p><b>Prof. Dan Li</b> JIBS Area Editor Indiana University</p>	
12:15 – 13:45	Lunch	

13:45 – 15:30	Concurrent Session 4	
Session 4A:	<p><i>PhD Workshop (By invitation only)</i></p> <p>Professor Henry CHUNG AIB Asia Pacific Chapter Vice Chair Professor, School of Communication, Journalism and Marketing Massey University Auckland, New Zealand</p> <p>Professor Shameen PRASHANTHAM Associate Dean (MBA) Professor of International Business and Strategy China Europe International Business School (CEIBS)</p> <p>Moderator: Dr. Abby Zhou Associate Professor University of Nottingham Ningbo China</p>	
Session 4B:	<p><i>International Strategies</i> <i>Session Chair: Weiping Liu, University of Nottingham Ningbo China</i></p> <p>The Non-linear Influence of OFDI Speed on the Innovation Quality of High-tech Firms in Terms of Intensity and Diversity: Based on the Moderating Role of Absorptive Capacity (MS0111) <i>Siwei LI, Ningbo University</i> <i>Qi WANG, Ningbo University</i></p> <p>International Market Opportunity Identification Rules and its Evolution Mechanism of International New Ventures: A Longitudinal Case Study Based on Loctek (MS0137) <i>Mengmeng SU, University of International Business and Economics</i> <i>Yongchun FENG, Tianjin University of Finance and Economics</i> <i>Yao WANG, Tianjin University of Finance and Economics</i> <i>Xinrui CAO, Tianjin University of Finance and Economics</i></p> <p>Innovation Gains from Backward Versus Forward Participation in Global Value Chains: Evidence from Cross-country Cross-industry Data (MS0148) <i>Zhijing ZHU, University of Nottingham Ningbo China</i> <i>Weiping LIU, University of Nottingham Ningbo China</i></p>	
Session 4C:	<p><i>Regional Strategies</i> <i>Session Chair: Youngun Kim, University of Nottingham Ningbo China</i></p> <p>The Impact of Trade in Productive Services in the Asia Pacific Region on Regional Value Chain Participation - From the Perspective of Social Network (MS0016) <i>Chengrong ZHENG, Shantou University</i></p> <p>Cross-border Mergers and Acquisitions Completion and Value Creation: The Effect of Institutional Distance (MS0041) <i>Thi Kim Ngan DOANH, Peking University</i></p> <p>Hong Kong - Chinese Mainland Economic Integration: An Updated Index (1990-2019) and Analysis (MS0003) <i>Geng CUI, Lingnan University</i> <i>Yuhong CHUNG, Lingnan University</i></p> <p>Supply Chain Professional Skill Set in the Post-pandemic Era (MS0128) <i>Albert TAN, Asian Institute of Management</i> <i>Olivier ROCHE, Asian Institute of Management</i></p>	
Session 4D:	<p><i>APJM Proposal Development Workshop (By Invitation Only)</i></p> <p>Professor Ziliang Deng APJM Senior Editor Renmin University of China</p> <p>Professor Peter Ping Li LDS Chair Professor University of Nottingham Ningbo China</p> <p>Dr. Steven Zhou Associate Professor University of Nottingham Ningbo China</p>	
15:30 – 15:45	Break	



15:45 – 17:30	Concurrent Session 5	
Session 5A:	<p><i>Internationalization and Globalization</i>  <i>Session Chair: Peter Ping Li, University of Nottingham Ningbo China</i></p> <p>Why the World Economy may not Get more Globalization in the Post-pandemic Decade: Subnational Imported Covid-19 Cases and Foreign Antipathy on Social Media (MS0017)  <i>Bin LIU, Xiamen University</i>  <i>Andrew DELIOS, National University of Singapore</i>  <i>Qi WU, Xiamen University</i></p> <p>The Signalling Effect of Firms' International Diversification Behaviors in Debt Financing (MS0141)  <i>Jiayi WANG, Tsinghua University</i>  <i>Zhenzhen XIE, Tsinghua University</i>  <i>Ning ZHANG, Queen's University</i></p> <p>Cultural Product Adaptation in International Markets: A Study of Chinese Online Novels (MS0136)  <i>Yanan LIN, Central University of Finance and Economics</i>  <i>Song LIN, Central University of Finance and Economics</i></p>	
Session 5B:	<p><i>Social Responsibility</i>  <i>Session Chair: Abby ZHOU, University of Nottingham Ningbo China</i></p> <p>Overcoming the Legitimacy Gap? Corporate Social Responsibility and the Internationalization of Chinese Firms in Developed Economies (MS0142)  <i>Jieyu ZHOU, Xiamen University</i>  <i>JT LI, Hong Kong University of Science and Technology</i>  <i>Weiping LIU, University of Nottingham Ningbo China</i></p> <p>When Global Corporate Social Responsibility Standards Meet Confucianism: Case Studies of MNE Subsidiaries in China (MS0107)  <i>Jianliang LI, University of Nottingham Ningbo China</i>  <i>Cong CAO, University of Nottingham Ningbo China</i>  <i>Abby ZHOU, University of Nottingham Ningbo China</i></p> <p>An Empirical Study on Environmental Disclosure, ESG Rating, and Green Accounting (MS0035)  <i>Shixuan CAO, Beijing Normal University - Hong Kong Baptist University United International College</i>  <i>Jiahong YANG, Beijing Normal University - Hong Kong Baptist University United International College</i></p>	
Session 5C:	<p><i>Special Chinese Track for 2022 Chapter Conference</i>  <i>Session Chair: Wei LEI, East China University of Science and Technology</i></p> <p>制度逃离还是安土重迁? 民营企业地位感知与企业国际化水平 (MS0084)  <i>Jiayi QIAN, East China University of Science and Technology</i>  <i>Wei LEI, East China University of Science and Technology</i>  <i>Haifeng YAN, East China University of Science and Technology</i></p> <p>Influence of Cultural Distance on the Development of Cross-border E-commerce (MS0094)  <i>Xiangling WU, Ningbo University</i>  <i>Hanglin JIN, Ningbo University</i></p> <p>Research on the Influence of Media Pressure on Chinese Enterprises' Cross-border M&amp;A - Based on the Perspective of Senior Executives' Regulatory Focus (MS0061)  <i>Haonan MENG, Southwestern University of Finance and Economics</i></p> <p>Digital Tax Enforcement and Outward Foreign Investments to Tax Havens (MS0134)  <i>Wenjun TU, Ningbo University</i>  <i>Xiuping HUA, University of Nottingham Ningbo China</i>  <i>Wanning LI, University of Nottingham Ningbo China</i></p>	

## 9 December 2022, Friday

9:00 – 10:45	Concurrent Session 6	
Session 6A:	<p><i>International Marketing and Consumer Behavior</i> Session Chair: Kara CHAN</p> <p>Perceived Enjoyment and Subscription of Video on Demand: The Moderating Roles of Trialability and Social Influence (MS0024) Thanyaporn Main SOONTORNTHUM, Thammasat University Tunyawat JITPAISARNWATTANA, Thammasat University</p> <p>What Matters the most in Influencer Marketing Communication? Source, Message, or Media? (MS0048) Komal SHAMIM, Mohammad Ali Jinnah University Tahir ISLAM, Mohammad Ali Jinnah University</p> <p>Segmentation of Malaysian Girls by Gender Roles and its Influence on Shopping Orientations (MS0118) Kara CHAN, Hong Kong Baptist University Ser Zian TAN, Sunway University</p>	
Session 6B:	<p><i>International Strategies and Markets</i> Session Chair: Yuk-shing CHENG</p> <p>Internationalization of Industrial Marketers from Emerging Markets: Branding Capability, Firm-specific and Country-specific Advantages (MS0021) Hsing-hua Stella CHANG, National Taichung University of Education Mong-ching LIN, National Sun Yat-Sen University Tsai-hsin CHENG, National Sun Yat-Sen University</p> <p>How Outward FDI's Affect Income: Experience from Chinese City-regions (MS0090) Ruilin YANG, University of Toronto Harald BATHELT, University of Toronto</p> <p>Institutions and International Business: Does Chinese Investment Increase Local Corruption in Developing Countries? (MS0129) Yuk-shing CHENG, Hong Kong Baptist University Kam-pui TSANG, Katholieke Universiteit Leuven</p> <p>Entrepreneurial Resilience: Toward the Multi-level Analysis (MS0077) Satoshi KAWAKATSU, Kyoto University Tomoki SEKIGUCHI, Kyoto University</p>	
Session 6C:	<p><i>CSR &amp; Human Resource Management</i> Session Chair: Alfred PRESBITERO</p> <p>An Exploration Study of CSR Implementation Strategy on Firms Operation Performance and Market Growth (MS0038) Tsui-yii SHIH, National Taipei University of Business</p> <p>Burnout and Turnover Intention: Examining the Mediating Roles of Career Crafting Behaviors (MS0028) Hui Hui TEOW, Sunway Institute for Global Strategy and Competitiveness Wee Chan AU, Newcastle University Pervaiz K. AHMED, Sunway Institute for Global Strategy and Competitiveness</p> <p>Leveraging Managerial Cultural Capital: Making International IT Offshoring Firms in the Asia Pacific more Resilient in Turbulent Times (MS0033) Alfred PRESBITERO, Deakin University</p>	
10:45 – 11:00	Tea Break	

11:00 – 12:45	Concurrent Session 7	
Session 7A:	<p><i>Accounting, Finance, Economics, Law</i>  <i>Session Chair: Thomas, K.P. LEUNG</i></p> <p>Positive Institutional Distance and Global Value Chain Participation of Developing Country Firms: Evidence from the Covid-19 Pandemic Crisis (MS0106)  <i>Yibai WANG, University of Macau</i>  <i>Yumin CAO, University of Macau</i>  <i>Lin YUAN, University of Macau</i>  <i>Xiaoyun CHEN, University of Macau</i></p> <p>Development of Survey Items to Assess the Determinants of Personal Finance Difficulties under Covid-19 among Financial Vulnerable Groups in Hong Kong (MS0130)  <i>Brian TUNG, The Hang Seng University of Hong Kong</i>  <i>Yam Wing SIU, The Hang Seng University of Hong Kong</i>  <i>Tsun Se CHEONG, The Hang Seng University of Hong Kong</i></p> <p>From Natural Disasters, Humanitarian Aids to Casino: Public Governance Quality to Reduce Corruption (MS0068)  <i>Thomas, K.P. LEUNG, The Hang Seng University of Hong Kong</i>  <i>Lawrence, H.W. LEI, The Hang Seng University of Hong Kong</i>  <i>Kevin, C.K. LAM, The Hang Seng University of Hong Kong</i>  <i>Jianfu SHEN, The Hong Kong Polytechnic University</i></p>	
Session 7B:	<p><i>Emerging Economies and Emerging Economy MNEs</i>  <i>Session Chair: Xuan LI</i></p> <p>Resource Integration, Managerial Ties and Innovation: The Case of Emerging Market Export Ventures (MS0006)  <i>Herbert SIMA, University of Auckland</i>  <i>Henry F.L. CHUNG, Massey University</i>  <i>Yulong LIU, Massey University</i></p> <p><i>Analysis of Born Global Companies by Revised Version of Eclectic (OLI) Paradigm (MS0036)</i>  <i>Yukio TAKAGAKI, Surugadai University</i></p> <p>Impending Political Promotions and Risk-taking: Evidence in China's Banking Industry (MS0120)  <i>Xuan LI, The Chinese University of Hong Kong</i></p>	
Session 7C:	<p><i>CSR</i>  <i>Session Chair: Liane W.Y. LEE</i></p> <p>Environmental Sustainability in the Fashion Industry (MS0114)  <i>Man Hin Eve CHAN, The Technological and Higher Education Institute of Hong Kong</i>  <i>Yui-yip LAU, College of Professional and Continuing Education, The Hong Kong Polytechnic University</i>  <i>Hui Pui Rachel LEE, The Technological and Higher Education Institute of Hong Kong</i></p> <p>Research on the Evaluation Index System of Public Welfare Projects on Social Benefits - A Case Study of Social Governance Projects Competition in Chancheng District of Foshan City (MS0145)  <i>Qianru ZHANG, Macau University of Science and Technology</i>  <i>Yishan HE, Macau University of Science and Technology</i></p> <p>The Future of Sustainable Clothing Industry: Reimagine, Regenerate and Close the Loop (MS0113)  <i>Man Hin Eve CHAN, The Technological and Higher Education Institute of Hong Kong</i>  <i>Yui-yip LAU, College of Professional and Continuing Education, The Hong Kong Polytechnic University</i>  <i>Liane W.Y. LEE, The Hang Seng University of Hong Kong</i></p> <p>A Phenomenological Study of Mindfulness as a Pathway Toward Socially Responsible Behaviour (MS0011)  <i>Liane W.Y. LEE, The Hang Seng University of Hong Kong</i>  <i>Robin S. SNELL, The Hang Seng University of Hong Kong</i>  <i>Lawrence H.W. LEI, The Hang Seng University of Hong Kong</i>  <i>Crystal X WU, The Hang Seng University of Hong Kong</i></p>	
12:45 – 14:15	Lunch	<p>The Always, 2/F  M Building, Yuen  Campus  The Hang Seng University  of Hong Kong</p>



14:15 – 16:00	Concurrent Session 8	
14:15 – 15:45	AIB Asia Pacific Regional Chapter Executive Board Meeting (By Invitation Only)	
Session 8A:	<p><i>Accounting, Finance, Economics, Law</i>  <i>Session Chair: Lawrence H.W. LEI</i></p> <p>Book-tax Relationships and IPOs: Evidence from China (MS0019)  <i>Weiyin ZHANG, The Hang Seng University of Hong Kong</i>  <i>K. Hung CHAN, Caritas Institute of Higher Education</i>  <i>Phyllis L.L. MO, City University of Hong Kong</i></p> <p>A Cross-country Analysis of Corporate Carbon Performance: An International Investment Perspective (MS0095)  <i>Louis CHENG, The Hang Seng University of Hong Kong</i>  <i>Jianfu SHEN, The Hong Kong Polytechnic University</i>  <i>Michal WOJEWODZKI, The Hang Seng University of Hong Kong</i></p> <p>Inclusive Board Representation? Views on Diverse Directors from Hong Kong Listed Companies (MS0037)  <i>Ling Na Belinda YAU, The Hang Seng University of Hong Kong</i>  <i>Lawrence H.W. LEI, The Hang Seng University of Hong Kong</i>  <i>Yam Wing SIU, The Hang Seng University of Hong Kong</i>  <i>Weiyin ZHANG, The Hang Seng University of Hong Kong</i></p>	
Session 8B:	<p><i>Human Resource Management</i>  <i>Session Chair: Jeanne Ho Ying FU</i></p> <p>Managerial Voice Endorsement of Subordinate's Coalition Voice Tactics: The Moderating Role of Performance History (MS0022)  <i>Sen ZHANG, Waseda University</i></p> <p>Mitigating Conflict-induced Negative Emotions: Implicit Conflict Belief and Conflict Management Style. (MS0147)  <i>Jeanne Ho Ying FU, The Hang Seng University of Hong Kong</i>  <i>Melody CHAO, The Hong Kong University of Science and Technology</i>  <i>Pamsy HUI, The Hong Kong Polytechnic University</i></p>	
Session 8C:	<p><i>Management and Organizational Behavior</i>  <i>Session Chair: Crystal Xinru WU</i></p> <p>The Determinants of Knowledge Sharing in Online Communities: The Role of Community Culture, Personality and P-E Fit (MS0013)  <i>Mengru ZHAO, Waseda University</i></p> <p>Has the WFH Experience Improved in the Past Two Years in Hong Kong? (MS0144)  <i>Ada Hiu Kan WONG, Singapore University of Social Sciences</i>  <i>Francis CHEUNG, Lingnan University</i></p> <p>Moving with the Times: Technology Adoption by Service Professionals (MS0018)  <i>Crystal Xinru WU, The Hang Seng University of Hong Kong</i>  <i>Eko Yi LIAO, The Hang Seng University of Hong Kong</i>  <i>Robin S. SNELL, The Hang Seng University of Hong Kong</i></p>	
16:00 – 16:15	Tea Break	

16:15 – 18:00	Concurrent Session 9	
Session 9A:	<p><i>International Strategies</i>  <i>Session Chair: Kenneth KWONG</i></p> <p>Internationalization of Digital Platforms and Ecosystems: The Transaction Cost Perspective (MS0059)  <i>Chun-chen CHIU, National Sun Yat-Sen University</i>  <i>Hsiao-wen HO, Taiwan University</i>  <i>Min-hsin HUANG, National Sun Yat-Sen University</i></p> <p>The Mediating Role of Involvement for Managing Policy-change Related Uncertainty: A Study in Hong Kong (MS0122)  <i>Qiqi LI, Hong Kong Baptist University</i>  <i>Yu WU, Hong Kong Baptist University</i></p> <p>The Antecedents of Consumer Response to Domestic and Foreign Brand Placements (MS0002)  <i>Fanny Fong Yee CHAN, The Hong Seng University of Hong Kong</i>  <i>Bradley R. BARNES, The Hong Seng University of Hong Kong</i>  <i>Ben LOWE, The University of Kent</i></p> <p>The Influence of Sensory Marketing on Customer Satisfaction and Repurchase Intention for Plant-based Proteins (MS0025)  <i>Thanyaporn Main SOONTORNTHUM, Thammasat University</i>  <i>Thitiya SRICHAICHANWONG, Thammasat University</i></p> <p>Enhanced Satisfaction-and-Intention Mechanism: A Chinese Philosophy-based Perspective (MS0150)  <i>Kenneth KWONG, The Hong Seng University of Hong Kong</i></p>	
Session 9B:	<p><i>A Look at AIB's Shared Interest Groups (SIGs)</i>  <i>Session Chair: Shasha ZHAO</i></p> <p><b>Women in AIB (WAIB)</b>  <i>Yingying ZHANG, International University of Japan</i>  <i>Ha NGUYEN, University of Sussex</i></p> <p><b>Research Methods SIG (RM-SIG)</b>  <i>Bo NIELSEN, The University of Sydney</i></p> <p><b>Sustainability SIG</b>  <i>John DILYARD, St. Francis College</i>  <i>Shasha ZHAO, University of Surrey</i></p> <p><b>Emerging Markets (EM-SIG)</b>  <i>Maoliang Bu, Nanjing University</i></p>	
Session 9C:	<p><i>Teaching and Pedagogy</i>  <i>Session Chair: Chuck KWOK</i></p> <p>Teaching International Business with Boolean Logic (MS0009)  <i>Symeon MANDRINOS, Swinburne University of Technology, Sarawak</i>  <i>Marc Arul WEISSMANN, Swinburne University of Technology, Sarawak</i>  <i>Constance Liew Sat LIN, University Malaysia Sabah</i></p> <p>Exploring the Influencing Factors on Foreign Students' Learning Performance (MS0045)  <i>Hsiang-chun CHEN, National Yunlin University of Science &amp; Technology"</i></p> <p>Global Business Curriculum Survey  <i>Chuck KWOK, University of South Carolina</i></p>	

# Contributors List

## A

### Ahmed, Pervaiz K;

Sunway Institute for Global Strategy and Competitiveness, Malaysia (pervaiz@sunway.edu.my); session 6C

### Akhal, Khalid;

Xi'an Jiaotong - Liverpool University, China (Khalid.Akhal@xjtlu.edu.cn); session 3C

### Au, Wee Chan;

Newcastle University, United Kingdom (weechan.au@gmail.com); session 6C

### Arnold, Denis;

University of North Carolina at Charlotte, North Carolina (denisarnold@uncc.edu); Research ethics plenary

## B

### Bai, Tao;

The University of Queensland, Australia (t.bai@business.uq.edu.au); session 2

### Barnes, Bradley R.;

The Hang Seng University of Hong Kong, China (bradleybarnes@hsu.edu.hk); opening plenary, session 9A

### Bathelt, Harald;

University of Toronto, Canada (harald.bathelt@utoronto.ca); session 6B

### Benson-Rea, Maureen;

University of Auckland, New Zealand (m.benson-rea@auckland.ac.nz); session 2

### Beveridge, Alim;

University of Nottingham Ningbo, China (alim.beveridge@nottingham.edu.cn); session 1C

### Bu, Maoliang;

Nanjing University, China (bml@nju.edu.cn); session 9B

### Burmester, Brent;

University of Auckland, New Zealand (b.burmester@auckland.ac.nz); session 2

## C

### Cao, Cong;

University of Nottingham Ningbo China, China (cong.cao@nottingham.edu.cn); research ethics plenary, session 5B

### Cao, Mengyi;

Wanli University, China (mycao@zwu.edu.cn); session 1B

### Cao, Shixuan;

Beijing Normal University - Hong Kong Baptist University United International College, China (1377623677@qq.com); session 5B

### Cao, Xinrui;

Tianjin University of Finance and Economics, China (caoxinrui\_1108@163.com); session 4B

### Cao, Yumin;

University of Macau, China (yc07015@um.edu.mo); session 7A

### Chan, Fanny Fong Yee;

The Hang Seng University of Hong Kong, China (fannychan@hsu.edu.hk); session 9A

### Chan, K. Hung;

Caritas Institute of Higher Education, China (khchan@cihe.edu.hk); session 8A

### Chan, Kara;

Hong Kong Baptist University, China (karachen@hkbu.edu.hk); session 6A

### Chan, Man Hin Eve;

The Technological and Higher Education Institute of Hong Kong, China (evechan@thei.edu.hk); session 7C

### Chang, Hsing-hua Stella;

National Taichung University of Education, China (stellachang@mail.ntcu.edu.tw); session 6B

### Chao, Melody;

The Hong Kong University of Science and Technology, China (mchao@ust.hk); session 8B

### Chau, Patrick;

University of Nottingham Ningbo, China (Patrick.Chau@nottingham.edu.cn); opening plenary

### Chen, Bing;

Shanghai Huida Manufacturing Co., Ltd, China (huidacb@huidajx.com); session 3

### Chen, Guangpei;

Zhejiang University, China (corleonecc@163.com); session 2B

### Chen, Hsiang-chun;

National Yunlin University of Science & Technology, China (chenhc@yuntech.edu.tw); session 9C

### Chen, Jin;

University of Nottingham Ningbo, China (jin.chen@nottingham.edu.cn)

### Chen, Xi;

University of Nottingham Ningbo, China (xi.chen2@nottingham.edu.cn); session 1B, session 3C

### Chen, Xiangyi;

Beijing Normal University - Hong Kong Baptist University United International College, China (n830001008@mail.uic.edu.cn); session 3A

### Chen, Xiaoyun;

University of Macau, China (xychen@um.edu.mo); session 7A

### Chen, Yang;

Xi'an Jiaotong-Liverpool University, China (yang.chen@xjtlu.edu.cn); session 2

### Chen, Zhengyi;

East China University of Science and Technology, China (y10190171@mail.ecust.edu.cn)

### Cheng, Louis;

The Hang Seng University of Hong Kong, China (louischeng@hsu.edu.hk); session 8A

### Cheng, Tsai-hsin;



National Sun Yat-Sen University, China (cgary0213@gmail.com); session 6B

**Cheng, Yuk-shing;**

Hong Kong Baptist University, China (ycheng@hkbu.edu.hk); session 6B

**Cheong, Tsun Se;**

The Hang Seng University of Hong Kong, China (jamescheong@hsu.edu.hk); session 7A

**Cheung, Francis;**

Lingnan University, China (francischeung@ln.edu.hk); session 8C

**Chiu, Chun-chen;**

National Sun Yat-Sen University, China (chiuchunchen@gmail.com); session 9A

**Chung, Henry F.L.;**

Massey University, New Zealand (H.Chung@massey.ac.nz); session 4A, 7B

**Chung, Yuhong;**

Lingnan University, China (yuhochung@ln.e

**D**

**Delios, Andrew;**

National University of Singapore, Singapore (bizakd@nus.edu.sg); session 5A

**Deng, Ziliang;**

Renmin University of China, China (ziliang.deng@ruc.edu.cn); Session 4D

**Dilyard, John;**

St. Francis College, Brazil (jdilyard@sfc.edu); session 9B

**Doanh, Thi Kim Ngan;**

Peking University, China (2001213773@stu.pku.edu.cn); Session 4C

**Dong, Qiguan;**

Zhejiang University of Technology, China (yuanzjut@163.com)

**Du, Min;**

Zhejiang University of Technology, China (a.du@napier.ac.uk)

**Du, Qunyang;**

Zhejiang University of Technology China, China (dqy@zjut.edu.cn); session 2

**Duan, Ni;**

Beijing Normal University-Hong Kong Baptist University United International College, China (2395031489@qq.com); session 2A

**E**

**Eden, Lorraine;**

Texas A&M University, United States (leden@tamu.edu); research ethics plenary

**F**

**Fan, Xiao;**

Yunnan University of Finance and Economics, China (447810028@qq.com); session 1

**Farquhar, Jillian;**

Solent University, United Kingdom (jillian.farquhar@solent.ac.uk); session 1

**Feng, Yongchun;**

Tianjin University of Finance and Economics, China (yongchunfeng@163.com); session 4B

**Fleury, Maria;**

AIB President (mtreza.fleury@fgv.br); opening plenary

**Fu, Jeanne Ho Ying;**

The Hang Seng University of Hong Kong, China (jeannefu@hsu.edu.hk); session 8B

**Fu, Pingping;**

University of Nottingham Ningbo, China (pingping.fu@nottingham.edu.cn); session 1C, 3D

**G**

**Gunessee, Saileshsingh;**

University of Nottingham Ningbo, China (Saileshsingh.Gunessee@nottingham.edu.cn); session 1A, 3B

**Guo, Yanting;**

Xiamen University, China (gyt@xmu.edu.cn); session 3

**Guo, Ziyu;**

Peking University, China (guoziyu@pku.edu.cn); session 3A

**H**

**Hadejia, Bilkisu;**

University of Nottingham Ningbo, China (bilkisualiyumuhammad.hadejia@nottingham.edu.cn); session 1C

**Han, Jianing;**

University of Nottingham Ningbo, China (biyjh13@nottingham.edu.cn); session 1C

**Han, Wenzhe;**

Ningbo University, China (1136346193@qq.com); session 3

**Han, Yu;**

Fudan University, China (sunny\_nov28@hotmail.com); session 1A

**He, Xiaoming;**

East China University of Science and Technology, China (xiaominghe@ecust.edu.cn); session 2B

**He, Yishan;**

Macau University of Science and Technology, China (2009853gbo2001@student.must.edu.mo); session 7C

**Ho, Hsiao-wen;**

Taiwan University, China (miahohw@ntu.edu.tw); session 9A  
Hu, Shuang, Zhejiang Gongshang University, China (hushuang@zjgsu.edu.cn); session 1A

**Hua, Xiuping;**

University of Nottingham Ningbo China, China (xiuping.hua@nottingham.edu.cn); session 5C

**Huang, Min-hsin;**

National Sun Yat-Sen University, China (minhsin@faculty.nsysu.

edu.tw); session 9A

**Huang, Rong;**

University of Macau, China (rong.hrn@connect.um.edu.mo); session 2A

**Huang, Weize;**

Xi'an Jiaotong - Liverpool University, China (Weize.Huang@xjtlu.edu.cn); session 3C

**Huang, Yilin;**

Beijing Normal University-Hong Kong Baptist University United International College, China (vickyhuangyilin@126.com); session 2A

**Huang, Yuanzhe;**

Ningbo University, China (huangyuanzhe@nbu.edu.cn); session 2C

**Huang, Zhen;**

Xiamen University, China (1302524488@qq.com); session 3B

**Hui, Pamsy;**

The Hong Kong Polytechnic University, China (pamsy.hui@polyu.edu.hk); session 8B1

**I**

**Islam, Tahir;**

Mohammad Ali Jinnah University, Pakistan (islamtahir2022@gmail.com); session 6A

**J**

**Jia, Weishi;**

Cleveland State University, United States (w.jia1@csuohio.edu); session 1C

**Jiang, Chen;**

Tongji University, China (leijingyi2021@163.com); session 2B  
Jiang, Yunwen, Southwestern University of Finance and Economics, China (jiangyunwen0910@163.com); session 3B

**Jin, Hanglin;**

Ningbo University, China (2234471953@qq.com); session 5C

**Jitpaisarnwattana, Tunyawat;**

Thammasat University, Thailand (tunyawat.jit@gmail.com); session 6A

**K**

**Kawakatsu, Satoshi;**

Kyoto University, Japan (kawakatsu.satoshi.q61@kyoto-u.jp); session 6B

**Kim, Youngun;**

University of Nottingham Ningbo China, China (youngun.kim@nottingham.edu.cn); Session 4C

**Kwok, Chuck;**

University of South Carolina, United States (ckwok@moore.sc.edu); session 9C

**Kwong, Kenneth;**

The Hang Seng University of Hong Kong, China (kennethkwong@hsu.edu.hk); session 9A

**L**

**Lai, Guowei;**

Xiamen University, China (gwlaixmu.edu.cn); session 3

**Lam, Kevin, C.K.;**

The Hang Seng University of Hong Kong, China (kevinlam@hsu.edu.hk); session 7A

**Lan, Hao-tian;**

University of Nottingham Ningbo, China (biyh13@alumni.nottingham.edu.cn); session 1B

**Lau, Yui-yip;**

College of Professional and Continuing Education, The Hong Kong Polytechnic University, China (yuiyip.lau@cpce-polyu.edu.hk); session 7C

**Lee, Hui Pui Rachel;**

The Technological and Higher Education Institute of Hong Kong, China (rachellee@thei.edu.hk); session 7C

**Lee, Liane W.Y.;**

The Hang Seng University of Hong Kong, China (lianelee@hsu.edu.hk); session 7C

**Lei, Jingyi;**

Tongji University, China (leijingyi2021@163.com); session 2B

**Lei, Lawrence H.W.;**

The Hang Seng University of Hong Kong, China (lawrencelei@hsu.edu.hk); session 7A, 7C, 8A

**Lei, Wei;**

East China University of Science and Technology, China (wlei@ecust.edu.cn); session 5C

**Leung, Thomas, K.P.;**

The Hang Seng University of Hong Kong, China (thomasleung@hsu.edu.hk); session 7A

**Li, Dan;**

Indiana University, United States (lid@indiana.edu); session 3D

**Li, Jianliang;**

University of Nottingham Ningbo China, China (bixjl23@nottingham.edu.cn); session 5B

**Li, Jie;**

Xi'an Jiaotong - Liverpool University, China (Jie.Li02@xjtlu.edu.cn); session 3A, session 3C

**Li, Jieying;**

Bank of Sweden, Sweden (jieying.li@riksbank.se); session 1B

**Li, JT;**

Hong Kong University of Science and Technology, China (mnjlti@ust.hk); opening plenary, session 3D, 5B

**Li, Lei;**

University of Nottingham Ningbo China, China (Lei.Li@nottingham.edu.cn); opening plenary

**Li, Ou;**

Hangzhou Normal University, China (xunyangyue@163.com); session 3A

**Li, Peter Ping;**

University of Nottingham Ningbo China, China (Peter.li@nottingham.edu.cn); session 1A, 4D, 5A

**Li, Qiqi;**

Hong Kong Baptist University, China (21482349@life.hkbu.edu.hk); session 9A

**Li, Siwei;**

Ningbo University, China (912830545@qq.com); session 4B

**Li, Wanning;**

University of Nottingham Ningbo China, China (wanning.li@nottingham.edu.cn); session 5C

**Li, Zhongyuan;**

Zhejiang University of Technology China, China  
(lizhongyuan199497@163.com); session 2

**Liao, Eko Yi;**

The Hang Seng University of Hong Kong, China (ekoliao@hsu.edu.hk); session 8C

**Liao, Yumeng;**

University of Leeds, United Kingdom (mm22yl@leeds.ac.uk); session 2C

**Lin, Constance Liew Sat;**

University Malaysia Sabah, Malaysia (constance.liew@ums.edu.my); session 9C

**Lin, Mong-ching;**

National Sun Yat-Sen University, China (johnlin0925@gmail.com); session 6B

**Lin, Mutian;**

East China University of Science and Technology, China (lin\_mutian725@163.com)

**Lin, Song;**

Central University of Finance and Economics, China  
(linsong1998@gmail.com); session 5A

**Lin, Yanan;**

Central University of Finance and Economics, China  
(summerlim0725@163.com); session 5A

**Liu, Bin;**

Xiamen University, China (binliu@xmu.edu.cn); session 5A, 3B

**Liu, Martin;**

University of Nottingham Ningbo, China (Martin.LIU@nottingham.edu.cn); opening plenary

**Liu, Meiling;**

Zhejiang Wanli University, China (meilingl.wl@zww.edu.cn); Session 2C

**Liu, Kai;**

China University of Petroleum, China (jnukk@163.com); session 1

**Liu, Shihui,**

Ningbo University, (shihuilu2018@163.com); Session 1C

**Liu, Weiping;**

University of Nottingham Ningbo China, China (weiping.liu@nottingham.edu.cn); session 4B, 5B

**Liu, Xiaomeng,**

University of Nottingham Ningbo, China (XIAOMENG.LIU@NOTTINGHAM.EDU.CN); session 1A

**Liu, Xiaming,**

Birkbeck, University of London, United Kingdom (Xiaming.liu@bbk.ac.uk); session 3B

**Lin, Xiongbin;**

Ningbo University, China (xiongbinlin@126.com); session 3B

**Liu, Xuefeng;**

Xiamen University, China (liuxuefeng@xmu.edu.cn); session 3

**Liu, Yihui;**

Zhejiang University, China (yihuilu@zju.edu.cn); session 3

**Liu, Yiyang;**

Xiamen University, China (yiyang0725.liu@outlook.com); session 3B

**Liu, Yulong;**

Massey University, New Zealand (Y.D.Liu@massey.ac.nz); session 7B

**Lowe, Ben;**

The University of Kent, United Kingdom (b.lowe@kent.ac.uk); session 9A

**Lu, Jane;**

City University of Hong Kong, China (Jane.lu@cityu.edu.hk); session 3B

**Luan, Fushu;**

Nanjing University, China (fushu.luan@nau.edu.cn); session 2

**Luo, Bei;**

Beijing Normal University - Hong Kong Baptist University United International College, China (beiluo@uic.edu.cn); session 3A

**Luo, Junlan;**

Beijing Normal University - Hong Kong Baptist University United International College, China (n830001062@mail.uic.edu.cn); session 3A

**Luo, Yiyun;**

Zhejiang University, China (12120047@zju.edu.cn); session 3

**Luo, Yuxue;**

Nottingham University Business School, China (Yuxue.luo@nottingham.edu.cn); session 1

**Lv, Haixia;**

Zhejiang University of Finance and Economics, China, (haixialv@zufe.edu.cn); session 3m@hsu.edu.hk); session 7A

**M****Ma, Wenbo;**

Xi'an Jiaotong - Liverpool University, China (Wenbo.Ma19@student.xjtlu.edu.cn); session 3A

**Ma, Xufei;**

China University of Hong Kong, China (xufei@cuhk.edu.hk); session 3D

**Mandrinios, Symeon;**

Swinburne University of Technology, Sarawak, Malaysia (smandrinios@gmail.com); session 9C

**Meng, Haonan;**

Southwestern University of Finance and Economics, China (menghaonan0731@163.com); session 5C

**Mo, Phyllis L.L.;**

City University of Hong Kong, China (p.mo@cityu.edu.hk); session 8A

**N****Na, Chaohong;**

Yunnan University of Finance and Economics, China (Chna@ynufe.edu.cn); session 1

**Nguyen, Ha;**

University of Sussex, United Kingdom (tn301@sussex.ac.uk); session 9B

**Nielsen, Bo;**

The University of Sydney, Australia (bo.nielsen@sydney.edu.au); session 9B

**O****Ozguven, Mustafa;**

Xi'an Jiaotong - Liverpool University, China (Mustafa.Ozguven@xjtlu.edu.cn); session 3C

**P****Pan, Luodi;**

University of Warwick, United Kingdom (phd16lp@mail.wbs.

ac.uk); session 1B

**Pan, Yaqi;**

Xi'an Jiaotong - Liverpool University, China (Yaqi.pan19@student.xjtlu.edu.cn); session 3C

**Pan, Ying,**

Xi'an Jiaotong - Liverpool University, China (Ying.Pan@student.xjtlu.edu.cn); session 3C

**Peng, Xinmin;**

Ningbo University, China (pengxinmin@nbu.edu.cn); session 3

**Prashantham, Shameen;**

China Europe International Business School (CEIBS), China (sprashantham@ceibs.edu); session 4A

**Presbitero, Alfred;**

Deakin University, Australia (alfred.presbitero@deakin.edu.au); session 6C

**Q**

**Qian, Da;**

East China University of Science and Technology, China (qianda@ecust.edu.cn); session 3A

**Qian, Jiayi;**

East China University of Science and Technology, China (qjylmt@163.com); session 5C

**R**

**Ren, Ting;**

Peking University HSBC Business School, China (renting@phbs.pku.edu.cn); session 3B

**Roche, Olivier;**

Asian Institute of Management, Philippines (oroche@aim.edu); Session 4C

**S**

**Sekiguchi, Tomoki;**

Kyoto University, Japan (tomoki@econ.kyoto-u.ac.jp); session 6B

**Shamim, Komal;**

Mohammad Ali Jinnah University, Pakistan (komalshamim@hotmail.com); session 6A

**Shen, Jianfu;**

The Hang Seng University of Hong Kong, China (jeff.jf.shen@polyu.edu.hk); session 7A, 8A

**Shih, Tsui-yii;**

National Taipei University of Business, China (trace@ms16.hinet.net); session 6C

**Shu, Diya;**

Xiamen University, China (1963832409@qq.com); session 3B

**Sima, Herbert;**

University of Auckland, New Zealand (h.sima@auckland.ac.nz); session 7B

**Siu, Yam Wing;**

The Hang Seng University of Hong Kong, China (ywsiu@hsu.edu.hk); session 7A, session 8A

**Snell, Robin S.;**

The Hang Seng University of Hong Kong, China (robinsnell@hsu.edu.hk); session 7C, 8C

**Song, Di;**

Zhejiang University, China (disong9585@gmail.com); session 3

**Soontornthum, Thanyaporn Main;**

Thammasat University, Thailand (mtansoo@tu.ac.th); session 6A, 9A

**Srichaichanwong, Thitiya;**

Thammasat University, Thailand (mtansoo@tu.ac.th); session 9A

**Su, Mengmeng;**

University of International Business and Economics, China (sumengmeng@126.com); session 4B

**Su, Yiyi;**

Tongji University, China (validée de tongji.edu.cn); session 2B

**Sun, Daxin;**

Shanghai Jiao Tong University, China (junsun@sjtu.edu.cn); session 1B

**Sun, Qi;**

Zhejiang Wanli University, China (sunqi366@zwwu.edu.cn); session 2C

**Sun, Zhennan;**

Zhejiang University of Technology, China (zjut315@163.com);

**Song, Yuanyang;**

East China University of Science and Technology, China (yysong@ecust.edu.cn)

**T**

**Takagaki, Yukio;**

Surugadai University, Japan (takagaki@surugadai.ac.jp); session 7B

**Tan, Albert;**

Asian Institute of Management, Philippines (atan@aim.edu); Session 4C

**Tan, Ser Zian;**

Sunway University, Singapore (suzannetan@sunway.edu.my); session 6A

**Tang, Feng;**

University of Macau, China (fengtang@um.edu.mo.); session 2A

**Teow, Hui Hui;**

Sunway Institute for Global Strategy and Competitiveness, Malaysia (hhteow27@gmail.com); session 6C

**Tsang, Albert;**

Southern University of Science and Technology, China (zengxl@sustech.edu.cn); session 1C

**Tsang, Kam-pui;**

Katholieke Universiteit Leuven, Belgium (kampui.tsang@kuleuven.be); session 6B

**Tong, Dandan;**

Peking University, China (tongdandan@phbs.pku.edu.cn); session 3A

**Tu, Wenjun;**

Ningbo University, China (wenjun.tu@nottingham.edu.cn); session 5C

**Tung, Brian;**

The Hang Seng University of Hong Kong, China (briantung@hsu.edu.hk); session 7A

**V**

**Volk, Stefan;**

University of Sydney, Australia (stefan.volk@sydney.edu.au); session 3B

**W**



**Wan, Qianwen;**  
East China University of Science and Technology, China  
(wanqianwen@ecust.edu.cn)

**Wang, Jiayi;**  
Tsinghua University, China (wangjiy16@sem.tsinghua.edu.cn);  
session 5A

**Wang, Jianmin;**  
University of Nottingham, United Kingdom (Jinmin.Wang@  
nottingham.ac.uk); session 1A

**Wang, Qi;**  
Ningbo University, China (2889756179@qq.com); session 4B

**Wang, Siyi;**  
Ningbo University, China (1730735363@qq.com); session 2C

**Wang, Xiaodan;**  
Huawei, China (wangxiaodan9@huawei.com); session 3

**Wang, Xingqiang;**  
Ningbo University, China (307529841@qq.com.cn); session 2B

**Wang, Yao;**  
Tianjin University of Finance and Economics, China  
(15147157651@163.com); session 4B

**Wang, Yibai;**  
University of Macau, China (nuistwyb@163.com); session 7A

**Wang, Zheng;**  
De Montfort University, United Kingdom (zheng.wang@dmu.  
ac.uk); session 1A

**Wei, Jiang;**  
Zhejiang University, China (weijiang@zju.edu.cn); session 2B

**Weissmann, Marc Arul;**  
Swinburne University of Technology, Sarawak, Malaysia  
(MWeissmann@swinburne.edu.my); session 9C

**Wen, Liang;**  
Xi'an Jiaotong - Liverpool University, China (Liang.Wen@xjtlu.edu.  
cn); session 3B

**Win, Sandar;**  
Coventry University, United Kingdom (sandarwinhan@gmail.  
com); session 1

**Wojewodzki, Michal;**  
The Hang Seng University of Hong Kong, China  
(michalwojewodzki@hsu.edu.hk); session 8A

**Wong, Ada Hiu Kan;**  
Singapore University of Social Sciences, Singapore (adawonghk@  
suss.edu.sg); session 8C

**Wu, Aiqi;**  
Zhejiang University, China (wuaiqi@zju.edu.cn); session 3

**Wu, Changqi;**  
Shandong University School of Management, China (topdog@  
sdu.edu.cn); opening plenary

**Wu, Crystal X.;**  
The Hang Seng University of Hong Kong, China (xwu@hsu.edu.  
hk); session 7C, 8C

**Wu, Luxi;**  
Xiamen University, China (1976140804@qq.com); session 3B

**Wu, Qi;**  
Xiamen University, China (winckqi@stu.xmu.edu.cn); session 5A

**Wu, Xiangling;**

Ningbo University, China (wuxiangling@nbu.edu.cn); session 5C

**Wu, Yu;**  
Hong Kong Baptist University, China (sophiewy831@gmail.com);  
session 9A

**X**

**Xi, Xunzhuo;**  
University of Macau, China (yb87013@um.edu.mo.); session 2A

**Xia, Qing;**  
University of Nottingham Ningbo China, China (qing.xia@  
nottingham.edu.cn); session 1B

**Xie, Zhenzhen;**  
Tsinghua University, China (xiezhzh3@sem.tsinghua.edu.cn);  
session 5A

**Xu, Jiayi;**  
Antai College of Economics and Management, Shanghai Jiao  
Tong University, China (xujiayi1206@sjtu.edu.cn); session 3C

**Y**

**Yan, Haifeng;**  
East China University of Science and Technology, China (hfyang@  
ecust.edu.cn); Session 5C

**Yang, Heyi;**  
Peking University HSBC Business School, China (1801213517@pku.  
edu.cn); session 3B

**Yang, Jiahong;**  
Beijing Normal University - Hong Kong Baptist University United  
International College, China (1921146159@qq.com); session 5B

**Yang, Jing Yu ;**  
University of Sydney, Australia (jingyu.yang@sydney.edu.au);  
session 3B

**Yang, Lu;**  
Ningbo University, China (luyang@nbu.edu.cn); session 1A

**Yang, Qinjie;**  
University of Nottingham Ningbo, China (qinjie.yang@nottingham.  
edu.cn); session 2A

**Yang, Ruilin;**  
University of Toronto, Canada (ruilin.yang@mail.utoronto.ca);  
session 6B

**Yang, Tianle;**  
Zhejiang University of Technology China, China (yangtianle@zjut.  
edu.cn); session 2C

**Yang, Xinyue;**  
East China University of Science and Technology, China  
(xinyuew@126.com)

**Yang, Yang;**  
Zhejiang University, Canada (yangyang611@zju.edu.cn); session  
2B

**Yau, Ling Na Belinda;**  
The Hang Seng University of Hong Kong, China (belindayau@  
hsu.edu.hk); session 8A

**Ye, Silin;**  
Southwestern University of Finance and Economics  
(15228983108@163.com); session 3B

**Yu, Byungjun;**  
University of Shanghai for Science and Technology,

China(bsyg22@naver.com); session 2C

**Yu, Danlei-Bonnie;**

The Hong Kong Polytechnic University, China (dan-lei.yu@connect.polyu.hk); session 1C

**Yu, Lin;**

Zhejiang University of Finance and Economics, China, (Lin.Yu@zufe.edu.cn); session 3

**Yu, Shuting;**

University of Auckland, New Zealand (s.yu@auckland.ac.nz); session 2

**Yuan, Lin;**

University of Macau, China (linyuan@um.edu.mo); session 7A

## **Z**

**ZEIDAN, Rodrigo;**

New York University Shanghai, China (rz25@nyu.edu); Session 2A

**Zhang, Haibo;**

Ningbo University, China (zhanghaibo@nbu.edu.cn); session 1A

**Zhang, Jiarui;**

University of Nottingham Ningbo China, China (jiarui.zhang@nottingham.edu.cn); Session 2A

**Zhang, Luobin;**

Zhejiang University of Technology, China (2061724758@qq.com)

**Zhang, Ning;**

Queen's University, United States (nz8@queensu.ca); session 5A

**Zhang, Qi;**

Xiamen University, China (zhangqi96@foxmail.com); session 3

**Zhang, Qianru;**

Macau University of Science and Technology, China (qrzhang@must.edu.mo); session 7C

**Zheng, Ruyi;**

Xi'an Jiaotong - Liverpool University, China (Ruyi.Zheng21@student.xjtlu.edu.cn); session 3A

**Zhang, Sen;**

Waseda University, Japan (13236944139zs@gmail.com); session 8B

**Zhang, Weiyin.;**

The Hang Seng University of Hong Kong, China (vivianzhang@hsu.edu.hk); session 8A

**Zhang, Yingying;**

International University of Japan, Japan (yzhang@iuj.ac.jp); session 9B

**Zhao Jingran;**

The Hong Kong Polytechnic University, Hong Kong (jingran.zhao@polyu.edu.hk.); session 1C

**Zhao, Juan;**

Beijing Institute of Technology, Zhuhai, China (juan.zhao@cgt.bitzh.edu.cn); session 2C

**Zhao, Mengru;**

Waseda University, Japan (zhaomengru@ruri.waseda.jp); session 8C

**Zhao, Shasha;**

University of Surrey, United Kingdom (shasha.zhao@surrey.ac.uk); session 9B

**Zheng, Ron;**

Senior Partner and Vice President Roland Berger Greater, China (ronarldwy@hotmail.com); opening plenary

**Zheng, Chengrong;**

Shantou University, China (crzheng@stu.ed.cn); Session 4C

**Zheng, Leina;**

Zhejiang Wanli University, China (310799385@qq.com); Session 2C

**Zhong, Changbiao;**

Ningbo University, China(zhongchangbiao@nbu.edu.cn); session 2C

**Zhou, Abby;**

University of Nottingham Ningbo China, China (abby.zhou@nottingham.edu.cn); session 4A, 5B

**Zhou, Fangxing;**

Zhejiang University of Technology, China (zhoufangxing1997@163.com)

**Zhou, Jieyu;**

Xiamen University, China (jiez@xmu.edu.cn); session 5B

**Zhou, Jing;**

Southwestern University of Finance and Economics (jing.zhou@swufe.edu.cn); session 3B

**Zhou, Steven;**

University of Nottingham Ningbo China, China (steven.zhou@nottingham.edu.cn); session 1B, 4D

**Zeng, Cong;**

University of Macau, China (yc17015@umac.mo); session 2A

**Zhu, Shunlin;**

Ningbo University, China (zhushunlin@163.com); session 2B

**Zhu, Xiji;**

Central University of Finance and Economics, China (cufe.edu.cn); session 1C

**Zhu, Zhijing;**

University of Nottingham Ningbo, China (Zhijing.Zhu@nottingham.edu.cn); session 4B