

# 2023 Academy of International Business

## Asia Pacific Regional Conference

### *“Recovery in International Business Markets”*

### Program

6 December 2023, Wednesday		
<b>09:30 – 12:00</b>		
<b>Opening Plenary</b>		
09:30 – 09:45	<u>Registration</u>	Foyer, 7/F
09:45 – 10:45	<u>Welcome Remarks</u>	Grand Ballroom, 7/F
<p><b>Professor Henry F. L. CHUNG</b> AIB Asia Pacific Chapter Vice President Professor, School of Communication, Journalism and Marketing Massey University Auckland New Zealand</p> <p><b>Professor Bradley R. BARNES</b> AIB Asia Pacific Chapter President Dean, School of Business Professor, International Management and Marketing The Hang Seng University of Hong Kong Hong Kong, SAR-PRC</p> <p><u>Keynote Speech</u></p> <p><b>Recovery of Thailand Economy</b> Dr Pisit PUAPAN Executive Director of Macroeconomic Policy Division, The Fiscal Policy Office, Ministry of Finance, Thailand</p> <p><b>Asia-Pacific Green Deal for Business and the Role of the Private Sector in Supporting ESG/SDG</b> Dr Tientip SUBHANIJ Chief of Investment and Enterprise Development, UNESCAP (United Nations Economic and Social Commission for Asia)</p>		
10:45 – 11:15	Break	
11:15 – 11:45	<u>Keynote Speech</u>	Grand Ballroom, 7/F
<p><b>Radical Environmentalism and Challenges to Business</b> Professor Dr. Roman MEINHOLD Lead Sustainability Governance, Mahidol University International College, Thailand</p>		
11:45 – 12:00	<u>Special Tribute to Dr Esther Ling-yeet LJ and Best Paper Award Presentation</u>	Grand Ballroom, 7/F
<p><b>Professor Geng CUI</b> Professor, Marketing and International Business Director, Hong Kong Institute of Business Studies Lingnan University Hong Kong, SAR-PRC</p> <p><b>Professor T. S. CHAN</b> Former Shun Hing Chair Professor of Marketing Lingnan University Hong Kong, SAR-PRC</p>		
12:00 – 13:30	Lunch	Zeta Restaurant, 8/F

Session 1A: **Entrepreneurship and Innovation in Emerging Markets** Ballroom 1, 7/F

*Session Chair: Henry F. L. CHUNG*

MS0007

Entrepreneurial Overconfidence and the Industry Choice for New Ventures: Novice vs. Habitual Entrepreneurs

*Anni LIU (University of Macau, China)*

*Lin YUAN (University of Macau, China)*

MS0051

The Dynamic Effects of Perceived Audience in eWOM Generation: A Dual Process Model

*Kevin ZENG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Morgan YANG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Irina YU (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

MS0001

When and How Business Networking Matters in Relational Bonds Strategies and B2B Performance in Multi-channel Network

*Yiming YANG (Massey University, New Zealand)*

*Henry F. L. CHUNG (Massey University, New Zealand)*

Session 1B: **Employee Engagement and Organizational Behavior** Ballroom 2, 7/F

*Session Chair: Victor LAU*

MS0074

From Beneficial to Harmful: The Effects of Voice Endorsement on Employee's Cyberloafing

*Sen ZHANG (Waseda University, Japan)*

*Mengru ZHAO (Waseda University, Japan)*

MS0079

Envy toward Senpai (Seniors), Kohai (Juniors) and Doki (Peers) and Helping Behavior in Japanese Workplaces: The Moderating Role of Warm and Friendly Climate

*Megumi IKEDA (The University of Tokyo, Japan)*

*Ting LIU (Kyoto University, Japan)*

*Tomoki SEKIGUCHI (Kyoto University, Japan)*

MS0042

Does Management Commitment to Service Quality Matter? The Buffering Effects on Negative and Positive Display Rules, Team Engagement, and Team Effectiveness from a Prevention- and Promotion-focused Job Demands Perspective

*Victor LAU (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Jody WONG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

Session 1C: **Institutions and International Business** Ballroom 3, 7/F

*Session Chair: Luksi VISITA*

MS0028

The Significance of Distance between International Joint Ventures: Investigating the Space and Place Effect on Investment Decisions

*Tsuyoshi SATO (Hosei University, Japan)*

*Naoki ANDO (Hosei University, Japan)*

MS0040

Contextualising Global Corporate Governance Reforms in a Developing Institutional Context

*Olabisi DAODU (De Montfort University, United Kingdom)*

*Emmanuel ADEGBITE (Nottingham University Business School, United Kingdom)*

MS0023

An Exploratory Study on Institutional Motivations and Challenges in Creating Meaningful Internship Experience

*Roy YING (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Robin SNELL (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

	<u>MS0038</u> Inter-firm Ties as the Boundary of Institutional Harshness and Propensity to Internationalize <i>Luksi VISITA (National Chengchi University, Taiwan)</i> <i>Kuo-Feng HUANG (National Chengchi University, Taiwan)</i>	
15:00 – 15:15	Break	Foyer, 7/F
<b>15:15 – 16:45</b>	<b>Concurrent Session 2</b>	
Session 2A	<b>Entrepreneurship and Innovation in Emerging Markets</b> <i>Session Chair: Raymond LAW</i>	Ballroom 1, 7/F
	<u>MS0081</u> How Does the Psychological Resilience of Entrepreneurs Affect Organizational Resilience and Startup Success? - Through the Survey of Entrepreneurs in Japan <i>Satoshi KAWAKATSU (Kyoto University, Japan)</i>	
	<u>MS0019</u> Time Synchronization And The Quality of Innovation: The Moderating Effect of Digitization <i>Wei LIU (Qingdao University, China)</i> <i>Ying LIU (Qingdao University, China)</i> <i>Ajuan QI (Qingdao University, China)</i> <i>Yumeng LUO (The University of Newcastle, Australia)</i> <i>Tomoki SEKIGUCHI (Kyoto University, Japan)</i>	
	<u>MS0084</u> The Role of System Quality for Value Co-creation in C2C Service Orchestration Process <i>Sai To MA (National Sun Yat-sen University, Taiwan)</i> <i>Christu RAJA (National Sun Yat-sen University, Taiwan)</i> <i>Min-Hsin HUANG (National Sun Yat-Sen University, Taiwan)</i>	
	<u>MS0034</u> The Use of Case Studies as a Valuable Teaching Tool in International Entrepreneurship <i>Raymond LAW (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	
Session 2B	<b>Covid-19</b> <i>Session Chair: Henry F. L. CHUNG</i>	Ballroom 2, 7/F
	<u>MS0013</u> Study on the Shopping Behavior of Taiwanese Consumers Using Cross-border E-commerce under Covid-19 - Price as an Intermediary Variable <i>Matt Chia-Hung LU (National Sun Yat-Sen University, Taiwan)</i> <i>Mia Hsiao-Wen HO (National Taiwan University, Taiwan)</i> <i>Henry F. L. CHUNG (Massey University, New Zealand)</i> <i>Min-Hsin HUANG (National Sun Yat-Sen University, Taiwan)</i>	
	<u>MS0093</u> Operating Cost Control for Business Recovery: Study in Transportation Industry <i>Lin-Chih WU (National Sun Yat-sen University, Taiwan)</i> <i>Teck-Yong ENG (University of Reading Malaysia, Malaysia)</i>	
	<u>MS0082</u> Crisis Management and Strategic Response to Covid-19: Evidence from Taiwan International Ports Corporation Ltd. <i>Chun Yueh CHANG (National Sun Yat-Sen University, Taiwan, Taiwan)</i> <i>Mia Hsiao-Wen HO (National Taiwan University, Taiwan)</i> <i>Shin-I SHIH (National Sun Yat-Sen University, Taiwan, Taiwan)</i> <i>Henry F. L. Chung (Massey University, New Zealand)</i>	
Session 2C	<b>Institutions and International Business</b> <i>Session Chair: Abu WAHEEDUZZAMAN</i>	Ballroom 3, 7/F
	<u>MS0076</u> Adverse Effects of Institutions on Trade Amidst Global Uncertainty <i>Lingfeng ZHOU (Kobe University, Japan)</i> <i>Yan MA (Kobe University, Japan)</i>	

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MS0020

Foreign Market Selection and Entry Strategies of Born Global Firms:  
The Case Study of Cycraft Technology  
*Shih-Feng YANG (National Sun Yat-Sen University, Taiwan)*  
*Mia Hsiao-Wen HO (National Taiwan University, Taiwan)*  
*Henry F. L. CHUNG (Massey University, New Zealand)*  
*Min-Hsin HUANG (National Sun Yat-Sen University, Taiwan)*

MS0078

National Corporate Responsibility Institutions as a Determinant of  
FDI: A Sub-dimensional Analysis  
*George Z. PENG (University of Regina, Canada)*

MS0077

Quest for Global Peace - A Process Framework  
*Abu WAHEEDUZZAMAN (Texas A&M University Corpus Christi, USA)*

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**18:00 – 20:00** **Conference Dinner** Ballroom 3, 7/F

**7 December 2023, Thursday**

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**09:00 – 10:30** **Concurrent Session 3**

Session 3A **Panel Discussion on “Shaping the Teaching of International Business: Exploring the Impact of AI and the Metaverse”** Ballroom 1, 7/F  
*Session Chair: Bodo B. SCHLEGELMILCH*

*Panelists:*

*Herbert SIMA (The University of Auckland Business School, New Zealand)*

*Surat TEERAKAPIBAL (Thammasat University, Thailand)*

*Yupin PATARAPONGSANT (Chulalongkorn University, Thailand)*

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Session 3B **International Business and Multidisciplinary Research** Ballroom 2, 7/F  
*Session Chair: Shu-Ling CHENG*

MS0049

The Substitution Effect of International Experience for Firm Learning  
Sources in Internationalization: Does Country-level Social  
Connectedness Matter?  
*Aktsar Hamdi TSALITS (National Chengchi University, Taiwan)*  
*Kuo-Feng HUANG (National Chengchi University, Taiwan)*

MS0072

Executive Succession and International Joint Venture Dissolution  
*Yu-Kai WANG (Soochow University, Taiwan)*

MS0107

How and When Quality of B2B Professional Services Adds Value to  
Companies: The Case of Investment Relations (IR)  
*Lois CHENG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*  
*Ricky Y. K. CHAN (Auckland University of Technology, New Zealand)*  
*Jianfu SHEN (The Hong Kong Polytechnic University, Hong Kong, SAR-PRC)*  
*Jennifer LAI (Macquarie University, Australia)*

MS0050

Exploring the Dark Side of Trust: The Role of Cognitive and Affective  
Trust  
*Lin-Ching HSU (National Yunlin University of Science and Technology, Taiwan)*  
*Shu-Ling CHENG (Fu Jen Catholic University, Taiwan)*

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10:30 – 10:45 Break Foyer, 7/F

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**10:45 – 12:15** **Concurrent Session 4**

Session 4A: **Panel Discussion on “Buddhism meets Business: Implications for Economic Development in a Thai Context”** Ballroom 1, 7/F  
*Session Chair: Hee-Chan SONG*

*Panelists:*

*Nick PISALYAPUT (Chulalongkorn University, Thailand)*

*Krittinee NUTTAVUTHISIT (Chulalongkorn University, Thailand)*

Session 4B	<p><b>International Marketing Strategies</b>  <i>Session Chair: Winnie CHAN</i></p> <p><u>MS0033</u>  Utilising Big-data to Examine Sustainable Development Goals and Consumption  Liane LEE (<i>The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC</i>)  Bradley BARNES (<i>The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC</i>)  Lien Le MONKHOUSE (<i>University of Sheffield, United Kingdom</i>)</p> <p><u>MS0058</u>  Data Mining of Airbnb: Consumer Viewpoints Generated from Taiwanese Listings  Tsu-Yü SHIH (<i>National Taipei University of Business, Taiwan</i>)  Wei-Sheng FANG (<i>National Taipei University of Business, Taiwan</i>)</p> <p><u>MS0116</u>  Protectionism and Differentiation of the Emerging Market Brands: Insights from Trademark Filings  Alexander KRASNIKOV (<i>Nazarbayev University, Kazakhstan</i>)  Vera REBLAZINA (<i>HSE University, Russia</i>)</p> <p><u>MS0110</u>  TikTok as a Marketing Tool for Global Business Expansion  Khansa ZAMAN (<i>Shabeed Zulfikar Ali Bhatto Institute of Science &amp; Technology (SZABIST), Islamabad, Pakistan</i>)  M Nabeel FAROOQ (<i>Shabeed Zulfikar Ali Bhatto Institute of Science &amp; Technology (SZABIST), Islamabad, Pakistan</i>)</p> <p><u>MS0062</u>  Effect of Consumers' Perceived Intimacy on Celebrity Endorsement: A Relationship-building Perspective  Winnie CHAN (<i>The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC</i>)  Hermione CHUI (<i>The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC</i>)  Pak Yin LUK (<i>The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC</i>)</p>	Ballroom 2, 7/F
Session 4C	<p><b>Employee Engagement and Human Resources Management</b>  <i>Session Chair: Yi-An CHEN</i></p> <p><u>MS0111</u>  A Two-pronged Approach Can Backfire: Stakeholder Responses to Employee Layoffs and Philanthropy in Declining Firms  Shili CHEN (<i>Xi'an Jiaotong-Liverpool University, China</i>)  Tao Bai (<i>The University of Queensland, Australia</i>)  Jane LU (<i>City University of Hong Kong, Hong Kong, SAR-PRC</i>)  Jingyi WANG (<i>Xi'an Jiaotong-Liverpool University, China</i>)</p> <p><u>MS0011</u>  Linking Work Meaningfulness to Turnover Intention: The Roles of Adaptive Career Behaviors  Hui Hui TEOW (<i>Sunway Institute for Global Strategy and Competitiveness, Malaysia</i>)  Wee Chan AU (<i>Newcastle University, United Kingdom</i>)  Pervaiz AHMED (<i>Sunway Institute for Global Strategy and Competitiveness, Malaysia</i>)</p> <p><u>MS0031</u>  The Impact of Board Operation on Employee Turnover - A CSR perspective  Yi-An CHEN (<i>National Chengchi University, Taiwan</i>)</p>	Ballroom 3, 7/F
12:15 – 13:45	Lunch	Zeta Restaurant, 8/F
13:45 – 15:15	<b>Concurrent Session 5</b>	
	<b>AIB Asia Pacific Regional Chapter Executive Board Meeting (By Invitation Only)</b>	
		<b>Meeting Room 1</b>
Session 5A	<p><b>IB and Education</b>  <i>Session Chair: Thomas LEUNG</i></p> <p><u>MS0022</u>  To Investigate the Perceptions of Students from Tourism Hospitality Studies in Higher Education in Macao S.A.R. towards the Concept of Global English Medium Instruction  Cheng Tak CHAN (<i>Macao Institute for Tourism Studies, Macau</i>)</p>	Ballroom 1, 7/F

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MS0046

Empirical Study of the Relationship among Emotional Intelligence, Cultural Intelligence, Adjustment, and Learning Outcomes

*Hsiang-Chun CHEN (National Yunlin University of Science and Technology, Taiwan)*

MS0092

Transforming International Business Education Through Generative AI: A Paradigm Shift

*Simran KAUR (Monash University Malaysia, Malaysia)*

*Hirra Pervez BUTT (Monash University Malaysia, Malaysia)*

MS0005

From Natural Disasters, Humanitarian Aids to Casino: Humanitarian Governance Quality to Reduce Corruption

*Thomas LEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Kevin LAM (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Lawrence LEI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Jianfu SHEN (The Hong Kong Polytechnic University, Hong Kong, SAR-PRC)*

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Session 5B

**Human Resources Management**

*Session Chair: Willy HUANG*

Ballroom 2, 7/F

MS0048

Differences in Personal Values and Perceptions of Job Characteristics: A Comparative Study of Germany and Vietnam

*Thanh NGUYEN (University of Economics Ho Chi Minh City, Vietnam)*

MS0036

Feeling Economically Trapped? Let's Deal with It by Being Creative

*Sally CHEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

MS0052

Employment and Entrepreneurship of Hong Kong Youths in the Greater Bay Area (GBA): A Study on Potential Difficulties and Concerns for Relevant Stakeholders

*Willy HUANG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

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Session 5C

**Pricing and Marketing in IB**

*Session Chair: Michal CHMIELINSKI*

Ballroom 3, 7/F

MS0012

Natura Cosméticos S.A.'S Sequential Acquisition of the Aesop Brand: Valuing Synergies with Combined Advanced Real Options

*Andrejs CIRJEVSKIS (RISEBA University of Applied Sciences, Latvia)*

MS0055

Quantitative Relationships between the Property's Prices in Hong Kong and the Macroeconomic Factors

*William FAN (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

MS0104

Understanding the Motivations of the NFT Players

*Michal CHMIELINSKI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

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15:15 – 15:30 Break

Foyer, 7/F

**15:30 – 17:00**

**Concurrent Session 6**

Session 6A

**Business in China**

*Session Chair: Lawrence LEI*

Ballroom 1, 7/F

MS0004

The Eco-system of "Old Friend": The Definitive Business Resource in China

*Thomas LEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

MS0018

Export Cross-border E-commerce in China: A New Entry Mode and Model of Firm Internationalization

*Geng CUI (Guangdong University of Foreign Studies, China)*

*Chunyu LI (Guangdong University of Foreign Studies, China)*

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MS0056

Time Series Forecasting of Post Pandemic China GDP Growth Using Machine Learning

*Bosco YIM (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

MS0057

Corporate Social Responsibility, Family Control and Tax Avoidance: Evidence from China

*Julia LIU (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Lawrence LEI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Eden CHOW (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

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Session 6B

**IB and Micro Economics**

Ballroom 2, 7/F

*Session Chair: Alfred PRESBITERO*

MS0021

Preservation of Socioemotional Wealth and Restructuring of Family Firms: Evidence from South Korea

*Donghoon SHIN (University of Wisconsin Whitewater, USA)*

MS0032

A Precarious Balance: Bangladeshi Textile Manufacturers' Response to CSR Obligations from Multinational Buyers

*Md Tareq Bin HOSSAIN (Thammasat University, Thailand)*

*Bodo B. SCHLEGELMILCH (WU Vienna, Austria and Thammasat University, Thailand)*

*Mohammad Delwar HUSSAIN (Green University of Bangladesh, Dhaka, Bangladesh)*

MS0087

Do Foreign Institutional Investors Curb Carbon Emissions? Evidence from an Emerging Economy

*Jyun-Ying FU (National Chengchi University, Taiwan)*

*Hao LIU (Guangdong University of Foreign Studies, China)*

*Xue TANG (Guangdong University of Foreign Studies, China)*

MS0073

Global Work-from-home: Exploring the Growth of Online Filipino Workers and Explicating Insights for International Business

*Mary Lou Rissa Flores CUNANAN (Ateneo De Manila University, Philippines)*

*Pilar UNIDAD-TOLENTINO (Ateneo De Manila University, Philippines)*

*Alvin Patrick VALENTIN (Ateneo De Manila University, Philippines)*

*Alfred PRESBITERO (Deakin University, Australia)*

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Session 6C

**Organization and Strategy**

Ballroom 3, 7/F

*Session Chair: Pauline WONG*

MS0043

A Systematic Analysis of a Hong Kong Case and Laws and Regulations Relating to Product Placement across Countries

*Ivy LEUNG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

MS0113

Body, Mind & Culture - The Role of the Body in Intercultural Research

*Astrid KAINZBAUER (Mabidol University, Thailand)*

MS0097

Paradox between Gross National Happiness and Economic Growth - A Survey in Bhutan

*Miyako IMAMURA (Kyoto University, Japan)*

MS0054

Is There Space for a 'Hidden Champion' in Hong Kong's Crowded Banking Sector? The Case of Hang Seng

*P. K. IP (National Central University, Taiwan)*

*Pauline WONG (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

*Bradley BARNES (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)*

Session 7A	<b>Emerging Markets and Multinationals</b> <i>Session Chair: Thomas MAN</i>	Ballroom 1, 7/F
	<u>MS0066</u> Media Framing of the Legitimacy of Chinese MNEs and Corporate Voice Strategies: A Case-based Study of Trump's TikTok Ban <i>Anlan ZHANG (Cardiff University, United Kingdom)</i>	
	<u>MS0112</u> Relationship between International Firm Performance and ESG Efforts of the Indian Firms <i>Subramanian SHANMUGASUNDARAM (Indian Institute of Management Kozhikode, India)</i>	
	<u>MS0059</u> Building Core Competencies in Chinese Multinational Port Corporations <i>Jacky Jianji HUANG (The Hong Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Catherine L. WANG (Brunel University London, United Kingdom)</i> <i>Thomas MAN (The Hong Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	

Session 7B	<b>Economics and Finance</b> <i>Session Chair: Michal WOJEWODZKI</i>	Ballroom 2, 7/F
	<u>MS0071</u> Foreign Direct Divestment in Russia: Motives, Constraints and Actions of Western MNEs <i>Klaus T. UHLENBRUCK (University of Montana, USA)</i>	
	<u>MS0090</u> Domestic Versus Foreign Listing: The Role of Local VC Firms <i>Tao WANG (University of Bristol, United Kingdom)</i>	
	<u>MS0106</u> The International Trade Content of Globalization Indices <i>Pui Sun TAM (University of Macau, Macau)</i> <i>Ziyi ZHANG (University of Macau, Macau)</i>	
	<u>MS0101</u> Does Investor-pay Rating Coverage Lead to Rating Conservatism from the Issuer-pay Credit Rating Agencies? <i>Jianfu SHEN (The Hong Kong Polytechnic University, Hong Kong, SAR-PRC)</i> <i>Michal WOJEWODZKI (University of Doha for Science &amp; Technology, Qatar)</i>	

Session 7C	<b>International Business and Multidisciplinary Research</b> <i>Session Chair: Sungjin HONG</i>	Ballroom 3, 7/F
	<u>MS0089</u> Language in MNEs: A Bibliometric Analysis <i>Hang YUAN (Waseda University, Japan)</i> <i>Jesper EDMAN (Waseda University, Japan)</i> <i>Hao LIU (Waseda University, Japan)</i>	
	<u>MS0118</u> Resilience in Tourism Revenue: The Case of February 2023 Twin Earthquakes in Türkiye <i>Amer Riaz QURESHI (Shabeed Zulfikar Ali Bhutto Institute of Science &amp; Technology (SZABIST), Islamabad, Pakistan)</i> <i>Farooq RASHEED (Air University, Pakistan)</i>	
	<u>MS0060</u> The Dynamic Relationship between House Prices and Indirect Real Estate Prices in Hong Kong <i>Ken CHAN (The Hong Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	
	<u>MS0100</u> Performance Effects of Building Interpersonal Ties with Alliance Partners: Do Family Owners Better Invest Than Professional Managers? <i>Sungjin HONG (Yeungnam University, Korea, South)</i> <i>Jeoung Yul LEE (Hongik University, Korea, South)</i>	



10:30 – 10:45	Break	Foyer, 7/F
<b>10:45 – 12:15</b>	<b>Concurrent Session 8</b>	
Session 8A	<b>Supply Chain and Marketing</b> <i>Session Chair: Roy YING</i>	Ballroom 1, 7/F
	<u>MS0070</u> Halal Supply Chain and Halal Recognition in Middle Thailand <i>Miyako IMAMURA (Kyoto University, Japan)</i>	
	<u>MS0119</u> Promoting Circular Economy Principles in the Textile Industry in Bangladesh: A Case Study of Waste Management Practises in a Textile Supply Chain <i>Md Tareq Bin HOSSAIN (Thammasat University, Thailand)</i> <i>Chamburi SIWAR (Universiti Kebangsaan Malaysia, Malaysia)</i> <i>Ruhul AMIN (Islamic University, Kushtia, Bangladesh)</i> <i>Mohammad Zabir RAIHAN (Bangladesh Open University, Bangladesh)</i>	
	<u>MS0129</u> Legitimacy in Consumer Behaviour: Using Semiotic Square in the Context of the Evolution of the E-cigarette Market <i>Declan SCULLY (University of Ravensbourne, United Kingdom)</i>	
	<u>MS0009</u> The Role of Employee as Corporate Influencer: A Study of Employee-generated Content in Crisis <i>Roy YING (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	
Session 8B	<b>Ethics and Sustainability</b> <i>Session Chair: Robin SNELL</i>	Ballroom 2, 7/F
	<u>MS0122</u> Unveiling the Symphony of Social Responsibility: Philippine SMEs' Response to Crisis <i>Eugene Burgos MUTUC (Bulacan State University, Philippines)</i>	
	<u>MS0035</u> The Impacts of Climate Change on the Global Economy - A Computable General Equilibrium Analysis <i>Wai Choi LEE (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Ancus SHUM (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	
	<u>MS0053</u> Does the Definition of ESG Reflect Its Core Value? The Revolutionary Reform of Replacing the “Social” Domain With “Stakeholders” in ESG Model <i>Lawrence LEI (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Raymond WONG (City University of Hong Kong, Hong Kong, SAR-PRC)</i>	
	<u>MS0064</u> The Impact of Personality Traits across Culture on Ethical Buying Behaviour <i>Salina LEE (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Winnie CHAN (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	
	<u>MS0063</u> Developing a Robust Scale for Measuring Junzi Virtue Constructs at the Organizational Level <i>Robin SNELL (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i>	
Session 8C	<b>Auditing and Compliance</b> <i>Session Chair: Vivian ZHANG</i>	Ballroom 3, 7/F
	<u>MS0041</u> Are All Auditors the Same? KAM Topic Selection and Audit Procedure Choices in the UK <i>Belinda YAU (The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Peng-Chia CHIU (The Chinese University of Hong Kong, Shenzhen, China)</i> <i>Donghui WU (The Chinese University of Hong Kong, Hong Kong, SAR-PRC)</i> <i>Jing XUE (Nanjing University, China)</i>	

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	<u>MS0096</u> Corporate Carbon Emissions, Environmental Innovation and Gender Diversity: Evidence from TSMC <i>Shu-Ling CHENG (Fu Jen Catholic University, Taiwan)</i> <i>Lin-Ching HSU (National Yunlin University of Science and Technology, Taiwan)</i>	
	<u>MS0037</u> Does Sharing the Same Auditor with Listed Affiliated Firms Affect IPO Audit Quality? <i>Vivian ZHANG (The Hong Kong University of Science and Technology, SAR-PRC)</i>	
12:15 – 13:45	Lunch	Zeta Restaurant, 8/F
<b>13:45 – 15:15 Concurrent Session 9</b>		
Session 9A	<b>Digitalisation in International Business</b> <i>Session Chair: Mohinder DUGAL</i>	Ballroom 1, 7/F
	<u>MS0030</u> Exploring the Complementarity of Organizational Capabilities on Internationalization: Artificial Intelligence and Dynamic Managerial Capabilities <i>Yi-An CHEN (National Chengchi University, Taiwan)</i> <i>Kuo-Feng HUANG (National Chengchi University, Taiwan)</i>	
	<u>MS0098</u> Exploring AI Adoption Strategies for International Business in Asia Pacific: A Systematic Review <i>Ratima SRISOMWONGSE (Chiang Mai University Business School, Thailand)</i>	
	<u>MS0108</u> Digitalization and International Performance of MNCs: A Relational Analysis using m-TISM <i>Surabhi SINGH (Indian Institute of Technology Delhi, India)</i> <i>Pooja POOJA (Indian Institute of Technology Delhi, India)</i> <i>Shivangi SINGH (Indian Institute of Management Ranchi, India)</i> <i>Mayur CHIKHALE (Indian Institute of Technology Delhi, India)</i> <i>Sanjay DHIR (Indian Institute of Technology Delhi, India)</i>	
	<u>MS0080</u> Rethinking International Markets Strategy for Indian and Chinese Firms: Meta-analysis and Research Framework in the Context of Digital Strategies and “New Silk Road” Initiatives <i>Mohinder DUGAL (Western Connecticut State University, USA)</i>	
Session 9B	<b>Marketing</b> <i>Session Chair: Thanyaporn Main SOONTORNTHUM</i>	Ballroom 2, 7/F
	<u>MS0047</u> The Relationships between Endorser of Traveling Product and Consumer's Purchase Intention: Curiosity as a Mediating Role <i>Chia-Hsuan WANG (Dayeh University, Taiwan)</i> <i>Huai-Liang LLANG (Dayeh University, Taiwan)</i>	
	<u>MS0085</u> The Effect of Traumatic Cue on Secrete Buying Behavior <i>Ting-Hsuan WEY (National Sun Yat-sen University, Taiwan)</i> <i>Christu RAJA (National Sun Yat-sen University, Taiwan)</i>	
	<u>MS0086</u> Is “Ugly” Food Still Good? An Examination into the Determinants of Purchase Intentions of Inglorious Fruits and Vegetables (IFV) in the Context of Smallholder Farmers in Thailand <i>Ratikan PRAKAMTHONG (University of Strathclyde, United Kingdom)</i> <i>Keith PYPER (University of Strathclyde, United Kingdom)</i>	
	<u>MS0068</u> Using the Kano Model in Kansei Engineering to Evaluate Customer Preferences for Metal-cutting Tools Sales and Services <i>Thanyaporn Main SOONTORNTHUM (Thammasat University, Thailand)</i> <i>Weerasak SRISUK (Thammasat University, Thailand)</i>	
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*Session Chair: Anni LIU*MS0083

Championship Chase: How Financial Superiority Shapes Soccer's Title Contenders

*Kristopher PANTANI (Fernuniversität in Hagen, Germany)**Christian GEYER (Fernuniversität in Hagen, Germany)*MS0114

Learn From Which Ties in Crisis? What Do We Need to Know More

*Candy Hui Yun CHIU (National Formosa University, Taiwan)*MS0008

Disentangling the Relationship between Pandemic Uncertainty and Innovation Types: A Contingency View in the Global Context

*Yin YE (University of Macau, China)**Anni LIU (University of Macau, China)**Lin YUAN (University of Macau, China)**Xiaoyun CHEN (University of Macau, China)*

15:15 – 15:30

Break

Foyer, 7/F

**15:30 – 17:00****Concurrent Session 10**

Session 10A

**Perspectives from Emerging Markets**

Ballroom 1, 7/F

*Session Chair: Hee-Chan SONG*MS0067

Sustainable Strategy Implementation by Locally Owned Businesses in Hospitality Industry: A Case Study of Khao Lak, Phang Nga, Thailand

*Thanyaporn Main SOONTORNTHUM (Thammasat University, Thailand)**Mathurada PHOTHONG (Thammasat University, Thailand)*MS0026

A Comprehensive Review and Synthesis of Poverty Research: What Can International Business Scholars Learn and How to Chart Future Research at the Macro, Meso and Micro levels?

*Roberto Martin N. GALANG (Ateneo de Manila University, Philippines)**Alfred PRESBITERO (Deakin University, Australia)**Mendiola TENG-CALLEJA (Ateneo de Manila University, Philippines)**John Luis D. LAGDAMEO (Ateneo de Manila University, Philippines)*MS0091

How Does Family Impact Women Entrepreneurs? A Mixed Method Study in Thailand

*Jathaporn BOONYPHEN (Southwestern University of Finance and Economics, China)**Hee-Chan SONG (Chulalongkorn University, Thailand)**Seung Hoon D. CHUNG (California State University, Chico, USA)**Nam Kyoon KIM (California State University, Sacramento, USA)**Evan J. DOUGLAS (Queensland University of Technology, Australia & Chulalongkorn University, Thailand)*

Session 10B

**Covid-19**

Ballroom 2, 7/F

*Session Chair: Secil BAYRAKTAR*MS0065

How Covid-19 Changes Organizational Citizenship Behavior and Generates Job Insecurity? Employee Psychological Strain as a Mediating Role

*Huai-Liang LIANG (Dayeh University, Taiwan)**Chin-Lung HSIEH (Dayeh University, Taiwan)*MS0044

JD-R &amp; Employee Wellbeing During the Covid-19 Pandemic: "Traditional" Values as Psychological Buffer

*Secil BAYRAKTAR (Toulouse Business School, France)**Justin MARCUS (KOC University, Turkey)**Alfredo JIMENEZ (KEDGE Business School, France)**Dorra YAHIAOUI (KEDGE Business School, France)*

*Session Chair: Allan F. GALVEZ*

MS0075

Does Working in Japan Remain Attractive to Highly Skilled Self-initiated Expatriates from Asia?

*Roderick BUGADOR (Musashino University, Japan)*

MS0105

Can Satellite Imagery be Used to Estimate Labor Force Population? A Preliminary Study Using Building Shape Data and Thai Labour Force Survey Results

*Yuzuru UTSUNOMIYA (Nagasaki University, Japan)*

MS0025

The Multi-stream Management Approach on Millennial Generation Workers and Its Impact on Job Satisfaction, Employee Productivity and Organizational Commitment

*Michael Angelo Parocha BATTUNG (Jose Rizal University, Philippines)*

*Allan F. GALVEZ (Jose Rizal University, Philippines)*

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