



2024 Academy of International Business Asia Pacific Regional Conference

“Re-imagine International Business: Accelerate Growth through Collaboration and Digital Transformation”

4th – 6th December 2024

Hosted by Guangdong University of Foreign Studies and School of Business

Conference Programme

Date & Time (GMT+8)	Event	Venue
3 December (Tuesday) 12月3日	15:30 – 17:30 Pre-registration	Easeland Hotel Lobby
4 December (Wednesday) 12月4日	08:30 – 12:00 Registration & Keynote Sessions	International Conference Center 3/F, GDUFS Admin Building <i>(Across from the Hotel, Next to the Main Gate)</i>
	12:15 – 13:45 Lunch	Western Restaurant, 1/F, Easeland Hotel
	14:00 – 18:00 Plenary Sessions	Meeting Room 1 & 2, 2/F, Easeland Hotel
	18:00 – 20:00 Conference Dinner	Golden Taoyuan Hall, 1/F, Easeland Hotel
5 December (Thursday) 12月5日	08:30 – 09:00 Registration	2/F, Easeland Hotel
	09:00 – 12:15 Concurrent Sessions 1 & 2	Session A: Meeting Room 1, 2/F, Easeland Hotel Session B: Meeting Room 2, 2/F, Easeland Hotel Session C: Meeting Room 3, 2/F, Easeland Hotel Session D: Meeting Room 4, 2/F, Easeland Hotel Session E: Meeting Room 5, 2/F, Easeland Hotel
	12:15 – 13:45 Lunch	Western Restaurant, 1/F, Easeland Hotel
	14:00 – 17:15 Concurrent Sessions 3 & 4	Session A: Meeting Room 1, 2/F, Easeland Hotel Session B: Meeting Room 2, 2/F, Easeland Hotel Session C: Meeting Room 3, 2/F, Easeland Hotel Session D: Meeting Room 4, 2/F, Easeland Hotel Session E: Meeting Room 5, 2/F, Easeland Hotel
	08:30 – 09:00 Registration	2/F, Easeland Hotel
6 December (Friday) 12月6日	09:00 – 12:15 Concurrent Sessions 5 & 6	Session A: Meeting Room 1, 2/F, Easeland Hotel Session B: Meeting Room 2, 2/F, Easeland Hotel Session C: Meeting Room 3, 2/F, Easeland Hotel Session D: Meeting Room 4, 2/F, Easeland Hotel Session E: Meeting Room 5, 2/F, Easeland Hotel

Conference Venue and Designated Hotel

GDUFS Baiyun Campus (广东外语外贸大学白云山校区) and **Easeland Hotel** (逸林酒店, 与校园相邻)

Address:

2 Baiyun Blvd N, Baiyun, Guangzhou, Guangdong Province, China, 510515
广州市白云区白云大道北2号

Conference Schedule

4th December 2024, Wednesday

Registration & Opening

08:30 – 09:00	Registration & Refreshment	International Conference Center GDUFS Admin Building, 3/F (Next to the Main Gate)
09:00 – 09:30	Opening & Welcome Remarks	International Conference Center GDUFS Admin Building, 3/F
	Introduction of Distinguished Guests	
	 Geng CUI <i>Executive Director of AIB Asia Pacific Chapter</i> <i>Professor of School of Business, Guangdong University of Foreign Studies, China</i>	
	Welcome Remarks	
	 Xiangbin YAN <i>Professor and President of Guangdong University of Foreign Studies, China</i>	
	 Bradley R BARNES <i>President of AIB Asia Pacific Chapter</i> <i>Professor and Interim Associate Vice President of Global Affairs cum Director of Global Education, Lingnan University, Hong Kong S.AR, China</i>	
	 Denghua YUAN <i>Professor and Executive Dean of School of Business, Guangdong University of Foreign Studies, China</i>	
Keynote Session		
09:30 – 10:00	Keynote Speech I “New Wine from Old Grapes ... in a New Bottle: Internationalisation Re-imagined”	International Conference Center GDUFS Admin Building, 3/F
	 Peter LIESCH <i>Professor of International Business, University of Queensland, Australia</i> <i>AIB Fellow & Immediate Past-President</i> <i>Consulting Editor, JIBS, JWB</i>	
10:00 – 10:15	Tea Break	International Conference Center GDUFS Admin Building, 3/F
10:15 – 12:00	Keynote Speech II “Building Global Brands for China's Automotive Industry: The Enabling Role of Digital Marketing at GAC”	International Conference Center GDUFS Admin Building, 3/F
	 Daisy Lixia JIN <i>Director of Digital Marketing and Int'l Operations, Guangzhou Automobile Corporation (GAC)</i>	
	Keynote Speech III “Disruptive Events in Strategic Management and International Business Research”	
	 Jane LU <i>Chair Professor of Management, City University of Hong Kong, Hong Kong S.AR, China</i> <i>AIB Fellow and Vice President of Administration</i> <i>Consulting Editor, JIBS, JWB, APJM</i>	
	Keynote Speech IV “GenAI Business and Management Research: Observations and Reflection”	
	 Cathy H.C. HSU <i>Chair Professor of Hospitality and Tourism Marketing, Hong Kong Polytechnic University, Hong Kong S.AR, China</i> <i>Editor-in-Chief, Tourism Management</i> <i>Fellow of LAST</i>	
12:15 – 13:45	Lunch	Western Restaurant, Easeland Hotel, 1/F

14:00 – 15:30	Plenary Session 1	Meeting Room 1 & 2 Easeland Hotel, 2/F
<p>“Meet the Editors” Moderator: Bradley R. BARNES, Lingnan University (Hong Kong SAR, China)</p> <p>Peter LIESCH Consulting Editor of <i>Journal of International Business Studies</i></p> <p>Jane LU Consulting Editor of <i>Asia Pacific Journal of Management</i></p> <p>Cathy H.C. HSU Editor-in-Chief of <i>Tourism Management</i></p> <p>Ingyu OH Deputy Editor of <i>Asia Pacific Business Review</i></p> <p>Raffaele FILIERI Associate Editor of <i>Journal of Business Research</i></p> <p>Ke RONG Area Editor of <i>Journal of International Business Policy</i></p>		
15:30 – 15:45	Tea Break	Easeland Hotel, 2/F
15:45 – 17:00	Plenary Session 2	Meeting Room 1 & 2 Easeland Hotel, 2/F
<p>“Hong Kong - Mainland Economic Integration: A Post-pandemic Update” Moderator: Geng CUI, Guangdong University of Foreign Studies, China</p> <p>Tai-lok LUI Professor, Education University of Hong Kong, Hong Kong SAR, China</p> <p>Lihe XU Professor and Associate Dean, Institute of Studies for the Greater Bay Area, Guangdong University of Foreign Studies, China</p> <p>Sebastian CHUNG Assistant Professor, Lingnan University, Hong Kong SAR, China</p> <p>Xiaoming LIE CEO of Zowoyoo</p>		
17:00 – 18:00	Plenary Session 3	Meeting Room 1 & 2 Easeland Hotel, 2/F
<p>“Research in Emerging Markets: Insights from the AIB Emerging Markets Special Interest Group”</p> <p>Maoliang BU Professor, Nanjing University, China</p> <p>Asda CHINTAKANANDA Associate Professor, National Institute of Development Administration (NIDA), Thailand</p> <p>Yingying ZHANGZHANG Professor, International University of Japan, Japan</p> <p>Geer HE Assistant Professor, Ritsumeikan University, Japan</p>		
18:00 – 20:00	<p>Conference Dinner Presentation of The Dr Esther Ling-Yee Li Best Paper Awards Arts Performance</p>	Golden Taoyuan Hall, Easeland Hotel, 1/F

5th December 2024, Thursday

08:30 – 09:00

Registration

2/F, Easeland Hotel

09:00 – 10:30

Concurrent Session 1

Session 1A APBR Special Issue Paper Development Workshop I

Meeting Room 1

Discussants:

Geng CUI, Guangdong University of Foreign Studies (China)

Ingyu OH, Sookmyung Women's University (South Korea)

2/F, Easeland Hotel

“Uncovering the Institutional Logic of Digital Platforms”

Xueqing WANG, University of Macau (Macau SAR, China)

Jacky F. L. HONG, University of Macau (Macau SAR, China)

“Corporate Digital Transformation and Product Market Performance: Evidence from China”

Beibei LIU, Henan University (China)

Menglu CHEN, Henan University (China)

Chunyu LI, Guangdong University of Foreign Studies (China)

Chuntao LI, Henan University (China)

“Provincial Digital Infrastructure and Regional Green Innovation Output in China: A Study from the Perspectives of Digital Talent and Regional Characteristics”

Xijiang LU, Jilin University of Finance and Economics (China)

Biao CHEN, Zhengzhou University (China)

Meiqi ZHENG, Zhengzhou University (China)

Lu WANG, Zhengzhou University (China)

Session 1B Entrepreneurship and Innovation in Emerging Markets

Meeting Room 2

Session Chair: Peixin ZUO, City University of Macau (Macau SAR, China)

2/F, Easeland Hotel

MS0016: Influence of Budgetary Control on the Growth of MSME'S in Southern Manila District of NCR, Philippines (via Zoom)

Michael Angelo Parocha BATTUNG, Jose Rizal University (Philippines)

Lucila MAGALONG, Jose Rizal University (Philippines)

MS0012: Entrepreneurial Ventures in the Face of Regulatory Challenges: A Case Study

Ameen TALIB, Singapore University of Social Sciences (Singapore)

MS0027: Business Model Design and Development of Mah Boonkroong Rice Brand on Online Channel

Thanyaporn SOONTORNTHUM, Thammasat University (Thailand)

Todsawat TARSUWORN, Thammasat University (Thailand)

MS0121: Agroentrepreneurship in A Divided Context: Case Studies in Sarawak, Malaysia

Hamizah Abd HAMID, National University of Malaysia (Malaysia)

HAFIZAH Omar Zaki, National University of Malaysia (Malaysia)

Syabruul Nizam JUNAINI, Universiti Malaysia Sarawak (Malaysia)

Huei Chun TENG, Sunway University (Malaysia)

MS0043: How Do Entrepreneurial Firms Choose Resources at Different Growth Stages in Business Incubators? The Multiple Case Study of China

Peixin ZUO, City University of Macau (Macau SAR, China)

Bowen DONG, City University of Macau (Macau SAR, China)

Yi WANG, Zhejiang Development & Planning Institute (China)

Session 1C Ethics and Sustainability

Session Chair: Bradley R. BARNES, Lingnan University (Hong Kong SAR, China)

Meeting Room 3
2/F, Easeland Hotel

MS0006: JPEX: Identifies the “Ponzi Scams”, Provides Fraud Prevention, and Offers Insights to Maintain Investor Confidence and Financial Stability in the Age of Digitalization

T.K.P. LEUNG, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Lawrence H.W. LEI, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Raymond K.H. WONG, The Chinese University of Hong Kong (Hong Kong SAR, China)

MS0015: Sustainable Entrepreneurship Process Model: A Case Based Empirical Attestation

Suja KARTHIKA, Hong Kong Metropolitan University (Hong Kong SAR, China)

MS0049: What Factors Determine Product Stewardship in Organizations? – Developed vs Emerging Market Firms

Venus KANANI-MOGHADAM, RMIT University (Australia)
Huda KHAN, Aberdeen University (United Kingdom)
Deepak SARDANA, RMIT University (Australia)

MS0054: Is DEI Just Lip Service Running on Reserve Mode?

Roy Fai YING, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Kaylee KONG, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Robin SNELL, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

MS0148: The Impact of CSR on Acquisition Completion for Acquiring Firms from Emerging Economies

Xiaoya TANG, National Chengchi University (Taiwan)
Danchi TAN, National ChengChi University (Taiwan)
Shiau-Ling GUO, National Chengchi University (Taiwan)

MS0058: Investigating Confucian Values in Companies: The Impact of Junzi Virtues on Employees’ Relationships and Firm Performance

Michal Lukasz CHMIELINSKI, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Bradley R. BARNES, Lingnan University (Hong Kong SAR, China)

Session 1D Institutions and International Business

Session Chair: Liane W.Y. LEE, Lingnan University (Hong Kong SAR, China)

Meeting Room 4
2/F, Easeland Hotel

MS0034: Can Institutional Adaptation Ensure Survival? A Comparative Study of Family Businesses in South Korea and Taiwan: Samsung and Tatung

Bao-Huei HUANG, National Taiwan University (Taiwan)
Yung-Chih LIEN, National Taiwan University (Taiwan)

MS0067: Integrating Globalization and Uncertainty in Female Labor Dynamics

Ziyi ZHANG, University of Macau (Macau SAR, China)
Pui Sun TAM, University of Macau (Macau SAR, China)

MS0101: Political Freedom and CSR

Liang SHAO, Radford University (USA)
Liang WANG, University of San Francisco (USA)
Yixin QIU, University of Galway (Ireland)

MS0093: The Antecedents and Consequences of UN Sustainable Development Goals in Firms

Ranjit VOOLA, Sydney University (Australia)
Liane W.Y. LEE, Lingnan University (Hong Kong SAR, China)
Alfred PRESBITTERO, Deakin University (Australia)
Fara AZMAT, Deakin University (Australia)

Session 1E Chinese Paper Session

Session Chair: 莫婷婷, 中南财经政法大学

Meeting Room 5
2/F, Easeland Hotel

参与“一带一路”倡议如何促进中国企业创新? -- 基于企业家精神配置与82项案例的质性研究

夏思潮, 广东外语外贸大学

董俊武, 广东外语外贸大学

跨国经营与技术革新：华为国际化路径与创新演进的纵向案例研究

李子怡, 广东外语外贸大学

董俊武, 广东外语外贸大学

互联网关键意见领袖内容运营广度与深度策略对用户参与的影响：来自知乎的证据

莫婷婷, 中南财经政法大学

汪通, 英国爱丁堡大学

慈兆雪, 中南财经政法大学

康宁, 中南财经政法大学

10:30 – 10:45 Tea Break

2/F, Easeland Hotel

Session 2A APBR Special Issue Paper Development Workshop IIMeeting Room 1,
2/F, Easeland Hotel*Discussants:**Jacky F. L. HONG, University of Macau (Macau SAR, China)**Ingyu OH, Sookmyung Women's University (South Korea)***“The Impact of Natural Environmental Uncertainty on Sustainable Development of China's Resource-based Enterprises: The Moderating Effect of Slack Resources and Enterprise Digital Transformation”***Shouquan XU, Hohai University (China)**Ming TIAN, Hohai University (China)**Yujie CAI, SKEMA Business School (France)**Jie YU, China Shipbuilding Information Centre (China)***“Can Digital Economy Support the Improvement of Entrepreneurial Quality? Evidence from China”***Wei PENG, Changzhou University (China)**Weiyi PAN, Changzhou University (China)**Junxian DU, Changzhou University (China)**Biaoan SHAN, Jilin University (China)***“From Digital Natives to Born Globals: The Role of Digital Technologies in Entrepreneurial Success in Cross-border e-Commerce”***Geng CUI, Guangdong University of Foreign Studies (China)**Xiaolin LI, Guangdong University of Finance and Economics (China)**Yutong WANG, Guangzhou College of Technology and Business (China)**Ziyu DENG, Guangdong University of Finance and Economics (China)***Session 2B Ethics in Action: AIB Code of Ethics***Moderator: Bradley R. BARNES, Lingnan University (Hong Kong SAR, China)*Meeting Room 2,
2/F, Easeland Hotel*Speaker: Peter LIESCH, Journal of International Business Studies**It will discuss the relation among the AIB's three Ethics Codes, the code for AIB Leadership, the AIB journals code and the AIB code that applies to AIB members and employees, and to the matters, activities and structures of the AIB. It includes discussion on ethics as relating to research, publication and the journals, including JIBS.***Session 2C IB and Education***Session Chair: Guanming HE, Durham University (United Kingdom)*Meeting Room 3
2/F, Easeland Hotel**MS0003: International Business Management Curriculum in Thai Universities: What Are Missed Compared to the United States' Top International Business School?***Chokchai CHUATESKHAJORN, Bank of Thailand (Thailand)***MS0017: The Alleviating Role of University Engagement in Negative Spillover Effect of Green-tech FDI***Zhuoran LIU, Xi'an Jiaotong-Liverpool University (China)**Yameng ZHANG, Xi'an Jiaotong-Liverpool University (China)**Jie LI, Xi'an Jiaotong-Liverpool University (China)**Honglan YU, The University of Sheffield (United Kingdom)**Kweku ADAMS, University of Bradford (United Kingdom)***MS0026: Empirical Study of the Influences of Adversity Quotient and Emotional Intelligence on Teamwork Performance***Hsiang-Chun CHEN, National Yunlin University of Science & Technology (Taiwan)***MS0052: Exploring the Relationship among Adversity Quotient, Emotional Intelligence and Adaptation***Hsiang-Chun CHEN, National Yunlin University of Science & Technology (Taiwan)***MS0107: Advancing Accounting Education: The Role of AI Language Technologies***Guanming HE, Durham University (United Kingdom)**Zhichao LI, University of Exeter (United Kingdom)*

Session 2D Digitalisation in International Business
Session Chair: Henry F. L. CHUNG, Massey University (New Zealand)

Meeting Room 4
2/F, Easeland Hotel

MS0009: Are Local Platforms Better Than the Global Ones? A Comparison Study of Food Delivery Platforms in Japan and Indonesia

Eko Heru PRASETYO, Tokyo Institute of Technology (Japan)
Takahiro INADA, Kyoto University of Advanced Science (Japan)

MS0059: Exploring the Impact of Top Management Team Heterogeneity on Firm Internationalization Through Digital Transformation - Empirical Study on Chinese Listed Firms
Qi CHEN, Waseda University (Japan)

MS0083: Managerial Cognitions in the Digital Era
Paul KHONG, University of Sydney (Australia)

MS0094: Digital Capabilities As a Moderating Role in SME Internationalization
Yi-An CHEN, National Chengchi University (Taiwan)
Kuo-Feng HUANG, National Chengchi University (Taiwan)

MS0037: Blockchain-driven Supply Chain Resilience and Performance from Relational and Dynamic Capability Perspectives: A Multiple Sequential Mediation Model
Junpeng DOU, Massey University (New Zealand)
Christine Nya-Ling TAN, Massey University (New Zealand)
Henry F. L. CHUNG, Massey University (New Zealand)
David LIU, RMIT University (Australia)

Session 2E International Business and Multinational Enterprises
Session Chair: Lei LI, University of Nottingham Ningbo China (China)

Meeting Room 5
2/F, Easeland Hotel

MS0014: Planting Your Seeds in the Right Soil? Technological Competition and Patent Internationalization Within Multinational Enterprises: A Competitive Dynamics Perspective
Yulan SHEN, Zhejiang University (China)
Jian DU, Zhejiang University (China)

MS0031: The Interaction between Domestic and Outward Foreign Direct Investment in China: The Influence of Region-specific Context
Wai Ho David WONG, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Xiao Bin Simon ZHAO, Beijing Normal University (China) & Hong Kong Baptist University United International College (Hong Kong SAR, China)
Wei Will QIANG, The Chinese University of Hong Kong (Hong Kong SAR, China)
Fung Harry LEE, The Chinese University of Hong Kong (Hong Kong SAR, China)

MS0113: English as the Corporate Official Language: Why Is It So Unpopular in Japan?
Saeko Ozawa UJIE, SBF Consulting LLC (Japan)

MS0115: Stay or Leave: Nationalist Movement Against Foreign Subsidiaries' Parent Country and Local Managers' Exits
Hui ZHANG, City University of Hong Kong (Hong Kong SAR, China)
Jane LU, City University of Hong Kong (Hong Kong SAR, China)
Wenjie LIU, City University of Hong Kong (Hong Kong SAR, China)

MS0151: The Interplay of Digitalization and Innovation on Internationalization: Empirical Evidence from Traditional Chinese Medicine Firms
Ruiyi LUO, University of Nottingham Ningbo China (China)
Lei LI, University of Nottingham Ningbo China (China)
Martin LOCKETT, University of Nottingham Ningbo China (China)

12:15 – 13:45 **Lunch**

Western Restaurant,
1/F, Easeland Hotel

Session 3A APBR Special Issue Paper Development Workshop III*Discussants:**Yujie CAI, SKEMA Business School (France)**Yuerong ZHOU, Shenzhen Polytechnic University (China)***“Does China's Qualification Certification Policy Improve SMEs' Digital Innovation Capabilities? A Quasi-natural Experiment”***Diven SHI, Nanjing University (China)**Dejun CHENG, Nanjing University (China)***“Increasing Internalization as the Emerging Business Model in Online Video-on-demand Streaming Entertainment”***Denise TSANG, Henley Business School (United Kingdom)**Yan ZHANG, Shandong University (China)***"The Unbalanced Impact of Digital Transformation on Business Model Innovation: The Moderating Role of Competitive Intensity"***Luyao WANG, Communication University of China (China)**Zihan ZHOU, Communication University of China (China)**Yijia LAN, Communication University of China (China)**Yonglei SUN, Beijing University of Chemical Technology (China)**Guannan QU, Beijing Institute of Technology (China)***Session 3B International Trade and Economic Relations***Session Chair: Simon COLLINSON, Zhejiang University (China)***MS0120: The Strategic Importance of Geopolitical Risks for MNEs: Navigating Uncertainty in a Globalized World (via Zoom)***Soumya TIWARI, FORE School of Management (India)**Faisal AHMED, FORE School of Management (India)**Rahul Pratap Singh KAURAV, FORE School of Management (India)***MS0134: Uncertain Business: The Influence of Geopolitical Risks on New Venture Formation (via Zoom)***Yi-Cheng SHIH, National Chengchi University (Taiwan)**Tsung-Han YANG, National Chengchi University (Taiwan)**Jyun-Ying FU, National Taiwan University (Taiwan)***MS0047: Study on the Potential of Sino-Japanese Trade Based on the Stochastic Frontier Gravity Model under the RCEP Framework***Yi YU, University of Shanghai for Science and Technology (China)**Ling WANG, University of Shanghai for Science and Technology (China)***MS0075: A Friend in Need is a Friend Indeed: Acquiring Financial Resources from Stakeholders in the Era of Geopolitical Crisis***Xiaomeng LIU, University of Nottingham Ningbo China (China)**Tao BAI, University of Queensland (Australia)**Abby Jingxi ZHOU, University of Nottingham Ningbo China (China)**Steven Shijin ZHOU, University of Nottingham Ningbo China (China)***MS0130: Evolutionary Characteristics and Strategy Research of Trade Relations between China and EU Countries from the Perspective of Global Value Chains***Jiuru ZHAO, Guangdong University of Foreign Studies (China)***MS0136: The Varied Effects of Geopolitical Risk on the Exports, FDI and Patenting of Chinese Multinationals***Simon COLLINSON, Zhejiang University (China)**Jian DU, Zhejiang University (China)**Yulan SHEN, Zhejiang University (China)*

Session 3C Consumer Behaviour and Marketing

Session Chair: Fei QIAO, Guangdong University of Foreign Studies (China)

Meeting Room 3
2/F, Easeland Hotel

MS0028: Barriers in Sustainable Fashion Consumption: Comparing Generation Y (Millennials) and Generation Z

Thanyaporn SOONTORNTHUM, Thammasat University (Thailand)

Pattaraporn PANCHIRUN, Thammasat University (Thailand)

MS0055: Addiction and Compulsive Buying in Short-form Video Application: The Case of Vietnam

Chau-Giang TRAN, International University - Vietnam National University Ho Chi Minh City (Vietnam)

Hai-Trung NGUYEN, International University - Vietnam National University Ho Chi Minh City (Vietnam)

MS0056: Negative Celebrity Publicity Influencing Consumers' Attitudes Toward the Celebrity and the Endorsed Brand: The Case of Vietnamese Generation Z

Huy-Anh NGUYEN, International University - Vietnam National University Ho Chi Minh City (Vietnam)

Hai-Trung NGUYEN, International University - Vietnam National University Ho Chi Minh City (Vietnam)

MS0076: Influence of Restaurant Online Reviews' Characteristics on Credibility: A Study Among Young Consumers

Thanyaporn SOONTORNTHUM, Thammasat University (Thailand)

Rittisit ANAKIJBAIROONG, Thammasat University (Thailand)

MS0131: Award-Winning Brand Creative Strategies: A Comparative Analysis of Experimental Technologies and Their Impact on Gen Z's Behavioral Intentions in Asian and Western Markets

Fei QIAO, Guangdong University of Foreign Studies (China)

Session 3D Social Media and Networking in International Business

Session Chair: Denghua YUAN, Guangdong University of Foreign Studies (China)

Meeting Room 4
2/F, Easeland Hotel

MS0001: Social Media and Export Innovation: The Role of Digital Leadership, Digital Entrepreneurial Orientation, and Organizational Capabilities

Hanh Thi Duong DANG, Massey University (New Zealand)

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

Jonathan ELMS, Massey University (New Zealand)

David Yulong LIU, Xi'an Jiaotong-Liverpool University (China)

MS0024: The Impact of Online Word-of-Mouth and Influencer Marketing on Art Toy Purchase Decisions: A Systematic Review and Proposed Methodology

Narubodee WATHANAKOM, Sukhothai Thammathirat Open University (Thailand)

MS0062: How Trending Topics in Social Media and Corporate Response Make Effect to Investors? Evidence from China

Kun KONG, University of Macau (Macau SAR, China)

Lin YUAN, University of Macau (Macau SAR, China)

Jing XIE, University of Macau (Macau SAR, China)

Xiaoyun CHEN, University of Macau (Macau SAR, China)

MS0092: Media As a Nonmarket Force in International Business: An Interdisciplinary Approach

Anlan ZHANG, Hong Kong Metropolitan University (Hong Kong SAR, China)

MS0158: Follow the Rivals? How Brand Awards Shape Competitors' Product Strategies

Hongmei Xu, Guangdong University of Foreign Studies (China)

Xiaoran Ni, Xiamen University (China)

Geng Cui, Guangdong University of Foreign Studies (China)

MS0127: When the Thrill Lingers: How Post-Purchase Flow Consciousness Shapes Live Stream Shopping Engagement

Denghua YUAN, Guangdong University of Foreign Studies (China)

Xiaolin ZHANG, Guangdong University of Foreign Studies (China)

Ruolin DENG, Guangdong University of Foreign Studies (China)

Zhibin LIN, Durham University (United Kingdom)

Session 3E Digitalisation in International Business

Session Chair: Jimmy SUN, Otago Polytechnic (Auckland International Campus) (New Zealand)

Meeting Room 5
2/F, Easeland Hotel

MS0095: Value Chain Activities, Digital Capabilities and SME Internationalization

Yi-An CHEN, National Chengchi University (Taiwan)

Kuo-Feng HUANG, National Chengchi University (Taiwan)

MS0142: Data Capital, Export Upgrade and the Global Heterogeneity Knowledge Spillover Effect

Ke RONG, Tsinghua University (China)

Xiaosuan TIAN, Tsinghua University (China)

Xiang XU, Central University of Finance and Economics (China)

Xinwei SHI, Durham University (United Kingdom)

Ronaldo PARENTE, Florida International University (USA)

MS0146: The Impact of Entrepreneurial Orientation and Employees' Digital Skills on Enterprise Digitalization: Moderating Effects of Environmental Uncertainty and Knowledge Absorptive Capacity

Wei-Kuo TSENG, National Taichung University of Science and Technology (Taiwan)

Chueh-Chu OU, Ling Tung University (Taiwan)

Ku-Ho LIN, National Chung Hsing University (Taiwan)

Yi-Chen HUANG, National Chung Hsing University (Taiwan)

MS0084: Enhancing Customer Experience and Innovation Capabilities in Enterprise Digital Transformation Strategies

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

MS0038: AI Capability and Innovation Ambidexterity in Small and Medium-Sized Manufacturing Enterprises: The Role of Dynamic Capability and Entrepreneurial Bricolage

Jimmy SUN, Otago Polytechnic (Auckland International Campus) (New Zealand)

David LIU, RMIT University (Australia)

Bing DAI, Otago Polytechnic (Auckland International Campus) (New Zealand)

15:30 – 15:45 Tea Break

2/F, Easeland Hotel

15:45 – 16:30	AIB-AP Executive Board Meeting	Room V3, Western Restaurant, 1/F, Easeland Hotel
15:45 – 17:15	Concurrent Session 4	
Session 4A	APBR Special Issue Paper Development Workshop IV <i>Discussants:</i> <i>Tachia CHIN, Zhejiang University of Technology (China)</i> <i>Ingyu OH, Sookmyung Women's University (South Korea)</i> “Are We Really the Same? - Comparing Digital Transformation Journey between Higher Education and Energy Industry in Thailand” <i>Ornchanok CHONGSOMBUT, Prince of Songkla University (Thailand)</i> <i>Piyakarn SUPANCHANABUREE, Thammasat University (Thailand)</i> <i>Suthiporn TRUKTRONG, Thammasat University (Thailand)</i> “Digital Economy and Accounting Information Comparability: Evidence from China” <i>Lantao YOU, Chongqing University (China)</i> <i>Xun YANG, Chongqing University (China)</i> <i>Junxia Julia LIU, The Hang Seng University of Hong Kong (Hong Kong SAR, China)</i> <i>Jianguang ZENG, Chongqing University (China)</i> “Implementation of Artificial Intelligence (AI) for Sustainable Business Model Innovation: Systematic Literature Review and Future Research Agenda” <i>Pittaya PIPATPALLOP, Thammasat University (Thailand)</i> <i>Sukerit VINAYAVEKHIN, Thammasat University (Thailand)</i> <i>Kedwadee SOMBULTAWEE, Thammasat University (Thailand)</i> <i>Sakun BOON-ITT, Thammasat University (Thailand)</i>	Meeting Room 1 2/F, Easeland Hotel
Session 4B	International Trade and Economic Relations <i>Session Chair: Michael William HICKEY, Guangdong University of Foreign Studies (China)</i> <i>Lei HUANG, Guangdong University of Foreign Studies (China)</i> MS0133: Globalization or Deglobalization? How Different Metrics Tell Different Stories (via Zoom) <i>Wei LIN, University of St. Gallen (Switzerland)</i> <i>Xiaoxu ZHANG, University of St. Gallen (Switzerland)</i> <i>Winfried RUIGROK, University of St. Gallen (Switzerland)</i> MS0096: Evidence of Reshoring / Nearshoring: An Analysis of Imports to the United States of Selected Products <i>Dale Thomas MATHEWS, University of Puerto Rico (USA)</i> <i>Segundo CASTRO GONZALEZ, University of Puerto Rico (USA)</i> MS0150: Navigating Sanctions: The Impact on Product Diversification and International Diversification Strategies <i>Yao WANG, University of Nottingham Ningbo China (China)</i> <i>Abby Jingsi ZHOU, University of Nottingham Ningbo China (China)</i> <i>Steven Shijin ZHOU, University of Nottingham Ningbo China (China)</i> <i>Tao BAI, University of Queensland (Australia)</i> MS0155: Global Value Chains and Innovation: An Exploratory Cross-country Cross-industry Study <i>Zhijing ZHU, University of Nottingham Ningbo China (China)</i> <i>Weiping LIU, University of Nottingham Ningbo China (China)</i> <i>Haiyang LI, Rice University (USA)</i> MS0153: Localization Effectiveness in Africa for China's Belt and Road Initiative <i>Michael William HICKEY, Guangdong University of Foreign Studies (China)</i> MS0154: A Study on Dynamic Stakeholder Management for International Project Contracting <i>Lei HUANG, Guangdong University of Foreign Studies (China)</i>	Meeting Room 2 2/F, Easeland Hotel

Session 4C Marketing & International Accounting, Taxation, Economics and Finance
Session Chair: Weiyin ZHANG, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

Meeting Room 3
2/F, Easeland Hotel

MS0004: Building International Branding Capability in Small and Medium Enterprises
Hsing-Hua Stella CHANG, National Taichung University of Education (Taiwan)
Ku-Yuan WANG, National Sun Yat-sen University (Taiwan)

MS0080: Audit Delay during Regulatory Relief of Reporting Deadline: Evidence from Hong Kong
Ling Na Belinda YAU, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Rubin HAO, University of Macau (Macau SAR, China)
Jing XUE, Xi'an Jiaotong-Liverpool University (China)

MS0091: Case Study: Wirecard AG, an Enron Plus in the Fintech Era
Yiwei YAO, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Lorraine CHEUNG, The Chinese University of Hong Kong (Hong Kong SAR, China)
Tommy LEUNG, Hong Kong University of Science and Technology (Hong Kong SAR, China)

MS0108: Capital Market Implications of Corporate Digitalization: Evidence from Analyst Forecasts
Guanming HE, Durham University (United Kingdom)
Zhichao LI, University of Exeter (United Kingdom)
Tiantian LIN, Huaqiao University (China)

MS0073: The Effect of Shared IPO Auditor with Listed Affiliates on IPO Audit Quality and IPO Underpricing: Evidence from Audit Firm and Partner Levels
Weiyin ZHANG, The Hang Seng University of Hong Kong (Hong Kong SAR, China)
Yingwen GUO, The Hong Kong Polytechnic University (Hong Kong SAR, China)
Phyllis Lai Lan MO, City University of Hong Kong (Hong Kong SAR, China)

Session 4D Organization Behaviour
Session Chair: Weinian QIU, Guangdong University of Foreign Studies (China)

Meeting Room 4
2/F, Easeland Hotel

MS0022: Building Bridges or Barriers? The Role of Community Culture in Online Knowledge Sharing (via Video)
Mengru ZHAO, Waseda University (Japan)
Sen ZHANG, Waseda University (Japan)

MS0090: The Prohibitive Voice Dilemma: When Direct Prohibitive Voice Backfires and How LMX Saves It? (via Video)
Sen ZHANG, Waseda University (Japan)
Mengru ZHAO, Waseda University (Japan)

MS0064: Role of Individuals in Knowledge Transfer across Boundary: Review and a Research Agenda
Xinlu QIU, NTNU Norwegian University of Science and Technology (Norway)

MS0135: Interpersonal Trust and Knowledge Adoption in China: The Moderating Role of Age
Michael Jijin ZHANG, Sacred Heart University (USA)

MS0126: The Impact of Leadership Empathy on Employees' Innovative Behavior in the Digital Age: A Mediated Moderation Model
Weinian QIU, Guangdong University of Foreign Studies (China)
Zixin YAO, Guangdong University of Foreign Studies (China)
Shun LIU, Guangdong University of Foreign Studies (China)
Hailong SUN, Guangdong University of Foreign Studies (China)
Gongqi YIN, Guangdong University of Foreign Studies (China)

Session 4E Emerging Markets and Multinationals

Session Chair: Anran LI, Monash University (Australia)

Meeting Room 5
2/F, Easeland Hotel

MS0042: Does Board Network Centrality Influence Firms' Internationalization? The Effects in Chinese High-Tech SOEs

Tian-Yu WU, National Taiwan University (Taiwan)

Yung-Chih LIEN, National Taiwan University (Taiwan)

MS0044: Unlocking Microenterprise Performance in Indonesia Craft Industry: The Role of Business and Political Networking Capabilities

Delly NOFLANI, National Chengchi University (Taiwan)

Tzu-Ju Ann PENG, National Chengchi University (Taiwan)

Shiau-Ling GUO, National Chengchi University (Taiwan)

MS0045: Exploring Triple Helix Collaboration of Microenterprises in Tackling Grand Challenges

Delly NOFLANI, National Chengchi University (Taiwan)

Shiau-Ling GUO, National Chengchi University (Taiwan)

Tzu-Ju Ann PENG, National Chengchi University (Taiwan)

MS0088: Internationalization of What? The Impact of Firm Status on Offshoring Managers' Private Wealth in Emerging Markets

Anran LI, Monash University (Australia)

MS0099: Escape, Stay, or Forced Move? The Impact of Firm Status on Firm Internationalization in Emerging Markets

Anran LI, Monash University (Australia)

17:30 – 18:00 APBR Special Issue Editorial Instruction Session

Meeting Room 1,
2/F, Easeland Hotel

6th December 2024, Friday

08:30 – 09:00

Registration

2/F, Easeland Hotel

09:00 – 10:30

Concurrent Session 5

Session 5A Institutions and International Business

Session Chair: Hitoshi IWASHITA, Wenzhou-Kean University (China) & Business Breakthrough University (Japan)

Meeting Room 1

2/F, Easeland Hotel

MS0011: Heterogeneity or Homogeneity? The Distance Paradigm in Shaping the Strategies for MNEs' Foreign Investment and Financial Institutions' Cross-border Lending

Tsuyoshi SATO, Hosei University (Japan)

Naoki ANDO, Hosei University (Japan)

MS0032: "I Think I Would Be Cautious": National Security Threat Accusations as Negative Signals and Their Impact on Organizational Attractiveness

Keyan LAI, University of Edinburgh (United Kingdom)

Kristina POTOČNIK, University of Edinburgh (United Kingdom)

MS0036: Multinational Enterprises' Information Disclosure: An Integrative Review and Future Research

Ligerni CHEN, University of Queensland (Australia)

Tao BAI, University of Queensland (Australia)

Yunxia ZHU, University of Queensland (Australia)

MS0100: SMEs' Early Stage of Internationalization in the Age of Populism

Xiaolong SHUI, University of Bristol (United Kingdom)

Luyang CHEN, University of Nottingham (United Kingdom)

MS0147: A Global Public Good for Counter-terrorism? Assessing the Impact of the Belt and Road Initiative

Ke RONG, Tsinghua University (China)

Jiatao LI, Hong Kong University of Science and Technology (Hong Kong SAR, China)

Fei HAO, University of International Business and Economics (China)

Di ZHOU, Tongji University (China)

MS0008: Reversal Post-Merger Integration (PMI): A Single Case Study of a Long Integration Process

Hitoshi IWASHITA, Wenzhou-Kean University (China) & Business Breakthrough University (Japan)

Session 5B-1 HSUHK MBM Dissertation Forum

Session Chair: Roy Fai YING, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

Meeting Room 2

2/F, Easeland Hotel

MS0035: The Influence of Junzi on Internal Creating Shared Value Strategy

Liane W.Y. LEE, Lingnan University (Hong Kong SAR, China)

Yuhan QIAO, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

MS0046: Investigating the Interplay Between the Socialization New members and the Adaption of Veteran Employees

YAN Chunqi, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

WANG Yamei, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

Session 5B-2 Business in China

Session Chair: Guanming HE, Durham University (United Kingdom)

MS0057: Research on the Innovation Performance of Traditional Manufacturing Enterprises in the Digital Economy

Jialin ZOU, City University of Macau (Macau SAR, China)

Peixin ZUO, City University of Macau (Macau SAR, China)

Bowen DONG, City University of Macau (Macau SAR, China)

MS0105: Does Commercial Reform Embracing Digital Technologies Mitigate Stock Price Crash Risk?

Guanming HE, Durham University (United Kingdom)

Zhichao LI, University of Exeter (United Kingdom)

Ling YU, Peking University (China)

Zhanqiang ZHOU, Central University of Finance and Economics (China)

Session 5C Green Economy & CSR

Session Chair: Bradley R. BARNES, Lingnan University (Hong Kong SAR, China)

Meeting Room 3

2/F, Easeland Hotel

MS0122: A Bibliometric Analysis of Green Brand Research (1995-2023) (via Zoom)

Fang GAO, Shanghai Urban Construction Vocational College (China)

MS0082: Fiscal Decentralization, Local Government Assessment, and Environment Protection: A Difference-in-difference Approach

Yinuo LI, University of Nottingham (United Kingdom)

Xiao ZHAO, Savannah College of Art and Design (USA)

Chenyang LI, University of Bristol (United Kingdom)

MS0128: A Hybrid Deep Learning Model for Carbon Price Prediction

Pui Sun TAM, University of Macau (Macau SAR, China)

Yube CHEN, University of Macau (Macau SAR, China)

MS0145: Exploring ESG-driven and ESG-driving Innovations: The Role of CSR Orientation of Thai Exporters

Olimpia C. RACELA, Mahidol University International College (Thailand)

Amonrat THOUMRUNGROJE, Mahidol University International College (Thailand)

Asda CHINTAKANANDA, National Institute of Development Administration (Thailand)

MS0156: Compositions and Contexts for Going Green: A Multi-level Contingency Model of Gender-diverse Boards and Environmental Innovation in East Asian Corporations

Eunjung HYUN, Hongik University (South Korea)

Brian Tae-Seok KIM, Waseda University (Japan)

MS0086: Building a Green Jobs Economy: Global Implications Emerging from the UK Experience

Douglas RENWICK, Nottingham Trent University (United Kingdom)

Wardah QURESHI, ISM University of Management and Economics (Lithuania)

Bradley R. BARNES, Lingnan University (Hong Kong SAR, China)

Session 5D Emerging Markets and Multinationals

Session Chair: Bin LIU, Xiamen University (China)

Meeting Room 4

2/F, Easeland Hotel

MS0040: The Hidden Hallyu Unleashed: Unpacking the Key Success Factors through Text Analysis

Ho-seok GWAK, Koreatech University (South Korea)

Soomin GO, Koreatech University (South Korea)

Tae-hyung KIM, Koreatech University (South Korea)

MS0110: Factory Location and Travel time in Thailand: How Long Can Companies Accept?

Yuzuru UTSUNOMIYA, Nagasaki University (Japan)

MS0117: The Fox Preys Farthest from His Hole: How Innovation Decoupling Attracts Foreign Investors in China

Qizhen ZHONG, Xiamen University (China)

Qi WU, Xiamen University (China)

Jing XU, Nanyang Technological University (Singapore)

Shiqi ZHANG, Xiamen University (China)

MS0132: Investors' Valuations and CM&As by Chinese Listed Firms under the Belt and Road Initiative

Ruomei WANG, University of Exeter (United Kingdom)
Jing-Lin DUANMU, University of Exeter (United Kingdom)
Xiaoxia YE, University of Exeter (United Kingdom)

MS0149: A Review of Research on the EMNEs' Catch-up

Xiaoya TANG, National Chengchi University (Taiwan)
Nienyen HSU, National Chengchi University (Taiwan)

MS0152: Evasion or Compliance? The Impact of Extradition Treaties on International Investment Location Choices

Hualin CHU, Xiamen University (China)
Shiqi ZHANG, Xiamen University (China)
Qi WU, Xiamen University (China)
Qizhen ZHONG, Xiamen University (China)
Bin LIU, Xiamen University (China)

Session 5E Chinese Paper Session

Session Chair: 崔耕, 广东外语外贸大学, 岭南大学

Meeting Room 5
2/F, Easeland Hotel

民营企业三十年如何进行组织变革? -- 买化塑的前世今生

王刚, 广东外语外贸大学
卢逸璇, 广东外语外贸大学
叶依筱, 广东外语外贸大学

新电商背景下进口食品公司的供应链管理 -- 以艾斯普瑞企业为例

王刚, 广东外语外贸大学
叶依筱, 广东外语外贸大学
卢逸璇, 广东外语外贸大学

国内外企业社会责任研究：热点、演进与展望 -- 基于 CiteSpace 的知识图谱分析

王丛丛, 广东外语外贸大学
朱文忠, 广东外语外贸大学

产品敏捷开发 Tri-V 模型：来自新能源汽车的创新实践

王安宁, 合肥工业大学, 岭南大学
张强, 合肥工业大学
崔耕, 广东外语外贸大学, 岭南大学

10:30 – 10:45 Tea Break

2/F, Easeland Hotel

Session 6A Entrepreneurship and Innovation in Emerging Markets
Session Chair: Henry F. L. CHUNG, Massey University (New Zealand)

Meeting Room 1,
2/F, Easeland Hotel

MS0053: Transnational Entrepreneurship Survivability: A Configurational Approach
Hamizah Abd HAMID, National University of Malaysia (Malaysia)

MS0074: Trends and Models of Coping Strategies for Successful Entrepreneurs in the Face of Adversities: A Bibliometric Literature Review

Hamizah Abd HAMID, Universiti Kebangsaan Malaysia (Malaysia)
Yiran HUANG, Universiti Kebangsaan Malaysia (Malaysia)
Abu Hanifah AYOB, Universiti Kebangsaan Malaysia (Malaysia)
Nur Sa'adah MUHAMMAD, Universiti Kebangsaan Malaysia (Malaysia)

MS0125: Devote Your Attention to the Crowdfunding Design

Yao ZHANG, Dalian University of Technology (China)
Ying TIAN, Dalian University of Technology (China)
Yuxin GUO, Northeastern University (China)
Yikai MA, City University of Macau (Macau SAR, China)

MS0144: Innovation in Product or Business Model for University-Based Firm's Capability to Survive? An Open Innovation Perspective

Mohammad Afif SALLATU, National Chengchi University (Taiwan)
Kuo-Feng HUANG, National Chengchi University (Taiwan)

MS0002: IT Affordance Strategy, Business Networking and B2B Performance: A Multichannel Network Perspective

Yiming YANG, Massey University (New Zealand)
Henry F. L. CHUNG, Massey University (New Zealand)
Jonathan ELMS, Massey University (New Zealand)
Phoebe FLETCHER, Massey University (New Zealand)

Session 6B Human Resources Management

Session Chair: Joanne CHAN, University of Macau (Macau SAR, China)

Meeting Room 2
2/F, Easeland Hotel

MS0007: Using Developmental Expatriation as A Means of Internationalization: A Japanese Example

Hitoshi IWASHITA, Wenzhou-Kean University (China) & Business Breakthrough University (Japan)

MS0020: The Adoption of Technology and Perceived Employability of Workers with Visual Impairments

Jing BAI, University of Nottingham Ningbo China (China)

MS0071: From Individualism-driven Malicious Envy to Turnover Intention among MZ Generations in South Korea

Sanghee HAN, Sogang University (South Korea)
YoungChae KIM, Sogang University (South Korea)
MinJeong KWON, Sogang University (South Korea)

MS0160: Win-win Human Resource Management Systems: Scale Development and Its Predictive Effect

Xinggqi ZHANG, Guangdong University of Foreign Studies (China)
Shanshan QIAN, Guangdong University of Foreign Studies (China)
Shiyin DING, Guangdong University of Foreign Studies (China)
Shanshi LIU, South China University of Technology (China)

MS0098: Linking Leadership Skills to Career and Life Satisfaction: The Mediating Role of Promotability

Yangyang YU, University of Macau (Macau SAR, China)
Joanne CHAN, University of Macau (Macau SAR, China)
Kraivin CHINTAKANANDA, University of Macau (Macau SAR, China)

MS0102: Servant Leadership and Job Engagement: The Role of Agency Thinking

Kuan-Thye CHAN, New Era University College (Malaysia)
Joanne CHAN, University of Macau (Macau SAR, China)

Session 6C Strategic Management

Session Chair: Guanming HE, Durham University (United Kingdom)

Meeting Room 3
2/F, Easeland Hotel

MS0013: The Effect of Polymathic Headship in Management on Technology-Driven Investment: New Evidence

Dyah Ayu KUSUMANINGTYAS, Southern Taiwan University of Science and Technology (Taiwan)

Hsiao-Jung CHEN, Southern Taiwan University of Science and Technology (Taiwan)

MS0060: Female CEOs and Corporate Innovation Investments: Evidence from S&P 1500 IT Firms

Shen-Chia HUANG, National Chengchi University (Taiwan)

Tsung-Han YANG, National Chengchi University (Taiwan)

Jyun-Ying FU, National Taiwan University (Taiwan)

MS0106: Do Marketing-experienced Executives with Longer Tenure in Top Management Team Contribute to Higher Corporate Investment Efficiency? Evidence from Chinese Listed Companies

Yan WANG, Guangdong University of Foreign Studies (China)

Chao ZHAO, Guangdong University of Foreign Studies (China)

Guanming HE, Durham University (United Kingdom)

Zhibin LIN, Durham University (United Kingdom)

Session 6D Artificial Intelligence and Business

Session Chair: Crystal Xinru WU, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

Meeting Room 4
2/F, Easeland Hotel

MS0063: Enhancement or Inhibition: The Double-Edged Sword Effect of AI Awareness on Employee Innovation Performance

Jun HUANG, Southwest University (China)

Xinlu QIU, NTNU Norwegian University of Science and Technology (Norway)

Chao WANG, Southwest University (China)

Chen CAO, Jilin University (China)

Lei ZHU, Huaxia Bank (China)

Hancheng HUANG, Hong Kong Baptist University (Hong Kong SAR, China)

MS0068: Does AI Matter to ESG Rating of the Semiconductor Industry

Chun Ju LIN, National Taipei University of Business (Taiwan)

Yu Chuan YANG, National Taipei University of Business (Taiwan)

Jin Ling CHANG, National Taipei University of Business (Taiwan)

Hong Yi HUANG, National Taipei University of Business (Taiwan)

Ya Ching YU, National Taipei University of Business (Taiwan)

Shin Yu Ji, National Taipei University of Business (Taiwan)

Yun Chi CHANG, National Taipei University of Business (Taiwan)

An Chi WU, National Taipei University of Business (Taiwan)

MS0089: Understanding the Role of Consumption Values of AI Service Robots on Customer-robot Interactions

Crystal Xinru WU, The Hang Seng University of Hong Kong (Hong Kong SAR, China)

Yang GUO, IESEG School of Management (France)

John Lipeng WANG, The Compliance Institute Limited (Hong Kong SAR, China)

MS0033: The Effect of Perceived Product Innovation on Anticipated Regret

Shilan LIU, Guangdong University of Foreign Studies (China)

Sihua YE, Guangdong University of Foreign Studies (China)

MS0103: Finding Strength in History: Effects of Historical Nostalgia Consumption on Self-Transcendence

Tingting WANG, Guangdong University of Foreign Studies (China)

Yolanda Yang SHI, Shenzhen University (China)

Lianlian SONG, Nanjing University of Aeronautics and Astronautics (China)

Yuqing YANG, Shenzhen University (China)

MS0138: Company-sponsored and Customer-autonomous Brand Co-creation on Brand Loyalty - An Integrated Perspective of Internal and External Factors

Liye ZHU, Guangdong University of Foreign Studies (China)

Xianghui JIANG, Guangdong University of Foreign Studies (China)

MS0111: Smile Science: Unraveling the Temporal and Spatial Dynamics of Expressions in Marketing Videos

Ling PENG, Lingnan University (Hong Kong SAR, China)

Yubo CHUNG, Lingnan University (Hong Kong SAR, China)

Geng CUI, Guangdong University of Foreign Studies (China)

Qiaofei WANG, Lingnan University (Hong Kong SAR, China)

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Patrick FU

Executive Officer, School of Business, The Hang Seng University of Hong Kong, Hong Kong SAR, China

About Guangzhou

A bastion of China's Lingnan (southern) culture, Guangzhou has a 2,200-year-old history. Known as the 'Flower City' and 'City of Rams', it's also one of the country's most dynamic cities and has been listed as China's second city with the greatest change by Forbes magazine for two consecutive years. You can explore both the ancient and recent history of Guangzhou at Nanyue King's Museum, Guangxiao Temple, Baiyun Mountain, Zhenhai Tower and Dr Sun Yat-sen Memorial Hall. Alternatively, you can witness China's spectacular transformation into modernity at the Canton Tower, Asian Games town, Pazhou International Convention and Exhibition Center, Guangdong Science Center, and Chimelong Tourism Resorts.



The city also offers visitors vibrant nightlife, beautiful views of the Pearl River, traditional diversions such as Cantonese opera and the circus, and, on the city's bar streets and within its cosy hotels, a more chilled-out pace. And of course, there is the food. Guangzhou is the stronghold one of the world's most popular styles of Chinese cooking — Cantonese cuisine. For travellers, Guangzhou is also a major transportation hub, offering air, land and water-based connections to many domestic and international destinations. Guangzhou Baiyun International Airport is the third largest airport in China. It is an international airport. In total there are 193 airports around the world that have direct flights to Guangzhou, spread around 173 cities in 40 countries. Currently, there are 133 domestic flights to Guangzhou. Hong Kong (HKG) has direct flights to 123 destinations in 41 countries. From Hong Kong, it takes 60 minutes via high-speed rail from West Kowloon Station to reach Guangzhou.

Source: <https://www.discoverhongkong.com/eng/greater-bay-area/guangzhou.html>

About GDUFS and Directions to Baiyun Campus

Guangdong University of Foreign Studies (GDUFS) is a major internationalized university in South China for its global-minded faculty and students, as well as its research on international languages, literature, culture, trade and strategic studies. The University serves 20,126 full-time undergraduate students, 4,716 graduate students and over 12,000 international and continuing-education students. The School of Business is committed to a vision of growing into a top-tier internationalized business school with distinctive features and excellent quality. The School of Business offers 5 undergraduate programmes, 7 master's degree programmes, and one doctoral programme.

For more information, please visit <https://www.gdufs.edu.cn/> and <https://bsen.gdufs.edu.cn/>.

About Easeland Hotel

Easeland Hotel Guangzhou is located in Baiyun District, near Guangdong University of Foreign Studies at the foothills of the Baiyun Mountains. The resort-style hotel has 298 luxuriously decorated rooms, as well as a Chinese restaurant, a western restaurant, lobby bar, red wine house and other restaurants with different flavors. The hotel's conference and banquet facilities are advanced and can accommodate 1300 people for a conference and a 500-person banquet at the same time. The hotel also has a large open-air mountain spring swimming pool, fitness center and other rich leisure facilities. Guests can enjoy the luxurious experience of the hotel, the outdoors of Baiyun Mountain, and the humanistic atmosphere of universities.



Source: <http://easeland.hotels-guangzhou.com/>