



Twenty Second Annual World Business Congress

FLEXIBILITY, INNOVATION AND ADDING VALUE AS DRIVERS OF GLOBAL COMPETITIVENESS: PRIVATE AND PUBLIC SECTOR CHALLENGES

National Taipei University
Taipei, Taiwan
June 25 – 29, 2013

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WELCOME MESSAGE FROM THE IMDA PRESIDENT

Kip Becker

President of International Management Development Association and Congress Co-chair

It is indeed a pleasure to welcome you to the Twenty Second World Business Congress of the International Management Development Association (IMDA). The wonderful faculty and staff of National Taipei University have been working hard over the past year to organize what will certainly be a unique experience combining culture, high tech business exposure and academic papers. The initial nationally sponsored talks represent some of Taiwan's most recognized business and political figures. I am proud to have been associated with the IMDA since its inception over two decades ago. Taiwan in only a few decades has repositioned its industries from OEM to value added research driven technology product world leaders. The venue of the congress with key note addresses from political, research and company leaders will provide strategic insights into this nation's impressive development. Taiwan has been a member of a group of Asian/Pacific Basin nations that have produced some of the most fast moving and forward thinking innovative firms in the world. A decade ago large successful laptop computer makers dominated the market focusing on making their products a little faster, lighter and more powerful each year. They awoke one year to find notebooks the rage produced by unknowns such as Acer. Some firms saw the future as "better" but others saw the future as different with revised ways of doing things.

With the closing of the economically difficult 2012 year the world is looking hopefully forward to renewed growth and financial solidification. While the prior two years had placed political wars and financial issues in the forefront it is expected that 2013 will demonstrate a continued business influence. One business issue is clear. The shifting nature of the world's business influence will continue to move toward Asia's importance. It would seem time to recognize the driving nature of many nations with a reclassification to better reflect the increasing influence of what has been termed the "developing nations". This classification fails to reflect that these nations are responsible for much of the high technology research and product development that has changed consumers' lives. It is interesting to note that the World Intellectual Property Organization of the UN reported that China's patent office received more applications and had more accepted in 2011 than any other nation. Korea followed the United States and Japan was fourth with more than the combined applications of the European patent office. The debate on national classification has historically been a reflection of either the World Bank or United Nations' attitudes. Perhaps it is appropriate now for business to consider a nonpolitical scheme what would reflect innovation, technology, patent applications and product development apart from the social/political environment in which they occur. It would seem such an approach would serve to more clearly illustrate national business contributions and, as such, I challenge the business community, and certainly IMDA members, to engage our students and colleagues in this discussion throughout the year.

Founded on the concept of going beyond the traditional professional association's mission, the IMDA mission is to provide an atmosphere of friendship and collegiality where professional practitioners and academics can exchange ideas in the pursuit of personal and professional growth. Each congress is designed to not only offer delegates the opportunity to share ideas among themselves but to also offer an in depth exploration into the host nations customs, culture and business environment. Each congress experience has introduced me to global insights and new friends throughout the world. I am indebted to the sponsors of every site over the past 22 congress locations for helping IMDA membership to focus on understanding the environment of the host nation and providing a wealth of knowledge of nations worldwide. This would never have happened with other professional organizations. The IMDA is special in its personal orientation and if you are a returning member this is something you understand well. For those for whom this is their first IMDA congress be sure to use the opportunity to become part of the IMDA family. I have made many lasting friendships and professional relationships over the year and know you will quickly develop research associates and friends here as well.

WELCOME MESSAGE FROM CONGRESS PROGRAM CHAIR

Erdener Kaynak

Executive Vice-President & Director of IMDA and Proceedings Co-editor

On behalf of the Executive Board of IMDA, Program Committee, Track and Session Co-chairs, I take this great opportunity to welcome all of the delegates and the accompanying persons and guests to Taipei, Taiwan for the Twenty Second World Business Congress of the IMDA held from June 25th through 29th, 2013. With this congress, It is rather gratifying to see that this is our third congress in south east Asia as we organized our 1994 congress in Malaysia and 1997 congress in South Korea.. Since July 2012, Congress Organizing Committee members both in the U.S.A. and Taiwan have been working very diligently to organize a diverse congress program, which will be academically challenging and stimulating and culturally enriching for all of the participants and the accompanying persons.

Congress Local Arrangements Committee in Taiwan has worked very hard to organize a pre-congress tour to interesting sites in Taipei in early afternoon on Tuesday, June 25th, 2013. These are National Palace Museum, The Shung Ye Museum of Formosan Aborigines, and Shilin- official residence of the late President Chiang Kai-shek. We are extremely pleased that a number of plenary sessions and panels with representatives from local industries, trade organizations and the government departments have been organized. On Wednesday, June 26th, 2013 we organize a trip to Taiwan's world famous technology region – Hsinchu where we will meet the leaders of the government programs that support it. In particular, visits with Hsinchu Science Park and its High Tech Incubator, Taiwan's Industrial Technology Research Institute (ITRI), and in depth site visit to a high tech company. In the morning, there are keynote addresses by distinguished Finnish company managers. In the afternoon of the first day of the congress, we have organized two special panels. The first one is devoted to Global Competitiveness in a Time of Economic Uncertainty and Social Change – Current Issues and Future Expectations and the second one is on Changes and Developments in Global Business Around the Globe: Issues and Strategies with the participation of both local and international speakers. For the registered delegates and their spouses and accompanying persons, there will be an afternoon visit to interesting places in the city of Taipei on Tuesday June 25th, 2013.

The plenary sessions will be held all day on Thursday, June 27th, 2013. All day Friday and Saturday, there will be three parallel academic sessions and special panels devoted to various contemporary management and business development issues. This year, as in past IMDA congresses, we are offering full papers, research-in-progress papers, and special panels/sessions. We are delighted to note that a broad spectrum of papers, ideas, and research findings are being presented by scholars and practitioners coming from five continents and some 30 countries. As part of our IMDA tradition, we will again publish the Congress Best Papers in a future issue of the Association's premier Journal of Transnational Management (JTM). The journal is in its 18th volume and is included in the latest issue of Cabell's Directory of Publishing Opportunities in Management. Also, our own Advances in Global Management Development is in its 22nd volume, and it is now considered as a journal publication by the same directory. Some three years ago, our Advances in Global Business Development was admitted to Reuters Web of Science Social Sciences Citation Index for proceedings. Only a small number of proceedings around the world are included in this citation index. One other noteworthy development is that we have established IMDA Press and its first publication is the Journal of Euromarketing which was acquired from Taylor & Francis Group. It is edited by Erdener Kaynak who is assisted by Svetla Marinova as Associate Editor and Kip Becker as Technology and E-Commerce Editor. We would welcome your article contributions to both of our journals. We are also interested in expanding our portfolio of journal publications. If you are interested in developing a new business journal for IMDA Press, please consult with Drs. Kip Becker and Erdener Kaynak.

This is our third World Business Congress organized in Asia. Some of our members who attend IMDA congresses regularly still have fond memories of our Third Annual World Business Congress, held in Penang Island, Malaysia in June 1994 in cooperation with Sains Universiti Malaysia, and Sixth Annual World Business Congress, held in Chonju City, Republic of Korea in July 1997 in cooperation with Chollabuk Provincial Government. We are extremely pleased with the co-sponsorship of National Taipei University and a number of Taiwanese institutions and companies whose names are printed in this congress program. We would like to take this opportunity to profusely thank our partner institution and our diverse sponsors. Congress Honorary Chair Fujiing Shiue, Congress Co-chairs Wen-Chang Fang, Jason Tsai, Kip Becker, and Barry Unger. Special Sessions and Panels Chairs, IMDA Board of Directors, and Congress Administrative Directors in two locations as well as Local Arrangements Committee members in the U.S. and Taiwan were of special help to us. All of these individuals did an outstanding job at every stage of the congress organization and development. The congress webpage and final version of the congress proceedings were prepared by Talha Doğan Harcar of Pennsylvania State University at Beaver. The excellent congress website and database Talha has developed and improved over the years substantially aided and helped streamline the work of the congress organizers, and presenters. The congress delegates, paper presenters, and participants at large have found congress-related links on our website very useful. Special thanks and appreciation also go to track co-chairs, manuscript reviewers, and colleagues who are chairing panels and academic sessions at the congress. As always, our family members, especially our wives, deserve great credit for the help and support they have rendered throughout the year.

I wish much success in the deliberations at the Twenty Second World Business Congress of IMDA. We are certain that we will all benefit from the proceedings and ensuing discussions immensely. We encourage all of you to attend the Twenty Third World Business Congress to be held in a location to be announced soon either June or July 2014.

WELCOME MESSAGE FROM CONGRESS HONORARY CHAIR

Fujiing Shiue
President of National Taipei University, Taiwan



International Management Development Association (IMDA)
22nd Annual World Business Congress in Taipei, Taiwan
Host Institution: National Taipei University
June 25th – 29th, 2013



On behalf of National Taipei University, I am honored to welcome you all to join us at Taipei for the **22nd** Annual IMDA World Business Congress. It is our great privilege to host this prestigious event attended by international academics, practitioners and business leaders. We believe that this is a great opportunity for all of us to get together and create a diverse academic platform.

Adhering to our philosophies of liberty, innovation and excellence, National Taipei University is striving to deliver professional academic knowledge and activities which enhances creativity, allowing our students to collaborate with industries through global perspectives. By doing this we encourage students to participate in activities with local and international institutions, as well as public and governmental systems. Our goal is to cultivate future generations to possess analytical tools to understand the salient issues facing integrated international communities today.

Taiwan is well recognized for its commitment in the Information Technology Industry as well as R&D in many industry segments. The Exhibition Computex is recognized as the world's second largest Computer Expo, having over 50 000 World Wide exhibitors and visitors. Taiwan is also ranked as one of the highest leading countries consisting of entrepreneurs. Base on the 2012 world competitiveness yearbook to be published by Switzerland-based IMD, Taiwan leads in global entrepreneurial spirit with the highest score of 7.67.

The IMDA **22nd** World Congress will enable participants all over the world to explore academic and business opportunities, and at the same time, experience the unique culture and industry network of Taiwan. The IMDA management team along with faculty staff members at National Taipei University is determined to host a memorable, yet effective congress for all our guests in June 2013. Once again, on behalf of National Taipei University, I sincerely wish all of you have a wonderful stay in Taiwan.

WELCOME MESSAGE FROM CONGRESS CO-CHAIR

Jason Tsai

Dean, College of Business, National Taipei University, Taiwan

Dear guests, I welcome you all to the 22nd Annual World Business Congress, 2013 in Taiwan. We are delighted to be able to host this year's congress at Grand Hotel and National Taipei University (NTPU). NTPU steeped in history has traditionally played a significant and pivotal role in educating and developing the mid and high-level talents. We are very fortunate to have impressive international academics, practitioners and business leaders in this prestigious event.

On behalf of our college, I sincerely invite you to attend this great event and discover a blend of culture with a rare combination of modernization and tradition in Taiwan. It has also been the country of a variety of rich and informative conferences.

I look forward to meeting you all at National Taipei University in June 2013. I am sure that IMDA 2013 will give us real opportunities to interact, develop new connections and create directions for the future.

Enjoy the conference!

WELCOME MESSAGE FROM CHAIRMAN OF THE GENERAL CHAMBER OF COMMERCE

Pen-tsao Chang

It is with great enthusiasm for me to welcome all of the delegates and the accompanying persons and guests to the 22nd Annual IMDA World Congress in Taipei, Taiwan. The conference is organized and hosted jointly by IMDA and National Taipei University and will definitely be academically challenging and stimulating and culturally enriching for all of the participants and the accompanying persons.

Today, we live in a hyper-competitive and dynamic business world. The business education and practices, such as, ways to analyze and understand consumers, competitors, technology, society and other environmental factors are continuously evolving and reshaping the business world. It is thus critical to learn about the state-of-the-art developments in the business field. The 22nd IMDA Annual World Business Congress will create a unique and excellent learning opportunity for recent development in the business world.

The World Economic Forum (WEF), in its 2011 Global Competiveness Report among the 142 countries/economies covered in the report, noted that the United States Patent and Trademark Office granted Taiwan the largest number of patents on a per capita basis, demonstrating Taiwan's prowess in innovation. As a successful world center in information and communications technology, Taiwan's experience in economic transition and business management has a lot to offer. Experience and strategies from outstanding

Taiwanese leading firms such as TSMC, ACER, HTC, ASUS, Hon Hai (Foxconn), MTK, to name just a few, will provide important reference for discussion on theories and practice. Continuing to remain flexible and competitive, Taiwan's private sector and government are important partners. Joining multilateral/regional trade agreements will create a more liberal and level-playing field for foreign investors and for Taiwan to export goods and services as well. These are serious challenges facing Taiwan and many of your countries. I hope you will find our sessions insightful and inspiring as the Congress offers an excellent opportunity to meet international thought leaders, CEOs and professionals from around the world.

I sincerely hope that you accept my invitation and make sure that you have time for sightseeing around Taiwan. May all the delegates have the most memorable journey in Taiwan.

WELCOME MESSAGE FROM THE MAYOR OF THE CITY OF TAIPEI



Taipei City Government

Lung-Bin Hau, Ph.D.
Mayor

Office of the Mayor
Taipei, Taiwan, Republic of China

臺北市市長 郝龍斌

Dear Honored Guests:

Welcome to Taipei! On behalf of the Taipei City Government and the city's 2.67 million citizens, I would like to extend our warmest welcome to the 2013 World Business Congress.

Allow me to express our utmost appreciation to the National Taipei University for their dedicated efforts in ensuring the success of this global gathering. This event will be a constructive conduit for the exchange of experience and expertise in issues facing global business environment, and it promises to be stimulating for all.

On another note: be sure to steal a break to explore this enchanting city. In addition to the Taipei 101, an awe-inspiring skyscraper, the vaunted National Palace Museum, where some of the world's most beloved historic relics are housed, and the celebrated Taipei Metro, arguably the world's best rapid transit system, Taipei has many well-kept secrets awaiting your discovery. Nestled in the mountains is a number of beautifully constructed, eco-friendly hiking trails for the fitness-minded. Taipei has also made great strides in protecting and rehabilitating its wildlife; stop by the Guandu Nature Park and you will know why. The quiet alleys that crisscross Taipei are also full of pleasant finds: be adventurous and check out the quaint baristas, nostalgic teahouses and boutique art galleries hidden in these places. Finally, a visit to Songshan Cultural and Creative Park is a must. You will be blown away by an impressive galore of ingeniously creative works that attests to Taipei's strong design prowess.

As host city and sponsor of the 2013 WBC, we wish you a wonderful and rewarding event, and hope that you bring home the most beautiful memories.

Sincerely yours,

Dr. Lung-Bin Hau
Mayor of Taipei

WELCOME MESSAGE FROM THE MAYOR OF NEW TAIPEI CITY

Mayor Li-Luan Chu

I have the great honor of welcoming IMDA 2013 World Business Congress delegates to New Taipei City.

New Taipei City is the most popular city in Taiwan with substantial stretch of northern coastline and abundant natural resources. New Taipei City has clustered a variety of industries, for example pottery industry in Yingge, glaze industry in Tamsui, drums in Xinzhuang, the cloth-dye in Sanxia, metal processing in Ruifang, Sky lanterns in Pingxi... etc.

New Taipei City also offers its competitiveness as an international city with high-quality labor forces conducting global business to invest in and local business to thrive, such as ADATA of the world's second largest memory module, FAR EASTERN of petrochemical and construction, FOXCONN of the high technology electronics sector, GARMIN of a leading GPS brand, LUXGEN with the world's first intelligent car, and VIVOTEK of famous high resistant low light-level camera and so on.

I'd like to express my sincere welcome to all the delegates on behalf of New Taipei City. There are a lot of choices to explore here, and I truly hope you all enjoy your stay.



Taipei City Government

Hsin-Ping Chao, Commissioner

Department of Information and Tourism
Taipei, Taiwan, Republic of China

觀光傳播局局長 趙心屏

My Dear Honored Guest:

I am very pleased, on behalf of the Taipei City Government's Department of Information and Tourism, to extend to you a sincere and hearty welcome to our city while you attend the 2013 World Business Congress.

This congress brings together leading business scholars and entrepreneurs from around the globe, and in addition to issuing academic publications and hosting lectures by leading local figures in technology and management, also arranges first-hand visits to sci-tech parks, research institutes, and manufacturing facilities. These initiatives promote interchange and cooperation between international business professionals and scholars, and at the same time help the world better understand Taipei's industrial policy and favorable investment environment.

Taipei is Taiwan's capital and its leading city, and I strongly recommend you use your available free time while here to utilize our extensive, rider-friendly transportation network to explore the city at the micro-level, experiencing the depth and the uniqueness of our tourism resources. These include the National Palace Museum, repository of the greatest treasures produced by the 5000-year-old Chinese culture, the Shung Ye Museum of Formosan Aborigines, which introduces Taiwan's many distinctive tribal peoples, the Chiang Kai-shek Shilin Residence, a complex featuring traditional Chinese courtyard-style gardens and architecture, and the Chiang Kai-shek Memorial Hall and Sun Yat-sen Memorial Hall, venues of profound historical significance. I also specially recommend that you explore our superb culinary culture, notably such unique experiences as Beitou winehouse cuisine, the Ningxia Night Market Millennium Feast, xiaolongbao, a type of delicate steamed dumpling, beef noodles, pearl milk tea, peanut ice-cream rolls, chicken steak, and mango shaved ice.

In recent years we have been systematically building an ever more welcoming meeting and conference environment, attracting ever more organizers to stage their international events in Taipei. I would like to acknowledge and specially thank National Taipei University for its efforts in having Taipei chosen as stage for this year's congress, and I also once again warmly welcome you on your Taipei visit, wish you and the congress every success, hope that your every moment in Taiwan is enjoyable, and trust that you shall return home with beautiful and cherished memories.

Sincerely yours,

Hsin-Ping Chao
Commissioner, Department of Information and Tourism

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Case Research Pedagogy in Emerging Markets
Investment and Portfolio Management
International Business in Transitional Economies
Comparative Management Systems

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 Jenho-Peter Ou, Asia University, Taiwan
 Joanna Wiśniewska, Poznan University, Poland
 John Ap, The Hong Kong Polytechnic University, Hong Kong
 John A. Pearce II, Villanova University, USA.
 Jooh Lee, Rowan University, USA
 Jung Wan Lee, Boston University, USA
 Kip Becker, Boston University, USA
 Luiz Moutinho, University of Glasgow, United Kingdom
 Marin Alexandrov Marinov, University of Gloucestershire, United Kingdom
 Meltem Caber, Akdeniz University, Turkey
 Michael Kwag, Boston University, USA
 Michael Lwin, Curtin University, Australia
 Mimi Li, The Hong Kong Polytechnic University, Hong Kong
 Min Teah, Curtin University, Australia
 Mohammed Mahdi, University of Wolverhampton, United Kingdom
 Myoung Kil Youn, Euiji University, South Korea
 Nikolai Wasilewski, Pepperdine University, USA
 Patrick Coyle, Virginia Tech University, USA
 Patrick Georges, University of Ottawa, Canada
 Peter Jones, University of Gloucestershire, United Kingdom
 Petya Ganusheva, The University of Economics in Varna, Bulgaria
 Rajasekhara Mouly Potluri, Nimra Institute of Science and Technology, India
 Ram Archarya, Industry Canada, Canada
 Refik Culpán, Pennsylvania State University at Harrisburg, USA
 Richard Young, Pennsylvania State University at Harrisburg, USA
 Robert McKercher, The Hong Kong Polytechnic University, Hong Kong
 Rodoula Tsiotou, Macedonia University, Macedonia
 Sam Kim, The Hong Kong Polytechnic University, Hong Kong
 Scott McCabe, Nottingham University, United Kingdom
 Shabir A. Bhat, University of Kashmir, India
 Shaukat Ali, University of Wolverhampton, United Kingdom
 Shinga Massango, Sheffield Hallam University, United Kingdom
 Simon Kwai-ming Mak, City University of Hong Kong, Hong Kong
 Steve Dix, Curtin University, Australia
 Svetla T. Marinova, Aalborg University, Denmark
 Talha Harcar, The Pennsylvania State University at Beaver, USA
 Tantatape Brahmasrene, Purdue University North Central, USA
 Teng-Tsai Tu, National Taipei University, Taiwan
 Vanessa Ann Quintal, Curtin University, Australia
 Young Ei Kim, Seoul Digital University, South Korea
 Zhen Li, Middle Tennessee State University, USA
 Zinada Taran, Pennsylvania State University at Harrisburg, USA

CONGRESS PROGRAM SCHEDULES

TUESDAY, June 25, 2013

- | | |
|---------------|---|
| 10:30 – 12:00 | Congress Registration at The Grand Hotel The staff room, Room V104 |
| 12:00 – 13:00 | Congress Lunch Reception at The Grand Hotel Grand Garden Restaurant Restaurant |
| 13:00 – 15:00 | IMDA BOARD OF DIRECTORS MEETING The Grand Hotel, Room V110 |
| 13:50 – 17:10 | <p>A GUIDED TOUR TO HISTORICAL AND INTERESTING SITES IN TAIPEI METROPOLITAN AREA</p> <p>Introductory sightseeing tour with live commentary by a knowledgeable guide. The city tour will take you to the most interesting places in Taipei, such as National Palace Museum, The Shung Ye Museum of Formosan Aborigines, Shilin Official Residence of the late President Chiang Kai-shek.</p> <p>Please congregate in front of The Grand Hotel and the busses will depart sharp at 13:00. The tour will last approximately 5 hours and organized by STA Travel.</p> <p>(These are free tours organized for registered delegates, registered spouses and registered accompanying persons.)</p> |
| 13:00 – 13:50 | Travel from The Grand Hotel to National Palace Museum |
| 14:20 – 15:20 | Visiting National Palace Museum (English speaking National Palace Museum Guide will accompany the delegates) |
| 15:20 – 15:30 | Walk from National Palace Museum to Shung Ye Formosan Aborigines |
| 15:30 – 16:30 | Visiting Shung Ye Formosan Aborigines (English speaking Shung Ye Formosan Aborigines Guide will accompany the delegates.)Both are great museums housing not only marvelous collections of ancient Chinese artifacts and artworks but also exhibits relating to the cultures and histories of the Taiwanese aborigines |
| 16:40 – 17:10 | Travel from Shung Ye Museum of Formosan Aborigines to The Shilin Official Residence |
| | <p>Free Tour</p> <p>Includes the following: entrance tickets to National Palace Museum and Shung Ye Museum of Formosan Aborigines; guided walking tour of the National Palace Museum and Shung Ye Museum of Formosan Aborigines; tour conductor services in Taipei; and information package and city maps.</p> |

DISCLAIMER: International Management Development Association is not the organizer of this tour. The Association is not responsible for the quality and accuracy of the services offered by the Taiwanese tour operator company.

| | |
|---------------|--|
| 18:00 | Arrival at the Grand Hotel |
| 18:30 – 21:00 | CONGRESS WELCOME RECEPTION Location: The Grand Hotel by the Swimming Pool Dress Code: Informal Meet Old and New Friends |
| 18:30 – 18:45 | Welcoming Address |
| 19:00 – 19:35 | The Piano Performance |
| 19:35 – 19:40 | Singing Performance |
| 19:40 – 20:10 | The Saxophone Performance |
| 20:15 – 20:30 | Singing Performance |
| 20:35 – 20:50 | The Piano Performance |
| 20:55 – 21:00 | Announcing the Matters Need Attention |

WEDNESDAY, June 26, 2013

| | |
|---------------|---|
| 08:30 – 18:30 | A FULL DAY CONGRESS TRIP TO HSINCHU- TAIWAN’S WORLD FAMOUS TECHNOLOGY REGION Meet the leaders of the government programs that support the technology center of Taiwan. In particular, we will visit Hsinchu Science Park and its high tech park, and a comprehensive visit to a high tech company. Please congregate in front of The Grand Hotel and the busses will depart sharp at 08:30 a.m. The visit is organized by National Taipei University (This is a complimentary visit. For registered delegates, registered spouses and registered accompanying persons only. Tickets are required) |
| 08:30 – 10:00 | Travel from The Grand Hotel to Hsinchu Science Park |
| 10:00 – 11:00 | Visit Hsinchu Science Park Administration Symposium: Director General of Science Park Administration |
| 11:00 – 12:00 | Visit Hsinchu Science Park |
| 12:00 – 13:30 | Lunch Break at the Restaurant of Ho Garden |

| | |
|---------------|--|
| 14:30 – 16:00 | Visit High Tech Computer Corporation |
| 16:00 – 18:00 | Visit Taipei 101 |
| 18:30 - 20:00 | <p>CONGRESS DINNER RECEPTION</p> <p>Location: Restaurant of Dian Shui Lou (3F)</p> <p>(Dress Code: Informal)</p> <p>(REGISTERED DELEGATES, REGISTERED SPOUSES AND REGISTERED ACCOMPANYING PERSONS ONLY)</p> <p>ADMISSION TICKETS ARE REQUESTED</p> |
| 20:00 – 22:00 | Visit Shihlin Night Market |

THURSDAY, June 27, 2013

| | |
|---------------|---|
| 08:00 – 15:00 | <p>CONGRESS REGISTRATION</p> <p>The Grand Hotel Auditorium 10th Floor</p> |
| 09:00 – 09:40 | <p>OPENING CEREMONIES AND WELCOMING ADDRESSES BY DISTINGUISHED GUESTS</p> <p>The Grand Hotel Auditorium 10th Floor</p> <p>LION DANCE PERFORMANCE</p> <p>WELCOME MESSAGES AND INTRODUCTIONS</p> <p>Lung-pin Hau, Mayor of Taipei City, Taiwan</p> <p>Erdener Kaynak, Congress Program Chair, Proceedings Co-editor, Executive VP and Director of the IMDA, USA</p> <p>Fujiing Shiue, Congress Honorary Chair and President of National Taipei University, Taiwan</p> <p>Kip Becker, President of the IMDA and Congress Co-chair, USA</p> <p>Pen-tsao Chang, Chairman of The General Chamber of Commerce, Taiwan</p> |
| 09:40 – 10:10 | <p>I.0: SPECIAL OPENING PANEL</p> <p>Speaker: Pin-kung Chiang, Former Chairman of the Straits Exchange Foundation, Taiwan</p> |
| 10:10 - 10:30 | <p>COFFEE BREAK</p> <p>The Grand Hotel Auditorium 10th Floor</p> |
| 10:30 – 12:00 | <p>I.1: KEYNOTE ADDRESSES BY TAIWANESE BUSINESS LEADERS</p> <p>Location: The Grand Hotel Auditorium 10th Floor</p> <p>Theme: Innovation and Entrepreneurship as Drivers of Competitiveness</p> <p>Session Chair: Jason Tsai, Dean, College of Business, National Taipei University, Taiwan</p> <p>Speakers:</p> <p>Lung-pin Hau, Mayor of Taipei</p> |

Cheng-Hsiung Chiu, Former Vice Premier of Executive Yuan and Chairman of Bank SinoPac
Stan Shih, Founder of Acer Group
Cheng-Tsai Hsu, President of Formosan Rubber Group Inc.

12:00 – 13:30

LUNCH BREAK

Location: The Grand Hotel' BF Jishiang Room
(REGISTRED DELEGATES, SPOUSES, AND ACCOMPANYING PERSONS ONLY)
ADMISSION TICKETS ARE REQUESTED

13:30 – 15:00

I.2: SPECIAL PUBLIC POLICY PANELL

Location: The Grand Hotel Auditorium 10th Floor

Theme: Global Competitiveness in a Time of Economic Uncertainty and Social Change

Session Chair: Fang, Wen-Chang, Former Dean of Department of Business Administration, Nation Taipei University

Speakers:

Lee Sush-der, Former Minister of Finance and President of Taiwan Stock Exchange

Shen-jian Hu, Former Chairperson of Commissioners of Financial Supervisory Commission

Chung-ming Kuan, Minister of the Council for Economic Planning and Development of the Executive Yuan

13:30 – 15:00

IMDA BOARD OF DIRECTORS MEETING

The Grand Hotel, Room V104

15:00 – 15:30

COFFEE BREAK

The Grand Hotel Auditorium 10th Floor

15:30 – 17:00

I.3: SPECIAL BUSINESS EDUCATORS PANEL

Location: The Grand Hotel Auditorium 10th Floor

Theme: Changes and Developments in International Business Education and Research

Session Chair: Barry Unger, Boston University, USA

Speakers:

Creating Value Experiences on Campus and On-line through International Partnerships

Kip Becker, Boston University, USA

Enhancing National Competitiveness through Education in a Globalized World

A.N.M. Waheeduzzaman, Texas A&M University, Corpus Christi, USA

Business Education and Research in Taiwan

Jason Tsai, National Taipei University, Taiwan

Current Status and Future Directions of Business Education and Research in South East Asia

Chi-wen Jevons Lee, Zhejiang University, People's Republic of China
 Can the On-line Classroom Experience Exceed Rather than Just Emulate
 the F2F Classroom: Experiment s with OL Discussion and Cross-Border
 Teams

Barry Unger, Boston University, USA

15:30 – 17:00

I.4: ISSUES and DEVELOPMENTS in TOURISM and HOSPITALITY MANAGEMENT

Location: The Grand Hotel. Room V103

Session Chair: Michael Kwag, Boston University, U.S.A.

SPEAKERS:

Critical Factors Influencing Behavioral Intention of Medical Tourism
 Information Search in Social Networking Sites

Michael Kwag, Boston University, USA

Global Impact of E-Tourism: A Case Study

Shabir A. Bhat, University of Kashmir, India

Muzafar Ahmad Shah, University of Kashmir, India

F.A. Khan, University of Kashmir, India

The Role of Tourism in the Economic Development of Small Island
 Developing States

David Bojanic, University of Texas at San Antonio, USA

Melody Lo, University of Texas at San Antonio, USA

18:30 -21:10

Travel to Taipei City Hall from The Grand Hotel

RECEPTION AT TAIPEI CITY HALL AND AWARD CEREMONY

Taipei City Hall (B1: Yuan Fu Restaurant)

(Sponsored by Mayor of Taipei)

18:37 -3: :70

IMDA 2013 INTERNATIONAL BUSINESS PERSON OF THE YEAR AWARD

Program:

Master of Ceremonies: Kip Becker

18:55 - 19:25

Electric-Techno Neon Gods

19:30 - 19:40

Performance of Chinese Opera

19:40 - 20:00

Modern and Traditional Music Performance

20:00 - 20:20

Brief Introduction of the collection of segments from Chinese opera

20:20 - 20:50

Announcing the Matters Need Attention

Please congregate in front of The Grand Hotel lobby and the busses will
 depart sharp at 17:40 p.m.

(Registered delegates, registered spouses, and registered accompanying
 persons only)

FRIDAY, June 28, 2013

| | |
|---------------|--|
| 08:20 – 09:00 | Travel from The Grand Hotel to National Taipei University Law School |
| 09:00 – 17:00 | Recreation and Photo Time (includes taking pictures with “Dough Sculptures,” “Silhouette,” and “Imperial Robe.” Location: NTPU Law School, 2F17, 2F18, and 2F19 |
| 09:00 – 10:30 | Concurrent Sessions NTPU Law School Rooms: 5F17, 5F18, 5F19, 5F20 |
| 10:30 – 11:00 | Coffee Break NTPU Law School 2F24 and 2F25 |
| 11:00 – 12:30 | Concurrent Sessions NTPU Law School Rooms: 5F17, 5F18, 5F19, 5F20 |
| 12:30 – 14:00 | Lunch Break Location: NTPU Law School 2F24 and 2F25 (REGISTERED DELEGATES, SPOUSES, AND ACCOMPANYING PERSONS ONLY) ADMISSION TICKETS ARE REQUESTED |
| 14:00 – 15:30 | Concurrent Sessions NTPU Law School Rooms: 5F17, 5F18, 5F19, 5F20 |
| 15:30 – 16:00 | Group Photos Location: NTPU Library |
| 16:00-16:20 | Delegates are transported from NTPU to Yingge Ceremics Museum |
| 16:20–18:00 | Visit Yingge Ceremics Museum and Yingge Old Street English speaking guide will provide translation |
| 18:00-18:30 | Delegates are transported from Yingge Old Street to the Restaurant of Lung Shui Yu |
| 18:30- 21:00 | DINNER RECEPTION/PERFORMANCE PROGRAM/CONGRESS BANQUET AND AWARD CEREMONIES Location: Restaurant of Lung Shui Yu. Master of Ceremonies: Kip Becker |
| 18:30- 19:00 | Award Ceremonies Distinguished Fellow Awards |

Best Paper Awards
 Door Prizes
 IMDA 2013 International Business Educator of the Year Award
 IMDA 2013 International Business Dean of the Year Award
 IMDA 2013 Special Award Presentation
 Entertainment and Cultural Performances

| | |
|---------------|-------------------------------------|
| 19:00 - 19:05 | Aesthetics of Drum Performance |
| 19:05 - 19:20 | The Diabolo Performance |
| 19:20 - 19:35 | Classical Chinese Music Performance |
| 19:40 - 20:00 | Chinese Zither Performance |
| 20:05 - 20:20 | Dancing Performance |
| 20:20 - 20:30 | Congress Announcements |

(For Registered delegates, registered spouses and registered accompanying persons only.)

Delegates are transported from Restaurant of Lung Shui Yu to The Grand Hotel

SATURDAY, June 29, 2013

| | |
|---------------|---|
| 09:00 – 10:30 | Concurrent Sessions The Grand Hotel V 106, V107,V 108, V109 |
| 10:30 – 11:00 | Coffee Break The Grand Hotel V 106,V 107,V 108,V 109 |
| 11:00 – 12:30 | Concurrent Sessions The Grand Hotel V 106,V 107,V 108,V 109 |
| 12:30 – 14:00 | Lunch Break The Grand Hotel (BF Jishiang Room) (REGISTERED DELEGATES, SPOUSES, AND ACCOMPANYING PERSONS ONLY) ADMISSION TICKETS ARE REQUESTED |
| 14:00 – 15:30 | Concurrent Sessions The Grand Hotel V 106,V 107,V 108,V 109 |
| 15:30 – 16:00 | Coffee Break The Grand Hotel V 106,V 107,V 108,V 109 |
| 16:00-17:00 | IMDA MEMBERSHIP MEETING V109 |
| 17:40-18:30 | Delegates are transported from The Grand Hotel to Jing Shan Recreation Area |

18:30-21:15

FAREWELL PARTY

Location: Jing Shan Recreation Area B1F Restaurant

(Casual Dress)

(For Registered delegates, registered spouses and registered accompanying persons only)

Delegates are transported from Jing Shan Recreation Area to The Grand Hotel

Sunday, June 30, 2013

VISA FREE POST CONGRESS TOURS TO SUN MOON LAKE AND KENTING NATIONAL PARK AND KAOHSIUNG CITY OLUANPI

There are two two-day tours available for congress delegates. Minimum: 25 persons for each tour.

1. **TWO-DAY TOUR TO KENGTING NATIONAL PARK & KAOHSIUNG WITH HIGH SPEED TRAIN EXPERIENCE: JUNE 30-JULY 1, 2013**

Departure: Sunday, June 30th, 2013. Meet in front of Grand Hotel lobby at 08:30 a.m.

The buses will depart sharp at 08:50 a.m.

Return: Monday, July 1, 2013. Arrival in Grand Hotel lobby at 18:30 p.m. local time.

Day 1: Pick up from hotel / Taiwan High Speed Rail Station / High Speed Bullet Train for Kaohsiung / Oluanpi Light House / Kenting Park/ Kaohsiung, Hotel: The Splendor

Day 2: Kaohsiung City Tour / Cheng Ching Lake /Spring & Autumn Pavilions / Former British Consulate / Kaohsiung High Speed Train Station / High Speed Bullet Train for Taipei

Prices: TWD 9,700 / TWD 11,000 (Twin/Single)

Price includes:

- High Speed Bullet Train ticket: Taipei-Kaohsiung- Taipei
- Guided tour of Kaohsiung City Tour , Kenting Park, Cheng Ching Lake, Spring & Autumn Pavilion and Former British Consulate
- Tour conductor services in Kaohsiung
- Information package and city maps

2. **TWO-DAY TOUR TO SUN MOON LAKE: JUNE 30-JULY 1, 2013**

Departure: Sunday, June 30th, 2013. Meet in front of Grand Hotel lobby at 08:30 a.m.

The buses will depart sharp at 08:50 a.m.

Return: Monday, July 1, 2013. Arrival in Grand Hotel lobby at 18:30 p.m. local time.

Day 1: Pick up from hotel / Sanyi Museum of Wood Sculpture / Puli (a cultural& artistic heaven) / Sun Moon Lake, Hotel: Fleur de Chine

Day 2: Sun Moon Lake Tour / Wen Wu Temple / Tse-En Pagoda /Train for Taipei

Prices: TWD 7,800 / TWD 9,800 (Twin/Single)

Price includes:

- Guided tour of Sun Moon Lake, Wen Wu Temple and Sanyi Museum of Wood Sculpture
- Tour conductor services in Sun Moon Lake
- Information package and city maps

DISCLAIMER: International Management Development Association is not the organizer of these tours. The Association is not responsible for the quality and accuracy of the services offered by the Taiwanese tour operator company.

MASTER SCHEDULE

| Date | Day | Concurrent Sessions | Time | | VENUE | | | | | |
|---------------|-----------|---------------------|---|--|---|--|---|-------|-------|-------|
| | | | | | A guided Taipei City Tour Program, Wednesday, June 25, 2013, 13:00 – 18:00 (Meet at The Grand Hotel lobby and the busses will depart sharp at 13:00 p.m. For Registered Delegates, Spouses, and Invited Guests. | Congress Welcome Reception, Tuesday, June 25, 2013, 18:30-21:00 at The Grand Hotel by the Swimming Pool. (For Registered Delegates, Spouses, and Invited Guests Only) | | | | |
| June 25, 2013 | Tuesday | | 18:30-21:00 | C O N G R E S S R E G I S T R A T I O N | Congress Registration at The Grand Hotel lobby on Tuesday, June 25, 2013, 10:30-12:00, Wednesday, June 26, 2013, 8:30-15:00, Thursday and Friday June 27 & 28, 2013, 10:00-14:00. Lunch Break at The Grand Hotel 12:00 – 13:00. | | | | | |
| June 26, 2013 | Wednesday | | 08:30-18:30 18:30-20:00 20:00-22:00 | | Visit to Hsinchu Science Park, Dinner Reception at Restaurant of Dian Shui Lou (3F) Visit to Shihlin Night Market | | | | | |
| June 27, 2013 | Thursday | 1 | 9:00-9:40 | | Opening Ceremony and Welcoming Addresses | | The Grand Hotel, Auditorium 10F | | | |
| | | 2 | 9:40-10:10 | | I.0 Keynote Address by Pin-kung Chiang | | The Grand Hotel, Auditorium 10F | | | |
| | | 3 | 10:30-12:00 | | I.1 Special Panel I Taiwanese Business Leaders | | The Grand Hotel, Auditorium 10F | | | |
| | | 4 | 13:30-15:00 | | I.2Special Panel II Taiwanese Public Policy | | The Grand Hotel, Auditorium 10F | | | |
| | | 5 | 15:30-17:00 | | I.3: Special Panel III Business Educators and Researchers | | The Grand Hotel, Auditorium 10F | | | |
| | | 6 | 18:30-21:10 | | Reception at Taipei City Hall | | Taipei City Hall (B1: Yuan Fu Restaurant) | | | |
| June 28, 2013 | Friday | 1 | 9:00-10:30 | | Parallel Sessions | | II.1 | II.2 | II.3 | II.4 |
| | | 2 | 11:00-12:30 | | Parallel Sessions | | II.5 | II.6 | II.7 | II.8 |
| | | 3 | 14:00-15:30 | | Parallel Sessions | | II.9 | II.10 | II.11 | II.12 |
| | | 4 | 9:00-15:30 | | NTPU Law School | | 5F17 | 5F18” | 5F19” | 5F20 |

| | | | | | | | | | | |
|------------------------|-------------------|---|-------------|--|--|--|------------------|--------|--------|--------|
| | | 4 | 9:00-17:00 | | Dough Sculptures, Silhouette, Imperial Robe photos | | 2F17, 2F18, 2F19 | | | |
| | | 5 | 16:20-18:00 | | Yingge Ceremics Museum and Yingge Old Street | | Yingge town | | | |
| | | 6 | 18:30-21:00 | | DINNER RECEPTION, CONGRESS BANQUET, AWARD CEREMONIES AND PERFORMANCE PROGRAM (Restaurant of Lung Shui Yu) (Registered delegates, registered spouses, and registered accompanying persons only) | | | | | |
| June 29, 2013 | Saturday | 1 | 9:00-10:30 | | Parallel Sessions | | III.13 | III.14 | III.15 | III.16 |
| | | 2 | 11:00-12:30 | | Parallel Sessions | | III.17 | III.18 | III.19 | III.20 |
| | | 3 | 14:00-15:30 | | Parallel Sessions | | III.21 | III.22 | III.23 | III.24 |
| | | 4 | 18:30-21:15 | | Dinner Reception: Jing Shan Recreation Area B1F Restaurant | | | | | |
| June 30 & July 1, 2013 | Sunday and Monday | The tours will start on Sunday, June 30th morning at 8:30 a.m.. and the return to The Grand Hotel is early evening on Monday, July 1 st , 2013.. | | | A two day tour to Sun Moon Lake and. Kenting National Park and Kaohsiung City Oluanpi will be undertaken. This is a paid tour and advance booking is needed. Both tours will take place. Please visit the IMDA Website and book your seat and pay the tour fee to the tour operator by Saturday, June 29 th , 2013 at the latest.. More information is available on the IMDA website of www.imda.cc | | | | | |

Tuesday, June 25, 2013

A GUIDED TOUR OF THE CITY OF TAIPEI

**THE CITY OF TAIPEI TOUR
13:00 – 18:00**

(Registered Delegates, Registered Spouses, and Registered Accompanying Persons Only. Please congregate in front of the Grand Hotel lobby by 13:00 p.m. at the latest. The busses will depart sharp at 13:00 p.m.)

**Visit to Interesting Architectural, Noteworthy Sites in the Center of Taipei
(There will be an English speaking guide accompanying the delegates)**

**CONGRESS REGISTRATION
Location: The Grand Hotel
Staff Room, Room V104
10:30 – 12:00
18:00 – 19:00**

**CONGRESS WELCOME RECEPTION
The Grand Hotel**

(REGISTERED DELEGATES, REGISTERED SPOUSES AND REGISTERED ACCOMPANYING PERSONS ONLY)

**Location: The Grand Hotel by the Swimming Pool
18:30 – 21:00
Dress Code: Informal**

Wednesday, June 26, 2013

CONGRESS REGISTRATION

Location: The Grand Hotel

Staff Room, Room V104

08:00 – 18:00

VISIT TO HSINCHU SCIENCE PARK ADMINISTRATION

10:00 – 11:00

VISIT HSINCHU SCIENCE PARK

11:00 – 12:00

(Registered Delegates, Registered Spouses, and Registered Accompanying Persons Only. Please congregate at The Grand Hotel lobby by 08:30 a.m. at the latest. We will depart sharp at 08:30 a.m.)

Visit High Tech Computer Corporation

14:30 – 16:00

Visit TAIPEI 101

16:00 – 18:00

CONGRESS DINNER

Location: Restaurant of Dian Shui Lou (3F)

18:30 – 20:00

Dress Code: Informal

(REGISTERED DELEGATES, REGISTERED SPOUSES AND REGISTERED ACCOMPANYING PERSONS ONLY)

VISIT SHIHLIN NIGHT MARKET

20:00 – 22:00

Thursday June 27, 2013

CONGRESS REGISTRATION

**Location: The Grand Hotel, 10th Floor Auditorium
8:00 – 15:00**

OPENING CEREMONIES AND WELCOMING ADDRESSES

**9:00 – 9:40
Location: The Grand Hotel, 10th Floor Auditorium**

WELCOME MESSAGES AND INTRODUCTIONS

KEYNOTE SPEAKER

9:40 – 10:10

COFFEE BREAK

10:10 – 10:30

Location: The Grand Hotel, 10th Floor Auditorium

KEYNOTE ADDRESSES BY BUSINESS LEADERS

10:30 – 12:00

Location: The Grand Hotel, 10th Floor Auditorium

LUNCH BREAK

12:00 – 13:30

Location: The Grand Hotel, BF Jishiang Room

SPECIAL PANELS

**Location: The Grand Hotel, 10th Floor Auditorium
13:30–15:00 and 15:30 –17:00**

COFFEE BREAK

**Location: The Grand Hotel, 10th Floor Auditorium
15:00 – 15:30**

RECEPTION AT TAIPEI CITY HALL

18:30 – 21:10

(Sponsored by Mayor of Taipei City)

(For Registered Delegates, Registered Spouses and Registered Accompanying Persons)

Friday, June 28, 2013

CONGRESS REGISTRATION

**Location: National Taipei University, Law School
10:00 – 15:00**

CONCURRENT SESSIONS

9:00 – 10:30

11:00 – 12:30

14:00 – 15:30

**Sessions are held at
National Taipei University, Law School
5F17, 5F18, 5F19, and 5F20**

COFFEE BREAK

**National Taipei University, Law School 2F24 and 2F25
10:30 – 11:00**

LUNCH BREAK

12:30 – 14:00

Location: National Taipei University, Law School 2F24 and 2F25

Group Photos

**Location: NTPU Library
15:30 – 16:00**

CONGRESS BANQUET/AWARD CEREMONIES

**Location: Restaurant of Lung Shui Yu
18:30 – 21:00**

MASTER OF CEREMONIES

Kip Becker

AWARD CEREMONIES

BEST PAPER AWARDS

IMDA INTERNATIONAL BUSINESS EDUCATOR OF THE YEAR AWARD

DOOR PRICES AND BOOK DRAWS

ENTERTAINMENT AND CULTURAL PERFORMANCES

Saturday, June 29, 2013

CONGRESS REGISTRATION

Location: The Grand Hotel, Staff Room, Room V104

10:00 – 12:30

CONCURRENT SESSIONS

9:00 – 10:30

11:00 – 12:30

14:00 – 15:30

Sessions are held at

The Grand Hotel

V106, V107, V108, and V109

COFFEE BREAKS

The Grand Hotel

10:30 – 11:00

15:30 – 16:00

LUNCH BREAK

12:30 – 14:00

Location: The Grand Hotel

BF Jishiang Room

IMDA MEMBERSHIP MEETING VF109

16:00 – 17:00

FAREWELL PARTY

Location: Jing Shan Recreational Area (B1F Restaurant)

18:30 – 21:15

FOR REGISTERED DELEGATES AND REGISTERED ACCOMPANYING PERSONS

THE INTERNET ACCESS DURING THE CONGRESS

During the congress, the Internet access will be available adjacent to front door of the Grand Hotel, 1st Floor and NTPU Graduate Institute of International Business will also arrange some computer units in lobby area close to information desk.

CONCURRENT SESSIONS

Friday, June 28, 2013

9:00 – 10:30

II.1: Company Internationalization: Global Perspective

Location: NTPU Law School 5F17

CHAIR: Shaukat Ali, University of Wolverhampton, United Kingdom

SPEAKERS:

From Obligation to Voluntary: The Impact of Consumers' In-Role on Extra-Role Behavior in Hospitality

*Stephen Chi-Tsun Huang, National Kaohsiung First University of Science and
Shih-Hao Wu, National Kaohsiung First University of Science and Technology,
Ching-Yi Daphne Tsai, Kao Yuan University, Taiwan*

The Effect of the Latest Government Warning Format in Cigarette Labeling on Smoking Intent of Non-Smoking Youngsters

*Winnie Mak, University of Macau, Macau
Erdener Kaynak, Pennsylvania State University at Harrisburg, USA
Clement S.F. Chow, University of Macau, Macau*

Unrealistic Optimism, Defensive Pessimism, and Implicit Self Enhancement in Singapore: Implications for Marketers

*Chanthika Pornpitakpan, University of Macau, Macau
Yizhou Yuan, University of Macau, Macau
Robert T. Green, Thammasat University, Thailand*

II.2: Global Business Issues

Location: NTPU Law School 5F18

CHAIR: Gebrekisan Desalegn Abraha, University of Skovde, Sweden

SPEAKERS:

Global Firms Competing Locally: Management Localization and Subsidiary Performance in China

*Geng Cui, Lingnan University, Hong Kong
Tsang-Sing Chan, Lingnan University, Hong Kong
Shengsheng Huang, University of Houston at Victoria, USA*

How Does an Innovation Make Me Feel? The Development of the Consumer Innovation Emotions (CIE) Scale

*Luke Butcher, Curtin University, Australia
Ian Phau, Curtin University, Australia
Christopher Marchegiani, Curtin University, Australia*

New Era of the Globalization of the World Markets: Mergers and Acquisitions in Emerging Market Economies

Erdener Kaynak, Pennsylvania State University at Harrisburg, USA

Zenfira Nasirova, Gokbora International Transport, Azerbaijan

II.3: International Business Competitiveness

Location: NTPU Law School 5F19

CHAIR: Tung-lung Steven Chang, Long Island University, Post, U.S.A.

SPEAKERS:

Development and Performance Management of Technology Development Programs in Taiwan

Chuan-neng Lin, Department of Industrial Technology MOEA, Taiwan

Shya-Li Alice Chou, Taiwan Institute of Economic Research, Taiwan

Pei-hsuan Peggy, Taiwan Institute of Economic Research, Taiwan

Establishing a Market-Based Fuzzy Front-End Innovation in New Product Development

Wu-Tung T. Chen, Industrial Technology Research Institute, Taiwan

The 7S Model and Competitive Advantage

Nikolai Wasilewski, Pepperdine University, USA

II.4: Production and Operations Management

Location: NTPU Law School 5F20

CHAIR: Ching-Chung Kuo, University of North Texas, U.S.A.

SPEAKERS:

Is Earnings Management an Efficient Tool to Reduce the Diversification Discount?

Sue-Fung Wang, Tung University, Taiwan

Yi-Cheng Shih, National Taipei University, Taiwan

Ya-Han Hsu, National Chiao Tung University, Taiwan

A New Approach to Analyzing Path Floats in a Probabilistic PERT Network

Ching-Chung Kuo, University of North Texas, USA

Optimal Number Of Suppliers of A Global Supply Chain With Disruption Risks

Thomas Y.S. Lee, University of Illinois at Chicago, USA

Revisiting How Blue-Chip Listed Firms in Hong Kong Financed their Corporate Growth in Validation and Non-Validation of Miller-Modigliani's Proposition of Irrelevance of Dividend

Simon Kwai-ming Mak, City University of Hong Kong, Hong Kong

COFFEE BREAK
National Taipei University, Law School 2F24 and 2F25
10:30 – 11:00

CONCURRENT SESSIONS
Friday, June 28, 2013
11:00 – 12:30

II.5: Comparative Management Systems
Location: NTPU Law School 5F17

CHAIR: Yung-Kuei Liang, Tatung University, Taiwan

SPEAKERS:

A Comparative Performance Analysis of Global and Local Brands

M, Haluk Koksak, Al Hosn University, United Arab Emirates

The Duration Effect on the Volatility of Intraday Exchange Rates in Taipei FX Market: An Application of EACD-FIGARCH Model

Teng-Tsai Tu, National Taipei University, Taiwan

The Effect of Knowledge Competences in Marketing Processes on New Product Performance

Patrick Poon, Lignan University, Hong Kong

II.6: Managing in the Global Marketplace
Location: NTPU Law School 5F18

CHAIR: My-Van Tran, University of South Australia, Australia

SPEAKERS:

Conscience is the Only Cure to Stop Piracy Disease: Digital Piracy Study

Johan Liang, Curtin University, Australia

Vanessa Ann Quintal, Curtin University, Australia

Does Freedom Affect International Competitiveness of Nations

A.N.M. Waheeduzzaman, Texas A&M University-Corpus Christi, USA

Strategic Effects of R&D Intensity on Firm Performance: Evidence from Asian Manufacturing Firms

Jooh Lee, Rowan University, USA

Jung Wan Lee, Boston University, USA

II.7: Strategic Management Development

Location: NTPU Law School 5F19

CHAIR: *Gyongyi Bugár, University of Pecs, Hungary*

SPEAKERS:

In Search of Legitimacy and Efficiency: Strategic Choices of Western, Asian, Local and State Firms in the Pearl River Delta

Chung-Leung Luk, City University of Hong Kong, Hong Kong

Wendy W. N. Wan, Sun Yat-Sen University, People's Republic of China

Peiguan Wu, Sun Yat-Sen University, People's Republic of China

Long-Term Export Performance of Export Manufacturing Firm from Developing Economic Environment: A Case of Thailand

Saran Ratanasithi, Suan Dusit Rajabhat University, Thailand

Niramon Sutummakid, Thammasat University, Thailand

Elizabeth Hemphill, University of South Australia, Australia

Modeling Dependency in Portfolio Allocation Copula Simulation with Two-Asset Portfolios

Gyongyi Bugár, University of Pcs, Hungary

Mt Uzsoki, University of Pcs, Hungary

Andrs Zemplni, Etsv Lornd University, Hungary

Resolving the Turbulence in the South China Sea: A Pragmatic Paradigm for Joint Development

Virginia A. Greiman, Boston University, USA

II.8: Electronic Commerce and Information Sciences

Location: NTPU Law School 5F20

CHAIR: Wendy A. Brooke, University of Wisconsin, Platteville, U.S.A.

SPEAKERS:

Automated Detection of Deceptive Product Reviews in Electronic Commerce

Raymond Y. K. Lau, City University of Hong Kong, Hong Kong

Cognitive Approaches to Cross-Cultural Problem Solving Among Taiwanese IT Managers

Will Baber, Kyoto University, Japan

Developing Social Network Marketing Strategies for Small and Medium Sized Firms

Helena Nobre, University of Minho, Portugal

Daniella Silva, University of Minho, Portugal

Kip Becker, Boston University, USA

The Impact of Online Opinion Leaders on Sales in the US
Tong Tony Bao, Long Island University, USA
Tung-lung Steven Chang, Long Island University, USA

LUNCH BREAK
12:30 – 14:00
Location: National Taipei University, Law School 2F24 and 2F25

CONCURRENT SESSIONS
Friday, June 28, 2013
14:00 – 15:30

II.9: Consumer Behavior: Cross-Cultural/National Issues
Location: NTPU Law School 5F17

CHAIR: Merja Karppinen, Haaga-Helia University of Applied Sciences, Finland

SPEAKERS:

Consumers' Willingness to Buy Environmentally Friendly Products

Isaac Cheah, Curtin University, Australia

Vanessa Ann Quintal, Curtin University, Australia

Exploring a New Measure for Guilt Appeals

Michael Lwin, Curtin University, Australia

Ian Phau, Curtin University, Australia

The Cross-Border Shopping Behavior of Chinese Female Shoppers - A Preliminary Study

Ho-Fuk Lau, Hang Seng Management College, Hong Kong

Stella So Lai-man, The Chinese University of Hong Kong, Hong Kong

Tak Kee Hui, National University of Singapore, Singapore

Wine Tourist Profiling: Segmentation Using Enduring Involvement

Benjamin Thomas, Curtin University, Australia

Vanessa Ann Quintal, Curtin University, Australia

Ian Phau, Curtin University, Australia

II.10: Country Specific Cases of Globalization

Location: NTPU Law School 5F18

CHAIR: Ian Phau, Curtin University, Australia

SPEAKERS:

Charity Giving: The Case of Muslim Donors

Ian Phau, Curtin University, Australia

Michael Lwin, Curtin University, Australia

Aaron Lim, Curtin University, Australia

Country Branding: Conceptualising Product and Travel Destination Authenticity

Sean Lee, Curtin University, Australia

Vanessa Ann Quintal, Curtin University, Australia

Relative Prices, Trade, Technology and Wage Inequality - Evidence from India

Somesh K Mathur, Indian Institute of Technology Kanpur, India

Archana Srivastava, Indian Institute of Technology Kanpur, India

II.11: Branding and Brand Equity

Location: NTPU Law School 5F19

CHAIR: Svetla T. Marinova, Aalborg University, Denmark

SPEAKERS:

Conceptualising Flanker Brands: A Call for Further Research

Ian Phau, Curtin University, Australia

Aaron Lim, Curtin University, Australia

Potential Impacts of Stadium Sponsorship on Brand Equity and Consumer Attitudes toward the Brand: Moderating Effects of Brand Fit

Berrin Guner, Rowan University, USA

Talha Harcar, Pennsylvania State University at Beaver, USA

The Role of Social Networks in Developing and Maintaining Company and Brands Image

Helena Nobre, University of Minho, Portugal

Joana Coelho, University of Minho, Portugal

Kip Becker, Boston University, USA

II.12: Innovation and Technology Management

Location: NTPU Law School 5F20

CHAIR: Barry Unger, Boston University, U.S.A.

SPEAKERS:

The Roles of Technology and Social Influence in the Acceptance of Social Networking Sites

Jung Wan Lee, Boston University, USA

Kip Becker, Boston University, USA

Typology and Knowledge Productivity of Regional Innovation System: Evidence from China

Meng-chun Liu, Chung-Hua Institution for Economic Research, Taiwan

Jiann Chyua Wang, Chung-Hua Institution for Economic Research, Taiwan

Ming-Tse Wu, Chung-Hua Institution for Economic Research, Taiwan

Understanding Both Sides Of Mobile Alert Services, The Provider And The Customer : An Interview Study Of A Bank Alert Service In Taiwan

Barry Unger, Boston University, USA

Pei-Ching Chiang, Boston University., USA

Group Photo: 15:30 – 16:00
National Taipei University, Library

Saturday, June 29, 2013
CONCURRENT SESSIONS

9:00 – 10:30

11:00 – 12:30

14:00 – 15:30

Sessions are held at
The Grand Hotel
V106, V107, V108, and V109

COFFEE BREAKS

The Grand Hotel

10:30 – 11:00

15:30 – 16:00

LUNCH BREAK
12:30 – 14:00
Location: The Grand Hotel
BF Jishiang Room

IMDA MEMBERSHIP MEETING V109
16:00-17:00

FAREWELL DINNER
18:30 – 21:15
Location: Jing Shan Recreation Area B1F Restaurant

III.13: Organizational and Human Resource Development Issues
Location: The Grand Hotel V106

CHAIR: Fahri Unsal, Itaca College, U.S.A.

SPEAKERS:

Information Disclosure and Agency Costs: The Monitoring Effect of Institution and Retail Investor

Cheng-Li Huang, Tamkang University, Taiwan

Wei-ju Chen, Tamkang University, Taiwan

Lu Kuo-Chen, Tamkang University, Taiwan

The Impact of Organizational Structure on Operations at Small and Regional Airports in USA

Anand Krishnamoorthy, Troy University, USA

David Shetterly, Troy University, USA

Maria Kronenburg, Troy University, USA

C. J. Duan, Troy University, USA

Kim Loutzenheiser, Troy University, USA

The Relationships among Leader's Humor Delivery, Organizational Climate, and Followers' Creativity

Yung-Kuei Liang, Tatung University, Taiwan

III.14: The State of Business Education Around the World
Location: The Grand Hotel V107

CHAIR: A.N.M. Waheeduzzaman, Texas A&M University - Corpus Christi, U.S.A.

SPEAKERS:

An Examination of Motivational Factors in Accounting Distance Education

Clement C. Chen, University of Michigan-Flint, USA

Keith T. Jones, University of North Alabama, USA
Keith Moreland, University of Michigan - Flint, USA

Fiction in International Business Education

Merja Karppinen, HAAGA-HELIA University of Applied Sciences, Finland

Motivating Factors, Benefits, and Challenges for Students Who Study Abroad

Fahri Unsal, Ithaca College, USA

Hormoz Movassaghi, Ithaca College, USA

Kenan Gocer, Beykent University, Turkey

III.15: Strategic Marketing

Location: The Grand Hotel V108

CHAIR: Johan Liang, Curtin University, Australia

SPEAKERS:

Attitudes towards Generic Brands: The Development of a Multiple Item Scale in Medicine Context

Johan Liang, Curtin University, Australia

Copying Crocodiles: Vavilovian Mimicry in the Luxury Brand Industry

Min Teah, Curtin University, Australia

Social Media Engagement: Investigating the Adoption of Social Media in Hong Kong Top Brands

Christy Mei-Kwan Cheung, Hong Kong Baptist University, Hong Kong

Zach Wai-Yu Lee, Hong Kong Baptist University, Hong Kong

Tommy Kam-Ho Chan, Hong Kong Baptist University, Hong Kong

III.16: Global Business Development

Location: The Grand Hotel V109

CHAIR: Anand Krishnamoorthy, Troy University, U.S.A.

SPEAKERS:

Australia-Taiwan Relations: Thriving Against the Odds

My-Van Tran

National Competitiveness and International Involvement: The Case of Retailing

Dalia Rachman-Moore, College of Management Academic Studies, Israel

Michael Etgar, Center of Academic Studies, Israel

Standardization and Adaptation Practices in Internationalization of Firm Operations: A Study of Italian Firms in Vietnam

Le Hieu Hoc, Hanoi University of Technology, Vietnam

Desalegn Abraha, University of Skövde, Sweden

Syeda-Masooda Mukhtar, King AbdulAziz University, Saudi Arabia

COFFEE BREAK

The Grand Hotel V106, V107, V108, and V109

10:30 – 11:00

CONCURRENT SESSIONS

Saturday, June 29, 2013

11:00 – 12:30

III.17: Market Entry, Technology Transfer and Foreign Direct Investment

Location: The Grand Hotel V106

CHAIR: Simon Kwai-ming Mak, City University of Hong Kong, Hong Kong

SPEAKERS:

Contract Structure in Cross-Border R&D Alliances: The Effect of Cultural Distance

Hélène Delerue, University of Quebec at Montreal, Canada

Tom Cronje, Curtin University, Australia

Perception of Shareholder Value in Context of the Scandinavian Model of Corporate Governance

Jiri Krejci, University of Liverpool, United Kingdom

Shaukat Ali, University of Wolverhampton, United Kingdom

Strategic Determinants of Project Implementation Process: Innovation Broker as a Tool for Effective Development of a Modern System of the Economy of Malopolska Region

Piotr Bula, Cracow University of Economics, Poland

Janusz Fudalinski, Cracow University of Economics, Poland

III.18: New Perspectives in Global Corporate Responsibility and Business

Location: The Grand Hotel V107

CHAIR: Jung Wan Lee, Boston University, U.S.A.

SPEAKERS:

Foreign Subsidiaries' R&D Investment and Production Servitization in a High-profiled Developing Country: a Case Study of Taiwan-based Firms in China

Meng-chun Liu, Chung-Hua Institution for Economic Research, Taiwan
Baoming Li, Tsinghua University, People's Republic of China
Cheng-Tao Tang, Taiwan Academy of Banking and Finance, Taiwan

The Granger Causality Relationship between GDP, Inflation and Government Debt - Evidence from France

Sue Ling Lai, Chinese Culture University, Taiwan
Le Huyen Trang, Chinese Culture University, Taiwan

The Impact of WTO Accession on Economic Growth, Carbon Emissions and Greening Production and Supply Chains: Evidence from Asia

Jung Wan Lee, Boston University, USA
Eric M. Pascavage, Boston University, USA

III.19: Contemporary Marketing Issues

Location: The Grand Hotel V108

CHAIR: Thomas Y.S. Lee, University of Illinois, U.S.A.

SPEAKERS:

Ambush Marketing during Major Sporting Events such as the Olympics and the World Cup

Fahri Unsal, Ithaca College, USA

Consumer Attitudes towards Advertising in Jordan

Svetla T. Marinova, Aalborg University, Denmark
Nour Itum Asfour, Independent Consultant, Bahrain
Marin A. Marinov, University of Gloucestershire, United Kingdom

I Cannot Stop Purchasing "Eye-Catching" Online Deals: Theory of Planned Behaviour Approach

Isaac Cheah, Curtin University, Australia
Johan Liang, Curtin University, Australia

III.20: Doctoral Research Symposium

Location: The Grand Hotel V109

CHAIR: Kip Becker, Boston University, U.S.A.

SPEAKERS:

Consumer Ethnocentrism and Country of Origin effect: The Brand Perception of Romanian Consumers Concerning Danish Beer Products

Andreea Ioana Iacob, Aalborg University, Denmark

Internet-Enabled Internationalization: A Review of the Empirical Evidence

Jonas Eduardsen, Aalborg University, Denmark

Understanding Brand Strategy Adoption by High Tech SME Managers
Heidi Neuvonen, University of Yvaskyla

LUNCH BREAK

12:30 – 14:00

**Location: The Grand Hotel
BF Jishiang Room**

CONCURRENT SESSIONS

Saturday, June 29, 2013

14:00 – 15:30

III.21: Services Management and Marketing

Location: The Grand Hotel V106

CHAIR: Shabir A. Bhat, University of Kashmir, India

SPEAKERS:

Exploring Multi Entry Mode Strategy for its Effects on a University's Learning Environment

Vanessa Ann Quintal, Curtin University, Australia

Exploring Push-Pull Factors for their Effects on Visitor Attitude and Behavior toward Private Parks

Vanessa Ann Quintal, Curtin University, Australia

Ian Phau, Curtin University, Australia

Sean Lee, Curtin University, Australia

Understanding Factors Affecting User Intentions towards Using SMS Alert Services During Banking Transactions

Teng-Tsai Tu, National Taipei University, Taiwan

Hsin-Hue Chang, Ming Chuan University, Taiwan

Barry Unger, Boston University, USA

An Lee, National Taipei University, Taiwan

III.22: Marketing Management Strategy

Location: The Grand Hotel V107

CHAIR: Berrin Guner, Rowan University, U.S.A.

SPEAKERS:

How Counterfeits Make You Unique: The Investigation of Counterfeits of Luxury Brands in Vietnam

Min Teah, Curtin University, Australia

Retail Store Managers and Their Customers: Are Their Perceptions of the Shopping Experience Congruent or Disparate?

Nic S Terblanche, Stellenbosch University, South Africa

Selecting Best Ideas for New Product Development

Ling Peng, Lingnan University, Hong Kong

Geng Cui, Lingnan University, Hong Kong

III.23: International Business in Transitional Economies

Location: The Grand Hotel V108

CHAIR: Fahri Unsal, Ithaca College, U.S.A.

SPEAKERS:

Adaptive Institutional Market Efficiency and Entry Mode Choices in Emerging Markets

Ming Ching Huang, National Sun-Yat-Sen University, Taiwan

Cher-Min Fong, National Sun-Yat-Sen University, Taiwan

Establishment Mode Strategy of Multinational Enterprises in China: Transaction Cost and Institution-Based Influences

Yi Wang, University of Vaasa, Finland

Jorma Larimo, University of Vaasa, Finland

Overview and Evaluation of Policy Measures Supporting Outward FDI: The Case of Poland

Marian Gorynia, Poznań University of Economics, Poland

Jan Nowak, Tischner European University, Poland

Piotr Trąpczyński, Poznań University of Economics, Poland

Radosław Wolniak, University of Warsaw, Poland

III.24: Entrepreneurship and Business Development

Location: The Grand Hotel V109

CHAIR: Ali M. Shah, University of Kashmir, India

SPEAKERS:

Antecedents of Integrated SCM Strategies: Corporate Entrepreneurship, Social Capital, and Resource-based Perspectives

Chin-Chun Vincent Hsu, University of Nevada Las Vegas, USA

Keah Choon Tan, University of Nevada Las Vegas, USA

Tritos Laosirihongthong, Thammasat University, Thailand

Earnings Management, Corporate Governance, and Bank Performance: Evidence from Taiwanese

Banking Industry

Hsin-Hue Chang, Ming Chuan University, Taiwan

Effective Strategy for Emerging Markets: Innovating Products and Business Systems
Simultaneously

Ali M. Shah, University of Kashmir, India

COFFEE BREAK

The Grand Hotel V106, V107, V108, and V109

15:30 – 16:00

IMDA MEMBERSHIP MEETING V109

16:00 – 17:00

**RECIPIENT OF THE IMDA 2013 INTERNATIONAL BUSINESS PERSON OF
THE YEAR AWARD**

Stan Shih, Founder of Acer Incorporated

Stan Shih founded Acer in 1976. He is recognized around the globe for his achievements in brand-business building, and for his unique models of management. Shih is frequently cited for his Smiling Curve, a business model that illustrates the vitality of the global IT industry. Upon his retirement from Acer in December 2004, Shih established iD SoftCapital, an investment management and business consulting company, with six partners who have extensive experience in the IT industry.

Shih began his career at Unitron Industrial Corp. in 1971, where he successfully designed, developed, and commercialized Taiwan's first desktop calculator. In 1972, he helped to establish Qualitron Industrial Corp., and led the team that designed the world's first pen watch. In 1976, together with four partners, Shih co-founded Multitech International Corp., the forerunner of Acer, with US\$25,000 and has since led Acer to become a global PC vendor. The Acer Group is a family of three brands -- Acer, Gateway, and Packard Bell. This unique multi-brand strategy allows each brand to offer a unique set of brand characteristics that targets different customer needs in the global PC market. Today, the Acer Group still strives to break the barriers between people and technology. It ranks No. 4 for total PC and No. 3 for notebooks shipments, and has a global workforce of 8,000 employees. Revenues for 2011 reached US\$15.7 billion. At the time of his retirement from the Acer Group, the combined annual revenues of Acer, BenQ and Wistron had reached US\$22.2 billion. He is a member of the board of directors of these three companies, all of which he had a hand in founding.

Shih has received numerous awards. In 1976, he was named one of Taiwan's "Ten Most Outstanding Young Persons." In 1983, the International Jaycees selected him as one of the "Ten Most Outstanding Young Persons in the World." In 1999, the Academy of International Business selected him as

“International Business Executive of the Year.” In 2003, the Ministry of Economic Affairs presented Shih with the “Outstanding Contribution to Brand Building” award. In 2004, the Taipei Computer Association and Taiwan External Trade Development Council honored Shih for his vision and guidance in helping Computex Taipei to become one of the world’s top three IT trade shows.

Widely featured in industry and business media worldwide, Shih was honored by *Fortune* as one of “25 People You Ought to Know for Doing Business in Asia” in 1989. In 1996, *BusinessWeek* named him one of “The 25 Top Managers of the Year.” In 2000, *Asiaweek* selected him as one of “Asia’s top 25 Digital Elite” in the publication’s first look at the people shaping Asia’s high tech future. In 2004, *BusinessWeek* again named Shih as one of the “25 Stars of Asia.” He was also interviewed by *CNN’s Talk Asia* in 2003 and by the *Discovery Channel* for its documentary “Crossings” in 2004. In 2006, *Time* featured Shih in its article “60 years of Asian Heroes” for turning Taiwan into a PC-manufacturing powerhouse.

RECIPIENT OF THE IMDA 2013 INTERNATIONAL BUSINESS EXECUTIVE OF THE YEAR AWARD

Paul Cheng-Hsiung Chiu, Former Vice Premier, Executive Yuan, Former Minister, Ministry of Finance, ROC & Chairman, Bank SinoPac

Paul Cheng-Hsiung Chiu (born February 19, 1942) is a prominent economist and financial practitioner who resides in Taiwan. Chiu received his B.A. in economics from Taiwan University in 1964, and his M.A. and Ph.D. from Ohio State University in 1971 and 1978, respectively.

He has served in many capacities at Taiwan Region’s Central Bank, including holding the position of Deputy Governor from 1988-1996, after which he served as Taiwan Region’s Minister of Finance until 2000. He was subsequently invited to become a chairman of a private-sector commercial bank.

Chiu also served as the person in charge of Taiwan’s Executive branch from 2008-2009. While at the Central Bank, he was credited with stabilizing financial conditions through open-market operations in order to sterilize excess liquidity when the New Taiwan dollar sharply appreciated in 1987.

At the Ministry of Finance he promoted an integration system of the personal income and the business income tax and maintained financial stability during the 1997-1998 Asian financial crisis. During the 2008 great economic recession, as the person in charge of Taiwan’s Executive branch of Ma Ying-Jeou’s authorities, he has helped to formulate policies to maintain economic and financial stability.

He is the recipient of several awards for his distinguished public service and excellence in scholarship that have been conferred upon him both in Taiwan and the United States. He is the Recipient of the Order of Brilliant Star with Grand Cordon, conferred by the President, Taiwan, R.O.C. and the recipient of the Distinguished Government Service Award of 1983 conferred by Premier, Executive Yuan, Taiwan, R.O.C..

Besides being a part-time Professor, Department of Finance, and Department of Economics, National Taiwan University, Dr. Chiu is currently the chairman of Bank SinoPac in Taiwan since June 6, 2008. Bank SinoPac, the banking subsidiary of SinoPac Holdings, has received numerous accolades from leading financial periodicals since its inception in 1992. The Banker, Euromoney, Asiamoney, Global

Finance, and The Asset have ranked Bank SinoPac as Bank of the Year in Taiwan, The Best Corporate Governance Company in Taiwan, The Best Domestic Commercial Bank in Taiwan, Best Corporate/Institutional Internet Bank/Taiwan, The Best Domestic Commercial Bank in Taiwan. In 2002, its industry-leading Internet banking platforms "MMAb2b" and "MMA" were both selected alongside Citigroup, HSBC, and Bank of America by Global Finance as World's Best Corporate Integrated Site and Best Consumer Integrated Site / Asia Pacific.

RECIPIENT OF THE IMDA 2013 INTERNATIONAL BUSINESS EDUCATOR AWARD

Moustafa H. Abdelsamad- Dean, College of Business, Texas A&M University-Corpus Christi

An accomplished leader in international management education and scholarship, Dean Abdelsamad Played a central role in fundraising efforts and was integral in attracting significant donations, including a \$6 million gift for a new college building and annual student scholarships. He successfully directed the growth and expansion of student enrollment and significantly improved student and faculty college diversity, promoted major curriculum updates to modernize and improve college programs.

Dr. Abdelsamad is International President and Chief Executive Officer of Society for Advancement of Management. In this capacity, he also serves as Editor-in-Chief of Advanced Management Journal (AMJ). He led the journal to secure 2000 ANBAR Award for Readability among General Management Journals.

Moustafa H. Abdelsamad possesses immense accreditation and international advisory experiences. In particular, AACSB Accreditation Member, Accreditation Peer-Review Team Chair, Accreditation Team Member, Ministry of Higher Education and Scientific Research, Commission for Academic Accreditation, United Arab Emirates.

Prior to joining Texas A&M University-Corpus Christi, Dr. Abdelsamad served as Dean of College of Business and Industry at University of Massachusetts Dartmouth and Associate Dean and Director of Graduate Studies in Business at Virginia Commonwealth University.

Recipient of a number of honors and awards. Most importantly; Distinguished Faculty Achievement Award selected by the Alumni Association, Texas A&M University-Corpus Christi, Moustafa Abdelsamad Honorary Scholarship Endowment established by a former Economics Department Chair at Texas A&M University-Corpus Christi, and a number of awards given by the Society for Advancement of Management.

**RECIPIENT OF THE IMDA 2013 INTERNATIONAL BUSINESS DEAN
AWARD**

**Fang, Wen-Chang, Former Dean of Department of Business Administration,
Nation Taipei University**

Fang, Wen-Chang earned his Ph.D. in Northwestern University. He is a distinguished leader in international management and education. His research expertise includes Information Management, Electronic Commerce and Artificial Intelligence. As a recipient of several series of awards, “Mr. Lu Fegn Zhang Memorial Metal”, one of the most important honours which Dr. Fang has received, was bestowed on him by the Chinese Management Association in 2005.

Dr. Fang, moreover, is an expert in cradling the strategic alliance with universities around the world. Since Dr. Fang possesses immense experiences in hosting international academic conferences, he is the Conference Chair of “International Conference on Business and Information.” For the sake of all these impressive achievements, Dr. Fang also serves as the Editor-in-Chief for Contemporary Management Research, and Marketing Review. In particular, he is one of the associate-editors of International Journal of Business and Information. All in all, Dr. Fang plays an important role in fundraising projects to above-mentioned journals.

His devotion in hosting conferences and journals, and in the establishment of strong alliance with best-known universities extend the academic influence of Business College of National Taipei University. The paramount importance of his constant dedications in research is that it steadily consolidates the steps of researchers in the academic world toward discovering cutting-edge knowledge.

THE JOURNAL OF TRANSNATIONAL MANAGEMENT

(Editor: Kip Becker kbecker@bu.edu)

The *Journal of Transnational Management* is the official journal of the International Management Development Association. In addition to receiving submissions from authors in nations with strong research records and abilities, the journal has, and will continue, to distinguish itself as a leader in providing editorial assistance to authors from developing nations. The journal has a dedicated editorial board that is multi-national in scope and prepared to provide the assistance needed to encourage authors from nations that are not the traditional contributors with their submissions in order to optimize the opportunity to authors in developing nations to present their management articles to an international audience. The journal, in addition to research publications, is interested in receiving media/book reviews. Information concerning the JTM relating to past volumes and submission information is available on the web site of IMDA www.imda.cc Please feel free to contact me with questions concerning the JTM.

Over the past two years the journal has received articles from authors representing 16 different nations. In line with one of the journal's missions, that of assisting authors from developing nations, IMDA should be proud that during this time frame articles have been published from Turkey, China, Hungary, Poland, Hong Kong, Fiji Islands, Lebanon, Taiwan, Jordan and Qatar in addition to the USA, Canada, Australia, UK, France, Spain, Italy, the Netherlands, Germany, Italy and Greece which are more frequently represented. I have provided the title, country discussed, author and his/her nation of residence to provide a broad picture of the Journal's scope over the past several years.

JOURNAL OF EUROMARKETING

(Editor-in-Chief: Erdener Kaynak ek9@comcast.net)

Enlarged Europe is playing an increasingly more important role in the global economy. The purpose of the Journal of Euromarketing is to meet the needs of academics, practitioners, and policy makers in the discussion of marketing issues pertaining to Europe and European countries' trading relationship with other nations. The purpose of this exciting journal is to increase our understanding of the strategic planning aspects of marketing management in Europe. As well, marketing and international business aspects of the trading relationship between European and foreign firms are also explored conceptually as well as analytically. The unique position of the region would provide fascinating reading material for practitioners, public policy makers and academicians. The articles submitted to the journal create a forum whereby a conceptual understanding of the European markets and marketing systems be operationalized, analytical insights obtained as well as the past, the present, and the future of European marketing be highlighted.

The manuscripts submitted should report the results of cross-cultural/national and comparative studies conducted among countries of Europe. They can be based upon a single country of the region and/or industry there upon with a concerted effort to contrast the results/findings and managerial implications with those obtained by international marketing scholars/practitioners elsewhere. Both thought provoking and well-developed and documented conceptual/theoretical as well as empirical contributions are sought. But every manuscript must have an applied, managerial orientation.

With its 27 full and 5 associate members, EU is the world's largest internal market possessing nearly \$12 trillion economy. Its importance is constantly increasing. Currently, there is a vacuum in the marketing

literature which needs to be filled by relating the Europe factor to the global marketing scene; emphasizing on an interaction mode – that is, the horizontal dimension as well as the inter and intra trade and marketing activities in Europe. As such, Journal of Euromarketing covers the following areas of inquiry:

- a) Functional areas of marketing in Europe and comparison with the practices of those in other regions.
- b) The dynamics that account for the linkage of European national markets into markets of the developing world, North and Latin America, the Far East and Africa.
- c) Determine the best methods available for marketing goods and services in different socio-economic, demographic, cultural, competitive, and legal-political environments of Europe at national and regional levels.
- d) The method by which European marketing institutions are linked together into viable and coherent business systems.
- e) The type of environmental factors prevailing in different European countries of the region which force changes in the marketing structure of the area countries and industrial sectors
- f) How efficiently does the marketing system perform its universal functions in the countries of Europe and how the weaknesses of the marketing system can be overcome in the region?
- g) The various stages of market and marketing system development in Europe as a working device for generalizing and, possibly, predicting likely developments in marketing in individual countries of the region.

Both thought provoking theoretical/conceptual and insightful empirical contributions containing most current and up-to-date knowledge which offer the greatest managerial insights are considered. Articles submitted must contain practical information for the marketing practitioners, public policy makers, classroom teachers and researchers with a major emphasis on European marketing. The Journal tries to appeal to a larger group of readers, so the articles should be written in such a manner that those outside the field can comprehend the expertise and attitudes of those who work within it. Hence, a major criterion is that the language used should be as simple as possible without altering in any way, form, or shape the quality of the information to be communicated. Although not exhaustive, the following topics are illustrative of the subject areas to be covered in the Journal:

- ❖ Cross-National Consumer Segments in Europe
- ❖ Export behavior of European Firms
- ❖ Marketing Strategies of European Multinationals
- ❖ Marketing Implications of Strategic Alliances of European Firms
- ❖ Markets and Marketing Systems of European Countries
- ❖ Marketing Practices of Europe Companies
- ❖ Public Sector Marketing in Europe
- ❖ Comparative Marketing Systems in Europe
- ❖ Diffusion of Innovations Among European Nations
- ❖ Transfer of Marketing Technology and Reverse Technology Transfer in Europe
- ❖ Buyer-Seller Interactions and Organizational Buyer Behavior Issues in European Markets
- ❖ Business Customs and Practices Among European Countries

- ❖ Marketing Interaction/Interrelationships Between Europe and Other Trading Blocs
- ❖ European Corporate Cultures
- ❖ Legal-Political Aspects of Marketing in Europe
- ❖ Marketing Issues Pertaining to EU, EFTA, Council of Europe, European Members of OECD, and Associate Members of EU
- ❖ Marketing Research in Europe
- ❖ Communication/Promotion/Advertising Strategies of European Firms
- ❖ Other Topics Directly Related to European Marketing

The Journal is published four times a year. Papers are blind reviewed by at least two members of the Editorial Review Board. Book reviews and special case study materials based on product/service, success and/or failure of European companies in global markets and industries shall also appear as regular items in the Journal of Euromarketing.

Prospective authors are requested to attempt to restrict their submissions to approximately twenty-five double spaced pages including figures, tables, and references. Authors should submit their manuscripts electronically along with a short abstract and a one-page executive summary to either Editor-in-Chief Erdener Kaynak at ek9@comcast.net or Associate Editor Svetla Marinova at svetla@business.aau.dk. The IMDA Press style guidelines should be used in preparing manuscripts. If in doubt, prospective authors should either refer to the inside back cover of any IMDA Press journal or use The American Psychological Association style guidelines. For “Instructions for Authors” and for additional information, please contact the Editor-in-Chief.

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| Azerbaijan | Jordan | South Africa |
| Bahrain | Macau | Sweden |
| Canada | Mexico | Taiwan |
| Denmark | New Zealand | Thailand |
| Finland | People's Republic of China | Turkey |
| Hong Kong | Poland | United Arab Emirates |
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| India | Qatar | USA |
| Israel | Saudi Arabia | Vietnam |

**IMDA AND THE CONGRESS ORGANIZING COMMITTEE GREATFULLY
ACKNOWLEDGE THE CONTRIBUTIONS OF THE FOLLOWING ORGANIZATIONS**



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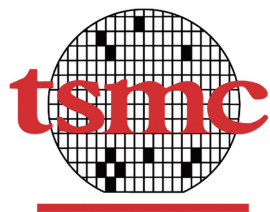
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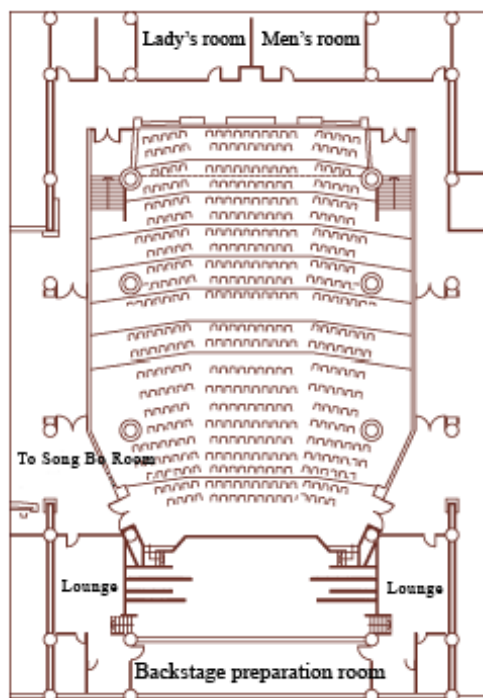
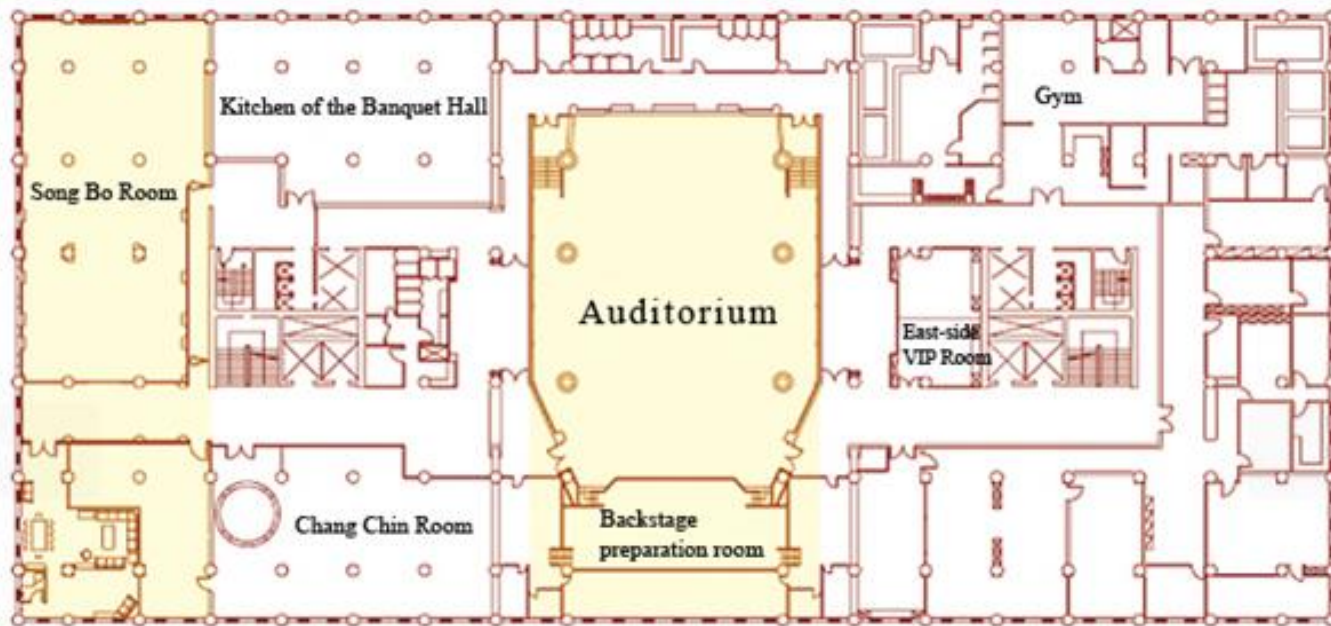
CONFERENCE AND MEETING FACILITIES

Thursday, June 27, 2013

Opening Ceremony and Plenary Sessions

at Grand Hotel

Floor plan: The Grand Hotel -10F Auditorium



10F Auditorium



Floor area: 133.35 Square meters (440m)

Length: 24.45m

Width: 18m

Stage area: 29.27 Square meters (96.6m)²

Length: 15.58m

Width: 6.2m

Performance preparation space

Length: 3.2m

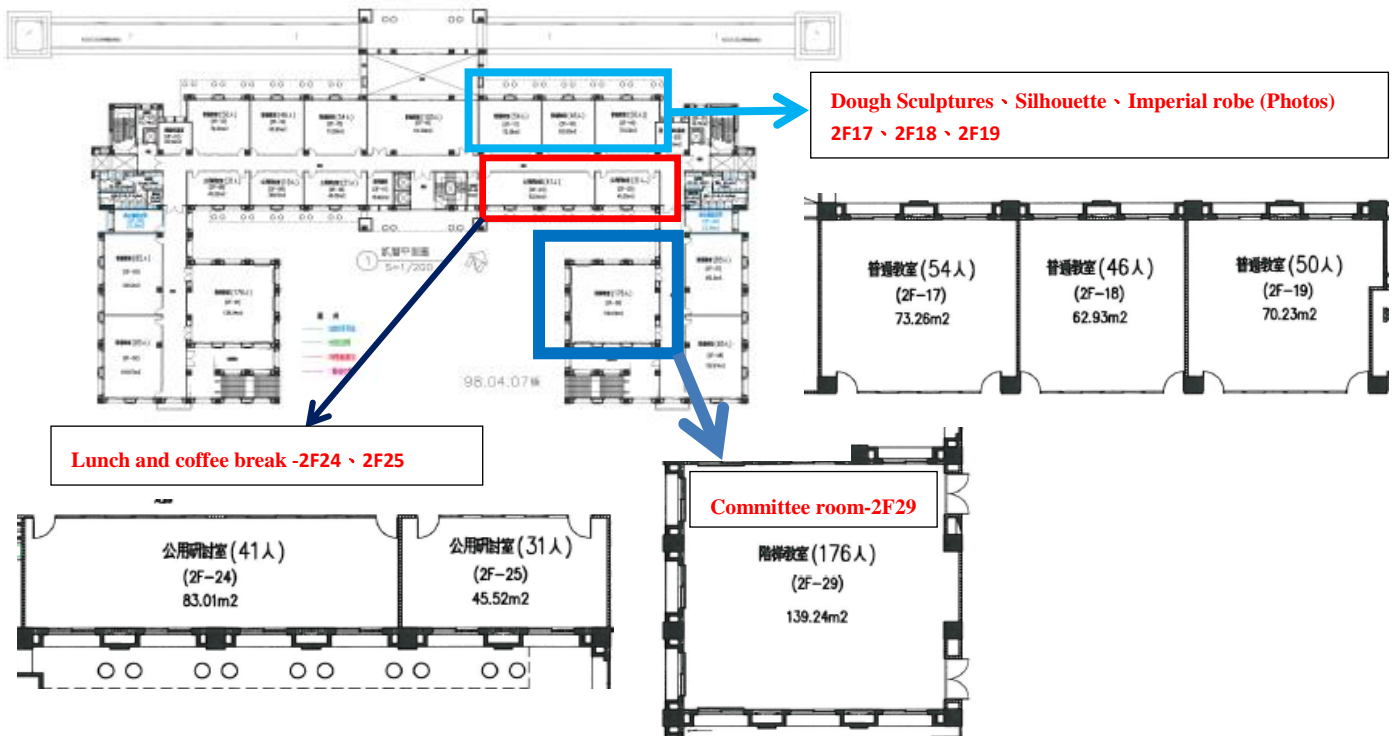
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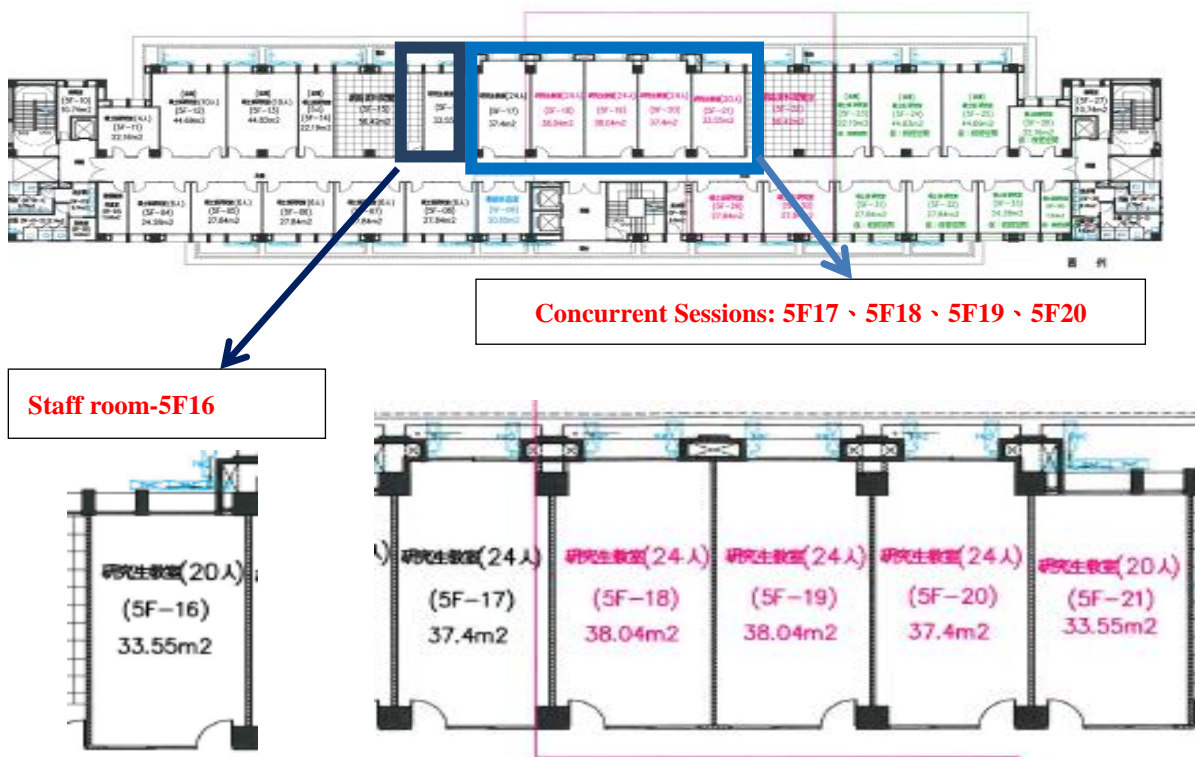
1.398 seats in total

2. Two lounges, two VIP rooms and two restrooms are included.

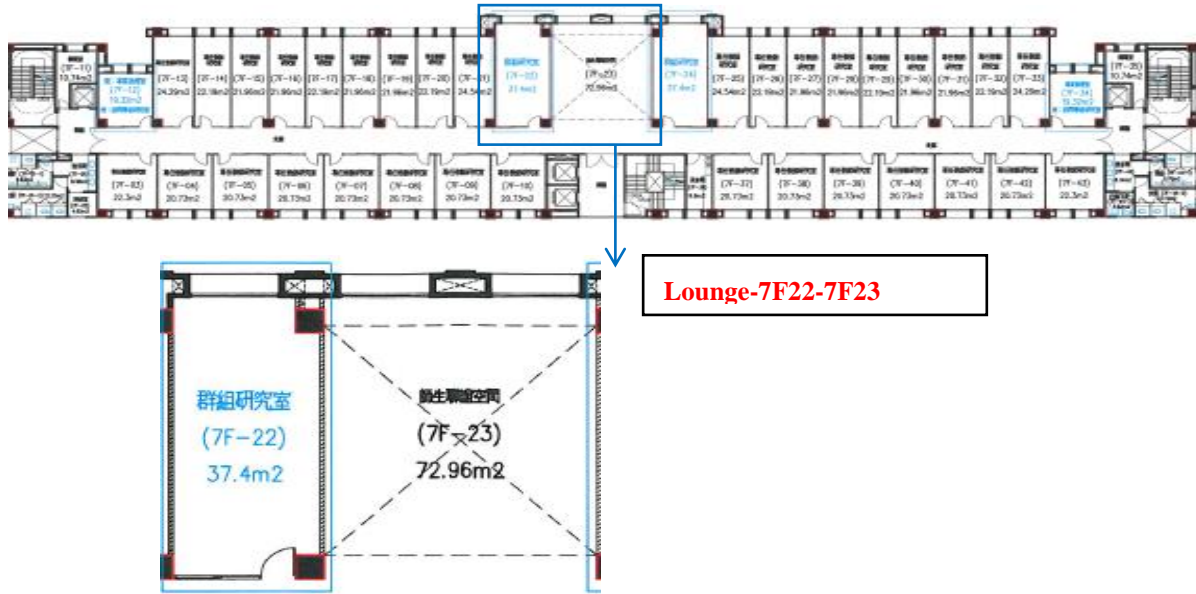
Friday, June 28, 2013 Concurrent Sessions
at National Taipei University-Law School
Floor plan:2F



Floor Plan:5F



Floor Plan:7F



Lounge-7F22-7F23

Saturday, June 29, 2013 Concurrent Sessions
at Grand Hotel

Floor plan: The Grand Hotel -VF Multi-functional Meeting Rooms

