

**2017 International Conference  
on Business and Economics (ICBE2017)**

Ho Chi Minh City, Vietnam, July 06 - 08, 2017

**第12回 國際統合學術大會**

# ***KODISA***



**Theme: Science, Technology and Humanities for Sustainability of  
Business, Economics and Cultures**

**Date: July 06 - 08, 2017**

**Venue: University of Finance – Marketing (UFM)  
Ho Chi Minh City, Vietnam**

**Organizer: Korea Distribution Science Association (KODISA)**



**2017 International Conference  
on Business and Economics (ICBE2017)**

**University of Finance - Marketing, Ho Chi Minh City, Vietnam**

**第12回 國際統合學術大會**

***Theme: Science, Technology and Humanities for Sustainability of Business,  
Economics and Cultures***

**EDITED BY:**

**Lee, Jung Wan - Boston University, United States**

**Pham, Huu Hong Thai - University of Finance and Marketing, Vietnam**

**Youn, Myoung-Kil - Eulji University, Korea**



**JULY 06 - 08, 2017**

**UNIVERSITY OF FINANCE - MARKETING**

**HO CHI MINH CITY, VIETNAM**

## 12<sup>TH</sup> INTERNATIONAL CONFERENCE OF KODISA

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**2017 International Conference  
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Ho Chi Minh City, Vietnam, July 06 - 08, 2017**



**Theme: Science, Technology and Humanities for Sustainability of Business, Economics and Cultures**

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- **Lee, Sung Joon** - Director of the Woosong University Asia Research Center, Korea
- **Youn, Myoung-Kil** - President of the Korea Distribution Science Association, Korea

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**FOR FURTHER INFORMATION**

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## CONFERENCE ORGANIZER



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TRƯỜNG ĐẠI HỌC TÀI CHÍNH - MARKETING  
UNIVERSITY OF FINANCE - MARKETING

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- University of Finance – Marketing (UFM), Vietnam
- Korea Distribution Science Association (KODISA), Korea
- Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan
- Al-Farabi Kazakh National University, Kazakhstan
- International Convergence Management Association, Korea
- East Asia Business Economics Association, Korea
- Vietnam Innovation Association (VIA), Vietnam

## WELCOME MESSAGE



**Lee, Jung Wan, Ph.D.**

[Professor, Boston University, United States]

Conference Chair

On behalf of the Conference Organizing Committee and Program Committee, I take this opportunity to welcome all of the delegates and the accompanying persons and guests for the 2017 International Conference on Business and Economics (ICBE2017) that holds in Ho Chi Minh City, Vietnam, July 6 - 8, 2017. The conference is hosted jointly by the Korea Distribution Science Association (KODISA) of Korea and the University of Finance - Marketing (UFM) of Vietnam. The conference aims to share scholarships regarding issues of **Science, Technology and Humanities for Sustainability of Business, Economics and Cultures** to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics, and to get presented and published scholarly papers, research notes and case studies in the conference Proceedings (Thomson Reuter's CPCI indexed) and affiliated KODISA journals (indexed in SCOPUS, Cabell's Directory, Crossref and DOAJ).

I am extremely pleased that this year we have received a total of 114 presentations of full papers, research-in-progress papers, doctoral symposiums, and special panel discussions from 190 scholars, industry leaders, and public policy makers coming from 18 countries. On July 6, 2017, after the conference opening session, an official reception of the conference will be following for the registered delegates and their spouse or accompanying persons. As part of this conference tradition, we will honor Best Paper Award winners with a scholarship. You will not only meet and greet and network with your colleagues from academics and industry but also engage in stimulating discussions based on academic research papers and business practices.

Finally, I would like to thank our colleagues and administrative executives at University of Finance - Marketing and Korea Distribution Science Association for jointly hosting the conference, and the National Research Foundation of Korea for sponsoring the conference in many ways. I would also like to thank all the attendees, session chairs, reviewers and local organizing directors for their critical role in achieving success of the conference.

Sincerely,



**Hoang, Duc Long, Ph.D.**

[President, the University of Finance - Marketing, Vietnam]  
Conference Co-Chair

On behalf of the University of Finance – Marketing of Vietnam, I would like to extend my warmest welcome and best wishes to all the delegates and distinguished guests of the 2017 International Conference on Business and Economics (ICBE2017) in Vietnam.

I am honored and delighted to host the first international conference on our new campus. This conference is an excellent opportunity to network with academics and professionals from around the world, discuss ideas on the conference topics, and get publication opportunity on our affiliated journals. Moreover, since this is also first time ICBE is held in Vietnam, please take a little extra time to enjoy the spectacular and unique beauty of this region.

Finally, on behalf of the University of Finance – Marketing of Vietnam, I would like to express my gratitude to Korea Distribution Science Association of Korea, authors, and particularly conference participants who serve as session chairs, presenters, and discussants, for their support to make this conference a great success.

I wish you all an intellectually stimulating and productive conference.

Sincerely,



**Bui, Van Quyen, Ph.D.**

[General Director of the Middle and Southern Division of the Ministry of Science and Technology (MOST); Vice Chair of the Vietnam Innovation Association (VIA), Vietnam]

I am very happy to be here in Ho Chi Minh City of Vietnam, with community of researchers, professors, business men and managers to opening ceremony the important event of Summer 2017: International Conference on Business and Economics. On behalf of the S&T community of Vietnam (MOST Vietnam) I would like to warmly welcome and would like to thank all of you coming from developed countries such as Korea, USA...and Vietnam are attending an important conference that is hosted by Korea Distribution Science Association (KODISA) and the University of Finance-Marketing (UFM) of Vietnam.

The theme of the conference is Science, Technology and Humanities for Sustainability of Business, Economics and Cultures that is very hot topic so that attract the attention of not only scientists but also managers, businessmen in the context of the global economic integration and the effect of the industrial revolution 4.0 at present time. It is not only Vietnamese problem but other countries also as well. We are facing many global problems on sustainable development.

Korea is developed country, particularly is first in FDI countries in Vietnam since 2010 until now. Korea is holding many leading technologies, notably ICT, new material, automation and electronic. In another hand, trade relationship between VN and Korea are going quickly. Korea is always in the top five countries with the highest trade value with Vietnam. Particular, Samsung and LG goods in Vietnam market accounted for over 20% and Korean vehicles around 35%.

As developing country, Vietnam is going strongly and quickly integration into the global economy and is a member of WTO, FTA, and BTA. Our demand a huge of technologies, high quality equipment and high quality human resources. Therefore, that Vietnam is the hub of the science, technology, education and potential high - tech market.

We understand that Korea has a comparative advantage with other partners in the Vietnam market. However, in order to upgrade competitiveness in the environment of the global integration market, Korean scientists and businessmen and all of us must continue innovating technologies to keep our products that are always better quality, more nice and suitable price.

As role leading the innovation and bring S&T into businesses in the fourth industrial revolution we call up the community of scientists and businessmen Vietnam, Korea and all of us to do:

- Making closer cooperation between domestic Korean firms and FDI enterprises in Vietnam to produce more high quality Korean goods at Vietnamese market.

- Doing business on technology transfer (including upgrade human resource) from Korea and others to Vietnam.
- Upgrading the innovative activity together.

Vietnam welcomes and creates all favorable conditions for all of S&T and education above. In the coming time, challenge of the global economy integration and the fourth industrial revolution is not small. Vietnam, Korea and others have to face the no small difficulties. Development S&T and innovation in doing businesses is our heavy responsibility. We believe that with advantage of Korean economy and technology and the innovation capacity of Vietnam, we will do S&T activity and business more successes in coming time.

Wish you are heathy and happiness. Wish our conference success and foreign friends have interesting time in Ho Chi Minh City beautiful and friendly. Thank you very much!

Best regards

## CONFERENCE MASTER SCHEDULE

DATE	DAY	TIME	EVENT & VENUE					
July 06	Thu	Place	<b>University of Finance and Marketing, Ho Chi Minh City, Vietnam</b>					
Academic Paper Presentations  Joint Symposiums		09:00–10:20	<b>Track 1 [Hall A]</b> Vietnam Session 1 (4 papers)	<b>Track 2 [Hall B]</b> Vietnam Session 2 (4 papers)	<b>Track 3 [Hall C]</b> Korea Session 1 (3 papers)	<b>Track 4 [Hall D]</b> Korea Session 2 (3 papers)	<b>Track 5 [Hall E]</b> Global Session 1 (6 papers)	<b>Track 6 [Online]</b> Global Session 5 (6 papers)
		10:30–11:50	<b>Coffee Break</b>					
		12:00–13:00	<b>Lunch Break</b>					
		13:00–14:20	<b>Vietnam Session 3</b> (3 papers)	<b>Vietnam Session 4</b> (4 papers)	<b>Korea Session 3</b> (4 papers)	<b>Korea Session 4</b> (4 papers)	<b>Global Session 2</b> (5 papers)	<b>Global Session 6</b> (6 papers)
		14:30–15:50	<b>Coffee Break</b>					
		16:30–17:30	<b>Vietnam Session 5</b> (4 papers)	<b>Vietnam Session 6</b> (4 papers)	<b>Korea Session 5</b> (4 papers)	<b>Korea Session 6</b> (4 papers)	<b>Global Session 3</b> (5 papers)	<b>Global Session 7</b> (6 papers)
		17:30–18:20	<b>Vietnam Session 7</b> (4 papers)	<b>Vietnam Session 8</b> (4 papers)	<b>Korea Session 7</b> (3 papers)	<b>Korea Session 8</b> (3 papers)	<b>Global Session 4</b> (5 papers)	<b>Global Session 8</b> (7 papers)
		18:30–21:00	<b>Coffee Break</b>					
		19:00–20:00	<b>CONFERENCE OPENING CEREMONY [Conference Main Hall]</b>					
		20:00–21:00	<b>Opening Special Panel Presentations</b>					
21:00–22:00	<b>CONGRESS AWARD CEREMONY AND RECEPTION [Reception Hall]</b>							
July 07	Fri	Place	<b>[Tour Destination: Ho Chi Minh City]</b>					
Congress Tour(1)		09:00–18:00	<b>Full-Day: Ho Chi Minh City Tour</b>					
		18:00–20:00	<b>CONGRESS FAREWELL RECEPTION AND DINNER</b>					
July 08	Sat	Place	<b>[Tour Destination: Cu Chi Tunnels Tour]</b>					
Congress Tour(2)		09:00–18:00	<b>Full-Day: Cu Chi Tunnels Tour</b>					
		18:00–	<b>Conference End</b>					

# PAPER PRESENTATION SCHEDULE

## VIETNAM SESSIONS

### Academic Paper Presentations

#### [Track 1]: Vietnam Session 1 [Hall A]

**Session Time: 09:00 – 10:20 Thursday July 6, 2017**

**Session Chair: Pham, Huu Hong Thai, Ph.D.  
(University of Finance and Marketing, VIETNAM)**

**G64: Tax Policy and Housing Prices: Evidence from Vietnam**

**Pham, Huu Hong Thai** - University of Finance and Marketing, Vietnam

**Quach, Manh Hao** - University of Lincoln, United Kingdom

**G49: The Impacts of Tax Procedures Reform to Business Environment in Vietnam: Achievements and Further Reforms**

**Le, Xuan Truong** - Academy of Finance, Vietnam

**G61: The Research for Sustainable Poverty Reduction in Khmer Ethnic Community**

**Nguyen, Hong Ha** - Tra Vinh University, Vietnam

**G53: Determinants of Vietnam's Outward Direct Investment: In Cambodia Case**

**Vo, Thu Thanh** - University of Economics HCM City, Vietnam

**Le, Quang Huy** - University of Finance and Marketing, Vietnam

### Academic Paper Presentations

#### [Track 2]: Vietnam Session 2 [Hall B]

**Session Time: 09:00 – 10:20 Thursday July 6, 2017**

**Session Chair: Ha, Nam Khanh Giao, Ph.D.  
(University of Finance and Marketing, VIETNAM)**

**G59: Factors Influencing Purchasing Decision of Butter Oil Substitute in Vietnam**

**Ha, Nam Khanh Giao** - University of Finance and Marketing, Vietnam

**G46: Building Firm's Competitive Advantages Through Supplier Development**

**Nguyen, Phi Hoang** - University of Finance and Marketing, Vietnam

**G62: Key Determinants and the Effects of Perceived Value on Online Repurchase Intention of E-Commerce in Vietnam**

**Nguyen, Ngoc Duy Phuong** - University of Finance and Marketing, Vietnam  
**Nguyen, Duy Long** - International University - Vietnam National University HCMC, Vietnam

**G63: A Partial Least Squares Path Model of Repurchase Intention in Smartphone-based Ride Hailing Service**

**Nguyen, Ngoc Duy Phuong** - University of Finance and Marketing, Vietnam  
**Tran, Thi Dai Trang** - International University - Vietnam National University HCMC, Vietnam

**Academic Paper Presentations**  
**[Track 1]: Vietnam Session 3 [Hall A]**  
**Session Time: 10:30 – 11:50 Thursday July 6, 2017**  
**Session Chair: Pham, Huu Hong Thai, Ph.D.**  
**(University of Finance and Marketing, VIETNAM)**

**G65: Modelling Stock Market Volatility: Evidence from Vietnam**

**Ho, Thuy Tien** - University of Finance and Marketing, Vietnam  
**Ho, Thu Hoai** - University of Finance and Marketing, Vietnam  
**Ngo, Van Toan** - University of Finance and Marketing, Vietnam

**G57: Macroeconomic Conditions and Capital Structure Adjustment Speed - The Evidence in Vietnam**

**Tran, Thi Muoi** - University of Finance and Marketing, Vietnam  
**Nguyen, Thi Uyen Uyen** - University of Economics HCM City, Vietnam

**G47: Key Attributes of Banking Website Quality in Vietnam: A Decision Tree Approach**

**Pham, Thi Thanh Xuan** - University of Finance and Marketing, Vietnam  
**Nguyen, Tien Nhat** - Hue College of Economics – Hue University, Vietnam

**Academic Paper Presentations**  
**[Track 2]: Vietnam Session 4 [Hall B]**  
**Session Time: 10:30 – 11:50 Thursday July 6, 2017**  
**Session Chair: Ha, Nam Khanh Giao, Ph.D.**  
**(University of Finance and Marketing, VIETNAM)**

**G66: Factors Impacting on the Supply Chain Collaboration of Vietnamese Furniture Industry**

**Huynh, Thi Thu Suong** - College of Finance & Customs, Vietnam

**G67: A Study on the Development of Limitation of Liability in Maritime Cargo Claims**

**Le, Thi Thuy Dung** - National Taiwan Ocean University, Taiwan  
**Chung, Cheng-Chi** - National Taiwan Ocean University, Taiwan

**G60: Some Conditions to Develop the Service Sector of Urban in Vietnam**

**Nguyen, Nguyen Phong** - HCM City University of Culture, Vietnam

**G70: The Effect of Country-of-Origin on Customer Purchase Intention: A Study of Functional Products in Vietnam**

**Nguyen, Ngoc Duy Phuong** - University of Finance and Marketing, Vietnam

**Nguyen, Tien Dat** - International University - Vietnam National University HCMC, Vietnam

**Academic Paper Presentations**

**[Track 1]: Vietnam Session 5 [Hall A]**

**Session Time: 13:00 – 14:20 Thursday July 6, 2017**

**Session Chair: Pham, Huu Hong Thai, Ph.D.**

**(University of Finance and Marketing, VIETNAM)**

**G43: The Determinants of Current Account in the Southeast Asian Countries**

**Dang, Thi Ngoc Lan** - University of Finance and Marketing, Vietnam

**G44: Ownership Structure and Dividend Policy of Vietnamese Enterprises after the Global Financial Crisis**

**Pham, Quoc Viet** - University of Finance and Marketing, Vietnam

**Luong, Quoc Trong Vinh** - University of Finance and Marketing, Vietnam

**Tran, Bao Vy** - Bank for Investment and Development of Vietnam – North Saigon Branch, Vietnam

**G45: The Determinants of Dynamic Debt Maturity Structure: Evidence from Vietnam**

**Nguyen, Thanh Nha** - University of Finance and Marketing, Vietnam

**Tran, Thi Thuy Linh** - University of Economics HCM City, Vietnam

**G71: Disclosure of Environmental Information by Manufacturing Firms Listed on The Ho Chi Minh City Stock Exchange (HOSE)**

**Duong, Hoang Ngoc Khue** - University of Finance and Marketing, Vietnam

**Nguyen, Thi Ngoc Oanh** - University of Finance and Marketing, Vietnam

**Academic Paper Presentations**

**[Track 2]: Vietnam Session 6 [Hall B]**

**Session Time: 13:00 – 14:20 Thursday July 6, 2017**

**Session Chair: Ha, Nam Khanh Giao, Ph.D.**

**(University of Finance and Marketing, VIETNAM)**

**G48: Factors Affecting a Successful Deployment of Enterprise Resource Planning for Organizations in Vietnam**

**Nguyen, Xuan Hiep** - University of Finance and Marketing, Vietnam

**Nguyen, Thi Cam Loan** - University of Finance and Marketing, Vietnam

**G58: Determinants of Entrepreneurial Intentions: A Case of University Students in HCMC**

**Nguyen, Xuan Hiep** - University of Finance and Marketing, Vietnam

**Nong, Thi Nhu Mai** - University of Finance and Marketing, Vietnam

**G72: Unsolved Problem in Human Resources Qualities of Vietnamese Banking Industry in Integration**

**Truong, Van Khanh** - University of Finance – Marketing, Vietnam

**Tram, Bich Loc** - Saigon University, Vietnam

**G73: Fintech Credit – Opportunities for SMEs in Vietnam**

**Truong, Van Khanh** - University of Finance – Marketing, Vietnam

**Tram, Bich Loc** - Saigon University, Vietnam

**Academic Paper Presentations**

**[Track 1]: Vietnam Session 7 [Hall A]**

**Session Time: 14:30 – 15:50 Thursday July 6, 2017**

**Session Chair: Pham, Huu Hong Thai, Ph.D.  
(University of Finance and Marketing, VIETNAM)**

**G52: Understanding the Impact of Enterprise Resource Planning (ERP) System on Accountants' Work Performance**

**Phan, Thi Bao Quyen** - University of Economics HCM City, Vietnam

**Nguyen, Phuoc Bao An** - University of Economics HCM City, Vietnam

**G54: Convergence Strategy VAS with IAS/IFRS to Fit International Business and Economy**

**Pham, Thi Lai** - Quy Nhon University, Vietnam

**G55: Difficulties and Challenges in Applying IFRS for Enterprises in Developing Countries: A Case of Vietnam**

**Le, Thi Thanh Hue** - Nha Trang University, Vietnam

**Phan, Hong Nhung** - Nha Trang University, Vietnam

**G56: A Review of Accounting Research Trends in the World**

**Tran, Thi Phuong Thanh** - University of Economics HCM City, Vietnam

**Academic Paper Presentations**

**[Track 2]: Vietnam Session 8 [Hall B]**

**Session Time: 14:30 – 15:50 Thursday July 6, 2017**

**Session Chair: Ha, Nam Khanh Giao, Ph.D.  
(University of Finance and Marketing, VIETNAM)**

**G50: Role of Corporate Social Responsibility in Managing Customer Loyalty: An Empirical Study in Vietnam Retailing Industry**

**Hoang, Phuong Dung** – Banking Academy, Vietnam

**G51: A Provincial Analysis of Formal Economic Institutions and Growth in Vietnam**

**Bui, Thanh Trung** - University of Economics HCM City, Vietnam

**Diep, Gia Luat** - University of Economics HCM City, Vietnam

**G69: The Relationship between Organizational Justice and Social Loafing in Ho Chi Minh City**

**Vu, Ba Thanh** - Food Farm Co., Ltd, Academy of Social Sciences, Vietnam

**Ngo, Van Toan** - University of Finance and Marketing, Vietnam

**G74: Developing Education Quality for Human Resource in the Tourism Industry –  
A Study in Ho Chi Minh City, Vietnam**

**Nguyen, Quyet Thang** - University of Technology (HUTECH), Vietnam

**Ngo, Thanh Phuong Quynh** - University of Technology (HUTECH), Vietnam

## **KOREA SESSIONS**

### **Academic Paper Presentations**

**[Track 3]: Korea Session 1 [Hall C]**

**Session Time: 09:00 – 10:20 Thursday July 6, 2017**

**Session Chair: Lee, Jong-Ho, Ph.D.  
(Kongju National University, KOREA)**

**L1: A Study on Recent Credit Loan from Households in South Korea**

**Researcher: Jeong, Dong-Bin** - Gangneung-Wonju National University, Korea

**Discussant: Choi, Sung-Wook** - Sahmyook University, Korea

**L2: A Review on Sales on Large-scale Retailing Types in South Korea**

**Researcher: Jeong, Dong-Bin** - Gangneung-Wonju National University, Korea

**Discussant: Kim, Jong-Jin** - Hansei University, Korea

**L3: A Study on Factors Affecting Turnover Intention of Jewelry Distribution Distributor**

**Researcher: Lee, Sangki** - Kaya University, Korea

**Lee, Donghae** - Kaya University, Korea

**Discussant: Kim, Young-Ei** - Seoul Digital University, Korea

**L4: Algorithms for Optimal Bundle Search Problem with Pairwise Discount**

**Researcher: Chung, Jibok** - Kongju National University, Korea

**Choi, Byungcheon** - Chungnam National University, Korea

**Discussant: Kim, Young-Ei** - Seoul Digital University, Korea

**L5: The Analysis of Product Design Effect on Consumer Emotional Satisfaction by Brand Type**

**Researcher: Kim, Soon-Hong** - Incheon National University, Korea

**Park, Jong-Chan** - Incheon National University, Korea  
**Discussant: Lee, Jang-Hwan** - Masan University, Korea

**Academic Paper Presentations**  
**[Track 4]: Korea Session 2 [Hall D]**  
**Session Time: 09:00 – 10:20 Thursday July 6, 2017**  
**Session Chair: Jung, Myung-Hee, Ph.D.**  
**(Jungwon University, KOREA)**

**L6: Case of Cargo Collided with Unlicensed Vehicle**

**Researcher: Kwak, Young-Arm** - Shinhan University, Korea  
**Cho, Young-Sang** - Kongju National University, Korea  
**Discussant: Chung, Jibok** - Kongju National University, Korea

**L7: Effect of Stakeholder's Mutual Cooperation in Sustainable Tourism Marketing**

**Researcher: Choi, Kwang-Woong** - Jeju National University Korea  
**Hwang, Yong-Cheol** - Jeju National University Korea  
**Discussant: Park, Jong-Chan** - Incheon National University, Korea

**L8: How do Retail Regulations Affect a Retail Sector? A Comparative Study of Korea and Other Countries**

**Researcher: Cho, Young-Sang** - Kongju National University, Korea  
**Kwak, Young-Arm** - Shinhan University, Korea  
**Discussant: Kim, Soon-Hong** - Incheon National University, Korea

**L9: The Impact of Intrinsic Characteristics of Modularity on Supply Chain Performances**

**Researcher: Lee, Sang-Hyun** - Sahmyook University, Korea  
**Discussant: Cho, Young-Sang** - Kongju National University, Korea

**Academic Paper Presentations**  
**[Track 3]: Korea Session 3 [Hall C]**  
**Session Time: 10:30 – 11:50 Thursday July 6, 2017**  
**Session Chair: Hwang, Yong-Cheol, Ph.D.**  
**(Jeju National University, KOREA)**

**L10: A Study on the Consciousness for Korean-Chinese Adaptation in Korea**

**Researcher: Kim, Jong-Jin** - Hansei University, Korea  
**Hwang, Moon-Young** - Daejeon Institute of Science and Technology, Korea  
**Cho, Kyung-In** - Daejeon Institute of Science and Technology, Korea  
**Kim, Pan-Jin** - Chodang University, Korea  
**Discussant: Jeong, Dong-Bin** - Gangneung-Wonju National University, Korea

**L11: Effect of Counterfactual Thinking on Switch Purchasing and Repeat Purchasing**

**Researcher:** Yang, Hoe-Chang - Jangan University, Korea

Kim, Young-Ei - Seoul Digital University, Korea

**Discussant:** Lee, Jong-Ho - Kongju National University, Korea

**L12: Amazon's Distribution Strategy: Doing the Right Things**

**Researcher:** Hahn, Yoonah - SUNY Empire State College, United States

Youn, Myoung-Kil - Eulji University, Korea

Kim, Dongho - SUNY Empire State College, United States

**Discussant:** Lee, Donghae - Kaya University, Korea

**L13: A Study on Predicted Expansion of Electric Vehicles Using the Technology Adoption Life Cycle Model: Focusing on the U.S. Market**

**Researcher:** Kim, Yong-Tae - Korea University, Korea

Choi, Sung-Wook - Sahmyook University, Korea

**Discussant:** Jung, Myung-Hee - Jungwon University, Korea

**L14: Traditional Markets Performance Analysis Considering the Impact of Large Discount Stores**

**Researcher:** Yoo, Byong-Kook - Incheon National University, Korea

Kim, Soon-Hong - Incheon National University, Korea

**Discussant:** Lee, Sang-Hyun - Sahmyook University, Korea

**Academic Paper Presentations**

**[Track 4]: Korea Session 4 [Hall D]**

**Session Time: 10:30 – 11:50 Thursday July 6, 2017**

**Session Chair: Kim, Pan-Jin, Ph.D.**

**(Chodang University, KOREA)**

**L15: The Effects of Retirement Buying Factors and Satisfaction on Retailer's Online Shopping**

**Researcher:** Kim, Jong-Jin - Hansei University, Korea

**Discussant:** Lee, Sang-Hyun - Sahmyook University, Korea

**L16: A Study on Factors that Effect on Consumer Behaviour on Cross-Border E-Commerce in Vietnam - Ho Chi Minh City -**

**Researcher:** Dao, Duy Thang - Woosong University Asia Reseach Center, Korea

Hyun, In Gyou - SoonChunHyang University, Korea

**Discussant:** Lee, Dong-Hae - Kaya University, Korea

**L17: Capital Structure Adjustment: Evidence from the Korean Financial Market**

**Researcher:** Lee, Jeong-Hwan - Hanyang University, Korea

Yoon, Bohyun - Kangwon National University, Korea

**Discussant:** Jung, Myung-Hee - Jungwon University, Korea

**L18: Do Firms Rebalance Capital Structure? Evidence from Korean Retail Firms**

**Researcher:** Kim, Sang-Su - Korea National Open University, Korea

**Lee, Jeong-Hwan** - Hanyang University, Korea  
**Discussant: Lee, Jong-kook** - LOTTE Coralis Vietnam Co., Ltd, Vietnam

**Academic Paper Presentations**  
**[Track 3]: Korea Session 5 [Hall C]**  
**Session Time: 13:00 – 14:20 Thursday July 6, 2017**  
**Session Chair: Cho, Young-Sang, Ph.D.**  
**(Kongju National University, KOREA)**

**L19: An Empirical Study on Consumer Value Innovation for Global Retail Company in Vietnamese Distribution Market**

**Researcher: Lee, Jongkook** - LOTTE Coralis Vietnam Co., Ltd, Vietnam

**Discussant: Park, Jong-Ho** - Kongju National University, Korea

**L20: A Research on the Relationship between Accrual-based Earnings Management and Real Earnings Management in the Retail Industry**

**Researcher: Kang, Shin-Ae** - Seoul National University of Science and Technology, Korea  
**Kim, Tae-Joong** - Hansung University, Korea

**Discussant: Lee, Dong-Hae** - Kaya University, Korea

**L21: A Study on Korean Products' Distribution through Overseas Purchasing in China**

**Researcher: Dai, Wen-Qian** - Kongju National University, Korea

**Lee, Jong-Ho** - Kongju National University, Korea

**Discussant: Lee, Seung-Chang**, Small and Medium Corporation, Korea

**Jung, Myung-Hee** – Jungwon University, Korea

**Academic Paper Presentations**  
**[Track 4]: Korea Session 6 [Hall D]**  
**Session Time: 13:00 – 14:20 Thursday July 6, 2017**  
**Session Chair: Kim, Young-Ei, Ph.D.**  
**(Seoul Digital University, KOREA)**

**L22: A Study on the Strategic Implications from Successful Sharing Economy Companies as a Distribution Platform in Korea**

**Researcher: Li, Qing-Zhu** - Kongju National University, Korea

**Lee, Jong-Ho** - Kongju National University, Korea

**Discussant: Lee, Dong-Hae** - Kaya University, Korea

**L23: Effect of Psychological Well-Being on Life Satisfaction: Mediation Effects of Job Burden & Family Burden and Moderation of Employment Instability.**

**Researcher: Jung, Myung-Hee** – Jungwon University, Korea  
**Discussant: Kim, Tae-Joong** - Hansung University, Korea

**L24: A Study on Effect of the Elderly Living Alone's Date upon Psychological Loneliness and Happiness**

**Researcher: Jung, Myung-Hee** – Jungwon University, Korea  
**Joo, Min-Kyung** - Hanseo University, Korea  
**Discussant: Lee, Jeong-Hwan** - Hanyang University, Korea

**L25: A Study on Effect of the Elderly's Leisure Life upon Psychological Loneliness and Life Satisfaction and Social Support's Mediating Effect**

**Researcher: Jung, Myung-Hee** – Jungwon University, Korea  
**Kim, Hong-Sun Kim** – Jungwon University, Korea  
**Discussant: Kwak, Young-Arm** - Shinhan University, Korea

**Academic Paper Presentations**  
**[Track 3]: Korea Session 5 [Hall C]**  
**Session Time: 13:00 – 14:20 Thursday July 6, 2017**  
**Session Chair: Hwang, Moon-Young, Ph.D.**  
**(Daejeon Institute of Science and Technology, KOREA)**

**L26: A Study on Export Promotion Strategy of K-Beauty Korean Wave Products**

**Researcher: Jeon, Dong-Han** - Chung-Ang University, Korea  
**Discussant: Kim, Jong-Jin** - Hansei University, Korea

**L27: Accepting Information Technology in Traditional Markets**

**Researcher: Cho, Kyung-In** – Daejeon Institute of Science and Technology, Korea  
**Discussant: Lee, Jeong-Hwan** - Hanyang University, Korea

**L28: An Exploratory Research for Identifying the Role of Spiritual Education at Workplace: A Longitudinal Analysis**

**Researcher: Jeong, Taeseog** - Sahmyook University, Korea  
**Yim, Myung-Seong** - Sahmyook University, Korea  
**Discussant: Cho, Kyung-In** – Daejeon Institute of Science and Technology, Korea

**L29: Relationship among Social Support, Coping Strategies and Strain under Mobile Stress**

**Researcher: Yim, Myung-Seong** - Sahmyook University, Korea  
**Discussant: Lee, Jeong-Hwan** - Hanyang University, Korea

**Academic Paper Presentations**  
**[Track 4]: Korea Session 5 [Hall D]**  
**Session Time: 13:00 – 14:20 Thursday July 6, 2017**  
**Session Chair: Lee, Sang-Youn, Ph.D.**  
**(Caroline University, UNITED STATES)**

**L30: Development of High Efficiency Food Waste Treatment System for Entering New and Renewable Energy Industry in Southeast Asia**

**Researcher: Kwon, Ki-Tae** - Eulji University, Korea  
**Lee, Woo-Sik**-Gachon University, Korea  
**Kwon, Lee-Seung**-Catholic Kwandong University, Korea  
**Seong, Seung-Hwan** - Eulji University, Korea  
**Kim, Young-Do**- Eulji University, Korea  
**Kwon, Woo-Taeg** - Eulji University, Korea

**Discussant: Yim, Myung-Seong** - Sahmyook University, Korea

**L31: The Study on the Analysis of Start-up Success-failure Factors to Small Enterprise in Seoul, Korea**

**Researcher: Kim, Se-Jin**- Yuhan University, Korea  
**Lee, Sang-Youn**- Caroline University, United States  
**Kim, Pan-Jin** - Chodang University, Korea  
**Discussant: Kim, Dongho** - SUNY Empire State College, United States

**L32: Efficient Construction Process and Distribution System through Construction IT Convergence based on 4<sup>th</sup> Industrial Revolution Technology : Focused on Distribution Management of Free-form Structural External panel**

**Researcher: Lee, Dong-Woon**- Dongseo University, Korea  
**Kim, Dae-Geon**- Dongseo University, Korea  
**Discussant: Kim, Pan-Jin** - Chodang University, Korea

**L33: A Study on the Effect of Brand Globalness and Green National Image on Customer Satisfaction and Repurchase Intentions based on the Effect of Green Marketing - Chinese Consumers –**

**Researcher: Tang, Lin** - Woosong University, Korea  
**Lee, Sung Joon** - Woosong University, Korea  
**Discussant: Kim, Jong-Jin** - Hansei University, Korea

## **GLOBAL SESSIONS**

### **Academic Paper Presentations**

**[Track 5]: Global Session 1 [Hall E]**

**Session Time: 09:00 – 10:20 Thursday July 6, 2017**

**Session Chair: Potluri, Rajasekhara Mouly, Ph.D.  
(American University of Nigeria, NIGERIA)**

**G3 Long-Run and Short-Run Dynamics Relationships between Exchange Rate Fluctuations and Foreign Direct Investment Flows in China**

**Lee, Jung Wan** - Boston University, United States

**Brahmasrene, Tantatape** - Purdue University Northwest, United States

**G6 Monetary Transmission Channels, Sectoral Output and Augmented VAR Analysis**

**Rao, Doki Tripathi** - Indian Institute of Management Lucknow, India

**Singh, Sunny Kumar** - Birla Institute of Technology & Science (BITS), India

**G7 Economic and Environmental Impacts of Mass Tourism on Regional Tourism Destinations: A Case Study of Ten New ‘Bali’ in Indonesia**

**Syah, Ahmad Mujafar** - Boston University, United States

**Lee, Jung Wan** - Boston University, United States

**G19 Building Bridges on the Silk Road: A Strategy for Vietnam**

**Greiman, Virginia A.** - Boston University, United States

**G10 Methodological Approaches of Evaluation of Economic Potential of the Regions of Kazakhstan**

**Nurlanova, Nailya K.** - Institute of Economics, Kazakhstan

**Kireyeva, Anel A.** - Institute of Economics, Kazakhstan

**Alzhanova, Farida G.** - Institute of Economics, Kazakhstan

**G11 Financial Disclosure and the Cost of Equity Capital: The Empirical Test of the Largest Listed Companies of Kazakhstan**

**Baimukhamedova, Aizhan** - Baskent University, Turkey

**Baimukhamedova, Gulzada** - Kostanay Social-Technical University by Z.Aldamzhar, Kazakhstan

**Aimurzinov, Murat** - Kostanay Social-Technical University by Z.Aldamzhar, Kazakhstan

**Luchaninova, Albina** - Kostanay Social-Technical University by Z.Aldamzhar, Kazakhstan

### **Academic Paper Presentations**

**[Track 5]: Global Session 2 [Hall E]**

**Session Time: 10:30 – 11:50 Thursday July 6, 2017**

**Session Chair: Brahmasrene, Tantatape, Ph.D.  
(Purdue University Northwest, USA)**

**G1 Constructs and Variables in Environmental Research: A Secondary Review Using Canonical Correlation Analysis**

**Abeysekera, Indra** - S P Jain School of Global Management Sydney, Australia  
**Huong, Nguyen Thi Thanh** - Ton Duc Thang University, Vietnam  
**Cowley, Julie Louise** - S P Jain School of Global Management Sydney, Australia  
**Nguyen, Thi Kim Loan** - Ton Duc Thang University, Vietnam

**G12 The Integration of Science, Education and Business: Application in Al-Farabi Kazakh National University**

**Mutanov, Galym M.** - Al-Farabi Kazakh National University, Kazakhstan  
**Ramazanov, Tlekkabul S.** - Al-Farabi Kazakh National University, Kazakhstan  
**Akhmetova, Aigul B.** - Al-Farabi Kazakh National University, Kazakhstan  
**Togambayeva, Altynay K.** - Al-Farabi Kazakh National University, Kazakhstan  
**Karagulanova, Ardak S.** - Al-Farabi Kazakh National University, Kazakhstan

**G14 International Experience in the Integration of Science, Education and Business: Perspectives for Application in Kazakhstan**

**Mutanov, Galym M.** - Al-Farabi Kazakh National University, Kazakhstan  
**Ramazanov, Tlekkabul S.** - Al-Farabi Kazakh National University, Kazakhstan  
**Togambayeva, Altynay K.** - Al-Farabi Kazakh National University, Kazakhstan  
**Akhmetova, Aigul B.** - Al-Farabi Kazakh National University, Kazakhstan

**G18 Financial Economics of Innovation: Policies and Mechanisms for Enhancing Innovative Entrepreneurship**

**Wonglimpiyarat, Jarunee** - Thammasat University, Thailand

**Academic Paper Presentations**  
**[Track 5]: Global Session 3 [Hall E]**  
**Session Time: 13:00 – 14:20 Thursday July 6, 2017**  
**Session Chair: Unger, Barry, Ph.D.**  
**(Boston University, USA)**

**G5 An Exploratory Treatise on Jay Customers Behavior in Indian Banking Industry: A Dyadic Perspective**

**Potluri, Rajasekhara Mouly** - American University of Nigeria, Nigeria  
**Potluri, Lohith Sekhar** - Amrita University, India

**G8 Indonesian Youth Shoppers Typology**

**Halim, Rizal Edy** - Universitas Indonesia, Indonesia  
**Iqbal, Egi Widya Nur** - Universitas Indonesia, Indonesia

**G15 Phenomenon of Hallyu: An Outside Perspective - Kazakhstani Viewpoint**

**Togambayeva, Karlygash** - Al-Farabi Kazakh National University, Kazakhstan  
**Mirzoyeva, Leila Y.** - Sulyman Demirel University, Kazakhstan  
**Timberlake, Alan H.** - Columbia University, United States

**G17 Exploring Consumer Cosmopolitanism and Ethnocentrism Effects in the Purchase Intentions towards the Products of a Foreign Country**

**Sousa, Ana F. Antunes** - University of Minho, Portugal

**Nobre, Helena M.** - University of Aveiro, Portugal

**Farhangmehr, Minoo** - University of Minho, Portugal

**G13 The Relationship of Middle Income Trap and Employment in Kazakhstan**

**Jumambayev, Seisembay** - Al-Farabi Kazakh National University, Kazakhstan

**Academic Paper Presentations**

**[Track 5]: Global Session 4 [Hall C]**

**Session Time: 14:30 – 15:50 Thursday July 6, 2017**

**Session Chair: Abeysekera, Indra, Ph.D.**

**(S P Jain School of Global Management Sydney, AUSTRALIA)**

**G4 Determinants of Online Purchase Intension: A Study on Indian Young-Adult Consumers**

**Potluri, Lohith Sekhar** - Amrita University, India

**Potluri, Rajasekhara Mouly** - American University of Nigeria, Nigeria

**Vajjhala, Narasimha Rao** - American University of Nigeria, Nigeria

**G16 A Structural Compendium on Application of Web 3.0 Technologies in Small and Medium Enterprises in India**

**Vajjhala, Narasimha Rao** - American University of Nigeria, Nigeria

**Potluri, Rajasekhara Mouly** - American University of Nigeria, Nigeria

**Potluri, Lohith Sekhar** - Amrita University, India

**G75 Can Taiwan's New Government Respond to the Changing Character and Needs of Innovation and Entrepreneurship?**

**Unger, Barry** - Boston University, United States

**Greiman, Virginia A.** - Boston University, United States

**Wan, Wendy W. N.** - Tunghai University, Taiwan

**G76 Attracting Talents - How Corporate and Employer Brand Affect Employer Attractiveness**

**Laßleben, Hermann** - ESB Business School, Reutlingen University, Germany

**Schwendner, Christine** - Bayerisches Staatsministerium für Arbeit und Soziales, Familie und Integration, Germany

**G9 The Basic Directions of the Formation of IT Clusters Based on Kazakhstan's Technological Platforms**

**Kireyeva, Anel A.** - Institute of Economics, Kazakhstan

**Nurlanova, Nailya K.** - Institute of Economics, Kazakhstan

**Ruzanov, Rashid M.** - Institute of Economics, Kazakhstan

## **GLOBAL ONLINE SESSIONS**

### **Academic Paper Presentations**

**[Track 6]: Global Session 5 [Online]**

**Session Time: 09:00 – 10:20 Thursday July 6, 2017**

**Session Chair: Kim, Dong Ho, Ph.D.  
(SUNY Empire State College, USA)**

**G20 Research on the Environmental Issues in China's Sustainable Economic Development**

**Zhao, Yue** - Shandong University of Political Science and Law, China

**G21 Effective Model of Social and Labor Relations: Approaches to Regulation**

**Chulanova, Zaure K.** - Institute of Economics, Kazakhstan

**G22 State Regulation of Regional Entrepreneurship in the Market Economy: A Case of Kazakhstan**

**Mukhtarova, K. S.** - Al-Farabi Kazakh National University, Kazakhstan

**Mylytkbayeva, A. T.** - Al-Farabi Kazakh National University, Kazakhstan

**Mukhtar, E. S.** - Al-Farabi Kazakh National University, Kazakhstan

**G23 The Prospects of Development of Green Economy in the Republic of Kazakhstan**

**Sansyzbayeva, Gallia N.** - Al-Farabi Kazakh National University, Kazakhstan

**G24 Management of Innovative Activity of the Enterprises of Small and Medium-sized Business in the Competitive Environment**

**Zhaxylykova, Ayan** - Al-Farabi Kazakh National University, Kazakhstan

**G25 The Economic Diagnostics of Competitiveness of Companies in the Republic of Kazakhstan**

**Zhunissova, Gulnar E.** - Al-Farabi Kazakh National University, Kazakhstan

### **Academic Paper Presentations**

**[Track 6]: Global Session 6 [Online]**

**Session Time: 10:30 – 11:50 Thursday July 6, 2017**

**Session Chair: Lee, Jung Wan, Ph.D.  
(Boston University, USA)**

**G26 Management of High-Tech Project Risks in the Condition of Economic Crisis**

**Mukhtarova, Karlygash S.** - Al-Farabi Kazakh National University, Kazakhstan

**Kozhakhmetova, Assel** - Al-Farabi Kazakh National University, Kazakhstan

**G27 Economic Efficiency of Development of Transport Infrastructure in the Multipurged Regions of Kazakhstan**

**Sharapiyeva, Madina** - Al-Farabi Kazakh National University, Kazakhstan

**G28 The Ways of Commercialization of Scientific Developments of Foreign Countries**

**Usmanov, Ali** - Al-Farabi Kazakh National University, Kazakhstan

**G29 A Supportable Format for Attribute Based Encryption in Cloud Computing**

**George, Salu** - American University of Nigeria, Nigeria

**G30 Analysis of Development of Project Management in the Republic of Kazakhstan**

**Mukhtarova, Karlygash S.** - Al-Farabi Kazakh National University, Kazakhstan

**Yesmurzayeva, Aknur** - Al-Farabi Kazakh National University, Kazakhstan

**G31 A Comparative Analysis of Corporate Governance Guidelines: Bangladesh Perspective**

**Rahman, Md. Musfiqur** - University of Dhaka, Bangladesh

**Khatun, Naima** - Kobe University, Japan

**Academic Paper Presentations**

**[Track 6]: Global Session 7 [Online]**

**Session Time: 13:00 – 14:20 Thursday July 6, 2017**

**Session Chair: Mukhtarova, Karlygash S., Ph.D.**

**(Al-Farabi Kazakh National University, KAZAKHSTAN)**

**G32 Does Agricultural Production Contribute to Poverty Reduction in Cameroon?**

**Ofeh, Moses A.** - University of Bamenda, Cameroon

**Dinictri, Soh Wenda Boris** - University of Dschang, Cameroon

**Fon, Dorothy A.** - University of Dschang, Cameroon

**G33 A Model to Predict Corporate Failure in the Developing Economies: A Case of Listed Companies on the Ghana Stock Exchange**

**Oduro, Richard** - University of Education, Winneba, Ghana

**Aseidu, Michael Amoh** - University of Education, Winneba, Ghana

**G34 Estimating Total Factor Productivity and Its components – Evidence from Manufacturing Sector of Tamilnadu, India**

**Kumar, T. Sampath** - Government Arts College, Tamilnadu, India

**Pradeep, V.** - Great Lakes Institute of Management, Tamilnadu, India

**G35 Trends in the Development of Fiscal Authorities of Kazakhstan**

**Ilimzhanova, Zaida A.** - Zhetysu State University named after I. Zhansugurov, Kazakhstan

**Burnasheva, Venera R.** - Zhetysu State University named after I. Zhansugurov, Kazakhstan

**Gussenov, Barkhudar S.** - Zhetysu State University named after I. Zhansugurov, Kazakhstan

**G36 A Qualitative Study of the Effects of a Government-Mandated Online Transaction Standard Acting as a Technical Barrier to Trade in South Korea**

**Callinan, Nigel** - Pusan National University, Korea

**G37 Determinants of Commercial Banks' Efficiency in Bangladesh: Does Crisis Matter?**

**Banna, Hasanul** - University of Malaya, Malaysia

**Ahmad, Rubi** - University of Malaya, Malaysia

**Koh, Eric H.Y.** - University of Malaya, Malaysia

**Academic Paper Presentations**  
**[Track 6]: Global Session 8 [Online]**  
**Session Time: 14:30 – 15:50 Thursday July 6, 2017**  
**Session Chair: Rao, Doki Tripathi, Ph.D.**  
**(Indian Institute of Management Lucknow, INDIA)**

**G38 Banking Lending Behavior towards SME Businesses during Global Financial Crisis 2008: Evidence from Malaysia**

**Shammo, Anisul Mannan** - International Islamic University Malaysia, Malaysia

**Mahbub, Meshkat** - International Islamic University Malaysia, Malaysia

**Yahya, Abdul Aziz** - International Islamic University Malaysia, Malaysia

**G39 Thailand's Efficient Trade Agreement and Its Impacts on Poverty and Income Inequality**

**Durongkaverroj, Wannaphong** - Ramkhamhaeng University, Thailand

**G40 The Impact of Property Management Services on Tenants' Satisfaction with Industrial Buildings**

**Seetharaman, Arumugam** - S P Jain School of Global Management Singapore, Singapore

**Saravanan, A. S.** - Taylor's University, Malaysia

**Patwa, Nitin** - S P Jain School of Global Management Dubai, United Arab Emirates

**Bey, Jiann Ming** - S P Jain School of Global Management Dubai, United Arab Emirates

**G41 The Role of Investment Attraction in Vietnamese Industrial Parks and Economic Zones in the Process of International Economic Integration**

**Nguyen, Tien Dzung** - University of Economics and Law, Vietnam National University - HCMC, Vietnam

**Nguyen, Anh Tuan** - University of Economics and Law, Vietnam National University - HCMC, Vietnam

**Do, Phu Tran Tinh** - University of Economics and Law, Vietnam National University - HCMC, Vietnam

**G42 Food Security amongst Small Grains and Long Grains Smallholder Farmers of Masvingo Province in Zimbabwe**

**Mapfumo, Alexander** - Great Zimbabwe University, Zimbabwe

**G80 Taiwan and the Current Situation of Its Younger Generation of Entrepreneurs and Innovators**

**Wan, Wendy W. N.** - Tunghai University, Taiwan

**G81 Entrepreneurial Solutions to Poverty: Impact Investing in SMEs**

**Mak, Wing Yan** - Boston University, United States

# OPENING SPECIAL PANEL SESSIONS

**Special Panel Presentation**  
**Special Panel Session [Main Hall]**  
**Session Time: 17:30 – 18:20 Thursday July 6, 2017**  
**Session Chair: Lee, Jung Wan, Ph.D.**  
**(Boston University, USA)**

## **Panellists for Part 1:**

1. **Chee, San** - Boston University, United States
2. **Greiman, Virginia A.** - Boston University, United States
3. **Togambayeva, Altynay K.** - Al-Farabi Kazakh National University, Kazakhstan
4. **Unger, Barry** - Boston University, United States
5. **Vajjhala, Narasimha Rao** - American University of Nigeria, Nigeria
6. **Wan, Wendy W. N.** - Tunghai University, Taiwan
7. **Wonglimpiyarat, Jarunee** - Thammasat University, Thailand

## **Part 1: Science, Technology, and Innovation for Business in Vietnam**

**G83 Science and Technology – Efficient Solutions to Increase the Productivity, Quality, Efficiency of Businesses and Competitive Capacity of Vietnam Enterprises**

**Speaker: Pham, Ngoc Minh**

Director of the Office, the National Science and Technology Program for Mekong Region, the Ministry of Science and Technology (MOST), Vietnam

**G82 Policies to Promote Start-up, Innovation and Developing SMEs in Vietnam: From Experiences of ASEAN Countries**

**Speaker: Bui, Van Quyen**

General Director of the Middle and Southern Division of the Ministry of Science and Technology (MOST); Vice Chair of the Vietnam Innovation Association (VIA), Vietnam

**G78 Future Strategic Plan and Policies of Science and Technology Development of Vietnam**

**Speaker: Tran, Van Tung**

Deputy Minister of the Ministry of Science and Technology (MOST), Vietnam

**NOTE: In the session, Dr. Pham Ngoc Minh and Dr. Bui Van Quyen will deliver their speeches about their topics. After their speeches Q&A panel discussion will follow.**

## **Panellists for Part 2:**

1. **Chalid, Dony Abdul** - Universitas Indonesia, Indonesia
2. **Halim, Rizal Edy** - Universitas Indonesia, Indonesia
3. **Rao, Doki Tripati** - Indian Institute of Management Lucknow, India
4. **Akhmetova, Aigul B.** - Al-Farabi Kazakh National University, Kazakhstan
5. **Kim, Dong Ho** - SUNY Empire State College, United States

## **Part 2: Future Development Strategies for KODISA Journals**

### **G79 Future Development Strategies for KODISA Journals: Overview of 2016 and Strategic Plans for the Future**

**Lee, Jung Wan** - Boston University, United States

**Kim, Dong Ho** - SUNY Empire State College, United States

### **G77 Future Strategic Partnerships between KODISA Scientific Journals and Universitas Indonesia Faculty of Economics and Business**

**Halim, Rizal Edy** - Universitas Indonesia, Indonesia

**Chalid, Dony Abdul** - Universitas Indonesia, Indonesia

# OPENING CEREMONY

**16:30 – 17:30 Thursday, July 6, 2017**

**Opening Ceremony and Welcoming Addresses [Main Hall]**

**Master of Ceremony: Kim, Young-Ei, Ph.D.**

**(Seoul Digital University, KOREA)**

**16:30-16:30** Opening Announcement

**16:30-16:40** Welcoming Address - Conference Host

The University of Finance and Marketing (UFM), Vietnam

**(NOTE: Dr. Pham Huu Hong Thai will deliver welcoming speech on behalf of UFM, Vietnam)**

**16:40-16:50** Welcoming Address - Conference Host

The Ministry of Science and Technology (MOST), Vietnam

**(NOTE: Dr. Bui Van Quyen will deliver welcoming speech on behalf of MOST, Vietnam)**

**16:50-17:00** Welcoming Address, Conference Chair

**17:00-17:20** Award Ceremony

ICBE2017 Excellence Awards, Best Paper Awards

**17:20-17:30** Photo Time

# WELCOMING RECEPTION

**18:30 – 21:00 Thursday, July 6, 2017**

**Award Ceremony and Welcoming Reception [Reception Hall]**

**Masters of Ceremony:**

**Pham, Huu Hong Thai, Ph.D.**

**(Vice President, University of Finance and Marketing, VIETNAM)**

**Lee, Jung Wan, Ph.D.**

**(Conference Chair, Boston University, USA)**

**18:30-18:30** Opening Announcement

**18:30-18:40** Welcoming Speech - Conference Host

Dr. Pham, Huu Hong Thai - Vice President of the University of Finance and Marketing, Vietnam

**18:40-18:50** Welcoming Speech - Conference Chair

Dr. Lee, Jung Wan - Boston University, United States

**18:50-19:00** Award Ceremony

ICBE2017 Appreciation Certificates, Distinguished Research Awards

**19:00-21:00** Banquet Buffet Dinner and Networking

**(NOTE: Banquet Buffet Dinner and Networking is the most important event of this conference since foreign visitors (Foreign Participants) really want to build up research and teaching partnerships with Vietnamese scholars and researchers (Local Participants) as individuals and institutional levels (i.e., Boston University Administrative Sciences Department delegates (AACSB, EPAS, PMI accredited). So a large gathering of locals and UFM professors is extremely important and valued).**

# **FAREWELL RECEPTION**

**18:30 – 21:00 Friday, July 7, 2017**

**Farewell Reception [Reception Hall]**

**Masters of Ceremony:**

**Pham, Huu Hong Thai, Ph.D.**

**(Vice President, University of Finance and Marketing, VIETNAM)**

**Lee, Jung Wan, Ph.D.**

**(Conference Chair, Boston University, USA)**

**18:30-18:30** Opening Announcement

**18:30-18:40** Thank You Speech - Conference Host

Dr. Pham, Huu Hong Thai - Vice President of the University of Finance and Marketing, Vietnam

**18:40-18:50** Thank You Speech - Conference Chair

Dr. Lee, Jung Wan - Boston University, United States

**18:50-19:00** Announcement of Next Year ICBE Conference Host and Venue

**19:00-21:00** Farewell Dinner/Party and Networking

**(NOTE: Farewell Dinner/Party and Networking is also a very important event of this conference since foreign visitors (Foreign Participants) really want to build up research and teaching partnerships with Vietnamese scholars and researchers (Local Participants) as individuals and institutional levels (i.e., Boston University Administrative Sciences Department delegates (AACSB, EPAS, PMI accredited). So a large gathering of locals and UFM professors is extremely important and valued).**

**Congress Tour Day One**  
**9:00 - 18:00, Friday, July 7, 2017**  
[Tour Destination: Ho Chi Minh City]  
[Tour Bus (Departure-Return): University of Finance - Marketing]

**Ho Chi Minh City Tour**

Spend the day discovering the history, traditions, and culture of the energetic city of Ho Chi Minh. Follow your local guide as you wander through timeless winding alleys to magnificent pagodas, bustling marketplaces, gourmet restaurants, and architectural wonders.

**Highlights:**

- Excursion through Ho Chi Minh led by an expert guide
- Chance to see **Ben Thanh Market** & interact with local vendors
- Stops at **Reunification Palace & Notre Dame Cathedral**

**Congress Tour Day Two**  
**9:00 - 18:00, Saturday, July 8, 2017**  
[Tour Destination: Cu Chi Tunnels Tour]  
[Tour Bus (Departure-Return): University of Finance - Marketing]

**Cu Chi Tunnels Tour**

The tunnels of Củ Chi are an immense network of connecting underground tunnels located in the Củ Chi District of Ho Chi Minh City (Saigon), Vietnam, and are part of a much larger network of tunnels that underlie much of the country. The Củ Chi tunnels were the location of several military campaigns during the Vietnam War, and were the Viet Cong's base of operations for the Tết Offensive in 1968.

**Highlights:**

- Chance to discover the historic **Cu Chi Tunnels**
- Scenic views of rural rice paddies en route to Cu Chi
- Intriguing narratives about the war experience & tunnels
- Engaging commentary from helpful guide offered along the way

**2017 International Conference  
on Business and Economics (ICBE2017)**

**Ho Chi Minh City, Vietnam, July 06 - 08, 2017**

**第12回 國際統合學術大會**

# Proceedings

## LIST OF PAPERS AND PRESENTATIONS IN ICBE2017

### **G1 Constructs and Variables in Environmental Research: A Secondary Review Using Canonical Correlation Analysis.**

**Abeysekera, Indra** - S P Jain School of Global Management Sydney, Australia  
**Huong, Nguyen Thi Thanh** - Ton Duc Thang University, Vietnam  
**Cowley, Julie Louise** - S P Jain School of Global Management Sydney, Australia  
**Nguyen, Thi Kim Loan** - Ton Duc Thang University, Vietnam

### **G3 Long-Run and Short-Run Dynamics Relationships between Exchange Rate Fluctuations and Foreign Direct Investment Flows in China**

**Lee, Jung Wan** - Boston University, United States  
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### **G8 Indonesian Youth Shoppers Typology**

**Halim, Rizal Edy** - Universitas Indonesia, Indonesia  
**Iqbal, Egi Widya Nur** - Universitas Indonesia, Indonesia

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34. **Durongkaverroj, Wannaphong** - Ramkhamhaeng University, Thailand
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36. **Fon, Dorothy A.** - University of Dschang, Cameroon
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47. **Huong, Nguyen Thi Thanh** - Ton Duc Thang University, Vietnam
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184. **Yim, Myung-Seong** - Sahmyook University, Korea

185. **Yoo, Byong-Kook** - Incheon National University, Korea
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## **INTRODUCTION OF HOST ORGANIZATION OF ICBE2017**

### **University of Finance – Marketing (UFM)**

- The University of Finance-Marketing (UFM), operating directly under the Ministry of Finance, was established in 1976, and has by now reached its 36th year of operation. At present, UFM has a variety of training programs, with its 13 academic departments offering 20 majors, which lead to the awarding of diplomas, undergraduate and graduate degrees in such fields as business administration, banking & finance, accounting, marketing, valuation, real estate trading, international business, hospitality management, management information system, Business English, etc.
- The training scope of UFM has sharply increased in the past years, with nearly 20,000 students now taking part in the University's various training programs ranging from 3-year, 4-year undergraduate to graduate studies. Most of UFM graduates whose qualifications are appreciated by the society have secured relevant and well-paid jobs.

*The University's scientific research and international cooperation have been well developed and effectively conducted and operated.*

- Research-doing is one of the most important tasks for UFM as it is a prerequisite for improving its training quality and increasing the quality of its teaching staff. During the past few years, UFM has taken a number of measures to enhance academic research and to build the developmental strategy for technological sciences. The University's thematic research, scientific and academic works, textbook and other teaching material compiling have year by year increased not only in terms of quantity but also in terms of quality, demanding the needs of high quality in training by UFM. Research-doing by students has also become more active and fruitful. UFM's students have in the past several years won various awards of academic research at national and municipal levels.
- In terms of international cooperation, under the guidance of the Ministry of Finance, UFM has effectively cooperated with the Lao People's Democratic Republic (LPDR) in training the country's human resources. During the past few years, UFM has actively supported LPDR's colleges and universities in training their human resources for the financial sector. UFM has also provided LPDR's Southern College of Finance with such leading training programs as accounting, banking & finance for undergraduate students and a Master's program in Business Administration for graduate students. UFM has also granted a number of undergraduate and graduate scholarships to Lao officials who are working for the Lao's Ministry of Finance to study at UFM campus. Furthermore, UFM has greatly contributed to upgrading the LPDR's Southern College of Finance to the present Champasac Institute of Finance and Economics under the cooperation program between Vietnam's and Lao's Ministry of Finance. All these cooperation programs between UFM and Lao's Southern

College of Finance have been successful and highly appreciated by Lao's Ministry of Finance.

- UFM also partnered with the NGO Mercy Relief of Singapore to successfully implement the projects of "English for Everyone" (EFE) in Vietnam and Lao in three consecutive years of 2009, 2010 and 2011.
- In addition to those programs, UFM has already signed MOUs on post-graduate programs and exchange programs of teaching staff and students with HELP University College of Malaysia; Northern Polytechnic University (NPU) and California Miramar University (CMU) of the US; Algoma University of Canada; James Cook University (JCU) and Management Institute of Nanyang of Singapore, etc.

*Together with these developmental trends, UFM's management mechanism has also been increasingly improved and appropriately adapted to the modern educational environment with an aim to enhance its staff's quality for UFM's future development.*

- Currently, UFM is building up a soundly organizational structure, operating comprehensively and effectively, and making contribution to fulfilling UFM's political missions in education and training.
- In the past 35 years, UFM's teaching staff have constantly been trained and retrained and developed in terms of quantity as well as quality, particularly the number of post-graduated teaching staff has increased sharply. At present, more than 80% of the teaching faculty hold Master's and Doctoral degrees, associate professorships and professorships. Furthermore, UFM's administrative staff have also been expanded with new recruits of higher working quality to meet the needs of the University's development in the new period.

*Learning and teaching facilities have increasingly been upgraded and modernly equipped.*

Facilities are one of the most important factors to UFM's development and enhancement of training quality. Investments in training facilities have been well taken care of by UFM, which is now a university equipped with modern facilities with spacious classrooms and IT labs.

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## CAMPUS VIEW



## MAIN BUILDING



# HOW TO GET TO CONFERENCE VENUE

## University of Finance – Marketing (UFM)

FROM AIRPOT (Tan Son Nhat International) TO UFM: 2 km



FROM HOTEL NOVOTEL SAIGON (via Vissai Saigon Hotel) TO UFM: 4.5 km

