2017 International Conference on Business and Economics (ICBE2017)
Ho Chi Minh City, Vietnam, July 06 - 08, 2017

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
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2017 International Conference on Business and Economics (ICBE2017)
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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KODISA

Korea Distribution Science Association

CONFERENCE HOST

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• 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
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,
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,
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

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<th>DATE</th>
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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

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
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

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

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 Research 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

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 - Hanse 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)

**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 4th 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

**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
Myltykbayeva, 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
Ilmzhanova, 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 Tripati, 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
Durongkaveroj, 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

26
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. Wonglimпиyarat, Jarunee - Thammasat University, Thailand


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 76, 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
Appendix

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
Brahmasrene, Tantatape - Purdue University Northwest, United States

G4 Determinants of Online Purchase Intension: A Study on Indian Young-Adult Consumers
Potluri, Lohith Sekhar - Amrita University, India
Potluri, Rajasekharra Mouly - American University of Nigeria, Nigeria
Vajjhala, Narasimha Rao - American University of Nigeria, Nigeria

G5 An Exploratory Treatise on Jay Customers Behavior in Indian Banking Industry: A Dyadic Perspective
Potluri, Rajasekharra Mouly - American University of Nigeria, Nigeria
Potluri, Lohith Sekhar - Amrita University, India

G6 Monetary Transmission Channels, Sectoral Output and Augmented VAR Analysis
Rao, Doki Tripati - 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

G8 Indonesian Youth Shoppers Typology
Halim, Rizal Edy - Universitas Indonesia, Indonesia
Iqbal, Egi Widya Nur - Universitas Indonesia, Indonesia

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

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
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, Altnay K. - Al-Farabi Kazakh National University, Kazakhstan
Karagulanova, Ardak S. - Al-Farabi Kazakh National University, Kazakhstan

G13 The Relationship of Middle Income Trap and Employment in Kazakhstan
Jumambayev, Seisembay - 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, Altnay K. - Al-Farabi Kazakh National University, Kazakhstan
Akhmetova, Aigul B. - Al-Farabi Kazakh National University, Kazakhstan

G15 Phenomenon of Hallyu: An Outside Perspective - Kazakhstani Viewpoint
Toganbayeva, Karlygash - Al-Farabi Kazakh National University, Kazakhstan
Mirzoyeva, Leila Y. - Sulyman Demirel University, Kazakhstan
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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, Rajasekhar Mouly - American University of Nigeria, Nigeria
Potluri, Lohith Sekhar - Amrita University, India

G17 Exploring Consumer Cosmopolitanism and Ethnocentrism Effects in the Purchase Intentions towards the Products of a Foreign Country
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Farhangmehr, Minoo - University of Minho, Portugal

G18 Financial Economics of Innovation: Policies and Mechanisms for Enhancing Innovative Entrepreneurship
Wonglimpiyarat, Jarunee - Thammasat University, Thailand

G19 Building Bridges on the Silk Road: A Strategy for Vietnam
Greiman, Virginia A. - Boston University, United States

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<td>Dinictri, Soh Wenda Boris</td>
<td>University of Dschang, Cameroon</td>
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<td>32</td>
<td>Do, Phu Tran Tinh</td>
<td>University of Economics and Law, Vietnam National University - HCMC, Vietnam</td>
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<td>33</td>
<td>Duong, Hoang Ngoc Khue</td>
<td>University of Finance and Marketing, Vietnam</td>
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34. Durongkaveroj, Wannaphong - Ramkhamhaeng University, Thailand
35. Farhangmehr, Minoo - University of Minho, Portugal
36. Fon, Dorothy A. - University of Dschang, Cameroon
37. George, Salu - American University of Nigeria, Nigeria
38. Greiman, Virginia A. - Boston University, United States
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144. Potluri, Lohith Sekhar - Amrita University, India
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187. **Youn, Myoung-Kil** - Eulji University, Korea
188. **Zhao, Yue** - Shandong University of Political Science and Law, China
189. **Zhaxylykova, Ayan** - Al-Farabi Kazakh National University, Kazakhstan
190. **Zhunissova, Gulnar E.** - Al-Farabi Kazakh National University, Kazakhstan
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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- Email: trungtamthongtin@ufm.edu.vn
- Website: http://ufm.edu.vn
CAMPUS VIEW

MAIN BUILDING
HOW TO GET TO CONFERENCE VENUE
University of Finance – Marketing (UFM)

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

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