

**PROGRAM (Final Version)**

	DAY 1 (September 27, 2014)	DAY 2 (September 28, 2014)
Registration 8:30-16:00 (Days 1-2)	9:00-10:15 Session <b>A1</b>	9:00-10:15 Session <b>A2</b>
	9:00-10:30 Sessions <b>B1, C1, D1</b>	9:00-10:30 Sessions <b>B2, C2, D2</b>
	10:30-10:50 Opening tea reception* (Kimberley III)	10:30-10:50 Tea break (Kimberley III)
	10:50-12:15 <b>E1, F1, G1, H1</b>	10:50-12:15 <b>E2, F2, G2, H2</b>
	12:15-13:25 Lunch (Coffee House)	12:15-13:25 Lunch (Coffee House)
	13:25-14:45 Session <b>J1</b>	13:25-14:45 Session <b>J2</b>
	13:25-15:00 Sessions <b>K1, L1, M1</b>	13:25-15:00 Sessions <b>K2, L2, M2</b>
	15:00-15:15 Tea break (Kimberley III)	15:00-15:15 Tea break (Kimberley III)
	15:15-16:40 Sessions <b>N1, P1, Q1, R1</b>	15:15-16:40 Sessions <b>N2, P2, Q2, R2</b>

\* **Opening Address by: Associate Professor Tuan Tongkeo, Acting President of Nakhon Ratchasima Rajabhat University (venue Kimberley III).**

**Session A1: EMPIRICAL FINANCE & ECONOMETRICS (venue: Kimberley III)**

Chair: Nurazilah Zainal (Universiti Putra Malaysia)

Stochastic Cost Flow Analysis for Stock Markets (h14-142) *\*Best Paper Award\**

Speaker: Chun-Hin Chan (Chinese University of Hong Kong)

On the Correct Model Specification for Estimating the Structure of a Currency Basket (h14-158)

Speaker: Jyh-Dean Hwang (National Taiwan University)

Fisher Effect: Evidence from Conventional and Islamic Money Market in Malaysia (h14-115)

Speaker: Nurazilah Zainal (Universiti Putra Malaysia)

**Session B1: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Kimberley II)**

Chair: Caroline Coulombe (University of Quebec in Montreal)

The Effect of Teaching Multicultural Awareness on Perceptions of Organizational Diversity: Implications for Organizational Leaders (h14-028)

Speaker: Beatrice Gibbons-Kunka (Robert Morris University)

A Study on the Importance of Training and Development of Personnel of Cochin Port Trust, Kerala, India (h14-181)

Speaker: Umesh U (University of Calicut)

Work Values and Job Commitment of the Non-Teaching Personnel of University in an Urban Community (h14-204)

Speaker: Guillermina Vizcarra (Trinity University of Asia)

Description of Legal Consciousness of the Supporting Officers' Duty Performances in Nakhon Ratchasima Rajabhat University (h14-041)

Speaker: Mongkol Jaroenjit (Nakhon Ratchasima Rajabhat University)

Building Employee Trust and Confidence Around Sensitive Health Related Data in Corporate Health Risk Assessment & Prevention Programs (h14-123)

Speaker: Caroline Coulombe (University of Quebec in Montreal)

**Session C1: ACCOUNTING, BANKING & FINANCE (venue: Cambridge III)**

Chair: Frankie Chau (Durham University Business School)

Is Public Dissatisfaction with Banks Justified in Australia? (h14-045) *\*Best Paper Award\**

Speaker: Ameeta Jain (Deakin University)

How Independent are Independent Oversight Boards? An Interdisciplinary Approach to Accounting Regulation (h14-217)

Speaker: Lukas Loehlein (University of Luxembourg)

Linkage between American, Chinese, and Indian Stock Markets (h14-082)

Speaker: Dejun Xie (South University of Science and Technology of China)

The Behavior of Sovereign CDS and Government Bond in the Euro Zone Crisis (h14-084)  
Speaker: Takayasu Ito (Meiji University)

Financial Regulations and Market Integration: Evidence from the Chinese Stock Markets (h14-108)  
Speaker: Frankie Chau (Durham University Business School)

**Session D1: RURAL ECONOMY SUFFICIENCY (venue: Cambridge I)**

Chair: Netchanok Khongthong (Nakhon Ratchasima Rajabhat University)

Integration Research Program for Developing Community Sufficiency Economy Learning Center, Ban Butai, Amphur Bauyai, Nakhon Ratchasima Province (h14-023)  
Speaker: Wassana Phanurak (Nakhon Ratchasima Rajabhat University)

The Usage of Media for Introducing Local Wisdom: Bamboo Woven Handicraft Products of Jandum Village, Non Sung District, Nakhon Ratchasima Province (h14-098)  
Speaker: Metta Deecharoen (Nakhon Ratchasima Rajabhat University)

The Philosophy of Sufficiency Economy Implementation of People in Ban Kla Community, Phimai District, Nakhonratchasima Province (h14-133)  
Speaker: Kanokporn Chimplee (Nakhon Ratchasima Rajabhat University)

An Integrative Research Program for the Development of Pho-Janthee Prathumpa Sufficiency Economy Learning Center, Ban Nonrang, Chum Phuang District, Nakorn Ratchasima Province (h14-139)  
Speaker: Tawee Watcharakiettsak (Nakhon Ratchasima Rajabhat University)

Community Participation in Good Agriculture Practice Rice to Strengthen the Food Stability and Increase Family's Income under Sufficiency Economy Philosophy: Case Study of Agriculturists at Tambon Khukad, Khong District, Nakhon Ratchasima Province (h14-040)  
Speaker: Netchanok Khongthong (Nakhon Ratchasima Rajabhat University)

**Session E1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Kimberley III)**

Chair: Alvin Chan (University of Western Sydney)

Religious Service Development of Folk Religion Temples in Taiwan: A Comprehensive Perspective (h14-050)  
Speaker: Kuo-Yan Wang (Xiamen University Tan Kah Kee College)

Commodification of Cultural Capital by the Global Capitalist Cultural Apparatus: A Case Study of Identity Among Malaysian Chinese Youth (h14-013)  
Speaker: Suet Kay Rachel Chan (HELP University)

Researchers' Viewpoints towards Commercialization of Agricultural Technology for Community Development (h14-070)  
*\*Best Paper Award\**  
Speaker: Narissara Muangawang (Chulalongkorn University)

Strategy on Implementing Shrimp Processing Industry Based On Blue Economy: The Case of Central Java, Indonesia (h14-107)  
Speakers: M. Fahmi Priyatna and Ratna Hartiningtyas (Diponegoro University)

Unpacking Chinese Cultural Values (h14-216)  
Speaker: Alvin Chan (University of Western Sydney)

**Session F1: PUBLIC POLICY & SOCIAL CHOICE (venue: Kimberley II)**

Chair: Cevat Tosun (Hacettepe University, Turkey)

Estimation of Inconvenience Cost from a Blackout: Case of Industrial, Commercial, and Residential Sectors of South Korea (h14-212)  
Speaker: Kayoung Kim (Yonsei University)

Hospital Financial Performance in The Indonesian National Health Insurance Era (h14-237)  
Speaker: Anastasia Susty Ambarriani (Atmajaya University, Yogyakarta)

Impact of the National Health Insurance Program by Social Security Agency (BPJS) on Demand and Public Awareness of Health Insurance in Surakarta 2014 (h14-214)

Speaker: Nurul Istiqomah (Sebelas Maret University)

The Marketing Mix and Demography Factors Affecting The Decision to Purchase A Residence in The Housing Project in Muang District, Nakhon Ratchasima (h14-227)

Speaker: Nop-anan Kanjanawattanawong (Nakhon Ratchasima Rajabhat University)

Evaluating Gender Responsive Budgeting in Turkey (h14-197)

Speakers: Cevat Tosun and Necmiddin Bağdadioğlu (Hacettepe University, Turkey)

### **Session G1: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Cambridge III)**

Chair: Budhi Haryanto (Sebelas Maret University)

The Determinants of Pilgrim Satisfaction of Hajj: Study in Indonesia (h14-226)

Speaker: Salamah Wahyuni (Sebelas Maret University)

The Antecedents of Green Purchase Intention: A Case Study of Green Electronic Product (h14-235)

Speaker: Siti Khoiriyah (Sebelas Maret University)

The Correlation between the Marketing Mix and the Attitude to Buy an Environmental-friendly Product of Generation Y (h14-254)

Speaker: Phuangpornphat Viriya (Nakhon Ratchasima Rajabhat University)

The Role of Environmental Knowledge in Moderating Consumer Behavioral Processes to Green Products (Survey on the Products of Green-minded in Indonesian) (h14-154)

Speaker: Budhi Haryanto (Sebelas Maret University)

### **Session H1: PUBLIC HEALTH & WELL-BEING (venue: Cambridge I)**

Chair: Akira Ratchavieng (Rajamangala University of Technology Rattanakosin)

Factors Correlated Quality of Life of the Elderly People in Residential Homes for the Elderly (h14-029)

Speaker: Kerdsiri Hongthai (Vongchavalitkul University)

Health Protecting of Non-smokers: A Case Study of Non-smoking and Smoking Areas in Nakhon Ratchasima Rajabhat University (h14-043)

Speaker: Satid Jumrearn (Nakhon Ratchasima Rajabhat University)

Establishing Financial Stability of the Elderly in Huai Chorakhe Mak Area, Buriram Province (h14-143)

Speaker: Nalinthip Pimklat (Buriram Rajabhat University)

Teen-Parenting Behavior to Prevent a Teenager from Premature Pregnancy (h14-151)

Speaker: Thawatchai Aeksanti (Nakhon Ratchasima Rajabhat University)

Roles of Women in Public Health Communication (h14-069)

Speaker: Boonta Wattananitkul (Nakhon Ratchasima Rajabhat University)

The Production of Psychological Healing Victims of Unrest Situation in Southern Border of Thailand (h14-053)

Speaker: Akira Ratchavieng (Rajamangala University of Technology Rattanakosin)

### **Session J1: INTERNATIONAL TRADE & FINANCE (venue: Kimberley III)**

Chair: Satya Gonuguntla (Manukau Institute of Technology)

Industry Openness and Wage Premium: Evidence from China (h14-177)

Speaker: Qiong Huang (University of New South Wales)

Ipteks Products for Export Industry Wood Crafts Furniture in the District Klaten Central Java – Indonesia (h14-221)

Speaker: Siti Nurlaela (Islamic University Batik Surakarta)

New Zealand's External Trade: The China Factor (h14-146)

Speaker: Satya Gonuguntla (Manukau Institute of Technology)

**Session K1: SUPPLY CHAIN & OPERATION RESEARCH (venue: Kimberley II)**

Chair: Saundarjya Borbora (IIT Guwahati)

Value Creation Logic in Buyer-Seller Relationships in Garment Industry in Thailand (h14-100) *\*Best Paper Award\**

Speaker: Pawarin Tuntariyanond (Kasetsart University)

A TOPSIS Model for Chain Store Location Selection (h14-262)

Speaker: Chih-Ming Hsieh (Tamkang University)

Development of a Quality Assurance Model for Thai-Jasmine Rice Supply Chain (h14-152)

Speaker: Chotima Chaiwongkiat (University of the Thai Chamber of Commerce)

The Social Context of Firm Success: The Case Study of the Thai Entrepreneurs, Thailand (h14-047)

Speaker: Rapheephan Phong-inwong (Buriram Rajabhat University)

Production Linkages between the Formal and the Urban Informal Manufacturing Sectors: A Case Study in Assam (h14-073)

Speaker: Saundarjya Borbora (IIT Guwahati)

**Session L1: INTERDISCIPLINARY EDUCATION RESEARCH (venue: Cambridge III)**

Chair: Petsuda Phumiphan (Nakhon Ratchasima Rajabhat University)

The Study of Students' Lifestyles and Emotional Quotient (EQ) of Nakhon Ratchasima Rajabhat University (h14-024)

Speaker: Chayaphol Thongphukdee (Nakhon Ratchasima Rajabhat University)

The Factors Affecting the Optimism of Nakhon Ratchasima Rajabhat University Bachelor's Degree Students (h14-064)

Speaker: Wikanda Chairat (Nakhon Ratchasima Rajabhat University)

A Study on Language Competency and Language Retention of University Students with Hearing Impairment by Enhancing Language Competency Set (h14-085)

Speaker: Pradabsri Pintuto (Nakhon Ratchasima Rajabhat University)

The Research and Development of Innovation of Teaching Learning Student's Rajabhat Nakhon Ratchasima University (h14-165)

Speaker: Sirinat Jongkonklang (Nakhon Ratchasima Rajabhat University)

Development of a Learning Model in Enhancing a Health Volunteer-minded Competency for Main Stay Students in Muang District, Nakhon Ratchasima (h14-163)

Speaker: Thongtip Salawonglak (Nakhon Ratchasima Rajabhat University)

The Study of Satisfaction on the Development Activities for Self-information Searching Skills of University Educational Students (h14-026)

Speaker: Petsuda Phumiphan (Nakhon Ratchasima Rajabhat University)

**Session M1: POLITICAL ECONOMY & CULTURE (venue: Cambridge I)**

Chair: Settawat Chokwarakul (Nakhon Ratchasima Rajabhat University)

A Comparative Study Thai and India Cultures from Phra Rama's Stories (h14-134)

Speaker: Waradet Mesangrutdharakul (Nakhon Ratchasima Rajabhat University)

A Study for the Development of a Local Learning Center for Pre-historic Archaeological Site at Ban Non Wat, Phol Songkram Sub-district, Non Sung District, Nakhon Ratchasima Province (h14-140)

Speaker: Wilawan Watcharakietisak (Nakhon Ratchasima Rajabhat University)

Teaching Process for Passing down Knowledge of Mahori Khorat to Young People in Nakhon Ratchasima (h14-138)

Speaker: Suthasinee Sookkasame (Nakhon Ratchasima Rajabhat University)

A Study of Footbridge Utilization Behavior in Nakhon Ratchasima (h14-104)

Speaker: Onanong Sangphong (Nakhon Ratchasima Rajabhat University)

The Role in Local Development of the Elderly Tai-Yuan Sikhio: Case Study of Ban-Nua Community, Sikhio District, Nakhon Ratchasima, Thailand (h14-164)

Speaker: Sasithorn Nitipreecha (Nakhon Ratchasima Rajabhat University)

Research Project to Explore the Political Process Data Nakhon Ratchasima Province (h14-048)

Speaker: Settawat Chokwarakul (Nakhon Ratchasima Rajabhat University)

**Session N1: ECONOMIC POLICY & PUBLIC ADMINISTRATION (venue: Kimberley III)**

Chair: André W. Heinemann (University of Bremen)

Economic Regulation by the Judiciary during the Ottoman Era: Examples from the İstanbul Court in 17th and 18th Century (h14-196)

Speakers: Onur Uçar and Ahmet Burçin Yereli (Hacettepe University, Turkey)

Defining Strategy Through Examining Regional Policy In Empowering Small Medium Entreprises (SME's) in Surakarta (h14-250)

Speaker: Dwi Prasetyani (Sebelas Maret University)

Development of Modern Co-operative in Nepal Historical Perspective of Co-operative Development (h14-126)

Speaker: Niroja Poudel (Ehime University, Japan)

Chinese Innovation and Firm Performance: A Structural-Institutional Approach with Technological Learning Spillovers (h14-109)

Speaker: Anthony Howell (Peking University)

The Real Property Tax Reform in Germany and Multi-Level-Governance: An Interdisciplinary View on Reform Deadlocks from a Business and Political-economic Perspective (h14-055) *\*Best Paper Award\**

Speakers: Sonja Krause (University of Bremen), André W. Heinemann (University of Bremen), and Andreas Knorr (German University of Administration Sciences)

**Session P1: ACCOUNTING, BANKING & FINANCE (venue: Kimberley II)**

Chair: Christina Sunarni (Atma Jaya Yogyakarta University)

The Effect of IAS 32 and IAS 39 Adoptions on Earnings Quality: A Study of Banking Companies in Indonesia (h14-245)

Speaker: Pratiwi Budiharta (Atma Jaya Yogyakarta University)

Is Real Earnings Management More Opportunistic Than Accruals Earnings Management? (h14-159)

Speaker: Surifah (Cokroaminoto University of Yogyakarta)

Management Accounting Practices (MAPs) of Small and Medium-sized Manufacturing Enterprises in The City of Tarlac (h14-060)

Speaker: Henry D. Rufino (Tarlac State University)

Intellectual Capital and Future Earnings Predictability: Evidence from Indonesia (h14-191)

Speaker: Istianingsih Sastrodiharjo (University of Mercu Buana Jakarta)

Management Accounting Practices at Hospitality Business in Yogyakarta, Indonesia (h14-240)

Speaker: Christina Sunarni (Atma Jaya Yogyakarta University)

**Session Q1: TOURISM, MARKETING & DEVELOPMENT (venue: Cambridge III)**

Chair: Malinee Phaiboonnuguljij (Nakhon Ratchasima Rajabhat University)

A Sustainable Development of Agro Tourism Personnel at Nakhon Ratchasima Province Based on Sufficiency Economy Philosophy (h14-021)

Speaker: Suwimon Tungprasert (Nakhon Ratchasima Rajabhat University)

The Attribution of Shariah Compliant hotel under Shariah Compliant Islamic (h14-052)

Speaker: Aomaran Jurattanasan (Yala Rajabhat University)

The Development of an English Innovation Based on Needs Analysis for Young Tour Guides at Muang Tam Sanctuary in Thailand (h14-081)

Speaker: Akkarapon Nuemaihom (Burirum Rajabhat University)

Increasing Values of Hotel Business Using Boutique and Lifestyle Hotel Concept (h14-161)

Speaker: Thanitha Sangwichien (Prince of Songkla University)

Guarantees Flowing from Article 7 of Directive on Package Travel, Package Holidays and Package Tours (h14-156)

Speaker: Robert Stefanicki (Wroclaw University)

Comparative Analysis of Metacognitive Strategies Used in the Internet-integrated Test to Enhance English Speaking Ability in Thai Tourism Context (h14-017) *\*Best Paper Award\**

Speaker: Malinee Phaiboonnugulkij (Nakhon Ratchasima Rajabhat University)

### **Session R1: SCIENCE & TECHNOLOGY (venue: Cambridge I)**

Chair: Rattaphan Sopavate (Nakhon Ratchasima Rajabhat University)

The Simulation Performance of Reactive Power and Modern Voltage Control Using Program Power World (h14-103)

Speaker: Poth Chaiyae (Uttaradit Rajabhat University)

Study of Factors Affecting Artificial Aging of 6061 Aluminium Alloy by Factorial Design (h14-095)

Speaker: Kanokporn Boonjubut (Nakhon Ratchasima Rajabhat University)

The Rock Salt Refinery Wisdom Restoration in Solid Soil Basin to Add Value International Health Promotion Product with Scientific and Technology Innovation (h14-034)

Speaker: Natenapa Rattanapotanan (Nakhon Ratchasima Rajabhat University)

Decoding Vernacular Architecture to Conceptual Design of Bann Non Wat Learning Center Building (h14-101)

Speaker: Rattaphan Sopavate (Nakhon Ratchasima Rajabhat University)

### **Session A2: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Kimberley III)**

Chair: Yu-Lun Liu (University of Manchester)

Human Resource Development of Man to Man Boarding School (MMBS Inc.) (h14-079)

Speaker: Hazel Tolenada Mabborang (Tarlac State University)

Work Motivation in Public vs Private Sector: Case Study of Department of Highway Thailand (h14-274)

Speaker: Danai Bunchoowong (Rajamangala University of Technology Rattanakosin)

Should Retail Trade Companies Avoid Recruiting Maximizers? (h14-059) *\*Best Paper Award\**

Speaker: Yu-Lun Liu (University of Manchester)

### **Session B2: CORPORATE GOVERNANCE (venue: Kimberley II)**

Chair: Syaiful Jaafar (Polytechnic Tuanku Sultanah Bahiyah, Malaysia)

Intellectual Capital Disclosure on The Relation between Corporate Governance and Firm Value, in Indonesian Banking Industry (h14-058)

Speaker: Lia Uzliawati (Sultan Ageng Tirtayasa University)

Impact of Board Effectiveness and Shareholders Structure on Earnings Management in Thailand (h14-270)

Speaker: Wasukarn Ngamchom (Rajamangala University of Technology Rattanakosin)

Agency Costs and Free Cash Flow Hypothesis of Dividend Payout Policy in Thailand (h14-268)

Speaker: Dararat Sukkaew (Rajamangala University of Technology Rattanakosin)

The Influence of Board Governance Characteristics on Intellectual Capital Performance (Empirical Study on Listed Banks in BEI 2008 – 2012 (h14-266)

Speaker: Enok Nurhayati (Sultan Ageng Tirtayasa University)

An Empirical Examination of the Role of the Remuneration Committee in the Relationship between the Board of Directors and Remuneration (h14-042)

Speaker: Syaiful Jaafar (Polytechnic Tuanku Sultanah Bahiyah, Malaysia)

**Session C2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Cambridge III)**

Chair: Yong Liu (University of Arizona)

Applying Integrated Marketing Communication in Thai Marketing (h14-273)

Speaker: Nakul Lerkjarijumon (Rajamangala University of Technology Rattanakosin)

Film Tourism and Destination Marketing: Case studies of In-bound and Out-bound Tourists in Thailand (h14-277)

Speaker: Smateera Phomsiri (Rajamangala University of Technology Rattanakosin)

Operationalization of Shariah In Marketing Mix Baitul MaalWat Tamwil (BMT) in the Province of Banten, Indonesia (h14-038)

Speaker: Muljadi (FE Universitas Muhammadiyah Tangerang)

Behavioral Model of Buying Intention of Counterfeited Products (h14-153) *\*Best Paper Award\**

Speaker: Santi Budiman (Isti Ekatana Upaweda Economics School)

Advertising Decisions in Anticipation of Word-of-Mouth (h14-239)

Speaker: Yong Liu (University of Arizona)

**Session D2: MARKETING & MANAGEMENT (venue: Cambridge I)**

Chair: Praveen Srinivasan (Karpagam University)

Labor Turnover of a Manufacturing Firm in Tarlac City, Philippines (h14-080)

Speaker: Sheila Jane Gonzales (Tarlac State University)

Exploring the Relationship Among Human Resource Management Practices that Enhance Intellectual Capital, Dynamic Capability, and Firm Performance (h14-209)

Speaker: Chiung-Wen Tsao (National University of Tainan)

Rebranding of Lombok International Airport in Indonesia (h14-110)

Speaker: Pongky Arie Wijaya (IAIN Mataram – Indonesia)

Brand Equity: Valuation Methodology and Implication for SMEs (h14-256)

Speaker: Pradit Withisuphakorn (NIDA Business School)

Competency Based Compensation System (As a Strategic HR Technique with Special Reference to Coimbatore) (h14-267)

Speaker: Praveen Srinivasan (Karpagam University)

**Session E2: CORPORATE GOVERNANCE (venue: Kimberley III)**

Chair: Edy Supriyono (Sebelas Maret University)

The Impact of Implementation Good Corporate Governance to Firm Value (Evidance from Indonesia Public Banking Sector) (h14-077)

Speaker: Adrie Putra (University Indonusa Esa Unggul)

Research on the Economic Effects of Shareholder's Relationship (h14-173)

Speaker: Qianqian Shi (Beijing University of Technology)

An Effect of Ownership Concentration Executive Characteristics and Firm Performance on Executive Cash Compensation for Thailand: 2008-2012 (h14-271)

Speaker: Kannikar Namwong (Rajamangala University of Technology Rattanakosin)

The Impact of Corporate Governance to Corporate Social Disclosure; Comparative Study in South East Asia (h14-049)

*\*Best Paper Award\**

Speaker: Edy Supriyono (Sebelas Maret University)

**Session F2: E-COMMERCE & MARKETING (venue: Kimberley II)**

Chair: Liz Thach (Sonoma State University)

E-retail Strategic Elements in Hong Kong Group Buying Websites (h14-179)

Speaker: Lawrence, W.T. Lo (Hang Seng Management College)

Factor Influencing the Acceptance and Use of M-Payment in Thailand: A Case Study of AIS mPAY Rabbit (h14-275)

Speaker: Chanida Kaitawarn (Rajamangala University of Technology Rattanakosin)

Consumer Trust in B2C e-commerce in Fashion Clothing and Jewelry Business (h14-276) *\*Best Paper Award\**

Speaker: Thanyanan Worasesthaphong (Rajamangala University of Technology Rattanakosin)

Local Culture and the Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia (h14-167)

Speaker: Siti Aisyah Tri Rahayu (Sebelas Maret University)

Wine Online: Exploring eCommerce Practices in the US Wine Market (h14-183)

Speaker: Liz Thach (Sonoma State University)

**Session G2: AUDITING & FINANCIAL REPORTING (venue: Cambridge III)**

Chair: Kookjae Hwang (Sogang University)

Good Government Governance and Opinions the Audit Board of Republik of Indonesia (h14-248)

Speaker: Aminah (Universitas Bandar Lampung)

Audit Quality, Effectiveness of Audit Committee and Earning Quality (h14-272)

Speaker: Chadanat Piyawiboon (Rajamangala University of Technology Rattanakosin)

The Impact of the Audit Committee Effectiveness and Audit Quality on Financial Reporting Quality of Listed Company in Stocks Exchange of Thailand (h14-269)

Speaker: Malai Kamolsakulchai (Rajamangala University of Technology Rattanakosin)

The Effect of Audit Committee Quality and Internal Auditor Objectivity on the Prevention of Fraudulent Financial Reporting and the Impact on Financial Reporting Quality (A survey on SOEs in Indonesia) (h14-253)

Speaker: Angrita Denziana (Universitas Bandar Lampung)

Does Managerial Overconfidence Influence on Financial Reporting? : The Relationship between Overinvestment and Conditional Conservatism (h14-211)

Speaker: Kookjae Hwang, Myungki Cha, and Youngjun Yeo (Sogang University)

**Session H2: ACCOUNTING & FINANCE (venue: Cambridge I)**

Chair: Rahmawati (Sebelas Maret University)

Analysis of Factors Affecting Level of Disclosure in Regional Sector's Financial Statements (h14-198)

Speaker: Ety Gurendrawati (Universitas Negeri Jakarta)

The Effects of Organizational Ethical Culture and Ethical Climate on Ethical Decision Making of Auditor with Self Efficacy as Moderating Variable (h14-169)

Speakers: Ratna Anggraini ZR and Choirul Anwar (Universitas Negeri Jakarta)

Market Reaction of Manufacturing Firms on Income Smoothing in the Indonesian Stock Exchange 2009-2012 (h14-189)

Speaker: Iwan Setiadi (Muhammadiyah University)

Can Shareholder Rights Protection Reduce Corruption in Lending? (h14-119)

Speaker: Siwapong Dheera-aumpon (Kasetsart University)

The Effect of Earnings Management with Special Item to Investment Decision Empirical Study at Manufacture Firm Listed in Bursa Efek Indonesia 2008-2010 (h14-035)

Speakers: Rahmawati (Sebelas Maret University), Sri Wahyu Agustiningsih (Veteran Bangun Nusantara University), and Erna Setiany (Muhammadiyah Tangerang University)



**Session J2: INTERDISCIPLINARY EDUCATION RESEARCH (venue: Kimberley III)**

Chair: Soenarto (Yogyakarta state university)

Model Management, Financial Reporting and Accountability of School Activities According to Plan and Budget School in Thousand Islands Indonesia (h14-232)

Speaker: Santi Susanti (Universitas Negeri Jakarta)

Trust as a Mediator The Relationship between Organizational Justice and Performance (h14-192)

Speaker: Hunik Sawitri (Sebelas Maret University)

Evaluation Model of School Quality Assurance (h14-120)

Speaker: Soenarto (Yogyakarta state university)

**Session K2: SOCIO-ECONOMIC DEVELOPMENT (venue: Kimberley II)**

Chair: Wai-Kee Yuen (Hong Kong Shue Yan University)

On the Confluence of Freedom of the Press, Control of Corruption and Social Welfare (h14-203) *\*Best Paper Award\**

Speaker: Christopher Fleming (Griffith University)

Women's Empowerment Through Business "Banten" in Bali (h14-031)

Speakers: Anantawikrama Tungga Atmadja and Luh Putu Sri Ariyani (Ganesha University of Education)

People's Willingness to Pay for Climate Change Mitigation In Surakarta, Indonesia (h14-089)

Speaker: Evi Gravitiani (Sebelas Maret University)

The Implementation of the Empowerment Model for the Former Migrant Workers to Improve the Economy (h14-178)

Speaker: Nunung Sri Mulyani (Sebelas Maret University)

Subjective Misery index in Hong Kong (h14-185)

Speaker: Wai-Kee Yuen (Hong Kong Shue Yan University)

**Session L2: EFFICIENCY, RISK & PERFORMANCE (venue: Cambridge III)**

Chair: Pradit Withisuphakorn (NIDA Business School)

A Performance Analysis for Strategic Alliances of Ocean Liners on Trade Routes (h14-137)

Speakers: Jong-Soon Koo, Kyung-Yun Hwang, and Min Zhao (Chungnam National University)

The Impact of Information Technology, Management Accounting System Characteristics, and Locus of Control to the Managerial Performance in the Telecommunication Service Companies (h14-222)

Speaker: Etty Gurendrawati (Universitas Negeri Jakarta)

Financial Contagion in Interbank Network (h14-175) *\*Best Paper Award\**

Speaker: Dengbao Yao (Southeast University, PR China)

Case Study: Strategic Decision for Factory Relocation to CLMV (h14-241)

Speaker: Pradit Withisuphakorn (NIDA Business School)

**Session M2: BANKING & FINANCE (venue: Cambridge I)**

Chair: M. Umar Burhan (Brawijaya University)

Factors Affecting Prediction of Revenue Forecast Error: Study On IPO Firms at Indonesians Stock Exchange Period 2007 – 2012 (h14-199)

Speaker: Yunika Murdayanti (Universitas Negeri Jakarta)

The Evidence of IPO Underpricing in Indonesia 2009 – 2013 (h14-213)

Speaker: Susi Indriani (Universitas Negeri Jakarta)

Examining Banking Industry Competitiveness: Structural Changes and Market Contestability in the Case of Indonesian Banking (h14-168)

Speaker: Tri Mulyaningsih (Sebelas Maret University)

The Relationship Between Financial Structure and Economic Performance (h14-206)  
Speaker: S. Cheung-Sum Lu (Tamkang University)

Muslim Household Preference in Saving and Investment and Its Implication on Islamic Bank Development: A Case Study in Malang Area Indonesia (h14-195)  
Speaker: M. Umar Burhan (Brawijaya University)

**Session N2: PROJECT MANAGEMENT & ENTREPRENEURSHIP (venue: Kimberley III)**  
Chair: Daniel Adler (University of Technology Sydney)

Problems and Prospects of Entrepreneurship on Learning Management in Batik Industry (h14-231)  
Speaker: Asri Laksmi Riani (Sebelas Maret University)

Feasibility Study of PET Plastic Recycle (h14-145)  
Speaker: Sujitra Malajumpee (Khon Kaen University)

How Temporal Exploitation and Exploration Affect New Product Performance (h14-170)  
Speaker: Christine Chou (National Dong Hwa University)

Socioeconomic Status of Kuki Tribal Women: A Case Study Churachandpur District, Manipur (h14-039)  
Speaker: Shrabanti Maity (Assam University)

Scope Change, Flexibility and the Management of Projects (h14-076)  
Speaker: Daniel Adler (University of Technology Sydney)

**Session P2: ACCOUNTING, BANKING & FINANCE (venue: Kimberley II)**  
Chair: Pradit Withisuphakorn (NIDA Business School)

Identifying Fragile Links From Financial Network Prospective: The Case of Eurozone Banking System (h14-102) *\*Best Paper Award\**  
Speaker: Muhammad Mohsin Hakeem (Tohoku University)

The Role of Money Multiplier in Monetary Transmission Mechanism in Iran (Bank Lending and Money Supply) (h14-261)  
Speaker: Jafar Haghghat (University of Tabriz)

IFRS Convergence, Accounting Conservatism, and Examination On Moderating Effect of Woman Presence in Audit Committee in Indonesia (h14-129)  
Speaker: Yeni Januarsi (University Of Sultan Ageng Tirtayasa)

Do Early Chinese IPOs Outperform? (h14-251)  
Speaker: Peng Cheng (Xi'an Jiaotong-Liverpool University)

International Financial Market Disequilibrium: Carry Trade Opportunity and Effect on Small Countries (h14-257)  
Speaker: Pradit Withisuphakorn (NIDA Business School)

**Session Q2: E-COMMERCE, IT MANAGEMENT & HRM (venue: Cambridge III)**  
Chair: Muhammad Faizal Samat (Universiti Putra Malaysia)

Customer Experience Role in Marketing Strategy: Young Customer's Experience on the WEB (h14-025)  
Speaker: Zvi M. Ganor (West Galilee Academic College)

Development of an Information Technology Management Model for Tertiary Educational Institutions (Madinat Zayed and Ruwais Colleges) in Abu Dhabi, United Arab Emirates (h14-130) *\*Best Paper Award\**  
Speaker: Caesar Jude Clemente (Higher Colleges of Technology, Abu Dhabi)

Human Capital Retention in a Changing Global Economy: Implications for the New Professionals in the Job Market (h14-228)  
Speaker: Mapome Mohajane (University of South Africa)

Endorser Credibility and its Influence on the Attitude Toward Social Media Advertisement in Malaysia (h14-118)  
Speaker: Muhammad Faizal Samat (Universiti Putra Malaysia)

**Session R2: ECONOMIC & INDUSTRIAL DEVELOPMENT (venue: Cambridge I)**

Chair: Kapila Maddumage (University of New South Wales)

Potential Impacts of Fertilizer Efficient Maize for Sub-Saharan Africa (h14-172)

Speaker: Genti Kostandini (University of Georgia)

Overseas Labour Migration and Rural Development in East Java (h14-200)

Speaker: Wildan Syafitri (Brawijaya University)

Natural Colour Batik Handicraft in Sragen, Central Java (A Study to Improve Handicrafter's Welfare) (h14-160)

Speaker: Anastasia Riani S. (Sebelas Maret University)

Growth Effect of Energy Resources on Nigerian Economy (h14-116)

Simeon Eze (Federal College of Education, Nigeria)

Growth of Small Firm in Post-conflict Sri Lanka: Micro-level Evidence from Two Cities (h14-171)

Speaker: Kapila Maddumage (University of New South Wales)

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**Guide to Presenters and Session Chairs**

- Please be ready in the session five minutes before the schedule.
- The session chair will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted sparing 3-5 minutes for discussion.
- The session chair should remind the speaker three minutes before the time he or she is expected to end the presentation. If the speaker goes beyond the time allotted, the session chair should remind her or him to end the presentation.
- SIBR assumes no responsibility if presenters are unable to finish their presentation in the assigned session for any reasons.
- LCD projector, screen and laptop (notebook) computer will be provided. Speakers are reminded to store their presentation files in their own USB storage devices. The organizer will NOT provide Internet connection.

**Conference Venue**

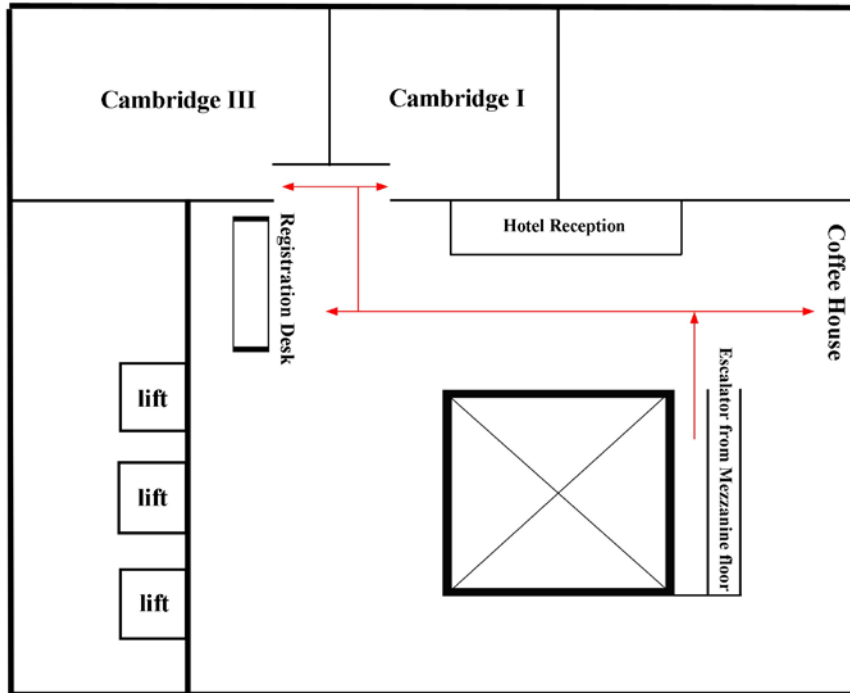
Visit <http://sibresearch.org/hong-kong-venue.html> for location and maps.

**Conference Registration Desk**

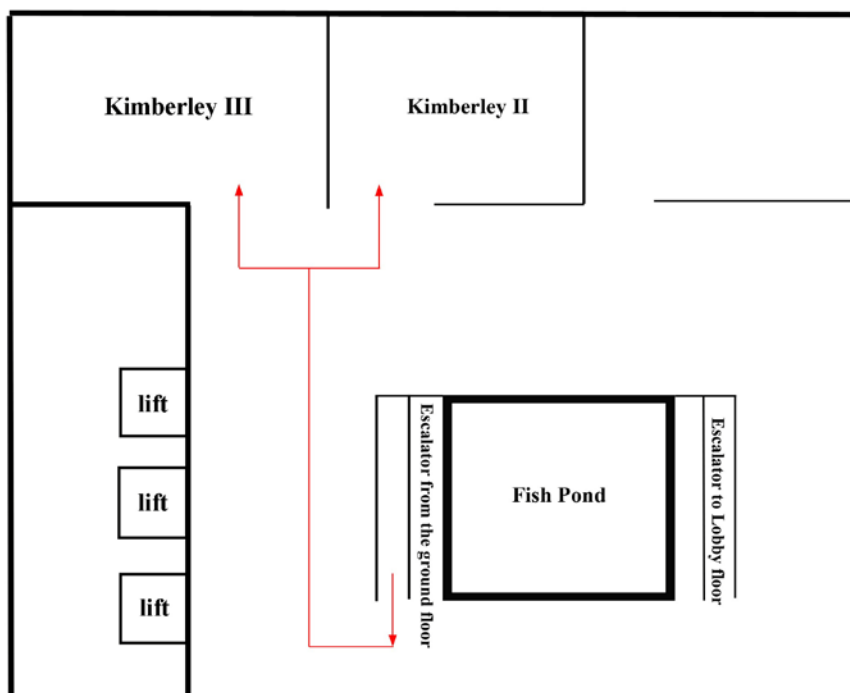
Conference participants will collect attendance certificates, proceedings (CD-ROM) and official receipts from the registration desk. Please mention your Paper I.D. code at the desk to speed up the process. The conference registration desk will be open from AM08:30 to PM16:00 on September 27-28, 2014. Presenters assigned to morning sessions can register after they have finished their presentation.

Floor Plan of the Conference Venue

**Lobby Floor (above Mezzanine floor)**



**Mezzanine Floor (above the ground floor)**



**List of Delegates**

<b>Paper I.D.</b>	<b>Delegate</b>	<b>Affiliation</b>
-	Aberg Cecilia	Chalmers University of Technology
h14-077	Adrie Putra	University Indonusa Esa Unggul
h14-196	Ahmet Burçin Yereli	Hacettepe University, Turkey
h14-053	Akira Ratchavieng	Rajamangala University of Technology Rattanakosin
h14-081	Akkarapon Nuemaihom	Burirum Rajabhat University
h14-216	Alvin Chan	University of Western Sydney
h14-045	Ameeta Jain	Deakin University
h14-248	Aminah	Universitas Bandar Lampung
h14-031	Anantawikrama Tungga Atmadja	Ganesha University of Education
h14-160	Anastasia Riani S.	Sebelas Maret University
h14-237	Anastasia Susty Ambarriani	Atmajaya University, Yogyakarta
h14-055	André W. Heinemann	University of Bremen
h14-055	Andreas Knorr	German University of Administration Sciences
h14-253	Angrita Denziana	Universitas Bandar Lampung
h14-109	Anthony Howell	Peking University
h14-052	Aomarun Jurattanasan	Yala Rajabhat University
h14-231	Asri Laksmi Riani	Sebelas Maret University
h14-028	Beatrice Gibbons-Kunka	Robert Morris University
h14-069	Boonta Wattanawanitkul	Nakhon Ratchasima Rajabhat University
h14-154	Budhi Haryanto	Sebelas Maret University
h14-130	Caesar Jude Clemente	Higher Colleges of Technology, Abu Dhabi
h14-123	Caroline Coulombe	University of Quebec in Montreal
h14-197	Cevat Tosun	Hacettepe University, Turkey
h14-272	Chadanat Piyawiboon	Rajamangala University of Technology Rattanakosin
h14-275	Chanida Kaitawarn	Rajamangala University of Technology Rattanakosin
h14-024	Chayaphol Thongphukdee	Nakhon Ratchasima Rajabhat University
h14-262	Chih-Ming Hsieh	Tamkang University
h14-209	Chiung-Wen Tsao	National University of Tainan
h14-169	Choirul Anwar	Universitas Negeri Jakarta
h14-152	Chotima Chaiwongkiat	University of the Thai Chamber of Commerce
h14-240	Christina Sunarni	Atma Jaya Yogyakarta University
h14-170	Christine Chou	National Dong Hwa University
h14-203	Christopher Fleming	Griffith University
h14-142	Chun-Hin Chan	Chinese University of Hong Kong
h14-274	Danai Bunchoowong	Rajamangala University of Technology Rattanakosin
h14-076	Daniel Adler	University of Technology Sydney
h14-268	Dararat Sukkaew	Rajamangala University of Technology Rattanakosin
h14-082	Dejun Xie	South University of Science and Technology of China
h14-175	Dengbao Yao	Southeast University, PR China
h14-250	Dwi Prasetyani	Sebelas Maret University
h14-049	Edy Supriyono	Sebelas Maret University
h14-266	Enok Nurhayati	Sultan Ageng Tirtayasa University
h14-035	Erna Setiany	Muhammadiyah Tangerang University
h14-198, h14-222	Etty Gurendrawati	Universitas Negeri Jakarta
h14-089	Evi Gravitiani	Sebelas Maret University
h14-108	Frankie Chau	Durham University Business School
h14-172	Genti Kostandini	University of Georgia

h14-204	Guillermina Vizcarra	Trinity University of Asia
h14-079	Hazel Tolenada Maborang	Tarlac State University
h14-060	Henry D. Rufino	Tarlac State University
h14-192	Hunik Sawitri	Sebelas Maret University
h14-191	Istianingsih Sastrodiharjo	University of Mercu Buana Jakarta
h14-189	Iwan Setiadi	Muhammadiyah University
h14-261	Jafar Haghighat	University of Tabriz
h14-220	Jiun Kim	Hankuk Academy of Foreign Studies
h14-137	Jong-Soon Koo	Chungnam National University
h14-158	Jyh-Dean Hwang	National Taiwan University
h14-271	Kannikar Namwong	Rajamangala University of Technology Rattanakosin
h14-095	Kanokporn Boonjubut	Nakhon Ratchasima Rajabhat University
h14-133	Kanokporn Chimplee	Nakhon Ratchasima Rajabhat University
h14-171	Kapila Maddumage	University of New South Wales
h14-212	Kayoung Kim	Yonsei University
h14-029	Kerdsiri Hongthai	Vongchavalitkul University
h14-211	Kookjae Hwang	Sogang University
-	Krongthip Chaichan	Nakhon Ratchasima Rajabhat University
h14-050	Kuo-Yan Wang	Xiamen University Tan Kah Kee College
h14-137	Kyung-Yun Hwang	Chungnam National University
-	Lalita Thongphukdee	Nakhon Ratchasima Rajabhat University
h14-179	Lawrence, W.T. Lo	Hang Seng Management College
h14-058	Lia Uzliawati	Sultan Ageng Tirtayasa University
h14-183	Liz Thach	Sonoma State University
h14-031	Luh Putu Sri Ariyani	Ganesha University of Education
h14-217	Lukas Loehlein	University of Luxembourg
h14-195	M. Umar Burhan	Brawijaya University
h14-269	Malai Kamolsakulchai	Rajamangala University of Technology Rattanakosin
h14-017	Malinee Phaiboonnugulkij	Nakhon Ratchasima Rajabhat University
h14-228	Mapome Mohajane	University of South Africa
h14-098	Metta Deecharoen	Nakhon Ratchasima Rajabhat University
h14-107	M. Fahmi Priyatna	Diponegoro University
h14-137	Min Zhao	Chungnam National University
h14-041	Mongkol Jaroenjit	Nakhon Ratchasima Rajabhat University
-	Monvika Phadoongsitthi	Thammasat University
h14-118	Muhammad Faizal Samat	Universiti Putra Malaysia
h14-102	Muhammad Mohsin Hakeem	Tohoku University
h14-038	Muljadi	FE Universitas Muhammadiyah Tangerang
h14-211	Myungki Cha	Sogang University
h14-273	Nakul Lerkjarijumpon	Rajamangala University of Technology Rattanakosin
h14-143	Nalinthip Pimklat	Buriram Rajabhat University
h14-070	Narissara Muangsawang	Chulalongkorn University
h14-034	Natenapa Rattanapotanan	Nakhon Ratchasima Rajabhat University
h14-197	Necmiddin Bağdadioğlu	Hacettepe University, Turkey
h14-040	Netchanok Khongthon	Nakhon Ratchasima Rajabhat University
h14-126	Niroja Poudel	Ehime University, Japan
h14-227	Nop-anan Kanjanawattanawong	Nakhon Ratchasima Rajabhat University
h14-178	Nunung Sri Mulyani	Sebelas Maret University
h14-115	Nurazilah Zainal	Universiti Putra Malaysia
h14-214	Nurul Istiqomah	Sebelas Maret University
h14-104	Onanong Sangphong	Nakhon Ratchasima Rajabhat University

h14-196	Onur Uçar	Hacettepe University, Turkey
-	Ornsiri Wimontham	Nakhon Ratchasima Rajabhat University
h14-100	Pawarin Tuntariyanond	Kasetsart University
h14-251	Peng Cheng	Xi'an Jiaotong-Liverpool University
-	Petchaluck Suttavoraviharra	Nakhon Ratchasima Rajabhat University
h14-026	Petsuda Phumiphan	Nakhon Ratchasima Rajabhat University
h14-254	Phuangpornphat Viriya	Nakhon Ratchasima Rajabhat University
h14-110	Pongky Arie Wijaya	IAIN Mataram - Indonesia
h14-103	Poth Chaiaye	Uttaradit Rajabhat University
h14-085	Pradabsri Pintuto	Nakhon Ratchasima Rajabhat University
h14-241, h14-256, h14-257	Pradit Withisuphakorn	NIDA Business School
h14-245	Pratiwi Budiharta	Atma Jaya Yogyakarta University
h14-267	Praveen Srinivasan	Karagam University
h14-173	Qianqian Shi	Beijing University of Technology
h14-177	Qiong Huang	University of New South Wales
h14-035	Rahmawati	Sebelas Maret University
h14-047	Rapheephan Phong-inwong	Buriram Rajabhat University
h14-169	Ratna Anggraini ZR	Universitas Negeri Jakarta
h14-107	Ratna Hartiningtyas	Diponegoro University
h14-101	Rattaphan Sopavate	Nakhon Ratchasima Rajabhat University
h14-156	Robert Stefanicki	Wroclaw University
h14-206	S. Cheung-Sum Lu	Tamkang University
h14-226	Salamah Wahyuni	Sebelas Maret University
-	Samnao Phatisena	Nakhon Ratchasima Rajabhat University
h14-153	Santi Budiman	Isti Ekatana Upaweda Economics School
h14-232	Santi Susanti	Universitas Negeri Jakarta
h14-164	Sasithorn Nitipreecha	Nakhon Ratchasima Rajabhat University
h14-043	Satid Jumrearn	Nakhon Ratchasima Rajabhat University
h14-146	Satya Gonuguntla	Manukau Institute of Technology
h14-073	Saundarjya Borbora	IIT Guwahati
h14-048	Settawat Chokwarakul	Nakhon Ratchasima Rajabhat University
h14-080	Sheila Jane Gonzales	Tarlac State University
h14-039	Shrabanti Maity	Assam University
h14-116	Simeon Eze	Federal College of Education, Nigeria
h14-165	Sirinat Jongkonklang	Nakhon Ratchasima Rajabhat University
h14-167	Siti Aisyah Tri Rahayu	Sebelas Maret University
h14-235	Siti Khoiriyah	Sebelas Maret University
h14-221	Siti Nurlaela	Islamic University Batik Surakarta
h14-119	Siwapong Dheera-aumpon	Kasetsart University
h14-277	Smateera Phomsiri	Rajamangala University of Technology Rattanakosin
h14-120	Soenarto	Yogyakarta state university
-	Somchai Supattarakul	Thammasat University
h14-055	Sonja Krause	University of Bremen
h14-035	Sri Wahyu Agustiningasih	Veteran Bangun Nusantara University
h14-233	Suborna Barua	University of Dhaka
h14-013	Suet Kay Rachel Chan	HELP University
h14-145	Sujitra Malajumpee	Khon Kaen University
h14-159	Surifah	Cokroaminoto University of Yogyakarta
h14-213	Susi Indriani	Universitas Negeri Jakarta
h14-138	Suthasinee Sookkasame	Nakhon Ratchasima Rajabhat University

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h14-021	Suwimon Tungprasert	Nakhon Ratchasima Rajabhat University
h14-042	Syaiful Jaafar	Polytechnic Tuanku Sultanah Bahiyah, Malaysia
h14-084	Takayasu Ito	Meiji University
h14-139	Tawee Watcharakiettisak	Nakhon Ratchasima Rajabhat University
-	Thanida Phatisena	Nakhon Ratchasima Rajabhat University
h14-161	Thanitha Sangwichien	Prince of Songkla University
h14-276	Thanyanan Worasesthaphong	Rajamangala University of Technology Rattanakosin
h14-151	Thawatchai Aeksanti	Nakhon Ratchasima Rajabhat University
h14-163	Thongtip Salawonglak	Nakhon Ratchasima Rajabhat University
h14-168	Tri Mulyaningsih	Sebelas Maret University
-	Tuan Tongkeo	Nakhon Ratchasima Rajabhat University
h14-181	Umesh U	University of Calicut
h14-185	Wai-Kee Yuen	Hong Kong Shue Yan University
h14-134	Waradet Mesangrutharakul	Nakhon Ratchasima Rajabhat University
h14-023	Wassana Phanurak	Nakhon Ratchasima Rajabhat University
h14-270	Wasukarn Ngamchom	Rajamangala University of Technology Rattanakosin
h14-064	Wikanda Chairat	Nakhon Ratchasima Rajabhat University
h14-140	Wilawan Watcharakiettisak	Nakhon Ratchasima Rajabhat University
h14-200	Wildan Syafitri	Brawijaya University
h14-129	Yeni Januarsi	University Of Sultan Ageng Tirtayasa
h14-239	Yong Liu	University of Arizona
h14-211	Youngjun Yeo	Sogang University
h14-059	Yu-Lun Liu	University of Manchester
h14-199	Yunika Murdayanti	Universitas Negeri Jakarta
h14-025	Zvi M. Ganor	West Galilee Academic College