

PROGRAM (Finalized Version)

	DAY 1 (June 16th, 2018)	DAY 2 (June 17th, 2018)
Registration 8:30-16:00 (Days 1-2)	9:00-10:35 Sessions A1, B1, C1	9:00-10:35 Sessions A2, B2, C2
	10:35-10:50 Opening tea reception	10:35-10:50 Tea Break
	10:50-12:00 Keynote Speech*	10:50-12:15 Sessions D2, E2, F2
	12:00-13:25 Lunch (Ratchada Lounge on 2/F)	12:15-13:25 Lunch (Ratchada Lounge on 2/F)
	13:25-15:00 Sessions G1, H1, J1	13:25-15:00 Sessions G2, H2, J2
	15:00-15:15 Tea Break	15:00-15:15 Closing tea reception
	15:15-15:35 Plenary Session: Presentation Skill**	
	15:40-16:45 Sessions K1, L1, M1	

* **Keynote Speech:** “Enhancing Organisational Performance through Strategic Project Selection” by Dr Ofer Zwikael, Associate Professor, Research School of Management, ANU College of Business and Economics, The Australian National University; Associate Editor, *International Journal of Project Management*.
(Venue: **Panorama I**)

** **Plenary Session:** “Improved Presentation Slides for Improved Academic Presentations” by Dr. Donald J Kopka Jr, Towson University, USA. (Venue: **Panorama I**)

Session A1: PRODUCTION, COMPETITION & STRATEGY (venue: Panorama I)

Chair: Dipti Sharma (Malaviya National Institute of Technology, India)

Will Low-cost Carriers Also Disrupt Long-haul Services? (b18-031)

Speaker: Andreas Knorr (German University of Administrative Sciences)

Competitive Analysis of Public Urban Transport (b18-076)

Speaker: Andrey Plakhin (Ural State University of Economics, Russia)

An Analysis of Competition in Short Term Power Market in India (b18-065)

Speaker: Dipti Sharma (Malaviya National Institute of Technology, India)

Session B1: MONEY, BANKING & FINANCE (venue: Panorama II)

Chair: Takayasu Ito (Meiji University, Japan)

The Information Contents of Institutional Herding (b18-090)

Speaker: Cheng-Yi Chien (Feng Chia University, Taiwan)

Divest to be an Acquisition Target? (b18-043)

Speaker: Dung Pham (Shippensburg University of Pennsylvania, USA)

Oil Prices and Real Exchange Rates in the NAFTA Region (b18-111)

Speaker: Hugo Toledo (American University of Sharjah, UAE)

Short-Term Cross-Currency Basis Swap and Japanese Government Bond Markets under Non-Traditional Monetary Policy (b18-082)

Speaker: Takayasu Ito (Meiji University, Japan)

Session C1: QUANTITATIVE FINANCE & ECONOMETRICS (venue: VIP Room)

Chair: Tim Lueger (Darmstadt University of Technology, Germany)

Economic Uncertainty and Demand for Housing: Evidence from Geographical Regions of England and Wales (b18-038)

Speaker: Taufiq Choudhry (University of Southampton, UK)

Measuring Stock Market Fluctuations: The Entropy Approach (b18-062)

Speaker: Sonia Bentes (ISCAL and BRU-IUL, Portugal)

(C1 continued on next page ...)

A VAR Evaluation of Classical Growth Theory (b18-030) **SIBR Best Paper Award**
Speaker: Tim Lueger (Darmstadt University of Technology, Germany)

Session G1: PRODUCTION, COMPETITION & STRATEGY (venue: Panorama I)
Chair: Ofer Zwikael (Australian National University)

A Translog Cost Function Estimation of the Korean Airline Industry (b18-133)
Speaker: Sang-Lyul Ryu (Konkuk University, S.Korea)

A Study of Production Cost Model of “Khao Lam” as a Guideline for the Community Business Development by Applying the Third-degree Polynomials (b18-025)
Speaker: Padcharee Phasuk (Sukothai Thammathirat Open University, Thailand)

Intelligence Service for a Better Information: Application to a Terrorist Threat (b18-036)
Speaker: Sylvain Baumann (EDEHN, Normandie University, France)

An Asia-Pacific Comparison of Project Management Capabilities (b18-079)
Speakers: Ofer Zwikael (Australian National University) & Bhavya Sharma (Birla Institute of Technology, India)

Session H1: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Panorama II)
Chair: Jelena Franjkovic (Josip Juraj Strossmayer University of Osijek, Croatia)

Media Exposure Behavior of Tourists on Public Relations Media for Thai Food (b18-099)
Speaker: Sarinya Paisansombat (Kasetsart University, Thailand)

Integrated Media for Public Relations of Thai Food to Global Market (b18-100)
Speaker: Cherdpong Kheerajit (Kasetsart University, Thailand)

The Influence of Word of Mouth and Self Service Technology on Customer Satisfaction and Loyalty (b18-107)
Speaker: Ludfi Djajanto (State Polytechnic of Malang, Indonesia)

Retail Price Image Dimensions: Different Influence on Consumers' Purchase Intention Regarding Purchase Frequency (b18-091)
Speaker: Jelena Franjkovic (Josip Juraj Strossmayer University of Osijek, Croatia)

Session J1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: VIP Room)
Chair: Saundarjya Borbora (Indian Institute of Technology Guwahati)

Developing an Entrepreneurship Culture: Challenges Faced by the Lao DPR (b18-050)
Speaker: Balbir Bhasin (University of Arkansas Fort Smith, USA)

Analyzing Regional Cigarette Consumption Elasticities in the Philippines (b18-094)
Speaker: Karen Grace Valdez (University of Santo Tomas, Philippines)

A Diversity Dilemma: Diversity, International Trade and Environmental Performance (b18-069)
Speaker: Saqib Amin (National College of Business Administration and Economics, Pakistan)

Tourist Potentiality Index: A Case Study at Dibru-Saikhowa National Park in Assam, India (b18-112)
Speaker: Saundarjya Borbora (Indian Institute of Technology Guwahati)

Session K1: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Panorama I)
Chair: Mikiko Nakada (Keio University, Japan)

When Context Shape Affect: Alternative Job Opportunities as Mediator between Job Satisfaction and Turnover Intention (b18-096)
Speakers: Ana Trusić & Ivana Fosić (Josip Juraj Strossmayer University of Osijek, Croatia)
(K1 continued on next page ...)

A Proposal of Architectural Framework for Self-organizing Management Utilizing Multi-Layer Customer Value Chain Analysis (b18-136) **SIBR Best Paper Award**
Speaker: Seiji Shima (Keio University, Japan)

Proposal of Event Design Process Using Systems Engineering Approach (b18-092)
Speaker: Mikiko Nakada (Keio University, Japan)

Session L1: TECHNOLOGY, INNOVATION & OPERATION RESEARCH (venue: Panorama II)
Chair: Harvey Ong (De La Salle University, Philippines)

Intelligent Capital and the Economy (b18-068)
Speaker: David Kleykamp (Tamkang University, Taiwan)

Can Sailing Ship Effect be an Effective Remedy to Technology Migrations? A Consideration on Sanyo's Strategy in Rechargeable Battery Business (b18-085) **SIBR Best Paper Award**
Speaker: Takuya Miyamoto (Kurume University, Japan)

The Applications of Expert System Among the Top Corporations in Metro Manila and its Perceived Advantages and Disadvantages (b18-067)
Speaker: Harvey Ong (De La Salle University, Philippines)

Session M1: ECONOMIC, SOCIAL & FINANCIAL DEVELOPMENT (venue: VIP Room)
Chair: Sajid Amit (Digital Finance Consultative Group, Bangladesh)

Defining Target Benefits for Defense Investment (b18-089)
Speaker: Ofer Zwikael (Australian National University)

Assessing the Level of Awareness of Electronic Waste among the Business Economics Majors of the University of Santo Tomas, College of Commerce and Business Administration (b18-097)
Speaker: Karen Grace Valdez (University of Santo Tomas, Philippines)

Prospects and Challenges of Agent Banking in Bangladesh: A Case Study of Female RMG Workers (b18-049)
Speaker: Sajid Amit (Digital Finance Consultative Group, Bangladesh)

Session A2: FINANCE & CORPORATE GOVERNANCE (venue: Panorama I)
Chair: Obeua Persons (Rider University, USA)

Determining the Optimal Capital Structure and Financial Strategy of Unilever Indonesia for Maximizing the Value of Firm and Shareholders (b18-040)
Speaker: Harry Prasetyo (Bandung Institute of Technology, Indonesia)

The Impact of Foreign Investors on the Stock Price of Korean Enterprises during the Global Financial Crisis (b18-073)
Speaker: Gab-Je Jo (Keimyung University, S.Korea)

Adoption of Performance-Vested Equity Incentives under Investor Pressure: Window Dressing or Taking the Window of Opportunity? (b18-078) **SIBR Best Paper Award**
Speaker: Chii-Shyan Kuo (National Taiwan University of Science & Technology)

Corporate Governance Characteristics of FCPA Violators (b18-022)
Speaker: Obeua Persons (Rider University, USA)

Session B2: DEMOGRAPHY, EDUCATION & DEVELOPMENT (venue: Panorama II)
Chair: Hon-Kwong Lui (Lingnan University, Hong Kong)

An Assessment of the Intercultural Competence of Fourth Year Business Administration Students of Saint Michael's College of Laguna: Basis for the Development of a Career Development Program (b18-061)
Speaker: Adela J. Sanguyo (Saint Michael's College of Laguna, Philippines)
(B2 continued on next page ...)

Availability of Schools and Child Activities: Evidence from Pakistan (b18-027)
Speaker: Sarah Rahim (Institute of Business Administration, Karachi)

External Debts and Economic Growth in Tanzania (b18-035)
Speaker: Mutaji Marobhe (Tanzania Institute of Accountancy)

Ageing Population and Rising Income Inequality in Post-Handover Hong Kong (b18-028)
Speaker: Hon-Kwong Lui (Lingnan University, Hong Kong)

Session C2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: VIP Room)

Chair: Sam'un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Place Branding to Improve Competitive Advantage (b18-140)
Speaker: Pratami Wulan Tresna (Universitas Padjadjaran, Indonesia)

The Effect of Country of Origin and Brand Image to Purchase Intention of Etude House (b18-141)
Speaker: Pratami Wulan Tresna (Universitas Padjadjaran, Indonesia)

The Effect of Lifestyle on Consumer Android Consumer Purchase Decision Process (Study on Android Indonesian Community) (b18-142)
Speaker: Pratami Wulan Tresna (Universitas Padjadjaran, Indonesia)

Strategy of Increasing Repeat Purchase in Restaurant Companies: Study in Bandung City, Indonesia (b18-129)
Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Analysis of Electronic Commerce Utilisation in SME: Study in Bandung City, Indonesia (b18-116)
Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Strategy to Increase the E-commerce Use of Small and Medium Enterprises in Bandung, Indonesia (b18-124)
Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran, Indonesia)

Session D2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Panorama I)

Chair: Ourvashi Bissoon (University of Mauritius)

Religion, Moral, Money and Investor Ethics: Examining Effect of Religiosity, Moral, and Love of Money on Investor Decision-making Process in Socially Responsible Investment (SRI) (b18-086)
Speaker: Tegar Satya Putra (Universitas Gadjah Mada, Indonesia)

Contemporary Economic Myths and Realities (b18-057)
Speaker: Ilya Bystrov (University of Buraimi, Oman)

A Farmer's Dilemma: The Probability of Discouraged Rice Farmers in Central Luzon (b18-123)
Speaker: Bianca Camille D. Oyales (University of Santo Tomas, Philippines)

Assessing the Impact of Institutional Quality on Sustainability in Sub-Saharan Africa (b18-071)
Speaker: Ourvashi Bissoon (University of Mauritius)

Session E2: QUANTITATIVE FINANCE & ECONOMETRICS (venue: Panorama II)

Chair: Udaya Konarasinghe (Institute of Mathematics & Management, Sri Lanka)

A Quasi-likelihood Approach to the Distribution of Financial Returns (b18-074)
Speaker: Yuzhi Cai (Swansea University, UK)

Teaching Four Simple Classification Methods of Data Mining Using Excel (b18-080)
Speaker: Kal Namit (Winston Salem State University, USA)

Forecasting Foreign Guest Nights in Hill Country of Sri Lanka (b18-066)
Speaker: Udaya Konarasinghe (Institute of Mathematics & Management, Sri Lanka)

Session F2: ACCOUNTING & FINANCE (venue: VIP Room)

Chair: Fitria Husnatarina (University of Palangka Raya, Indonesia)

Strategic Risk Management in the Chinese Property and Casualty Insurance Industry (b18-105)

Speaker: Yayun Yan (Naresuan University, Thailand)

The Impacts of Working Capital Policy on Firm's Performances: An Empirical Study on Thai Listed Companies in Production Sector (b18-106)

Speaker: Chosita Pestonji (Suranaree University of Technology, Thailand)

The Association between Human Resource Characteristics of Internal Accounting Control System and Non-Audit Fees: Evidence from South Korea (b18-134)

Speaker: Dong Jin Jung (Sogang University, S.Korea)

The Effect of Auditors' Skepticism on Fraud Detection on Internal Auditors of Public Sector (b18-101)

Speaker: Fitria Husnatarina (University of Palangka Raya, Indonesia)

Session G2: ECONOMIC & SOCIAL DEVELOPMENT (venue: Panorama I)

Chair: Raden Aswin Rahadi (Institut Teknologi Bandung)

Does the Social Assistance Budget Affect Incumbent Votes? (Study in Indonesia Local Election) (b18-108)

Speaker: Fitra Dharma (University of Lampung, Indonesia)

Ecotourism on Perceived Poverty Severity of the Employees in La Mesa Eco Park, Quezon City (b18-093)

Speakers: Romina Antonette U. Zapanta & Patricia Bernadette Tan (University of Santo Tomas, Philippines)

Contribution of Village Funds in Reducing Poverty in Indonesia (b18-102)

Speaker: Fitria Husnatarina (University of Palangka Raya, Indonesia)

External Factors Influencing Housing Product Price in Jakarta Metropolitan Region (b18-143)

Speaker: Raden Aswin Rahadi (Institut Teknologi Bandung, Indonesia)

Session H2: MARKETING & MANAGEMENT (venue: Panorama II)

Chair: Syed Muhammad Ali (National University of Sciences & Technology, Pakistan)

Prisoners Empowerment through Industrial Working in Indonesia (b18-132)

Speaker: Sri Puguh Budi Utami (State University of Jakarta)

Investigating the Effects of Social Presence on Purchase Intentions in the Emerging Market: An Empirical Investigation (b18-113)

Speaker: Muddasar Ghani Khwaja (SZABIST Islamabad Campus)

Impact of Strategic Orientation on New Product Success with Mediating Role of New Product Development Knowledge Management Capabilities (b18-135)

Speaker: Amir Gulzar (Foundation University Islamabad)

Corporate Social Responsibility: As a Distinctive Project Management Knowledge Area (b18-037)

Speaker: Syed Muhammad Ali (National University of Sciences & Technology, Pakistan)

Session J2: COMPETITION, STRATEGY & PERFORMANCE (venue: VIP Room)

Chair: Pavel Adámek (Silesian University in Opava, Czech Republic)

How Diversification Affects the Relationship between Competition and Bank Stability (b18-125)

Speaker: Shuo Liang (University of Edinburgh, UK)

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The Business Excellence Models and the Business Strategy (b18-138)
Speaker: Šárka Zapletalová (Silesian University in Opava, Czech Republic)

Usability of the Performance Excellence Model (b18-139)
Speaker: Pavel Adámek (Silesian University in Opava, Czech Republic)

Presentation in Absentia

Methodology for Determining the Level of Intangible Development of the Region (b18-121)
Authors: Julia Kolesnikova, Venera Zagidullina, Emil Valeev, Gleb Bychkov, Albert Fatkhullin (Kazan Federal University, Russia)

Reserves Assessment on the Basis of Experimental Modeling (b18-122)
Authors: Olga Kukushkina, Dmitriy Syradoev, Regina Yakunina, Oksana Yureva (Kazan Federal University, Russia)

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Guide to Presenters and Session Chairs

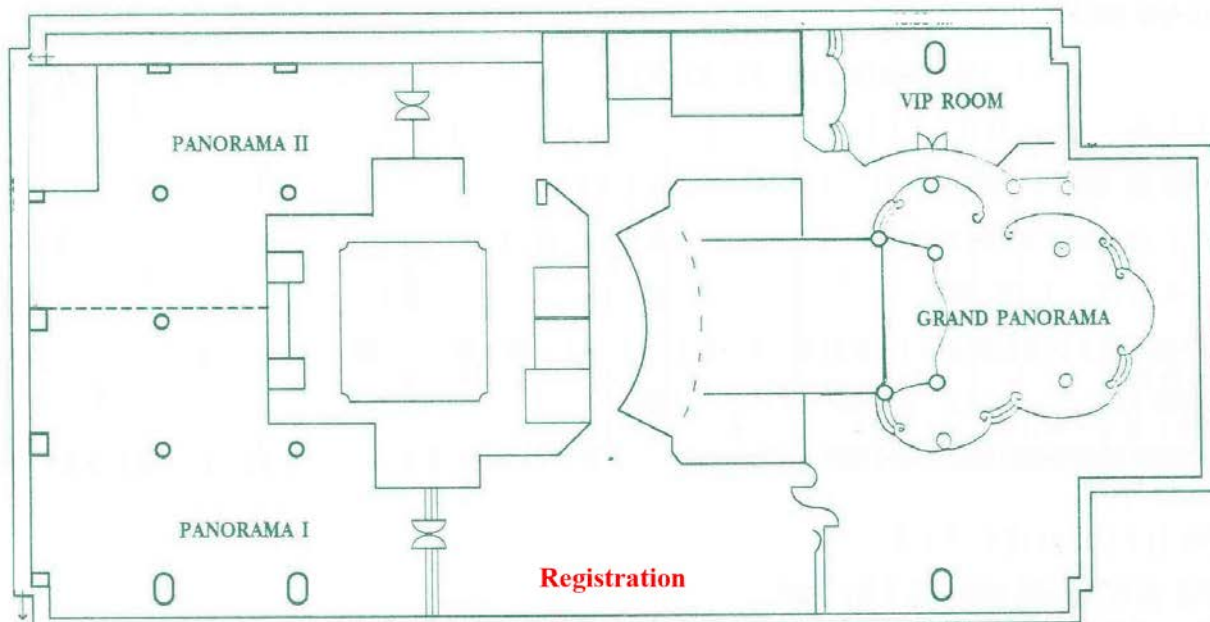
- Please be ready in the session five minutes before the schedule.
- The session chair will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted (approx. 15 minutes each) plus 3 minutes for discussion.
- The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her 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 and computer will be provided in each conference room. Speakers are reminded to save their presentation files on their own USB storage devices. The organizer will NOT provide Internet connection.

Conference Venue – Emerald Hotel Bangkok

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

Conference Registration Desk

Conference participants will collect attendance certificates, proceedings (on USB drive) and official receipts from the registration desk. Please mention your Paper I.D. code at the desk to speed up the process. No certificates will be provided to non-registered co-authors. The conference registration desk will be open from AM08:30 to PM16:00 on June 16-17, 2018. Presenters assigned to morning sessions can register after they have finished their presentation.

Floor Plan of the Conference Venue (14/F, Atrium Wing, Emerald Hotel Bangkok)

List of Delegates

Paper ID	Delegate	Affiliation
b18-061	Adela J. Sanguyo	Saint Michael's College of Laguna, Philippines
b18-121	Albert Fatkhullin	Kazan Federal University, Russia
b18-135	Amir Gulzar	Foundation University Islamabad
b18-096	Ana Trusić	Josip Juraj Strossmayer University of Osijek, Croatia
b18-031	Andreas Knorr	German University of Administrative Sciences
b18-076	Andrey Plakhin	Ural State University of Economics, Russia
b18-050	Balbir Bhasin	University of Arkansas Fort Smith, USA
b18-079	Bhavya Sharma	Birla Institute of Technology, India
-	Bruno S. Sergi	University of Messina & Harvard University
b18-090	Cheng-Yi Chien	Feng Chia University, Taiwan
b18-100	Cherdpong Kheerajit	Kasetsart University, Thailand
b18-078	Chii-Shyan Kuo	National Taiwan University of Science & Technology
b18-106	Chosita Pestonji	Suranaree University of Technology, Thailand
b18-068	David Kleykamp	Tamkang University, Taiwan
b18-065	Dipti Sharma	Malaviya National Institute of Technology, India
b18-122	Dmitriy Syradoev	Kazan Federal University, Russia
b18-109	Donald J Kopka Jr	Towson University, USA
b18-134	Dong Jin Jung	Sogang University, S.Korea
b18-043	Dung Pham	Shippensburg University of Pennsylvania, USA
b18-121	Emil Valeev	Kazan Federal University, Russia
b18-108	Fitra Dharma	University of Lampung
b18-101, b18-102	Fitria Husnatarina	University of Palangka Raya, Indonesia
b18-073	Gab-Je Jo	Keimyung University, S.Korea
b18-121	Gleb Bychkov	Kazan Federal University, Russia
b18-040	Harry Prasetyo	Bandung Institute of Technology, Indonesia
b18-067	Harvey Ong	De La Salle University, Philippines
b18-028	Hon-Kwong Lui	Lingnan University, Hong Kong
b18-111	Hugo Toledo	American University of Sharjah, UAE
b18-057	Ilya Bystrov	University of Buraimi, Oman
b18-096	Ivana Fosić	Josip Juraj Strossmayer University of Osijek, Croatia
b18-091	Jelena Franjkovic	Josip Juraj Strossmayer University of Osijek, Croatia
b18-121	Julia Kolesnikova	Kazan Federal University, Russia
b18-080	Kal Namit	Winston Salem State University, USA
b18-094, b18-097	Karen Grace Valdez	University of Santo Tomas, Philippines
b18-107	Ludfi Djajanto	State Polytechnic of Malang, Indonesia
b18-092	Mikiko Nakada	Keio University, Japan
b18-113	Muddasar G. Khwaja	SZABIST Islamabad Campus
b18-035	Mutaju Marobhe	Tanzania Institute of Accountancy
b18-022	Obeua Persons	Rider University, USA
b18-079, b18-089	Ofer Zwikael	Australian National University
b18-122	Oksana Yureva	Kazan Federal University, Russia
b18-122	Olga Kukushkina	Kazan Federal University, Russia
b18-071	Ourvashi Bissoon	University of Mauritius
b18-025	Padcharee Phasuk	Sukothai Thammathirat Open University, Thailand
b18-093	Patricia Bernadette Tan	University of Santo Tomas, Philippines
b18-139	Pavel Adámek	Silesian University in Opava, Czech Republic
b18-140, b18-141. b18-142	Pratami Wulan Tresna	Universitas Padjadjaran, Indonesia
b18-143	Raden Aswin Rahadi	Institut Teknologi Bandung, Indonesia
b18-122	Regina Yakunina	Kazan Federal University, Russia

b18-123	Bianca C. D. Oyales	University of Santo Tomas, Philippines
b18-093	Romina A. U. Zapanta	University of Santo Tomas, Philippines
b18-049	Sajid Amit	Digital Finance Consultative Group, Bangladesh
b18-116, b18-124, b18-129	Sam'un Jaja Raharja	Universitas Padjadjaran, Indonesia
b18-133	Sang-Lyul Ryu	Konkuk University, S.Korea
-	Sanjeev Kumar Sobhee	University of Mauritius
b18-069	Saqib Amin	National College of Business Administration and Economics, Pakistan
b18-027	Sarah Rahim	Institute of Business Administration, Karachi
b18-099	Sarinya Paisarnsombat	Kasetsart University, Thailand
b18-138	Šárka Zapletalová	Silesian University in Opava, Czech Republic
b18-112	Saundarjya Borbora	Indian Institute of Technology Guwahati
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b18-085	Takuya Miyamoto	Kurume University, Japan
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b18-086	Tegar Satya Putra	Universitas Gadjah Mada, Indonesia
b18-030	Tim Lueger	Darmstadt University of Technology, Germany
b18-066	Udaya Konarasinghe	Institute of Mathematics & Management, Sri Lanka
b18-121	Venera Zagidullina	Kazan Federal University, Russia
b18-105	Yayun Yan	Naresuan University, Thailand
b18-074	Yuzhi Cai	Swansea University, UK

Acknowledgement:

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