

2018 IEDRC DA NANG CONFERENCES ABSTRACT

Da Nang, Vietnam

February 23-25, 2018

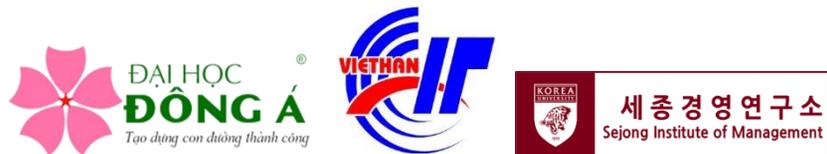
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Welcome Remarks

On behalf of IEDRC, we welcome you to Da Nang to attend 2018 International Conference on e-business and Applications (ICEBA 2018) and 2018 7th International Conference on Economics Business and Marketing Management (CEBMM 2018). We're confident that over the three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in Economics Business, Marketing Management, e-business and Applications.

We hope that your work and that of your institution or company will be enhanced both by what you learn and by those with whom you connect over the next 3 days. Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this is a memorable, valuable, and enjoyable experience!

On behalf of conference chair and all the conference committee, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event. We hope that all participants and other interested readers benefit scientifically from the proceedings and also find it stimulating in this process. Finally, we would like to wish you success in your technical presentations and social networking.

Once again, thanks for coming to this conference. We are delegate to higher and better international conference experiences. We will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.



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Conference Venue

Dong A University, Vietnam

University Address: 33 Xo Viet Nghe Tinh, Hai Chau District, Da Nang City, Viet Nam

Website: <http://donga.edu.vn/Default.aspx?alias=donga.edu.vn/english>

Phone: 84-(0)236.3519.929

Conference venue: At Campus of the University of Dong A



Whether

Thursday Feb. 22, 2018



21~27°C

Saturday Feb. 24, 2018



21~26°C

Friday Feb. 23, 2018



20~25°C

Sunday Feb. 25, 2018

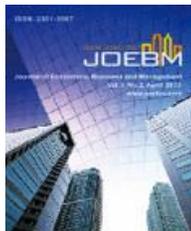


21~27°C

Introductions for Publications

All accepted papers for the Da Nang conferences will be published in those journals and proceeding below.

2018 7th International Conference on Economics Business and Marketing Management (CEBMM 2018)

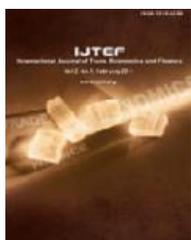


Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

Abstracting/ Indexing: Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Abstracting/ Indexing: ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory

2018 International Conference on e-business and Applications (ICEBA 2018)



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)

ISSN: 2010-3654

DOI: 10.17706/IJEEEE

Abstracting/ Indexing: which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).



Accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-6368-6

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)
Projectors & Screens
Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Conference Statement: 10 Minutes
Keynote Speech: 40 Minutes of Presentation, including 5 Minutes of Q&A
Regular Oral Presentation: 15 Minutes of Presentation and Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters
Maximum poster size is A1, portrait direction
Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on Feb. 24, 2018.

Dress Code

Please wear formal clothes or national representative clothing.

Warm Tips:

Get your presentation PPT prepared and print out the notification letter before you leave for Da Nang, Vietnam.

Copy your PPT to the conference computer before your session begins. One best presentation will be selected from each session, and the best one will be announced and awarded at the end of each session. Session group photo will be taken after the award.

Introductions for Keynote Speakers



Prof. Sean Watts
American University, Vietnam

Sean Watts is a Canadian businessman, advisor, & academic that lectures & researches at RMIT Univ., Vietnam. Previously, he was Professor of Management, & Chair of Business & Economics at Yonsei Univ., EIC, Korea. He worked in Canada & various places as visiting professor including USF, USA, Katmandu, Kibera (Kenya), & Korea. He worked internationally since 1992 & with 128 countries. His main doctoral dissertation is in international management & info systems. He published several books & numerous articles with impact factors up to 12.406. He specializes in corporate governance, cross cultural management, & training programs, especially with social media, MIS, & big data. He worked with rich & poor individuals, SMEs, & big organizations, including universities, the UN, Samsung, Korean Ministry of Justice, Seoul Government, & Applied Materials (when the World's largest semiconductor equipment maker grew revenue from \$200,000,000 to \$1.08 billion, in one year).

Speech Title: Contemporary Issues in International Collaboration in the Knowledge and Creative Industries: perspectives & success strategies for Vietnam

Abstract: This paper focuses on the impacts of knowledge & creative industries on society and contemporary issues: perspectives & success strategies for Vietnam. As an endless stream of technological developments washed over us, the creative industry strengthens the innovation capacity and changes growth of a nation. With innovation and imaginative power, people are connected and mobilized with faith in the world of tomorrow meaning international collaboration in knowledge & creative industries is crucial.

Sharing research regarding these concepts gives us the socio-economic, EACS Model: Experience - Attention - Sharing - Caring.

The creative industry is a sector that creates economic value by aligning technology with the values and interests of people and society, it can develop new experiences that give meaning to our existence. It is demonstrated to be relevant to the work in Vietnam and internationally.

It will deliver power to the individual



Prof. Young-Chang Hou
Tamkang University, Taiwan

Young-Chang Hou was born in Guangdong, China in 1949. He received his BS degree in Atmospheric Physics from National Central University, Taiwan, R.O.C. in 1972, his MS degree in Computer Applications from Asian Institute of Technology, Bangkok, Thailand, in 1983, and his PhD degree in Computer Science and Information Engineering from National Chiao-Tung University, Taiwan, R.O.C. in 1990.

From 1976 to 1987, he was a senior engineer of Air Navigation and Weather Services, Civil Aeronautical Administration, Taiwan, R.O.C. where his works focused on the automation of weather services. From 1987 to 2004, he was with the faculty at the Department of Information Management, National Central University. Currently he is a professor with the Department of Information Management, Tamkang University. He has published more than 100 referred papers in technical journals and conferences. His research interests include digital watermarking and information hiding, fuzzy logic, genetic algorithms, and visual cryptography.

Speech Title: Researches in Visual Cryptography and Its applications in Business

Abstract: Visual cryptography is developed based on the need of information sharing. A secret is partitioned into n shadow images (shares), and each participant receives only one share. Once any k or more shares of a secret are stacked together, the secret image will be visually retrieved without the help of the computer. The secret image will be invisible if the number of stacked shares is less than k . This speech introduces our studies in extending the capabilities of visual cryptography for handling gray-level and color images. Besides of information hiding, applications of visual cryptography have been extended towards steganography, digital watermarking, Intellectual property protection and progressive revealing, among others.



Prof. JungJoo Jahng
Seoul National University, South Korea

JungJoo (JJ) Jahng is Professor of Information Systems in the College of Business Administration, Seoul National University. Prior to joining SNU in 2004, he was a faculty member at Lally School of Management & Technology, Rensselaer Polytechnic Institute. He received a B.S. degree in business administration and Master of Business Administration (MBA) from Seoul National University, and a Ph.D. degree in management information systems from the University of WisconsinPMilwaukee. His research interests are in the domains of e-Business, IT strategy, and IT-based innovation. His research has appeared in a number of journals such as IEEE Transactions on Systems, Man, and Cybernetics, the European Journal of Information Systems, the Journal of Information Technology, the E-Service Journal, and in refereed conference proceedings such as the Association for Information Systems Conference (AMCIS). He had the privilege of being one of the few accepted as a doctoral consortium candidate in both AIS 1999 Conference as well as International Conference on Information Systems (ICIS-99), which is the premier conference for IS researchers and professionals. He also has a number of years of real-world IT experience in South Korea. Dr. Jahng won the first Stafford Beer Award from OR Society, London, UK in 2004 for the best paper published in the European Journal of Information Systems in 2002. One of his research papers was also nominated as one of the best papers in the AMCIS 1999 Conference.

Speech Title: Business Paradigm Changes in the Age of the Fourth Industrial Revolution

Abstract: The advent of emerging digital technologies such as AI, internet of things, big data, and block chain is expected to change not only business operations but also business paradigms which have dominated the conventional businesses for a long time. The way that business values are created and captured has been and will be very different than before. The conventional business principles which have guided a number of businesses may not be working in the way we used to expect and may not greatly help businesses to achieve their goals. The new sets of business principles which may conflict the conventional ones are now seen emerging in the business landscape ahead. This keynote speech gives overview of this business paradigm change brought about by the emerging digital technologies in this age of the fourth industrial revolution.



Prof. Yanqing Duan
University of Bedfordshire, UK

Yanqing Duan (BSc, MSc, PhD, SFHEA) is a professor of Information Systems. She is also the founder and director of Business and Information Systems (BISC) at the Business School, University of Bedfordshire. Her principal research interest is the use of the emerging Information and Communication Technologies (ICT) in organisations and their impact on decision making, innovation, and knowledge management. Her recent research has focused on how, why and to what extent Business Analytics is impacting on decision making, innovation, and organisational performance. She has co-ordinated many research projects funded by various funding sources, such as: European Commission, UK Department For International Development (DFID), JISC, British Council, etc. She has published over 180 peer reviewed articles, including papers in European Journal of Information Systems, IEEE transaction on Engineering Management, Information & Management, European Journal of Marketing, Journal of Business Research, The Information Society, Expert Systems with Applications, Information Technology & People.

Speech Title: Research on E-Business Applications in the Era of Big Data and IoT: Opportunities and Challenges

Abstract: E-Business applications have attracted considerable research attention over the last two decades. However, the emergence of Big Data, Internet of Things (IoT) and Business Analytics, has created unprecedented opportunities as well as new challenges. Firstly, from a business impact and innovation perspective, this presentation will highlight the current development of data driven business models and innovation, and discuss the challenges on creating business value from Big Data and IoT. Secondly, the presentation will share the speaker's research experiences and reflections on the current research gaps and emerging research opportunities for advancing e-business application research from both theoretical and practical perspectives.



Prof. Cheol Park
School of Business Administration Korea University, South Korea

Cheol Park (Ph.D. in Business Administration) is a Professor at Korea University, South Korea. He received his B.A. in Economics, M.B.A. and Ph.D. from Seoul National University. He worked for Samsung as assistant manager of global marketing before joining academic area. He has been a visiting scholar at Vanderbilt University, University of Hawaii, and Mongolia International University. His research interests include marketing in digital environment and sustainable management with creating social value. He has published papers in influential journals such as *International Marketing Review*, *Journal of Business Research*, *Industrial Marketing Management*, and *Journal of Interactive Marketing*.

Speech Title: Is Corporate philanthropy Useful for Business Performance?

Abstract: Corporate philanthropy leads social contribution activities of companies. Companies make efforts to contribute to the society as good corporate citizens. Corporate philanthropy results in positive consequences such as good company image, employee satisfaction, high sales performance, and etc. This study examined corporate philanthropy by business type, company size, and age, and the effects of employee and customer orientation on corporate philanthropy in Korea. The study also analyzed two positive consequences of corporate philanthropy, employee satisfaction and firm performance. We have investigated the perceived corporate philanthropy through a survey of 1,098 workers in Korea. As results, there found significant differences of corporate philanthropy by business types, company size, and age. Service business, older and bigger company showed higher scores of corporate philanthropy. Employee and customer orientation affected significantly corporate philanthropy, and this resulted in employee satisfaction and firm performance. Implications for increasing corporate philanthropy and further researches are suggested in the conclusion.



Prof. Fujino Akihiko
International Pacific University Japan

Mr Fujino started his career with Canon Inc., followed by the Distribution Economics Institute of Japan (as Senior Researcher), Yokohama College of Commerce, Gakushuin Management School, and Kamakura Women's University (as Lecturer). Most recently, Mr Fujino has been a Professor in the Department of Contemporary Business at International Pacific University Japan. He teaches courses of marketing, distribution, field work and practical corporate management. His research interests are consumer behavior, marketing strategies and tactics.

Speech Title: Business Strategies Framework of Differentiation Focus, and Real Implementation Style of Successful Corporations in Japan

Abstract: Frameworks are usually useful for planning new strategy and analyzing practiced strategy in business situations. The framework of 'Porter's Generic Competitive Strategies' is often referenced in the process of corporate strategy discussion. But small and middle size companies in many industries at least in Japan have to choose 'Differentiation Focus' strategy because they must have narrow scope and non-price competition owing to their size constraints.

Business strategies framework of differentiation focus is shown and used for analyzing strategy implementation of real Japanese corporations in this study. Strategic and successful corporations managed to be taking differentiation advantage. In analyzing strategy implementation of product providing (service would be included) corporation in Japan, supply chain style is useful to recognize the corporate capability and the continuity of its strategic advantage.

As the result, it is shown some findings. 'Differentiation Focus' strategy implementation is positively related to organizational management for employees, which arouse differentiation and continuity. In some corporations, vertical integration in supply chain flow is key element of continuous strategy implementation.

Time Schedule

Day 1: Registration: Feb. 23, 2018 (Friday)

10:00-17:00	Arrival and Registration Venue: Conference Room 303
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- (1) Certificate of Participation can be awarded after the session.
- (2) Your paper ID will be required for the registration.
- (3) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (4) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on Feb. 24, 2018.

Day 2: Conference: Feb. 24, 2018 (Saturday)

	Conference Statement & Keynote Speeches
8:30-8:40 Room 709	MC Makes A Speech Prof. Sean Watts American University, Vietnam MA. Duong Cong Danh Dong – A University
	Welcome Remarks Dr. Luong Minh Sam Vice President of Dong A University
8:40-8:50 Room 709	Da Nang Representative's Statement
8:50-9:00 Room 709	Opening Remark of Conference Chair Prof. Young-Chang Hou Tamkang University, Taiwan
9:00-9:10 Room 709	Representatives of Dong-A University donates flowers to the Keynote Speakers
9:10-9:50 Room 709	Keynote Speech I  Prof. JungJoo Jahng Seoul National University, South Korea Speech Title: Business Paradigm Changes in the Age of the Fourth Industrial Revolution
9:50-10:10 Room 709	Coffee Break & Photo Session

<p>10:10-10:50 Room 709</p>	<p>Keynote Speech II</p>  <p>Prof. Yanqing Duan University of Bedfordshire, UK Speech Title: Research on E-Business Applications in the Era of Big Data and IoT: Opportunities and Challenges</p>
<p>10:50-11:30 Room 709</p>	<p>Keynote Speaker III</p>  <p>Prof. Cheol Park School of Business Administration Korea University, South Korea Speech Title: Is Corporate philanthropy Useful for Business Performance?</p>
<p>11:30-12:10 Room 709</p>	<p>Keynote Speaker IV</p>  <p>Prof. Young-Chang Hou Tamkang University, Taiwan Speech Title: Researches in Visual Cryptography and Its applications in Business</p>
<p>12:10-13:30 Dong A Univ.</p>	<p>Lunch Break</p>
<p>13:30-14:10 Room 709</p>	<p>Keynote Speaker V</p>  <p>Prof. Fujino Akihiko International Pacific University Japan Speech Title: Business Strategies Framework of Differentiation Focus, and Real Implementation Style of Successful Corporations in Japan</p>

2018 IEDRC DA NANG CONFERENCES

<p>14:10-14:50 Room 709</p>	<p>Keynote Speaker VI</p>  <p>Prof. Sean Watts American University, Vietnam Speech Title: Contemporary Issues in International Collaboration in the Knowledge and Creative Industries: perspectives & success strategies for Vietnam</p>
<p>14:50-15:20 Room 709</p>	<p>Coffee Break</p>
<p>15:20-18:05</p>	<p>Session 1: Economics and Marketing Venue: Conference Room 313</p>
	<p>Session 2: E-Commerce and Information Technology Application Venue: Conference Room 315</p>
	<p>Session 3: Business Management and Entrepreneurship Venue: Conference Room 322</p>
<p>18:10 Madame Lan</p>	<p>Dinner Banquet</p>

Session 1

15:20-17:50

Venue: Conference Room 313

Theme: Economics and Marketing

Session Chair: Prof. Fujino Akihiko

International Pacific University Japan

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
<p>BA0016 15:20-15:35</p>	<p>Which is a better investment: risk-free asset or stocks? Fridayana Yudiaatmaja Universitas Pendidikan Ganesha, Indonesia</p> <p>Abstract— The purpose of this research was to understand whether the investment in the stock market as well as its sectors produces more return compared to the investment in risk-free asset. The questions arise due to many investors failed to gain more wealth through stock investment especially in Indonesia Stock Exchange. To be able to answer the research questions, risk-free asset and all of the indexes data were gathered and analysed using one sample t-test to compare its indexes return and the risk-free asset return. This research found that the hypothesis stating that market index did not produce better return compared to the risk-free asset was supported. Moreover, the hypothesis stating that all of sector indexes did not produce better return compared to the risk-free asset was also being supported. As a result, investors who want to invest their money in the Indonesia Stock Exchange must be very carefull in choosing which assets need to be collected as well as when it will be bought or sold to ensure they gain hihger benefits.</p>
<p>BM106-A 15:35-15:50</p>	<p>Investees' Experience and Venture Capital Investment Decision Suyong Lee and Dohyeon Kim Kookmin.University, South Korea</p> <p>Abstract — Research on the criteria for venture capitalists (VCs) to evaluate new ventures began in the 1970s and has been of constant interest to scholars to date (Tyebjee et al., 1984). The research has academic and practical importance, for the VC investment is known to be crucial to the survival and future performance</p> <p>The main focus of the previous studies is decision making process and decision criteria of VCs. There also exists complementary flow of research that investigate situational factors influencing the weight of decision criteria. There are two major veins of studies in this regard; One emphasizes entrepreneur's characteristics while the other highlights products/services characteristics, market/industry characteristics, and financial considerations. The latter especially consider uncertainty and risk of these external factors.</p> <p>Our research tries to find the subtle correlation of the two research stream; Investigating relative importance of entrepreneur's experience with different level of uncertainty and risk in external factors.</p> <p>In this study, we apply the conjoint analysis method which can experimentally apply mutual influence and relative importance of entrepreneur's experience and uncertainty characteristics to decision making process of VCs. Previous studies have shown that conjoint analysis is more appropriate for the study of VCs decision-making because it yields more valid results than frequently used post-hoc methodologies (eg, questionnaires using the recurring measures) (Shepherd and Zacharakis, 1999).</p>

<p>BM207 15:50-16:05</p>	<p>Portfolio Selection Problem Considering Behavioral Stocks under Holding Periods Kuo-Hwa Chang, Michael N. Young, Chien-Chih Liu and Hao-Ping Chung Chung Yuan Christian University, Taiwan</p> <p>Abstract—With the introduction of behavioral stocks (B-stocks), investors now have an alternative profitable investment option by exploiting the positive effect (positive cumulative abnormal return CAR) of irrational behaviors to stock price movements. Currently, all work on B-stocks only consider the cause-and-effect relations that expect B-stocks to have positive CARs after some time following the spotting of their respective causes. Thus, this study finds the other side and exploits the cause-and-effect relations that expect B-stocks to have negative CARs after some time following the spotting of their respective causes. We call this short-sell B-stocks. Accordingly, this study proposes a scenario-based mixed integer program that considers the short-selling of B-stocks under the inverse version of the safety-first portfolio selection model to maximize the negative price change of B-stocks within the portfolio. The result shows that the short-sell portfolio can outperform the market portfolio significantly; this also indicates that the proposed investment strategy can be another alternative profitable investment option that investors can exploit.</p>
<p>BM208 16:05-16:20</p>	<p>An investigation of foreign exchange risk management by New Zealand and Vietnamese exporting small and medium sized enterprises Vu Hung Dang and Valerie Lindsay An Giang University, Vietnam</p> <p>Abstract—Our exploratory qualitative study investigates forex risk management in New Zealand and Vietnamese exporting SMEs by examining the determinants, as well as the firms' hedging decisions. The findings shed new light on SMEs' forex risk management practices, and how these differ in institutionally different country contexts. Both Vietnamese and New Zealand firms increased the use and formality of hedging techniques in accordance with increases in forex exposure. Although, not surprisingly, SMEs in both countries gained more experience to deal with forex risk as their level of internationalization increased, they drew on different perceptions about forex risk management. New Zealand SMEs were prepared to allocate resource towards forex risk management and sought a dynamic strategy to manage this risk – suggesting an economic-oriented approach. On the other hand, Vietnamese SMEs were passive when dealing with forex risks and hesitated over resource allocation towards its management - suggesting a transaction-oriented approach.</p>
<p>BM014-A 16:20-16:35</p>	<p>Mutual Funds Underperformance and Stock Market Anomalies Hyounglae Jeon and Changjun Lee Hankuk University of Foreign Studies, South Korea</p> <p>Abstract—In this paper, we study why the actively managed mutual funds underperform the passive benchmark. To this end, we refer to the recent literature on stock market anomalies. In addition to the size, value, and momentum effect, numerous studies have recently proposed stock market anomalies related to the real investment, profitability, financial distress, and so on. Specifically, we examine whether the mutual fund managers exploit these stock market anomalies. One central concern is to develop a proxy for mispricing. We combine the documented fifteen anomalies to construct a proxy for mispricing instead of constructing a measure of mispricing for each anomaly. Specially, for each stock and characteristic considered, we assign a score of one if a stock is undervalued, and minus one if a stock is overvalued. For each stock, we consider fifteen anomalies, and the highest score is 15 and the lowest score is -15. We define this score as A-score of stock. Next, we investigate whether mutual funds hold stocks with high A-score or not. To this end, for each fund, we calculate the investing measure, weighted average of A-scores. We find that, mutual funds, on the average, invest stocks with lower A-score compared to the passive benchmark such as the S&P 500 index. In other words, mutual funds over-weight overvalued stocks, and under-weight undervalued stocks. Thus, our results provide some possible answers to the question why the actively managed mutual funds underperform the passive benchmark.</p>

<p>BM003 16:35-16:50</p>	<p>Positive Effects of Deviant Customer-Oriented Behavior Yoo. Jaewon Soongsil University, Korea</p> <p>Abstract—The present study was designed to test the effects of service-employee deviant customer-oriented behaviors (deviant service adaptation, deviant service communication, and deviant use of resources) on the building of customer service friendship through customer-based indebtedness perception. Furthermore, this study empirically examined the moderating role of customer co-production in an effort to enhance the customer-indebtedness effect on service friendship. When customers more constructively understood the employee and service-delivery processes according to the service-participation changes, the customer service friendship perception was enhanced.</p>
<p>BM104 16:50-17:05</p>	<p>Determinants of Cultural Festival Success - A Study in Ho Chi Minh City, Vietnam Mai Ngoc Khuong and Dang Duc Khanh Uyen International University - VNU-HCM, Viet Nam</p> <p>Abstract— In the recent years, there have been an increasing number of cultural festivals hosted in Ho Chi Minh City. Unlike the fast growing of festival industry in other countries, without noticing, this industry of Ho Chi Minh City is on its way of development. Therefore, this study is conducted to find out what makes a success of a cultural festival in Ho Chi Minh City by examining the effects of the festivalscape factors including general management, service, venue and technical aspect, amenities and catering, and marketing on the satisfaction and loyalty factors of the festivals visitors. This study applied quantitative approach, using questionnaires, which were delivered to 301 respondents. The data was factor-analyzed and interpreted by statistical method including regression analysis, to find out the direct relationship among independent and dependent variables and path analysis, to claim the indirect effects of independent variables on visitor loyalty. Consequently, there are five factor: general management, service, venue and technical aspect, amenities and catering and marketing were found to have both direct impact on visitor satisfaction and indirect impact on visitor loyalty.</p>
<p>BM304 17:05-17:20</p>	<p>Exploring the Successful Conditions Associated with the ODA Capacity Young-Chool Choi and Ji-Hyun Jang Chungbuk National University, South Korea Sangmyung University, South Korea</p> <p>Abstract—This paper aims to discover the characteristics of the ODA donor countries which conduct ODA projects effectively, and to induce the less effective ODA donor countries to benchmark them so that all ODA donor countries can implement ODA projects effectively and also help all the recipient countries eventually to end their poverties. As time goes on, the size of ODA increases across the globe, and however, there has little studies on how to effectively implement ODA projects, in particular. It is suggested that less effective countries regarding ODA project implementation should benchmark one of the two types so that they could be effective in terms of ODA projects implementation.</p>

<p>BM206-A 17:20-17:35</p>	<p>Xenophilia in the context of consumer behaviour: causes and effects Mirela Mihić, I. Kursan Milaković, Snježana Pivac and M. Šiško University of Split, Faculty of Economics, Business and Tourism Croatia</p> <p>Abstract— The main purpose of this paper is to explore the causes and effects of the consumer's xenophilia. This paper investigates the influence of country image, nostalgia, travelling frequency, and ecological consciousness on the consumer xenophilia, as well as its impact on the willingness to pay higher prices for Western countries' products. Namely, the definition of xenophilia is assessed as the consumer's tendency towards the Western countries. Data was collected on the sample of 243 Croatian consumers using Internet during August and September 2017. Consumers' attitudes were mainly explored using the Likert scale. Gathered data was analysed with several statistical methods. The reliability of measurement scales was estimated with Cronbach alpha coefficient and xenophilic consumers were grouped using cluster analysis. Sample adequacy was tested using Kaiser-Meyer-Olkin (KMO) and Bartlett's sphericity test indicators. Factors were extracted with exploratory factor analysis. Finally, regression analysis was used for testing the relationships among the researched variables, that is the formulated hypotheses. Research results show that the analysed predictors, except nostalgia, significantly influence xenophilia, which impacts the willingness to pay higher prices for Western countries' products. The results also show that country image, as a predictor, exhibits a greater influence on xenophilia. Moreover, xenophilia positively impacts the consumer's perception of quality and attractiveness of products from certain countries, whereby the most preferable country in this context is Germany. These results can be applied in advertising and retail outlet arrangements, as well as for distribution channels selection.</p>
<p>BM305 17:35-17:50</p>	<p>Conditions explaining the relationships between happiness and business determinants Young-Chool Choi and Hak-Sil Kim Chungbuk National University, South Korea</p> <p>Abstract— This paper is based on the assumption that the configurations of business determinants affecting happiness may differ in developing and developed countries. Accordingly, it attempts to compare these configurations as they operate in developing and developed countries at national level. In doing this, it classifies countries into two groups according to certain criteria. It then analyses the relationships between happiness and business determinants by group, using Qualitative Comparative Analysis (QCA). Specifically, this study focuses on discovering the different configurations of business determinants that influence happiness at national level in developing and developed countries. It is hoped that its findings may provide individual countries with policy-related and practical information concerning how their happiness levels may be enhanced through consideration of their own processes of economic development.</p>

Session 2

15:20-17:50

Venue: Conference Room 315

Theme: E-Commerce and Information Technology Application

Session Chair: Prof. Young-Chang Hou

Tamkang University, Taiwan

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
BA0001 15:20-15:35	<p>AR-Based Point System for Game-like Shopping Experience Boyang Liu and Jiro Tanaka Waseda University, Japan</p> <p>Abstract—Point system is structured marketing strategy offered by merchants to encourage consumers to continue to buy goods or pay for the services. According to the spending, merchants give consumers a certain amount of points as reward. These points can be exchanged into a good or service but not back into cash. However, as a result of the low rate of reduction, the attraction of point system to consumers is not enough, especially in the case of micropayment. This paper calls for the design of innovative technologies to provide consumers with value guidance and improve user intention, e.g., by applying gamification and AR technique. In this paper, we use mission to provide consumers with meaningful task like living a healthy life, protecting environment and promoting local economy. Point will be given if mission is completed. If completed mission reaches a certain number, the level will be upgraded. Consumer can use level information to compete with friends. If a consumer keeps completing a specific mission, he or she can get a badge. Merchant will confirm mission for consumers. In addition, we tried to use point system to solve the inconvenience caused by the small changes during the payment.</p>
BA1003 15:35-15:50	<p>Perceived Quality, Learner Satisfaction, Switching costs, and Learner Loyalty in e-Learning Misook Lee and Hongbok An Kyungpook National University, South Korea</p> <p>Abstract—This study proposes and empirically analyzes a conceptual framework that considers perceived quality, learner satisfaction, and switching costs as antecedents of learner loyalty in the context of e-learning. In this study, learners' perceived quality is represented as system quality, information quality, and service quality. This study investigates whether learner satisfaction or switching costs is more important on learner loyalty. To this end, data were collected from learners who have taken e-learning service and the research model was analyzed with structural equation modeling (SEM).</p>
BA0004 15:50-16:05	<p>How can Dmall do better? Discussion on New Retail marketing mode based on 4Cs Theory Aihua Zhang, Chen Liang and Junwan Yin Beijing University of Posts and Telecommunications, China</p> <p>Abstract—"Dmall" is an O2O new retail platform who is deeply integrated with Chinese local large-scale supermarkets "Wu Mart", covering a wide range of products. In China, new retail companies represented by "Dmall + Wu Mart" have achieved impressive success. This paper aimed at discussing the mode of new retail marketing based on business practices and theoretical foundations. The research paradigm is mainly as: based on the 4Cs theory of marketing, rebuilding the relationship between people, goods and scenes from aspects of customer, convenience, communication and cost of new retail. The role of new technologies like big data and IoT is also considered. Then it discusses how new retail like "Dmall" can do better according to the new retail marketing mode after looking inside the problems. The research brings new ideas to the development and academic research of new retail businesses represented by "Dmall".</p>

<p>BA1005 16:05-16:20</p>	<p>The Role of Social Capital during SMEs' Internationalization – Build, Maintain and Use of Networks Jens Mathis RIECKMANN, Peng GAO and Fanchen MENG Beijing Institute of Technology, China</p> <p>Abstract—Internationalization has been an important topic for SMEs (small and medium-sized enterprises) around the world. Based on the size of the firm, internationalization creates chances and risks, advantages and disadvantages. Social capital serves as an important resource for SMEs to compensate certain disadvantages and higher risks they have in comparison with big firms. This paper takes a closer look at SMEs' social capital in form of networks and connections to key institutions (e.g. financial, governmental institutions) before and during the internationalization process. The study explores how SMEs build, maintain and use network resources in two countries with a different cultural and economic background. It depicts in detail the sources of social capital, private and business networks, and the influence on the access to other supporting resources. Social capital is predominantly used unknowingly as a resource. With the help of a multiple case study, this paper analyzes four firms from Germany and China which operate in different sectors. The results of the study clarify the role of social capital and demonstrate the importance of communication and their technology in this context.</p>
<p>BA0015 16:20-16:35</p>	<p>Real Time Data-Driven approaches for Credit Card Fraud Detection Phuong Hanh Tran, Kim Phuc Tran, Truong Thu Huong, Cédric Heuchenne, Phuong Hien Tran and Thi Minh Huong Le Dong A University, Vietnam; Danang Architecture University, Vietnam</p> <p>Abstract—Credit card fraud causes many financial losses for customer and also for the organization. For this reason, in the past few years, many studies have been performed using machine learning techniques to detect and block fraudulent transactions. This paper introduces two real time data-driven approaches using optimal anomaly detection techniques for credit card fraud detection. The efficiency of this method is studied over a real data set from European credit card holders. Our experiments show that our approaches achieved a high-level of detection accuracy and a low percentage of false alarm rate. Our approaches will bring many benefits for the organizations and for individual users in terms of cost and time efficiency.</p>
<p>BA0006 16:35-16:50</p>	<p>A Variable Sampling Interval EWMA distribution-free control chart for monitoring services quality Phuong Hanh Tran, Kim Phuc Tran, Truong Thu Huong, Cédric Heuchenne, Thi Anh Dao Nguyen and Cong Ngon Do Hanoi University of Science and Technology, Vietnam</p> <p>Abstract—Many data in service quality came from a nonnormal or unknown distribution, hence the commonly-used control charts are not suitable. In this paper, new Arcsine Shewhart Sign and Variable Sampling Interval EWMA distribution-free control charts are proposed. The procedure does not require the assumption of normal data. A Markov chain method is used to obtain optimal designs and evaluate the statistical performance of the proposed charts. Furthermore, practical guidelines and comparisons with the basic Arcsine EWMA Sign control chart are provided. Results show that the proposed chart is considerably more efficient than the basic Arcsine EWMA Sign control chart. The proposed procedure is illustrated by analysing the service quality of the Vancouver City Call Centre.</p>
<p>BA0017 16:50-17:05</p>	<p>Hotel's responses toward on line complaints Nana Trianasari Universitas Pendidikan Ganesha, Indonesia</p> <p>Abstract—The purpose of this study was to explore the reactions of hotels towards on line complaining behavior of unsatisfied customers. The rational of this study was based on the fact that the majority of research within the service failure and service recovery fields has been in the</p>

	<p>context of off line service encounter rather than on line platform. In fact, in the era of e-commerce, customers increasingly involve information and technology in their product and service consumptions. Indeed, from searching information, deciding, purchasing, consuming, spreading information about their experience using on line media. As such, business firms need to understand the on line behavior of their customers and how to response. Using a qualitative approach toward 81 online complaints about hotel services in Indonesia, it was found that not many hotels engaged in the on line conversation. Such efforts were made dominantly by higher star rated hotels. The most frequent type of reaction was apology. Some hotels include explanation with regard to the case, however merely apologized. Only a few hotels offered discounted room rate or voucher for next visit. Interestingly, the amount of discount seems to be adequate as customers perceived a discount of less than 10% to be considered not meaningful. Managerial implications and directions for future research are presented.</p>
<p>BM015-A 17:05-17:20</p>	<p>The Effect of the Psychological Independence of the Overseas Hotel Intern on the Ego-Identity and the Job Emotion : Focused on the Development Theory by Winnicott Jinhee Jin and Minho Cho Hanyang University, South Korea</p> <p>Abstract—The purpose of this study is to determine the 1) effect of the intern’s psychological independence on the ego identity, 2) effect of the ego identity on the job emotion, 3) effect of the intern’s psychological independence on the job emotion, and 4) explain the relationship between the intern and trainer occurring during the internship by means of Winnicott’s development theory. The researcher constituted the conceptual model and will verify the hypothesis by using the regression analysis. The suggested concept model will be verified by using the data collected from 300 interns who are participating in the overseas hotel internship. The expected result of this study is as follows. 1) The intern’s psychological independence will influence the ego identity, 2-1) ego identity will have a positive effect on the job confidence, 2-2) ego identity will have a negative effect on the job anxiety, 3-1) intern’s psychological independence will have a positive effect on the job confidence, 3-2) intern’s psychological independence will have a negative effect on the job anxiety.</p>
<p>BM109 17:20-17:35</p>	<p>Factors affecting repurchase intention- A mediation of Guest Satisfaction – A Study in luxury hotels, Ho Chi Minh City, Viet Nam Mai Ngoc Khuong and Nguyen Minh Tuan International University - VNU-HCM, Viet Nam</p> <p>Abstract—This paper proposes the conceptual framework to illustrate the relationship between independent factors and Guest Repurchase Intention through Guest Satisfaction. These independent variables are identified as Service Quality, Information Communication Technology and Brand Image. The Service Quality has five sub items which includes Tangibility, Responsiveness, Assurance, Reliability and Empathy. Quantitative Method was mainly applied by using questionnaires to deliver 253 visitors staying in luxury hotels in Ho Chi Minh City. The result of this research demonstrated that there are five factors have directly considerable effect on Guest Repurchase Intention. The Guest Satisfaction obtained the highest effect among five factors. Of those independent variables, the relationship between Brand Image and Guest Satisfaction is the strongest one. According to the discussion of findings and managerial recommendations, this study is beneficial not only for guests but also for hotel’s managers. Guests can read this study to get reference; hotel’s managers can read to find the solution to get profit for their work places.</p>
<p>BM111 17:35-17:50</p>	<p>Factors Affecting Organization Customer Word of Mouth towards B2B Professional General Insurance Services in Vietnam Nguyen Xuan Nhi, Mai Ngoc Khuong, Le Thi Thao Linh Nguyen Tat Thanh University, Vietnam</p> <p>Abstract—Word-of-mouth behavior of organization customer is a field that has not been empirically validated in insurance studies and literature so that further exploration and research are still required. Therefore, this research was conducted to investigate the factors directly affecting organization customer word-of-mouth towards business-to-business professional general insurance</p>

services in Vietnam. Both qualitative and quantitative approaches were applied to this study with in-depth interviews, focus group interviews and expert interviews in insurance industry and then structured questionnaires were distributed to 547 clients of insurers that offer business-to-business general insurance services. The empirical results of this research indicated that four out of seven factors, namely interpersonal skills, technology, reliability, and risk coverage are the drivers of organization customers' word-of-mouth. These variables could explain for 52.6% of the variation in the word-of-mouth behavior of organization customer. This result implied a strong influence of those variables on organization customer word-of-mouth in Vietnamese business-to-business general insurance services context.

Session 3

15:20-17:50

Venue: Conference Room 322

Theme: Business Management and Entrepreneurship

Session Chair: Prof. Cheol Park

Korea University, South Korea

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
BM004-A 15:20-15:35	<p data-bbox="362 443 878 474">Income levels and Entrepreneurial Motivation</p> <p data-bbox="362 474 573 506">Byung ho Hwang</p> <p data-bbox="362 506 748 537">Kookmin.University, South Korea</p> <p data-bbox="362 569 1484 1045">Abstract—Entrepreneurship, especially after financial crisis, has attracted attention as an engine of economic growth and job creation. However, the micro mechanism that motivates entrepreneurial decisions have ample rooms for research. There are two types of entrepreneurship; "necessity entrepreneurship" in which the labor market is not as attractive as self-employment or to find a job opportunity, and "opportunity entrepreneurship" in which entrepreneurs seek opportunities in the marketplace with innovative ideas. It is believed that people with low income tend to pursue necessity entrepreneurship. On the contrast, higher personal income enables opportunity entrepreneurship with enough capital. This belief, or assertion is yet to be scrutinized. In this study, the relationship between income level and entrepreneurship motivation is investigated by analysis of individual household income, opportunity and necessity entrepreneurship using GEM data. The result shows the incidence of 'necessity entrepreneurship' was high in individuals with low incomes and 'opportunity entrepreneurship' in high incomes individuals. It is consistent with previous propositions It is though interesting to see, in a few countries such as Korea and Japan, the necessity entrepreneurship prevails among people with relative high income. It opens venue for further research.</p>
BM006-A 15:35-15:50	<p data-bbox="362 1083 1484 1146">The Effect of Spiritual leadership on Organizational Citizenship Behavior: The Focused On Mediating Effect of Job Engagement</p> <p data-bbox="362 1146 846 1178">William D. Hunsaker and YoungJib Kim</p> <p data-bbox="362 1178 878 1209">Kyungpook National University, South Korea</p> <p data-bbox="362 1241 1484 1598">Abstract—There has been a lack of research on spiritual leadership even though the research on spiritual leadership that is attracting attention in business administration and psychology emphasizes interest and importance not only in overseas but also korean research. The purpose of this study is to identify the relationship between individual and organization, which is a lower dimension of spiritual leadership and OCB. In addition, it tries to prove the mediating role of job engagement in this relationship, and finds ways to draw more higher OCB. This Hypotheses were set in anticipation of different results in the relationship between individual and organization, which is a lower dimension of Spiritual leadership and OCB. This study was based on the study of existing spiritual leadership and OCB, and find out the relationship between individual(OCBI) and organization(OCBO) of OCB. In addition, it is meaningful to study the mediating effect of job engagement for the first time.</p>
BM005-A 15:50-16:05	<p data-bbox="362 1629 1484 1692">A Study on the Influence of Youth Entrepreneurship Education on Entrepreneurial Intention : Focused on the mediating effect of self-efficacy</p> <p data-bbox="362 1692 769 1724">Kim Ga Young and Kim Do Hyeon</p> <p data-bbox="362 1724 748 1755">Kookmin University, South Korea</p> <p data-bbox="362 1787 1484 1978">Abstract—Entrepreneurship has become major policy focus in many countries, for it is regarded as key element of innovation and economic growth. The growth of entrepreneurship education has therefore been witnessed in recent years. The purpose of this study is to examine the effect of entrepreneurship education for high school students. We selected 15 high schools in Seoul and Gyeonggi provinces of which students are exposed to entrepreneurial education with the length of 6 weeks. The analysis reveals the relationship of creative capacity and entrepreneurial intention. It is</p>

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	<p>also found that entrepreneurship education increases students' self-efficacy, a mediator between entrepreneurial education and entrepreneurial intention. The result of this study clearly illustrates the effect of youth entrepreneurship education and shed light to the direction of youth entrepreneurship education.</p>
<p>BM007-A 16:05-16:20</p>	<p>Family Ownership and Firm Performance: A Moderated Mediation Model of R&D Investment and Performance Hazard Junho Park and Jang-Woo Lee Kyungpook National University, South Korea</p> <p>Abstract—This study examines the impact of family ownership on the performance of family small and medium-size enterprises (SMEs), the mediating impact of R&D Investment, and the moderating impact of performance hazard. Additionally, by integrating the mediating and moderating impacts, we propose a moderated mediation model for the performance of family SMEs. Using 148 samples of domestic SMEs from 2000 to 2016 show that the relationship between family ownership and performance is negatively correlated, and R&D investments also negatively affects performance. Furthermore, performance hazard acts as a positive moderator in the family ownership and R&D investment. The finding's implications for research and managerial practice are discussed.</p>
<p>BM008-A 16:20-16:35</p>	<p>The effect of energy startups acquisition on firm value in the long-run Ohung Kwon, Sangmin Lim and Duk Hee Lee KAIST, South Korea</p> <p>Abstract—M&A is important activity for the growth of firms. Especially, in the energy sector, the acquirer firms can obtain eco-friendly technology and green premium as well as the tangible assets through the acquisition of energy firm. Among many energy firms, the acquiring startup is more effective since the acquisition price is not expensive relatively and the acquirer firms can get entrepreneurial culture also. To test the acquisition effect, we use the dataset in Worldscope and CrunchBase. As a result, despite the advantages of the acquisition, the effect of the startup acquisition is negative. However, the firms in the environmentally sensitive industries benefit from the acquisition activity. The acquisition price of the energy startups is overestimated due to increased demand of the acquisition, on the other hand, the green premium make a profit for the “dirty” firms.</p>
<p>BM017-A 16:35-16:50</p>	<p>How Does Leadership Influence Follower Creativity? The Role of Follower Identifications and Perceived Organizational Support Huan-huan Wang Pusan National University, South Korea</p> <p>Abstract—The importance of creativity to an organization and society is undeniable, simultaneously, leadership is a key factor affecting the creativity of followers within an organization. Based on the clarification of the concepts and dimensions of transformational leadership and transactional leadership, this paper examined follower identifications as a mediator and employees' perceptions of organizational support as a moderator in the relationship between leadership and follower creativity. the purpose of this study can be summarized as explaining the relationship between leadership and follower creativity. And this study had three key goals: to investigate the effects of leadership (i.e., transformational leadership and transactional leadership) on follower creativity; elucidate follower identifications as a mediator of the influence of leadership and perceived organizational support on follower creativity; and put perceived organizational support as a moderator for the relationship between leadership and follower identification and test for the moderation.</p> <p>Using a sample of 242 employees who engaged in manufacturing working in Busan, South Korea, we found that most of our hypotheses were supported. Specifically, results showed that follower identifications mediate the positive influence relationship between leadership on follower creativity, and follower's perceived organizational support moderate both transformational leadership and transactional leadership in the relationship with follower relational identification. Accordingly, this study complements the inadequacies of previous studies. First, it examines both transformational</p>

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	<p>leadership and transaction leadership sampling followers who had relatively high education levels from the same context in China. It also tests identification as a mediator of the influence of leadership on follower creativity. Finally, it verifies the perception organizational support as a moderator of the relationship between leadership, follower identifications and follower creativity. Implications of the findings, Limitations of the study and directions for future research are discussed.</p>
<p>BM112 16:50-17:05</p>	<p>Interior Design of Workplace and Employees' Job Engagement: The Study of Hospitality Sector in Hochiminh City, Vietnam Mai Ngoc Khuong and Nguyen Thanh Tung International University - VNU-HCM, Viet Nam</p> <p>Abstract—Employees' job engagement has become hot topic in recent years among hospitality sector. However, few researches have been conducted to find out the antecedents of hospitality employees' job engagement. The purpose of this study is to test the model of predictors of employees' job engagement in terms of interior workplace design in hospitality field. To do this, questionnaire was completed and data were collected from employees, front-line to middle managers who were working in restaurants and lodging enterprises. Results and findings reveal that there is a significant and meaningful correlation between factors of interior workplace design and employees' job engagement. In addition, the study comes up with some recommendations for managers and hospitality investor to better off from employees' behavior. This is one of the first study on the relationship between interior design and employees' behavior, so it raise a voice about the lack of academic and empirical research in this field.</p>
<p>BM018-A 17:05-17:20</p>	<p>The Effect of Team Member's Deep-level Diversity on the Innovation Behavior of Small and Medium-sized Firms: Mediating Effect of Team conflict and Moderating Effect of Team Reflexivity and Inclusive Leadership Yun-Kyeong Lee, Huan-huan Wang and Jong-kwan Kim Pusan National University, South Korea</p> <p>Abstract— Diversity is important issue on business today. Diversity can enhance as well as disrupt team performance. As the work force diversifies in cultural background and gender and companies become more reliant on cross-functional teams. Team diversity is on the agenda of research and practice more than ever before. Diversity poses complex challenges, however, because it can have positive as well as negative effects on team performance. This has led to the conclusion that the key challenge for diversity research is to identify the contingencies of these effects. The processes underlying the positive and negative influences of diversity are well-documented: diversity may be an asset as an informational resource, and a liability as a source of interpersonal tension and intergroup biases. Identifying the factors that determine which of these processes dominate in a diverse group has proven to be challenging.</p> <p>This study analyzed comprehensively on diversity in work to research the impact of team member's deep-level diversity on Innovation Performance of Small and Medium-sized Firms and we propose some research propositions. Existing researches on diversity have focused on demographic attributes(age, sex, age, ethnic, race etc.). So through literature study, we examined a range of deep-level diversity and a relation between deep-level diversity and performance. Therefore we propose the following hypothesis. 1) Personality diversity and goal orientation diversity will be negatively related to innovation behavior and this relationship will be mediated by team conflict. And team Reflexivity and inclusive leadership will weaken the relationship between diversity and conflict. 2) cognitive style diversity will be positively related to innovation behavior and this relationship will be mediated by conflict. And team Reflexivity and inclusive leadership will weaken the relationship between diversity and conflict.</p>
<p>BM107-A 17:20-17:35</p>	<p>Strategic Alliances and Firm Performance: The moderating role of Human Capital Euncheon Lim Kookmin.University, South Korea</p> <p>Abstract—Research has shown that alliances with external partners are valuable to foster internal R & D efforts. However, it is not well known how to take advantage of the potential benefits of</p>

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	<p>strategic alliances to create innovative outcomes. This study examines the value of strategic alliances and analyzes the role of human capital in the impact of strategic alliances on innovation performance. This study focuses on whether the absorptive capacity of human capital affects firm innovation through interaction with strategic alliances. In the analysis using 2,205 Korean venture firm data, strategic alliances have a positive effect on innovation performance. However, the moderating role of human capital in the relationship between strategic alliances and innovation performance shows a significant negative impact. This implies that the ability to internalize knowledge and information acquired from external partners into the firm is important. This study provides valuable insights for managers who want to enhance the effectiveness of strategic alliances by considering the interaction of strategic alliances and human capital.</p>
<p>BM113-A 17:35-17:50</p>	<p>Entrepreneurial Orientation, Learning Orientation, Organizational learning, and Corporate Entrepreneurship Gyehyun Park and Dohyeon Kim Kookmin University, South Korea</p> <p>Abstract—Even though there are many studies on the relationship between Entrepreneurial Orientation and Organizational Performance, there exists little empirical research that investigate the mechanism how entrepreneurial orientation drives firms’ performance in Korea. This paper presents the role of learning to create performance in the company. In this study, we try to analyze relationship between Learning Orientation (LO) and Entrepreneurial Orientation (EO) and review how LO and EO influence on Corporate Entrepreneurship (CE) of one dimension of organizational performances by mediation of Organizational Learning (OL) respectively. We performed empirical test with a survey targeting group of executives or CEO of 250 Korean companies. There is strong relationship between LO and EO. And also the performing of CE create various positive outcomes including innovation and Strategic Entrepreneurship. This results mean that the effective execution the predictors of CE (LO, EO etc.) can reinforce Entrepreneurship in firm.</p>

Poster Session

*The posters will be displayed in the conference room from 9:00 to 18:00 on January 28.

BA0008	<p>Usability Problems on Desktop and Mobile Interfaces of the Moodle Learning Management System (LMS) Layla Hasan Zarqa University, Jordan</p> <p>Abstract: This research evaluated the usability of Moodle LMS and revealed the usability problems on its desktop and mobile interfaces from the viewpoint of students. A questionnaire was designed and uploaded to Moodle as homework for 155 students who had registered for two courses at one of the universities in Jordan. The results revealed 17 usability problems on Moodle's interfaces. The 17 problems consist of eleven common usability problems which the students identified on both the desktop and mobile interfaces of Moodle; four usability problems which the students identified uniquely on the desktop interface of Moodle; and two usability problems which the students identified uniquely on the mobile interface of Moodle. The results of this research provide useful guidance for academic institutions and universities which use Moodle regarding usability issues that should be addressed on Moodle's interfaces in order to reap the advantages of a usable LMS.</p>
BA0009	<p>Organizational Slack Resources and Innovation Adoption Process: The Moderating effects of Management Control Systems (MCS) Zhor Smiklou Shanghai University, China</p> <p>Abstract: The Concept of the organizational innovation is a central element in the strategic management literature. The purpose of this study is to resolve the dispute between the prior researchers who elaborated that slack facilitates innovation and those suggest that slack inhibits innovation. Hence, the findings suggest that the relationship between slack and innovation is an inverse U-shape. This curvilinear relationship was noticeably demonstrated on our result. The aim of this paper is also to extend the work of Nohria and Gulati who argued that both of too much and too little slack are detrimental to innovation adoption. Our study therefore, assesses using Management Control System as a moderator that positively affects slack and innovation relationship. We propose that an interactive Management Control System might adequately discipline control over slack resources, and might serve to determine an optimal level of slack in given organizations. Yet, our findings revealed a significant moderating effect.</p>
BA0013	<p>Foreign direct investment, exports and economic growth: Pooled Mean Group (PMG) and causality analysis for West Africa Kankou Fofana, Enjun Xia and Mamadou Bado Traore Beijing Institute of Technology, China</p> <p>Abstract: The aim of this paper is to analyze the relationship between foreign direct investment (FDI), economic growth and export in host countries is known to have an important role in economic literature suffering from unemployment problems and lack of technological progress. Given that these countries are at different stages of growth were explored this issue West Africa by applying the Pooled Mean Group (PMG) and the Granger causality test in the period 1980 to 2014 by using panel data. The initial panel Granger causality results confirm that there is no significant Granger causality from FDI to economic growth, from economic growth to FDI, from export to economic growth and from economic growth to export in the short run in West Africa. However, in the long run, The Pooled Mean Group (PMG) estimation analysis reveals that economic growth as the common factor that drives growth in other variables such as FDI inflows and exports. The article supports the FDI-led growth and Exports Led Growth hypothesis for West Africa. This implies that the improvement in the export sector may enhance the economic growth activities in West Africa and a common experience in attracting FDI.</p>

BA0010	<p>Interaction of foreign direct investment and exports with growth: A review of Chinese economy Muhammad Mobeen Shafqat, Enjun Xia and Noheed Khan Beijing Institute of Technology, China</p> <p>Abstract: The aim of this study is to explore the sustainability of Chinese economic growth with reference to foreign direct investment and exports. Some conservative measures like net exports to the gross domestic product as well as export to GDP prejudiced and do not analyze precisely measure the role of external demand in the growth of the economy. We measured growth in the economy using GNI per capita that exposes the effect of FDI and exports in the country, ultimately causing growth in the economy. Our proposed analysis offers a more precise calculation of the economy of China to external shocks, with aspects of FDI and export effect on growth. Analyzing data from the year 1985-2014 for the Chinese economy and applying unit root test, Johansen cointegration, vector error correction model and Granger causality, we found the long run interaction between export, FDI, and growth. Granger causality test indicates two ways short run interaction between export and growth, while one-way causality between FDI. We analyzed that Chinese economy is chiefly dependent on exports while the balance from growth in the economy towards demand at domestic level has not been attained yet.</p>
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Listener List

L1	Jong Ha Lee Chosun University, South Korea
L2	Peter Jones University of Southern Queensland, Australia
L3	JONG-SEOK LEE Sungkyunkwan University, South Korea

Call For Papers



2018 2nd International Conference on E-Business and Internet (ICEBI 2018) will be held in **National Taipei University of Business, Taipei, Taiwan** during **May 16-18, 2018**. ICEBI 2018 focuses on cutting-edge results in E-Business and Internet. It aims at bringing together researchers and practitioners who are interested in e-Business technology and its current applications. The scope of the conference covers low-level technological issues, such as technology platforms, internet of things and web services, but also higher-level issues, such as business processes, business intelligence, value setting and business strategy. Furthermore, it covers different approaches to address these issues and different possible applications with their own specific needs and requirements on technology. These are all areas of theoretical and practical importance within the broad scope of e-Business, whose growing importance can be seen from the increasing interest of the IT research community.

Publication



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)

ISSN: 2010-3654

DOI: 10.17706/IJEEEE

Abstracting/ Indexing: which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

Topics

Topics of interest for submission include, but are not limited to:

E-government, policy and law

Business/Enterprise Architectures

Mobile and pervasive commerce

Electronic Markets and Multiagent Systems

Semantic Web ontologies, rules and services

Digital goods and products

Agent-mediated e-Commerce

Dynamic pricing models

P2P-computing for e-Commerce

e-Payment systems

e-Commerce content management

Consumer protection in e-Commerce

User behavior modeling

Submission Methods

1. Email: icebi@iedrc.net

2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICEBI2018>

Important Dates

Submission Deadline	April 5, 2018
Notification Date	April 25, 2018
Registration Deadline	May 05, 2018
Conference Dates	May 16-18, 2018

Website: <http://www.icebi.org/>



2018 2nd International Conference on E-commerce, E-Business and E-Government (ICEEG 2018) will be held in **Hong Kong** during **June 13-15, 2018**. ICEEG 2018 focuses on cutting-edge results in E-commerce, E-Business and E-Government. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of E-commerce, E-Business and E-Government. It will include the participation of renowned keynote speakers, oral presentations, posters sessions and technical conferences related to the topics dealt with in the Scientific Program.

Publication

All accepted papers by ICEEG 2018 will be published in international conference proceedings, which will be indexed by **EI Compendex** and **Scopus**.

Topics

Topics of interest for submission include, but are not limited to:

Insurance Capital Markets
Investment Management
IPOs
ITC Litigation
Late Stage Investments
Liability Management
micro-loans and credit facilities
Mobile Payments

Mortgage
New Products
Outsourcing
Patent Counseling & Prosecution
Private Placements & PIPEs
Research on Data Mining Algorithm
Risk management
Simulation of Electronic Finance Specialty

Submission Methods

1. Email: iceeg@iedrc.net
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICEEG2018>

Important Dates

Submission Deadline	April 15, 2018
Notification Date	May 5, 2018
Registration Deadline	May 25, 2018
Conference Dates	June 13-15, 2018



2018 The 2nd International Conference on E-Education, E-Business and E-Technology (ICEBT 2018) will be held in **Grand Gongda Jianguo Hotel, Beijing, China** during **July 05-07, 2018**. ICEBT is organized by IEDRC and supported by Beijing University of Technology, which aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of E-Education, E-Business and E-Technology, and discuss the practical challenges encountered and the solutions adopted.

Publication

All accepted papers by ICEBT 2018 will be published in conference proceeding, which will be indexed by **EI Compindex** and **Scopus**.

Topics

Topics of interest for submission include, but are not limited to:

Assessment Methods in Blended Learning Environments
 Assessment Software Tools
 Innovative business models
 Assessment and Accreditation of Courses and Institutions
 Authoring Tools and Content Development
 Enterprise application integration
 Blended Learning
 Collaborative Learning
 Business process re-engineering

Community Building
 Computer-Aided Assessment
 Virtual enterprises and virtual markets
 Context Dependent Learning
 Cooperation with Industry in Teaching
 Supply, demand, and value chains
 Course Design and E-Learning Curriculae
 Critical Success Factors in Distance Learning•
 Virtual organizations and coalitions

Submission Methods

1. Email: icebt@iedrc.net
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICEBT2018>.

Important Dates

Submission Deadline	April 15, 2018
Acceptance Notification	May 5, 2018
Registration Deadline	May 25, 2018
Conference Date	July 05-07, 2018

