

IBEC XIV International Business and Economy Conference 2015



January 5-8, 2015

Assumption University of Thailand
Suvornabhumi Campus
Bangkok, Thailand





Conference Program

XIV International Business and Economy Conference

Bangkok, Thailand, January 5-8, 2015

<http://www.ibec-info.org/2015/>

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Thank you to IBEC 2015 by-event sponsors:

Dinner 1: Assumption University, Thailand

Dinner 2: Iona College, New Rochelle, New York

Summary of activities. Subject to changes to be announced

Monday, January 5

3:00 - 5:00 pm	Registration at King David Hall, AU
5:00 - 6:00 pm	AU campus tours
6:00 to 8:00 pm	Cocktail Reception

Tuesday, January 6

8:30 – 9:00 am	Registration
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9:00 – 9:15 am	Session 1.1. Welcoming Remarks (Room Conference Hall) Rev. Brother Dr. Bancha Saenghiran, F.S.G President, Assumption University
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9:15 – 10:45 am	1.2. Plenary Session (Room Conference Hall) <i>The Emergence of AEC: ASEAN Competitiveness in the World Economy</i> By His Excellency Professor Dr. Kantathi Suphamongkhon The 39th Minister of Foreign Affairs of the Kingdom of Thailand (2005-2006) <i>Sustainable Business Economics in Thailand towards Integration into AEC</i> By His Excellency Mr. Kasit Piromya Minister of Foreign Affairs of the Kingdom of Thailand (2008-2011)
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10:45 – 11:00 am	Coffee Break
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11:00 – 12:30 pm	1.3.A. Finance 1 (Room J207) 1.3.B. Business Education 1 (Room Wiman Bangsaotong) 1.3.C. Economics 1 (Room J202) 1.3.D. Management 1 (Room J204)
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12:30 – 1:45 pm	Awards Luncheon
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2:00 – 3:30 pm	1.4.A. Finance 2— Banking (Room J202) 1.4.B. Marketing 1 (Room J204) 1.4.C. Economics 2 (Room UNESCO) 1.4.D. Management 2 (Room Wiman Bangsaotong) 1.4.E. International Trade (Room J207)
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3:30 – 3:45 pm	Coffee Break
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3:45 – 5:15 pm	1.5.A. Finance 3 (Room J202) 1.5.B. Business Education 2 (Room J204) 1.5.C. Marketing 2 (Room Wiman Bangsaotong) 1.5.D. Economics 3 (Room J207)
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6:30 – 8:00 pm	Dinner
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Wednesday, January 7

8:30 – 9:00 am

Registration

9:00 – 10:30 am

2.1.A. Finance 4— Financial Accounting (Room J202)
2.1.B. Marketing 3 (Room Wiman Bangsaotong)
2.1.C. Economics 4 (Room J204)
2.1.D. Management 3 (Room J207)

10:30 – 10:45 am

Coffee Break

10:45 – 12:15 pm

2.2.A. XBRL Workshop (Financial Accounting) (Room J202)
2.2.B. Business Education 3 (Room J207)
2.2.C. Marketing 4 (Room Wiman Bangsaotong)
2.2.D. Economics 5 (Room J204)

12:15 – 1:30 pm

Lunch

1:45 – 3:15 pm

2.3.A. International Business (Room J202)
2.3.B. Business Education 4 (Room Wiman Bangsaotong)
2.3.C. Economics 6 (Room J204)
2.3.D. Marketing 5 (Room J207)

3:15 – 3:30 pm

Coffee Break

3:30 pm

Departure (AU to International Cultural Show Siam Niramit)

6:00 – 10:00 pm

Dinner at Siam Niramitwww.siamniramit.comThursday, January 8

9.30 – 11:00 am

Planning and Organizational Meeting for IBEC 2016
 ALL ARE WELCOME & ENCOURAGED TO ATTEND & PARTICIPATE

1:00 pm

City Tour (Optional – extra cost for participants)

Tuesday, January 6**Session 1.1. 9:00 – 9:15 AM****Welcoming Remarks (Room Conference Hall)****Rev. Brother Dr. Bancha Saenghiran, F.S.G****President****Assumption University****Session 1.2. 9:15 – 10:45 AM****Plenary Session (Room Conference Hall)****Keynote Address 1****“The Emergence of AEC: ASEAN Competitiveness in the World Economy”****By His Excellency Professor Dr. Kantathi Suphamongkhon**

The 39th Minister of Foreign Affairs of the Kingdom of Thailand (2005-2006)

Visiting Professor of Law and Diplomacy at UCLA

Senior Fellow at the Burkle Center for International Relations at UCLA

The University of California Regents' Professor at UCLA during 2007 – 2009

Keynote Address 2**“Sustainable Business Economics in Thailand towards Integration into AEC”****By His Excellency Mr. Kasit Piromya**

Minister of Foreign Affairs of the Kingdom of Thailand (2008-2011)

Session 1.3. 11:00 – 12:30 PM**Session 1.3.A. Finance 1 (Room J207)****Session chair:** Ehab K. A. Mohamed, *German University in Cairo, Cairo, Egypt***Intelligent Financial Early Warning System for SMEs**

Nermin Ozgulbas
Baskent University, Turkey
Ali Serhan Koyuncugil
IZEUS Limited Company, Turkey

Board Structure, Board Activity and Firm Performance: The Case of Korea

Jootae Kim
Dankook University, Korea
Jay Kang
San Francisco State University, USA

Voluntary Internet Disclosures by Listed Companies in the Arabian Gulf

Ehab K. A. Mohamed
German University in Cairo, Cairo, Egypt
Mohamed A. K. Basuony
American University in Cairo, Cairo, Egypt

Session 1.3.B. Business Education 1 (Room UNESCO)**Session chair:** Uree Cheasakul, *Assumption University of Thailand, Thailand***Planning and Managing the Negotiation Exercise**

Larry Crump
Griffith University, Australia; and Kyung Hee University, Korea

A Preliminary Study to Determine The Most Effective Pedagogical Method of Teaching SAP Enterprise Resource Planning Exercises

Kittipong Laosethakul
Barbara M. Tarasovich
Sacred Heart University, USA

The influence of Passion and Empowerment on Organizational Citizenship Behavior of Teachers in Assumption University Mediated by Organizational Commitment

Uree Cheasakul
Parvathy Varma
Assumption University of Thailand, Thailand

Session 1.3.C. Economics 1 (Room J202)

Session chair: Silvia Megyesiová, *University of Economics, Bratislava, Slovakia*

The Relevance of Consumer Behavior for Financial Security of Households in Poland

Maria Piotrowska

Wroclaw University of Economics, Poland

Managing Activities Supporting the Elimination of Civilization Diseases

Vanda Lieskovská

Silvia Megyesiová

University of Economics, Bratislava, Slovakia

Session 1.3.D. Management 1 (Room J204)

Session chair: Pierre Joubert, *Vaal University of Technology, South Africa*

Attitudes Toward Cross Cultural Training – A Qualitative Study of Expatriates in Sportswear Manufacturing Industry in East Asia

Max Y.C. Lo

National Chin-Yi University of Technology, Taiwan

The Relationship Between Different Foci of Commitments and The Effect of These Commitments on Favorable Employee Behavior

Daniel Hoppe

School of Business & Economics, Philipps-University Marburg, Germany

Sexual Harassment in Sport Organizations in The Gauteng Province of South Africa

Pierre Joubert

Roy Dhurup

Vaal University of Technology, South Africa

Session 1.4. 2:00 – 3:30 PM**Session 1.4.A. Finance 2— Banking (Room J202)****Session chair:** Mahmood Hussain, *San Francisco State University, USA***Trading Area: A Study in Corporate Banking Retailing in Brazil**

João Carlos Baptista Sousa

Heitor Takashi Kato

Tomas Sparano Martins

June Alison Westarb Cruz

*Pontifícia Universidade Católica do Paraná, Brazil***Do Customers Perceive Islamic Banking as Really Islamic? A Case of Pakistan**

Usman Ghani

Sadia Aziz

Muhammad Abdullah Khan Niazi

*Institute of Management Sciences, Peshawar, Pakistan***The Online Banking Behavior of Generation Y**

Mahmood Hussain

Clarice Wong

*San Francisco State University, USA***Session 1.4.B. Marketing 1 (Room J204)****Session chair:** Sita Mishra, *Institute of Management Technology, Ghaziabad, India***Driving Factors Affecting Users Acceptance Towards Mobile Value Added Services in Bangladesh**

Mohammad Majedul Islam

*University of Rajshahi, Bangladesh***Transportation Issues in Local and Global Firms in Thailand**

Piyawan Puttibarncharoensri

*Department of Industrial Management, Assumption University of Thailand, Thailand***Drivers of Mobile-Commerce Acceptance in India: An Empirical Study**

Sita Mishra

Institute of Management Technology, Ghaziabad, India

Session 1.4.C. Economics 2 (Room UNESCO)**Session chair:** Gustavo Vega-Cánovas, *El Colegio de México, México***Evolution of Labor Productivity in Industry Following Economic Reforms: A Comparative Structural Analysis Between India and Mexico**

Raúl Vázquez López

*Institute of Economic Research (IIEc.), Universidad Nacional Autónoma de México (UNAM), México***Comparing the Impact of Globalization on the Industrialized and Non-Industrialized World Vis-à-Vis Achieving Sustainable Development**

George L. De Feis

*Borough of Manhattan Community College, New York, USA***Reform in Mexico: Challenges and Opportunities**

Gustavo Vega-Cánovas

*El Colegio de México, México***Session 1.4.D. Management 2 (Room Wiman Bangsaotong)****Session chair:** Dennis C. McCornac, *Loyola University Maryland, USA***Relational Dynamic Capabilities Characteristics in a Brazilian Hotel Chain**

Tomas Sparano Martins

Heitor Takashi Kato

June Alison Westarb Cruz

*Pontificia Universidade Católica do Paraná, Brazil***Challenging the International Tourism Industry in Japan – An Agent for Economic Recovery and Development**

Dennis C. McCornac

Loyola University Maryland, USA

Rong Zhang

Nishinippon Institute of Technology, Japan

Session 1.4.E. International Trade (Room J207)**Session chair:** William Gerbacia, *Iona College, New Rochelle, NY, USA***The Emergence of China in Latin America**

Jorge Alberto López Arévalo

Universidad Autónoma de Chiapas, México

Óscar Rodil Marzábal

Universidad de Santiago de Compostela, Spain

Saúl Valdez Gastelum

Universidad Nacional Autónoma de México, México

Germán Martínez Velasco

*El Colegio de la Frontera Sur, México***The Impact of Trade and Foreign Direct Investment Liberalization in the Dominican Republic**

Harri Ramcharran

*Department of Finance, College of Business Administration, University of Akron, Ohio, USA***The Plaza Accord as a Catalyst for Accelerated Growth in Southern and Southeast Asia**

William Gerbacia

*Iona College, New Rochelle, NY, USA***Session 1.5.****3:45 – 5:15 PM****Session 1.5.A. Finance 3 (Room J202)****Session chair:** NyoNyo Kyaw, *Iona College, New Rochelle, New York, USA***Bank Stock Return Sensitivity to Interest Rate Change in Thailand**

Sirikarn Jeanchutima

Nopphon Tangjitprom

*Martin de Tours School of Management and Economics, Assumption University, Thailand***A Close Look at the Capital Structure Adjustment Behaviors of Chinese Listed Companies**

Wei He

Mississippi State University, USA

NyoNyo Kyaw

Iona College, New Rochelle, New York, USA

Session 1.5.B. Business Education 2 (Room J204)**Session chair:** Surej John, *Assumption University, Thailand***A Model for Enhancing Lecturers Skills in Vocational and Technical Education Institutions: The College of Technological Studies, Kuwait, As A Case Study**

Salah Al-Ali

*College of Technological Studies Kuwait, Kuwait***Intellectual Capital in Mexican Public Universities: A Comparative Study**

Patricia Mercado Salgado

Universidad Autónoma del Estado de México, México

Daniel Arturo Cernas Ortiz

Universidad Autónoma del Estado de México, México

Mónica Lorena Sánchez Limón

*Universidad Autónoma de Tamaulipas, México***The Integration of Information Technology in Higher Education: A Study of Faculty's Attitude towards IT Adoption in The Teaching Process**

Surej John

Department of Marketing Martin de Tours School of Management & Economics Assumption University, Thailand

Session 1.5.C. Marketing 2 (Room Wiman Bangsaotong)**Session chair:** Pavel Štrach, *Upper Austria University of Applied Sciences, Steyr, Austria***The Importance of Consumer Trust for the Emergence of a Market for Organic Food: The Case of Thailand**

Krittinee Nuttavuthisit

Sasin Graduate Institute of Business Administration of Chulalongkorn University, Bangkok, Thailand

John Thøgersen

*Aarhus University, School of Business and Social Sciences, Department of Business Administration, Aarhus, Denmark***The Factors Influencing Customer Satisfaction and Loyalty: A Study of Tea Beverage in Bangkok**

Amornrat Pattarakitham

*Martin de Tours School of Management and Economics, Assumption University, Thailand***Beyond Customer Satisfaction: How to Measure Service Excellence**

Pavel Štrach

Upper Austria University of Applied Sciences, Steyr, Austria

Tomáš Kincl

*University of Economics, Prague, Czech Republic***Session 1.5.D. Economics 3 (Room J207)****Session chair:** Kegomoditswe Koitsiwe, *Akita University, Japan***Multidimensional Poverty, Approach of the Fuzzy Set Theory. The Case of Soubre and Gueyo in Cote D'ivoire**

Arnold Fottsoh Fokam

*Ministry of Economy, Planning and Regional Development, Cameroon***Dynamics of Wage Inequality in Thai Manufacturing Sector**

Piyanan Suwanmana

*Department of Business Economics, Assumption University, Thailand***Relationship Between Mining Revenue, Government Consumption, Exchange Rate and Economic Growth in Botswana**

Kegomoditswe Koitsiwe

Tsuyoshi Adachi

Akita University, Japan

Wednesday, January 7

Session 2.1.

9:00 – 10:30 AM

Session 2.1.A. Finance 4 — Financial Accounting (Room J202)

Session chair: Jianing Fang, *Marist College, Poughkeepsie, New York, USA*

Comparison of Accountant's Knowledge of and Attitudes Towards International Accounting Standards in 1999 Compared to 2011

Anwar Y. Salimi

California State Polytechnic University, Pomona, USA

Determinants of the Case Method: An Empirical Study in Undergraduate Business Education

Carlos Omar Trejo-Pech

Universidad Panamericana at Guadalajara, México

Susan White

University of Maryland, USA

Session 2.1.B. Marketing 3 (Room Wiman Bangsaotong)

Session chair: Heitor Takashi Kato, *Pontificia Universidade Católica do Paraná, Brazil*

The Impact of Transformation Expectations on Conspicuous Consumption: A Cross-Cultural Comparison

Amonrat Thoumrungroje

Assumption University, Thailand

Pattana Boonchoo

Thammasat University, Thailand

Optimizing Player Throughput for Interactive Motion Based Kiosk Games – A Case Study from the PTT Technobots Campaign

Pisal Setthawong

Assumption University, Thailand

Key Success Factors to Expand Social Franchising in Brazil

Roberta da Rocha Rosa Martins

Tomas Sparano Martins

Heitor Takashi Kato

June Alison Westarb Cruz

Pontificia Universidade Católica do Paraná, Brazil

Session 2.1.C. Economics 4 (Room J204)**Session chair:** Ferran Armada, *Universidad de Barcelona, Spain***Economic Assessment of Two Managerial Strategies for HLB Resistant Plants in Persian Lime Representative Groves in the Mexican State of Veracruz under 2012 Scenario**

Elena Vera-Villagrán

Leticia Myriam Sagarnaga-Villegas

José María Salas-González

Juan Antonio Leos-Rodríguez

Gerardo Gómez González

*Universidad Autónoma Chapingo, México***Human Development in the Era of Globalization: An Asian perspective**

Sami Ullah

Department of Economics, University of Gujrat, Pakistan

Parvez Azim

*Management and Administrative Sciences, GC University Faisalabad, Pakistan***European Energy Market Integration: Efficiency Improvements in Electricity Producing Firms**

Ferran Armada

Universidad de Barcelona, Spain

Session 2.1.D. Management 3 (Room J207)**Session chair:** Sharon V. Thach, *Tennessee State University, USA***Value Dimensions - Core Values Assessment in a Systemic Approach to Management**

Lorenz Braun

Thomas Ginter

*Nürtingen Geislingen University, Germany***Analysis of CEMEX's Strategies as Determinants for Market Power**

José G. Vargas- Hernandez

Centro Universitario de Ciencias Económico Administrativas, Universidad de Guadalajara, México

José Satsumi López-Morales

Economic-Administrative Sciences Department, Instituto Tecnológico de Veracruz, México

Cinthia Zuleima Pavón Villegas

*Centro Universitario de Ciencias Económico Administrativas, Universidad de Guadalajara, México***Finding, Holding, and Using an Advantage: Domestic Competition Versus International Brands**

Sharon V. Thach

Tennessee State University, USA

Ramaprasad Unni

Tennessee State University, USA

Chunmei Yang

College of Economics, Tianjin Polytechnic University, China

Session 2.2. 10:45 – 12:15 PM

Session 2.2.A. XBRL Workshop (Financial Accounting) (Room J202)

Retrieving Financial Information in XBRL on the Next-Generation Edgar

Jianing Fang

Marist College, Poughkeepsie, New York, USA

The workshop will review the basic concepts of XBRL and the current compliance status of the SEC XBRL conversion mandate. The main goal is to help the audience to learn how to retrieve data from the Next-Generation Edgar and process them with Microsoft Excel 2013.

Participants are recommended to bring their own laptops so that they can have “hands-on” practices for all the skills and/or procedures to achieve the best result.

After attending the workshop, an attendee will be familiar with the history and the current status of SEC’s mandate for XBRL filing and learn all the necessary skills and procedures to retrieve and use both HTML and XBRL data on the Next-Generation Edgar.

The workshop will utilize findings of the most authoritative and current researches, presentations, interviews and surveys to review the SEC XBRL conversion mandate and to report the up-to-date filers’ compliance and data utilization status. And it will walk you through the whole process of retrieving financial data on both HTML and XBRL format on the SEC’s Next-Generation EDGAR system with a simple and practical example and step by step instruction and plenty of screen shots. The detailed instructions will not only show you how to search the targeted companies and their data on IDEA, but also how to correctly setup you Excel worksheets to import and process the data.

Session 2.2.B. Business Education 3 (Room J207)

Session chair: Shanthi Bavani, *Taylors University, Malaysia*

Impacts of the ASEAN Economic Community on BBA International Programs

Rachaniphorn Ngotngamwong
Stamford International University, Thailand

Analysis of Problems on Student Loan Defaults in Thailand and Guideline Solutions

Amara Tirasriwat
Assumption University, Bangkok, Thailand

A Study to Understand Factors Contributing towards Weak Students' Academic Performances in a Private University in Malaysia

Shanthi Bavani
Taylors University, Malaysia
Puvanesvaran Sanjivee
University of Malaya, Malaysia

Session 2.2.C. Marketing 4 (Room Wiman Bangsaotong)**Session chair:** Erskin Blunck, *Nürtingen-Geislingen University, Germany***A Prediction System Based On The TMRS Standardized Socio-Economic Status(SEs) Classification of Bangkok and Metropolian Subjects**

Jirayut Poomontre

Pisal Setthawong

*Assumption University, Thailand***Gathering Research Evidence in the Information Age: Qualitative Research through Narrative Analysis**

Irena Stejskalová

University of Economics, Prague, Czech Republic

Pavel Štrach

*Upper Austria University of Applied Sciences, Steyr, Austria***Sustainable Marketing. Attitudes of Future Decision Makers toward Sustainable Issues**

Erskin Blunck

Nürtingen-Geislingen University, Germany

Tom Gillpatrick

Portland State University, USA

Sara Ashori

Nürtingen-Geislingen University, Germany

Darko Pantelic

*University of Novi Sad, Serbia***Session 2.2.D. Economics 5 (Room J204)****Session chair:** Pellegrino Manfra, *Queensborough CC/City University New York, USA***The Financialization of the Mexican Economy, 1993-2013 (An Estimate)**

Jesús Lechuga Montenegro

Víctor Salgado Gasca

*Economics Department, Universidad Autónoma Metropolitana - Azcapotzalco, México***Trends in Income Distribution and The Influence of Fiscal Policy**

Nora C. Ampudia Márquez

*Universidad Panamericana at Guadalajara, México***European Central Bank (ECB) and The Federal Reserve System (FED) Policies and Objectives Towards Unemployment**

Pellegrino Manfra

Queensborough CC/City University New York, USA

Session 2.3.**1:45 – 3:15 PM****Session 2.3.A. International Business (Room J202)**

Session chair: José G. Vargas-Hernández, *University Center for Economic and Managerial Sciences, University of Guadalajara, México*

IME, Competitiveness and Emerging Markets, the Case of Yucatán, México, and Mumbai, India

Beatriz Castilla Ramos

Beatriz Torres Góngora

UCS-CIR- Universidad Autónoma de Yucatán, México

Latin American Multinational Companies Growth

José G. Vargas-Hernández

Edgar Ernesto Vázquez Vázquez

University Center for Economic and Managerial Sciences, University of Guadalajara, México

Moderating Effect of the Type of Property in the Multinationality - Performance Relationship: The Case of Firms in Latin America

José Satsumi López-Morales

Universidad Cristóbal Colon, Veracruz, México

Jorge. A. Wise L.

CETYS Universidad. Baja California, México

José G. Vargas-Hernández

Universidad de Guadalajara. Guadalajara, México

Milka E. Escalera-Chávez

Universidad Autónoma de San Luis Potosí. SLP México

Arturo García-Santillán

Visiting Scholar at Universidad de Guadalajara & Professor at Universidad Cristóbal Colón, Veracruz, México

Session 2.3.B. Business Education 4 (Room Wiman Bangsaotong)

Session chair: Donald Grunewald, *Iona College, New Rochelle, NY, USA*

The Commercialization of Higher Education: A Case Study of How a Public University's Quest for Funds Affected Programmatic Accountability and Autonomy

Autumn Cypres

Virginia Commonwealth University, USA

Funding and Publication Performance in Higher Education

Ing-wei Huang

Shih-tse Lo

Department of Business Economics, Assumption University, Thailand

Brianna College – A Case Study

Donald Grunewald

Iona College, New Rochelle, NY, USA

Philip Baron

Florida Atlantic University, USA

Jaeyoung Kang

Iona College, New Rochelle, NY, USA

Session 2.3.C. Economics 6 (Room J204)**Session chair:** Leticia Myriam Sagarnaga Villegas, *Universidad Autónoma Chapingo, México***Empirical Evidence on Characteristics that Define the Profile of Economic Units on the Manufacturing Sector (An Approach in the Case of Mexico)**

Arturo Córdova Rangel

Universidad Politécnica de Aguascalientes, México

José G. Vargas-Hernández

Universidad de Guadalajara, México

Arturo García-Santillán

Visiting Scholar at Universidad de Guadalajara & Professor at Universidad Cristóbal Colón, Veracruz, México

María de Lourdes Margain Fuentes and Lourdes Isabel Ávila

*Universidad Politécnica de Aguascalientes, México***Critical Service Success Factors at Small Business Development Centers for Job Creation: Documentary Research**

Eugenio José Reyes Guzmán

Mónica Blanco Jiménez

José Nicolás Barragán Codina

*Facultad de Contaduría Pública y Administración, Universidad Autónoma de Nuevo León, México***Production Costs, Equilibrium, and Target Prices of a Goat URP in Hidalgo, Mexico**

Leticia Myriam Sagarnaga Villegas

José María Salas González

Jorge Aguilar Ávila

Universidad Autónoma Chapingo, México

Session 2.3.D. Marketing 5 (Room J207)

Session chair: Nitipan Ratanasawadwat, *Martin de Tours School of Management and Economics, Assumption University, Thailand*

Perceptions on the Challenges of Online Purchasing: A Study from Baby Boomers, Generation X and Generation Y's Point of Views

Saroja Dhanapal

Taylors University, Malaysia

Deeparechigi Vashu

Asia Pacific University, Malaysia

Thanam Subramaniam

Asia Pacific University, Malaysia

Antecedents and Consequences of Relationship Quality: An Exploratory Study on Hospitals in Thailand

Suppasit Sornsri

Martin de Tours School of Management & Economics, Assumption University of Thailand, Thailand

Loyalty in Department Store Online Shopping

Nitipan Ratanasawadwat

Martin de Tours School of Management and Economics, Assumption University, Thailand

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