PREFACE

This conference proceedings collection includes full papers, abstracts or extended abstracts of research work presented at IBEC 2015. Authors retain copyright of their work. This year conference, co-organized by the IBEC organization and the Martin de Tours School of Management and Economics at Assumption University, was held in the city of Bangkok, Thailand, from January 5-8, 2015. Around 130 proposals were submitted for the conference. Some of those proposals did not meet the requirements of the conference and were rejected; others were withdrawn by authors. Around 70 papers were presented in Bangkok. All submitted proposals were peer reviewed, acceptance being based on quality and relevance of the research.

This year we had two outstanding keynote speakers, both of them influencing the academic, economic, and political environment in Thailand.

Keynote Address 1:
“The Emergence of AEC: ASEAN Competitiveness in the World Economy”
By His Excellency Professor Dr. Kantathi Suphamongkhon
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

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)

In addition, associate professor Jianing Fang (Marist College, Poughkeepsie, New York, USA) delivered a 1.5 hours workshop entitled “Retrieving Financial Information in XBRL on the Next-Generation Edgar.” The workshop reviewed the basic concepts of XBRL and the current compliance status of the Securities Exchange Commission XBRL conversion mandate. The main goal of the workshop was to help the audience to learn how to retrieve data from the Next-Generation Edgar and process them with Microsoft Excel 2013.

Some IBEC 2015 authors were recognized with a Best Paper Award, based upon the recommendation of editors and by the judgment of a scientific committee. The editors are especially thankful to the following judges: Nopphon Tangjitprom (Assumption University, Bangkok, Thailand), Anand Shetty (Iona College, New Rochelle, New York, USA), Aleksandr V. Gevorkyan (St. John’s University, New York City, USA), Carlos Trejo-Pech (Universidad Panamericana at Guadalajara, México), Wanida Ngienthi (Assumption University, Bangkok, Thailand), Jianing Fang (Marist College, Poughkeepsie, NY, USA), Bruce Heiman (San Francisco State University, CA, USA), Ameeta Jaiswal-Dale (University of St Thomas, Minneapolis, USA), NyoNyo Kyaw (Iona College, New Rochelle, NY, USA), Pavel Štrach (Upper Austria University of Applied Sciences, Austria), Sharon V. Thach (Tennessee State University, Nashville, TN, USA), Tomáš Kincl (University of Economics in Prague, Czech Republic), Elsa-Sofia Morote (Dowling College, NY, USA), and John Manley (Iona College, NY, USA).
Articles recognized in Bangkok as outstanding are listed below.

**The Relevance of Consumer Behavior for Financial Security of Households in Poland**
Maria Piotrowska  
Wroclaw University of Economics, Poland

**Relationship Between Mining Revenue, Government Consumption, Exchange Rate and Economic Growth in Botswana**
Kegomoditswe Koitsiwe  
Tsuyoshi Adachi  
Akita University, Japan

**Key Success Factors to Expand Social Franchising in Brazil**
Roberta da Rocha Rosa Martins  
Tomas Sparano Martins  
Heitor Takashi Kato  
June Alison Westarb Cruz  
Pontifícia Universidade Católica do Paraná, Brazil

**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

**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

The IBEC 2015 executive committee would like to thank the local organizing committee, led by Dr. Hla Theingi, faculty member at Assumption University, Thailand. The support of the authorities of Assumption University made this event possible. The active involvement of Dr. Uree Cheasakul, IBEC 2015 Co-Conference Chair, and Dean in the Martin de Tours School of Management and Economics at Assumption University is highly appreciated. Finally, we are grateful to our sponsors for their continuous support.

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