

# APAIB-UN Joint Conference, Tokyo, Japan

**June 30, 2018**

◆ **Conference Room 402, Bldg 3,**

**Faculty of Political Science and Economics, Waseda University**

<b>Time</b>	<b>Program</b>	
09:30~10:00	Registration	
10:00~10:10	Opening Address	Geon-Cheol SHIN, President, APAIB
10:10~10:20	Welcoming Address	Mitsuhide SHIRAKI, President, JAIB
10:20~10:50	Keynote Speech	"Scholarship, Business and the United Nations" António GUTERRES, SG, UN
10:50~11:20	Keynote Speech	"Corporate Governance: The Next Frontier" Jordan SIEGEL, HBS & Univ. of Michigan
11:20~12:00	Global Business Leader Award Ceremony	
12:00~13:30	Lunch	On Campus
13:30~15:30	1 <sup>st</sup> Session	Room 305, Room 406, Room 405
15:30~15:40	Coffee Break	
15:40~17:40	2 <sup>nd</sup> Session	Room 305, Room 406, Room 405
17:40-18:00	Best Paper Award	Room 305

**Session 1. English Session(1) 13:30-15:30 (Room 305)****Chairman:** Joong-woo LEE(Inje&Yonsei Univ.)

<b>Presenter</b>	<b>Title</b>	<b>Discussant</b>
Tetsuya USUI (Nihon Univ.)	Global Supply Chain Transformations of Japanese MNCs: The Case of Uniqlo	Hyung Oh LEE (Sookmyung women's Univ.)
Irene ZAMORA (Waseda Univ.)	The Role of Perceived HRM Strength on Employee Outcomes	Lynn Sue PYUN (Baruch College)
Hermann LÜCKEN (Esslingen Univ.)	QMInd 4.0 Quality Management in Industry 4.0	Antonio K. W. LAU (Kyung Hee Univ.)
Yong Suhk PAK and Mon Yee HSU(Yonsei Univ.)	Can We Grow Global Mindsets? A Dynamic Perspective on the Development of Global Mindset	Hyung Deok SHIN (Hongik Univ.)
Young Sik CHO (Jackson State Univ.) and Kevin W. LINDERMAN (Univ. of Minnesota)	An Empirical Analysis of the Impact of Metacognition-Based Leadership on Process Improvement Practices	Sang Heun SHIN (Keimyung Univ.)
Yin-Nan LI(Far East Univ.) and Geon-Cheol SHIN (Kyung Hee Univ.)	The Effect of Consumers' Personal Need of Structure for Multinational Innovation Products on the Relationship between Perceived Innovativeness, Pursuit Benefits and Intention of Adoption	Kwang Ho KIM (HUFS)

## Session 2. English Session(2) 15:40-17:40 (Room 305)

**Chairman:** Yong Suhk PAK(Yonsei Univ.)

Presenter	Title	Discussant
M. USHIKUBO (SANDEN HOLDINGS CORP), H. TASHIRO(Univ. of Tokyo), N. FUJII(SANDEN HOLDINGS CORP), Antonio .K.W. LAU(Kyung Hee Univ.) and I. SAKATA(SANDEN HOLDINGS CORP)	The Way of Total Quality Management	Young Sik CHO (Jackson State Univ.)
Antonio K.W. LAU (Kyung Hee Univ.)	The Comparative Analysis of Regional Innovation Systems in South Korea: KIS 2016 Manufacturing Data	Jootae KIM (Dankook Univ.)
Suzuki GAIA(Univ. of Tokyo), Antonio K.W. LAU (Kyung Hee Univ.) Junichiro MORI(Univ. of Tokyo) and Ichiro SAKATA (SANDEN HOLDINGS CORP)	The Roles of Business Network Centralities on Firm Performance Moderated by Corporate Reputation and Stock-listing: An Exploratory Study in Seoul Manufacturing.	Hyung Deok SHIN (Hongik Univ.)
Keun Jung LEE, Ho Young LEE and Aizhan UMIRALIYEVA (KIMEP Univ.)	Entrepreneurship Development Fund for SMEs in Kazakhstan	Hyun Jung SUNG (Pusan National Univ.)
Dae Jong KIM(Sejong Univ.)	Research on the Impact on SMEs After South Korea Joins CPTPP Countries	Joon Seok OH (Sookmyung women's Univ.)
Geon-Cheol SHIN (Kyung Hee Univ.) Cao WEN(Peking Univ.) and Yeujun YOON(Kyung Hee Univ.)	The Effect of Tourism on the Brand Equity Development of Multinational Firms	Eun Young ROH (SungKyunKwan Univ.)
Ronald BAGANZI (Central Bank of Uganda)	Modeling Consumers' Adoption Intentions of Mobile Wallets: A case of Kakao Bank in Korea, Alipay in China and Mobile Money in Uganda	Joon Seok OH (Sookmyung women's Univ.)
Yu-Dong ZHANG and Dong-Jin LI(Nankai Univ.)	Quantified or Non-quantified: How Quantification Affects Consumers' Goal Pursuit Motivation	Yin-Nan LI (Far East Univ.)

**Session 3. International Finance 13:30-15:30 (Room 406)****Chairman:** Dae Woo CHO(Chungnam Nat. Univ.)

<b>Presenter</b>	<b>Title</b>	<b>Discussant</b>
Joon Seok OH (Sookmyung women's Univ.)	Digital Economy & International Taxation of GAF A company	Taejoong KIM (Chungnam Nat. Univ.)
Keon Hee LEE(Kookmin Univ.)	Intellectual Capital and Bank's Performance	Ri Shu QUAN (Hannam Univ.)
Taek Ho KWON (Chungnam Nat. Univ.)	Financial Crisis and Exchange Exposure	Keon Hee LEE (Yeungnam Univ.)
Taejoong KIM (Chungnam Nat. Univ.)	A Relationship between Geographic Diversification of Firms and Derivatives' Diversity for Hedging	Hyun Jung SUNG (Pusan National Univ.)
Ri Shu QUAN(Hannam Univ.)	An Empirical Study on the Shareholding Structure and Profitability of Chinese Commercial Banks	Eun Young ROH (SungKyunkwan Univ.)

**Session 4. International Marketing 15:40-17:40 (Room 406)****Chairman:** Ki-sung CHUNG(Gangneung-Wonju Nat. Univ.)

<b>Presenter</b>	<b>Title</b>	<b>Discussant</b>
Kyung-Tae LEE (Toyo Univ.)	Predictors of Japanese Consumers' Satisfaction with Luxury Fashion Goods	Jong Won YUN (Changwon Nat. Univ.)
Han-Mo OH (Chonbuk Nat. Univ.)	Key Factors Influencing Success in International Brand Alliances	Sang Heun SHIN (Keimyung Univ.)
Young Woo LEE and Geon-Cheol SHIN (Kyung Hee Univ.)	The Effects of Advertising Model Match- up on Consumer Attitude: Focused on The Moderating Role of Temporal Distance	Kyung Tae LEE (Toyo Univ.)
Jonglak KIM(Jangan Univ.)	The Effect of Trust on Consumer Information Technology Acceptance in Mobile Shopping Mall	Chunwoo PARK (Koguryeo College)
Ye Weon KIM and Byeong-Joon MOON (Kyung Hee Univ.)	The Effect of ShanZhai Brand's Product Innovativeness on Perceived Product Quality, Product Attitude and New Product Adoption: Targeting Chinese Consumers	Hyeong Gu JEON (Gangdong Univ.)

**Session 5. International Business(1) 13:30-15:30 (Room 405)****Chairman:** Jong Wook KWON(Kangwon Nat. Univ.)

<b>Presenter</b>	<b>Title</b>	<b>Discussant</b>
Eun-Ju BAE (Daegu Main Customs), Sae-Woon PARK (Changwon Nat. Univ.) and Hee Ho KIM (Kyungpook Nat. Univ.)	Case Studies on Import Clearance Disputes Facing Korean Companies' Trade Counterparts under Korea•ASEAN FTA and Countermeasures	Kyoung Ae KIM (Kookmin Univ.)
Min Chung KIM(UNIST) Kwang Ho KIM(HUFS) and Young Hee KIM (Pusan Nat. Univ.)	Strategic Emphasis and its Performance Implications in China	Khan Pyo LEE (Sogang Univ.)
Jong-Sam PARK (Namseoul Univ.)	A Study on Promoting an Arbitration System for International Dispute Resolution of Intellectual Property Rights in Electronic Commerce	Nak Jung KANG (Dong-Eui Univ.)
Chulhyung PARK (Seoul National Univ.) and Young Gon CHO (Sang Myung Univ.)	The Determinants of Corporate Social Responsibility of MNE Subsidiaries in Korea: Global Competitive Strategy and Influence of Institutional and Cultural Difference	Khan Pyo LEE (Sogang Univ.)
Youngmi KIM and Hyung Oh LEE (Sookmyung women's Univ.)	The Impact of the Korea-China FTA on Japanese Firms' FDI into Korea	Nak Jung KANG (Dong-Eui Univ.)

**Session 6. International Business(2) 15:40-17:40 (Room 405)****Chairman:** Hyung Oh LEE(Sookmyung women's Univ.)

<b>Presenter</b>	<b>Title</b>	<b>Discussant</b>
Myunghyun PARK and Joon Seok OH (Sookmyung women'sUniv.)	Effect of Trade Facilitation on Exports by Company Size in Korea : Focusing on Economic Scale and Logistics Performance of Trading Country	Hyeong Gu JEON (Gangdong Univ.)
Jae Kyung JUNG and Seog-Soo KIM (Pusan Nat. Univ.)	An Empirical Study on Operational Flexibility for Korean Electronics Industry	Zhenhu YIN (Semyung Univ.)
Sekyung OH, Jung-won CHOI and Sukman HAN (Konkuk Univ.)	Empirical Study on the Determinants of Investment Decisions in Small Business P2P Lending	Keon Hee LEE (Yeungnam Univ.)
Yunusaliyeva KHAYOTHON (Sookmyung women's Univ.)	FDI and Economic Growth in Asian Transition Economies: a Case of Uzbekistan and Kazakhstan	Zhenhu YIN (Semyung Univ.)
Young Kyu PARK and Inwook SONG (Sungkyunkwan Univ.)	The Geography of International Mutual Funds	Young Woo LEE (Kyung Hee Univ.)