



*International Federation of East Asian Management Associations (IFEAMA)*



## The 15<sup>th</sup> IFEAMA Conference at Kyoto

### 15th International Conference Program (The final version 20 June, 2019)

#### First Day 18th Tuesday June

- 9:30 Registration at second floor
- 1000-10:45 **Opening (Plenary)**, Hall 1, Chair Tamiko Kasahara, University of Shizuoka  
 Masahiko Egami, Dean of Faculty of Economics, Kyoto University  
 DevRaj Adhikari, President of IFEAMA  
 Yoshiaki Ueda, President of Japan Scholarly Association of Asian Management
- 10:45-12:15 **Keynote Speech**, Hall 1, Chair; Hiromi Shioji, Professor of Kyoto University  
 Takahiro Fujimoto, Professor of University of Tokyo
- 12:30-14:00 Lunch, Hall3
- 14:00-15:30 **Parallel Session 1**

Session 1A, Innovation and Industry, Hall 1, Cochairs: Zhang Keting and Li Zejian

Masahiko Isomura / Akira Tanaka	Highly competitive steel industry in East Asia Analysis by Japan Model	Japan
Momoko Kawakami	Competition and Collaboration among East Asian Firms in Smart-phone Value Chains	Japan
Toshihiro Hatakeyama	Competition and division of labor structure in LCD television and LCD industry	Japan

Session 1B, Human Resources, Hall 2, Chair: Tetsuro Saisho

Satoshi Tachibana	HR System for the Realization of Work Style Reform "Three-layered System" to meet diverse values	Japan
Zhu Sulu / Tang Zhen / Gu Fei	The Effect Mechanisms of CIO Personality on Informatization Performance: A mediating effect of CEO involvement	China
Phi Thi Hong Linh / Nguyen Hoang Hieu / Bui Thi Thanh Huyen	Sustainable Human Development in Vietnam	Vietnam

Session 1C, Technology and Innovation, Room 1, Chair: Nguyen Quynh Hoa

Darkhijav Bayanjargal / Batsukh Davaasuren	An Optimal Control Approach to Customer Lifetime Value	Mongolia
Tran Thi Van Hoa / Le Thi Lan Huong / Tran Thi Phuong Hien	Factors Influencing The Intention to Choose Digital Wallet in Shopping Online: Case Study of HA NOI Citizens	Vietnam
Masahide Nuki	Directions and Trends of Social Innovation in International Recycling Systems for Home Appliances and Automobiles	Japan

Session 1D, Regional Integration, Room 2, Chair: Keisuke Kamada.

Le Hai Ha / Le Thi Luong / Trinh thi Mai Van	The world Bank's Logistics Performance Index and drivers of logistics performance: the case of Vietnam	Vietnam
Nozomu Kawabata	Development of the Vietnamese Iron and Steel Industry under International Economic Integration	Japan
Phan To Uyen / Pham Thi Quynh Hoa / Nguyen Bich Ngoc	Enhancing Innovation and Creation for Vietnamese Enterprises-Utilizing The Opportunities from Comprehensive and Progressive Agreement for Trans-Pacific Partnership	Vietnam

Session 1E, Government and Business, Room 3, Cochairs: Annamaria Inzelt and Makoto Anazawa.

Phan Huu Nghi / Tran Thi Thuy Linh / Nguyen Duy Tung	The satisfaction of corporations when using tax administrative services: case of Hanoi-Vietnam	Vietnam
Megumi Kojima	The Internationalization of Japanese Long-Term Care Firms A Review of the Literature on Needs for LTC Services in Urban and Rural China	Japan
Le Thi Thu Huong / Nguyen Dang Nui /	Vocational Training Policy for Labor Ethnic Minority in Transitional Countries : Case of The Northwest of Vietnam	Vietnam

Session 1F, Finance, Room 4, Chair: Ha Son Tung

Zang Dexia / Deng Yulin / Li Hui	Abusive Supervision, Affective Commitment, Customer Orientation and Proactive Customer Service Performance: Evidence from hotel employees in China	China
Mamoru Takahashi	Quasi-Rent and Corporate Finance: an Asian Case	Japan
Hoang Vu Hiep / Nguyen Hoang Nam / Hoang Xuan Que	Impacts of capital structure on business growth of listed firms in Vietnam Case study of Hanoi Stock Exchange market	Vietnam

15:30-16:00 Coffee Break, Hall 3

16:00-18:00 **Parallel Session 2**

Session 2A, Hall 1, Sustainability, Cochairs: Zhanna Musatova and Nozomu Kawabata

Ha Son Tung / Nguyen Dinh Trung / Hoang Thi Minh Ngoc	Promoting Sustainable Consumption Through Higher Education - The Case of National Economics University	Vietnam
Akira Tanaka	International Comparison of Resource Procurement System: Vertical Integration vs Long-Term Contract	Japan
Do Kim Hoa / Le Thu Hoa / Phung Tuan	Employment and Labor in Private Sector in Transitional Countries : Case of Vietnam	Vietnam
Naoto Shimokado	Inclusive Business and Sustainable Development in India: AMUL constructing Community-Based Food Chain	Japan

Session 2B, Ethics and Society, Hall 2, Chair: Takabumi Hayashi and Masashi Arai

Ainash Idrissova	The Role of Social Media in Business Development; Implications for Kazakhstan Companies	Japan
Le To Hoa / Thai Thi Kim Oanh / Dao Quang Thang	Analysis of Inequality of income in developing countries: case of Vietnam	Vietnam
Du Xiaorong / Liang Yan / Bo Jiaojiao	Influencing Factors of the Operation Performance of Enterprise Intellectual Property Rights under the Innovation-driven Development Strategy Based on Management Accounting	China
Dhruba K. Gautam / Prativa Sharma	Institutional Intermediaries and Entrepreneurship: Local Embeddedness at Kathmandu	Nepal

Session 2C, Job and Leadership, Room 1, Cohairs: Hsueh-Liang Fan and Motoyuki Kanetsuna

Huang Dechun / Zhang Rui / He Zhengqi	Research on Multi-interest Conflict Risk Assessment of super-giant project Based on PSR Model	China
Hoang Van Hoa / Tran Viet Tien / Nguyen Thi Thu Cuc	Examination of job satisfaction in commercial banking sector : Case study of PVcomBank, Vietnam	Vietnam
Wang Qun / LI Hui	Why Does Abusive Leadership Lead to Employee Silence? ---The Mediating Role of Perceived Insider Status and Psychological Safety	China
Hsueh-Liang Fan	Understanding the Curvilinear Relationships Between Leader Narcissism and Subordinate Creativity	Taiwan

Session 2D, Overseas Operation, Room 2, Cocharis: Dinh Lê Hai Ha and Toshihiro Hatakeyama.

Manh Dung Tran / Duc Tai do	Quality of Personnel via accountants' Physical and Mental Strength in Multinational Firms in Vietnam	Vietnam
Tamiko Kasahara / Tomoki Sekiguchi	The Effect of Corporate Philosophy on Employees Behaviors: The Case of Japanese Subsidiaries in Thailand	Japan
Ngo Thi Tuyet Mai / Ngo Thanh Xuan	Opportunity to Receive Japan's Direct Investment in Vietnam When Performing Cptpp1	Vietnam
Vu Tri Tuan / Tran Thi Thanh Xuan / Tran Manh Dung	Job Satisfaction of Operation Management Department at Industrial Equipment Trade Joint Stock Company	Vietnam

Session 2E, Banking & Financial System, Room 3, Chair: Mamoru Takahashi.

Nguyen Thi Xuan Huong / Le Thi Thai Ha / Nguyen Thi Thuy Linh	Determinants on bank's default risk; An examination under the influence of bank mergers and acquisitions	Vietnam
Katsuhiko Hirasawa / Yutaka Takakubo / Takayoshi Tanikawa	Shinkin Banks and Start-ups	Japan
Tran Anh Ngoc / Pham Thi Bich Chi / Nguyen Dinh Trung	The impact of digital transformation in financial system on accelerating financial inclusion in Vietnam	Vietnam
Suvdaa Damiran / Enkhbold Gallinde	Small-medium Enterprise Financing and Tax Environment in Mongolia	Mongolia

Session 2F, Industrial Development, Room 4, Cochairs: Vasily Starostin and Yoshiaki Ueda.

Son Ngoc Nguyen / Nguyen Dinh Trung	Shifting the Pattern of Economic Growth of Vietnam in a New Era of the Fourth Industrial Revolution 4.0 and Digital Economy	Vietnam
Vu Cuong / Nguyen Quynh Hoa / Nguyen Ngoc Son	Managing external debt in Vietnam after Becoming a Middle-Income country	Vietnam
Tetsuro Saisho	A Study on Industrial Cluster Strategy in Vietnam - Case Study of Quang Trung Software City in the IT and Service Sector Industry -	Japan

18:15-19:30 Reception at Restaurant La Tour, First floor

## Second Day 19th Wednesday June

### 9:15-10:45 Parallel Session 3

Industry Session 1, Hall 1, Chair: Kunihiko Mochizuki

Takeji Hirota	Converting Emitted CO2 into Resource	Japan
Hiroshi Orihara	Business Conduct Guideline for Small and Medium Sized Enterprises: Its Making, Mrits and Use	Japan

Session 3B, Manufacturing and Energy, Hall 2, Chair: Yozi Ichida.

Zhou Yiqing / Wang Chunbao	Research on Comprehensive Performance Evaluation of Asset Groups in Power Supply Stations Based on Machine Learning	China
Anazawa Makoto	Globalization of Malaysian Manufacturers	Japan
Di Yin	Polarization Structure in the Chinese Iron and Steel Industry	Japan

Session 3C, Knowledge and Management, Room 1, Chair: Zhong Xingyun.

Motoyuki Kanetsuna / Kosuke Miyaji / Takanori Sato	Inter-Firm Relationship and Knowledge Flow in Japan's Shipbuilding Industry: A Comparative Analysis between Domestic Partners and Overseas Partners	Japan
--	---	-------

Toshikazu Takahashi	Reverse Innovation Activities of Japanese SMEs from Knowledge Transfer Perspective	Japan
Ding Yuan / Li Ming	Knowledge Governance in Overseas Risk Intelligence Cooperation	China

Session 3D, Entrepreneurship, Room 2, Chair: Batsukh Davaasuren

Gennady Azoiev / Ekaterina Sumarokova	Marketing assessment of the appropriateness of R&D projects financing	Russia
Satoshi Yanagimachi	Entrepreneurial activity of Kyuk-ho SHIN - Focusing on gum competition with Harris-	Japan
Lkhamtseden Badarch	Hotel Service Quality in Mongolia	Mongolia

Session 3E, Business Impact on Market, Room 3, Chair: Zang Dexia

Yu Jie / Huang Dechun / Zhang Yang / Zhang Changzheng	Study on the systematic evolution path of environmental mass incidents based on causal loop diagrams	China
Kosuke Kakitani	Growing up O2O Business in Automobile After-sales Service Market in China	Japan
Yu Siyuan / Yu Jin	Doing while Thinking in Dynamic Environment: A Brief Review of Strategic Improvisation	China

Session 3F, CSR and Sustainability, Room 4, Cochairs: Deng Yulin and Takahide Kosaka

Tomonaga Horiguchi / Ryohei Kageura	A Study on Business Strategy Influenced with “Justice” and “Goodness” in CSR	Japan
Wang Teng / Zhou Haiwei / Li Jie	Unpacking the Influence of Geographic Institutional Fields on CSR I China: The role of Major Cities Centers	China
Kanako Negishi	Sustainability Business Models of Multinational Enterprises in the Apparel Industry	Japan

10:45-11:15 Coffee Break

#### 11:15-12:45 **Parallel Session 4**

Industry Session 2, Hall 1, Chair: Zhou Haiwei

Jiang Zhicong	A Consideration of Business Management Model Based on Big Data	China
Bijaya Bikram Shah	Creating Competitive Advantage through Quality Management in Napalese Hotel Industry	Nepal

Session 4B, Society and Economic Dynamics, Hall 2, Cochairs: Li Hui and Kanako Negishi

Yoshie Hori	Economic and Social Transformation in the Philippines – the development of Business Process Outsourcing and Gender	Japan
Eiko Tomiyama	Innovation Management for the Sustainable and Inclusive Development: Case Study of Japanese SME s "KaihoSangyo”	Japan
Zhang Changzheng / Ren Hong / Zhang Zhongzhou	Study on the Effect of Factor Efficiency on Economic Restructuring under Supply - side Driving	China

Session 4C, Innovation and Entrepreneurship, Room 1, Cochairs; Ekaterina Sumarokova and Naoki Hayashi

Keisuke Kamada / Kentaro Yoshida	Impact of agglomeration and dispersion from an industrial location theory perspective- Empirical analysis of Japanese manufacturers in RCEP areas –	Japan
Susumu Ito	Private Sector Investment in Infrastructure in the Philippines: Business Opportunities and Issues for Public-Private Partnerships	Japan
Zhanna Musatova	How to survive and grow on the global turbulent markets? Russian innovative companies – hidden champions and its strategies on the global market: 2011-2019	Russia

Session 4D, Business and Region, Room 2, Cochairs: Dhruba Kumar Gautam and Takeshi Fujisawa

Ayako Sendoh	Flow in Social Innovation: Effects of Flow Experience on the Success of Regional Revitalization	Japan
Annamaria Inzelt	Business-university collaboration in a developing country in the Industry 4.0 era; Case of Hungary	Hungary
Jaeho Lee / Minoru Hirano	How can you make your international joint venture business durable? -A case of the Japanese B2B firm's joint ventures in Korea and China-	Japan

Session 4E, Knowledge Management, Room 3, Chair: Toshikazu Takahashi and Nobuo Hirohata

Xue Song / Xu Huihua / Wan Li	Research on Software Project Schedule Based on Critical Chain	China	No show
Zhang Yukuo	Research on the realization dilemma and development strategy of Chinese UGC model knowledge payment platform	China	
Tomohiko Bun	A Prescription for Improvement of Decision-Making Style in Japanese Company	Japan	

Session 4F, Research and Development, Room 4, Cochairs: Ding Yuan and Keiji Natsume.

Wang Hongpeng / Tian Ming / Wu Ling	The Effect of R&D Strategy on Firm Performance of ICT Companies in China	China
Takabumi Hayashi / Masashi Arai	Global Dispersion of Research & Development Capabilities and Asian position	Japan
Tian Ming / Qian Xiangdong / Li Dian	Impact of Outside Directorship on Firm R&D Scope in China: The Moderating Effect of State-ownership	China

12:45-14:00 Lunch, Hall 3

14:00-15:00 **Parallel Session 5**

Session 5A, Innovation and Industry 1, Hall 1, Cochairs: Zhang Changzheng

Zhang Keting. / Shen Xiaoping	Why Are There Differences in Governments' Innovation Funding Performances?-- Analysis of Policy Transmission Mechanism Based on the Dynamic Evolutionary Game of Replication	China
Nguyen Kim Ngan	MNEs' Supply Chain Integration in Emerging Markets; Case studies in Vietnam's Motorcycle Industry	Japan

Session 5B, Finance, Hall 2, Chair: Kohei Shiino

Tomohiro Uchida	The Case of a Microfinance NGO in the Philippines: The Program Impacts and Innovation	Japan
-----------------	---	-------

Session 5C, Resources and Its Management, Room 1, Chair: Susumu Ito

Zhong Xingyun	Practice of Reasonable Price Formation Mechanism in Unconventional Water Resources and Sino-Japan Cooperation	China
Nobuo Hirohata	The Strategic Management of Procurement of Rubber by Manufactures of Natural Rubber Products	Japan

Session 5D, Conflict Solutions, Room 2, Chair: Rahman M. Khondaker

Zhang Ruijin / Zhang Xin / Li Dian	Study on the Theories of Water Rights Allocation concerning Transboundary Rivers	China
Motohiro Kurokawa	Dissemination and Training of Value Engineering through 'Origami' Works	Japan

Session 5E, Issues Regarding Value: Room 3, Chair: Huang Dechun

Naoki Hayashi	The Two-Dimensional Management of ICT MNCs: The Management of Operating and After-tax Profits to Maximize Corporate Value	Japan
Ch. Batbaatar / B. Davaasuren / Ya. Otg	The Impact of Brand Value on Country's Economy	Mongolia

15:00-17:00 **Keynote Speech (Plenary)**, Hall 1, Chair: Hara Tsuneo : President of NPO IFEAMA JPN

Osamu Nagayama, Chairperson of Chugai Pharmaceutical

**Closing**, Hall 1, Chair Tamiko Kasahara, University of Shizuoka

Vasily Starostin: Coordinator of Next 16th Conference in Russia

Hiroshi Shioji, President of Organizing Committee of 15th Conference, President of IFEAMA Elect

\*\*\* If the presenter has decided NOT to present at his/her session without prior notice, his/her paper and names will be removed from the final program.