The 11th Conference of International Federation of East Asian Management Associations

Management Innovation and Win-win Cooperation in East Asia

26-29 Oct.2012

International Federation of East Asian Management Associations

Hohai University

School Business of Hohai University, Nanjing, China

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SU Dongshui (Professor, Fudan University, China)

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- ·Committee: ZHAO Bing(Director, Hohai University, China)

Conference Program

		Program Ou	tlook		
Time	Day1 26 Oct.	Day2 27 Oct.	Day3	3 28 Oct.	Day4 29 Oct.
Morning		Registration 8:00 Opening Ceremony 8:50~9:30	8:30	ssion C ~10:00	Technical Visiting 12:00
		Coffee Break 9:30~10:00 Key note speech 10:00~12:00	Ses	k 10:00~10:30 sion D 0~12:00	
Noon		Lunch (12:00~13:30)			
Afternoon	14:00 Beginning	Session A 13:30~15:00	Session E 13:30~15:00	Council Meeting	
	Registration (Main Hall)	Coffee Bre	reak 15: 00~15:30		
	(Maili fiali)	Session B 15:30~17:00	Summary;	Ceremony Vietnam Time 0~16:10	
	Informal reception (room 1503) 17:00~18:30	Gala Dinner(Hall) 17:30~19:30		inner 0~19:30	

Conference Hotels

Jinling Resort Hotel (Nanjing)

No.8 East Jiahu Road, Jiangning,

Nanjing 211100,China

Tel:+86-25-52107666

Fax:+86-25-52103333

%15 minutes drive to the venue(6.7KM)

南京 湖滨金陵饭店

中国 南京 江宁区佳湖东路8号

邮编: 211100

In Chinese \rightarrow

In Chinese \rightarrow

电话: (86-25) 52107666

传真: (86-25) 52103333

Conference Venue

Business School of Hohai University Building of Business School, Jiangning Campus of Hohai University No.8 West Focheng Road, Jiangning, Nanjing, Jiangsu Province, P.R. China HHBS **河海大学商学院**BUSINESS SCHOOL OF HOHAI UNIVERSITY

地址:南京市江宁区佛城西路8号博学楼

电话: 025-58099270、025-58099269

传真: 025-58099270 邮編: 211100

Transportation

Aviation:

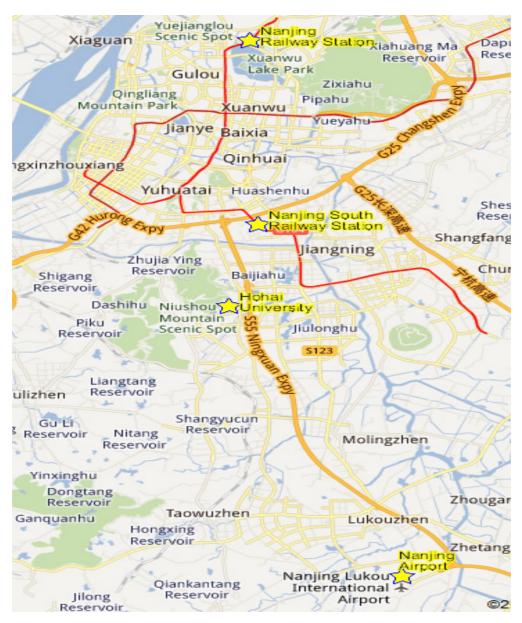
Nanjing Lukou International Airport has flights to most Chinese cities and some foreign cities. International flights can reach cities of Osaka, Inchon, New York (via Beijing), Frankfurt and Singapore. It also has direct flights to Hong Kong, Taipei and Macau. The airport is approximately 20 minutes drive from the venue, with approximately taxi fee of RMB100 (USD15).

Railway:

Nanjing has two railway stations, Nanjing Railway Station and South Nanjing Railway Station. The Nanjing Railway station is the station for ordinary trains and South Nanjing Railway Station is for High-speed Trains (CRH) from/to Beijing, Shanghai, Wuhan, etc.

From Nanjing Railway Station, you can take Nanjing Metro Line 1 to "Baijiahu" Station (the destination of the train should be China Pharmaceutical University (CPU)), and then take the TAXI to the campus. It takes approximately 40 minutes and costs approximately RMB20 (USD3).

From South Nanjing Railway Station, you can take TAXI directly to the venue, which takes approximately 15 minutes and costs approximately RMB30 (USD5.5)



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	(Main Hall)	Coffee Bre	ak 15:00~15:3	0	
	(Aum Tum)	Session B 15:30~17:00	Summary;	Ceremony Vietnam Time 0~16:10	
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		27 Oct.		
8:50~9:30	Opening Ceremon	ny		Hall
9:30~10:00	Coffee Break			Hall
10:00~12:00	Key note speech			Hall
12:00~13:30	Lunch(Main hall)			
13:30~15:00	Session A (Day2 27 Oct.)			
Session A1	Theme: Strategy;	Chair: Professor WU Yajun		Place
Presenter	Xin Pan	University of California, Riverside, USA	From Service Excellence to Value Appropriation: An Assessment of Firm Capabilities	
	IGUCHI Chie	Keio University, Japan	Organisational Linkages and Technological DevelopmentThe Case of Malaysian Local Suppliers	
	NAKAGAWA Ryoji	Ritsumeikan University, Japan	Rapid Growth of Chinese Smartphone Market and Business Ecosystem	
	WANG Jian	Southeast University, China	Innovation Ability to learn and Firm growthThe empirical research of non-listed firm in Jiangsu Province	
Session A2	Theme: Industry Cluster; Chair: Prof. YOSHINO Fumio			Place
Presenter	YASUDA Takehiko	Nihon University, Japan	Creative Cluster Policy and Economic Development in East Asia.	
	Tran Kim HAO	Central Institute for Economic Management, Vietnam	Promoting industrial cluster development in Vietnam	
	HUANG Dechun	Business School of Hohai University, China	Industrial Agglomeration and Industrial Innovation Efficiency: Coupling Effects of the Financial Markets]
	ZANG Dexia	Business School of Hohai University, China	The Analysis and Interpretation of the Connotation of Tourism Cluster	
Session A3	Theme: HR; Chai	ir: Prof. Dev Raj Adhikar		Place

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	Tamiko Kasahara	Shikoku University, Japan	Global Integration between Strategy and HRM: An Exploratory Case Study in KIFs	
	ZHANG	Nanjing University of Post and	An Empirical Study on the Impact of Interpersonal	
	Shuang	Telecommunications, China	Trust and Knowledge Sharing on Innovation	
	JIANG Min	Hohai University, China	Performance Labor Shortage And Professional Education For	
			Undergraduates	
	MA Yu-mei	Jiangsu Branch Co. of China Eastern Airlines	Research on the Relationship between Organizational Justice and Emotional Exhaustion : the Moderating Effect of CWB	
Session A4	Theme: Small Bu	siness Finance; Chair: Prof. Tran Thi VAN H	IOA	Place
Presenter	HASEGAWA Tsutomu	Nihon University, Japan	Analysis of SMEs Finance in Japan	
	HIRASAWA Katsuhiko	Nihon University, Japan	Basel III and SMEs Finance Institutions	
	ZHOU Shenbei	Hohai University, China	A Comparative Study on Supervision of Small Financial Institutions between China and Japan	
1	HONG Wenxia ZHAO Mingna	Qingdao Technological University, China	Research on the Risks Evaluation of Small and Medium Sized Enterprises Financing based on Chattel Financing Model	
Session A5	Theme: Governar	nce; Chair: Prof. TAKAKUBO Yutaka		Place
Presenter	SENDO,Ayako SHI Hong	Takushoku University, Japan Business School of Hohai University, China	The Success Factors of Social Enterprise in Japan Construction of Chinese Listed Companies Governance Risk and its oversight mechanisms	
	QIU Xilai	Jiangsu Province Hospital, China	核心利益相关者视角论政府基本医疗保险的合作 治理	
	WANG Sheng	Business School of Hohai University, China	基于双边市场的企业利益相关者分析——以传媒 企业为例	
Session A6	Theme: PM; Chai	ir: Prof. LU Jianxin		Place
Presenter	FENG Jingchun	Hohai University, China	水利工程建设项目管理信息化现状与趋势	
Tresenter	WANG	Hohai University, China	水利工程建设项目信息化关键技术体系框架	
	Longbao DU Yang	Hohai University, China	 项目型企业转型升级驱动力研究	
	ZHANG	Hohai University, China	重大水利工程区域社会系统的混沌考量与稳定控	
	Changzheng		制	
15:30~17:00		Session B	(Day2 27 Oct.)	
Session B1		Chair: Prof. Xin Pan		Place
Presenter	HU Xingqiu	Hohai University, China	基于接包网络的我国软件接包企业市场拓展研究	
	ZOU Huizhi	Hohai University, China	企业研发联盟技术竞争情报合作绩效评价模型研 究	
	WANG Jie	Hohai University, China	基于主成分分析的我国汽车行业上市公司竞争优 势分析	
	TANG Yongjun	Hohai University, China	An Empirical Study on Intangible Asset Elements in Pharmaceutical Industries and Enterprise Value	
Session B2	Theme: Industry	(Auto) ; Chair: Prof. NAKAGAWA Ryoji		
	UEKI Hideo	Tokyo Keizai University, Japan	The Development of New Brand Cars and the Knowledge Creation of Japanese Automotive Joint Venter Firms in China	
	ICHIDA Yozi	Nihon University, Japan	Venter Firms in China Transfer for the network infrastructure of automotive BtoB in Asia	
	Nakai Yutaka	Tokyo Institute of Technology,Japan	Can Dragon Reach its Hand over International EV Market? —Case Study of Patent and Marketing	
	GAO Zhigang	江苏华瑞国际集团 董事长办公室	Strategy of BYD auto 中国汽车流通领域 4S 店的角色演变与未来	
Session B3	Theme: HR; Chai	ir: Prof.ZHANG Long		Place
Presenter	HIRAWASA Junko	Kawaguchi Junior College, Japan	Employment adjustment and Interest conflict	
	DENG Yulin	Hohai University, China	Incentives in Firms: a theoretical summarization	
	CHEN Yunfang	Doshisha University , Japan	The Effectiveness of Foreigner Training and Technical Intership System From a View of Labor Market	
	ZHANG Jia	Mejo University, Japan	Reviewing Performance-based Human Resource Management in Japan	
Session B4	(Panel Discussion	n) Theme: Small Business Finance; Chairman	: HIRASAWA Ktsuhiko	Place
Presenter	TANAKA	CS Hospitality Practice Institute,	Theme and newest trend of financial institutions for	
	Minoru TANIKAWA Takayoshi	Japan Nihon University, Japan	SMEs in Japan Japanese local financial institutions and relationship banking: Analyzing the effects of FSA Action	
			program	

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	GU Jian WANG	Huanxia Bank, China Hohai University, China	A Research on the Supply Chain Finance of	
	Mingquan	Honar University, China	Small-and-medium Sized Enterprises Based on the	
	gquui		Prospective of Industrial Clusters	
Session B5	Theme: IPR; Chai	r: Prof. HAYASHI Takabumi		Place
Presenter	KWAK	Rikkyo University, Japan	Advance of the Japanese companies to China and	
Presenter	Yangchoon	,	the significance and subject of Japan, Taiwan, and the China alliancies	
	Yang Chen	Hohai University, China	The Cognitive of Intellectual Property Services in Technology Business Incubato	
	ARAI Masashi	Kyorin University, Japan	IPR Management in Chinese Multinational Companies	
	Daniel Sherman	University of Alabama in Huntsville, USA	Intertemporal Integration and the Reduction of Product Development Cycle Time	
Session B6	Theme: Industry;	Chair: Prof. Huang Dechun		Place
Presenter	KATO Shizuko	Meiji University,Japan	How should Nuclear Industry be managed?: Experiences in Japan and Russia	
	Zhanfang SUN	PAI CHAI UNIVERSITY, Korea	Competition Situation of China's Civil Aviation Market and Coping Strategies	
	DAI Long	Hohai University, China	日本汽车产业"整零"关系模式的形成及效果分析]
	KATO Yoshihisa	Meijo University, Japan	The study about the strategy of aircraft manufacturers in the field of business jets	
8:30~11:00		Session C	(Day3 28 Oct.)	
Session C1	Theme: Strategy;	Chair: Prof. YANG Kaijun		Place
Presenter	Qi Linkai	Hohai University, China	流域水污染治理网络中组织间关系强度与组织治	
Tresenter			理行为的实证研究—以太湖流域为例	
	REN Jiajia GAO Yun	Hohai University, China	联盟视角下我国软件接包企业能力提升策略研究 基于重污染行业社会责任与财务绩效关系的实证	
	GAO Yun	Hohai University, China	基丁里// 宋刊 亚杜云贝牡子州	
	LIU Huimin	Hohai University, China	高新技术企业治理结构的特征和建议	
Session C2	Theme: Industry;	Chair: Prof. SENDO Ayako		Place
Presenter	CHOKKI Toshiaki	Hosei University, Japan	A Historical Analysis of Japanese Agriculture : Development and Globalization	
	SUN Fuhua	Hohai University, China	Analysed the Losses and Gains of the Blue-green Algae Event in Taihu Lake Impacts on the Residents' Quality of Life in Wuxi city	
	ZHOU Shijun	Southeast University, China	Cooperation and Sharing between Urban and Rural Residents in ChinaBased on Cooperative Game Analysis and Numerical Simulation(英文)	
	WANG Teng	Hohai University, China	Relationship between Technological Investment of Agriculture and Economic Development of Agriculture: Based on VEC Model Analysis	
Session C3	Theme: HR; Chair	r: Prof. WANG Qun	•	Place
Presenter	HOANG VAN HOA	NEU SCHOOL OF INTERNATIONAL MANAGEMENT AND ECONOMICS , Vietnam	WOMEN ENTREPRENUER IN VIETNAM	
1	ZHANG Long	Hohai University, China	A Review on Supervisor-Subordinate Guanxi]
	ZENG Jianhua	Hohai University, China	新生代员工反生产行为特征研究	
	Hossain Md Amir	Hohai University, China	Leadership Approach in Human Resources Management Aspect of Bangladeshi Organizations	
Session C4		Management; Chair: Prof. SU Zongwei		Place
Presenter	TAKAKUBO Yutaka	Nihon University,Japan	A Consideration of Next-Generation Management Philosophy in China: Emerging "Information-Oriented Society" and its Impact	
	Dev Raj	Central Department of Management,	New Developments in Japanese Management: An	1
	Adhikar YANG Kaijun	Kirtipur, Nepal Hohai University, China	Evaluation of Post-War Era Research On YanZi Management Thought	
	CHEN Weinian	Hohai University, China	Study on the Effects of the Conduct of Management	
		<i>y</i>	Philosophy on Improving the Implementation of Work Study	
Session C5	Theme: FDI; Chai	ir: Prof. KWAK Yangchoon		Place
Presenter	HIROHATA Nobuo	Yamaguchi University, Japan	A Comparative Study of Investment Activities by Japanese, Korean and Chinese Companies in Cambodia.	
	GAO Ruihong	University of Shizuoka, Japan	Construction of the Partnership in International Specialization	
	ZHANG Hui	南京市发改委	东亚各国产业政策与 FDI 政策演进及对我国的启示	
	KONG Dean	水电顾问集团	水电工程技术标准"走出去"战略研究	

Session C6	Theme: Finance;	Chair: Prof.		
	Sara	Hohai University, China	Study on the Characteristics of Islamic Finance and	
	Bouriouche YU Xin	Hohai University, China	Islamic Bankin 预算单位财务风险管理的理论问题探讨	
	LIAN Zhenxi	Hohai University, China	The Analysis Of Small And Medium-sized Enterprise Financing Difficult Problem Under The Perspective Of Financial Industry	
	WANG Shan	Hohai University, China	The Analysis Of Small And Medium-sized Enterprise Financing Based On The Credit Perspective	
10:30~12:00		Session D(Day3	3 28 Oct.)	
Session D1	Theme: Strategy;	Chair: Prof. UEKI Hideo		Place
Presenter	Yoon, Woojin	Hanyang University, Korea	Alliance network size, partner diversity and knowledge creation in small biotech firms	
	Ravi Patnayakuni	University of Alabama in Huntsville, USA	Aligning with partners while retaining flexibility: Balancing power, collaboration and IT capabilities	
	Bouyoucef Amine	Tokyo Institute of Technology, Japan	Competing in extreme conditions: HAIER Internationalization strategy in Africa and the Middle East.	
	HUANG Fang	Hohai University, China	The Literature Review Of Development On Platform Research	
Session D2	Theme: Country s	ituation; Chair: Prof. NUKI Takao		Place
Presenter	Tran Thi VAN HOA	National Economics University, Vietnam	BUSINESS ENVIRONMENT FOR SMEs IN VIETNAM 2012	
	Batsukh Davaasuren	National University of Mongolia, Mongolian	Consumer Market Development and Patterns of Consumption Behavior in Mongolia	
	Vasily Starostin Hossain Md. Ekram,	State University of Management, Russia Hohai University, China	Contemporary marketing climate in Russia Textile and Apparel Market Segmentation in China	
Session D3	Theme: FAT; Cha	ir: Prof. HIROHATA Nobuo		Place
Presenter	YOSHINO Fumio	Takushoku University,Japan	The Effect of ASEAN-China FTA on the Competitive Advantage of Southeast Asian Business	
	YU Xiaojun	Nagoya University of Foreign Studies,Japan	A Statistical Analysis of the Ecological Determinants of Attracting FDI into Middle Coastal Regions in China	
	WANG Weiwei	Hohai University, China	Analysis on Comparative Advantage of Minerals Trade Structure between China and Southeast Asia	
	HUO Wenjuan	Hohai University, China	中日韩 FTA 建设的必要性分析	
Session D4		onomic; Chair: Prof. Xiaojun YU	其工中国办艺工学 20 左回去 日共和从次入业学	Place
Presenter	SU Zongwei YAN Shifeng	Shanghai International Studies University, China 南京水利科学研究院	基于中国改革开发 30 年国有、民营和外资企业管理发展研究 The Research on Market Reaction of CSA Reports	
	TAN Silleng	用水水剂杆子训力质	DisclosureBased on the Evidence of SMES Board in 2010	
	WANG Haishuo	Hohai University, China	Empirical Analysis of the Impact of Macroeconomic Factors on Chinese Stock Market capitalization	
	ZHANG Jingyuan	Hohai University, China	Study on the Relationship among China's Money Supply , Consumption and Inflation: Based on Cointegration Analysis	
Session D5	Theme: HR; Chai	r: Dr. DENG Yulin		Place
Presenter	XI Honghua	Hohai University, China	我国非营利组织高层管理者职业化研究以医疗 卫生行业为例	
	LIU Qianqian	Hohai University, China	Men and Women Behave Differently in Public Goods Games	
	ZOU Jun QU Wenfeng	Hohai University, China	高管团队权力结构对对技术创新影响机制研究 在华日资 F 公司跨文化人力资源管理研究	
Session D6		ion Information; Chair: TANG Zhen	14 14 14 14 14 14 14 14	Place
	LIU Yun	Hohai University, China	数据仓库在竞争对手分析中的应用	
	HAO Yunjia	Hohai University, China	企业竞争情报系统信息推送研究综述	
	唐晟佶	Hohai University, China	基于战略管理的企业竞争情报系统构建研究综述	
	XIA Yu	Hohai University, China	Study on Intellectual Property Management and Service Modes of Park——From the Perspective of Industrial Cluste	
13:30~15:00		Session E	(Day3 28 Oct.)	
Session E1	Theme: Marketing	g; Chair: Prof. ICHIDA Yozi		Place
		University of Alabama in Huntsville,	Spokesperson in Advertising: A Comparison of	

	Quangdung WANG Bo	Hohai University, China	readiness for Construction Organizations in developing countries Differential Evolution Algorithm approach to	
		Hohai University, China	developing countries	
	Quangdung	,	readiness for Construction Organizations in developing countries	
Presenter	ZHOU Zhou Tran	Hohai University, China Hohai University, China	Overview of International Rivers' cooperation organization mode An assessment method of the integrated e-commerce	
Session E3		r: Prof. SHI Hong		Place
	GUAN Yifan	Hohai University, China	The Economics Analysis of Coal Industry Structure Transition in Shanxi Province	
	XU Min	Hohai University, China	Asymmetric regulation of access pricing in telecommunications industry	
			Fluctuations In Real Estate Price	
	CHEN Jianming	Hohai University, China	The Empirical Analysis Of Interactive Relationship Between Bank Credit, Disposable Income and	
Presenter	WU Xianghua,	Nanjing University of Technology, China	The Realization Ways of the Inclusive Growth in the Real Estate Industry	
Session E2	•	Chair: Prof. YANG Chen		Place
			constraint——Based on TOPSIS	
	Yongchun	Tional University, Cillia	under resource and environment dual	
	HUANG	Hohai University, China	Customer Satisfaction: An Experimental Study Strategy Choice of SMEs to create independent brand	
	YUAN Meng	Russia Hohai University, China	The Relationships between Service Recovery and	
	Svetlana Taysaeva	The Federation Council of the Federal Assembly of the Russian Federation,	Marketing communications in a global context: proper instruments for local markets	