

IX Конференция Международной федерации ассоциаций менеджмента
Восточной Азии (IFEAMA)

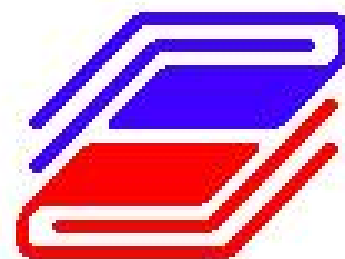
IX Conference of International Federation of East Asian Management associations
(IFEAMA)

«Модернизация экономики и развитие менеджмента»
«Modernization of economy and management development»

Hosted by: **IFEAMA**



Sponsored by:
State University of Management (SUM)



Москва, 1-2 Октября 2008
Moscow, 1-2 October 2008

Welcome Speech on the Opening Ceremony
IX Conference IFEAMA, October 1, 2008, Moscow

I kindly greet our colleagues and friends, taking part in XI IFEAMA Conference. This is the second Conference in Moscow, organized by the State University of Management. And it is very pleasantly that the Conference is held in a year of IFEAMA 15th anniversary. All 15 years we together and our collaboration are unique and important for development of management in Russia. Exchange of experience in business management, theoretical and applied concepts and management technologies affords to move on, improve business performance.

I hope that 15-year foundation, created in IFEAMA, will be used for farther partnership extension, especially in the sphere of cooperative scientific research, exchange of researchers, trainees, candidates and students. We are quite interested in intensification of such contacts with our colleagues from East-Asian region countries.

Remember that we will always be glad to see you in the State University of Management, as you are good friends and colleagues. I wish a productive work to participants of the Conference!

With respect,

Alexey M. Lyalin
Rector of the State University of Management, Professor

Respectable Professor Tasuku Noguchi
Respectable Rector of State University of Management
Ladies and gentlemen:

The Ninth Annual Meeting of IFEAMA opens today in Moscow, a hero city with beautiful sceneries and prodigies!

At the moment of the opening of the meeting, on behalf of IFEAMA, I'd like to sincerely thank Professor Noguchi, the great figure in science of management in Japan, who has originated this organization and effectively organized the annual meetings from very first session to the eighth one and who has a great influence in the field of management science worldwide!

I'd like to thank sincerely the colleagues from the hosting organization, Russian State University of Management, who have made contributions to this meeting!

I'd like to thank sincerely the representatives from the various countries in East Asia, who have presented this meeting!

The subject of this meeting is "Modernization of Economic and Management Development". This is a quite valuable proposition, the core of which is the "Modernization of Development" and the key of which is "Development".

The economy and management can be considered as a twin of brothers. The development of economy can't be without the effective management, and the management can't be without vitality of economy, otherwise it would be like water without sources, or trees without stems.

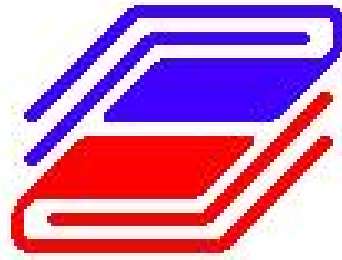
Among the several thousands of years of development of human society, only since the eighteenth century, the human society has been developing rapidly. The development of productive force has led to the huge changes of production relations, and the unprecedented development of social culture. These will inevitably bring forth the unprecedented development of the management of science and science of management, which have already been proven in the history of human development.

The development of economy, technology and society in East Asia plays an important role in the world development pattern. In the history of development, former Soviet Union and Japan were firstly developed, then the other countries and regions in East Asian and Southeast Asia, such as Korea, Singapore, Malaysia, China's Taiwan, China since the 80s last century, Russia and Vietnam since the beginning of this century. In overview of the development of these countries and regions, we can find a common phenomenon that is the development of management of science and science of management. It is not only the product of development of economy, technology, and society, but also the tremendous propelling force for the development of society.

In face of the rapid development and the fierce competition in the world today, in order to maintain the robust impetus of development of the countries in East Asia, the development of management of science and science of management is more and more required. This is the holy commission that the history imposes on us.

Finally, wish the success of the meeting! Wish the health, victory of businesses, and happiness of the families for all of the representatives!

Sun Qianzhang
 President of IFEAMA



State University of Management – the Leader of Russian Management Education
www.guu.ru

The State University of Management is one of the largest state higher education establishments of Russia, specializing on training managers. This makes our institution unique and original. Over 17 thousand undergraduate and postgraduate students are trained at the University.

78 departments of the University have 1116 faculty members. Among them there are more than 280 Doctors of Sciences and Professors, 720 Candidates of Sciences and Associate Professors, 12 Academicians and Corresponding Members of the Russian Academy of Sciences, 106 Full Members of public academies, 17 Honored Scholars of the Russian Federation, 35 Esteemed Workers of Higher Education and Vocational Training of the Russian Federation, 11 Winners of the Prize of the Government of the Russian Federation in the field of education and one Winner of the State Prize.

The University consistently conducts the strategy of developing new management specializations and was the initiator of opening the following core management specialties in the system of higher education of the country, such as management, marketing, human resource management, state and municipal management, economics and production management in national economy.

Over the last years training was launched on such popular and promising directions as anti-crisis management, innovations management, logistics, strategic management, management of technologies, investment management, project management, facility management, management of ecological safety, management in the social sphere, information management, financial risks management etc.

1 October, 2008 (Wednesday)

Chamber of Commerce and Industry of the Russian Federation
 Moscow, Ilyinka Street, 6

09.00 – 10.30 Registration

10.30 – 10.50 Opening Ceremony. IX Conference IFEAMA

Hosted by:

Gennady L. Azoev

State University of Management, Director of the Institute of Marketing, Professor

Welcome Speech:

Alexey M. Lyalin

Rector of the State University of Management, Professor

Tasuku Noguchi

Honorary President IFEAMA, Keio University, Professor emeritus

Qianzhang Sun

President of IFEAMA, President of China Academy of Management Science, Professor

10.50 – 11.20 Coffee-Break

11.20 – 13.20 Plenary session

11.20 – 11.50 **Sergey U. Glaziev**

State University of management, Director of the Institute of New Economy, Academician of Russian Academy of Sciences

11.50 – 12.10 **Andrey V. Zverev**

Government of the Russian Federation, Head of the Analytical Center

12.10 – 12.40 **Qianzhang Sun**

President of IFEAMA, President of China Academy of Management Science, Professor

12.40 – 12.55 **Alexander N. Belousov**

Chamber of Commerce and Industry of the Russian Federation, Committee on development of an aerospace complex, Chairman

12.55 – 13.20 **Toshiaki Chokki**

Hosei University, Professor emeritus

13.20 – 14.20 Lunch

14.20 – 16.20 Plenary session

14.20 – 14.50 **Xinbao Dong**

Tsinghai University, The School of Economics&Management, Professor

14.50 – 15.20 **Takabumi Hayashi**

Rikkyo University, Professor

15.20 – 15.50 **Xingli Peng**

Changping Education Base of Beijing Supervision Bureau, Director, Research Fellow

15.50 – 16.20 **Shizuko Kato**

Meiji University, Professor

16.20 – 16.40 Coffee-Break

16.40 – 17.50 Plenary session

- 16.40 – 17.10 **Yuan Lou**
University of Science&Technology, The School of Economics&Management,
Beijing
- 17.10 – 17.40 **Jie Cui**
Entry-Exit Inspection&Quarantine Bureau of Xinjiang Uygur Autonomous,
Research Fellow
- 17.40 – 17.50 Summary of the First Conference Day
- 18.20 – 20.30** Welcome Party
- 20.30 – 22.00** Excursion. Red Square

October 2, 2008 (Thursday)

Business-Center, State University of Management
Moscow, Ryazanskiy Avenue, 99

10.30 – 12.10 Group Discussion 1, Lecture room 123
***DEVELOPMENT MARKETING CONCEPTS AND MANAGEMENT
TECHNOLOGIES IN THE MODERN COMPANY***

Chair: **Gennady Azoiev**

State University of Management, Professor, Moscow

Co-Chair: **Takabumi Hayashi**

Rikkyo University, Professor, Japan

Shizuko Kato

Meiji University, Professor, Japan

Toshiaki Chokki

Hosei University, Professor emeritus, Japan

Igor Semenov

State University of Management, Associate Professor, Moscow

Jin Yu

Business School of Hohai University, Professor, China

Ekaterina Sumarokova

State University of Management, Associate Professor, Moscow

Pavel Kubakhov

State University of Management, Assistant Professor, Moscow

Tae-Wang Lee

Aichi University, Faculty of Economics, Professor, Japan

Hsin-Hue Chang

Ming Chuan University, Associate Professor, Taiwan

Irina Zaharenko

State University of Management, Associate Professor, Moscow

Tatiana Beregovskaya

State University of Management, Lecturer, Moscow

Irina Alyoshina

State University of Management, Associate Professor, Moscow

Vasiliy Starostin

State University of Management, Post-graduate student, Moscow

Konstantin Bykov

State University of Management, Post-graduate student, Moscow

Anatoliy Kovalev

State University of Management, Associate Professor, Moscow

Ke Cai

Beihang University, Associate Professor, China

Rustam Bostanov

State University of Management, Post-graduate student, Moscow

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Institute of Enterprise Innovation Director, China

Fazheng Sun

Shenzhen natural ecological landscape Technology Co. Ltd., President, China

Shangyu Lu

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Tianshui City Taizhou District Standing Committee of Gansu Province, Vice Director, China

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Hubei Institute of City Planning&Design, President, China

Chunrong Yang

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Haoran Xu

Far East Stock Control Ltd., Professor, China

Henggen Zhao

Beijing Yanwenhua Tech Consulting Center, Professor, China

Yanchao Meng

Tongji University, Manager, Shanghai, China

Group Discussion 2, Lecture room 220

INNOVATION MANAGEMENT UNDER REINFORCING COMPETITION

Chair: Xinbao Dong

University of Tsinghua, Professor, China

Co-chair: Yozi Ichida

Nihon University, Associate Professor, Japan

Zhicheng Chen

China Academy of Management Science, Professor

Chie Iguchi

International Business Ritsumeikan University, Associate Professor, Japan

Yamin Yang

University of Tsinghua, Professor, China

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Ministry of Finance, PRC, Professor, China

Enmin Yao

Renmin University, Professor, China

Tran Kim Hao

Central Institute of Economic Management, Economist, Hanoi, Vietnam

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Zuozhu Chen

Ningbo Wanda Freeze Products Group Co. Ltd., Secretary

Huali Dong

Nanjing Independent Office of National Audit Bureau, Commissioner, China

Lifang Zhang

Pingdingshan Industrial Vocational and Technical College, Director, China

Wenxia Cui

Zhengzhou Xunda Metallurgical Promote New Technologies Co. Ltd., President, China

Fang Han

Jiangsu Keyong Construction Quality Test Center, President, China

Jiewu Mei

Jiangsu Keyong Construction Quality Test Center, Vice President, China

Fangpan Mei

Former Shanghai Airport Authority Operation and Management Company, Senior Economist, China

Jiwen Suo

Nanjing Zhida Analytical Instrument Co. Ltd., Senior Engineer, China

Qunyou Zhu

Shandong Tiantong City Construction Group Co. Ltd., Vice President, China

Zifen Ding

Hehai University, Changzhou Branch of Business School, Professor, China

Xinyong Nie

Dingxin International Capital, President, China

Xiangti Zhao

Yingde Air Investment Ltd., Director, China

Guyue Hu

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Beijing Inspect Bureau, Director Education Base, China

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Tuzhuang Wu

Shantou Jintong Industry Ltd., President, China

Ying Li

Head of Section Beijing No.35 High School, China

Group Discussion 3, Lecture room 114***MAINTENANCE OF COMPETITIVE ADVANTAGES FOR ECONOMIES OF EAST ASIA COUNTRIES*****Chair: Fumio Yoshino**

Takushoku University, Professor, Japan

Co-chair: Lou Yuan

University of Science&Technology, The School of Economics and Management, Lecturer, Beijing

Shizuko Kato

Meiji University, Professor, Japan

Xiao-Jun Yu

Nagoya University of Foreign Studies, Professor, Japan

Vladimir Soloviev

State University of Management, Associate Professor, Moscow

Yoshiaki Takatsu

Graduate Institute for Entrepreneurial Study

Tran Kim Hao

Central Institute of Economic Management, Economist, Hanoi, Vietnam

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Jianxian Su

Qingdao Feed Industry Association, Senior Economist, China

Qing Xu

Hubei Institute of City Planning&Design, Head of Department, China

Jianmin Lu

Shandong Zibo Normal College, Lecturer, China

Jiachun Pu

Sichuan Nanchong City Government, Finance Office, Director, China

Zeguang Mi

Sichuan Nanchong City Government, Director of Section Finance Office, China

Min Zhang

Zhejiang Weilaoda Industry and Trade Co. Ltd., President, China

Mingli Wei

Dehong Tailida Investment Co. Ltd., President, China

Mingran Deng

Wuhan University of Technology, Professor, China

Baocheng Xu

Head of Section Education Bureau, Kaifeng City, Henan Province, China

Yuanzhao Zhu

President Anda Industry Ltd., Cangwu, Guangxi, China

Group Discussion 4, Lecture room 113***RISK, ENVIRONMENT AND ENERGY***Chair: **Chie Iguchi**

International Business Ritsumeikan University, Associate Professor, Japan

Co-chair: **Quan Li**

Bank of Knowledge, Professor, China

Takao Nuki

Daito Bunka University, Professor, Japan

Zhicheng Chen

China Academy of Management Science, Professor

Dianfeng Guo

Web-site “Gangteizhijia“, Manager, China

Qingming Meng

Shanghai Branch, China I&C Bank, Senior Economist

Baoyong Yuan

Yangzhou Runyang Law Firm of Jiangsu Province, Director, China

Yu Liang

Zhanjiang Qianfutian Accountants Firm, Executive, China

Weiyin Du

Dalian Sights Editorial Board, Professor, China

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Mingguang Haomiao Fire Prevention Technology Development Co. Ltd.,
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Beijing University of Oil Chemical Industry, Professor, China

Rukang Zhou

Shanghai Yunshan Environment Protection Technology Industry Ltd., President

Qi Zhang

Head of Training Dalian Training Center, Northeast Electric Net, China

Group Discussion 5, Lecture room 221***CORPORATE STRATEGY AND CORPORATE GOVERNANCE***Chair: **Yutaka Takakubo**

Nihon University, Professor, Japan

Co-Chair: **Yang Zhang**

Business School of Hohai University, Professor, China

Nagakaku Natsumoto

Sakushin-gakuin University, Professor, Japan

Qianzhang Sun

China Academy of Management Science, Professor

Wenyong Chen

China Academy of Management Science, Professor

Hasegawa Hideo

Takasaki City University of Economics, Professor, Japan

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Qianluo Lin

Fujian YiBingDing Real Estate Company, President, China

12.10 – 12.30 Coffee-Break**12.30 – 14.00** Group Discussion 1, Lecture room 123Group Discussion 2, Lecture room 220Group Discussion 3, Lecture room 114Group Discussion 4, Lecture room 113Group Discussion 5, Lecture room 221**14.00 – 15.00** Lunch**15.00 – 16.30** Group Discussion 1, Lecture room 123Group Discussion 2, Lecture room 220Group Discussion 3, Lecture room 114Group Discussion 4, Lecture room 113Group Discussion 5, Lecture room 221**18.00 –21.00** Gala-Dinner**October 3, 2008 (Friday)****10.30 – 12.10** Excursion. Moscow Kremlin**CONTACTS**

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M MOSCOW SUBWAY MAP

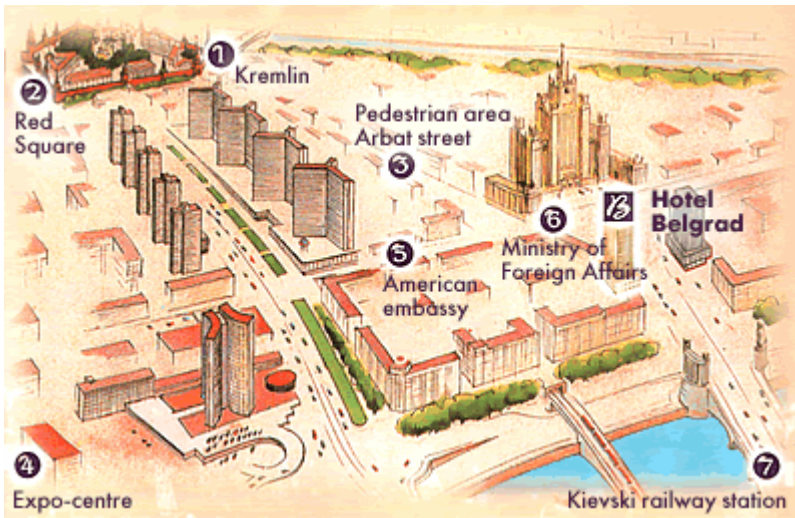


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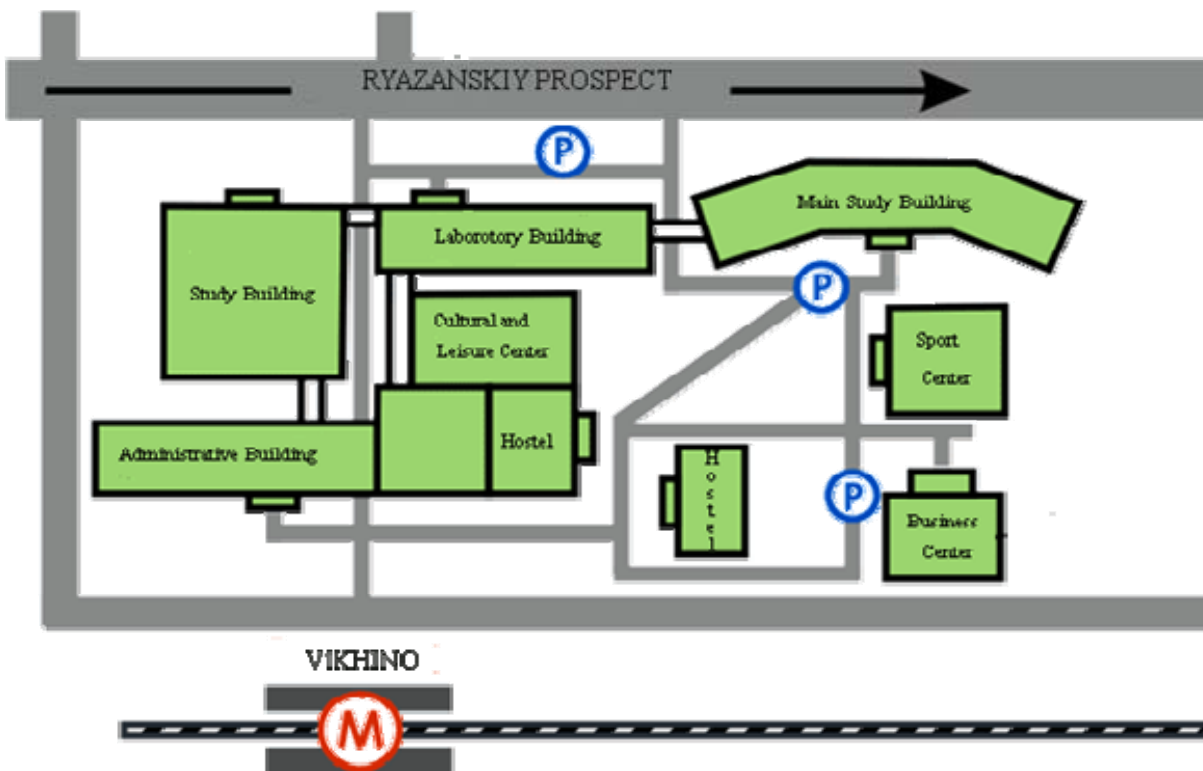
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MOSCOW



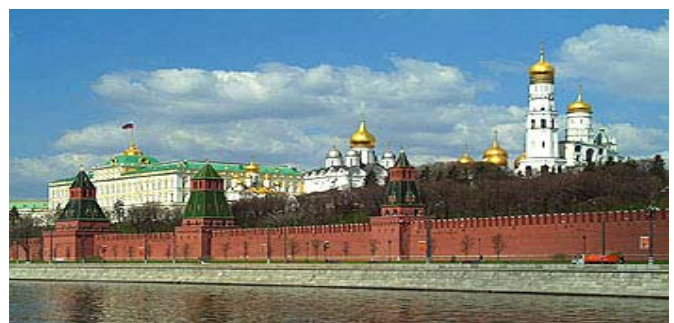
The first written record of Moscow dates back to 1147, to the reign of Great Prince Yuri of Kiev, Vladimir Monomakh's son. He was nicknamed "Dolgoruky" (Long-armed), one reaching out for other principalities, for his unification policy. Yuri Dolgoruky is considered to be the founder of Moscow and in commemoration of this an equestrian statue by the sculptor S.Orlov was erected in Tverskaya Street in 1954.

In the 15th century by the size of its territory and population Moscow surpassed London, Prague and other largest cities of Europe. After the abolition of serfdom (1861) and in the course of developing capitalism in Russia rates of Moscow's growth increased and the city became the largest commercial and industrial center. By the end of the 19th century there were over twenty thousand commercial and industrial enterprises. Moscow's industrial structure was dominated by textile, building, woodworking and food sectors. The period of the industrial upsurge was marked by vigorous advances of the foreign capital penetrating the Russian industry. Retaining its very important role in producing consumer goods for the country as a whole, Moscow became the powerful industrial center. No new industrial enterprises have been opened in the city during the period of democratic changes and this has had a positive effect on the local ecology. Many old enterprises now either curtail their production or move beyond city limits. At the same time new buildings (mainly, administrative, office and trade ones) keep cropping up. They are constructed by special design and architecturally are in harmony with the existing city structure.

For hundreds of years Moscow has been the center of the Russian national culture. The city possesses the most valuable historical and architectural monuments of world importance: the Kremlin, Novo-Devichiy Convent, Moscow State University, Triumphal Arch, Memorial complex of Victory on the Poklonnaya Gora. The Temple of Christ, the Savior, on Kropotkinskaya embankment, the Kremlin's Voskresenskiye Gates together with the Iverskaya Chapel and Temple of Icon of Kazan Mother of God on Red square were built anew. Moscow is famous for its museums and such exhibition halls as the Tretyakov Art Gallery, Pushkin Museum, Manege. Since time immemorial the Moscow Kremlin has been the centre of Russian statehood, the residence of Russian tsars and hierarchs of the Russian Orthodox Church.

Under Dmitry Donskoy in 1367-1368, the white-stone walls and towers of the Kremlin were erected and Moscow began to be called "white-stone". In 1485-1495, the Kremlin was totally rebuilt. It was then that the first brickbuildings appeared there and it largely acquired its present appearance and dimensions. At the beginning of the 18th century, Peter I transferred the capital of Russian to St.Petersburg, but according to tradition, the Russian tsars were coronated in Moscow.

In 1917 the Soviet government transferred the Russian capital back to Moscow. The Kremlin became the seat of the highest state bodies, a sort of preserve, where only those who lived or worked there were admitted. It was only in 1955 that its unique museums have again become accessible to everyone. Church services have recently been resumed in the old cathedrals and the Kremlin bells which have been silent for over 70 years have come to life. The Kremlin has been the residence of the President of the Russian Federation and his Administration since 1992. The Kremlin an unique monument of Russian culture and a symbol of Russian statehood.



NOTES