

CONFERENCE AGENDA (AUGUST 23, 2014)

<i>Venue</i>	<i>Time</i>	<i>Activity</i>						
	8:00 – 8:30	Registration						
Thang Long Ballroom, 7 th floor Melia Hotel	8:30 – 8:40	Opening Ceremony					MC	
	8:40 – 8:50	Speech by NEU's representative					NEU President	
	8:50 – 9:00	Speech by Prof. Hiromi SHIOJI					President of Japan Scholarly Association for Asian Management	
	9:00 – 9:10	Speech by Yang ZHAN					Representative leader of IFEAMA	
	9:10 – 9:40	Keynote Speaker: <i>MNCs' Globalization of R/D: Recent Trends – Empirical Evidence on Competition for Implicit Knowledge</i>					Prof. Dr. Sung-jo PARK	
	9:40 – 9:55	Teabreak						
	9:55 – 10:25	Keynote Speaker: <i>Financial management Innovation in Vietnam</i>					Dr. Can Van Luc – President of BIDV Education Center	
	10:25 – 10:55	Keynote Speaker: <i>Knowledge transfer and the sharing of R&D capabilities at the Japanese automotive firms in Asia</i>					Prof. Hideo UEKI Tokyo Keizai University	
	10:55 – 11:25	<i>Managing brand personality for young generation</i>					Assoc. Prof. Vasilij Starostin State University of management	
11:25 – 11:55	Keynote Speaker: <i>Competitiveness of the Japanese, Korean and Chinese Automobile Industry</i>					Prof. Dr. Hirosimi SHIOJI Kyoto University – President of Japan Scholarly Association for Asian Management		
11:55 - 1:30		Lunch at Melia hotel						
	Session A Innovation Thang Long Ballroom		Session B Competitiveness Ballroom 6		Session C: International Economic Collaboration - Ballroom 7		Session D : Strategy and Business Management - Ballroom 4	
Chair	Dr. Phan Thị Thuc Anh NEU Business School, VN		Dr. Le Thi Lan Huong NEU Business School, VN		Prof. Dr. Hideo UEKI Tokyo Keizai University		Prof. Tetsuro SAISHO	
13:30 – 14:00	<i>Inter-organizational linkage and their role in the global value chain and national innovation system</i>	Prof. Chie IGUCHI Keio University	<i>A survey on the competitiveness of natural rubber companies in Mekong sub-region</i>	Prof. Nobuo HIROHATA Yamaguchi University	<i>A study of the strategic model of overseas infrastructure system exports to Vietnam in Japan</i>	Mr. Toru FUJII Hitachi, Ltd	<i>Global human resource management strategies of Japanese companies: a case study of FLEX Japan Co.Ltd. in Myanma</i>	Prof. Shizuko KATO Meiji University

14:00 – 14:30	<i>Dynamic capabilities of Vietnamese enterprises</i>	Assoc. Prof. Dr. Vu Tri Dung & Bui Quan Tuyen, MSc	<i>Labor disputes and democratic management</i>	Prof. YU Jin, XIONG Pei, PhD, & Prof. Yutaka TAKAKUBO Hohai University	<i>Mergers and acquisitions in India</i>	Prof. Dr. Madhav Prasad Sedhain SOKA University	<i>Asian MNE's technological management: comparative studies of patenting strategies</i>	Prof. Dr. Masashi ARAI Kyorin University
Chair	Prof. Chie IGUCHI		Prof. Dr. Fumio YOSHINO <i>Takushoku University, Japan</i>		Assoc. Prof. Dr. Le Quoc Hoi National Economic University		Prof. Shizuko KATO <i>Meiji University, Japan</i>	
14:30 – 15:00	<i>Development of the Vietnamese automotive industry and EDI infrastructure</i>	Prof. Yozi ICHIDA Nihon University	<i>Corporate social responsibility domains and related activities in Nepalese companies</i>	Dr. Dev Raj Adhikari Tribhuvan University, Tribhuvan University	<i>Japanese small and medium – sized firms' international operations in East Asia</i>	Prof. Kanako NEGISHI Ube National College of Technology	<i>A study for the possibility of the investment environment and the industrial cluster strategy in Kingdom of Cambodia: make the Sihanoukville Port special economic zone into an example</i>	Prof. Tetsuro SAISHO Gunma University
15:00 – 15:15	<i>Teabreak</i>							
15:15 – 15:45	Shifting of the poits (triple Helix in a small post-Soviet Economy with some references to Vietnam	<i>Prof. Dr. Annamaria Inzelt IKU Innovation Research Center and university of Szeged</i>	<i>“Japanese management” and women’s discrimination</i>	XIONG Pei, PhD Candidate, Prof. Katsuhiko HIRASAWA Nihon Univ.	<i>Rethinking of “the state advances, the private sector retreats” phenomenon in China</i>	Prof. Ryoji NAKAGA WA Ritsumeikan university	<i>Strategies of Japanese electronics manufacturers in 21st century</i>	Prof. Katsuaki ONISHI Senshu University

Chair	Prof. Dr. Takabumi HAYASHI – Kokushikan University, Japan		Prof. Dr. Takao NUKI Musashi University		Associ. Prof. Dr. Nguyen Thi Tuyet Mai National Economic University		Associ. Prof. Dr. Le Thi Bich Ngoc NEU Business School, Vietnam	
15:45 – 16:15	<i>A study on ability and nature of effort to end industrial conflict: considerations for Japanese trial economic dismissal</i>	Junko HIRASAWA Singhanja University Rajasthan, India	<i>Relational factors and knowledge acquisition by expatriates working at MNCs in Vietnam</i>	Dr. Dao Thi Thanh Lam	<i>Foreign Direct investment into real estate and macroeconomic instability in Vietnam</i>	Assoc. Prof. Dr. Le Quoc Hoi NEU	<i>Toward the international harmonization of accounting: recommendations in ASEAN region</i>	Assoc. Prof. Dr. Nguyen Huu Anh, Ha Hong Hanh, MSc NEU
16:15 – 16:45	<i>Determinant of trade deficit in Vietnam – From an intertemporal approach</i>	Associ Prof. Dr. To Trung Thanh NEU	<i>Legal Framework for commercialization of wastewater services in Vietnam: some assessment and recommendations</i>	Associate Prof. Dr. Tran Van Nam NEU	<i>On the Potentiality of East Asia and Business Management – From the view point of Russian Accounting</i>	Prof. Kumiko SAITOH Wakayama University	<i>Why Are south Korean companies strong in the Chinese market</i>	Prof. Dr. Yangchoon KWAK Rikkyo University
16:45 – 17:00	<i>Closing ceremony at Thang Long Ballroom</i>							
19:00 – 21:00	<i>Gala Dinner at Press Club and Culture Festival</i>							