

Academy of International Business-US North East Chapter  
2014 International Conference

**International Business and  
A Resurgent China in the 21<sup>st</sup> Century**



## **Conference Program**

*May 21- May 24, 2014*

### **Hosts**

Beijing Technology and Business University, China  
Tianjin Foreign Studies University, China

### **Conference Co-Chairs**

**Li Chaoxian**, Beijing Technology and Business University, China  
&  
**Wang Minyu**, Tianjin Foreign Studies University, China

### **Program Co-chairs**

**He Mingke**, Beijing Technology and Business University, China  
&  
**Gao Jiayong**, Tianjin Foreign Studies University, China

## 2014 AIB International Conference

### Theme

*International Business and A Resurgent China in the 21<sup>st</sup> Century*

### Program at a Glance

TUESDAY, MAY 20, 2014

Beijing Technology and Business University (BTBU)

19:00-21:00 Dinner at BTBU hosted by president **Tan Xiangyong** of BTBU, China

WEDNESDAY, MAY 21, 2014

BTBU

08:00-08:30 Registration

08:30-09:00 Opening Remarks by Professor **Li Chaoxian**, *Ph.D.*, Academic Vice President of BTBU, China, Conference Co-Chair

Welcome Address by Professor **Tan Xiangyong**, *Ph.D.*, President of BTBU, China

09:00-10:45 Plenary Session 1: Theme: *“China in the 21<sup>st</sup> Century”*

Keynote Speakers

**Mr. Zhu Guangyao**, Vice Minister, Ministry of Finance of China

**Ms. Ren Xingzhou**, Director, Institute of Market Economy, Development Research Center of the State Council of China

**Mr. Zhu Jianshe**, Director, Research Department, JD.com, Inc, China

**Prof. Paul Zeleza**, *Ph.D.*, Academic Vice-President, Quinnipiac Univ. USA.

10:45-11:00 Tea Break

11:00-12:00 Concurrent Sessions 1A- 1E

12:00-12:45 Lunch at BTBU

13:00-16:00 Visit to **Tian’anmen Square** and **Forbidden City**

17:00-18:00 Dinner at BTBU

18:30-21:30 Option 1: Academic Cooperation Meeting with BTBU professors for parties interested in exploring academic collaboration

Option 2: Red Theater for Kung Fu Show: *“The Legend of Kung Fu”*

**THURSDAY, MAY 22, 2014**  
**BTBU**

|             |  |
|-------------|--|
| 08:30-09:30 | Concurrent Sessions 2A-2E                      |
| 09:30-12:30 | Tour of the <b>Silk Market</b>                 |
| 13:00-14:00 | Lunch at BTBU                                  |
| 14:00-15:00 | Return to Hotel to pick up bags and check out  |
| 15:00       | Leave for Tianjin by bus                       |
| 18:00       | Arrival at Hotel in Tianjin and Dinner at TFSU |

**FRIDAY, MAY 23, 2014**

**Tianjin Foreign Studies University (TFSU)**

- 08:30-09:00                    Opening Remarks by Prof. **Wang Mingyu**, *Ph.D.*, Academic Vice President of TFSU, China, Conference co-chair
- Welcome Address by Prof. **Xiu Gang**, *Ph.D.*, President of TFSU, China
- 09:00-10:45                    Plenary Session 2: “*China in a Changing World*”
- Keynote Speakers:
- Ms. Xiaoxia Yuan**, Senior Manager, Tasly Group, China
- Mr. Andreas Ockel**, General Manager, Airbus China
- Prof. Paul Zeleza** *Ph.D.*, Academic Vice-President, Quinnipiac, Univ., USA
- 10:45-11:00                    Tea Break
- 11:00-12:00                    Concurrent Sessions 3A- 3E
- 12:00-13:00                    Lunch at TFSU and departure for company visits
- 13:00-17:00                    Visits to **Airbus and Tasly**
- 17:00-18:00                    Dinner at Tasly
- 18:00-20:30                    Optional 1: Academic Cooperation Meeting with TFSU professors for parties interested in exploring academic collaboration
- Optional 2: **Boat Ride** at the Grand Canal

**SATURDAY, MAY 24, 2014**

**TFSU**

- 08:00                            Leave for the Great Wall of China
- 09:00-13:00                    Visit to **Great Wall** (including lunch somewhere near the Great Wall)
- 14:30                            Return to Hotel
- 15:15                            Leave for the **Tianjin Museum of History**
- 19:00 -21:00                    Gala Dinner/Banquet and Award Distribution

**SUNDAY, MAY 24, 2014**

**TFSU**

- 08:30                            Departure for Beijing Airport by bus

## 2014 AIB-NE International Conference

### *International Business and a Resurgent China in the 21<sup>st</sup> Century*

Beijing Technology and Business University & Tianjin Foreign Studies University  
May 21- 24, 2014 Beijing & Tianjin, China

## Detailed Program

### TUESDAY, MAY 20, 2014

19:00-21:00 Dinner at BTBU hosted by president **Tan Xiangyong** of Beijing Technology and Business University (BTBU)

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BTBU

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**Mr. Zhu Jianshe**, Director, Research Department, JD.com, Inc, China

**Prof. Paul Zeleza**, *Ph.D.*, Academic Vice-President, Quinnipiac Univ. USA.

|                                  |
|----------------------------------|
| <b>10:45 -11:00 COFFEE BREAK</b> |
|----------------------------------|

## CONCURRENT SESSIONS

### Session 1 11:00-12:00

#### Session 1A

#### Accounting & Finance-I

Room: 411

Session Chair: Professor Marie-France Lebouc, Université Laval, Canada  
Wednesday, May 21, 11:00 am -12:00 noon

***“Foreign Capital and Income Inequality in Africa”*** by Basu Sharma, University of New Brunswick-Fredericton, Canada and Joseph Abekah, University of New Brunswick, Canada.

***“Chinese FDI in the French and Australian Wine Industries: Liabilities of Foreignness, Assets of Foreignness and Interactions with Host Country Institutions”*** by Louise Curran, Toulouse Business School, France and Michael Thorpe, Curtin Business School, Australia.

***“An Empirical Analysis on the Internal Governance of Charitable Foundations and Financial Health in China”*** by LIU Lian, School of Business, Beijing Technology and Business University China and XU Hong, School of Business, Renmin University, Beijing, China.

#### Session 1B

#### Marketing & Contemporary Society-I

Room: 409

Session Chair: Patrice Luoma, Quinnipiac University, CT, USA  
Wednesday, May 21, 11:00 am -12:00 noon

***“Investigating Biculturals of Turkish Origin and Ethnocentrism”*** by Tilottama G. Chowdhury, Quinnipiac University, USA, Mohammad Elahee, Quinnipiac University, USA and Camelia Micu, Fairfield University, USA.

***“The Impact of Consumer Ethnocentrism, Consumer Animosity, and Country Image On Consumers' Purchase Intention of Foreign Products”*** by Andy Wei Hao, University of Hartford, CT, USA.

***“Research on the Development of Traditional Retail Trends Based on O2O —Wanda Group as an Example”*** by Shouxiang Zhao, School of Computer Science and Information Engineering, Beijing Technology and Business University, China and Xuewei Zhang, School of Computer Science and Information Engineering, Beijing Technology and Business University, China.

**Session 1C**  
**Entrepreneurship & Economic Development**

Room: 408

Session Chair: Jing'an Tang, Sacred Heart University, CT, USA

Wednesday, May 21, 11:00 am -12:00 noon

***“The Impacts of Subsistence Entrepreneurial Clusters’ Transformation on Regional Social and Human Development-Empirical Evidence from Zhejiang, China”*** by Xiaohong He, Quinnipiac University, CT, USA and Renyong Chi, Zhejiang University of Technology, China.

***“Gender and Fear of Failure: A Study of Entrepreneurship in China”*** by Enping Jiang, The Pennsylvania State University and Maureen I. Muller-Kahle, The Pennsylvania State University.

***“Convergence of Chinese Urban-Rural Gap: Empirical Evidence from Nation Wide and Four Geographic Regions, 1998-2011”*** by Zhenyu Xu, School of Economics, Beijing Technology and Business University, China, Zhichao Guo, School of Economics, Beijing Technology and Business University, China, Tingting Feng, School of Economics, Beijing Technology and Business University, China and Linbo Jing, Chinese Academy of Social Science (CASS), China.

**Session 1D**

**Cross Cultural Issues in Global Business -I**

Room: 406

Session Chair: Syed Munir Khasru, IBA, University of Dhaka, Bangladesh

Wednesday, May 21, 11:00 am -12:00 noon

***“Misunderstandings in Cultural Exchange: Are Hofstede’s Cultural Dimensions Relevant in a Chinese Cultural Context?”*** by Omar Salgado, EGADE Business School, Tecnológico de Monterrey, México, Margaret A. Goralski, School of Business & Engineering, Quinnipiac University, USA Jiayong Frank Gao, Tianjin Foreign Studies University, China.

***“Cross-Cultural Management in HTBG SMEs: Challenges And Strategies”*** by M. Mohiuddin, Laval University, Quebec, Canada, Md Mamunur Rashid, Laval University, Quebec, Canada, Alexis Abodohoui, Laval University, Quebec, Canada and Zhan Su, Laval University, Quebec, Canada.

***“Research on the Regional Economy Coordinative Development Evaluation Based on Complex Network”*** by Beilin Liu, School of Computer Science and Information Engineering, Beijing Technology and Business, China, Muzhao Yang, School of Computer Science and Information Engineering, Beijing Technology and Business, China and Hui Su, School of Computer Science and Information Engineering, Beijing Technology and Business, China.

**Session 1E**  
**Global Management- I**

Room: 413

Session Chair: Li Cui, Beijing Technology and Business University, China

Wednesday, May 21, 11:00 am -12:00 noon

***“Progress, Problem and Prospect of China (Shanghai) Pilot Free Trade Zone”*** by Zhenrong Zhu ,  
School of Economics, Beijing Technology and Business University, China.

***“Evaluating Risks For Logistics Service Providers Using Self-Organizing Feature Map”*** by Chuan  
Zhao, School of International Trade and Economics, University of International Business and  
Economics, China and Mingke He, School of Business, Beijing Technology and Business University,  
China.

***“A PROMETHEE-based Approach To Interval-Valued Hesitant Fuzzy Set ”*** by Qian Yu, School of  
Management and Economics, Beijing Institute of Technology, China.

**12:00-12:45 Lunch at BTBU**

**13:00-16:00 Visit to Tian’anmen Square and Forbidden City**

**17:00-18:00 Dinner at BTBU**

**18:30-21:30 Academic Meeting or Kung Fu Show**



## CONCURRENT SESSIONS

### SESSION 2: THURSDAY, MAY 22, 8:30-9:30

#### Session 2A

#### Marketing and Contemporary Society-II

Room: 411

Session Chair: Margaret A. Goralski, Quinnipiac University, USA  
Thursday, May 22, 8:30-9:30 am

***“Foreign “Guanxi” Networks in China: The Development and Impacts”*** by Jing’an Tang, Sacred Heart University, USA and Ben S. Liu, Quinnipiac University, USA.

***“Identifying Microfinance Products and Service Quality in Financial and Quasi-Financial Institution: Results from an Exploratory Research Using the Mystery Shopping Approach”*** by Sow Hup Joanne Chan, University of Macau, Macau, PR China and Jason Jianxiong Lin, Tongshang Rural Commercial Bank, China.

***“A Brief Understanding of Quality Variation-A Comparison of Training Programs in FOHs and COHs in China”*** by Zheng Cui, Business School, Beijing Technology and Business University, China, Yanyan Li, Business School Beijing Technology and Business University, China, Zhonglong Wei, Business School, Beijing Technology and Business University, China and Guoshun Wang, Business School, Beijing Technology and Business University, China.

#### Session 2B

#### Entrepreneurship & Economic Development-II

Room: 409

Session Chair: Basu Sharma, University of New Brunswick-Fredericton  
Thursday, May 22, 8:30-9:30 am

***“Making International Business Students Aware of Their Beliefs Regarding Poverty”*** by Marie-France Lebouc, Université Laval, Canada and Muhammad Mohiuddin, Université Laval, Canada.

***“The Case of Readymade Garments Industry (RMG) in Bangladesh: Challenges and Opportunities”*** by Syed Munir Khasru, Institute of Business Administration (IBA), University of Dhaka, Bangladesh.

***“China’s Macroeconomic Structure and Energy Price Dynamics at Industrial Level”*** by Xiaohua Yang, School of Economics, Beijing Technology and Business University, China.

**Session 2C**  
**Global Business- I**

Room: 408

Session Chair: Charles Chen, University of Phoenix, Chicago

Thursday, May 22, 8:30-9:30 am

***“The Impacts of Readiness and Confidence of Expatriate Candidates on Perceived Success”*** by Charles Chen, University of Phoenix, Chicago and Tao Wu, Beijing Energy Investment Holding Co., Ltd.

***“Social Capital and Management Earnings Forecasts”*** by Xinyi Lu, University of New Haven, CT, USA and Yue Zhang, City University of Hong Kong, Hong Kong.

***“Strategic Asset-Seeking FDI by Emerging Economy Enterprises: The Role of Absorptive Capacity and Industry Openness”*** by Yang Yang, School of Business, Beijing Technology and Business University, China, Xiaohua Yang, School of Management, University of San Francisco, U.S.A, Roger Chen, School of Management, University of San Francisco, U.S.A and Jonathan P. Allen, School of Management, University of San Francisco, USA.

**Session 2D**  
**Supply Chain Management**

Room: 406

Session Chair: Patrice Luoma, Quinnipiac University, CT, USA

Thursday, May 22, 8:30-9:30 am

***“Stakeholder Influence in Sustainable Supply Chain Management: A Test of a Conceptual Model”*** by Patrice Luoma, Quinnipiac University, CT, USA and Mary J. Meixell, Quinnipiac University, CT, USA.

***“The Research On Sustainable Supply Chain Performance Evaluation Based on The Structural Equation Model”*** by Wang Jing , Jia Qi and He Mingke, School of Business, Beijing Technology And Business University, China.

***“A Study on the Trust Mechanism in the Supply Chain of Organic Farms Based on Evolutionary Game Theory”*** by Li Cui, School of Business, Beijing Technology and Business University, China and Xiaocong Wang, School of Business, Beijing Technology and Business University, China.

**Session 2E**  
**Global Business-II**

Room: 413

Session Chair: Louise CURRAN, Toulouse Business School, France

Thursday, May 22, 8:30-9:30

***“How Emerging Country MNEs (EMNEs) Address the Liability of Foreignness: The Solar Panel Case”*** by Louise CURRAN, Toulouse Business School, France.

***“Partner Selection And Production Planning In The Design Of Supply Chain Network”*** by Wei Su, Department of Industrial Engineering, Capital University of Economics and Business, Beijing, China and K.L.Mak, Department of Industrial Manufacturing and Systems Engineering, The University of Hong Kong.

***“The Effect of China's Rare Earth Industry Policies”*** by Guo Chaoxian, Institute of Industrial Economics, Chinese Academy of Social Sciences, China.

**09:30-12:30 Tour of the Silk Market**

**13:00-14:00 Lunch at BTBU**

**14:00-15:00 Return to the hotel and Check-out**

**15:00 Leave for Tianjin by Bus**

**FRIDAY, MAY 23, 2014**

**TIANJIN FOREIGN STUDIES UNIVERSITY (TFSU)**

08:30-09:00                      Opening Remarks by Prof. **Wang Mingyu**, *Ph.D.*, Academic Vice President of TFSU, China, Conference co-chair

   Welcome Address by Prof. **Xiu Gang**, *Ph.D.*, President of TFSU, China

09:00-10:45                      Plenary Session 2: “*China in a Changing World*”

   Keynote Speakers:

**Ms. Xiaoxia Yuan**, Senior Manager, Tasly Group, China

**Mr. Andreas Ockel**, General Manager, Airbus China

**Prof. Paul Zeleza**, *Ph.D.*, Academic Vice-President, Quinnipiac, Univ., USA

|                                      |
|--------------------------------------|
| <p><b>10:45-11:00: Tea Break</b></p> |
|--------------------------------------|

## CONCURRETN SESSIONS

### SESSION 3: MAY 23, FRIDAY, 11:00-12:00

#### Session 3A

#### Business and the Contemporary World

Room: W301

Session Chair: Syed Munir Khasru, IBA, University of Dhaka, Bangladesh

Friday, May 23: 11:00 am -12:00 noon

***“Demographic and Work-Related Characteristics, Burnout, Job Satisfaction and Turnover Intention of Casino Employees in Macau”*** by Sow Hup Chan, University of Macau, Macau, PR China, Yim King Penny Wan, Institute for Tourism Studies, Colina de Mong-Ha, Macao, PR China and Oi Mei, Kuok, University of Macau, Macau, PR China.

***“A Study of the Banking Services for Muslims in China”*** by Xinyi Lu, University of New Haven, CT, USA.

***“Real Estate Price, CPI and Economic Growth in China”*** by Wei Li, School of International Business of Tianjin Foreign Studies University, China.

#### Session 3B

#### Ethical Issues in Business

Room: W302

Session Chair: Louise CURRAN, Toulouse Business School, France

Friday, May 23: 11:00 am -12:00 noon

***“Governance and Business Ethics in Developing Countries”*** by Md. Mamunur Rashid, Laval University, Quebec, Canada, Muhammad Mohiuddin, Laval University, Quebec, Canada, Shammi Ahmed, RMIT University, Australia, and Marie-France Lebouc, Laval University, Quebec, Canada.

***“Deceptive Behavior in Intra- and Cross-cultural Business Negotiations: An Empirical Analysis”*** by Ricardo Moguel, ESC-Rennes, France and Mohammad Elahee, Quinnipiac University, CT, USA.

***“Confucianism and Chinese Business Doctrine”*** by Changrui Duan and Jiayong Gao, Tianjin Foreign Studies University, School of English Studies, Dept. of International Business, Tianjin, China.

### Session 3C

#### Management & Strategies

Room: W303

Session Chair: Tilottoma Ghosh-Chowdhury, Quinnipiac University

Friday, May 23: 11:00 am -12:00 noon

***“Audit Transparency for U.S. Listed Chinese Companies”*** by Dezroy Stewart, Sacred Heart University, USA.

***“Globalization in Nonprofits: How Constituency Scope Affects Employee Compensation”*** by Miguel R. Olivás-Luján, Clarion University, PA, USA.

***“Untangling Why Technical Entrepreneurs Exhibit More Escalation Bias: the Moderating effects of Motivation and Mental Budge*** by Jun YANG, Research Center of Entrepreneurial Management Nankai Business School, Nankai University, Tianjin, China.

### Session 3D

#### Business Education and Innovation

Room: W304

Session Chair: Anne Conneally, Sheffield Hallam University, UK

Friday, 11:00 am -12:00 noon

***“The UK’s Educational Transferable Skill Set-Are They Cross Continent Fit? A Case for the UK and China?”*** by Anne Conneally, Sheffield Hallam University, United Kingdom.

***“A New Frontier in Ethics Education: Robotics”*** by Margaret A. Goralski, Quinnipiac University, USA and KrystynaGórniak-Kocikowska, Southern Connecticut State University, USA.

***“Technological Innovation in Chinese Enterprises: Trends, Motives and Challenges”*** by Jincheng Wang, School of International Business of Tianjin Foreign Studies University, Tianjin, China.

**Session 3E**  
**Cross Cultural Issues-II**

Room: W305

Session Chair: Xi Chen, Quinnipiac University, USA & Ningxia University, China

Friday, May 23, 11:00 am -12:00 noon

***“Chinese-Muslim Immigrants to Canada and Labor Market Assimilation: A Theoretical Case for Minority Immigration Studies”*** by Xi Chen, Quinnipiac University, USA, and Ningxia University, China and Keith Kerr, Quinnipiac University, USA, and Ningxia University, China.

***“CEO Characteristics and Environmental Information Disclosure”*** by Qing Chen, Southwestern University of Finance and Economics, China, Xiaohong He, Quinnipiac University, USA, Xu Huang, Southwestern University of Finance and Economics, China, and Siyu Ye, Southwestern University of Finance and Economics, China.

***“Psychic Distance and its Role as a Determinant of FDI in the Chinese Marketplace”*** by Katuscia Vaccarini, University of Macerata, Italy.

***“Determinants on Online Shopping Behavior Intention of Chinese Consumers”*** By Wenjuan LU, Tianjin University of Technology, Tianjin, China.

**12:00-13:00 Lunch at TFSU and departure for company visits**

**13:00-17:00 Visits to Airbus and Tasly**

**17:00-18:00 Dinner at Tasly**

**18:00-20:30 Business Meeting or Boat Ride**

**SATURDAY, MAY 24, 2014**  
**TFSU**

8:00 Leave for the Great Wall of China

9:00 -13:00 Visit to **the Great Wall** (including lunch somewhere near the Great Wall)

14:30 Return to Hotel

15:15 Leave for **the Tianjin Museum of History**

19:00-21:00 Gala Dinner/Banquet and Award Distribution

**SUNDAY, MAY 25, 2014**  
**TFSU**

08:30 Departure for Beijing Airport from Tianjin. Those who are staying extra days will be dropped off in a convenient location in Beijing.



## KNOW OUR SPEAKERS

### **Mr. Zhu Guangyao, Vice Minister of Finance, China**

Mr. Zhu Was former Deputy Director of Energy, Industry and Communication, Division of the World Bank, Ministry of Finance; Director of Agriculture, Division of the World Bank, Ministry of Finance; Deputy Executive Director of China at the World Bank; Deputy Director-in-chief of Government Loan and Finance Division; Deputy Director-in-chief of International Division; Director-in-chief of International Division; Executive Director of China at the World Bank; Assistant Secretary to the Minister of Finance.

### **Ms. Ren Xingzhou, Director of Institute of Market Economy, Development Research Center of the State Council, China**

Ms. Ren joined the Development Research Center in July 1985. She served there as Assistant Research fellow, Associate Research Fellow and Research Fellow. In February 1995, she became Deputy Director of the Institute and later in 2004, she became the Director of the Institute.

### **Mr. Zhang Jianshe, Director of Research Department, JD.com, Inc., China**

Mr. Zhang was Research Fellow, Director of Research, General Manager of CCID Consulting Company; Executive Vice President of China Electronics News, Editor-in-Chief of China Computer World, among others. He published “*Story of Electronic Standards*”, “*Ten-Year Development of TD-SCDMA Industry*”. He also served as the Vice President of China E-Commerce Innovation Alliance.

### **Professor Paul Tiyambe Zeleza, Ph.D., Vice President of Academic Affairs, Quinnipiac University, USA**

Professor Zeleza is the Academic Vice President of Quinnipiac University, CT, USA. Previously, he served as the Dean of the Bellarmine College of Liberal Arts and President’s Professor of History and African American Studies at Loyola Marymount University, CA. He was also the Head of the Department of African American Studies and the Liberal Arts and Sciences Distinguished Professor at the University of Illinois at Chicago. He taught at the Pennsylvania State University, and was the Director of the Center for African Studies and Professor of History and African Studies at the University of Illinois at Urbana-Champaign.

Dr. Zeleza earned his B.A. from the University of Malawi and an M.A. from the University of London, and his *Ph.D.* in economic history from Dalhousie University in Halifax, Nova Scotia, Canada. Dr. Zeleza’s academic work ranges from economic and intellectual history to human rights, gender studies, and diaspora studies. He has published more than 300 journal articles, book chapters, reviews, short stories and online essays.

**Ms. Xiaoxia Yan, Manager of ER, China**

Ms. Yuan earned her HRM master degree in University of Surrey in Britain. She is one of the founders of TASLY Holding Group. She is the Chairperson of Labor Union of TASLY Group. She was awarded "TASLY Achievement" in 1999. Tasly was established in 1994 and was listed on the Shanghai Stock Exchange in August 2002. It is the first Chinese enterprises applying for US FDA approval. Tasly has more than 19,000 employees and its sales in 2013 was \$5 billion.

**Mr. Andreas Ockel, General Manger of Airbus (Tianjin) Company, China**

Mr. Ockel came to Airbus Tianjin in 2013 after serving as general manager in BMW for years in Shenyang China. Prior to that, he had worked in various multinational corporations in Hong Kong and Egypt. His multinational work experience gave him deep insight on cultural differences at regional and national levels. He has unique views about how to solve these conflicts and about the trend of multinational corporations. In the first year of his service in Airbus in Tianjin China, Airbus (Tianjin) Company delivered 47 planes, which was 11 more than the previous year. At the same time, Airbus emphasized localization in China.

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