

Conference Program

The XXII International Conference on Pacific Rim Management

July 13-14, 2012

University of the West, Rosemead, California

Organized by the Association for Chinese Management Educators (ACME)



Special Thanks to University of the West for hosting and supporting this event



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From the President

“Meeting the Challenges of the Changing Worldwide Environment in the Pacific Rim Region”

This is the theme for this year’s International Conference on the Pacific Rim Management. It can be an overwhelming and daunting task for us to tackle such a challenge head on. But as researchers and practitioners in the field of business and management, it is one of our responsibilities to continually find ways to innovate the way we do business and the way management is executed. We need to constantly challenge ourselves to be aware and be sensitive about the changes occurring in our environment.

We have always believed that for a business organization to thrive and succeed, we need to constantly adapt to the changing environment. This is obviously easier said than done. We have years of experience in both academic research and industry practice to lean on to look for way to accomplish this. Whatever knowledge, skill, expertise, and experience that we have must be shared with our peers, our seniors, and also with our juniors if we want to succeed in adapting to changes on a worldwide scale. We hope that this conference serves as the venue for all of us to do just that. The convergence of so many fields of management in this conference brings such a great opportunity for us to share and discuss ideas and alternatives on how we can meet the challenges that the worldwide environment brings and make the Pacific Rim Region a major influential force in business and management.

My sincerest thanks to the people integral to the success of this conference: to all the participants for spending time and effort to contribute their knowledge, to all the organizers for putting in their time and efforts to make this happen, and to all the members of the association for their guidance and support.

Thank you very much and have a great time during this conference.

Jengchung Victor Chen, PhD.
ACME President
Director, Institute of International Management
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From the Conference Chair



On behalf of the conference organizing committees, we would like to welcome all of you to Rosemead, California and the 22nd ACME international conference on Pacific Rim management. It has been more than 23 years since we started our ACME association in 1989. It is really a blessing that we all witness the growth of the ACME starting from a small group of DSI delegates to a multi-national membership network. As conference chair, I am very proud to announce the 22nd ACME international conference on Pacific Rim management in Rosemead, July 12-13, 2012.

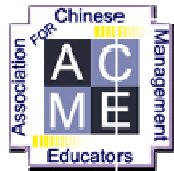
The international conference on Pacific Rim management has served as a forum for researchers and practitioners from all over the world to share their research findings and practical experiences on management and business issues Pacific Rim region – one of the fast growing economic entities in 21st century. This year's theme is Meeting the Challenges of the Changing Worldwide Environment in the Pacific Rim Region. We have selected a total of 21 papers covering topics such as technology and innovation management, transportation, communication and logistics, financial management, marketing and international trade, management information systems, virtual community and SNA, consumer behavior, and internet and ecommerce. I thank all the track chairs and reviewers for their help and efforts.

I'd like to thank all the volunteers for their enormous contribution toward the organization of the conference. In particular, I wish to thank Kuo Lane Chen, Otto Chang, Victor Chen and Jianyu Ma for their help in planning the program and their efforts to make this conference a success.

Special thanks go to University of the West for hosting this year's conference and provide all the support to help the conference a success. In particular, I'd like to thank Bill Chen and C.S. Wu for all their efforts in setting up the conference venue and making arrangements locally.

With all these, I hope you will enjoy the conference. I would like to encourage you to join us and wish all have a prosperous year.

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International Conference on Pacific Rim Management
2012 ANNUAL MEETING PROGRAM



The ^{XXII} International Conference on the Pacific Rim Management -
*Meeting the Challenges of the Changing Worldwide Environment in
the Pacific Rim Region*

General schedule

Day 1 2012/7/13

11:00 - 18:00	Registration
11:40 - 11:45	Opening Ceremony
11:50 - 13:20	Lunch
13:30 - 15:00	Paper Presentation Session 1
15:00-15:30	Coffee Break
15:30-17:00	Paper Presentation Session 2
17:00 -18:00	ACME Board and Officers Meeting
18:00 - 20:30	Banquet

Day 2 2012/7/14

9:00 - 12:00	Registration
9:00 - 10:00	Paper Presentation Session 3
10:00 - 10:30	Coffee Break
10:30 - 12:00	Paper Presentation Session 4
12:10 - 14:00	Lunch and award

Detailed program

7/13/2012

Session	Room	Time	Paper Title	Author(s)
Opening Ceremony	ED 213	11:40-11:45	Opening Ceremony	
Lunch	Café-teria	11:50 - 13:20	Lunch	
Session 1	ED 213	13:30 - 15:00	Applying Support Vector Machine and Feature Selection to Chinese PCB R&D Document Classification and Retrieval	Jenteng Tsai, Shui-Shun Lin and Chayun Perng.
			The Power of Sense of Belonging: An Empirical Study of a Community-based Service Organization	Sheng-Tsung Hou, Hsueh-Liang Fan and Wan-Chien Lien.
			Technology Responsiveness: An Empirical Study of a GPS Dispatching Taxi Fleet	Sheng-Tsung Hou.
			Group-focused versus Differentiated Empowering leadership and R&D team creativity and performance: the mediating role of intra-team competition and collaboration	Yu-Qian Zhu and Houn-Gee Chen
			Sustainable Transportation Curriculum: A Comparison of UK, France, and USA	Yen-Chun Wu and Taih-Cherng Lirn
			Applying Analytic Hierarchy Process to Assess the Distributor Selection	Tse-Chieh Lin, Chien-Yi Huang and Mei-Chun Su
Coffee Break		15:00 - 15:30	coffee break	
Session 2	ED 213	15:30 - 17:00	How online social ties and price influence decisions	Jyun-Cheng Wang and Ching-Hui Chang.
			Purchase intention of an automobile consumer in a multiracial society: A hierarchical regression analysis model	WONG MING WONG, HAO-FAN MO
			A product representatives selection model for Taiwanese TV-shopping shows: add OCB concept	Ching-Lin Hsieh, Chung-Min Wu and Ling-Chun Tsai
			Constructing the Measurement Scale of Mobile Service Quality	Eugenia Y. Huang, Sheng-Wei Lin and Ya Chu Fan.
			Role of E - Service in Customer Relationship Management: A Dynamic Capability perspectives	Yen Li.
			Assessing the service quality of university library websites with the ANP approach	Ching-Lin Hsieh, Chung-Min Wu and Hui-Ling Cheng
Dinner	Café-teria	18:00 - 20:30	Welcome banquet and keynote speech	

7/14/2012

Session	Room	Time	Paper Title	Author(s)
Session 3	ED 213	9:00-10:00	SOA Implementation: A Mix-method Case Study	Huilin Tung, Hsiang-Jui Kung and Terry Byrd.
			IT leaders Intention in Supporting Green IT Initiatives through The Use of Cloud Computing in Organizations: Integration of Theory of Planned Behavior and Technology-Organization-Environment Framework	Bor-Chiuan Su, Jengchung Victor Chen and Andree Emmanuel Widjaja.
			The Security Role and Task Assignments in Enterprise Systems and Cloud Computing	Kuo Lane Chen, Huei Lee, Chen-Chi Shing, Marn-Ling Shing
			The Success Factors of Running Scrum: A Qualitative Perspective	Rich Lee
Coffee Break		10:00 - 10:30	coffee break	
Session 4	ED 213	10:30 - 12:00	Case Study on Wealth Effect and Strategic Performance for Whole Apperas on the Capital Market	Tingli Liu, Songling Yang and Wei Zhang
			ADR Characteristics and Corporate Governance in the Greater China Region	K.C. Chen.
			The Visualization Analysis of Strategic Management Knowledge Domain	Jianhua Hou and Fangwei Zhu.
			Mergers and Acquisitions Database Exploration	Jianyu Ma, Yun Chu and Danielle Sapko
			The Determinants of Marketing Autonomy of MNE's subsidiary- Moderating Role of National Pride	Chung-Chi Shen and Jyh-Shen Chiou.
			The Impact of Social Networks on Advertising and Profitability	Yun Chu and Jianyu Ma.
			Senior managers' share holding reduction: causes and explanations	Song-ling Yang
Lunch	Café-teria	12:05 -	Lunch	

Conference location: ED213 (Building 2, 2nd floor),

Dining location: Cafeteria/Dining Hall (Building 9). See campus map on Page 39 for details

Paper abstracts

Session 1

Applying Support Vector Machine and Feature Selection to Chinese PCB R&D Document Classification and Retrieval

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ABSTRACT

The operation of product research and development (R&D) is relatively essential for a technology company. R&D knowledge is typically presented as documents, either in paper or electronic forms. Handling knowledge generated from the R&D processes is difficult for its complexity and abundance. If the R&D documents can be managed effectively, it will be helpful to knowledge accumulation and utilization. Along with the knowledge advance rapidly, it is beneficial for enterprise to manage R&D knowledge with information technology.

The objective of this study is threefold: (1) Identifying problems encountered in the classification and retrieval of Chinese R&D documents in the printed circuit board (PCB) industry. (2) Developing a document classification process compliant with the properties of the management of Chinese PCB R&D documents. (3) Proposing an R&D document classification methodology and analyzing the accuracy of different models.

The results indicated that applying support vector machine (SVM) to document classification and retrieval in PCB R&D document is feasible and SVM with feature selection outperformed other algorithms, such as kNN and neural network.

Keywords: Support Vector Machine (SVM), Feature Selection, Printed Circuit Board (PCB), Document Classification

The Power of Sense of Belonging: An Empirical Study of a Community-based Service Organization

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Abstract

Although service sector has been playing an important role in world economy, little research has explored the role of sense of belonging which may trigger positive attitudes and behaviors of self-employed workers in a community-based service organization setting. Anchoring on an empirical research of technology use in the largest taxi fleet in Taipei, the present study argued that the sense of belonging as an important predictor of positive attitudes toward technology use and behaviors (e.g., behavior of technology usage and perceived service quality of customers). We conducted a longitudinal study utilizing survey data gathered from 422 cabbies; and archival data on technology usage and perceived service quality rated by customers. Results of a path analysis using SEM indicated that an individual's attitude towards technology use and his or her actual behavior of technology usage fully mediated the relationships between the sense of belonging and perceived service quality of customers. At the end of this paper, theoretical and practical implications are discussed.

Keywords: Sense of belonging, community-based organization, perceived service quality, technology use.

Technology Responsiveness: An Empirical Study of a GPS Dispatching Taxi Fleet

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ABSTRACT

This research employs a framework in competitive dynamics research, especially from the awareness- motivation-capability (AMC) perspective, to examine the interplay among users' cognitive, psychological, and perceptual dynamics and their implications for technology responsiveness in a self-employment setting. Using a longitudinal design including secondary and survey data from more than 300 contracted taxi drivers, we find that both psychological ownership and complementary knowledge induce, directly and indirectly, through the mediation of perceived alertness, individual responses to a GPS-dispatching system. Our research delineates the essential factors underlying self-employed users' response to technology. The research focus in the study represents not only a breakthrough in the technology management literature but also a substantial expansion of the competitive dynamics perspective.

Keywords: psychological ownership, perceived alertness, technology responsiveness, competitive dynamics.

Group-focused versus Differentiated Empowering leadership and R&D team creativity and performance: the mediating role of intra-team competition and collaboration

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Abstract

This study built on prior research of group-focused versus differentiated leadership (leaders treating individuals within a team differently) and explored the question of how group-focused versus differentiated empowering leadership affects R&D team creativity and performance. We developed and tested a team-level model involving group-focused and individual-focused empowering leadership from 54 R&D teams in Taiwan. Results show that group-focused empowering leadership within teams enhanced team creativity through encouraging intra-team collaboration, and differentiated empowering leadership lead to intra-team competition, diminishes team creativity, but has no effect on team performance. We discuss theoretical and managerial implications of the potential cost of differentiated leadership behavior in R&D teams.

Keywords: Empowering leadership, differentiated leadership, creativity, intra-team collaboration and competition

SUSTAINABLE TRANSPORTATION CURRICULUM: A COMPARISON OF UK, FRANCE, AND USA

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ABSTRACT

The purpose of this paper is to find the important elements in sustainable transportation education programme perceived by thirty professionals and logistics executives studied in an EMBA programme, and encourage universities to adjust their curriculum design to match the transportation industry's demand.

Analytical Hierarchy Process (AHP) technique is employed to extract experts' perception on the environmental sustainable transportation (EST) curriculum design, and an Importance-Performance (IPA) Model is then used to find elements in the 'concentrate here' quadrant. Finally strategies are suggested to improve the sustainable transportation education by investing resources on major issues located in the 'concentrate here' quadrant. Our findings suggest that British EST MSc programmes' curriculum design is perceived to outperform the two non-British universities under this survey. 'Pollution management' element and 'eradicating poverty & hunger' element are perceived by these executives to be the top two important elements to be included in an EST curriculum design. However, 'promote economic growth' and 'promote economic expansion' are perceived the two least important elements in an EST curriculum design.

Keywords: Sustainable education, Environmental sustainable development, Environmental sustainable transport, Curriculum design, AHP, IPA

Applying Analytic Hierarchy Process to Assess the Distributor Selection

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ABSTRACT

In the present highly efficient environment, supplier selection is a crucial part of supply chain management. Distributor selection is a multi-criteria decision making (MCDM) problem involving criteria with different relative importance.

Analytic hierarchy process (AHP) is an effective method for supplier selection, which is integral to supply chain management. This study interviewed and surveyed managers of SMEs enterprises and distributors, and identified 18 criteria for distributor selection that were then classified into five groups- timely delivery, cost and payment, information technology, operating conditions and after-sales service.

This study found that the choice of supplier distribution dimensions. SMEs managers believe that the timely delivery dimension is the most important. The remaining dimensions rank operating conditions, information technology, after-sales service and cost and payment. Managers of road freight companies perceive the after-sales service dimension as being most important. The remaining dimensions are the timely delivery, cost and payment, information technology and operating conditions. Furthermore, applied the AHP supplier selection software, SMEs and distributors for distributor selection factors and sorted them and compared their differences. The results analytical results here can help managers rapidly select distributors.

Keywords: Analytical Hierarchy Process, Distributor, Supplier Selection, transport industry

Session 2

How online social ties and price influence decisions

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ABSTRACT

Drawing on the information processing theory and the stimulus-organism-response model, we developed research hypotheses about consumers' decision-making processes. Specifically, we examined the effects of online tie strength, perceived diagnosticity, and product-related risk on consumers' purchase intentions. We conducted a field experiment on Facebook to test these hypotheses. We found that product information and the recommendations provided by friends with whom consumers have strong ties are perceived as having a high level of diagnosticity. The latter increases the probability that the consumers will purchase the product in question. Product-related risks moderate the effect of tie strength on perceived diagnosticity. For high-risk products, information and recommendations provided by strong-tie contacts have a greater effect on purchase intentions than information and recommendations provided by weak-tie contacts. However, we did not find this effect for low-risk products. We discuss the implications of our findings for both theory and practice.

Keywords: Social networking sites, Information diagnosticity, Tie strength, Purchase intention, Product-related risks.

PURCHASE INTENTION OF AN AUTOMOBILE CONSUMER IN A MULTIRACIAL SOCIETY: A HIEERARCHICAL REGRESSION ANALYSIS MODEL

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Abstract

The purpose of this study was to examine the purchase intention of consumers who are interested in purchasing a new automobile in a multiracial and multicultural society. The study utilized the Theory of Reasoned Action Model to explore whether there is a correlation between the gender, age, income, and race of consumers and their intention to purchase an automobile. The study adopted a hierarchical regression analysis model and used the snowball sampling method by online survey. The population sample consisted of 413 respondents from City of Kuala Lumpur, Malaysia. The result of the study indicated that the purchase intention of consumers in a multi-racial society was affected by their income and race.

Keywords: demographics, purchase intention, automobile, Theory of Reasoned Action model, multiracial and multicultural society

A product representatives selection model for Taiwanese TV-shopping shows: add OCB concept

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Abstract

This paper extends past researches for 2 points. Firstly, unlike previous contributors who ignored the interdependence among criteria, analytic network process (ANP), which captures the outcome of dependency among the criteria, is applied in this paper to handle product representatives selection problem for Taiwanese TV-shopping shows. Moreover, organizational citizenship behaviors (OCBs) that are beneficial to the organizations are also taken into account for personnel selection problem. Starting with interviewing practitioners and by the concept of OCB, the criteria needed for product representatives are collect. Then, questionnaires based on Likert 9 point scale are sent to 44 executives to obtain their opinions about the importance of criteria. According to geometric mean values, top 12 criteria are retained, including: Teamwork, Response, Expressiveness, Expertise, Creativity, Experience, Living experience, Desire of performance, Altruism, Conscientiousness, Sportsmanship and Civic virtue. According to past literatures, 12 criteria are taken into 3 perspectives, namely Job, Efficiency and Citizenship to structure the hierarchy. According to the hierarchy, optimal product representatives could be selected more effectively. Moreover, to illustrate how ANP approach is applied for personnel selection problem, an application of a real case is also conducted. A practical computer-based decision support system is also established to facilitate computing process.

Key words: Analytic network process, organizational citizenship behavior, personnel selection

Constructing the Measurement Scale of Mobile Service Quality

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Abstract

To deliver superior mobile service quality, mobile service providers must understand consumers' perceptions of mobile services. As there are many different types of mobile services, this research attempts to grasp the essential characteristics of mobile services. This article conceptualizes, constructs, refines, and tests a multiple-item scale (M-SQ) for measuring the service quality in mobile environment. According to Hinkin's guide to the development of scales, item generation was conducted by a deductive approach based on a theoretical foundation.

The preliminary M-SQ scale developed in the research is a 53-item scale of nine dimensions: efficiency, fulfillment, system availability, privacy, responsiveness, compensation, contact, content, and billing. The scales will demonstrate good psychometric properties based on findings from a variety of exploratory factor analysis (EFA), confirmatory factor analysis (CFA), reliability and validity tests.

Keywords: Mobile service; Service quality; Scale development

Role of E - Service in Customer Relationship Management: A Dynamic Capability perspectives

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ABSTRACT

Today's CRM demands firms to sense and respond quickly to customer requirements. The Web is rapidly becoming the platform through which many companies deliver services to businesses and individual customers. However, the e-service market creates the opportunity for providing value-added, integrated services, which are delivered by composing existing e-services. Composite e-services have to cope with a highly dynamic business environment in terms of services and of service providers. In addition, the increased competition forces firms to provide customized services to better satisfy the needs of every individual customer. Ideally, service process should be able to transparently adapt to changes in the environment and to the need of different customers. The purpose of this paper is to review research and gather conceptual perspectives on the role and nature of e-service. We show how E-Service competence has been considered as an important moderator of the relationship between dynamic capability and competitive performance.

Keywords: Customer relationship management, E-service , Dynamic capabilities

Assessing the service quality of university library websites with the ANP approach

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Abstract

Only a few studies have focused on the e-service quality of libraries. In this paper, we would like to figure out the criteria for assessing the service quality of library websites from university students' viewpoints. According to interdependent criteria, the analytic network process (ANP) approach is employed to generate the priority weights of each criterion and to measure the service quality of university library websites. 12 web-based service criteria are identified according to 3144 university students' viewpoints. On the basis of past studies, we divide 12 criteria into three perspectives, namely System, Efficiency, Information quality to measure the service quality of university library websites. On the basis of 3 perspectives and 12 important criteria, service quality of university library websites could be measured more effectively. Moreover, the practical application to measure the e-service quality of the old and new versions of one university library website presented in Section 4 is generic and also suitable to be exploited for Taiwanese universities.

Keywords: analytic network process; service quality; university library websites

Session 3

SOA Implementation: A Mix-method Case Study

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Abstract

This paper reports a research in progress of a company's implementation of Service Oriented Architecture (SOA). This research utilizes a mix-method case study design which includes a qualitative study stage, i.e., interviews and secondary data, and a sequential quantitative study. Preliminary finding is reported.

Keywords: SOA, Technology Implementation, mixed method

IT leaders Intention in Supporting Green IT Initiatives through The Use of Cloud Computing in Organizations: Integration of Theory of Planned Behavior and Technology-Organization-Environment Framework

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Abstract

This preliminary study proposes the urgent necessity for Information Technology (IT) leaders such as CIO, IT Directors, and IT managers in various companies to support the Green IT initiatives by implementing the Cloud Computing services. Green IT is indispensable as one way to deal with environmental issues such as the reduction of energy consumption which later contributes to reduce the green house gases and prevent the environmental pollution due to the wastes of IT components. This study integrates the theory of planned behavior and technology-organization-environment framework to propose further empirical research.

Keywords: Cloud Computing, Green IT initiatives, Theory of Planned Behavior, Technology-Organization-Environment framework, Environmental issues

The Security Role and Task Assignments in Enterprise Systems and Cloud Computing

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Abstract

The purpose of this paper is to discuss the issues of information audit in enterprise systems (ES) and cloud computing. More specially, this paper focuses on the roles and tasks assignments for ES systems. Enterprise systems include enterprise resource planning (ERP) systems, supply chain management (SCM) systems, and customer relationship management (CRM) systems. One of the rules for security role and security task assignment is one person is never assigned all the security tasks in a business process. This paper will conduct a survey for all the small companies for their practices for assign the security roles and security tasks and report the process in the conference.

Keywords: IT Audit, Account Information Systems, Security control

The Success Factors of Running Scrum: A Qualitative Perspective

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Abstract

Scrum—Agile programming—is getting more attention in Software Engineering practices. Many software projects began with small and were not certain about the requirements until projects have completed; this makes Scrum more appropriate than other development methodologies. This paper reintroduced Scrum from qualitative perspective by applying ethnography and in-depth interview to two different types of project teams to articulate what the success factors are for running Scrum framework. It clearly demonstrated how qualitative research could help in disclosing the essence of facts during the Scrum adaptation in depth. It also articulated how these successful factors mutually affect to one another from System Dynamics perspective and to give further recommendations to Scrum teams and those who tend to apply Scrum development methodology.

Keyword: Software Engineering, Scrum, Qualitative Research, System Dynamics

Session 4

Case Study on Wealth Effect and Strategic Performance for Whole Apperas on the Capital Market

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Abstract

Based on Overseas Chinese Town Group , focused on holistic listing of enterprise group, this paper analyses the wealth effects of assets reorganization of OCT Group by means of event study method and financial ratios. Research finds that complete listing infuse new vitality into value creation of enterprise. The paper also explores the ways to promoting value for completed listed companies. The reference meaning for other companies lies in that industry chain enrichment and development is resource of value creation, at the mean time, capital operation is the important way for value promotion.

Key words: holistic listing; wealth effects; value; Overseas Chinese Town

ADR Characteristics and Corporate Governance In the Greater China Region

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Abstract

We examine the relationship between firm valuation and governance mechanisms, firm characteristics, and institutional factors of the American Depository Receipts(ADRs) domiciled in the Greater China region. We find that China ADR shave the highest market-to-book value ratio followed by Hong Kong and Taiwan ADRs. It appears that Chinese firms with the poorest external governance environment stand to benefit the most from cross listing under the ADR programs. Listing in the U.S. that requires more stringent regulations and disclosure rules may strengthen the firms' governance practices and thereby enhance their firm value. Among the internal governance mechanisms, institutional ownership and insider ownership are important for firm value.

Keywords: external governance environments; internal governance mechanisms; ADRs; corporate governance; Greater China region; firm valuation

The Visualization Analysis of Strategic Management Knowledge Domain

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Abstract

We selected 1,681 articles including 87,836 references from *Strategic Management Journal* in SCI, SSCI and CPCIS databases between 1980 and 2008. Based on the Document co-citation analysis by CiteSpace Software, we studied the knowledge base, research focus and research fronts in the field of strategic management research.

Our aim is to identify the trends and hot topics in the study of strategic management document. We utilize information visualization and especially knowledge domain visualization techniques in our scientometrics analysis of how the study of strategic management has evolved. We detected the intellectual base and structure and their evolutions in SMJ domain. Research results indicated the key literature in the field of strategic management discipline. Automatic labeling bases on cluster analysis and gives the intellectual basic structure in strategic management. The timeline view of the cluster profiles and cited historical curve of high sigma value node show the dynamic evolution process of the intellectual basic structure.

Keywords: strategic management, information visualization, scientometrics, CiteSpace software

Mergers and Acquisitions Database Exploration

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Abstract

Most of the extant research on M&A deals in developing economies and non-U.S. markets has been based on SDC Platinum data (e.g., Crouzille et al., 2006; Cybo-Ottone & Murgia, 2000; Faccio & Masulis, 2005; Kamaly, 2007; and others). SDC Platinum Mergers & Acquisitions Databases covers more transactions than any other source and is the industry standard used by investment banks, law firms, and media outlets around the world. According to the Zimmerman (2006), there are two other leading M&A databases: (1) the Mergerstat database that covers both acquisitions and divestitures where at least one significant party is a U.S. company and (2) the ZEPHYR database that covers transactions both inside and outside the U.S. and is particularly useful to study M&A deals in Europe (from 1997 forward for European transactions; from 2000 forward for North American transactions; global coverage begins in 2003). With the increasing application of Bloomberg system, more and more researches use M&A database in Bloomberg to do their research. The objective of this study is to explore the difference between Bloomberg and SDC in terms of M&A deals collected and their coverage.

Regarding the SDC database, we extract Mergers and acquisitions data through Thomson One Banker. Thomson One Banker provides integrated access, fully or partially, to several financial databases such as SDC Platinum, World Scope, and Data Stream. Thomson One Banker contains the complete version of SDC Platinum and VentureXpert Web. Regarding the Bloomberg, it has mergers and acquisitions staff in 12 offices worldwide compiling M&A data and relationships with over 800 legal and financial firms. Bloomberg began putting the mergers and acquisitions product together in January 1998, with the intention of providing "100 percent coverage of all global deals as they were announced," (Laura, 2001). To effectively compare consistency and coverage of two databases, we use the search criteria which include descriptions and records of M&A events, bidding firms' daily stock prices, and stock market indexes for ten emerging Asian markets: Indonesia, Thailand, Singapore, the Philippines, Malaysia, India, Taiwan, South Korea, Hong Kong, and China. The analyses were conducted using data for the 1998-2005 period.

Keywords: Mergers, Acquisitions, Database

The Determinants of Marketing Autonomy of MNE's subsidiary- Moderating Role of National Pride

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Abstract

The very first thing that international business faces when entering foreign market is the degree of subsidiary control, particularly, if the foreign market entry involves marketing activity in the host market, then the decision of global or local adaption strategy will affect the foreign market performance. Based on resource-based view, we investigated the impacts of perceived marketing capability and brand equity on the marketing mix adaption and marketing autonomy of MNE's subsidiary and the moderating role of national pride resulting from self-reference criterion. Research hypotheses were tested by using the survey data. Results showed that perceived marketing capability significantly influenced marketing mix adaption, in turn to affect marketing autonomy. Perceived marketing capability and brand equity also has significant impact on marketing autonomy. Our research contributes to international business literature and managerial implication for practitioners.

Keywords: International Marketing Strategy; Marketing Capability; Brand Equity; Autonomy; National Pride

THE IMPACT OF SOCIAL NETWORKS ON ADVERTISING AND PROFITABILITY

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ABSTRACT

The impact of social networks makes companies to effectively reach and attract consumers through online advertising. Given the various types of online advertising, companies must know which types of advertising will yield the best ROI. Moreover with the increase in technology available and the amount of data companies can collect on consumers, privacy has become a major issue.

So before investing in a new marketing campaign, companies need to consider these factors. This study investigates the gender differences toward social network advertising and privacy issues with data collected in the U.S.A. The findings show different responses to the privacy issues; and purchases from advertisements appearing on social networks are not what the companies hope for. Managerial implications and future research are addressed.

Keywords: social media, social network, advertising, sale, profitability

SENIOR MANAGERS' SHARE HOLDING REDUCTION: CAUSES AND EXPLANATIONS

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ABSTRACT

This paper examines senior managers' share holding reduction behaviors in ChiNext market since 2009. At the end of 2011, 236 companies are listed, while 69 companies' senior managers have reduced their shares holding by 97 million shares. In contrast, increased shares holding by senior managers is less than 1.07 million shares in the same period. It shows that more and more senior managers are selling their holding shares. Based on the 69 companies' statistics, we find that restricted shares' lifting is the direct reason for top managers' substantial share holding reduction. The main aim for reducing share holding is to recover investment. The paper suggests that regulatory authority should enact some regulations to constraint senior managers' such behavior.

Keywords: senior managers' share holding, ChiNext market, share reduction

Conference Map

Location of UWest/Conference:

1409 Walnut Grove Avenue, Rosemead, CA 91770

Tel. (626) 571-8811

Los Angeles International Airport map



Los Angeles International Airport has nine passenger terminals - Terminals 1 through 8 and the Tom Bradley International Terminal are arranged in a horse-shoe configuration.

Ground Transportation:

On the lower road level (outside of the Arrival level of each LAX passenger terminal), you find hotel & parking lot shuttles, shared-ride vans, taxis, FlyAway, buses, long-distance vans & rental car shuttles.

Rental service:

Avis: Subcompact – estimated 3 days total (online payment) \$204.19 USD www.avis.com

Hertz: Economy - estimated 3 days total (online payment) \$242.74 USD www.hertz.com

Enterprise: Economy – estimated 3 days total (online payment) \$215.74 USD

www.enterprise.com

Super-shuttle (From LAX to Rosemead):

Around \$50 USD

<https://reservations.supershuttle.com/Default.aspx?content=Rate>

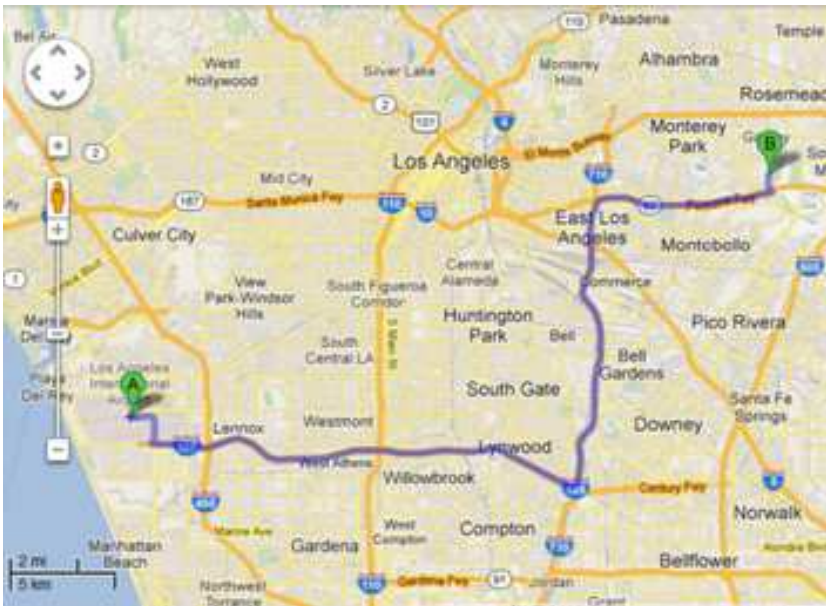
Other methods:

Metro bus: <http://g.co/maps/c56x2>

Taxi from the airport: Around \$100 USD

Driving directions from L. A. International Airport (1 World Way, Los Angeles, CA 90045)

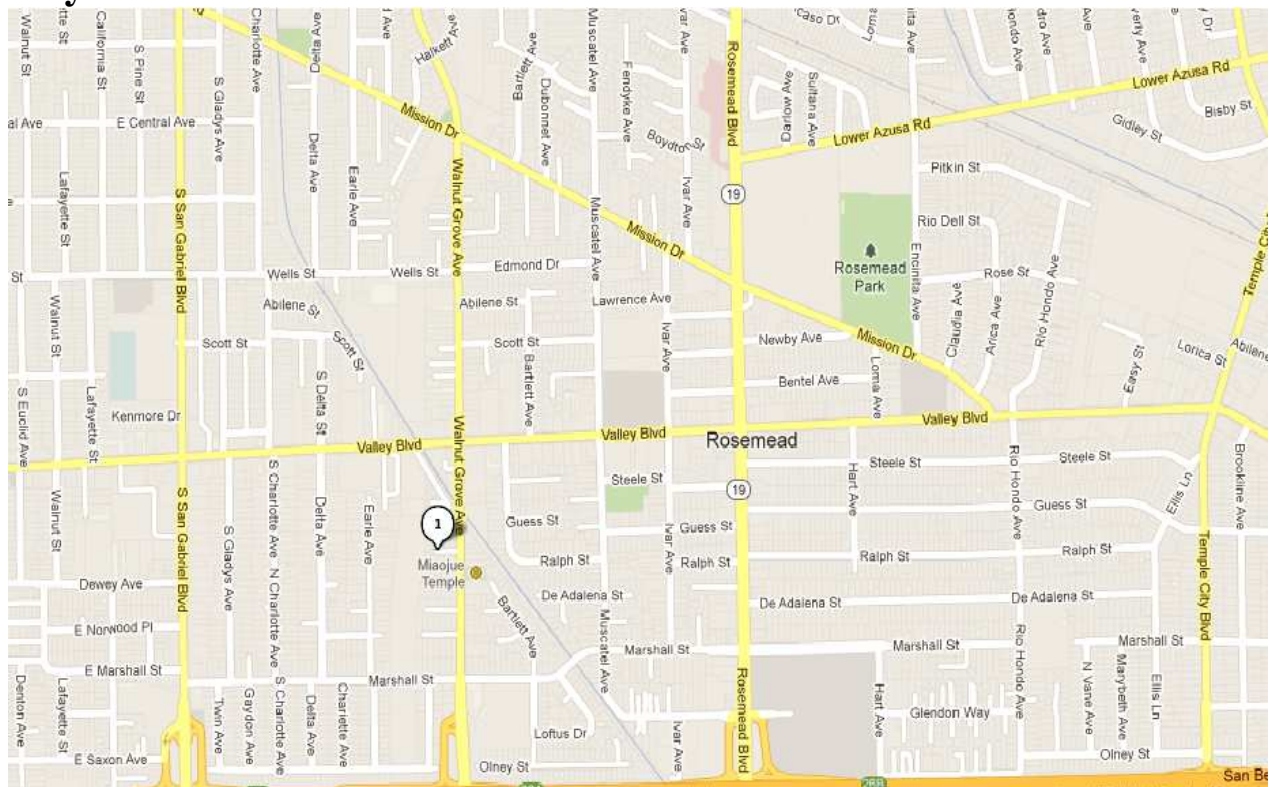
28.4 Miles <http://g.co/maps/65ayu>



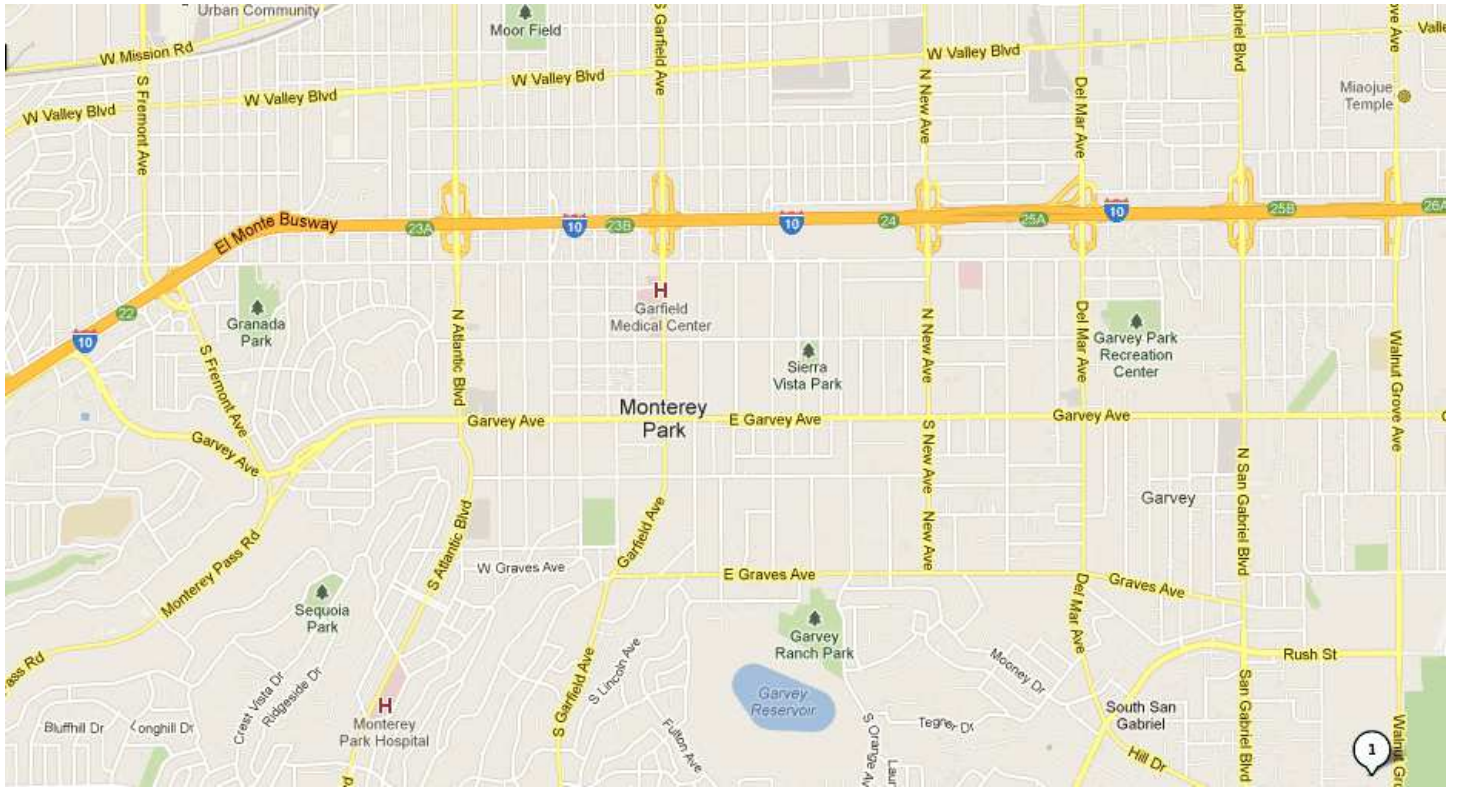
1. Head south on World Way toward West Way 0.7 mi
2. Keep right at the fork and merge onto S Sepulveda Blvd 0.7 mi
3. Slight right onto the I-105 E ramp 354 ft
4. Keep left at the fork and merge onto I-105 E 12.6 mi
5. Take exit 13 to merge onto I-710 N toward Pasadena 8.8 mi
6. Take exit 20A to merge onto CA-60 E/Pomona Fwy toward Pomona 5.5 mi
7. Take exit 9 toward San Gabriel Blvd/Rosemead 0.2 mi

- 8. Keep left at the fork, follow signs for Montebello Blvd 144 ft
 - 9. Turn left onto Montebello Town Center 0.1 mi
 - 10. Turn left onto San Gabriel Blvd 0.2 mi
 - 11. Take the 1st right onto Walnut Grove Ave Destination will be on the left 0.4 mi
- University of the West
1409 Walnut Grove Avenue
Rosemead, CA 91770

City of Rosemead



Nearby city: Monterey Park

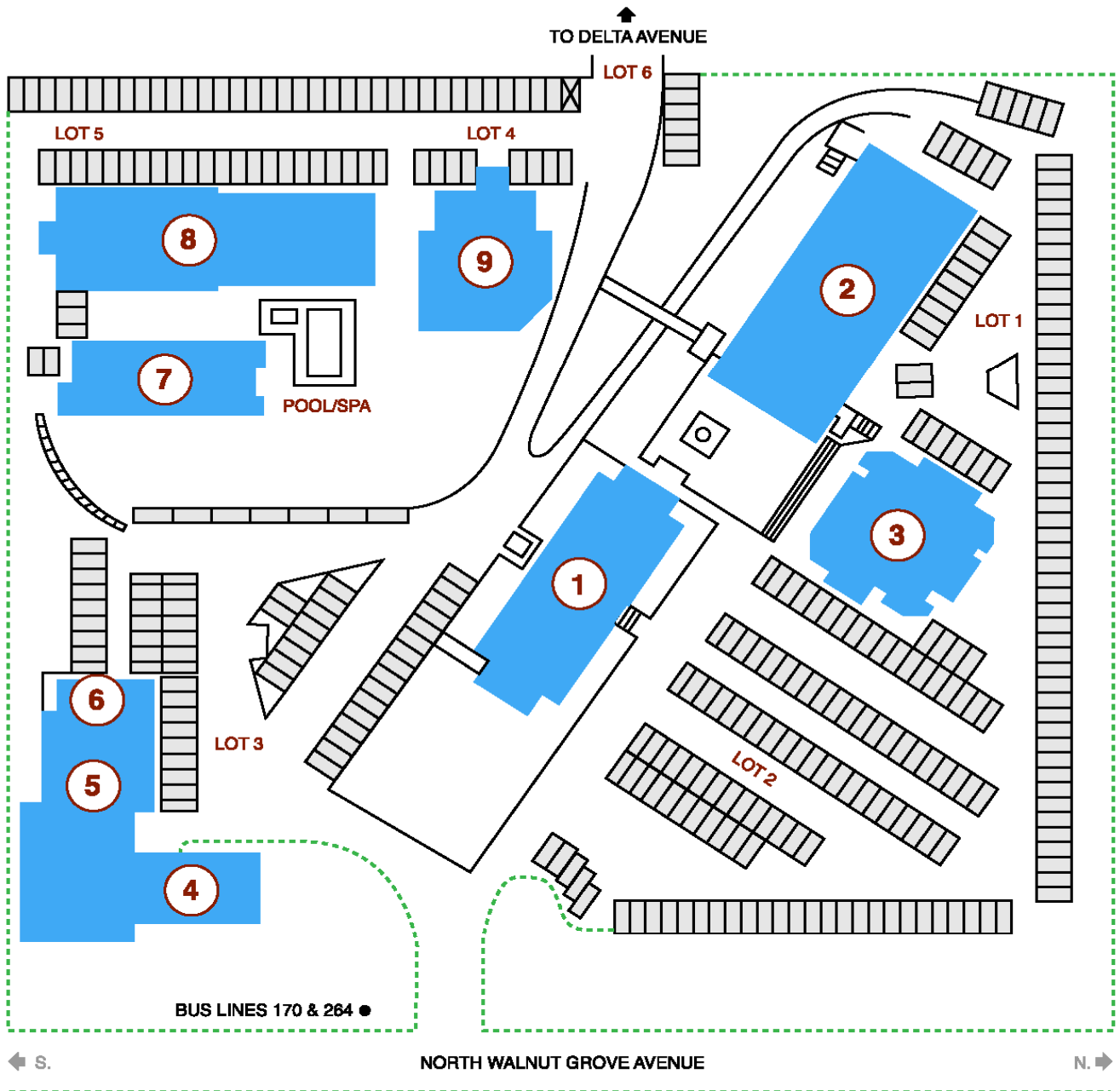




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1408 North Walnut Grove Avenue, Rosemead, CA 91770
Tel: 626.571.8811 www.uwest.edu



- | | |
|--|---|
| <p>1 ADMINITRATION BUILDING (AD)
1ST FLOOR — OFFICES
2ND FLOOR — CLASSROOMS</p> <p>2 EDUCATION BUILDING (ED)
1ST FLOOR — LIBRARY
2ND FLOOR — BOT
3RD FLOOR — CLASSROOMS</p> <p>3 AUDITORIUM (AU)</p> <p>4 CONTINUING EDUCATION BUILDING (CE)</p> | <p>5 GENERAL SERVICES</p> <p>6 MAINTENANCE SHOP (MS)</p> <p>7 DORMITORY B (DB)</p> <p>8 DORMITORY A (DA)</p> <p>9 CAFETERIA (CF)
1ST FLOOR — STUDENT RECREATION CENTER (RC)
BOOKSTORE/CAFE, STUDENT KITCHEN
2ND FLOOR — CAFETERIA (CF)</p> |
|--|---|

Accommodation options:

I. Double Tree Hotel

Address: 888 Montebello Boulevard, Rosemead, CA

Tel. : (323) 722-8800

Price: about \$100 per night,

Website: <http://doubletree3.hilton.com/en/hotels/california/doubletree-by-hilton-hotel-los-angeles-rosemead-LAXRMDT/index.html?WT.srch=1>

II. Holiday Inn – Express

Address: 705 N San Gabriel Blvd, Rosemead, CA

Tel. : (323) 726-1111

Price: about \$100 per night.

Website: http://www.hiexpress.com/hotels/us/en/rosemead/rsmex/hoteldetail?cm_mmc=mdpr- -googlemaps- -ex- -rsmex

III. Hilton

Address: 225 West Valley Boulevard, San Gabriel, CA 91776

Tel. : (626) 270-2700

Price: about \$140-\$150 per night.

Website: <http://www3.hilton.com/en/hotels/california/hilton-los-angeles-san-gabriel-LAXSGHF/index.html?009=e&008=&007=Search&006=9217426502&002=0022144778021606584&WT.srch=1&012=hiltonSanGabriel>

EXPLORER SHUTTLE &

IV. Lincoln Plaza Hotel

Address: 123 South Lincoln Avenue, Monterey Park, CA

Tel. (800) 557-8999

Price: about \$85 per night.

Website: <http://www.lincolnplazahotel.net>

V. UWest

Address: 1409 N. Walnut Grove, Rosemead, CA 91770

Tel. (626)571-8811, ext. 170;

E-mail: MIMIL@UWEST.EDU

Price: \$50 per night/person, including meals whenever it's available in the dining hall (no meals during holidays/weekends); the second/additional person in the same room adds \$20 more.

