

Summary Program

Date/Time	May 15, 2014 (Thu)	May 16, 2014 (Fri)	May 17, 2014 (Sat)	May 18, 2014 (Sun)			
Venue	Merlin Beach Resort	Merlin Beach Resort	Merlin Beach Resort	Merlin Beach Resort			
			Opening Ceremony Ballroom A	TECH SES SU1-A Ballroom A	TECH SES SU1-B Ballroom B		
0900-0920	ISBITM Country Chapter Report <ul style="list-style-type: none"> • Thailand • China • Japan (Country chapter chairs only)	Journal of APBITM/ProBITM joint editorial Board meeting (editorial board and by invitation only)	Registration	1039	1045		
0920-0940			Welcome Speeches from Conf Chairs /Host Institutions	1040	1046		
0940-1000			ISBITM President's Report	1041	1047		
1000-1020			Plenary Speech Prof. Dr. Ming Lang Tseng Lunghwa University of S&T President, Asia Pacific BITM	1042	1048		
1020-1040			Morning Tea Break				
					TECH SES SU2-A Ballroom A	TECH SES SU2-B Ballroom B	
1040-1100					1043	1049	
1100-1120					1044	1050	
1120-1140					Plenary Speech Prof. Dr. Ming Lim Derby University President, European BITM	1051	1059
1140-1200						1053	1052
1200-1330			Conference Lunch Bhukit Coffee Shop				
			TECH SES S1-A Ballroom A	TECH SES S1-B Ballroom B	TECH SES SU3-A Ballroom A		
					TECH SES SU3-B Ballroom B		
1330-1350	ISBITM Country Chapter Report <ul style="list-style-type: none"> • Taiwan • Philippines • England (country chapter chairs only)	ISBITM Board Meeting / APBITM Report, EUBITM Report (Regional Chapter Chairmen and by invitation only)	1001	1010	1054		
1350-1410			1004	1011	1056		
1410-1430			1005	1012	1020		
1430-1450			1006	1013	1024		
1450-1510			1007	1014	1029		
1510-1530			Afternoon Tea Break		Afternoon Tea Break		
					TECH SES S2-A	TECH SES S2-B	TECH SES SU4-A
1530-1550					1015	1028	ROUNDTABLE DISCUSSION ON PUBLICATIONS
1550-1610					1018	1035	
1610-1630					1025	1036	
1630-1650			1026	1037			
1650-1710			1027	1038			
1800-2000		Registration and Welcome Dinner Tri-Trang Room	Conference Dinner Beach Lawn		FREE TIME		

TECHNICAL SESSION PROGRAM

May 17, 2014(Saturday)		
1330-1520	Technical Session S1-A	Technical Session S1-B
1330-1350	1001-An Analysis of Green Practice Affecting The Green Supply Chain Performance in Hotel Industry in Southern of Thailand : In The Viewpoint of Senior Hotel Managers <i>Pruksapakorn Pratyameteetham, Walailak Atthirawong</i>	1010 – Empirical Research on Heterogeneous Firms and Trade Theory in China <i>He Ji, Li Rui, ZhongTantan</i>
1350-1410	1004-An analysis of Environmental Characteristics Toward Green Purchasing Behaviour in Thailand <i>Ratchaneekorn Dansirichaisawat, Opal Suwunnamek</i>	1011-Urbanization and the Rural Community Governance Innovation in China <i>Zhong Tantan, He Ji</i>
1410-1430	1005-Applying Eco-Efficiency Indicators for the Measurement of Food Efficiency <i>Arunrat Tananoy, Kitikorn Charmondusit, Aikkarach Kettawan</i>	1012- Innovative Administrative Reforms in Economically Developed Towns in China <i>Zhong Tantan, He Ji</i>
1430-1450	1006- The Influence of Perceived Value, Perceived Risks and Customer Trust on Customer Loyalty of Environment-friendly Electronics Products in Thailand : A Conceptual Model for Research <i>Lalinthorn Marakanon, Vinai Panjakajornsak</i>	1013-Enterprise Internationalization Capabilities and Productivity Together Determine the Path of Internationalization of Enterprises <i>He Ji, Li Rui, Zhong Tantan, Li Rui</i>
1450-1510	1007-Towards International Knowledge Transitions in Creativity Oriented Higher Education: A Study of Management Functions <i>Rauno Pirinen</i>	1014-The Determinants of Social Commerce Systems Success for SMEs in Thailand <i>Nuttaya Vongsraluang, Veera Bhatiasevi</i>
1510-1530	Afternoon Tea Break	

May 17, 2014(Saturday)

1530-1710	Technical Session S2-A	Technical Session S2-B
1530-1550	1015-Alcohol Demand in Bhutan <i>Kuenzang Tobgay</i>	1028- Relevant External Environmental Forces affecting Green Supply Chain in the Philippine Consumer Electronics industry <i>Stephan Earl S. Chow</i>
1550-1610	1018-Innovative Sources of Financing Infrastructure Development (A Case Study of India) <i>A.K. Sharma, Anita Kumari</i>	1035-An Economic Approach to Teacher Retention in the Bhutanese Educational System <i>Karma Tshering Tamang</i>
1610-1630	1025-A Demand Analysis of Meat in Bhutanese Households <i>Dawa Drukpa</i>	1036-Evaluating Determinants of Firm Performance in Bhutan <i>Kelzang Tshomo</i>
1630-1650	1026-Links to SCM Enhance A Company's Competitive Advantage: Case BY G-- Company Competitive <i>Lu-Ping Liu, Su-Ching Chang</i>	1037-The Impact of Financial Development on Economic Growth in the Thailand, Malaysia, and Philippines <i>Oranuch Wongpiyabovorn</i>
1650-1710	1027-Economists and Employers Single out Green Supply Chain Management (GSCM) for its Strong Growth Potential <i>Lu-Ping Liu, Dwan-Fang Sheu</i>	1038-Contagion Effects in ASEAN Countries <i>Navarat Chantathaweewat</i>
1800-2000	<i>Conference Dinner</i>	

May 18, 2014(Sunday)

0900-1040	Technical Session SU1-A	Technical Session SU1-B
0900-0920	1039-Thai Automobile Export Models: A Disaggregate Analysis <i>Tatre Jantarakolica</i>	1045- The Effect of Firm Performance on Voluntary Disclosure: A Case Study of Technology Industry in the Stock Exchange of Thailand <i>Nopnapa Jullobol</i>
0920-0940	1040-Dividend Policy and Its Impacts on Thai Listed Companies <i>Thanwarat Suwanna</i>	1046-Determinants of Optimal Capital Structure of ASEAN Corporations <i>Wattana Diloksakkayavitoon</i>
0940-1000	1041- Interpretation of Shark Loan Business using Asymmetric Information Concept <i>Supa Tongkong, Tatre Jantarakolica</i>	1047- Willingness to Pay for Residential in Thailand: Case Study in Condominium Residential Along Mass Rapid Transit Project <i>Kiattisak Smaksman</i>
1000-1020	1042- Impact of Product Innovation on Organization Performance in the Thai Food Industry <i>Rujipas Potongsangarun</i>	1048-Lean Manufacturing: Practice Survey in Auto-parts Industry of Thailand <i>Suttipong Suwannasatit</i>
1020-1040	Morning Tea Break	

May 18, 2014(Sunday)

1040-1330	Technical Session SU2-A	Technical Session SU2-B
1040-1100	1043-Valuation Model for Dairy Cow <i>Joompoth Sanitthangkul</i>	1049-Marketing Mix and Its Impacts on Brand Preference in Thai Soda Market <i>Napolpong Sorsomboon, Pornnapa Boonnumma, Pattaraporn Rinsri, Picha Visitvanich</i>
1100-1120	1044-Institutional Investors, Corporate Social Performance, and Firm Performance : A Case Study of Resources Industry in SET <i>Srisamorn Pongput</i>	1050-Decision to Install Gas Cylinder in Automobile Vehicle <i>Chamnan Ngerndee, Preecha Prakobsuk, Chakkait Methanai, Tatre Jantarakolica</i>
1120-1140	1051-Retail Store Brand and Customers Purchase Behaviors <i>Korbkul Jantarakolica</i>	1059- Innovations in Direct-to-Consumer Advertising of Prescription Drugs <i>Satya P. Chattopadhyay, Anna J. Heckman</i>
1140-1200	1053-The impact of relationship factors toward industrial product's buying decision process. A case study of a product Chlorinated Paraffin. <i>Attapol Tanavorakul</i>	1052-Abnormal Return Determination of Cash Balance Announcement in SET: A Traditional Event Study <i>Jutamas Wongkantarakorn, Tatre Jantarakolica</i>
1200-1330	Conference Lunch	

May 18, 2014 (Sunday)

1330-1530	Technical Session SU3-A	Technical Session SU3-B
1330-1350	1054-Motivation and Decision on Medical Tourism Service in Thailand <i>Natworadee Kanittinsuttitong</i>	1063- Controlling Shareholders and Accounting Quality <i>Ausanee Ratsamewongjan</i>
1350-1410	1056-Controlling Shareholders, Independent Directors and Dividend Payout: A Case Study of Technology Industry in Stock Exchange of Thailand <i>Dararat Sukkaew</i>	1064- The effects of service innovation and service quality on customer's loyalty in small service enterprise: A case study on car care business in Bangkok. <i>Siripong Seesaiprai</i>
1410-1430	1020- Social Entrepreneurship: An Innovative Approach to Sustainable Business <i>Teodoro S. Ocampo, Josefina Rizalina S. Guiritan</i>	1069-Technology Acceptance Model for Nasal Irrigation Product <i>Somchai Lertritdecha</i>
1430-1450	1024-Dynamic Analysis on Choice and Avoidance Behavior of Consumer under Risky Environment <i>James Yu-Shan Liu</i>	1070-Models for Sustainable Consumption? Service and access-based business models in emerging Asian economies <i>Monique Retamal</i>
1450-1510	1029-A Multi-Pillar DEMATEL Approach to examine Critical Factors affecting a Fine Dining Restaurant <i>Ray Wang</i>	1071-An interval-valued triangular fuzzy - grey relation analysis to evaluate sustainable supply chain management <i>Kuo-Jui Wu, Ming-Lang Tseng, Anthony SF Chiu</i>
1510-1530	Afternoon Tea Break	

May 18, 2014 (Sunday)

1530-2000	Technical Session SU4-A	Technical Session SU4-B
1530-1550	1030-The corporate social responsibility in hotel industry: a novel approach <i>Ming-Lang Tseng, Ru-Jen Lin, Yuanhsu Lin</i>	<i>Roundtable Discussion on Publications</i>
1550-1610	1072- Ways to Strengthen Organizational Commitment: Application of Organizational Justice Theory (In Case of Mongolian Higher Education Institutes) <i>Uyanga Ganbaatar, Enkhbold Chuluunbaatar, Uuganbold Tumenbileg</i>	
1610-1630	1073-Analysis of Information and Communication Technology Contribution on Corporate Competitiveness Management and Efficiency between Taiwan and China Finance Industry: combined I/O table with DEA approach <i>Chih-Cheng Chen, Ching-Kai Hsiao, Zheng-Sheng Lin</i>	
1630-1650	1062-Research & Development as a Strategy for Survival in Mexican Companies <i>José G. Vargas-Hernández</i>	
1650-1710		
1710-2000	Free Time	