

# 2017 IEDRC BIRMINGHAM CONFERENCES ABSTRACT

**Birmingham, UK**

**October 27-29, 2017**

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# Conference Venue

## Jurys Inn Birmingham

245 Broad Street, Birmingham, B1 2HQ

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<https://www.jurysinns.com/hotels/birmingham/>



## Birmingham Hotel

Situated on Broad Street and surrounded by an abundance of restaurants and bars, Jurys Inn Birmingham offers the perfect city centre location for all guests. Our hotel sits within walking distance of many of Birmingham's attractions and a short thirteen minute walk from Birmingham New Street and other transport links.

For those looking to be close to business and entertainment venues, Jurys Inn Birmingham is also a stone's throw away (just a five minute walk) from the **International Convention Centre (ICC)** and the **Barclaycard Arena (formerly the National Indoor Arena NIA)**, with just a short train ride to the National Exhibition Centre (NEC).

There's no end of things to do, see, taste and enjoy in Birmingham. Whether it is the Jewellery Quarter that calls to you, the **Birmingham Symphony Orchestra** that sings to you, or the discovery of the [Balti Triangle](#) that delights you, Birmingham has a plethora of exciting things to explore, whatever your tastes or mood!

Our Birmingham hotel ensures excellent service, comfortable rooms and a prime location to allow all our guests, whether you are visiting Jurys Inn for business or pleasure, an easy, convenient and restful trip.



## Visit these locations near the Jurys Inn Birmingham hotel

Jurys Inn prides itself on having its hotels in ideal locations, whether that be in the city centres, next to major transport hubs, or within minutes from stadiums, institutions, or major events. Please see below for some of the popular places surrounding our Birmingham hotel, which you may require easy access to.

# Introductions for Publications

All accepted papers for the Birmingham conferences will be published in those proceeding/journals below.

## 2017 8th International Conference on E-business, Management and Economics ([ICEME 2017](#))



International Conference Proceedings Series by ACM

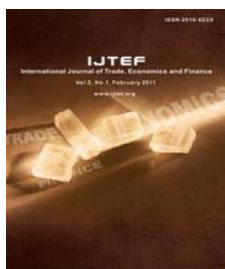
Indexing: archived in the ACM Digital Library, and sent to be indexed by Ei Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-5331-1



Some selected papers will be recommended to [International Journal of e-Education, e-Business, e-Management and e-Learning \(IJEEEE\)](#), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

## 2017 7th International Conference on Business and Economics Research ([ICBER 2017](#))



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

Abstracting/ Indexing: Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

## **Instructions for Oral Presentations**

### **Devices Provided by the Conference Organizer:**

Laptops (with MS-Office & Adobe Reader)  
Projectors & Screens  
Laser Sticks

### **Materials Provided by the Presenters:**

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

### **Duration of each Presentation (Tentatively):**

Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A  
Regular Oral Presentation: about 15 Minutes of Presentation and Q&A

## **Instructions for Poster Presentation**

### **Materials Provided by the Conference Organizer:**

The place to put poster

### **Materials Provided by the Presenters:**

Home-made Posters  
Maximum poster size is A1, portrait direction  
Load Capacity: Holds up to 0.5 kg

## **Best Presentation Award**

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on Oct. 28, 2017.

## **Dress Code**

Please wear formal clothes or national representative clothing.

## Introductions for Keynote Speakers



**Prof. Shaofeng Liu**  
**Plymouth University, UK**

Shaofeng Liu is Professor of Operations Management and Decision Making at University of Plymouth, UK. She is the Research Director for the Product and Service Value Chain Group, specializing in digital business, knowledge management, decision making, and value chain innovation. She obtained her PhD degree from Loughborough University, UK. She sits on the Management Board for Euro Working Group on Decision Support Systems. She is currently a Senior Editor for Cogent Business and Management, and on Editorial Boards for a number of international journals. She has undertaken a number of influential research projects funded by UK research councils and the European Commission with a total value over €40M. She is currently principal investigator and co-investigator for 4 EU projects (3 of which are funded by Horizon 2020 and one by Erasmus Plus) and 1 project funded by UK research council - Innovate UK. She has published over 150 peer-reviewed research papers.

**Speech Title: A Holistic Framework for E-government to Transform Business Services**

**Abstract:** Along with business globalisation, it was estimated that over 40 percent of a business's expenditure has been invested in IT technologies to digitise its operations, such as through e-procurement, e-distribution, e-marketing and e-transactions. In parallel, public organisations such as government agencies have been taking advantage of the IT technologies to provide first class services to their businesses and citizens. E-government revolution has played a key role in respective local, regional and national economies in the last few decades. The need for alignment between business and digital technology domains has been identified by many researchers and practitioners as an important topic in e-government today. As a result, there have been a significant number of studies that have been undertaken to discuss various types of decisions on the alignment. In the meantime, various decision models and frameworks have been proposed which have helped e-governments to achieve various levels of performance.

This keynote speech critically analyses work on Business and Information System Alignment (BISA) decisions, from both horizontal and vertical perspectives. The horizontal perspective looks at the whole breadth of the alignment, including strategic, functional, structural, cultural and social dimensions. The vertical perspective involves all stages of the alignment lifecycle, involving modelling, evaluation and improvement. As a result, a holistic framework is developed to integrate the two perspectives. The key contributions of the critical analysis are two folds: to highlight the key issues and challenges faced by the BISA in e-governments' business management, and to identify opportunities for future research. Both academic researchers and management practitioners should be able to refer to the holistic framework when endeavouring BISA to avoid unnecessary pitfalls (misalignment) and better explore potential alignment opportunities.



**Prof. Yixun Shi**  
**Bloomsburg University of Pennsylvania Bloomsburg, USA**

Yixun Shi, Professor of Mathematical and Digital Sciences at the Bloomsburg University of Pennsylvania, USA. He earned his Ph.D. from the University of Iowa in USA, and has been a faculty at Bloomsburg University of Pennsylvania since 1992. His research areas include mathematical modeling and applications in finance and management, numerical optimization, applied statistics, and mathematical education. He is also serving as the editor-in-chief of two mathematics journals and one education journal.

**Speech Title: Mathematical Models for the Demand of Luxury Goods in China**

**Abstract:** Since China opened up its economy about 30 years ago, the nation has been growing amazingly rapidly in terms of gross domestic product (GDP) as well as in terms of consumption market demand. While almost all sections of China's domestic demand are growing, the growth of the demand for luxury goods is much faster than all others. In this talk, we introduce a few mathematical models for studying the market demand for luxury goods in China. We apply a Markov chain model with changing transition matrices to analyze consumer behaviors in China's luxury goods market, we suggest a linear regression model to explore the interactions among the luxury goods demand and various other factors in economics and social values, and we use a dynamical system model to estimate the long term trend of the market demand for luxury goods in China.





**Prof. Donald Chang**  
**Metropolitan State University of Denver, USA**

Dr. Chang received his MBA and Ph.D. in marketing from University of Missouri-Columbia, BBA from National Chengchi University, Taiwan. His main teaching interests include international marketing, marketing research, and marketing strategy. Dr. Chang's main research interests include strategic marketing, international marketing, crosscultural research, international leadership behavior, market orientation, service quality management, market research, innovation management, tourism and destination marketing, pricing strategy, among others. He has been a marketing educator since 1980s at a number of universities in the States and in Taiwan, including University of Missouri, University of Wisconsin, National Chengchi University (Taiwan), Tunghai University, Loyola University, and currently a senior professor at the Metropolitan State University of Denver.

**Speech Title: Finding the Green Consumer**

**Abstract:** There are many obstacles facing firms that are interested in developing and promoting products that are friendlier to the natural environment, e.g., the uncertainty in determining the proper target market and the demand for such products, the difficulty in measuring the consumer's readiness for such products, among others. To overcome some of such obstacles, it is essential to have an adequate measurement method to predict the consumer's actual purchase behavior for green goods. A logit regression model is used to show how the consumer's adoption of green products can be predicted from green related constructs. The proposed model can be applied to various product categories with minor adaptations. It could help firms in determining whether it economically feasible to promote related green products and how to choose proper target markets.



**Prof. Alessio Ishizaka**  
**University of Portsmouth, UK**

Alessio Ishizaka is Full Professor in Decision Analysis, research lead and Deputy Director of the Centre of Operations Research and Logistics (CORL) at the Portsmouth Business School of the University of Portsmouth. He received his PhD from the University of Basel (Switzerland). He worked successively for the University of Exeter (UK), University of York (UK) and Audencia Grande Ecole de Management Nantes (France). He has been visiting professor at the Università del Sannio, Politecnico di Torino, Università degli Studi di Trento, INSA Strasbourg, Université de Lorraine, Universität Mannheim, Università degli Studi di Modena e Reggio Emilia, Universität der Bundeswehr Hamburg, Université d'Aix-Marseille, Università degli Studi di Torino, Università degli Studi della Tuscia and Università degli Studi di Padova. His research is in the area of decision analysis, where he has published more than 50 papers. He is regularly involved in large European funded projects. He has been the chair, co-organiser and guest speaker of several conferences on this topic. Alongside his academic activities, he acts as a consultant for companies in helping them to take better decisions. He has written the key textbook Multicriteria Decision Analysis: methods and software.

**Speech Title: Multi-criteria sorting methods for AHP**

**Abstract:** Six problem formulations exist in multi-criteria decision analysis (MCDA): choice, sorting, ranking, description, elimination and design problems. The Analytic Hierachy Process (AHP) is a useful and widespread method for solving choice and ranking problems. However, it is not adapted for sorting problems. Moreover, another practical limitation of AHP is that a high number of alternatives imply a large number of comparisons.

The first part of the talk presents AHPSort I, a new variant of the AHP, used for the sorting of alternatives into predefined ordered categories. Furthermore, AHPSort I requires far less comparisons than AHP, which facilitates decision making within large scale problems. In the second part of the talk, AHPSort II will be introduced, which requires far less comparisons. Moreover the number of pairwise comparisons does not depend on the number of alternatives, therefore it is suitable for very large problems.

AHPSort I will be illustrated with a supplier selection problem. AHPSort II will be illustrated with a risk assessment problem.



**Dr. Arshad Jamal**  
**Northumbria University London Campus, UK**  
**Associate Dean, Northumbria University London Campus**

Dr. Arshad Jamal is an accomplished academic and researcher with exceptional teaching, research and scholarship abilities. As an active researcher, He has published research in peer reviewed journals and conferences. He has extensive programme management experience in higher education with excellent track record of managing successful academic programmes and professional projects. In his teaching, he likes to apply technology enhanced and research rich teaching strategies. He has over twenty years of experience in teaching, research and practice and have delivered range of courses in the disciplines of IT and Business at undergraduate and postgraduate levels. Over the years, he has demonstrated knowledge and skills of programme design, session planning, effective assessment, awareness of diversity, working effectively with students, and application of professional value base in relation to teaching in higher education. A good team player with excellent networking, analytical and communication skills.

# Time Schedule



## Day 1: Registration: Oct. 27, 2017 (Friday)

|             |   |
|-------------|---|
| 10:00-17:00 | Arrival and Registration (Venue: Lobby) |
|-------------|---|

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on Oct. 28, 2017.

## Day 2: Conference: Oct. 28, 2017 (Saturday)

|                 |   |
|-----------------|---|
| Morning Session | Opening Remarks & Keynote Speeches<br>Venue: Room 103   |
| 9:00-9:45       | Opening Remarks & Keynote Speaker I<br><br><b>Prof. Shaofeng Liu</b><br><b>Plymouth University, UK</b><br><br><b>Title:</b> A Holistic Framework for E-government to Transform Business Services    |
| 9:45-10:00      | Coffee Break & Photo Session<br>Venue: Room 103   |
| 10:00-10:40     | Keynote Speaker II<br><br><b>Prof. Yixun Shi</b><br><b>Bloomsburg University of Pennsylvania Bloomsburg, USA</b><br><br><b>Title:</b> Mathematical Models for the Demand of Luxury Goods in China |
| 10:40-11:20     | Keynote Speaker III<br><br><b>Prof. Donald Chang</b><br><b>Metropolitan State University of Denver, USA</b><br><b>Title:</b> Finding the Green Consumer   |

|                   |   |  |
|-------------------|---|--|
| 11:20-12:00       | <p align="center"><b>Plenary Speech I</b></p>  <p align="center"><b>Prof. Alessio Ishizaka</b><br/> <b>Portsmouth Business School, University of Portsmouth, UK</b></p> <p align="center"><b>Title:</b> Multi-criteria sorting methods for AHP</p>  |  |
| 12:00-13:00       | Lunch<br>Venue: Restaurant  |  |
| Afternoon Session | Plenary Speeches & Oral Presentations   |  |
| Venue             | Room 103  |  |
| 13:00-13:40       | <p align="center"><b>Plenary Speech II</b></p>  <p align="center"><b>Dr. Arshad Jamal</b><br/> <b>Northumbria University London Campus, UK</b><br/> <b>Associate Dean, Northumbria University London Campus</b></p> <p align="center"><b>Title:</b> Multi-criteria sorting methods for AHP</p> |  |
| 13:40-15:40       | Session 1<br>Venue: Room 103<br>Theme: Social Sciences and Management   | Session 2<br>Venue: Room 118<br>Theme: Business Management |
| 15:40-16:00       | Coffee Break  |  |
| 16:00-18:00       | Session 3<br>Venue: Room 103<br>Theme: Economics and Marketing  |  |
| 18:00-21:00       | Dinner<br>Venue: Restaurant   |  |

**Session 1**

13:40-15:40, Oct. 28, 2017

Venue: Room 103

Theme: Social Sciences and Management

Session Chair: **Prof. Donald Chang**

Metropolitan State University of Denver, USA

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

| ID                    | Title+ Author's Name   |
|-----------------------|--|
| BR0015<br>13:40-13:55 | <p>Implementation possibilities and conditionalities of an Internet platform designed to activate elderly people in the light of research conducted on the Polish market<br/> <b>Karol Łopaciński</b>, Robert Kutera, <b>Maja Leszczyńska</b> and Wiesława Gryncewicz<br/> Wrocław University of Economics</p> <p><b>Abstract:</b> The authors deal with the issues of activating elderly people and improving their quality of life in the context of the possibility of increasing their effectiveness through the use of modern ICT solutions. In particular, the paper is focused on checking the possibilities and conditions for successful implementation of the service e-marketplace platform for occupational activation of elderly people in the context of Polish market conditions. The analysis was conducted on the basis of the results of the survey dedicated to elderly people in Poland and supported with in-depth direct interviews. Thanks to it the socio-economical situation of Polish seniors as well as their attitude towards ICTs could be depicted. The concept of the service e-marketplace platform allowing for offering and requesting different kind of occupational activities (incl. part-time work and volunteering) and its key components were presented. That concept has been verified for compliance with the determined implementation conditionalities.</p>  |
| AE0004<br>13:55-14:10 | <p>Evaluation of the Use of Information Systems: Objective and Subjective Measures Effectiveness Analysis<br/> <b>Karim Gassemi</b>, <b>Siham Jabraoui</b> and <b>Merouane Bouhrouje</b><br/> Ecole Nationale de Commerce et de Gestion de Casablanca - Casablanca Morocco</p> <p><b>Abstract:</b> According to many researchers, the degree of use of information systems is an important variable in the management information systems researchs field. The first objective of this research is to study the relationship between subjective (perceptual) and objective (system-generated) use measures for an information system. This research used e-mail as an information system. The model of Triandis (1980) was used as a theoretical basis to validate the operationalization of the theoretical framework. The results show that users have significantly overestimated their weekly frequency of e-mail usage by 2.36 uses, and that in future researchs to obtain a more accurate subjective assessment of the frequency of use the researchers should encourage the use of questions with absolute number answers. The study also demonstrated a positive relationship between the perceived consequences and use of an information system and between social factors and the use of an information system. Contrary to Triandis model, we did not find a significant relationship between facilitating conditions, the attitude and the use of an information system.</p> |
| AE0012<br>14:10-14:25 | <p>The Foreign Language Effect in Risk Decision-Making: A Cross-country Review of Brazilians and Poles Behavior in a Loss Aversion Experiment<br/> <b>David Ascher</b>, Jan Polowczyk, Anna Wielicka-Regulska, Wesley Vieira da Silva and Alceu Souza<br/> Pontifical Catholic University of Parana-PUCPR, Brazil</p> <p><b>Abstract:</b> In a globalized world, executives and managers face daily the inevitability task of making risky decisions involving different sums of money. In many cases, these decisions arise in a foreign language environment. One main question is to what extent can foreign language change the course of action in decision-making at risk? This study aimed to investigate two effects, the influence of Foreign Language Effect (FLE) in decision-making behavior to analyze</p>  |

|                               |  |
|-------------------------------|--|
|                               | <p>Brazilians' and Poles' choices in a loss aversion bet game and to compare the risk acceptance level among groups using English as a foreign language and native languages. Additionally, we compare Brazilians and Poles acceptance level in their mother tongue. Results from 150 people living in Poland and 83 people living in Brazil indicated that both groups are less risk averse in almost all levels of bets, showing that the FLe could reduce, to some extent, the loss aversion on risk aversion bias, and, although native Brazilian participants were more risk averse in both high and low-stakes, it was not possible to verify the relationship between the country of origin and the change in the betting acceptance pattern between these two groups.</p>  |
| <p>AE0014<br/>14:25-14:40</p> | <p>Role of Smart Small and Medium Enterprises in the Development of Smart Cities: Case of Casablanca Smart-City Project - Morocco<br/> <b>Hanane Rochdane and Siham Hamdani</b><br/> Ecole Nationale de Commerce et de Gestion de Casablanca – Université Hassan II Casablanca, Morocco</p> <p><b>Abstract:</b> Beyond the fashion effect, the smart city phenomenon has become a good indicator of the dynamism of a modern, more communicative and responsible city. Many companies have taken part in this evolution either by their natural positioning such as Orange or by a technical capacity to carry this change (IBM, Cisco ...) (Le monde, 2016). But what about the others, in particular small and medium enterprises (SMEs)? The purpose of this paper is to study the role of smart SMEs in the development of smart cities based on the case of Casablanca; a city in the works to turn into a smart city and where SMEs represent the nerve center of the economy. More specifically, the purpose of this study is to establish a correlation between economic intelligence (EI) practices in SMEs and the development of smart cities based on the collaborative approach. The results showed that EI is still embryonic in the case of SMEs located in Casablanca mainly due to cultural and organizational factors. SMEs need therefore to change their working methods to overcome those factors and take part in the smart city ecosystem. In that, we support the progressive vision of Hollands (2008) which puts people at the forefront rather than considering that digital technologies alone can transform and improve cities.</p> |
| <p>AE0060<br/>14:40-14:55</p> | <p>Research on the Relationship between Salary and Performance of Professional Basketball Team (NBA)<br/> <b>Rao Xiong</b>, Mac Greene, Vahe Tanielian and Jeffrey Ulibarri<br/> University of Pennsylvania, USA</p> <p><b>Abstract:</b> As a professional basketball team, the salary of its players should be related to salary. In this paper, a case study (NBA) is used to analyze the salary system of professional basketball team, and some suggestions for improvement are given.</p>   |
| <p>AE0024<br/>14:55-15:10</p> | <p>Cultural Influences on Negotiations between the Chinese and the British in Higher Educational Settings<br/> <b>Damilola Esther Olotuah and Natalie Wilmot</b><br/> Sheffield Hallam University, UK</p> <p><b>Abstract:</b> The aim of this paper is to examine how culture influences negotiations between the Chinese and the British in higher educational settings at Sheffield Hallam University, UK. A negotiation is a joint-making decision process whereby two or more individuals with diverse interests agree to allocate resources. In international settings, negotiators must understand the cultural differences between them and their counterparts because a negotiation is successful when negotiators can communicate their messages adequately in different cultural settings. The British and the Chinese people have different approaches during negotiations and the differences stem from their cultural backgrounds. Semi-structured interviews were conducted at the Sheffield Business School in Sheffield Hallam University (SHU), and SHU Beijing office in China. The interviews were conducted face-to-face at the Sheffield Business School, while the</p>   |

|                       |  |
|-----------------------|--|
|                       | Chinese respondent was interviewed via Skype due to her international location in China. The interviews were recorded and transcribed verbatim in order to generate relevant themes. A thematic framework guided the analysis of the data, and it provided an insight into the planned study. The result showed that the participants agreed on the existence of cultural differences between the British and the Chinese people. Different strategies and ways of managing the cultural differences between Chinese and British negotiators emanated from the study.  |
| AE0035<br>15:10-15:25 | <p>National Cultures Impact on Organizational Performance of International Organizations: A comparative Analysis of International Development Sector Firms Working in Pakistan<br/> <b>Shakeel Khan</b><br/> IMS University of Peshawar, Pakistan</p> <p><b>Abstract:</b> The research study focuses on national culture and effects on the strategies and performance of international organizations working in Pakistan, which is further compared with domestic organizations. The research incorporates various factors such as language barriers, power distance, responsibilities and gender differences that have direct impact on overall performance of the organization. The research is purely qualitative research using interview analysis as the main data collection tool. The analysis is done in two parts. The first part discusses comparative analysis from the perspective of Geert Hofstede's and Edgar Schein's cultural dimensions while the latter discusses the findings of the research. The findings of the research manifests that there are various cultural factors that are responsible in shaping up the organizational performance. Additionally the working environment has a direct effect on the employee performance and organization's profitability.</p> |
| AE0072<br>15:25-15:40 | <p>Research of the Influence of the Recency Effect on the Supply Line Underweighting<br/> <b>Yan Li and Bojiao Mu</b><br/> China University of Mining &amp; Technology, Beijing</p> <p><b>Abstract:</b> A supply line underweighting is a robust decision error that can lead to the bullwhip effect. Finding the antecedents to the underweighting is valuable for lowering the operating cost of a supply chain. This research studies whether the recency effect, a cognitive bias under which recent information is emphasized more than historical information, can generate the supply line underweighting. A multiperiod ordering model is established, which characterizes the influence of the recency effect on the ordering behavior by a demand-chasing fashion. A series of simulation experiments are conducted and the results show that the recency effect is a behavioral antecedent to the supply line underweighting; under the influence of the recency effect, the increasing ordering lead-time and demand volatility will intensify the supply line underweighting.</p>   |
| 15:40-16:00           | Coffee Break   |



**Session 2**

13:40-15:40, Oct. 28, 2017

Venue: Room 118

Theme: Business Management

Session Chair: **Prof. Alessio Ishizaka**

Portsmouth Business School, University of Portsmouth, UK

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

| ID                    | Title+ Author's Name  |
|-----------------------|---|
| BR0004<br>13:40-13:55 | <p>Product innovations and R&amp;D public funding: How to handle heteroscedasticity and autocorrelation?<br/> <b>Martha Liliana Torres-Barreto</b> and Rebeca Mendez-Duron<br/>           Universidad Industrial De Santander</p> <p><b>Abstract:</b> This research was set out to analyze if the consequences of public funding for private R&amp;D activities could be identified and measured through product innovations, and also, which issues we should / should being bear in mind to build up a model that intends to explain such a relationship. As endogeneity was considered as a possibility between R&amp;D public funding and product innovations reached by firms, we used an econometric procedure to test if it was present in the model, but we found no evidence of it. Instead We did found and correct serial autocorrelation and heteroscedasticity within our panel-data model, which consists of 3.500 Spanish firms during the years: 2000-2012. The panel belongs to ESEE (Spanish Annual Firms Strategy Survey). Preliminary findings may indicate that achieving product innovations in the past may influence the goal of obtaining new product innovations by the side of firms. In addition, we found a negative relationship between funding received and product innovations achieved. It may lead us to conclude that an increase on funding received is being used by firms to produce a different type of innovation, rather than the product innovation one. We now leave the floor open for further research that may include new variables in the model, as moderators of the relationship between R&amp;D public funding and product innovations achieved. Another important contribution to literature is based on the use of product innovations as a plausible measure of R&amp;D results, when most of the literature is focused on patents and other bibliometric results.</p> |
| BR0014<br>13:55-14:10 | <p>The Relation Between Use of Information Technologies in Logistics Firms, Customer Satisfaction and Business Performance<br/> <b>Berna Kalkan</b><br/>           Başkent University, Turkey</p> <p><b>Abstract:</b> Logistics sector, is a market where the competition is high. Flexibility, fully and timely delivery and increasing etrade applications in logistics operations change the customer expectations. At this point, logistics enterprises are expected to benefit from information technologies in their operations. Information technologies connect together all the different components (supply chain, headquarters and vehicles) in transportation chain. Accordingly; efficiency and productivity of transportation operations increase. This study analyses the relation between the use of information technologies to ensure customer satisfaction in logistics firms and the business performance. As a result of this research, significant relations have been found between the information technology applications utilized by the logistic firms in their land route operations and performance indicators of the business. Also, recommendations concerning the potential benefits logistic firms can gain in the performance indicators by supporting their business activities with information technologies have been included in the study.</p>   |
| BR1006<br>14:10-14:25 | <p>Effects of Organizational Culture on Organizational Innovation in Small Businesses<br/> <b>Madara Apsalone</b><br/>           University of Latvia, Latvia</p> <p><b>Abstract:</b> Small businesses play a vital role in small economies. According to Eurostat, 99.8% of businesses in Latvia are small and medium-sized enterprises (SMEs), creating 79% of jobs and 70% of gross added value (Eurostat, 2017). Thus, their ability to create value and to sustain</p>   |

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|                               | <p>competitive advantage through innovation is essential for economic development and growth. Yet many small businesses might face challenges of limited capacity, personnel and insufficient resources for long-term investments in research and development. And, besides the lack of resources, such businesses might not see the benefits of innovation. Implementation of organizational innovation could provide them a way to improve competitiveness and also become a stepping stone to foster other types of innovation.</p> <p>The purpose of this study is to analyze the effects of organizational culture (OC) on organizational innovation in SMEs via an empirical study of businesses from various industries.</p> <p>The study assesses four dimensions of the OC adopted from Denison and Spreitzer (1991) - <i>Team, Development, Result-orientation</i> and <i>Consistency</i>. And it evaluates the impact of the OC on product, process, marketing and organizational innovation performance in selected companies.</p> <p>The study confirms that OC and innovation indicators are closely related. Stronger and more developed OC in any of the four aforementioned dimensions leads to better innovation performance. This relation is particularly strong for organizational innovation, thus the impact is further analyzed using a regression model. This study finds <i>Development-orientation</i> and <i>Consistency</i> as the most significant factors, explaining 44.6% of the total variation in the organizational innovation performance. This study contributes to research on small and medium-sized business innovation.</p> |
| <p>AE0006<br/>14:25-14:40</p> | <p>Developing and Maintaining Information System: The Impact of Virtual Team VS Face-to-face Team on Group Performance and Outcomes<br/><b>Salma Droussi</b> and Karim Gassemi<br/>Ecole Nationale de Commerce et de Gestion de Casablanca - Casablanca Morocco</p> <p><b>Abstract:</b> Studies that have been done in order to understand how virtual teams work and the impact of such a form of collaboration on team performance have revealed contradictory results, confirming in some cases the viability of virtual teams and consecrating in others, their inferiority compared to the face to face teams. The objective of this paper is to explain this inconsistency, by reviewing the literature on the matter. We have also, proposed an exploratory model based on the AST (Adaptive Structuration Theory) and the CVA (Competing Values Approach), that aims to explore the impact of virtual teamwork on group performance and outcomes.</p>   |
| <p>AE0007<br/>14:40-14:55</p> | <p>Is Disruptive Management Thought Process Codification Overdue?<br/><b>Ash Malhotra</b><br/>Nelson Marlborough Institute of Technology, New Zealand</p> <p><b>Abstract:</b> Many have started to realise the difference between change and intense change, also known as disruptive change. Management thoughts address change process but not the intense change concept. There is confusion in understanding the two concepts. This has resulted in systemic failures in managing resources at Global level. This paper investigated the environment of intense change to study whether there is a need for developing a diagnostic tool to help managers deal with it. The secondary research, empirical evidence and online survey indicates that there is a need for disruptive management thought. More research, discussions, collaborative and supportive environment is needed to confirm the first step before going to the next. The preliminary findings confirms the aim, but more investigation is necessary to reinforce the confirmation of the finding of this paper.</p>  |
| <p>AE0008<br/>14:55-15:10</p> | <p>Financing for SMEs: The Role of Crises<br/><b>Cláudia Cardoso</b> and Marta Sampaio<br/>Management Applied Research Unit (UNIAG) and Polytechnic Institute of Cávado and Ave (IPCA), Portugal</p> <p><b>Abstract:</b> The financial crisis of 2007-2009, in the US, was followed by several sovereign-debt crises and banking crises in Europe. One of the most discussed consequences of these crises was if there was an effect on the financing to the economy. Among the firms, small</p>  |

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|                               | <p>and medium-sized enterprises (SMEs) are traditionally considered more fragile and many authors engaged in the analysis of the financing conditions of these companies and the particular restrictions that they may face in the moment of a financial crisis. This is our starting point for an exploratory study on the behaviour of demand, supply and the cost of financing for SMEs. We conclude that, despite the decreased cost of financing have been higher for large firms than for SMEs, and after a period of scarcity of financing, the external financing available for the SMEs had overcome the needs, on the euro zone. There is also some evidence that there was a change on the structure of the sources of financing used by the SMEs.</p>   |
| <p>AE1006<br/>15:10-15:25</p> | <p>Change Management-More People, less Work<br/><b>Breda McTaggart</b> and Valerie McTaggart<br/>Institute of Technology Sligo, Ireland</p> <p><b>Abstract:</b> Innovations, changes to practice, procedure, process, and systems are occurring at unprecedented rates. The reasons cited are to improve the customer's experience, make organisations more efficient and effective, ergo allowing them to remain and sustain competitive advantage in today's challenging environment.</p> <p>Change management theory outlines a logical process, with forces for and forces against the change, recognising that this process has its difficulties, but always begins with the assumption that change within an organisation is initiated and led with good intentions. Whether these are to save finances, improve service delivery to customers, or reduce unnecessary rework. However, the reality can be much different, with many change initiatives resulting in increased costs, a more complex and bureaucratic service delivery, reduction in positive customer experience, more inefficiencies, and indeed more people doing less work. But what happens to cause this result?</p> <p>Using documentary analysis and interpretive method of data collection this paper will endeavour to deconstruct the change and identify points in time where street level bureaucracy, scope creep, IT fatigue, politicking and politics, intervened and took over, impacting negatively on the success of the change management process and ultimately the change. With the old statement firmly in the mind "that the road to hell is paved with good intentions".</p>  |
| <p>AE1015<br/>15:25-15:40</p> | <p>Islamic Banking: How the UK Business Model can be Adapted to Morocco?<br/><b>Abou El Jaouad Kamal</b><br/>National School of Commerce and Management of Casablanca<br/>(ENCG) MOROCCO</p> <p><b>Abstract:</b> Islamic finance has seen a strong increase over several years and the Islamic banking assets are growing very fast. It represents a substitutable finance for traditional one, and has quickly gaining market share and by being present in highly sophisticated markets (London, Dubai,) which illustrates its empirical success.</p> <p>Indeed, Britain is the first country outside the Islamic world to issue sovereign sukuk. The key point of this step was first to attract additional liquidity from investors in the Middle east and Asia adhering to Islamic principles. Then the region became the hub of Islamic finance with 6 Islamic bank, more than any other western country.</p> <p>The factors that lead to this success are mostly the support of the government by providing a flexible tax system for shariah compliant products, the liquidity of the financial eco system and the developed market that can easily face risk, in addition to the large Muslim community that provides a lot of growth opportunities.</p> <p>Though in morocco, we are witnessing the kick off of Islamic products. The country seems to have all the potential to become the African hub of Islamic finance nevertheless some measures must be taken concerning typically the legal framework and media coverage promoting Islamic products.</p> <p>During the presentation we will dig into the specific aspects of success of Islamic banking in UK, and identify improvement areas for the Moroccan case.</p> |
| <p>15:40-16:00</p>            | <p>Coffee Break</p>   |

**Session 3**

16:00-18: 00, Oct. 28, 2017

Venue: Room 103

Theme: Economics and Marketing

Session Chair: **Prof. David Ascher**

Pontifical Catholic University of Parana-PUCPR, Brazil

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

| ID                      | Title+ Author's Name  |
|-------------------------|---|
| BR0008-A<br>16:00-16:15 | <p>Effectiveness of Celebrity Endorsement on Social Media towards Consumer's Purchase Intention Among Sri Lankans<br/> <b>H.M.U.S.R.Samarasinghe</b><br/> Sri Lanka Institute of Information Technology</p> <p><b>Abstract:</b> In spite of numerous theoretical and empirical studies that examine celebrity endorsement on traditional media, few studies have attempted to examine the relationship between Source Characteristics and Consumer Purchase Intention in the domain of social media. Furthermore whether this relationship is differ from Male to Female is not empirically investigated. This study combines Source credibility and Source Attractiveness theories to oversee Source Characteristics factors on Consumer's Purchasing Intention. As a result Source Attractiveness dimensions namely Source Familiarity, Source Likeability and Source Similarity have been introduced to the Source Characteristics which is the main theoretical contribution.</p> <p>A sample of 338 consumers who use social media for FMCG product purchase decisions responded to the survey. The results provided preliminary support for the hypothesized model. It was found that there is a positive relationship between Source Expertness, Source Trustworthiness, Source Likeability, Source Similarity and Consumer's Purchase Intention while there is a negative relationship between Source Familiarity and Consumer's Purchase Intention. The study further revealed that the impact of Source Expertness, Source Trustworthiness, Source Likeability, and Source Similarity is different for male and female consumers. Thus, in promotional campaigns a product which is used by only one particular gender has to concern itself with the characteristics of that particular gender, and Source Familiarity should not concern itself with gender diversity in celebrity endorsement since it has no impact on the relationship between Source Familiarity and a Consumer's Purchase Intention.</p> |
| BR0013<br>16:15-16:30   | <p>A New Paradigm for Microfinance in Developed Nations<br/> <b>Joshua Taehyung Kim</b><br/> Yongsan International School of Seoul</p> <p><b>Abstract:</b> As several studies have continuously proven repeatedly the benefits that microfinancing can bring to society, microfinancing has quickly caught the interest of both developed and developing countries. However, little study has been done into the particular models of microfinancing and their characteristic strengths and limitations. This particular study begins by differentiating the needs of the two parties (developed country and developing country) and focuses on South Korea and looks into what the best microfinancing model could be for developed nations. Analysis into the generic microfinancing model that South Korea's government and Central Microfinance Foundation utilizes will prove to us the fundamental issues of utilizing a model whose structure does not fit the environment. From there, we will go on to study the developed nation's environment and what it demands in the present, namely welfare.</p> <p>This set guideline will allow us to select a unique microfinance model from South Korea that fits the researched environment and we will analyze its success factors and limitations. Finally, we will check whether the final model seems applicable in other developed nations and conclude by suggesting a more improved model for developed nations than the generic microfinance model also used in developing nations.</p>  |
| AE0011<br>16:30-16:45   | <p>Identifying Morocco's Perceived Attractiveness to SMEs Managers in Germany<br/> <b>Abdallah Rihihil</b>, Alexander Unger, Karim Gassemi and Aicha Jellil<br/> National School of Commerce and Management of Casablanca - Hassan II University of</p>   |

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|                               | <p>Casablanca, Morocco</p> <p><b>Abstract:</b> In the age globalization, the concept of attractiveness is of crucial importance to territories that are involved in a fierce competition over attracting geographically mobile investments. Attractiveness is a new imperative for creating jobs, increasing investment in industry and services, accessing the global market, and developing new technologies. Attracting potential investors is therefore a major objective for all territories, and more specifically developing countries. The attractiveness of territories is based on a number of location advantages that are of fundamental importance, as companies only select the sites that enable them to reinforce their competitiveness. In this context, promoting and welcoming foreign investments is a multidimensional challenge in which the identification of perceived attractiveness to small and medium-sized enterprises occupies a prominent place. In this work, we discuss and explore the determinants on which foreign companies base their choice to locate in Morocco, using an analytico-descriptive research methodology as well as an exploratory study including managers and entrepreneurs from Germany. The objective of this study is to verify the attractiveness of Morocco as an economic destination especially in the strategic sectors (i.e. renewable energies, tourism, offshoring, agriculture and fishing, etc.).</p>   |
| <p>AE0013<br/>16:45-17:00</p> | <p>The Online Retail Status in Lebanon<br/> <b>Dora Najjar</b>, Miguel Shikhani, Jad Maroun and Fouad Samaan<br/> University of Balamand, Lebanon</p> <p><b>Abstract:</b> This research aims to provide evidence about the Ecommerce status, effects and challenges in Lebanon. In particular, it explores the online shopping prominence through the retailer's point of view. For this purpose, Ecommerce status, technological needs and best practices were covered in the literature review concerning European, American and some Arab countries. In order to explain this, a case study model was chosen in order to compare the online and offline retail status in Lebanon. Using a qualitative approach, the study comprised six companies, from different sectors; all of them are multichannel companies. Semi-Structured interviews were conducted.</p> <p>It was found from the interviews analysis that the online shopping in Lebanon is at its beginning stages. Companies are adopting it mainly for advertisement and product promotion more than for online sales. Moreover, the poor internet infrastructure, limited available online payments choices and poor delivery made the online success very primitive compared to other countries. The study has also enabled serious personal reflection on our preconceptions about the Lebanese companies. Firstly, we had a perception that Lebanese companies do not like to bother themselves with the online retail in absolute terms, which we found not to be true. Nonetheless, the study has provided some illustrative insights which have not before been revealed in Lebanon. Further research through a quantitative survey should be done to take the customers point of view.</p> |
| <p>AE0015<br/>17:00-17:15</p> | <p>The Retailer's Cooperative Advertising Strategy based on Stackelberg Game<br/> <b>Lei Jiang</b> and Wei Chen<br/> Chengdu Textile College, China</p> <p><b>Abstract:</b> This paper consider the question of whether the one-period two-stage supply chain, made up of a manufacturer and a retailer, is advertised in the Stackelberg game. Market demand is uncertain, the retailers are risk- neutral, and are selling products from manufacturers to consumers. The manufacturers and the retailers carry out Stackelberg game, the Nash equilibrium is obtained under two kinds of situations, the optimal solution and profit under the cooperative advertising is always better than that of the cooperative advertising is not the optimal solution and profits, tell the motive and strategy of the retailer cooperative advertising. Finally, the influence of the sensitivity coefficients on optimal decision is given by numerical examples, the conclusion is also proved.</p>  |

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| <p>AE0041<br/>17:15-17:30</p> | <p>Impact of GDP, Capital and Employment on Waste Generation - The Case of France, Germany and UK Regions<br/> <b>Richard Gardiner</b> and Petr Hajek<br/> University of Pardubice, Czech Republic</p> <p><b>Abstract:</b> An increasing attention is paid to the role of economic growth as well as waste generation due to the harmful environmental and health effects of hazardous waste. It is predominantly argued that economic growth promotes waste and hence worsens already precarious environmental problems. Another experts and scholars contend that the direct link between economic growth and waste emission into economic system-environmental degradation is too simplistic and the causality is indirect, affected by policy and socio-economic context. However, previous related research was limited to the national level, mainly due to the lack of available data. Comparative studies across nations are missing. Therefore, this study aims to overcome this limitation by using regional level data from France, Germany and UK for the years 2000-2013. Using panel cointegration tests, we find that cointegration is present between total waste per capita, GDP per capita, employment rate and gross fixed capital per capita formation. We further investigate both short and long run Granger causal relationships between waste generation and GDP, employment rate likewise gross fixed capital formation. In the short run, there is bidirectional causal relation running from GDP to waste in Germany, whereas bidirectional causality running from GDP and gross capital formation to waste was observed for the UK. For France, causality running only from gross capital formation to waste was found. In the long run, the variables had no impact on waste in France and Germany. Meanwhile, the result provides both unidirectional and bidirectional granger causality running from gross capital formation, GDP and employment to waste in the UK. These differences lead to important policy implications for each of these countries.</p> |
| <p>AE0043<br/>17:30-17:45</p> | <p>Research of the Influence of the Recency Effect on the Supply Line Underweighting<br/> <b>Yan Li</b> and Bojiao Mu<br/> China University of Mining &amp; Technology, Beijing</p> <p><b>Abstract:</b> A supply line underweighting is a robust decision error that can lead to the bullwhip effect. Finding the antecedents to the underweighting is valuable for lowering the operating cost of a supply chain. This research studies whether the recency effect, a cognitive bias under which recent information is emphasized more than historical information, can generate the supply line underweighting. A multiperiod ordering model is established, which characterizes the influence of the recency effect on the ordering behavior by a demand-chasing fashion. A series of simulation experiments are conducted and the results show that the recency effect is a behavioral antecedent to the supply line underweighting; under the influence of the recency effect, the increasing ordering lead-time and demand volatility will intensify the supply line underweighting.</p>  |
| <p>AE1010<br/>17:45-18:00</p> | <p>Insurance's Automobile Consumption: Testing Predictions of Adverse Selection Models via the Logit Model<br/> <b>Khalid Herradi</b><br/> University Hassan 1st SETTAT, Polydiscipliare Faculty of Khouribga, Morocco</p> <p><b>Abstract:</b> The risk, this limited vocabulary in matters of insurance, will be, by extension, easily explained, the object which is exposed to external dangers. And, in a more technical sense, it will be the balance of good or bad odds as to the realization of this danger, it will be the probability of the disaster.</p> <p>The value of the insurer's provisional calculation is based on the quality of its statistical information. Thus, at the crossroads of the economic, the technical and the social, assurance is indeed the industry of uncertainty: it is also, by necessity, the eternal search for the commercially acceptable compromise between individual cost and integral solidarity.</p>   |

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|             | <p>Adverse selection models predict that high-risk agents will buy higher insurance coverage than low-risk agents. This is in fact an information asymmetry between the insured as a consumer and the insurer as an insurer of insurance coverage.</p> <p>Using logistic regression to understand the influence of certain variables on claims and to look for the link between the choice of collateral by the insured as collateral consumer and the frequency of claims is of paramount importance.</p> <p>In this sense, our objective via this paper is to test these models of adverse selection in the case of the market of insurance's car in Morocco.</p> |
| 18:00-21:00 | <p>Dinner<br/>Venue: Restaurant</p>   |

## Poster Session

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| AE0030 | <p>Compensation Reform Plan and Cost Stickiness of Central Enterprises in China<br/>Xiaoxue Cao and Wenjing Dong<br/>Jilin University of Finance and Economics, China</p> <p><b>Abstract:</b> The central enterprises of China had enforced Compensation Re-form Plan for Central Enterprise Responsible Persons (Reform Plan in short) in January 1st, 2015. The enforcement of this plan had initiated a lot of changes on compensation incentive system. Using the sample of central enterprises listed on the Shanghai and Shenzhen Exchanges from 2012 to 2016, this paper examines the effect of the Reform Plan on cost stickiness. The paper finds: (1) after the Reform Plan, the cost stickiness of central enterprises drops significantly; (2) this relationship is affect by management ownership and ownership concentration of shareholders. While the management ownership is high and ownership concentration of shareholders is low, the Reform Plan restrains cost stickiness is more significantly.</p>  |
| AE0039 | <p>A Method of Determining the Weight of Case Retrieval Based on Variable Weight<br/>Jinbing Ha, Yiwen Wang and Zining Liu<br/>Nanjing University of Science and Technology, China</p> <p><b>Abstract:</b> In order to promote better research on the weighting methods of case attributes in Case-based reasoning, we conducted a study on the weighting methods of case attributes, in which a number of 50 metro energy consumption cases was chosen to conduct to verify the three weighting methods on attributes of the case in the metro energy consumption data base. The three weighting methods were Analytic Hierarchy Process, abbreviated as AHP, Mean Square Difference, abbreviated as MSD, and Integrated Determination of Variable Weight, abbreviated as IDVW, meanwhile the IDVW was the new method proposed in this paper. The results of this study clarified that the new method IDVW can improve the quality of case retrieval of the metro energy consumption case, and retrieve the most efficient metro train route map quickly, achieving the decline of metro energy consumption effectively.</p>  |
| AE0055 | <p>Valuation of Personal Information in the E-commerce Websites based on Contingent Valuation Method<br/>Yijun Huang and Tong Lu<br/>Beijing University of Posts and Telecommunications, China</p> <p><b>Abstract:</b> Personal information is the common wealth of consumers and producers, and the phenomenon of using personal information for commercial purposes is particularly prominent in the field of E-commerce. However, there is no clear judgement on the value of personal information in the existing market transaction process. By summarizing the basic concepts and valuation methods of personal information, this study introduced the contingent valuation method (CVM) which was widely used in the valuation of non-market value of public goods into the value assessment of consumers' personal information. In the empirical research process, the combination of open-ended pre-survey and dichotomous choice contingent valuation method (DCCVM) was adopted; for the consumers of online movie ticketing platform, the first 300 questionnaires were issued to obtain the initial bids, and then the 661 questionnaires were issued to get their willingness to accept (WTA) for providing the platform with personal information. Finally, using willingness-to-accept model, this study gets the average value of consumers' age and home address information on movie ticketing platform and confirms that the CVM is an effective method to assess the value of personal information based on individual perspective.</p> |
| AE0058 | <p>Personal Trait Predicting Work Engagement in Crowdsourcing through Achievement Goals: Mediation Analyses<br/><b>Andrey Barashev</b> and Guoxin Li<br/>Harbin Institute of Technology, China</p>   |



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|        | <p><b>Abstract:</b> The purpose of this research is to investigate how personal traits influence work engagement on crowdsourcing platform through achievement goals. This study uses Reinforcement Sensitivity Theory (RST) in order to explain initial energization of behavior as well as Achievement goal theory's constructs to explain direction of this energy. The indirect effects of Fight-Flight-Freeze system (FFFS) through performance approach and performance avoidance goals on work engagement has been studied.</p> <p>The results of current study show that avoidance based personal trait FFFS indirectly relates to work engagement through performance approach and performance avoidance goals, such as FFFS positively predicts work engagement through performance approach goals and negatively predict work engagement through performance avoidance goals. In addition, this study proves that FFFS positively predict adoption of both performance approach and performance avoidance goals. Hence, promoting adoption of performance approach goals is a good way for improving workers' work engagement.</p> <p>These results are important for crowdsourcing platform managers and could help them to improve work engagement of workers without providing additional reward.</p>   |
| AE0061 | <p>Customer Satisfaction Evaluation Model of E-commerce Website based on Tensor Analysis<br/>Weiming Yi, Peiwu Dong and Jing Wang<br/>Beijing Institute of Technology, China</p> <p><b>Abstract:</b> Taking the e-commerce website as an example and combining with tensor analysis theory, a novel evaluation model of customer satisfaction on the website is established in higher order space. Firstly, the model takes use of tensor analysis to expand the index system of customer satisfaction with a high-order tensor. Then the customer satisfaction evaluation model is given by means of high order subspace analysis based on non-negative Tucker decomposition. Finally, the model training process and testing results are given with the data in real applications. Experimental results show that the model has feasibility and performs well.</p>  |
| AE0065 | <p>Study on the Legal Status of Association Standards Bodies in China under the Background of Standardization Reform<br/>Xianghua Zhu<br/>China National Institute of Standardization, China</p> <p><b>Abstract:</b> China's standardization reform is under way. There is a new kind of standard which is association standard. Who can develop association standard is a critical factor to China's standardization reform. The State Council of China published &lt;Plan for Furthering the Standardization Reforms&gt; in 2015 and &lt;Revised Draft Standardization Law of the People's Republic of China&gt; in 2017. In these two documents there are different definitions for the association standard developer. This paper studies the criteria for the subject that be held civil liability as provided by <i>General Rules of the Civil Law</i>. Based on the analyses of characteristic of standard developers at home and abroad this paper points out that association standards developers shall be a legal person. After examining requirements for social organization as formulated by Ministry of Civil Affairs this paper insists that in addition to associations, foundations and non-profit organizations have a status of legal person and shall be accordingly classified into a category of association standards body. Even those alliance that have not been registered within the Civil Affairs Department can also be association standards developers.</p> |
| AE0069 | <p>Study of Legislation on Inclusion of Patents in Chinese Standards<br/>Xianghua Zhu<br/>China National Institute of Standardization, China</p> <p><b>Abstract:</b> This paper analyzes the relevant laws and regulations on patent involved in standard in China which including: the &lt;Rules of patents involved in national standards&gt; published by National Standardization Administration of China (hereinafter referred to as SAC) and the State Intellectual Property Office of China (hereinafter referred to as SIPO), &lt;Provisions on the prohibition of the abuse of intellectual property rights and restrictions on competitive behavior&gt; published by State Administration for Industry and Commerce of China (hereinafter referred to as SAIC) and &lt;Interpretation of several issues concerning the application of law in</p>  |

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|        | <p><i>the trial of patent infringement dispute cases (II)</i>&gt; published by Supreme People's court of China (hereinafter referred to as SPC). And there are also some regulations that are still under being developed which including: &lt;<i>Revised Draft of Patent Law drafted</i>&gt; by SIPO, &lt;<i>Draft of the anti-monopoly guide on the abuse of intellectual property rights</i>&gt; drafted by National Development and Reform Commission (hereinafter referred to as NDRC), Ministry of Commerce of People's Republic of China (hereinafter referred to as MOFCOM), SAIC and SIPO. This paper analyzes these regulations, discusses the roles and the problems may exist and points out that it is not only to highlight the laws and regulations targeted but also to strengthen the coordination and unity between them in order to deal with the issue of patent involved in standard.</p>  |
| AE0071 | <p>Reputation Assessment of Enterprise Collaborators based on Supply and Demand Network<br/> <b>Yanling Xiao</b>, Bingjun Tong and Yanmei Sheng<br/>         Northeast Petroleum University, China</p> <p><b>Abstract:</b> Reputation is an important intangible asset, while reputation assessment makes a significant function in the process of choosing corporate collaborators. With technology improvements in internet, the management built by Supply and Demand Network has become reality. In this work a reputation assessment system was developed through qualification of reputation. Validation of reliability of the assessment system had been done. Moreover, the extended model of reputation assessment was developed by taking frequency, amount and timeliness of the transaction. At last, the paper built a chart for collaborator selection using reputation assessment model, and stated related issues during using reputation assessment system. This work also provided a theoretical and practical fundamental for future studies of reputation assessment.</p>   |
| AE1020 | <p>Multi-product Firms, Product Switching And Exports In A Developing Country: Evidence from China<br/>         Meihong Dai and Lei Wang<br/>         University of Queensland, Australia</p> <p><b>Abstract:</b> This research studies a far less explored issue: export product switching activities within-firms and their impact on exports from a large developing country, China. First, we find that multi-product export firms and their product switching activities are widespread in China. Second, the role of trade regime is considered and we find that processing exporters switch their export products less frequently. Finally, results show that adding and churning export products within-firms positively improves China's exports; while dropping export products presents a negative impact. Meanwhile, processing exporters can hardly benefit from export product switching activities.</p>  |
| AE1025 | <p>Research and Application of Evaluation Methods for the Social Benefits of Standardization based on Value Chain<br/>         Qiang Fu, Bing Han and Hanfang Hou<br/>         China National Institute of Standardization, China</p> <p><b>Abstract:</b> Currently, the application of standards is significantly expanded from the original industrial production field to such fields as agriculture, services, social management and public services. The promotion of standardization on economic and social development is not only reflected by economic indicators that can be measured by data, but also the effects on environmental protection, human health and other aspects that cannot be simply quantified. Especially in the fields of social management and public service, the roles of standards are mostly reflected in society, environment and other aspects related to social benefits. In this case study, the value chain of a city's governmental service hotline is analyzed based on ISO value chain methodology to establish a service hotline standard social benefit evaluation indicator system and evaluate the influence of standards on social benefits of each link of the value chain, as well as the influence of standards on various evaluation indicators by dividing the basic activities of hotline into acceptance, handling, issuance and return visit.</p> |

## Listener List

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| L 1 | Meriyanti<br><b>Cabinet Secretariat of Republic of Indonesia, Indonesia</b> |
| L 2 | Andrea De Souza   |

# Call For Papers

## Welcome to ICEFR 2018

### 2018 7th International Conference on Economics and Finance Research

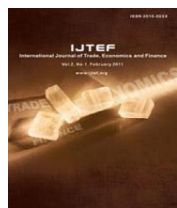
which will be held during April 07-09, 2018,  
in Prague, Czech Republic



Welcome to the official website of the 2018 7th International Conference on Economics and Finance Research (ICEFR 2018), which will be held during April 07-09, 2018, in Prague, Czech Republic. ICEFR 2018 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Economics and Finance Research, and discuss the practical challenges encountered and the solutions adopted.

Prague is the capital and largest city of the Czech Republic. It is the 14th largest city in the European Union. It is also the historical capital of Bohemia. Situated in the north-west of the country on the Vltava river, the city is home to about 1.3 million people, while its larger urban zone is estimated to have a population of 2.2 million. The city has a temperate climate, with warm summers and chilly winters. Welcome to attend the conference in the charming city-Prague.

## Publication



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory.

## Topics

Topics of interest for submission include, but are not limited to:

Accounting  
Advertising Management  
Business & Economics  
Business Ethics  
Change Management  
Communications Management  
Comparative Economic Systems

Consumer Behavior  
Corporate Finance and Governance  
Marketing Research and Strategy  
Marketing Theory and Applications  
Operations Research  
Organizational Behavior & Theory  
Organizational Communication

## Submission Methods

1. Email: [icefr@iedrc.org](mailto:icefr@iedrc.org)
2. EasyChair System: <https://cmt3.research.microsoft.com/ICEFR2018>

## Conference Website

<http://www.icefr.org/>

## Important Dates

|                       |                   |
|-----------------------|-------------------|
| Submission Deadline   | December 05, 2017 |
| Notification Date     | December 25, 2017 |
| Registration Deadline | January 15, 2018  |
| Conference Dates      | April 07-09, 2018 |



## IC4E 2018

San Diego, USA during January 11-13, 2018

2018 9th International Conference on E-Education, E-Business, E-Management and E-Learning

2018 9th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2018) will be held in San Diego, USA during January 11-13, 2018.

IC4E 2018 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of E-Education, E-Business, E-Management and E-Learning, and discuss the practical challenges encountered and the solutions adopted.

## Publication



IC4E Proceeding will be published by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

## Topics

Topics of interest for submission include, but are not limited to:

Systems, Design and Technologies  
Multimedia in e-learning  
e-Learning strategies  
Learning content management systems  
Business-to-business e-commerce

E-government, policy and law  
e-Marketplaces, e-Hubs, and portals  
e-Commerce content management  
Business process re-engineering  
Web Services, Grid Services and Service-Oriented

## Submission Methods

1. Email: [ic4e@iedrc.org](mailto:ic4e@iedrc.org)
2. EasyChair System: <http://www.easychair.org/conferences/?conf=ic4e2018>

## Conference Website

<http://www.ic4e.net/>

## Important Dates

|                       |                     |
|-----------------------|---------------------|
| Submission Deadline   | November 10, 2017   |
| Notification Date     | November 30, 2017   |
| Registration Deadline | December 20, 2017   |
| Conference Dates      | January 11-13, 2018 |



## 2018 International Conference on E-Business and Applications

will be held during February 23-25, 2018,  
in Da Nang, Vietnam

# ICEBA 2018



2018 International Conference on E-Business and Applications—ICEBA 2018, will be held during February 23-25, 2018, in Da Nang, Vietnam by IEDRC.

ICEBA 2018 aims at bringing together researchers and practitioners who are interested in e-Business technology and its current applications. The scope of the conference covers low-level technological issues, such as technology platforms, internet of things and web services, but also higher-level issues, such as business processes, business intelligence, value setting and business strategy. Furthermore, it covers different approaches to address these issues and different possible applications with their own specific needs and requirements on technology. These are all areas of theoretical and practical importance within the broad scope of e-Business, whose growing importance can be seen from the increasing interest of the IT research community.

## Publication



IC4E Proceeding will be published by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

## Topics

Topics of interest for submission include, but are not limited to:

Business Policy, Strategy and Governance  
E-Marketing and Consumer Behaviour  
Business Intelligence  
Collaborative Systems  
Measuring International Business Performance

B2B, B2C and C2C Architectures  
E-Business Systems for Multiple Platforms  
E-Banking  
Supply-chain Management  
International Business Strategy

## Submission Methods

1. Email: [iceba@iedrc.net](mailto:iceba@iedrc.net)
2. Electronic Submission System: <https://cmt3.research.microsoft.com/User/Login?ReturnUrl=%2FICEBA2018>

## Conference Website

<http://www.iceba.org/>

## Important Dates

|                         |                      |
|-------------------------|----------------------|
| Submission Deadline     | October 20, 2017     |
| Acceptance Notification | November 10, 2017    |
| Registration Deadline   | November 30, 2017    |
| Conference Date         | February 23-25, 2018 |

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