The 9th International Conference on Global Business & Economic Development

Management Challenges in Times of Global Change And Uncertainty

Conference Program
Seoul, South Korea,
May 25-28, 2005
The 9th International Conference on Global Business & Economic Development
Seoul, S. Korea, May 25-28, 2005

Management Challenges in Times of Global Change and Uncertainty

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Hanyang University, Seoul, S. Korea

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School of Business
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Volunteer Students from Hanyang University, Incheon University, and Konkook University
Acknowledgement

The Center for International Business at Montclair State University, New Jersey assumed a leadership role in presenting eight major conferences in China, India, Slovakia, Thailand and Mexico in collaboration with a significant number of partner universities, business entities, and government organizations. The 9th international conference held in Seoul, South Korea and co-hosted by the Digital Business and Management Center, Hanyang University is a major improvement over previous conferences in terms of its size, scope, quality and extended opportunities. The organization of the conference and publication of the proceedings were professionally aided by several individuals at a number of universities and organizations.

Dr. Susan A. Cole, President of Montclair State University and Dr. Chong Yang Kim, President of Hanyang University provided the inspiration and support to make this conference possible. We owe our special thanks to Dr. Chong Yang Kim, President, Hanyang University for facilitating conference management by allowing us to use the beautiful Hanyang university campus as our conference venue. Dr. Alan Oppenheim, Dean, School of Business, Montclair State University had been personally associated with the planning and implementation of the conference and helped in mobilizing corporate support. All the regional coordinators have spent inordinate time in gathering quality papers for the conference and bringing prestige to the conference. We like to express our sincere appreciation and thanks for their invaluable support.

Local advisory and Support committees took the major responsibility for successful implementation of the event on behalf of the host institution. On behalf of all members associated with the Center for International Business, we would like to thank the members of these committees for all the time and effort that they have put in to make this conference a big success.

A number of organizations and universities have offered generous financial support for this conference. These organizations include, Sealed Air Corporation and School of Management, Curtin University of Technology, The University of Memphis CIBER, and Solvitelecom, SK Telecom, SKC & C, Broadcom, and Sun Microsystems from South Korea. We sincerely appreciate their support and thank them for their generosity.

The professional advice and the tireless work of our regional coordinators have assured a high level of response and quality of the papers. Several colleagues have generously contributed their time and effort in networking and meticulously following up with the timeline of this conference. We are indebted to all of them. Also we would like to acknowledge the logistical support provided by their respective institutions.

Several faculty members and staff from the School of Business at Montclair State University have liberaly donated their time and energy in effectively managing this conference. In particular, we would like to thank Chandana Chakraborty, Ram Misra and several faculty members for meticulous screening and reviewing of the papers. We would like to offer our special thanks to the following colleagues for reviewing and screening all the papers.

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<th>Dr. Mark Allyn</th>
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<td>Dr. Nashwa George</td>
<td>Dr. Ram Misra</td>
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We invited experts from different functional discipline to select papers that are rich in terms of content and technique of analysis and, hence, are suitable for journal publication. Two groups of papers have been selected; the first group includes papers on human resource management and the second group includes those on economic and financial dimension of business. We express our sincere thanks to Alan Nankervis and Cecil Pearson, School of Management, Curtin University of Technology, Australia for agreeing to publish the first group of papers in their refereed journal Research & Practice in Human Resource Management. We also express our gratitude to Professor Sang-Hoon Kim, Department of Economics & Finance, Montclair State University for accepting the second group of papers for publication in the refereed journal Global Business & Finance Review.

Finally, several student volunteers from the School of Business, Montclair State University and Hanyang University have helped with the administrative support to the successful completion of this project. In particular, we gratefully acknowledge the services provided by Ms. Mildred Quiogue and Jaime Wong at the MSU-Center for International Business. Ms. Mildred had volunteered considerable amount of her own time in ably managing all the phases of the conference secretariat including registration, book-keeping, and correspondence with all the participants and regional coordinators. We thank her for her leadership, enthusiasm and commitment in managing the secretariat. Working in association with Ms. Mildred, a group of graduate and undergraduate students including Ms. Dhruti Shah, Mr. Mehal Rajendra Patel, Ms. Linxi Liao and Ms. Minsun Ku have ably assisted the conference secretariat at Montclair State University. They have volunteered numerous hours of their personal time to format all the papers as per the APA style guide and assisted in preparing the program and the proceedings. We would like to extend our sincere appreciation and thanks to all of them for their hard work towards preparation of the final manuscript and successful implementation of the conference.

C. Jayachandran  
Principal Coordinator & Co-Chair

Namjae Cho  
Host Coordinator & Co-Chair
4.1. Emerging markets I
ROOM: ATLANTIC I Date: May 27, 2005 Time: 9.00a.m-10.30a.m.

Chair: Ming Men, University of International Business & Economics, China
Discussant: Hong Liu, Manchester Business School, UK
4.1.1. Li Na, Fuzhou University, China
Title: “Barriers to China-US Textiles and Clothing Trade in the Post-Quota Period and Chinese Tactics”
4.1.2. Hong Liu, Jie Dong, Manchester Business School, UK
Title: “What Make M&As Successful in China?”
4.1.3. Ming Men, University of International Business & Economics, China
Title: “Agency Problem in the Context of Chinese Transitional Economy: A Case Study”
4.1.4. Mary Ip, The University of New South Wales, Australia
Title: “Consumer protection in China: An examination of the Toshiba Notebook case from an Australian perspective”
4.1.5. Renato Balderrama Santander, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), México
Title: “The Strengthening of Canada-China relations and the importance of the transference of their Chinese ethnic minorities: a challenge for the future of Canada-Mexico relations”

4.2. Information Technology I
ROOM: ATLANTIC II Date: May 27, 2005 Time: 9.00a.m-10.30a.m.

Chair: Ki-Dong Lee, Incheon University, S Korea
Discussant: Soumendra Dash (Institute of Finance and International Management, India)
4.2.2. B.J. Gleason, University of Maryland, University College, Asian Division, South Korea
Title: “The Role of Anonymity in Online Communications”
4.2.3. Kai-Lung Hui, Sang-Yong Tom Lee, Hock-Hai Teo, National University of Singapore,Singapore/ Hanyang University, South Korea
Title: “Information Privacy and Online Participation: A Field Experiment”
4.2.4. Ram B. Misra, Jeremy Briden, Montclair State University, USA
Title: “Changes in IT Investments Philosophy: Moving towards Strategic Importance”
4.2.5. Hyojae Joun, Namjae Cho, Korea Culture & Tourism Policy Institute/ Hanyang University, Korea
Title: “Analysis of Link Power Based on Web Link Structure and Information Resource”

4.3. Marketing III
ROOM: ATLANTIC II Date: May 27, 2005 Time: 9.00a.m-10.30a.m.

Chair: Junyean Moon, Hanyang University, South Korea
Discussant: Che-Jen Su, Fu-Jen Catholic University, Taiwan
4.3.1. Jitka Kloudova, Tomas Bata University in Zlin, Czech Republic
Title: “The Use of Marketing Audits as an Instrument for Enterprise Controlling Activities - Research Results from Czech Enterprises”
4.3.2. Che-Jen Su, Fu-Jen Catholic University, Taiwan
Title: “The Role of Source/Target Characteristics in the Application of Recommendations: A Taiwan Study on Buying Centers”
4.3.3. Junyean Moon, Doren Chadee, Hanyang University, South Korea/ University of Auckland, New Zealand
Title: “Effects of Culture, Product Type and Price on Consumer Intention to Purchase Mass Customized Products Online”
4.3.4. Greg Walton, Victoria University of Wellington, New Zealand
Title: “Global Forces Influence and International Marketing Decision Support Framework”
4.3.5. Krittinee Nuttavuthisit, Chulalongkorn University, Thailand
Title: “The Holistic Perspective of Thailand Brand Meaning”