

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**

Principal Sponsors:

The Center for International Business, School of Business
Montclair State University, New Jersey
BK21 Digital Business and Management Center
Hanyang University, Seoul, S. Korea

In Partnership with

School of Management, Curtin University of Technology, Perth, Australia
University of Memphis (CIBER)
Manchester Business School, Manchester, UK
Universiti Utara Malaysia, Kedah, Malaysia
Faculty of Management, Comenius University, Slovakia
University of International Business & Economics (UIBE), Beijing
Indian Institute of Management Bangalore, India
School of Management, Asian Institute of Technology, Thailand
Universidad del Valle de Atamajac (UNIVA), Guadalajara, Mexico
Department of Business Studies, Hongkong Polytechnic University
EADA (Escuela de Alta Direccion Y Administracion), Barcelona, Spain
Research on Transition Economics (ROSES), University of Paris I-Pantheon-Sorbonne, France
School of Marketing & International Business, Victoria University of Wellington, NZ
Departamento di Scienze Economiche, Universita degli Studi di Udine, Italy
The Schulich School of Business, York University, Toronto, Canada
Dept. of Humanities & Social Engineering, Toyohashi University of Technology, Japan
University of Vaasa, Vaasa, Finland
Univerdidad de Guadalajara, Mexico
Faculty of Management, Tshwane University of Technology, Pretoria, South Africa
Universidade Catolica de Pernambuco, Brazil
Osh State University, Kyrgyz Republic
Korea Department of Education, BK21 Project
The Society of Digital Policy and Management, S. Korea
The Knowledge Management Society of Korea, Seoul, S. Korea

Sponsors

Sealed Air Corporation, NJ
School of Management, Curtin University of Technology, Australia
University of Memphis (CIBER), Memphis
Korea Research Foundation, Seoul, S. Korea
Broadcom, Seoul, S. Korea
Solvittelecom, Seoul, S. Korea
SK Telecom, Seoul, S. Korea
SKC & C, Seoul, S. Korea
Sun Microsystems, Seoul, S. Korea
National Computerization Agency, Seoul, S. Korea

Co-Chair & Host Coordinator

Dr. Namjae Cho
Director, Digital Business and Management Center
Hanyang University, Seoul, S. Korea

Associate Coordinator

Dr. Ram B. Misra
Associate Professor, Department of Information & Decision Sciences
School of Business
Montclair State University, Montclair, NJ 07043

Co-Chair & Principal Coordinator:

Dr. C. Jayachandran
Professor & Director, The Center for International Business
School of Business
Montclair State University, NJ 07043, U.S.A.

Local Advisory Board

Dong Sung Cho, Professor, School of Business Administration, Seoul National University
Yu Sang Chang, Bo-hun Chaired Professor, Korea University
Seoung Soo Han, Ex-President, UN General Assembly, Ex-Minister of Foreign Affairs and Trade
Unna Huh, President, Information and Communications University
John H. Lee, President, Korea Information Strategy Development Institute
Byung Tae Yoo, Dean, School of Business, Hanyang University

Local Organizing Committee

Seung Baek, Hanyang University	Soo-Ra Kwon, Hanyang Cyber University
Suk Gwon Chang, Hanyang University	Byung-Hee Lee, Hanyang University
Soumendra Dash, Hanyang University	Ki-Dong Lee, Incheon University
Chang-Hee Han, Hanyang University	Kyoung Jun Lee, KyungHee University
Chung-Min Han, Hanyang University	Mi-Young Lee, KonKuk University
Hyun-Soo Han, Hanyang University	Sang Kon Lee, Korea University of Tech & Ed.
Jung-Hwa Han, Hanyang University	Woong-Hee Lee, Hanyang University
Sang-Lin Han, Hanyang University	Kyoo-Sung Noh, SunMoon University
Kyung Tae Hwang, Dongguk University	Kiho Park, Hoseo University
Sang-Gyung Jun, Hanyang University	Sang-Hyuk Park, Jinju National University
Jun Hwa Jung, Dong-Ah Boadcasting College	Che-Jen Su, Fu-Jen Catholic University, Taiwan
Jong-Uk Kim, Sungkyunkwan University	Jihwan Yum, Hanyang Cyber University
Jong-Woo Kim, Hanyang University	Sang Yong Kim, Korea University

Local Administrative Support:

Lynn Kim, BK21 Digital Business & Management Center, Hanyang University
Seung-Hee Oh, TRUST Research Lab, Hanyang University
Sang-Min Lee, TRUST Research Lab, Hanyang University
Jiho Son, TRUST Research Lab, Hanyang University
Jin-Gyoo Cho, TRUST Research Lab, Hanyang University
Hee-Youn Kim, TRUST Research Lab, Hanyang University
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 Solvittelecom, 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 liberally 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.

Dr. Mark Allyn	Dr. Mark Hill	Dr. Avi Mukherjee
Dr. Mark Berenson	Dr. Agatha Jeffers	Dr. Ramesh Narasimhan
Dr. Hamey Blumberg	Dr. Nicole Koppel	Dr. Deniz Ozenbus
Dr. Edward Bewayo	Dr. Eileen Kaplan	Dr. Glenville Rawlins
Dr. Chandana Chakraborty	Dr. Phillip LeBel	Dr. Herman Sintim
Dr. Suresh Desai	Dr. Serpil Leveen	Prof. James Yang
Dr. Nadeem Firoz	Dr. Kathryn Martell	Dr. James Yao
Dr. Nashwa George	Dr. Ram Misra	Dr. Seokwah Yun

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. Dhruvi Shah, Mr. Mehul 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: Souendra 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: Junyeon 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. **Junyeon 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"