

Conference Program

DAY 1

Date: 12th December (Monday)

Venue: Hotel Fort Canning, Singapore

Room: Lavender I

9:00-9:30	Registration
9:30-9:40	<p>Opening Address: Prof. the Hon. Dr. Stephen Martin Chairman, Board of Governors, Global Science & Technology Forum (GSTF) Former Speaker Parliament of Australia Former Deputy Vice Chancellor (Strategy and Planning) Curtin University of Technology Former Pro Vice Chancellor International Victoria University, Australia</p>
9:45-10:25	<p>Keynote Address: "Innovation at the Nexus between Universities and Industry-Business" Dr. Archie Johnston Dean of Engineering and Information Technologies Chair of the Sydney Business School The University of Sydney, Australia</p>
10:25-11:05	<p>Keynote Address: "Quality Management in Research & Development" Dr. Vinod Kumar Professor, Technology and Operations Director, Manufacturing Systems Centre Former Director (1995-2005), Sprott School of Business Carleton University, Ottawa, Canada</p>
11:05-11:20	COFFEE / REFRESHMENT BREAK
11:20-12:00	<p>Keynote Address: "Achieving Competitive Advantage in Global Emerging Market" Dr. Shankar Chelliah Associate Professor of International Business Graduate Employability and Alumni School of Management Universiti Sains Malaysia</p>
12:00-12:40	<p>Keynote Address: "Is There Cultural Difference in Online Consumer Behavior" Asst. Prof. Tuck Siong Division of Marketing and International Business Nanyang Technological University, Singapore</p>
12:40-1:20	<p>Keynote Address: "Improvement of Scheduling Techniques in Complex Projects" Assoc. Prof. Indra Gunawan The University of Adelaide, Australia</p>

1:20-2:20	LUNCH
2:20-2:40	IE 10 <i>“Customer Experience Modelling and Analysis Framework”</i> Mr. Benjamin Lammel University of Applied Sciences and Arts Northwestern Switzerland
2:40-3:00	IE 3 <i>“Stress Reduction among Employees and Management Through Mindfulness Approaches”</i> Dr. Volker Bernhard Schulte and Dr. Arie H Verkuil University of Applied Sciences and Arts Northwestern Switzerland
3:00-3:20	IE 1 <i>“Understanding The Role of Innovation, in the Process of Opportunity Identification and Exploitation, Amongst Large Scale and Entrepreneur Owned Firms Within the Thai Food Processing, Value Chain”</i> Mr. Ontida Chanuban University of Hull United Kingdom
3:20-3:40	IE 4 <i>“Innovation Patterns of Satellite Manufacturing Sector of UAE”</i> Mr. Khaled Ali Al Hashmi UAE Space Agency Manchester Business School United Arab Emirates
3:40-4:00	IE 16 <i>“Standards for Healthy Workplaces Based On The "Four Avenues" of The World Health Organization – Challenge for Maintaining Enterprise Innovation in South East Asia, Pilot Programme in Vietnam”</i> Dr. Marc Aeschbacher University of Applied Sciences and Arts Northwestern Switzerland
4:00-4:20	COFFEE / REFRESHMENT BREAK
4:20-4:40	IE 26 <i>“The Role of Alumni in the Entrepreneurship Process of University Students: Social network perspective”</i> Dr. Tang Mingfeng Southwestern University of Finance and Economics (Liulin Campus) China
4:40-5:00	IE 20 <i>“Exploring the Role of Social Network Sites in New Product Development: An Empirical Study of MNCs”</i> Ms. Naheed Bashir University of Manchester United Kingdom

5:00-5:20	<p style="text-align: center;">IE <i>“Co-Creating Knowledges and Institutional Space: Introducing Entrepreneurship to North Korea”</i> Dr. Jukka-Pekka Heikkilä Aalto University School of Business Finland</p>
5:20-5:40	<p style="text-align: center;">EMG 3 <i>“Dysfunction from Focusing on Overseas Business”</i> Dr. Gen Fukutomi, Kyoto Sangyo University Dr. Wataru Uehara, Hitotsubashi University and Dr. Hiroyuki Fukuchi, Toyo Gaukuen University Japan</p>
5:40-6:00	<p style="text-align: center;">EMG 6 <i>“Conflicting Discourse between Market Contemplations and Ethical Conduct: A Case of Professional Accounting Services”</i> Dr. Humayun Murshed Charles Sturt University, Australia</p>
6:00-6:20	<p style="text-align: center;">EMG 14 <i>“Consumer’s Responses towards Online Review in Emerging Market: Evidence from Indonesia”</i> Dr. Tao Jiang University of Leeds United Kingdom</p>

Conference Program

DAY 2

Date: 13th December (Tuesday)

Venue: Hotel Fort Canning, Singapore

Room: Lavender I

9:00-9:30	Registration
9:30-9:50	<p>EMG 12 <i>“Home Country Effect in Industrial Markets. Does it Pay to Rely on County Image for Domestically Produced Industrial Goods?”</i> Mr. Michael Justus Reichert HSU Hamburg Germany</p>
9:50-10:10	<p>EMG <i>“Is Marketing Honesty the Best Policy? Corporate Appeals to Cynical Consumers”</i> Dr. Amos Owen Thomas Stockholm University Sweden</p>
10:10-10:30	<p>EMG <i>“The Construction of Database Corporate International Social Responsibility between China and Kazakhstan”</i> Ms. Ulsara Nematullajzy Zhanore Nanjing University of Science and Technology China</p>
10:30-10:50	COFFEE / REFRESHMENT BREAK
10:50-11:10	<p>EMG 1 <i>“Patients' Satisfaction in International Healthcare: Malaysia in Perspective</i> Dr. Shankar Chelliah Universiti Sains Malaysia</p>
11:10-11:30	<p>EMG 15 <i>“Relationship Marketing on the Market of Advertising Agencies”</i> Dr. László Józsa J. Selye University Slovakia</p>
11:30-11:50	<p>IE 22 <i>“Strategizing in the Public Sector. Findings from Implementing a Strategy of Entrepreneurship in Education”</i> Ms. Karin Axelsson Mälardalen University Sweden</p>

11:50-12:10	<p style="text-align: center;">IE 2 <i>“Research On Operational Risk Warning For Online Supply Chain Finance Based on Multi-Agent”</i> Dr. LiGuo Zhou and Mr. Chenrui Zhang Central University of Finance and Economics China</p>
12:10-12:30	<p style="text-align: center;">IE 2 <i>“An Empirical Testing of Diffu.NET: Diffusion of Product Innovation in the Social Network Context”</i> Dr. Ben S. Liu Quinnipiac University United States of America</p>
12:30-12:50	<p style="text-align: center;">IE 30 <i>“Studying in Cooperation Networks as means of Teaching Entrepreneurship on Restaurant Business Curriculum”</i> Dr. Anne Roosipõld Estonian Entrepreneurship University of Applied Sciences Estonia</p>
12:50-1:10	<p style="text-align: center;">IE 14 <i>“The Effect of Innovation on Economic Growth: Evidence from GMM Estimates”</i> Mr. Ranapratap Maradana Indian Institute of Technology Kharagpur India</p>
1:10-2:10	LUNCH
2:10-2:30	<p style="text-align: center;">IE 34 <i>“Characterizing Business Angels and Investigating the Impact of their Human Capital on Startup Success”</i> Dr. Richard Geibel University Fresenius Germany</p>
2:30-2:50	<p style="text-align: center;">IE 2 <i>“Model of Entrepreneurial Success: Linking Theory and Practice”</i> Mr. Srun Limsong National University of Management Cambodia</p>
2:50-3:10	<p style="text-align: center;">IE 15 <i>“Factors Influencing Entrepreneurs of Thai SMEs in Expanding Abroad”</i> Ms. Ananya Tasujai College of Management Mahidol University Thailand</p>
3:10-3:30	<p style="text-align: center;">IE 31 <i>“What Motivates a Chinese Entrepreneur to Invest Offshore?”</i> Dr. Stuart Orr Deakin University Australia</p>

3:30-3:50	<p style="text-align: center;">IE 33 <i>“Entrepreneurial Transformation and University Leadership in Indonesia”</i> Ms. Anita Primaswari Widhiyani Bogor Agricultural University (IPB) Indonesia</p>
3:50-4:10	<p style="text-align: center;">IE 32 <i>“Metaheuristic Algorithms to Solve the Reserve Design Problem”</i> Dr. Damitha N Bandara Albany State University United States of America</p>
4:10-4:30	<p>BEST PAPER AWARD & BEST STUDENT PAPER AWARD</p>
4:30-4:45	<p>COFFEE / REFRESHMENT BREAK</p>