

2014 International Conference

**To the World beyond Asia:
Globalization of Business Strategies**

Date: October 9-12, 2014

Venue: Zhejiang Ocean University at Zhoushan, China

Co-Organized by : KAIBM(Korean Academy of International Business Management)
Zhejiang University
Zhejiang Ocean University

Supported by : Yoon Networks(Shanghai) Co., Ltd

Invitation

It is our pleasure to announce that ‘2014 KAIBM International Conference will be held at Zhoushan, China.

The main theme of this conference is “To the World beyond Asia: Globalization of Business Strategies.” The aim is to search for strategies that international firms would benefit from internationalization. We hope that the conference will serve for firms that develop international business strategies.

We expect that (possibly more than) 50 Chinese scholars, researchers, and business people will participate in the Conference.

The KAIBM would like to thank to Zhejiang Ocean University for inviting us.

September, 2014

President of KAIBM
Professor Baek Ryul Choi

■ Schedule – October 10, 2014

Time	Event	Room
09:00 – 09:10	<input type="checkbox"/> Registration	
09:10 – 09:20	<input type="checkbox"/> Opening Ceremony Chair: Prof. Hanmo Oh – Opening Speech: Prof. Baek-Ryul Choi (President of KAIBM) – Complimentary Speech: Chang-Wen Wu (President of Zhejiang Ocean University)	
09:20 – 10:20	Plenary Session Chair: Seog-soo Kim (Professor of Pusan National Univ. Korea) <input type="checkbox"/> Keynote Speech: Dae-Woo Cho (Professor of Choongnam National Univ. Korea) – Entrepreneurship of the Zhejiang Merchants <input type="checkbox"/> Presentation 1: Min-Gu Kang (Professor of Zhejiang University, China) “SMEs’ Integrated Supply Chain Management under China’s Processing Trade” <input type="checkbox"/> Presentation 2 : Zhong-Qiang Ren (Professor of Wenzhou University, China) Wiboon Kittilaksanawong(Professor of Nagoya University, Japan) “Regional Ecosystem for E-Commerce Innovation and Policy Implications”	
10:20 – 10:30	Coffee Break & Photo Time	
10:30 – 12:30	Concurrent Session <input type="checkbox"/> Session 1: English <input type="checkbox"/> Session 2: Chinese <input type="checkbox"/> Session 3: Korean <input type="checkbox"/> Session 4: English	
12:30 – 14:00	Lunch	
14:00 – 18:00	Business Enterprise Visit <input type="checkbox"/> Zhoushan Industry Complex <input type="checkbox"/> Jintang Dapukou Container Terminal	
18:20 – 20:00	Conference Dinner	

■ **Session 1: English** (10:30 – 12:30) **Session Chair: Min-gu, Kang (Zhejiang Univ. China)**
/ Room:

Title	Presenter(s)		Discussant(s)	
	Name	Affiliation	Name	Affiliation
Global Value Chains (GVC) and East Asia Trade Performance: True Value Comes from Where?	Robert Sufiani	Dar es Sakaam Univ. (Tanzania)	Nak-Hwan Choi	Chonbuk National Univ. (Korea)
An Empirical Analysis on the Mediation Effects of USD in the Determination of Gold Prices	Sang-Chul Park	Chonnam National Univ. (Korea)	Chang-mo Kim	Kyonggi Univ. (Korea)
	Byoung-Sop Han	Chonnam National Univ.(Korea)		
Political Risk Management impacting FDI Strategy	Ki-Sung Chung	Gangneung-Wonju National Univ. (Korea)	Jin-Suk Kim	Namseoul Univ. (Korea)
	Joon-Young Chung	Gangneung-Wonju National Univ. (Korea)		
The Effects of Emotional Arousal Levels of Negative Prevention Emotions and Product Attribute Types in Advertisement on Product Evaluation	Nak-Hwan Choi	Chonbuk National Univ. (Korea)	Sang-Chul Park	Chonnam National Univ. (Korea)
A Study on Enhancing the International Competitiveness of Local Companies though FTA Utilization	Hua Guo	Shandong Univ. of Finance & Economics (China)	Moo-Sup Jung	Dong-a Univ. (Korea)

■ **Session 2: Chinese** (10:30 – 12:30) **Session Chair: Duck-soo, Kim (Zhejiang Ocean Univ. China)**
/ Room:

Title	Presenter(s)		Discussant(s)	
	Name	Affiliation	Name	Affiliation
A Study on Implementation Strategies of Saemangeum Korea/China Economic Cooperation Complex	Tae-Won Kang	Kunsan National Univ. (Korea)	LIU ZUAN KUO	Shandong Normal Univ. (China)
	Li Kanyong	Chonbuk National Univ. (Korea)		
Discussion on the Operation and Management Mode of Logistics Park in the northwest of Shandong	Hui, Dong	Liaocheng Univ. (China)	Tae-Won Kang	Kunsan National Univ. (Korea)
Marine Tourism of Zhejiang Zhoushan Archipelago New Area: Status and Prospect	Liqing Ma	Zhejiang Ocean Univ. (China)	Hui, Dong	Liaocheng Univ. (China)
Marine Industry Development and Its Spatial Distribution of Zhejiang Zhoushan Archipelago New Area	Li-Jun Yang	Zhejiang Ocean Univ. (China)	GUO HUA BING	Nanjing Normal Univ. (China)
Port Logistics of Zhejiang Zhoushan Archipelago New Area: Status and Prospect	Bojun Gu	Zhejiang Ocean Univ. (China)	Sang-bin Lee	Changwon National Univ. (Korea)
	謝目堂	景文科技大學 (Taiwan)		
韓國近10來年推動FTA的發展歷程及未來課題	張琳禎	景文科技大學 (Taiwan)	Hui, Dong	Liaocheng Univ. (China)
	金德洙	浙江海洋學院 (China)		

■ Session 3: Korean (10:30 – 12:30)

Session Chair: Sang-hoon, Min (Gangnam Univ. Korea)
/ Room:

Title	Presenter(s)		Discussant(s)	
	Name	Affiliation	Name	Affiliation
The Study on Effect of Inward FDI in China on Inward FDI in Southeast Asia: Panel Data Analysis for 1993-2012	Baek-Ryul Choi	Chonbuk National Univ. (Korea)	Ji-seok Lee	Semyung Univ. (Korea)
	Huan, Xingang	Chonbuk National Univ. (Korea)		
Why Do Korean Firms Choose to Locate in China?	Dae-Young Kim	Chung-ang Univ. (Korea)	Ki-Sung Chung	Gangneung-Wonju National Univ. (Korea)
Entry of Developing Countries through Win-Win Packaged and International Cooperative ODA	Moo-Sup Jung	Dong-a Univ. (Korea)	Sung-ho Kim	Hyupsung Univ. (Korea)
A Study on the Employment Effect of Foreign Direct Investment in Shandong Province, China	Li, Kanyong	Chonbuk National Univ. (Korea)	Dae-Young Kim	Chung-ang Univ. (Korea)
	Baek-Ryul Choi	Chonbuk National Univ. (Korea)		

■ Session 4: English (10:30 – 12:30)

Session Chair: Min-kyo Suh (Daegu Univ. Korea)
/ Room:

Title	Presenter(s)		Discussant(s)	
	Name	Affiliation	Name	Affiliation
Effectiveness of Service Recovery on Repurchase Intention: Moderating Role of Customer Loyalty and Negative Emotion	Jae-Hoon Lee	Southern Illinois Univ. at Carbondale (USA)	Hanmo Oh	Chonbuk National Univ.(Korea)
International Marketing Channel Success: Cases of Korean Exporter-Chinese Distributor Relationships	Han-Mo Oh	Chonbuk National Univ. (Korea)	Jae-Hoon Lee	Southern Illinois Univ. at Carbondale (USA)
	Min-Hee Kim	Chonbuk National Univ. (Korea)		
The International Technological Cooperation between Germany and Korea in the Photovoltaic Sector	Jin-Suk Kim	Namseoul Univ. (Korea)	Seog-soo Kim	Pusan National Univ. (Korea)
Preferential Innoation Policy of Backing Winners	Seung-gyu Jo	NUS (Singapore)	Baek-Ryul Choi	Chonbuk National Univ. (Korea)
	Frank A. G. den Butter	Vrije Universiteit Amsterdam (Netherlands)		