

Hanoi 2008

International Conference on Business, Economics, and Information Technology

DOING BUSINESS IN THE GLOBAL ECONOMY: ECONOMIC, POLITICAL, SOCIAL AND CULTURAL ENVIRONMENTS

MARCH 10-11, 2008
HILTON HOTEL
HOAN KIEM DISTRICT, HANOI, VIETNAM

CONFERENCE PROGRAM

ORGANIZED AND SPONSORED BY



DAY 1: MARCH 10

0830-0900 CONFERENCE REGISTRATION

Ms. Lillian R. Chargualaf, University of Guam-School of Business and Public Administration

0900-0930 WELCOME REMARKS BY CONFERENCE CO-CHAIRS

Dr. Maria Claret M. Ruane, University of Guam-School of Business and Public Administration

Prof. Nguyen Ha, Vietnam National University-Hanoi School of Business

Dr. Barbara Wiens-Tuers, Penn State Altoona-Division of Business and Engineering

Dr. James J. Taylor, University of Guam-School of Business and Public Administration

Dr. William M. Hall, Alfred University-College of Business (not present)



0930-0945 PRESENTATION OF GIFT TO HOST PARTNER



Dr. Maria Claret M. Ruane, Dr. James Taylor (left photo, left and center respectively) and Dr. Marilyn Salas (right photo, right) of University of Guam presented a gift to Prof. Nguyen Ha of the Hanoi School of Business and Public. The gift is a wood carving piece (storybook) that tells the Legend of the Two Lovers' Point and how it reflects the Chamorro culture. Assisting in the presentation of gift was Ms. Lillian Chargualaf (right photo, center).

0945-1000 COFFEE BREAK

1000-1200 SESSION 1: INTERNATIONAL BUSINESS ENVIRONMENTS & ISSUES

CHAIR: DR. BARBARA WIENS-TUERS, PENN STATE ALTOONA-DIVISION OF BUSINESS AND ENGINEERING



INTERNATIONAL OUTSOURCING IN EMERGING AND DEVELOPED ECONOMIES: AN EMPIRICAL STUDY

Ms. Hien Nguyen, New Mexico State University-College of Economics and Business (presenter)

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International outsourcing has become more widely used in modern international business operations.

The degree of outsourcing used in a country depends on both economic and non-economic factors. In this study, we use five exogenous variables, namely, country risk, real growth of GDP, average hourly wage, tertiary education, and Internet access rate, to investigate economic impacts on the decision to use international outsourcing. We evaluated ninety-six countries, categorized into emerging and developed country groups based on their income level. Our empirical findings suggest that only three variables are statistically significant: tertiary education and Internet access rate in the emerging economies, and the average hourly wage in the developed nations. In the emerging markets, an increase in post-secondary education tends to attract less

international outsourcing, while the Internet infrastructure advancement most likely draws more outsourcing. Higher average hourly wages, typically for skilled and professional tasks, tends to attract more international outsourcers to developed markets.



REGIONAL INTEGRATION AND ECONOMIC GROWTH IN THE LONG RUN: A COMPARATIVE CASE STUDY OF VIETNAM AND MEXICO IN THE ASIA-PACIFIC REGION

Dr. Thi Lan Huong Bui

Visiting lecturer, Vietnam National University-Hanoi School of Business

The decade of 1990s marked an expansion of regional trade agreements in various parts of the world that was called the “second wave of regionalism” or the “new regionalism.” The enlargement of the EU to countries from Central and Eastern Europe, the creation of NAFTA and MERCOSUR, and the regrouping of all countries in South-East Asia along with the AFTA project illustrate this phenomenon. One specific characteristic of new regionalism is economic integration between developed partners or blocs and developing countries (named North-South integration) that have recently made, or are making, significant unilateral reforms. In this new scheme, developing countries have had a strong interest in linking to developed countries in the same region in order to seek an institutional shelter that had been already well-established and had achieved credibility in the eyes of foreign investors in the race to attract foreign direct investment, a key variable contributing to long-run economic growth. The experiences of the two countries Mexico, linked to NAFTA, and Vietnam, integrated to ASEAN, illustrate such a new regionalism theory considering economic integration as an endogenous factor. Despite the hypothesis that growth and trade creation in well-known regional blocs like EU, NAFTA, or ASEAN has been tested by many authors, the impact of free trade agreements on developing countries are examined less, especially in an international comparison.

This research work compares and contrasts trade and FDI patterns of Mexico and Vietnam in the long run by the gravity model, and discusses issues that developing members Mexico and Vietnam have faced while involved in an asymmetric trade agreement. It will help Vietnamese policy makers learn lessons from Mexico, a member of NAFTA, with more than ten years of experience, as it provides a good example for Vietnam to handle both regional and global issues.



THE FIRM AND ITS ENVIRONMENT

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This paper discusses the different aspects of the Philippine business environment. These aspects of the environment are classified as: economic, legal-political, technological, social-cultural, and demographic. The economic aspects of the environment discussed in this paper include: per capita income, sectoral distribution of employment, and the level of annual inflation. The legal-political aspects discussed are: 1) the external influences on Philippine corporate governance; 2) daily minimum wage rates; 3) changes in the regulatory framework; 4) political trends and forces; and 5) political developments. Technological aspects of the Philippine business environment include heavy dependence on foreign technology and the inability of firms to finance the large and risky R&D investments needed to develop “high” technology products. Finally, the section on social-cultural and demographic aspects reviews the impact of western life styles and technology on Filipino households.

The paper ends with a discussion of other characteristics of Philippine business environment.



CULTURAL DIVERSITY: TASTES AND COLORS IN GUAM

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Why do we believe that study about Cultural Diversity in Guam is important? What can such study contribute to places with diverse social and cultural environments? People are the pillars and cornerstone of society and successful human organizations whether public or private. The most successful organizations in the 21st Century are those organizations that are people-centered; they place the greatest value in their stakeholders (customers, employees and associates). Understanding cultural diversity in Guam contributes to peace and stability, social and economic prosperity, and a better future as Guam continues to be a model for economic development in Micronesia and the global economy.

The authors and University of Guam students enrolled in the PA 215 and PA 405 classes reviewed the literature on cultural diversity in Guam and investigated the opinions of Guam leaders about what they believe to be the most important ways to promote peace and stability, social and economic prosperity, and a more culturally diverse future for Guam.



INSTITUTIONAL CHALLENGES, MARKET ACCESS, AND THE ABSORPTIVE CAPACITY OF MICRONESIA'S INSULAR TOURISM DESTINATIONS

Mr. Gerald S.A. Perez, Guam Visitor's Bureau
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Emerging destinations in Asia and the Pacific have been important drivers of more than 880 million international travelers in 2007 (UNWTO World Tourism Barometer, November 8, 2007). Tourism is an industry to which many developing countries are attracted, and with which the island states of

Micronesia are included. A comparative overview of tourism development in the five political jurisdictions that comprise the U.S. affiliated Island States of Micronesia is examined and differentiated according to their state of development. Directions in public policy are suggested to sustain the viability of this industry and to optimize the resulting socio economic benefits.



COLLEGE STUDENTS' ATTITUDES ABOUT GLOBALIZATION: COMPARING VIEWS FROM THE PHILIPPINES AND SOUTH KOREA

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Dr. Leonardo Garcia, Jr., De La Salle University-College of Business and Economics, Philippines

This study measures the attitudes towards economic and cultural globalization of Filipino and South Korean college students. The results show that these students feel positive about economic and cultural

globalization. This positive attitude towards globalization implies that there is a potential market of young and educated consumers in these countries who are likely to adopt global products.

The significant differences in the mean scores of Filipino male and female respondents and South Korean male and female respondents show that females, whether Filipino or South Korean, tend to view globalization more cautiously than their male counterparts. This validates previous studies that show that females were less positive about globalization than males. The sentiment that women feel less positive about globalization than men is supported by studies that show that globalization may reinforce gender inequality. During economic depression, women were the first to be laid off. Further, women are often relegated to low-paying, contractual jobs.

There are no significant differences between male and female respondents in the Philippines and South Korea in their attitudes about cultural globalization. Both groups of respondents want to travel around the world and explore other cultures. This suggest that cultural globalization, compared to economic globalization, is more likely to be adopted by young, educated college students, whether in the Philippines or in South Korea.

1200-1300 LUNCH BREAK

1300-1500 (PLEASE NOTE: 2 CONCURRENT SESSIONS)

SESSION 2: ACCOUNTING I (Haiphong Room)

CHAIR: DR. FILOMENA M. CANTORIA, UNIVERSITY OF GUAM-SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



APPLICATION OF ACCOUNTING CONCEPTS IN THE WORKPLACE: A RESEARCH OF MANAGEMENT ACCOUNTING IN SURABAYA, INDONESIA

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Management Accounting has a significant role to play in providing financial information about organizations. Such information will be used by both internal and external parties. In order to fulfill the role, Management Accounting uses several concepts or tools, for example "Internal Control", "Asset Recognition" and "Activity Based Costing".

This research study surveyed 276 Management Accountants in Surabaya, Indonesia. This research is designed to describe the conceptual understanding level and the conceptual usage level of these management accountants. There are 24 concepts used in this research, drawn from accounting concepts used in practice and taught at the academic level.



CLASSIFICATION OF MINORITY INTEREST ON THE CONSOLIDATED BALANCE SHEET

Ms. Masako Futamura, Nagoya University-Graduate School of Economics, Japan

Dr. Akihiro Noguchi, Nagoya University-Graduate School of Economics, Japan

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The balance sheet classification in Japan was changed by ASBJ Statement No.5, Accounting Standard for Presentation of Net Assets in the Balance Sheet in 2005. The “Capital” section of the balance sheet was replaced by a “Net Assets” section, and minority interest was also included in the Net

Assets section of the consolidated balance sheet. However, the income or loss attributable to minority interest in consolidated subsidiaries was not affected by ASBJ Statement No.5, so minority income is still deducted in arriving at consolidated net income. This paper examines the reasons for this kind of accounting treatment.



CHOICE OF INVENTORY COSTING METHOD OF SELECTED COMPANIES IN THE PHILIPPINES

Dr. Venus C. Ibarra, Ateneo de Manila University-School of Management and San Pablo Colleges, Philippines

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This study is directed at determining the common ending inventory valuation methods being used by selected companies in the Philippines. A descriptive-survey research method was utilized in the study

and data were gathered from 26 companies that are engaged in retailing or the manufacture of nonfood products, drugs and medicines, food and beverages, fast-food outlets and gasoline. The findings of the study revealed that industries whose inventories are subject to obsolescence or expiration use last-in-first-out (LIFO); industry whose inventories are subject to deterioration use first-in-first-out (FIFO); industries whose inventories are varied, and whose costs of acquiring inventories are unstable, use a weighted average method.



MANAGEMENT ATTRIBUTES OF IMPLEMENTING AN ERP SYSTEM IN THE PUBLIC SECTOR

Dr. Doreen T. Crisostomo, University of Guam-School of Business and Public Administration

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Implementing an Enterprise Resource Planning (ERP) system in the public sector is a difficult task.

During the late 1990s when organizations were required to be Y2K compliant, the Department of Administration (DOA) attempted to implement an ERP system. After years of unsuccessful attempts DOA

went back to its legacy system. Not much research was done in this area; therefore this study identified management attributes in implementing an ERP system in the public sector. It is important that management understand the issues that may arise when implementing an ERP system in the public sector. Given that most of the data are categorical, univariate linear regressions tests were conducted to establish a predictive relationship between the variables and further analyses were done to test the significance of the correlations using a 0.05 level of significance. The findings revealed that management attributes identified as being associated with the successful implementation of the enterprise resource planning system in the public sector are (a) top management's knowledge of the system, top management's preparedness to support the project team's efforts to manage change generated by the ERP system implementation and to support the implementation process; and (b) project manager's skills and knowledge of the ERP system and keeping employees informed regarding the status of the ERP project.



RELATION BETWEEN REAL MANIPULATION AND ACCOUNTING MANIPULATION: INCOME SMOOTHING PERSPECTIVE

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The purpose of this paper is to investigate income smoothing, whether it is carried out as a form of real manipulation or as a form of accounting manipulation. I use asset sales as an example of real manipulation and discretionary accruals as an example of accounting manipulation. To examine income

smoothing activities and the alternative relation between the two earnings management devices, I constructed an empirical model based on Bartov (1993).

I find evidences that managers use these devices to smooth earnings and that they can both be used. I also found that the debt to equity ratio constrains discretionary asset sales. This evidence implies managers cannot easily sell assets to manage earnings because long-term debt often requires collaterals.

SESSION 3: INTERDISCIPLINARY SESSION I (Ho Chi Minh Room)

CHAIR: DR. ANSITO WALTER, UNIVERSITY OF GUAM-SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



SUPPLY CHAIN COLLABORATION IN THE PHILIPPINES

Dr. Ma. Gloria V. Talavera, University of the Philippines-College of Business Administration
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This study was conducted to determine the extent of supply chain collaboration in selected Philippine manufacturing and service companies. A supply chain collaboration index was developed to measure the extent to which Philippine companies collaborate with their customers and suppliers in the areas of demand forecasting, materials planning and information sharing. A supply chain collaboration grid was also proposed. The factors correlated with supply chain collaboration were also identified. Results show a very low adoption of supply chain collaboration by the respondent firms. There was no significant difference in the adoption scores among industries. Supply chain collaboration was found to be significantly associated with firm size and the motivation to adopt collaboration such as globalization, cost reduction and developments in information technology.



ANALYSIS OF THE ROLE OF STRATEGIC MANAGEMENT IN VIETNAMESE ENTERPRISES

Dr. Ngoc Dien Nguyen
Visiting lecturer, Vietnam National University-Hanoi School of Business

Strategic Management has a very important role to play in the success of a company in a competitive environment. Development Strategic Management is necessary for Vietnamese Enterprises (VE) in this time when Vietnam has become a member of the WTO. Understanding how strategic management is used in VE is one of main ways to develop the use of strategic management in VE. This study focuses on the way Strategic Management is really used in Vietnamese Enterprises. It shows how the Strategic Management process is carried out and it discusses the factors that affect the use of Strategic Management in Vietnamese Enterprises. In addition, this research also presents some advantages and disadvantages of Vietnamese Managers in term of Strategic Management.



DESIGNING CORPORATE WELLNESS PROGRAMS FOR ALTERING EMPLOYEE BEHAVIOR

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The Lifestyle Changes (LC) Program was an employee wellness program developed with a local Guam business (for a 1-month and 3-month period). The Program involved 1) overall lifestyle practices; 2) dietary changes; and 3) personal health activities designed to motivate employees to improve their health. The results demonstrate that programs of this nature, when supported by the Corporation, can lead to changes in employee behavior.



A COGNITIVE GAP BETWEEN PRODUCERS AND CONSUMERS IN NEW PRODUCT MARKET FORMATION PROCESS

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In this research, I propose to consider the product market as a dynamic knowledge structure made up of market actors. I further examine its formation and the transformation process in the terms of cognitive gaps between consumers and producers. In the first section, I will define product markets as socially constructed knowledge structures that are shared among producers and consumers (Rosa et al., 1999). Then I identify two factors influencing formation of product market: the competitive arena perceived by producers, and the knowledge of consumers about product classification. Previous researches on consumer perceptions of market structure imply that boundary of product market is related to substitutability in usage situations. In contrast, some literature focusing on producers implies that after the appearance of a dominant design in a market, the range of competition will shift from outside the market to inside the market. In following sections, the author conducted the research in the soft drink market in Japan, focusing on formation of the "bottled green tea" market. By content analysis using articles in business newspapers as data, this research found transformation of the competitive scope perceived by producers, which implies cognitive gaps between producers and consumers. Finally, I discuss some implications and limitations of this research.

1500-1515 COFFEE BREAK

1515-1700 (PLEASE NOTE: 2 CONCURRENT SESSIONS)

SESSION 4: ACCOUNTING II (Haiphong Room)

CHAIR: DR. LUZ T. SUPLICO, HANKUK UNIVERSITY OF FOREIGN STUDIES-BUSINESS ADMINISTRATION DIVISION



ACCOUNTING AND TAXATION FOR EMPLOYEE STOCK OPTIONS IN JAPAN & MALAYSIA

Dr. Akihiro Noguchi, Nagoya University-Graduate School of Economics, Japan (presenter)

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Dr. Katsuyuki Yamashita, Nagoya University-Graduate School of Economics, Japan

Dr. Mustafa M Hanefah, Universiti Sains Islam Malaysia-Faculty of Economics and Muamalat

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Compared with the length of the history of employee stock options in the U.S., the history of their use in Japan and in Malaysia are relatively short. The real use of stock options in Japan began in the late 1990s and the use of stock options in Malaysia began in the 1980s. In Japan, beside the ordinary use of stock options, they are also used to substitute for lump sum cash payments upon the retirement of company officers. In Malaysia, they are used in the ordinary manner and are a very popular way for paying compensation at listed companies.

As for accounting for stock options, in Malaysia, IFRS 2 is adopted, but, in Japan, the accounting treatment is not exactly the same. Gain will be reported when stock options lapse. As for taxation, in Japan, preferential tax treatment is introduced for qualified stock option plans, but in Malaysia such treatment is not introduced. In this paper, similarities and differences between stock option plans, accounting treatments and taxation between Japan and Malaysia is compared and analyzed.



IMPLICATIONS OF ACCOUNTING METHODS FOR SMES IN METRO MANILA

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The issue of whether GAAP is applicable to SMEs (Small and Medium Sized Enterprises), and whether GAAP meets the needs of these companies has been discussed and debated extensively in accounting literature. Studies have identified a number of factors that lead SMEs to adopt an accounting method, whether accrual accounting as prescribed by GAAP or cash accounting. This paper reports the results of

an empirical study designed to examine important considerations about SMEs in Metro Manila in using an accounting method.

The data for the study were collected from SMEs in Metro Manila and from external auditors handling SMEs in Metro Manila. The empirical evidence determines which of the two methods of accounting is more applicable to these entities. The study specifies some implications of using the two methods. These include implications on qualitative characteristics of financial information, on income statements and balance sheets, on SMEs' liquidity and profitability positions, and implications of using a cash/modified-cash basis during the year and converting to an accrual basis at year-end.

The relevance of developing a more comprehensive understanding is becoming more important, especially with the Exposure Draft of IFRS for SMEs, final standards of which are expected to be issued by the IASB in the second half of 2008.



CHARACTERISTICS AND SKILLS OF IMPLEMENTING AN ERP SYSTEM IN THE GUAM PUBLIC SECTOR

Dr. Doreen T. Crisostomo, University of Guam-School of Business and Public Administration

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Enterprise Resource Planning (ERP) systems have been around since the 1980s, and their purpose is to allow two or more functional areas to work together. Implementing an ERP system is a difficult task, and if not implemented correctly may use up many of the organization's resources. As an organization

implements an ERP system, there are several issues that must be considered for a successful outcome. The purpose of this study is to identify which factors have been associated with the successful implementation of an enterprise resource planning system in the government of Guam. Given that most of the data are categorical, univariate linear regressions tests were conducted to establish a predictive relationship between the variables. Further analysis has tested the significance of the correlations using a 0.05 level of significance. The findings revealed that the successful implementation of an enterprise resource planning system in the public sector is associated with (a) a project team that is knowledgeable and skillful, a project team's ability to manage the change process associated with the ERP project, the project team's awareness of, and ability to deal with employee's reactions to the ERP project; (b) the project's clearly defined scope; (c) employee's perception of the project team's support; and (d) confident end users with effective training and technological preparedness.



EMERGING PROCESS OF ACCOUNTING PRACTICES IN JAPAN

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This paper investigates the historical process of the interactions between accounting standards and tax rules after World War II in Japan, then points out that the influence of taxation on financial accounting has helped form sound accounting practices. Full and specific tax rules have been able to complement simple accounting standards. In other words, tax rules have worked as de facto accounting standards.

The insight of Japanese accounting history implies that tax rules are useful to form, spread, and fix sound accounting practices in developing countries, particularly for small and medium-sized firms.

SESSION 5: HUMAN RESOURCES (Ho Chi Minh Room)

CHAIR: DR. JAMES J. TAYLOR, UNIVERSITY OF GUAM-SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



TRENDS OF LABOR DEMAND FOR SKILLED WORKERS AND THEIR WAGES IN THAILAND

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Higher demand for skilled workers is expected to be driven by dynamically structured changes in businesses under rapid industrialization. This paper investigates the changing demand for skilled and unskilled workers in the Thai labor market. The relative level of employment and the wages of skilled and unskilled workers are compared for China, Germany, United Kingdom, Thailand, and the US and the different trends are observed. To investigate this change, this study examined the data from Labor Force Survey during 2001 -2006. The study found the rising demand for skilled workers relative to unskilled workers was expected. During period 1990-1995, the data showed a significant trend in the US. However, a decrease in the relative wages of those skilled workers emerged clearly during the period 2002 – 2006. A possible explanation to the declining relative wages of skilled workers could be placed on the explosive growth in the supply of skilled workers in Thailand. The number of new graduates entering the labor market has increased significantly during the late 1990s. It is possible to question whether there is a lower of graduates, and mismatching between the number of graduates and the demand within the labor markets. The conclusion casts a doubt on whether educational policies should focus on the quality rather than the quantity of graduates.



ORGANIZATIONAL DETERMINANTS OF CONTINGENT EMPLOYMENT IN THE PHILIPPINES

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This study looks at organizational factors affecting the utilization of contingent employees in the Philippines. Economics and embedded perspectives inform the hypotheses in this study. The study is based on 56 organizations that participated in the 2004 Cranfield Network (CRANET) survey on comparative human resource management. An organization's degree of flexibility significantly determines utilization of contingent workers--- casual workers and project employees. The need for providing employee training limits the hiring of casual employees, but does not influence the hiring of project employees. Moreover, unionization positively influences the hiring of casual employees while it negatively influences the hiring of project employees.



COMPARATIVE ANALYSIS OF PRIVATE AND PUBLIC HUMAN RESOURCE MANAGEMENT PRACTICES IN THE UNITED STATES

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Dr. Ronald L. McNinch, University of Guam-School of Business and Public Administration
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This paper explores the differences and similarities between various human resource management practices used in the he private and public sectors. In particular the paper reviews differences and similarities in the areas of: workforce planning and employment, human resource development, compensation and benefits, employee and labor relations, and risk management.

DAY 2: MARCH 11

0900-1015 SESSION 6: FINANCIAL ISSUES

CHAIR: DR. MARIA CLARET M. RUANE, UNIVERSITY OF GUAM-SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



FINANCIAL SYSTEMS AND BUSINESS ACTIVITY IN BULGARIA, CZECH REPUBLIC, HUNGARY, ROMANIA, AND SLOVAKIA

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Working capital (WC) is the life's blood of business. WC, or short term capital, provides the means for a firm to acquire raw materials, pay periodic expenses, finance accounts receivable and hold inventories. Without WC firms would wither and die. Availability of reasonably priced WC is key to business growth. Each of the ten new European Union (EU) countries has a different system for the acquisition of WC and for the cost structure of short term capital. The purpose of this paper is to explore the WC systems and costs currently in place in the five eastern EU nations (Bulgaria, Czech Republic, Hungary, Romania, and Slovakia) two of which are brand new to the EU. An understanding of WC availability and cost assists understanding of the current competitiveness of each of the countries as they enter the EU. Without access to reasonably priced and easily available WC, firms in newer EU countries will not be competitive with older more established firm in older EU countries.



FINANCIAL PERFORMANCE OF PRIVATIZED STATE-OWNED ENTERPRISES (SOEs) IN VIETNAM

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The literature on public financial management reform has devoted comparatively little attention to the history and effect of reform process implementation in developing economies. This study contributes to an understanding of this phenomenon by examining the impact of privatization on a sample of previously state owned enterprises in Vietnam. Using a detailed, financially focused methodology and drawing on data sourced from audited general purpose financial statements, our analysis suggests evidence of material variation in financial performance and position post privatization compared to the position observed immediately prior to privatization. Specifically, our data suggests that after being privatized, firms generally exhibit reductions in profitability, improved liquidity, some degree of improvement in working capital management, an increase in financial leverage accompanied by a higher degree of solvency risk, and greater calls on cash resources for the purpose of funding capital expenditure. Our results assist with understanding the impact of privatization as a reform technique in developing economies, and may assist policy makers and managers in better targeting areas of likely risk, during the process of transition from public to private ownership.



MEASURING CUSTOMER SATISFACTION IN TERMS OF SERVICE QUALITY AT A LOCAL BANK IN VIETNAM

Prof. Thi My Chinh Vu & Dr. Viet Anh Nguyen

Vietnam National University-Hanoi School of Business

The paper aims at examining the extent to which the local bank in Vietnam is practicing service quality based on the assessment of service quality gap as perceived by consumers, exploring the relative importance of each service quality dimension in Vietnamese customers' eyes with respect to age and gender criteria. The data were obtained from 268 out of 1,000 questionnaires distributed in the customer satisfaction survey in three weeks' time in December, 2006. Then these data were analyzed with the use of the SPSS program. The findings revealed that the majority of respondents were quite satisfied with what they perceived from the bank though the gaps between customers' expectations and customers' perceptions towards the service quality which the bank was offering did exist. The findings also suggested that there was no statistically significant difference in the scores of the first three service quality dimensions (reliability, responsiveness and assurance) while there was in the last two dimensions (empathy and tangibles). But there was no difference in the scores between males and females in all five service quality dimensions in the SERVQUAL model.



TWIN CRISES

Dr. Maria Claret M. Ruane, University of Guam-School of Business and Public Administration
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The Asian Crisis in 1997 led to a rich literature on different aspects of an economic crisis, including what type of crisis occurred, why the crisis occurred, how countries experiencing the crisis responded, as well as how the crisis could have been detected in advance and possibly prevented. Following the work by Kaminsky and Reinhart (1999), this paper is an attempt to construct a model of early detection that international businesses and investors can use to identify a country's economic risk associated with the likelihood of a currency/balance of payment crisis, or a banking/financial crisis, or both (i.e., the occurrence of "twin crises") and how this event leads to a macroeconomic crisis.

1015-1030 COFFEE BREAK

1030-1200 SESSION 7: INTERDISCIPLINARY SESSION II

CHAIR: DR. JAMES TAYLOR, UNIVERSITY OF GUAM-SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



AN INQUIRY INTO THE CHARACTERISTICS OF ENTREPRENEURSHIP IN INDIA

Dr. Vipin Gupta, Simmons College-School of Management, Massachusetts
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We investigate the distinctive characteristics of entrepreneurship in India. Based on a review of both prior literature on the factor sequences and consequences associated with entrepreneurship and evidence from India, we challenge the assumption that entrepreneurship is not supported by the Indian culture. Using a process mapping methodology, we elaborate on the characteristics of five forms of entrepreneurship, by connecting their origins to historical phases. These phases include pre-1700 (Panchayati Raj), 1700-1950 (British Raj), 1950-1985 (License Raj), 1985-1995 (Jugaad Raj), and 1995-2010 (Invisible Raj). We also discuss the emerging role of women as "cultural entrepreneurs" being stewards of deep cultural knowledge.



SME DEVELOPMENT AND TECHNOLOGY UPGRADING IN MALAYSIA: LESSONS FOR THE PHILIPPINES

Prof. Raymund B. Habaradas, De La Salle University-College of Business and Economics, Philippines
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As developing countries striving for greater economic competitiveness in a global business environment, both Malaysia and the Philippines have formulated policies and implemented programs to support small- and medium-scale enterprises (SMEs) – the backbone of vibrant economies.

The Philippines can learn from the experience of Malaysia, which has clearly linked SME development efforts to its industrial development goals, and has set up effective mechanisms to coordinate various efforts to assist SMEs. Worth noting are programs to improve productivity and product / service quality, to encourage innovation and technological upgrading among local firms, to encourage SME linkages, and to develop human capital.



PLANNING OR WARFARE: ON URBAN ALLOCATION OF LAND

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This paper is basically a review of the subject and mainly draws from two major works, R Vernon (1960) as reproduced in Matthew Edel's Planning, Market or Warfare (1976), and Ron Vreeker et al (2007), Urban Multifunctional Land Use, in which the authors demonstrate empirical evidence to provide some support 'for the quantitative relevance of return to diversity'. Since Von Thunen, Christaller and Losch developed the central place theory of spatial location, the subject of treating space as an independent variable in planning became common. Growth poles concept and the dispersal of activities around the periphery of the core of the city was extensively researched. In this paper I simply analyze the two major works referred to above, along with other relevant issues.



IS THERE ANY NEW APPROACH TO REPLACE "JUST-IN-TIME"?

Prof. Thuong Lang Nguyen
Visiting lecturer, Vietnam National University-Hanoi School of Business

"Just-In-Time" (JIT) has been a well-known management system for manufacturing processes. Possibly speaking, JIT is the top philosophy of organizational thinking in industrial factories and it has been a critical factor for the success in the industrial economy. JIT requires the all productive inputs to appear

in time in the process to make the mass production flow continuous. In an information economy all things change very quickly. JIT has become an imperfect management philosophy and it is necessary to develop a new approach to replace JIT. What is the best substitute for JIT for a information and knowledge-driven economy? This paper tries to give an answer.

1200-1300 LUNCH BREAK

1300-1500 SESSION 8: EDUCATIONAL LEADERSHIP

CHAIR: DR. BARBARA WIENS-TUERS, PENN STATE ALTOONA-DIVISION OF BUSINESS AND ENGINEERING



ACCOUNTING EDUCATION FOR LEGAL ASSISTANCE: CASE OF NEW EDUCATION PROGRAM AT NAGOYA UNIVERSITY

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At Nagoya University, the Graduate School of Law has been involved in legal assistance to countries in Asia. For that purpose, the Center for Asian Legal Exchange (CALE) was formed in 2000 by the Graduate School of Law and established in 2002. CALE conducts research on the legal and political systems, and provides a forum for the discussion of law in Asia through conferences and publications.

In 2007, new graduate level education programs have been launched by collaboration with Graduate School of Economics. In this presentation, contents of the accounting education in that new program will be explained.



STRATEGIC MANAGEMENT ACCOUNTING: A SURVEY ON GUAM

Dr. Filomena M. Cantoria, University of Guam-School of Business and Public Administration
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The purpose of this study is to improve the teaching of a graduate course on Managerial Accounting for the Professional MBA program at the University of Guam. Two courses in the program have titles like Strategic Marketing Management and Strategic Leadership. The course in Financial Management is taught from strategic perspectives. In the capstone course, students are expected to report on applied projects that may be a strategic management or entrepreneurial project. The involvement of the students and faculty toward the study of strategic management and perspectives prompted me to investigate if perhaps we should teach Strategic Management Accounting instead of the traditional Managerial Accounting.

First coined by K. Simmonds in 1981, Strategic Management Accounting (SMA) has attracted growing interest to the topic. Books were written and some research conducted on how it is used by corporations in developed countries. I will discuss recent research on the incidence of SMA practices, and compare with results from a survey made on Guam.



COOPERATION AMONG EDUCATIONAL INSTITUTIONS AND INDUSTRY: SUPPLY CHAIN PERSPECTIVE

Mr. Akylbek Kargaev, International Ataturk Alatau University-Department of Management, Kyrgyzstan
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The purpose of this paper is to analyze the current operating system ("push system") of the educational institutions in Kyrgyzstan (which lacks cooperation with the industry and, as a result, it is turning out to be ineffective) in terms of a supply chain view. For the analysis, data gathered from a constructed questionnaire will be used. Then, in this paper will be proposed another operating system (a "pull system") as a feasible solution for the current issue: failure of the educational institutions in Kyrgyzstan in matching the market demands for the labor force because of the insufficient level of cooperation with the industry.



SUSTAINING WOMEN'S ECONOMIC SECURITY THROUGH EDUCATION

Ms. Maria T. Rubio, Argosy University-College of Education
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The purpose of this paper is to examine the edification of self reliance of women within twelve Asian Pacific Rim countries in order to determine if education ensures successful job fulfillment and economic security within their countries' social structure. The twelve Asian Pacific Rim countries are Cambodia, China, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, North Korea, Taiwan, Thailand, and Vietnam. Additionally, the paper will review Asian women's perception of their future economic security as a cause and/or consequence of furthering their education. The results of the paper will lead to a better understanding of women's struggles for sustaining their economic security in countries where women are inferior to men.



DEVELOPING A VIRTUAL US BANK OF BIZ/ED: TRANSLATING WEB BASED BANKING EDUCATION IN THE UNITED KINGDOM INTO THE AMERICAN EXPERIENCE

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The Biz/ed site (www.bized.com.co.uk) based in the United Kingdom is one of the most comprehensive websites that have been developed to support business education. While the site's central focus has been on providing business education for the UK, the extent and the quality of the material presented is such that educators from foreign countries regularly access the site seeking support of their own efforts. One of the better known of the components of the website is the Virtual Bank of Biz/ed. The Virtual Bank presents a full range of information and educational activities related to business banking in the UK, the operation of the UK's Central Bank and the UK Treasury, and their ongoing affect on the UK's economy.

Most texts on banking note many similarities between banking practice in the United Kingdom and the United States, especially when compared to banking practice in France, Germany, or Japan. Based on these affirmations, the author researched the Virtual Bank of Biz/ed to see whether it could be used in support of a course in Money and Banking focused on US banking practice. While there was a great deal of overlap, the differences between the history of banking development in the UK and the US and the different political development in each country made for significant differences in the corresponding banking systems. However the developers of the Biz/ed site were intrigued by the possibility of expanding the Biz/ed site to a broader international audience. The author was asked to help create a separate Virtual US Bank of Biz/ed using the existing UK based Virtual Bank of Biz/ed as a starting point. This paper discusses how the Virtual US Bank of Biz/ed was built. It will provide a collegial model of how web material can be developed for a broader, more international audience.

1500-1515 COFFEE BREAK

1515-1615 SESSION 9: GROUP PRESENTATION

CHAIR: DR. MARIA CLARET M. RUANE, UNIVERSITY OF GUAM-SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

BIOLOGICAL THEORY AND THE WAY FOR VIETNAMESE ENTREPRENEURS

Vuong Phuong An Nguyen, Vietnam National University- Hanoi School of Business
Thi Chien Tran, Vietnam National University- Hanoi School of Business
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WHY NOT DEAL WITH DARWIN?

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VIETNAM BANKING DISTRIBUTION CHANNELS – AN OCTOPUS WITH RISING HANDS

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1615-1700 OPEN FORUM AND CLOSING SESSION



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