



**March 9-10, 2009  
Hilton Nagoya, Nagoya City, Japan**



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 University of Guam, School of Business and Public Administration (Guam)  
 Penn State Altoona, Division of Business and Engineering (Pennsylvania)  
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## WELCOMING REMARKS FROM THE CONFERENCE CO-CHAIRS

March 9, 2009

### Dear Conference Participant:

*Ohayo gozaimasu!* Welcome to the International Conference on Business, Economics and Information Technology in Nagoya, Japan.

We are pleased that you have chosen to join us in the next two days in what we anticipate will be a wonderful opportunity to exchange ideas in the spirit of scholarship and professional growth.

We have prepared a conference packet for you where you will find the following materials: conference program, conference proceedings in CD-ROM, directory of conference participants, and other materials.

If there is anything else we can do to enhance your experience at this conference, please let us know.

We sincerely thank you for your participation. We look forward to meeting you in person and welcome the opportunity to speak with you in the next two days. *Domo arigato gozaimasu!*

### Best regards from the Conference Co-Chairs,



**Maria Claret M. Ruane, Ph.D.**

Associate Professor of Economics and Finance  
University of Guam  
School of Business and Public Administration



**Barbara A. Wiens-Tuers, Ph.D.**

Associate Professor of Economics  
Penn State Altoona  
Division of Business and Engineering



**Akihiro Noguchi, Doctor (Economics)**

Director, Economic Research Center  
Nagoya University  
Graduate School of Economics



**James J. Taylor, Ph.D.**

Associate Professor of Finance  
University of Guam  
School of Business and Public Administration



**KEYNOTE SPEAKER**  
**Dr. Soon Suk Yoon**

Dr. Soon Suk Yoon is a Professor of Accounting at the Graduate School of Business at Chonnam National University in Gwangju, Korea. He received his Bachelor's Degree of Commerce from Chonnam National University, his Master of Business Administration Degree from Seoul National University, and his Ph.D. in Business (Accounting) from the University of Wisconsin-Madison. He joined Chonnam National University in 1987.

Dr. Yoon was a member of the Korean Accounting Standards Board from April 2005 to February 2009. He also served as president of the Korean Accounting Association between July 2005 and June 2006.

Dr. Yoon has authored ten books including *Intermediate Financial Accounting* (15th ed., 2009) by Shinyoung Publishing Company. He is also a distinguished researcher who has published 21 academic research papers in English and 25 in Korean, along with numerous conference papers including "A Comparison of Earnings Management between KSE Firms and KOSDAQ Firms" which was published in the *Journal of Business Finance and Accounting* in 2005. He has won numerous awards, including:

- The Best Paper Award by the Korea Accounting Information Association for his paper entitled "The Effect of Stock Option Exercises on Earnings Management" (2007)
- The YongBong Academic Excellence Award from Chonnam National University (2006)
- The Outstanding Research Professor Award by the College of Business Administration at Chonnam National University (2005 and 2000)
- The Distinguished Research Award of the Allied Academies for "Financial statement footnote disclosures – Purposes, subject and number: The Hong Kong experience" (2003)
- The Outstanding Reviewer Award by the Korean Accounting Association (2003)
- The Best Paper Award by the 10th Asian Pacific Conference on International Accounting Issues, Maui, Hawaii, U.S.A. for his paper entitled "Cash from operations and earnings management" (1998)



## CONFERENCE PROGRAM

Single sessions will be held at the Sakura function room at the Hilton Nagoya Hotel. The Sakura room will be split into two smaller function rooms, namely, Sakura Oh-en and Sakura Oh-ka, where concurrent sessions will take place.

Note that \* after the presenter's name indicates that a full-text paper is published in the Conference Proceedings while \*\* indicates that an abstract can be found in the same source. The Conference Proceedings, as well as individual conference papers, can be found in the CD-ROM.

Day 1: March 9

### 800-830 Registration of Participants

Assisted by Ms. Reiko Ishiki, Mr. Yoshiyuki Okura and Ms. Nanae Menigishi from Nagoya University, and Ms. Fernabel De La Pena from the University of Guam-School of Business and Public Administration (in photo from left to right)



0830-0915

### Opening Session (Sakura room)

Welcoming Remarks by Conference Co-Chairs and Special Guest (Penn State Altoona Chancellor)



**Dr. Maria Claret M. Ruane** (left photo)

Associate Professor of Economics and Finance, University of Guam-School of Business and Public Administration



**Dr. Akihiro Noguchi** (right photo)

Director, Economic Research Center, Nagoya University-Graduate School of Economics



**Dr. Barbara A. Wiens-Tuers**

Associate Professor of Economics  
Penn State Altoona-Division of Business  
and Engineering



**Dr. Lori Bechtel-Wherry**

Chancellor, Penn State Altoona



**Dr. James J. Taylor**

Associate Professor of Finance  
University of Guam-School of Business  
and Public Administration



0915-1030      Session 1: International Business and Tourism (Sakura room), chaired by Dr. James J. Taylor, University of Guam-School of Business and Public Administration

**Professor Feng-Jyh Lin**

Feng Chia University, Department of Business Administration

*"THE DETERMINANTS OF TAIWANESE IT FIRMS FOREIGN DIRECT INVESTMENT IN CHINA", co-authored with Professor Shi-Woei Lin, Graduate School of Management, Yuan Ze University, Taiwan*  
*This study illustrates the factors that affect a firm's intention to engage in foreign direct investment (FDI) in China, using Taiwanese firms in the Information Technology (IT) sector as an example. By building upon the literature, we investigate a firm's decision to engage in FDI by taking industry and firm factors into consideration. This study applies an event history technique to perform an empirical analysis, taking into account the conditional probability of the element of time. These factors are analyzed in a dynamic context using a sample of 667 Taiwanese firms in 10 industries between 1996 and 2005. We find that network linkages, the expansion of markets, and China's incentive policies positively affect the intention to engage in FDI. A firm with a higher degree of export orientation and larger firm size also has a strong effect on motivating FDI.*



**Dr. Tsutomu Kobashi (left photo)**

Faculty of Management and Information Science, Aichi Institute of Technology

**Dr. Natsuko Fujikawa (right photo)**

School of Economics, Nagoya University

*"A RESEARCH ON DEVELOPMENT OF INTER-ORGANIZATIONAL LEARNING: THROUGH THE CASE OF AN INTERNATIONAL STRATEGIC ALLIANCE"*



*This research deals with the development of inter-organizational learning (IOL) in strategic alliances. IOL is one major field of the inter-organizational relationships researches, and firstly we review existing researches referring to the typology of IOL, and show there haven't been enough researches on relationships among several types of IOLs. From this, we grasp these relationships as a developmental model. Secondly, as a case in which several kinds of IOLs happened, we deal with the case of Nissan-Renault alliance, and reveal factors which affected the development of IOL in alliance. And lastly, we examine the diversity of sources of IOL.*



**Mr. Gerald S.A. Perez**

General Manager, Guam Visitors Bureau

**"REPOSITIONING THE GUAM DESTINATION BRAND"**

*Japanese arrivals make up nearly 80% of total island visitors and continue to be the most significant market for Guam in both number and yield. The strategic outlook, however, is flat to negative growth, given Japan's historically low birth rate and heightened global competition.*

*Guam's short and long term strategy to mitigate this problem is discussed in the context of current progress to date.*

**Dr. Frank C. Tung**

Hospitality Industry Management, Guam Community College

**"INTEGRATING MULTIMEDIA IN RESTAURANT TRAINING: A SURVEY STUDY IN GUAM, U.S.A."**

*Tourism has become the world's number one business. It is an industry that employs more people worldwide than any other enterprise, and is expected to increase in numbers with the Asian and Pacific tourism market enjoying continuous growth (Shundich, 1997; kye-Sung Chon & Raymond Sparrowe, 2000; Jack Ninemeier & Joe Perdue, 2008). Despite researchers' support of integrating instructional technology and multimedia into classroom instruction and training, there is little evidence that the restaurant managers in this study are integrating multimedia into their employee training. The purpose of this study were to examine restaurant managers' perceptions regarding potential factors that may have influenced the implementation of multimedia into employee training; to analyze whether demographic variables influenced restaurant managers' decisions to use multimedia in training; and to investigate whether Ajzen and Fishbeins (1980) theory of Reasoned Action impacted restaurant managers' decisions to implement multimedia in training. Surveys were conducted by interviewing 25 restaurant managers in Guam, U.S.A. The survey collected demographic data, assessed personal multimedia competence and accessibility, and examined factors that potentially impacted the implementation of multimedia in restaurant training.*



**1030-1045**

**Coffee Break**

**1045-1200**

**Session 2: Panel Presentation (Sakura room), Chaired by Dr. Akihiro Noguchi, Nagoya University**

**"THE ROLES AND ACTIVITIES OF THE RESEARCH CENTERS RELATED TO SOCIAL SCIENCE AT NAGOYA UNIVERSITY"**



**Dr. Akihiro Noguchi (left photo)**

Director of Economic Research Center, Professor, Graduate School of Economics, Nagoya University



**Dr. Aya Okada (right photo)**

Professor, Graduate School of International Development, Nagoya University



**Dr. Masahiro Chikada (left photo)**

Associate Professor, Center for the Studies of Higher Education, Nagoya University



**Dr. Masanori Aikyo (right photo)**

Director, Center for Asian Legal Exchange, Nagoya University

**1200-1315**

**Lunch Break (The Terrace Restaurant at the Hilton Nagoya Hotel)**



1315-1500

Concurrent Sessions (Session 3a: Strategic Management; Session 3b: Economics)

1315-1500

Session 3a: Strategic Management (Sakura Oh-en room), chaired by Dr. Luz T. Suplico, De La Salle University-Manila, Philippines



**Dr. Sangjoon Lee**

College of Business, Alfred University, NY

**"MEASURE OF R&D SUCCESS AND MARKET VALUE OF A FIRM"**

*We examine the relationship between the knowledge capital and the stock market value of innovating firms in the US pharmaceutical and semiconductor industries. We use unique patent-firms matched data in the two industries and estimate Tobin's q equation on the R&D intensity, patent yield of firms, and citations to patents. We find the duration of patent citations received explains the variance of a firm's market value better than the conventional variable of knowledge capital stock. This relationship becomes stronger when the number of citations received 4 or more years after a patent is granted is used as a proxy for the knowledge stock. Use of number of citations received in long-term fixes heterogeneity problem of patent values, thus enables us to better study how firms organize their intangible assets, in particular knowledge stock and how those are reflected in their future cash flows.*

**Dr. Annette Tajeron Santos**

School of Business and Public Administration, University of Guam

**"GOING GREEN: THE IMPACT ON HIGHER EDUCATION INSTITUTIONS"**

*Campus greening poses potent challenges to higher education institutions to take an interest in decreasing its carbon footprint. Can green initiatives really save rather than cost money? If early movers are able to stake out a competitive advantage through green initiatives, can the institution's operations sustain it? This article will explore best practices and new thinking in higher education, particularly campuses pursuing a green business strategy. Furthermore, this article seeks ways higher education institutions may effectively bridge internal and external activities as well as assess current strategies in pursuit of a new trajectory towards building sustainable value.*



**Professor Raymund Habaradas**

Business Management Department, De La Salle University-Manila, Philippines

**"THE CHALLENGES OF SME INNOVATION AND TECHNOLOGY UPGRADING IN DEVELOPING ECONOMIES: INSIGHTS FROM MALAYSIA, THAILAND, AND THE PHILIPPINES"**

*Over the years, governments have given increased attention and resources to SME development not only to reduce poverty and to generate jobs but also to broaden and deepen the industrial structure. However, it is a continuing challenge to encourage SMEs in developing countries like Malaysia, Thailand and the Philippines to innovate and upgrade their technological capabilities in spite of the different support mechanisms being made available to them. This paper proposes that viewing SME development from an organizational theorist's perspective could provide fresh insights on the issue.*

**Dr. Annette Tajeron Santos (left in photo)**

School of Business and Public Administration, University of Guam

**"VIRTUAL LEADERSHIP: A GREEN POSSIBILITY IN CRITICAL TIMES BUT CAN IT REALLY WORK?"**, co-authored with Dr. Richard S. Colfax (center in photo), School of Business and Public Administration, University of Guam, and Ms. Joann Diego (right in photo), Yamashita Educator Corps, University of Guam



*Virtual teams are a necessity in global and even regional businesses today when operations and employees with special talents are not willing or able to relocate to a job or operational site. Traditionally a key employee was relocated to a company site to bring expertise to the team in a face to face environment. These employees were generally experts with technical skills or senior managers who were needed to head up operations in a foreign location. However, the roles and needs of global operations in the new "green era" are changing all these traditional paradigms. With the development of technology, there has been a serious look at calling on and tapping in to expertise without the additional expense of relocations or travel. In addition, traveling disrupts the work at the original location and can actually hurt the expert's position and appeal. Clearly there is a need for a new form of management*

and leadership that effectively employs a virtual management base and approach which goes beyond the present “distance” and actually creates effective, efficient and closely linked virtual global operations. Current leadership styles are really not suited to these new needs. The challenge today will be to develop a new management style or approach that embraces the virtual world of global business where face-to-face management environments no longer are the norm. Managing effective teams and operations from a distance will require a new mindset and paradigm. Leaders of today and yesterday will need to shift their approaches in time to meet the demands of the fluid global and domestic economic environments that are expected in the next few decades.

**1315-1500      Session 3b: Economics (Sakura Oh-ka room), chaired by Dr. Maria Claret M. Ruane, University of Guam-School of Business and Public Administration**



**Prof. Masatoshi Jinno**

School of Economics, Nagoya University  
“FERTILITY RATE AND ELDERLY CARE”

*In this paper, we have analyzed the effects of an increase in the number of children in an economy where there is a demand for care workers owing to an ageing society. An improvement in the population growth rate through child support policies and other policies that simply reduce the capital-labor ratio will be undesirable so long as there is no flexibility in the pension system. However, if there is a demand for care, as this paper states, an increase in the number of workers will extremely important.*

**Dr. Takeho Nakamura**

Research Fellow, Nagoya University

“TECHNOLOGICAL PROGRESS EFFECTS AND ENDOGENOUS SEPARATIONS BETWEEN SKILLED AND UNSKILLED LABOR”

*By constructing a two-sector (high-tech and low-tech) model, this paper examines the effects of technological progress that occurred in the high-tech sector on the skilled-unskilled wage gap and welfare. In order to introduce the endogenous separation mechanism of skilled and unskilled workers, this paper assumes heterogeneous learning abilities among workers. Some workers who possess low learning abilities suffer larger disutility from skill training. Since the technological progress of the high-tech sector increased the wage of skilled workers, it gives an additional incentive to unskilled workers to ask to become skilled. Then, the proportion of skilled workers becomes large, and the high-tech sector also develops—through the increasing returns to scale in the range of varieties of skilled labor.*



**Dr. Barbara Wiens-Tuers**

Division of Business and Engineering, Penn State Altoona

“BALANCE AND POWER: FLEXIBILITY AND CONTROL OF TIME AND PROCESS AT WORK”

*Workplace flexibility is the subject of a large amount of literature that extols both the virtues and the problems of flexible work practices. The question this paper explores is how the flexibility desired by workers is balanced with the flexibility desired by employers. In the context of work organization and hierarchy, what gives power to employers and employees as they seek that balance. Data from the General Social Survey is used to empirically explore the correlation of employee reported workplace structures and practices and employee perception of workplace autonomy and flexibility.*



**Dr. Sara Wong**

Graduate School of Management (ESPAE), Escuela Superior Politécnica del  
“THE EFFECTS OF SPS AND TBT MEASURES ON BANANA AND  
ECUADOR”

*This is a study of non-tariff measures on banana and pineapple trade in on Ecuadorian exporters and farmers. This report, based on survey responses, ICTSD (International Centre for Trade and Sustainable Development) project addresses the opportunities and challenges of the full liberalization of trade in main aim of this case study is to provide practical guidance to understand to*



Litoral (ESPOL), Ecuador  
PINEAPPLE TRADE IN

*Ecuador and their impact is a case study for an on tropical products that tropical products. The what extent sanitary,*



phytosanitary and technical barriers represent obstacles preventing Ecuadorian tropical products from entering Ecuador's main markets in developed countries, namely the United States and the European Union.



**Dr. Renato E. Reside, Jr.**

School of Economics, University of the Philippines, "GLOBAL DETERMINANTS OF STRESS AND RISK IN PUBLIC-PRIVATE PARTNERSHIPS (PPP) IN INFRASTRUCTURE"

*This study analyzes global stress in public-private partnerships in infrastructure investment. While project failures seldom occur, there are many stresses, such as broad political risk: the ability of the highest government executives to use discretion to make sweeping changes to investment rules or interventions in regulation that adversely affect a project's market value. This includes protracted tariff freezing. However, this is usually only realized after other risks, such as currency risk, have materialized first. Thus, broad political risk can be controlled (one way to do this is to exert strong efforts to build local currency debt markets). Other causes of stress include opportunistic government behavior and price cap regulation, which may need to be strengthened to adapt to crisis situations. Except for political risk guarantees, loans and equity from*

*multilateral institutions have no effect on outcomes. Ironically, strong growth and rigid currency regimes before projects start to operate heighten risk, as they can lead to adverse selection of proponents and moral hazard in project design. While political risk guarantees lead to favorable outcomes in general, they are rarely utilized, suggesting that they may need to be re-engineered or marketed better to be more useful. Surprisingly, many of the World Bank's indices of governance quality lead to perverse outcomes. Thus, new governance standards must be used to judge PPPs. Many suggestions for policy improvements are made.*

**1500-1515 Coffee Break**

**1515-1700 Concurrent Sessions (Session 4a: Pedagogy I; Session 4b: Marketing)**

**1515-1700 Session 4a: Pedagogy I (Sakura Oh-en room), chaired by Dr. Maria Claret M. Ruane, University of Guam-School of Business and Public Administration**



**Dr. Sangjoon Lee**

College of Business, Alfred University, NY

"TEACHING PROFIT MAXIMIZATION AS THE OBJECTIVE OF FIRM: A CASE OF THE COURSE OPTIMIZATION OF THE COUNTRY CLUB OF MENDON"

*The theory of firms says that objective of owners of firm is to maximize profit therefore to maximize wealth (or value) of firms. This has been criticized. Prominent critics are: maximization of sales, maximization of management utility, and returning wealth to society. For example, a business school professor who teaches ethics noted that business schools have no higher ideal than making a profit as proof of business success. He adds that business schools have nothing to say about "love, forgiveness, gratitude and hope. Managerial economics textbooks provide many examples why profit maximization should be the objective of firms. However examples from small business environment that students might have exposed are rare. This paper is a counterexample I use in my Managerial Economics class why revenue maximization should not be the*

*objective of firm. The golf shop headed by PGA professional at the Country Club of Mendon launched a membership drive program, called course optimization plan, for 2008 season to increase revenue from outside play and thus contribute the bottom line of club's financial statement. The result turned out to be a bigger loss due to the lack of profit culture, misaligned incentives and the agency problem.*

**Dr. Ronald L. McNinch**

School of Business and Public Administration, University of Guam

"CONVENIENCE SAMPLING IN FINITE AND STATIC POPULATIONS: THE 2008 GUAM USA ELECTIONS, SOCIAL OPINION ASSESSMENT AND TREND DEVELOPMENT (A RESEARCH NOTE)"

*Guam is a United States territory in the Western Pacific. As a single island jurisdiction with a finite*

*population and land space, Guam is an excellent place to study public opinion polling methods. For the*

*last several election cycles, various research methods have been used and a remarkable amount of*

*success has been achieved with convenience sampling and related non-probability methods. The Guam*

*Legislature is a unicameral body consisting of fifteen members elected at large in island wide elections.*

*Twenty-six candidates vied for these fifteen seats in the 2008 elections. In the 2008 cycle, small (n=100) convenience samples were used to correctly identify general placement of candidates three months before the elections, the approximate levels of support in the interim, the final*

*placement of candidates prior to the general election and the exact percentage of support for an initiative item. A number of factors were*

*identified that help to describe why convenience sampling works well in this jurisdiction including but not limited to a voting population that is*

*both interested in the election process and well informed about the candidates, the dominance of social conversations in the political*



persuasion process, the role of social institutions on an island, and a particular factor identified as an "opinion resonance effect." On an island with a finite land space and static population, opinions about elites can have a sort of long term memory. As the election process progresses, stories are repeated related to candidates running for office. These stories can create a positive or negative opinion cascade to support or defeat candidates or initiative questions on the ballot. This research has strong implications for social opinion assessment research in related fields such as marketing and organization change as well as trend development and analysis. A number of practical application examples are provided. This paper briefly covers the context of Guam; convenience sampling in static and finite populations; applied cases, contrasts with AAPOR standards, and a conclusion.



**Professor Cynthia P. Cudia**

De La Salle University, Manila, Philippines

**"FACTORS THAT INFLUENCE THE FINAL GRADES OF MANAGERIAL ACCOUNTING FOR BUSINESS (ACTMANA) STUDENTS IN DLSU-MANILA"**

Many researches about appropriate pedagogic practices resulted from the worldwide concern about the teaching strategies that affect student-learning outcomes. De La Salle University – Manila, Philippines in its College of Business and Economics offers Managerial Accounting for Business Students (ACTMANA), which combines the knowledge of management practice and the use of accounting information. This basic accounting course exposes the students to the preparation of internal reports intended for management decision-making. This study reports the factors that influence the performance of ACTMANA students in terms of final grades. Based on 191 observations, statistical tests were employed to determine whether gender, course affiliation, and the number of quizzes would have an impact on the performance of students.

Findings from this study have implications for educators and grade policy-makers who are interested in assessment of student performance. These implications can aid in developing remedial tools for teaching strategies that lead to educational improvement.

**Dr. Felisa P. L. Cruz**

Laguna University, San Pablo Colleges, Philippines

**"CASE STUDY OF THE PROVINCE OF LAGUNA: LAGUNA UNIVERSITY'S INFORMATION COMMUNICATION TECHNOLOGY PROGRAM"**

This case study describes Laguna University's desire to undertake Information Communication Technology (ICT) Program. The Province of Laguna provides subsidy to the university operations as compared to the other 52 public and private schools, colleges and universities in Laguna with ICT course offerings. The Province of Laguna belongs to the Philippines sub-economic region that will supply cyberservice providers: in business process outsourcing, contact centers, animation, medical and legal transcription, software development, e-learning, e-entertainment and gaming, and other back office operations such as finance and accounting and human resource development. Laguna University (LU) was established in 2006, hence its operation is only three years old. Nevertheless, it has to perform well as funds come from public sources, including taxes. Unfortunately, from 40 LU graduates of the course PC Operations, National Certificate II, only 12 passed the TESDA Assessment Test that will qualify passers to some cyberservices. The other training institutions, recognized by the Technical Education and Skills Development Authority (TESDA), to offer ICT related courses do not fare well either, out of 941 assessed, only 436 were certified or passed. As an academic policy, from 80 percent general weighted average in academic subjects in fourth year high school, LU has now set a minimum of 85 percent in English, Mathematics and Science as pre-condition in enrolment to ICT related and other 2-4 years' courses. This paper chronicles the three-year period of providing ICT related course, i.e., PC Operations, NC II.



**Dr. Ye-Kyoung Kim**

School of Education, University of Guam

**"TOURISM AND PEDAGOGY IN A GLOBAL ENVIRONMENT: A DUAL-LINGUISTIC CONSCIOUSNESS OF A CREDIT CARD USE ONLINE IN NORTH ASIA"**

This presentation explores the linguistic consciousness of modern tourists who are using the Internet and credit cards while planning to travel the North Asian countries, such as China, Japan, and Korea. The session examines, explains, and demonstrates how the netizens around the world develop, use, and participate in the Internet community based on and related to their linguistic, cultural, and socio-economic backgrounds. The presenter will raise the double linguistic consciousness for both those who are English-only speakers and bilinguals in the North Asian countries. The session will provide the participants with references to global communications and tourism using the Internet technology.



**Dr. Doreen T. Crisostomo**

School of Business and Public Administration, University of Guam  
“ASSESSING STUDENTS’ LEARNING IN PRINCIPLES OF ACCOUNTING”

*The purpose of classroom assessment is to determine if students are learning what we teach them and/or if instructors are meeting the course objectives of a course. This paper will discuss the results of an assessment administered from the course, BA200, Principles of Financial Accounting that was held during the Fall 2008 semester, and describe how the course objectives of this course ties into the accounting learning goals at the University of Guam.*



**1515-1700 Session 4b: Marketing (Sakura Oh-ka room), chaired by Dr. Ansito Walter, University of Guam-School of Business and Public Administration**



**Dr. Ya-Hsuan Tsou**

Graduate School of Management, Yuan Ze University, Taiwan

“EXPLORING THE PHENOMENON OF BUSINESS CLASSICS IN CONSUMER MARKET”, co-authored with Dr. Yi-Nung Peng, Graduate School of Management, Yuan Ze University, Taiwan.

*Researchers of different fields have found that some products last in the marketplace for an exceptional period of time and they may stimulate unique attachment(s) in consumers’ minds. Customers may even react emotionally toward the market withdrawals of this type of products. Customer’s strong negative reactions to the withdrawals of the original Coca Cola and H-P 12C calculator are examples of this kind. However this phenomenon is not well understood in the literature. We intend to conduct an inductive exploratory study to understand this phenomenon from consumers’ perspective. Specifically, we will examine consumers’*

*perceptions toward products of this kind.*

**Dr. Chih-Wei Mao**

Yuan Ze University, Taiwan

“CONSUMERS’ ETHICAL BELIEFS: THE INFLUENCE OF CHINESE CULTURE”, co-authored with Dr. Wen-yeh Huang, Graduate School of Management

*Previous studies have shown that individual decision making would be affected by personal ethical beliefs (Bartels, 1967; Pruden, 1971), and consumers’ ethical beliefs has been examined across various settings. However, most such studies adopted the view of Western moral philosophy. Relatively fewer studies have examined this issue from Chinese perspective. Thus, the purpose of this study is to explore the impact of Chinese culture on consumers’ ethical beliefs in Taiwan. Moreover, this study will incorporate the concept of “Guanxi” into theorizing consumers’ ethical decision making in Taiwan. Findings are expected to identify differences between Western and Chinese cultures.*



**Dr. Ching-yun Huang**

Graduate School of Management, Yuan Ze University, Taiwan

“TAIWANESE RETAIL SALESPERSONS’ ETHICAL DECISION MAKING”, co-authored with Dr. Wen-yeh Huang, Yuan Ze University, Taiwan

*Conflicts produced during interactions between retail salespeople and various groups of people (such as customers, coworkers, and managers), diverse job requirements of their position, pressure involved in achieving sales quota, and absence of formalized training result in the emergence of ethical dilemmas for retail sales personnel. Previous research mainly examined salespeople’s ethical decision making based on Western moral philosophy. However, simply applying findings from those studies to a market that is influenced by Chinese culture, such as Taiwanese market, seems to be insufficient. This, this study is interested in the impact of Chinese culture on Taiwanese retail salespeople’s decision making when facing ethical dilemmas.*



**Dr. Luz T. Suplico**

College of Business and Economics, De La Salle University, Philippines

**“THE IMPACT OF GREEN MARKETING ON STUDENTS’ PURCHASE DECISIONS”**

*There is a growing worldwide consciousness particularly in developed countries of the need to preserve the environment. This consciousness is reflected in the movement known as green marketing. Philip Kotler defines green marketing as an organized movement of concerned citizens and government to protect and enhance people’s living environment. Kotler adds that green marketers want environmental costs factored into the consumers’ decision process (Kotler and Armstrong, 1999). One of the reasons why green marketing has grown in developed countries is the increasing availability of green products. Thus, consumers would have the choice to buy energy-efficient appliances, low or no-phosphate detergents, solar-powered watches, non-toxic chemicals, etc. In developing countries, green products have become available because there are consumers who are becoming aware of the need to preserve the environment. In 2001, the author conducted a study to determine if senior business students from 3 schools under De La Salle University (De La Salle University in Manila, College of Saint Benilde and De La Salle University in Dasmariñas) consider green marketing in their purchase decisions. The results show that students, as consumers, consider green marketing in their purchase decision. Due to environmental changes and external influences in consumer behavior after 8 years, the author wants to find out if there have been changes in the students’ behavior.*



**Day 2: March 10**

**0830-1000 Concurrent Sessions (Session 5a: Accounting I; Session 5b: Finance and Economics)**

**0830-1000 Session 5a: Accounting I (Sakura Oh-en room), chaired by Dr. Akihiro Noguchi, Nagoya University**



**Dr. Elizabeth E. Foma**

School of Business and Public Administration, University of Guam

**“THE SECURITIES AND EXCHANGE ACTS OF 1933 AND 1934 AND THE SARBANES-OXLEY ACT OF 2002: HAVE THEY ACHIEVED THEIR PURPOSE?”**

*Bubble markets and crashes disrupt the economy and cause significant losses to shareholders’ wealth. These cause losses for individuals and businesses while damaging both employment and economic growth. Recent regulations which have been enacted to protect securities markets have been shown to be both expensive and ineffective. The Securities and Exchange Acts of 1933 and 1934 promised to provide protection for the securities markets and an increase of investor confidence but cycles of growth and crash occurred in 1957,*

*1966, 1973-1974, 1987 and 2001 leading to a concern that these regulations are not achieving their intended purpose (Weisbroth, 2002). The Sarbanes-Oxley Act of 2002 was enacted to strengthen current securities regulations and improve investor confidence while improving corporate governance. The Act includes a number of regulations that affect the accounting and auditing professions as a means of protecting both investors and securities markets but these regulations have proven costly to business and to the economy as a whole (Lander, 2004). Sarbanes-Oxley has been shown to absorb resources that may have been used for investment in business, used for increasing employment, or used for research and development. By placing the corporation’s focus on regulation and complex paperwork, corporate focus is taken away from innovation and competition. Substantial cost to the U.S. economy may be an unwanted cost of compliance. A review of academic literature since the Act was enacted may reflect doubt as to Sarbanes-Oxley’s ability to reduce management fraud or make any significant improvement to investor confidence or the securities markets (Ribstein, 2002). Consequently, the word “protect” has lost its meaning.*

**Dr. Venus C. Ibarra**

Ateneo de Manila University and San Pablo Colleges, Philippines

**“STATEMENT OF CASH FLOWS RATIOS AS TOOLS FOR FINANCIAL ANALYSIS”**

*The statement of cash flows, as one of the fundamental financial statements, is undeniably an important statement for both internal and external users. It is a statement that can be used in evaluating a company’s financial standing. This paper will analyze the usefulness of the information provided in the statement of cash flows, particularly cash flows from operating activities, in determining the financial position of a company. The objective of the study is to test ratios derived from the statement of cash flows, use them to evaluate the intra and inter performances of a company to determine the company’s liquidity, efficiency, profitability and ability to protect long-term investors and creditors. The paper shows that cash flows ratios can be tools for evaluating the financial positions of manufacturing companies. All ratios tested were found to be useful for internal and external users, particularly, short-term and long-term creditors and current and prospective investors. Since most of the ratios are based on cash flow from operations, the ratios will be insignificant if there is no cash flows generated from operations. Negative ratios as against positive ratios cannot be used to determine the performance of a company. In this case, use of standard accrued ratios derived from*



*the income statement and balance sheet will be better. Among the proposed efficiency ratios, cash reinvestment is not sufficient in measuring the efficiency of a company. The help of other accrued ratios like gross profit margin and net profit margin will strengthen the cash flows profitability ratios. Cash flow ratios can also be used to compare the performances of manufacturing companies. The same exception is noted that when the cash flow from operations of a company is negative, then comparison will not be possible or meaningful. In this situation, the ratios cannot be used to analyze the performance of the company.*



**Dr. Go Ishikawa**

Faculty of Business Administration, Department of Accounting and Finance, Aichi University  
**“THE USEFULNESS OF DISTINGUISHING BETWEEN “PAID-IN CAPITAL” AND “RETAINED INCOME” IN JAPAN”**

*The distinction between paid-in capital and retained income in stockholders' equity is prevailing around the world. However, for several years particularly in Japan, the usefulness of distinguishing between these two concepts has been doubted, since the dividend regulation based on corporate law got away from the distinction. In the trend, its usefulness is frequently thought to be on the dividend regulation yet, or principal-agent problem (related to dividend policy) between managers and creditors. Nonetheless, it may be only one of the usefulness. Instead, originally, the distinction may have been used for reducing the said problem between managers and stockholders. From the viewpoint, this paper will introduce researches on the distinction's usefulness in Japan. For this paper, the most notable implication is that there are such retained*

*earnings (and paid-in capital) as legally distributable, but voluntarily maintained amounts. Those amounts based on the distinction might reflect management intention or managers-stockholders' agreement related to projects with reasonable account titles, therefore the distinction could be useful. Especially, like in Japan, not only distinction “between” just the two sources, but distinction “of” themselves, namely their respective breakdowns could suggest some meaning. This calls into question naive lumping paid-in capital or retained income as one amount respectively.*

**Dr. Filomena M. Cantoria**

School of Business and Public Administration, University of Guam  
**“MINORITY INTERESTS IN CONSOLIDATED FINANCIAL STATEMENTS: A SURVEY”**

*The current accounting pronouncements in the United States that require the preparation of consolidated financial statements do not have precise guidelines on the presentation of minority interest in controlled subsidiaries. The student reported a wide variety of reporting methods from the many consolidated financial reports that they studied for the course. This ranged from complete disregard of such minority interests in the financial statements to presenting it only in the Income statements, and in many cases including it among the liabilities or equity, or somewhere in between. The research showed that there was prevalence of the “hanging” or mezzanine location, where the liabilities are not totaled yet the minority interest is listed at the end of the category. This variety of presentation methods is a result of the lack of guidance, hence the companies are unsure about how to present minority interest. SFAS 160 issued in December 2007 entitled “Non-controlling Interests in Consolidated Financial Statements” amends ARB No. 51 and establishes accounting and reporting standards for ownership interest in subsidiaries held by parties other than the parent companies, thereby requiring sufficient disclosures to identify and distinguish between interest of the parent and the interests of the non-controlling owners.*



**0830-1000 Session 5b: Finance and Economics (Sakura Oh-ka room), chaired by Dr. Maria Claret M. Ruane, University of Guam-School of Business and Public Administration**



**Mr. Steven S. Lim**

Financial Management Department, De La Salle University, Manila, Philippines

**Dr. Leila Y. Calderon-Kabigting**

Financial Management Department, De La Salle University, Manila, Philippines

**“ASSESSING THE IMPACT OF THE U.S. CREDIT CRISIS ON INVESTOR SENTIMENT: EVIDENCE FROM PHILIPPINE FINANCIAL MARKETS AND INSTITUTIONS”**, co-authored with Mr. Leonardo B. Araneta, Mr. Rene B. Hapitan, Mr. Christian Paolo E. Romagos, and Mr. Clive Manuel O. Wee Sit, Financial Management Department, De La Salle University, Manila, Philippines



*The research discusses the events leading to the subprime crisis in the United States of America (USA) and how the crisis affected Philippine financial markets and institutions. A section provides possible theoretical explanations as to why the global financial crisis is presently*

happening. Another section presents how the U.S. credit crisis has affected three (3) companies, namely: 1) Merrill Lynch; 2) The American International Group (AIG); and, 3) Lehman Brothers. The study also sets forth lessons that Philippine financial markets and institutions can learn from this particular crisis. We evaluate existing financial market regulation as well as policy responses by regulators as a result of the current crisis and find that they have helped the Philippines be resilient of the crisis. To conclude, we recommend policies to further minimize the adverse impact of similar crises on financial institutions and markets in the Philippines. This paper is an overall assessment of the resilience and strength of the Philippine financial markets in light of the current U.S. financial crisis.



**Dr. Harikumar Sankaran**

Finance Department, New Mexico State University

"SYNCHRONOUS VOLATILITY CLUSTERS IN BROAD INDICES: AN EMPIRICAL VALIDATION OF A CLUSTER DETECTION ALGORITHM", co-authored with Ms. Anh Phuong Nguyen, Economics Department, New Mexico State University and Dr. Jayashree Harikumar, Physical Sciences Laboratory, New Mexico State University

*Financial market participants are always faced with having to make decisions based on a continual flow of information. The aggregation of these decisions is reflected in broad indices such as DJIA, S&P 500 and NASDAQ. This research studies clusters of extreme returns (i.e., returns exceeding the 90th percentile) in each of the above indices over a period of 1960-2008. We modify the algorithm advanced by Laurini (2004) to detect these informationally independent extreme return clusters. We back test the algorithm and find that it accurately detects the era of terrorism and the subprime crisis. Using this algorithm we detect and extreme return clusters find that the information that drives DJIA and S&P 500 are similar and is likely to be a superset of what drives NASDAQ. These indices show relatively asynchronous behavior as they differ in terms of when they enter a cluster and when they leave the cluster. We suggest a returns-based and a volatility-based strategy to benefit from cross-index predictions of entry to and exit from a cluster.*

**Dr. Charles A. Rarick**

School of Management, Purdue University-Calumet

"WHO WANTS TO BE A BILLIONAIRE? HYPERINFLATION STRIKES ZIMBABWE"

*Rich in natural resources, and once the breadbasket of Africa, Zimbabwe now faces increasingly difficult times. With its currency, the Zimbabwe dollar becoming increasingly worthless, residents are resorting to bartering for goods and services and using currencies from other countries. Zimbabwe must choose a new course in order to restore its monetary system and promote economic development.*



**Dr. Sara Wong**

Graduate School of Management (ESPAE), Escuela Superior Politécnica del Litoral (ESPOL), Ecuador, "FISCAL POLICIES AND INCREASED TRADE OPENNESS: POVERTY IMPACTS IN ECUADOR", co-authored with Dr. Ricardo Arguello, Economics Department, Universidad del Rosario, Colombia

*The current economic and political environments in Ecuador are marked by this country's efforts to sign preferential agreements with its main trade partners, and its concerns about impacts of such trade liberalization policy. This study quantifies poverty effects in Ecuador of trade liberalization with the U.S. and fiscal changes (value added tax and direct taxes) which seeks to compensate tariff revenue losses, so that the government deficit remains constant. The paper stresses labor market and fiscal policy adjustment mechanisms. The study combines a micro and a standard computable general equilibrium models. The*

*impact of these policy changes on the economy is small. The best poverty reduction outcomes are attained when only direct taxes are used for making up tariff revenue losses and the worst when a flat VAT rate is employed, including the elimination of current VAT exemptions.*

1000-1015

Coffee Break

1015-1130

Concurrent Sessions (Session 6a: Accounting II; Session 6b: Pedagogy II)





**Dr. Jeanne H. Yamamura**

Dept. of Accounting and IS, University of Nevada Reno

**"SUSTAINABLE MANAGEMENT OF AN INTERNATIONAL WORKFORCE: THE ROLE OF INFORMATION CONSCIOUSNESS IN THE MANAGEMENT OF ACCOUNTANTS"**, co-authored with Dr. Yvonne Stedham, Dept. of Managerial Sciences, University of Nevada Reno

*Public accounting firms are service firms that rely heavily on well-trained and highly motivated staff to deliver the firms' services. Their staff are knowledge workers who must not only actively utilize information in their work, they must also develop the skills to continuously acquire new information. The manner in which a firm manages information access and transfer is a sustainable (or unsustainable) management practice that affects employee job satisfaction and retention. Our study examines the relationship between job satisfaction and dimensions of information consciousness in a sample of professional accountants from three countries.*

*Results show a positive relationship between information consciousness and job satisfaction.*

**Dr. Devie**

Faculty of Economics, Petra Christian University, Indonesia

**"EMPLOYEE PERCEPTION TOWARDS THE ROLES OF MANAGEMENT ACCOUNTANT AS AN**

**"ACTOR"**, co-authored with Mr. Josua Tarigan, Faculty of Economics, Petra Christian University, Indonesia

*Most people know that a management accountant is a person who has a significant role to provide the financial information about the organization. The accounting theory grouped that role as an administrative level instead of a strategic one. A few people realize that management accountant should be involved in a strategic level. The phenomena also show that few management accountants are also involved in the strategic level. An accountant's role should expanded, that is, from being the preparer of financial statements, to a more challenging one, that is, the one involved in the strategic level. In Modern Management Accounting Theory (Devie et al, 2008) there are four types of the involvement of management accountant in an organization, namely as an "Administrator", a "Doer", a "Conceptor" and an "Actor". The order based on the degree of involvement, which starts from an "Administrator" to an "Actor", the highest strategic level of involvement. This research proposes the perception from a non-accounting employer regarding the roles of management accountant as an "Actor". The research studied 437 non-accounting employees who work in Surabaya-East Java- Indonesia. The result of this research will be valuable for the profession of management accountant as well as the educator profession. In this case as management accountants they can learn about the dimension that drive their roles as an "actor". Educator profession has the benefit through the input for the curriculum evaluation in university.*



**Professor Mineo Tsuji**

Osaka Prefecture University, Graduate School of Economics

**Professor Yukie Tsuji**

School of Business Administration, Otemon Gakuin University

**"A COMPARATIVE INTERNATIONAL ANALYSIS OF THE ATTITUDE OF CSR REPORTING AMONG CHINA, JAPAN AND SOUTH KOREA"**

*This is a comparative international analysis of the attitude of receiving CSR reports between three East Asian countries: Japan, China and South Korea.*

*The first questionnaire as to Japanese tradition was conducted in 2004. Factor analysis showed its traditional mechanism. The second one about attitudes towards CSR information was carried out from 2006 to 2007. The Pearson's independent coefficient was used*

*and the obtained result is as follows: The needs for information are different among three states. Japanese expect to enjoy the benefit of lifetime employment and seniority system. Chinese job position may change easily by the intention of the management or for bigger profits by themselves. For South Korean, the distance between each stakeholder is shorter and therefore a success of one is also a success of another. It is common for three people to acknowledge the importance of female management.*



**Dr. James J. Taylor**

School of Business and Public Administration, University of Guam

**"130/30 INVESTMENT STRATEGIES: HEDGING IN A CLASSROOM SETTING"**

*Hedging is an investment strategy that uses two counterbalancing investments in order to minimize the impact of unexpected price fluctuations. Because creating the hedge requires purchasing at least two different investments, by itself hedging increases the cost of investing. However when a hedging strategy truly reduces investment risk, a greater proportion of borrowed funds can be used in the investment process. This greater leverage can be used to increase return with the same amount of capital. The problem is that the teaching of investment hedging techniques in an undergraduate setting can be challenging. The author illustrates some of the challenge by discussing the hedging of T-Bill Futures. The author further suggests that undergraduates will more easily understand a 130 / 30 hedging strategy. 130 / 30 hedging involves first selling short 30% of your starting capital. The stocks that are shorted are chosen from a list of projected worst possible investments. Because of the way shorting works, the investor now has 130% of funds to invest. The next group of investments is chosen from a list of projected best possible investments. The investor using this strategy now has, in total, 160% of the original capital amount invested – 30% in stocks expected to go down in value and 130% in stocks expected to go up in value. The investor using this strategy gains when, as expected, the bad investments go down in value and the good investments go up in value. Because of the hedging, the investor should also gain when stocks overall go up in value or go down in value. In effect the investor goes long in a group of stocks with higher than average price earnings ratios (PE) and at the same time goes short in a group of stocks with lower than average price earnings ratios. These concepts are straightforward and undergraduates readily grasp them. While variations of 130 / 30 hedging strategies have been around for some time, they have become very popular in the last several years. Unfortunately in the summer of 2007 significant problems occurred. Investment managers running 130 / 30 funds overlooked the great likelihood of "reversion to mean." During that summer poor stocks gained in value while good stocks lost value. Unfortunately statistics teaches that "reversion to mean" is to be statistically expected. In effect, 130 / 30 hedging turned out to be more complex and risky than expected. This too has been an important lesson to incorporate into undergraduate student learning.*

**Professor Kasia Firlej**

School of Management, Purdue University-Calumet

**"WHO WILL DISPOSE OF MY ELECTRONIC JUNK? THE GLOBAL PROBLEM OF E-WASTE"**

*Electronic Waste presents a host of concerns to developed economies. As technology sophistication makes many electronics obsolete individuals and companies are faced with its disposal. The issue of hazardous materials contained in e-waste prompts developed countries to outsource the recycling of e-waste to emerging markets, such as India and China where the labor rates are considerably lower. At the same time, United States has been very slow to adapt strict guidelines on Control of Transboundary Movements of Hazardous Waste adopted by the rest of the world creating potential for abuse.*

**Dr. Helen Noyes Downey**

School of Nursing, University of Guam

**"COMMUNICATION STRATEGIES FOR STUDENT ADVISING"**

*A friend once said, "students give me my psychic pay". In other words, the joy of working with students is why someone becomes a teacher. However, interacting with students effectively requires a set of communication skills. This program is designed to give the participant an opportunity to enhance those skills. A theoretical presentation will be followed by an opportunity to practice.*

**Dr. Frank C. Tung**Hospitality Industry Management, Guam Community College  
**"TEACHING, RESEARCH AND SERVICE: A COMPARATIVE STUDY"**

*This multiple-case study explored and compared faculties' perceptions from universities and community colleges about the relative teaching, research and service expectations at their respective institutions. Participant perceptions toward academic responsibilities were explored through interviews and questionnaires. Seven university and community college faculty from Guam, the United States, and Canada participated. 'Publish or perish' remains a dominant phenomenon for university advancement and tenure despite increased demands on university faculty for effective teaching. In contrast, community college faculty emphasized teaching, and 'publish or perish' was not required for advancement. These findings further our understanding of faculty perceptions and inform policy-makers in the redesign of faculty performance indicators about teaching effectiveness.*



**Mr. Naoki Kasai**

Graduate School of Business Management, Kobe University

**"THE PRICING OF AUDIT SERVICES AND AUDIT QUALITY: EVIDENCE FROM JAPAN"**

*This paper investigates whether initial audit fees are discounted by audit firms in periods in which audit fees are mandatory disclosures in Japan. This study is motivated by two competing theory of initial engagement audit pricing. DeAngelo (1981) argues that incumbent auditors derive cost advantages from technological advantages and switching costs arise from clients and that auditors bid for the rights to earn quasi-rents during incumbency by discounting initial audit engagements. However, Dye (1991) argues that public disclosure of audit fees provides information to investors regarding auditor-client economic bond created by quasi-rents. I find no evidence of audit fees discounting in Japan. The results of my study supports Dye's (1991) conclusion that public disclosure of audit fees precludes initial engagement discounting and auditor independence problems arising from this discounting. Additionally, my research sample contains Chuo-Aoyama's clients. These firms are mandatory switched to another audit firms because Japanese Financial*

*Services Agency notifies this audit firm about an order to suspend audit engagements in 2006 (relates to the Kanebou's scandals). This is the very rare case of auditor change, so my research contributes to auditor rotation studies about this point.*

**Ms. Yumi Inamura**

Graduate School of Business Management, Kobe University

**"THE DETERMINANTS OF DEBT COVENANTS IN PUBLIC DEBT CONTRACTS"**

*According to the Agency Theory of Covenants, debt contracts have a significant role in the context of stockholder-bondholder conflicts. Based on this theory, many previous researches have examined determinants of the contents of debt contracts. However, few researches have been conducted in Japan. Using a public not-convertible bond sample in Japan, I examined the setting of accounting-based covenants and found some determinants. When the maturity of the bond is long and the issuer's size is large, bondholders are less likely to include accounting-based covenants in their debt contracts. On the other hand, when there is a bond manager and the issuer's leverage ratio is high, bondholders are likely to include accounting-based covenants in their debt contracts. In addition, I found an alternative relationship between the setting of accounting-based covenants and interest rates after controlling a simultaneous relationship between them. This result means that bondholders use the setting of accounting-based covenants and interest rates alternatively to protect themselves.*

**Ms. Masako Futamura**

Graduate School of Economics, Nagoya University

**"NONCONTROLLING INTEREST: IS IT EQUITY OR LIABILITY?"**, co-authored with Dr. Akihiro Noguchi, Graduate School of Economics, Nagoya University

*This study investigates to differentiate between owners' equity and liabilities in consolidated financial statement. There are basically two concepts (parent company concept and economic unit concept) when we debate the consolidated financial statement. The focus of this study is the noncontrolling interest because one of the most important differences is the accounting treatment of noncontrolling interest. Under the economic unit concept, the noncontrolling interest must be considered the part of owners' equity. Using the Olson (2001) model, it is conducted the noncontrolling interest included in owners' equity or not.*

**Mr. Katsuyuki Yamashita**

Graduate School of Economics, Nagoya University

**"CERTAIN CONSIDERATIONS CONCERNING TREATMENT OF OWN SUBSCRIPTION RIGHTS TO SHARES"**

*In regards to accounting principles in Japan concerning own subscription rights to shares, with the retirement and disposal of own subscription rights to shares, the difference between the book value of own subscription rights to shares and subscription rights to shares is treated as current period profits and losses. It would become possible to easily include profits and losses on the P&L Statement if such are not included with the retirement and disposal of own shares were to be includable. For tax purposes, too, this would also*





make it possible to intentionally recognize losses. In the present paper, a summary and understanding is made of the handling of own subscription rights to shares in terms of accounting and corporation law, and clarification is made of the problem points thereof. Especially in terms of Japanese accounting standards, considerations are made of how own subscription rights to shares are treated in accounting, inasmuch as such are treated the same—from the perspective of calculations of profits and losses—as assets. It is thought that this paper will be a meaningful contribution to the debate about the category of subscription rights to shares, which is said to require revision.



**Mr. Souichi Matsuura**

Graduate School of Business Management, Kobe University

**"TWO EARNINGS MANAGEMENT AND THE COST OF EARNINGS MANAGEMENT: EMPIRICAL EVIDENCE FROM JAPAN"**

*This research investigates managers' activities to avoid loss and declining earnings. Corporate managers have two earnings management tools: real earnings management and accounting earnings management. Each earnings management has differential cost. Generally, real earnings management has larger cost than accounting earnings management while it is difficult for auditors and regulators to detect real one. Thus, manager with higher incentive to achieve a goal might engage costly earnings management activity. I find evidence that manager with larger unexpected income use two earnings management simultaneously.*

**1230-1400 Session 7b: Interdisciplinary (Sakura Oh-ka room), chaired by Dr. Barbara A. Wiens-Tuers, Penn State Altoona-**  
**Division of Business and Engineering**



**Professor Charlotte Eudy McConn**

Division of Business & Engineering, Penn State Altoona

**"USING GEOGRAPHICAL INFORMATION SYSTEMS IN AN INFORMATION SYSTEMS SECURITY READINESS ASSESSMENT"**, co-authored with Dr. Jungwoo Ryoo, Division of Business & Engineering, Penn State Altoona

*Critical to all forms of research is the process of data collection and subsequent analysis of that data to extract appropriate conclusions. This paper explores various techniques for visualizing data specific to information systems security research. In particular, the authors focus on Geographic Information Systems (GIS) to analyze regional properties of specific research variables. Various techniques for determining relationships between data variables and visual methods for overlaying data onto maps are*

*discussed. Methods for exploiting existing GIS data sources and linking existing data sets to new research data are also investigated.*

**Dr. Ansito Walter (right)**

School of Business and Public Administration, University of Guam

**Dr. Marilyn C. Salas (left)**

Center of Excellence for Chamorro Language, University of Guam

**"THE UNDERSERVED MICRONESIANS IN GUAM: ON BECOMING CONTRIBUTING MEMBERS OF A 21ST CENTURY GUAM GLOBAL ECONOMY"**

*Since the Compact of Free Association Treaties between the United States and the Freely Associated States of Micronesia (Federated States of Micronesia, Republic of the Marshall Islands, Republic of Palau) came into effect for the FSM and RMI in 1986 and Republic of Palau in 1994, many Micronesians have migrated to the United States Insular Areas and U.S. mainland in search of a better quality of life. The Compact of Free Association Treaties gave Micronesians the freedom to travel freely into the United States (without a visa) to work, go to school, get special training for employment opportunities, and to obtain health and medical services in the US that is not readily available in their home islands. Guam, another U.S. Micronesian Island and an unincorporated territory of the U.S., has become the closest and chosen place of residence. In a review of literature, there were Census Reports (Guam 2000 Census) and Compact/Impact studies indicating percentage of Micronesians and the negative impacts on the people, government and economy of Guam (Guam 2000 Census). However, there are no specific reports that have reviewed and addressed the underserved Micronesian populations, their competencies and skills, and the levels of education and training that can lead to individuals becoming positive contributing members of society. Providing training and education assistance to those in needs will help advance Guam and lower the negative impacts on the Territory in the future. It is best to immediately address what might become a greater problem in the future.*





**Dr. Amy Owen**

Social and Behavioral Sciences Division, University of Guam

**"GLOBALIZATION IMPACTS ON PACIFIC CULTURES: LOCAL PERCEPTION AND RESPONSE TO US MILITARY BUILD-UP ON GUAM"**

*This presentation is about a project that will target the interrelationships and effects of an increasingly globalized world on indigenous and developing cultures and economies. The cultures of the Pacific Rim are among the most rapidly developing and most intensely globalized regions of the world. Cultures such as the Chamorro of Guam and other Micronesian groups are rapidly affected and changed by outside forces and struggle to retain identity and resources within the reality of economic and political survival. The effects of US military activities and decisions and response and perceptions of local peoples and cultures are explored through a case study on Guam. Specifically, local response and perceptions on activities such as the opening of Guam to immigration, upcoming military build-up and Guam's resources and economy are*

*investigated. New information leading to a better understanding of local culture perception and response to economic issues and events is needed and timely due to the precarious and rapidly changing world political and economic environment. Specifically, this contribution is designed to benefit local cultures/groups, government (military) and private industry in culture-friendly and culture beneficial strategic planning for the future in today's interdependent globalized world economy. This interdisciplinary research is designed to bridge the gap between leaders of government/economy and local people and their resources by providing information that will lead to common goals and "win-win" planning.*

**Dr. Luz T. Suplico**

College of Business and Economics, De La Salle University, Philippines

**"GRADUATE STUDENTS ATTITUDES TOWARDS GLOBALIZATION: COMPARING VIEWS FROM SOUTH KOREA AND VIETNAM"**

*This study measures the attitudes towards economic and cultural globalization of South Korean and Vietnamese graduate students. The 42 South Korean students were from a private university in Seoul, South Korea while the 31 students were from a Vietnamese national university. In general, the results show that these graduate students feel positive towards economic and cultural globalization. This positive attitude towards globalization implies that there is a potential market of educated consumers in these countries who are likely to adopt global products.*



**Dr. Maria Claret M. Ruane**

School of Business and Public Administration, University of Guam

**"INCOME DISTRIBUTION ON GUAM", co-authored with Dr. Ning Li, School of Business and Public Administration, University of Guam**

*Guam is at a critical juncture in its economic history. The impending military build-up on the island is expected to drastically change its socio-economic landscape. There is concern about who would gain and who would lose on the road to economic development. In particular, how would the economic development that will result from the future military build-up affect the way in which incomes (or more broadly, resources) are distributed among the local population? The consensus in the literature that the economic development process could be designed so that it would have an equalizing effect on income distribution suggests a role for deliberate policymaking and economic planning. This paper will look at the issue of income distribution in general and in the context of Guam in particular. It will present a review of*

*literature on the relationship between economic development and income distribution; followed by a section on the measures of income distribution and available data on Guam, with attempts to explain changes in Guam's income distribution over time. Based on our review of existing literature on Guam's income distribution, this paper is the first attempt to analyze existing data on this issue. As such, it not only contributes to the academic literature but also fills in the serious gaps in both the availability and analysis of reliable, current and relevant economic data on Guam. It is hoped that this paper will provide policymakers, businesses and communities, both local and international, with an effective tool to plan for future decisions and courses of actions that will aid in Guam's economic development.*



**Mr. Yuta Morinaga**

Graduate School of Business Management, Kobe University  
 "THE USE OF DIARIES TO STUDY EMPLOYEES' MOTIVATION"

*This paper reports a study that utilizes diaries as a research tool to assess the fluctuations in the levels of employees' work motivation. Eighteen employees working in a Japanese firm maintained a diary for three weeks. Five categories that cause the fluctuations in motivation levels were induced from the data obtained from the diaries. The significance of this study is that it provides rare evidence that motivation is not a static trait but a process. In addition, it is important to note that on the basis of the results of this study, a structured diary on motivation can be developed.*

**Ms. Mari Yoshida**

Graduate School of Business Administration, Kobe University  
 "CONTINUOUS IMPROVEMENT BY END-USER COMPUTING IN JAPANESE MANUFACTURING COMPANY"

*In this research, I explored suitable organizational design for operational improvement based on Informational Technology (IT). The availability and use of information systems and technologies has grown enormously over the last decade (Dewett and Jones, 2001). After reviewing of previous researches, I examined a case study about End User Computing (EUC) in a Japanese manufacturing company, RICOH, which is the largest copier manufacturer in the world today. In my exploratory case study, the primary objective was to (1) identify how RICOH could achieve competitiveness by operational improvement and EUC, and (2) explore how IT/S department of RICOH attempts to resolve the dilemmas between centralization and decentralization argued in previous researches. I found that end users in RICOH has developed and modified their own information systems based on "Kaizen" activities, Which is known as activities to continually improve all functions of a business, adopted by TOYOTA and other Japanese manufacturers by the late 1970s. In conclusion, I will notice how information system changed and evolved Kaizen activities in RICOH and vice versa.*



**Ms. Leah Beth O. Naholowaa**

Career Development Center, University of Guam  
 "ONLINE COURSE DELIVERY: AN ALTERNATIVE IN TEACHER CERTIFICATION", co-authored with Dr. Lourdes M. Ferrer, University of Guam

*Various theoretical positions have been developed with respect to the certification of teachers. Ideas put forward on the use of on-line delivery models have been especially influential. This paper discusses a model that will be used with a group of beginning teachers who have not been granted certification. The effectiveness of this model is yet to be determined in terms of the following teacher factors: content knowledge, pedagogical content knowledge and professional knowledge. Three data-gathering instruments will be used: teaching competency test, observation rubric and a survey questionnaire which will be given before and after treatment. The model, if found effective, will be used in the alternative route of teaching certification on Guam.*

**Ms. Maria T. Rubio**

Educational Leadership Program, Argosy University  
 "EMPOWERING FILIPINO WOMEN AND ENHANCING THEIR ECONOMIC SECURITY THROUGH EDUCATION: RESEARCH-IN-PROGRESS"

*In the 21st century, countries are more challenged than ever in constructing new knowledge, developing economies, building democratic societies, and supporting the emergence of global markets for advanced human capital and, consequently, enhancing productivity. Although the emergence of the global market expand opportunities for women, it also highlights the need for women to empower themselves to be productive. Productivity largely determines "living standards and ability to compete and participate fully in the globalization process" (World Bank Report, p. 4). For example, to be productive a woman must have access to education in order to have opportunities for developing skills that will empower her to make decisions that lead toward becoming self-sufficient. (Women's Economic Security Fund, 2007, para. 3) Hence, this study will be a case study of Filipino women and their perception of how higher education enhances their empowerment, and how their empowerment improves their economic security.*







**Ms. Kaitlin Farnan**

Penn State Altoona

**"MULTIPLE INTELLIGENCES IN THE ECONOMICS CLASSROOM"**

*Economics is a subject that is typically taught in lecture format. However, Howard Gardner's theory of Multiple Intelligences claims that people can have eleven different intelligences, or ways of learning. Using teaching methods based on these eleven intelligences may result in an environment that is more conducive to student learning. This paper will provide ways of recognizing different intelligences in students and will connect active teaching and learning strategies to Gardner's eleven intelligences.*



**Dr. Karri T. Perez (right in left photo)**

School of Business and Public Administration, University of Guam

**Ms. Juliet Damian (left in left photo)**

School of Business and Public Administration, University of Guam



**Mr. Mitchell Taylor (right in right photo)**

Pamplin College of Business, Virginia Tech

**Mr. Allen Dickens (left in right photo)**

College of Business and Economics, Radford University

**"BUSINESS CULTURE ON GUAM AND SAIPAN: DERIVING HOFSTEDE'S SCORES"**, co-authored with Mr. Chip Brown, School of Business and Public Administration, University of Guam and Ms. Kathy Dote, School of Business and Public Administration, University of Guam

*The paper is an attempt to apply Hofstede's Model of Cultural Dimensions to analyze the business culture on Guam and Saipan. This entails analyzing Guam and Saipan's business culture in the context of each of the five cultural dimensions in Hofstede's model, namely (1) individualism vs. collectivism; (2) power distance; (3) uncertainty avoidance; (4) masculinity vs. femininity; and (5) short-term vs. long-term orientation. Currently there are no data or estimates for how Guam and Saipan fare in each of these dimensions. Instead, only aggregate estimates are available and these are for the entire U.S. e.g.: [http://www.geert-hofstede.com/hofstede\\_united\\_states.shtml](http://www.geert-hofstede.com/hofstede_united_states.shtml). Consequently, there is the obvious problem of assuming that these estimates apply readily to Guam and Saipan. Hence, the primary objective in this study is to conduct surveys of Guam and Saipan residents in order to derive the scores for Guam and Saipan. After doing so, it will be useful to compare these newly-derived scores with those available for various countries and worldwide, and see how similar or different the business cultures are in these locations. The secondary objective of this study is to assist in generating data on Guam and Saipan that present and future prospective business professional can use to build and evaluate their business plans and operations on Guam and Saipan, based on business practices that will be compatible with the cultural profile of the islands.*

**1645-1700      Closing session**

**Closing remarks from the Conference Co-Chairs**

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