

Programme
The 11th ISMD International
Conference on
Beyond Global Markets

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Venue:
Melia Hotel,
Hanoi, Vietnam
January 5-8, 2010

Day 1

Tuesday, January 5

14.00-17.00 **Conference Registration:** *Melia Hotel.*

17.00-19.00 **Early Bird Reception:** *Melia Hotel*

Day 2

Wednesday, January 6

7.30- Conference Registration: *Melia Hotel*

8.30-10.15 **Opening Plenary Session -1**

Chair: Olav Jull Sørensen, Conference Chair, Aalborg University

Opening Speech:

Olav Jull Sørensen, Aalborg University, Denmark, Conference Chair

Welcome:

*Leader of Ministry of Education and Training (MOET) (to be confirmed)
Professor Nguyen Van Nam, Rector of National Economics University.*

9.15-10.15 **Key Note Video Address:**
Dr. Jagdish Sheth, Emory University, USA

Panel Discussion:

*Dharma Deo Sharma, Stockholm School of Economics, Sweden;
Terrence Witkowski, California State University, Long Beach, USA,
John Kuada, Aalborg University, Denmark,*

10.15-10.30 Break

10.30-12.00 **Concurrent Sessions**

Session 1.1. “Images of Nations, Branding, Goodwill, and Marketing”

Chair: Dharma Deo Sharma, Stockholm School of Economics

Young-hye Jang, Ruby Dholakia, The University of Rhode Island, Myung-ho Park, The Keimyung University, Sang-Woo Kim, The National Andong University:
“Antecedents and Consequences of Nation Image: A Conceptual Model”

Thi Phuong Thao Nguyen, The Dalat University, Sang Woo Kim, The National Andong University, Woun Bae Baek, Daegu Mirae College:
“The Effect of South Korea Wave and Country Image on Evaluation and Purchase Intention for SK Products –Focused on Vietnamese Market-“

Jyotsna Shivanandan, Crown Agents, Finola Kerrigan, King’s College, London:
“Nation Branding: An Analysis of Representation within a Global Framework”

Nguyen Thi Thu Mai, National Economics University:
“Marketing Mix in Developing a Positive Tourism Destination Image”

Tyrone M. Carlin, Nigel Finch, The University of Sydney, Dung Manh Tran, Macquarie University:

“Goodwill Impairment - An Assessment of Compliant Levels and Disclosure Quality under HKAS 36”

Session 1.2. “Finance and Development”

Chair: *Nikhilesh Dholakia, University of Rhode Island, USA*

Anthony Q. Q. Aboagye, University of Ghana, Isaac Otchere, Carleton University:
“Privatizing Banking Globally: Are Customers of Former State- Owned Banks Better Off? What Factors Affect Customers?”

Hilmar Þór Hilmarsson, University of Akureyri:
“Can Energy Sector Engagement in Emerging Market Economies Contribute to Iceland's Economic Growth or Will it Further Deepen its Economic Crisis?”

Chu V. Nguyen, University of Houston-Downtown:
“The Impact of WTO Membership as Measured by the Financial Market Data: a Comparison of China and Vietnam”

Chu V. Nguyen, University of Houston-Downtown:
“Money Supply M1 and the Stock Price Behavior in a Transnational Economy: the Case of Vietnam”

Muhammad Enamul Haque, Manarat International University:
“The Impact of Stock Market Development on Economic Growth: An Evidence from SAARC Countries”

Session 1.3. “The Management of the Economic Crisis and Risks”

Chair: *Marin Marinov, University of Gloucester, UK*

Ruth Alas, Junhong Gao, Estonian Business School, Sinikka Vanhala, Helsinki School of Economics:
“The Crisis Management in Chinese and Estonian Organizations”

Olav J. Sørensen, Romeo V. Turcan, Aalborg University:
“The Effect of Current Global Economic Crisis on Danish Companies and the Lessons Learned”

Than Lam, Green Mountain College, USA:
“Outsourcing Risk Management”

Marin Marinov: University of Gloucester, UK:
“The World Economic Downturn and Its Imp act on Marketing”

12.00-13.30 Lunch

13.30-15.00 **Concurrent Sessions**

Session 2.1. “Culture & Inter-cultural Management and Communication I”

Chair: *Joyce McHenry, Oslo School of Management, Norway.*

Muhammed Bakhtiar Rana, Jagannath University:

“National Culture Influenced by Socio-Cultural and Political Factors is Inhibiting MNCs Growth: a Case Study Approach on India, Pakistan, and Bangladesh Market”

Ülle Übius and Ruth Alas, Estonian Business School:

“Individual and Organizational Level Factors – Predictor of Organizational Culture ?”

Sinikka Vanhala, Helsinki School of Economics, Ruth Alas, Estonian Business School:

“HRM in Estonia - on the Borderline of the Nordic Influence and the Baltic Tradition”

Christina Cregan, Stewart Johnston, University of Melbourne:

“The Impact of Formalization on Subsidiary Autonomy”

Session 2.2. “Marketization and Economic Development”

Chair: *Daniel Westbrook, Georgetown University, USA*

Hoang Van Kinh, Foreign Trade University, Daniel Westbrook, Georgetown University:

“Education and Household Welfare in Viet Nam: 1993–2006”

Zhaoyang Hou, The National University of Singapore, Singapore:

“Market Access Affects Rural Income: Farm vs. Non-Farm Activities in China”

Mongoljin Batsaikhan, Brown University:

“Entrepreneurship and Competition among Small and Micro Enterprises in Developing Countries. Evidence from Mongolia”

Markus Taussig, Harvard Business School:

“Firm Origins and Diversification Strategy in the Developing World: Evidence from Emerging Markets Private Equity”

Session 2.3. “Global Value Chain, Entrepreneurship and and Upgrading/Strategic options”

Chair: *Bent Petersen, Copenhagen Business School, Denmark*

Eneh O. Cyprian, University of Nigeria:

“Survival Strategies for Entrepreneurs in Dwindling Nigerian Economy”

Olav J. Sørensen, Daniel W. Ndyetabula, Aalborg University, Anna A. Temu, Sokoine University of Agriculture:

“Creating a New Value Chain: The case of Dried Fruits and Vegetables in Tanzania”

Markus Taussig, Harvard Business School:

“Business Strategy During Radical Economic Transition: Vietnam’s First generation of Larger Private Manufacturer and a Decade of Intensifying Opportunities and Competition”

Ijeoma Chichebe Ezeasor, University of Nigeria:

“Technology Cloning: the Chinese and Indian Options for Nigeria”

Alena Kocmanová, Miroslav Dohnal, Iveta Šimberová, Petr Němeček, Brno University of Technology:

“Qualitative Equationless Models as Simple Integrators of Vague Sustainability Knowledge Items”

15.00-15.20 Break

Plenary Session -2

15.20-17.30 **“Philosophical Thought in Marketing Revisited”**

Chair: *Nikhilesh Dholakia, University of Rhode Island, USA.*

A. Fuat Firat, University of Texas--Pan American:

“Globalization, Post-Structuralist Thought and a New Institutionalization of Marketing”

Raymond Benton, Jr., Loyola University Chicago:

“Work, Consumption, and the Joyless Consumer: One More Time”

Clifford J. Shultz, II, Loyola University Chicago:

“Systems, Temporal Considerations, and Wellness: A Marketing Re-Orientation”

Detlev Zwick, York University:

“Do We (Still) Need Marketing Scholars with Transformative Ideas?”

Nikhilesh Dholakia, University of Rhode Island:

“Rethinking Marketing in Postcolonial Frames”

Alan Bradshaw, Royal Holloway University of London:

“Criticality – Post PRTM”

Day 3

Thursday, January 7

Plenary Session -3:

8.30-10.00 **Keynote Development Speech: "Development Issues, Challenges and Opportunities in Viet Nam"**

Chair: *Clifford J. Shultz, II, Loyola University Chicago, USA*

Madam Pham Chi Lan, Research Economist, Former Vice President of Vietnam Chamber of Commerce and Industry:
"Vietnam: Moving to the Third Decade of Transition and Development"

David Dapice, Tufts University/Harvard University:
"Ill-Kept Secrets of Sustainable Rapid Economic Development"

10.00-10.20 Break

10.20-12.00 **Concurrent Sessions**

Session 3.1. "Internationalisation of Companies from Emerging Countries I"

Chair: *Marin Marinov, Gloucester University, UK.*

Ha Thi Van Pham, National Economics University, Bent Petersen, Christian Geisler Asmussen, Copenhagen Business School:
"Do OEM Exporters Differ From Independent Exporters in Terms of Global Connectivity and Export Performance? Evidence From an Emerging Economy"

Nguyen Thuong Lang, National Economics University:
"How can Vietnamese Enterprises Acquire the World Rice Market?"

Thang V. Nguyen, Ngoc T. B. Le, National Economics University, Scott E. Bryant, Montana State University:
"Sub-national Institutions, Firm Strategies, and Firm Performance: A Multilevel Study of Private Manufacturing Firms in Vietnam"

John P. Ulhøj, Aarhus University:
"Innovation and Imitation: Conceptually Plain or Distinct Points on a Conceptual Plane?"

Session 3.2. "Borders and Development"

Chair: *Fuat Firat, University of Texas–Pan American, USA.*

Emre Ulusoy, University of Texas–Pan American:
"The Meaning of Border and Its Effects on Cross-Border Consumption"

A. Fuat Firat, Mohammad Ali Zolfagharian, University of Texas–Pan American:
”Symbolic Borders and Consumption”

Monica Hernandez, Texas A&M University, Mohammad Ali Zolfagharian, University of Texas–Pan American:
”Reasons for Patronizing Cross-Border Health Providers: Beyond Economical Factors”

Mohammad Ali Zolfagharian, Fuat Firat, University of Texas–Pan American:
”A Qualitative Research of a Qualitative Research on Border Issues: Understanding the Processes and Challenges of Qualitative Research in Cross-Cultural Settings”

Session 3.3. “Marketing, Development & Neo-Liberalism”

Co-Chairs: Alan Bradshaw, Royal Holloway University of London, UK and Detlev Zwick, York University, Canada

Detlev Zwick, York University,
”A Society of Consumers and Entrepreneurs: Prahalad’s Neoliberal Fantasies”

Finola Kerrigan, King’s College, UK
”How Policy Frames the Consumer Experience: An analysis of the impact of policy on film marketing and consumption practices”

Alan Bradshaw, Royal Holloway University of London, UK
Framing Consumers

12.00-13.30 Lunch and **Presidential Address** by Clifford J. Shultz, II, Loyola University Chicago, USA: President of ISMD

13.30-15.00 **Concurrent Sessions**

Session 4.1. “Globalization & Retailing in Emerging Markets”

Co-Chairs: Nikhilesh Dholakia, Ruby Roy Dholakia, The University of Rhode Island, USA

Atish Chattopadhyay, S. P. Jain Institute of Management & Research, Nikhilesh Dholakia, The University of Rhode Island:
”Challenge of Retail Transformations in Emerging Markets”

Pia Polsa, HANKEN School of Economics, Fan Xiucheng, Fudan University:
”Globalization for Local Retailing: Threat or Opportunity? The Case of Guilin in China”

Ruby Roy Dholakia, The University of Rhode Island, Atish Chattopadhyay, S. P. Jain Institute of Management & Research, Nikhilesh Dholakia, The University of Rhode Island:
”Role of Advertising, POP and Sales Person Efforts in Transitional Retail Markets”

Session 4.2. “Contemporary Topics in Marketing Education”

Chair: Raymond Benton, Jr., Loyola University Chicago, USA.

Nguyen Thi Mai Trang, Vietnam National University, Nguyen Dinh Tho, University of Economics:

“Determinants of Learning Performance of Business Students in Vietnam”

Terrence H. Witkowski, Hieu Nguyen, California State University, Huyen Thi Pham, Vung Tau University:

“Marketing Education in Vietnam: A Review and Agenda for Development”

Nguyen Dinh Tho, University of Economics, Clifford Shultz, Loyola University Chicago, Daniel Westbrook, Georgetown University:

“Quality of Student Life of Business Students in Vietnam: The Roles of Learning Motivation and Psychological Hardiness in Learning”

Raymond Benton, Jr., Loyola University Chicago.

“Educating Tomorrow’s Marketing Managers”

Olav Jull Sørensen, Erik Laursen, Aalborg University:

“Problem Based Learning and Development of Action Capabilities”

15.00-15.20

Break

15.20-16.50

Concurrent Sessions

Session 5.1. “Marketing Challenges: Business Relations Matter”

Chair: *Terrence H. Witkowski, California State University, Long Beach, USA*

Dharma Deo Sharma, Stockholm School of Economics:

“Firm Embeddedness: Exploitation and Exploration in Buyer-Supplier Exchange”

Marwa Elgebali, British University in Egypt:

“Relationship in the Russian B-2-B Market. A Macro-Level Industry Review”

Iveta Šimberová, Petr Němeček, Alena Kocmanová, Brno University of Technology:

“Challenge for Industrial Markets Approach to Innovating Industrial Company Offer through Key Company Stakeholders in Small Open Economy”

Myung Ho Park, Hyong Chi Cho, Keimyung University:

“Cross-Buying Diffusion Behavior in Retailing: An Agent Based Approach”

Le Nguyen Hau, Pham Ngoc Thuy, Bui Nguyen Hung, HoChiMinh City University of Technology:

“Antecedents and Consequences of Market Orientation- an Empirical Study in the Transnational Economy of Vietnam”

Session 5.2. “Information and Communication Technology in a Development Context I”

Chair: *Detlev Zwick, York University, Canada*

Samuel K. Bonsu, SSB, York University:

“Globalization of ICT for African Socio-Economic Development”

Nikhilesh Dholakia, The University of Rhode Island:

“Global Outsourcing, Consuming Identities: Postcolonial Cartwheels on a Cybernetic Planet”

Fuat Firat, University of Texas—Pan American:

“The Gaps and the Potentials in ICT”

Detlev Zwick, York University:

“Governing the BOP: ICTS and the Entrepreneurial Self in Developing Economies”

17.00-18.00

Plenary Session - 4.

Key Note Business Speech.

Chair: *John Kuada, Aalborg University, Denmark*

**James Packard Winkler, Project Director, USAID/Vietnam Competitiveness Initiative
Managed by DAI:**

“Beyond Global Markets: Failures, Transitions, and Enlightened Self-Interest”

19.00

Gala Dinner Co-hosted with National Economics University

Announcement of “The Kumcu Prize for Best Paper”

Day 4

Friday, January 8

8.30-10.00

Concurrent Sessions

Session 6.1. “Contemporary Topics in Macromarketing: Consumption and Consumerism”

Chair: *Clifford J. Shultz, II, Loyola University Chicago, USA*

Frederic Jallat, ESCP Europe - European School of Management, Ecole Supérieure des Affaires:

”The Impact of Fear and Stress on Consumption Patterns for Luxury Goods: A Study in a Context of Low-Intensity Conflicts and Political Tensions in Lebanon”

Nguyen Thi Tuyet Mai, National Economics University, Smith Kirk, Boise State University:

”The Impact of Status Orientations on Purchase Preference for Foreign Products in Asian Transitional Economies: Empirical Tests in Vietnam and China”

Rosa Llamas, University of León, Russell Belk, York University:

”Shangri-La: Messing with a Myth”

Sammy K. Bonsu, York University, Pia Polsa, Hanken School of Economics:

”Marketing and Neo-Liberal Governmentality at the Base-of-the-Pyramid”

Alan Bradshaw, Royal Holloway University of London, Giana Eckhardt, Suffolk University:

”Music and advertising: from selling-out to making-out with corporate America”

Session 6.2. “Culture & Inter-cultural Management and Communication II”

Chair: *Ruth Alas, Estonian Business School, Estonia.*

Nancy Papalexandris, Leda Panayotopoulou, Athens University of Economics and Business:

”Human Resource Management Across Countries: The Link with Societal Culture”

Li Thuy Dao, Aalborg University:

”Cultures in Interaction in International Joint Ventures: The case of Danish-Vietnamese Joint Ventures”

Joyce McHenry, Oslo School of Management and Dao thi Thanh Lam, National Economics University:

”HRM Practices and Challenges of Nordic Companies in Vietnam”

Session 6.3. “Information and Communication Technology in a Development Context II”

Chair: *Samuel K. Bonsu, SSB, York University, Canada*

Detlev Zwick, York University, Nikhilesh Dholakia, University of Rhode Island:
"Information Technology and the Transformation of Markets: Macro-Marketing in the Present and Future"

Robert Hinson, Aalborg University, Kwame Agyire-Tettey, Richard Boateng, Sarah Akuoni, University of Ghana:
"Dialling out of Poverty: What Have Mobile Phones Got to Do with It?"

Robert Hinson, Aalborg University, Charles K. D. Adjasi, University of Ghana Business School:
"The Internet and Export in Africa"

Anayo D. Nkamnebe, Nnamdi Azikiwe University:
"ICT Consumption and the Challenges of Environmental Sustainability in Sub Sahara Africa"

10.00-10.20 Break

10.20-12.00 **Concurrent Sessions**

Session 7.1. "Corporate Social Responsibility and Ethics"

Chair: *Russell Belk, York University, Canada*

Satyanarayan N. Mahapatra, Jitender Kumar, Deenbandhu Chhotu Ram University of Science & Technology:
"Transnational Corporations and Marketing Ethics in Global Market"

Robert Hinson, Aalborg University, Richard Boateng, University of Ghana, Duchess Botchway, HFC Bank Limited:
"How are Banks Communicating their Online CSR posture in Ghana"

Heather Louise Baca-Greif, Aalborg University:
"Corporate Social Responsibility: Environmental, Social, and Economic Awareness for the Global Marketplace"

John Kuada, Robert Hinson, Aalborg University:
"Corporate Social Responsibility (CSR) Practices of Foreign and Local Companies in Ghana"

Session 7.2. "Internationalisation of Companies from Emerging Countries II"

Chair: *Thang V. Nguyen, National Economics University, Vietnam*

Dario Miocevic, Biljana Crnjak-Karanovic, University of Split:
"Global Mindset as an Internationalization Driver of SMEs: Empirical Evidence From Croatian Exporters"

Sundara Raj P, Scott Christian College, Mononmaniam Sundaranar University:

“Globalisation and Agriculture Marketing of India- Special Reference to Frozen Fruits and Vegetables”

**Bent Petersen, University of Gothenburg, Pham Thi Song Hanh, Sheffield University,
Ram Mudambi, Fox School of Business, Temple University:**

“Functional Innovation, Bargaining Power and Value Appropriation of Emerging Economy Exporters”

Christian Keen, Per Servais, University of Southern Denmark:

“An Examination of Localization Effects on International New Ventures – Some Implications for Emerging Economies”

12.00-13.30 Lunch

13.30-15.00 **Plenary Closing Session – 5.**

Chair: *Olav Jull Sørensen*

Closing of the 11th ISMD-Conference on “Beyond Global Markets”

Chair: *Clifford J. Shultz, II, Loyola University Chicago. President of ISMD*

ISMD-General Assembly Meeting:

- *Proposals for the next Conference Site ?*
- *Nominations for the ISMD Board*

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**We would like to thank the following institutions
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