

TECHNICAL SESSION PROGRAM

	TECH-SES M1-A	TECH-SES M1-B
Session Chair		Korbkul Jantarkolica
1440-1500		4101-Ethics and Confidence in Accounting Information Adsawadej Khlaisaeng, Dararat Sukkaew, Wasukarn Ngamchom, Kannikar Namwong, Wattana Diloksakkayavitoon
1500-1520		4102-Decision Models for Local Brand and International Brand Fresh Brewed Coffee Korbkul Jantarakolica
1520-1540		4103-Factors Motivating Direct Sale Agents to Become Successful in Multi-level Marketing Nakul Lerkjarijumpon, Somchai Lertritdecha, Kiattisak Smaksman, Smateera Phomsiri, Suttipong Suwannasatit
1540-1600	RFID & Supply Chain Management Part 2 Ming Lim	4104- Purposes of Saving in Determining Proportion of Saving Natworadee Kanittinsuthitong, Siripong Seesaiprai, Danai Bunchoowong, Plean Sukma
1600-1620		4105-Factor Determining Decision of Using Credit Card Service from Domestic or Foreign Bank Issuer Chanida Kaitawarn, Attapol Tanavorakul, Sarintorn Chaiyarat
1620-1640		1058-Task Technology Fit in Understanding Adoption of a New Communication Technology: A Study of Paddy Farmers in Malaysia Lee Heng Wei, Mohd Azam Osman, Abdullah Zawawi Talib, Maziani Sabudin
1640-1700		4106-Dynamic Panel Data Model for Capital Structural of Listed Company in Set SupaTongkong, Tatre Jantarakolica
1700-1800	Registration	1028- Extension on Pinch Analysis for Green Supply Chain Management H. L. Lam, W. P. Q. Ng

	TECH-SES T1-A	TECH-SES T1-B
Session Chair	Tatre Jantarakolica	Tanny Panahon
0900-0920	4107-Contagion Effects of Euro-Crisis on ASEAN Countries: SVAR Analysis Siraprapa Wataki, Jutamas Wongkantarakon, Phunphit Thitinun	4111-A Test of the Capital Asset Pricing Model (CAPM) in Thailand: Evident from Large Panel Nuthasid Rukkiatwong
0920-0940	4108-The Valuation of Travel time Savings Using Nested Logit Model: A Case Study of Bangkok, Thailand Pimpimol Chansang	4112-The Factors Influence to Suitable Costing for Food & Beverage Products Dararat Sukkaew
0940-1000	4109-Risk-Return Relationship in ASEAN-5 Stock Markets Maraporn Kiwiriyakun	4113-The Factors that Push and Support, Disclosure of Information about Accounting for Social Responsibility and the Environment: Case study in food and beverage in The Stock Exchange of Thailand Wasukarn Ngamchom
1000-1020	4110-Asymmetric Price Transmission in Thailand Tatre Jantarakolica	4114-Cost Management of Distribution for Ceramic in Suphanburi Province Kannikar Namwong
1020-1040	Morning Tea Break	

	TECH-SES T2-A	TECH-SES T2-B
Session Chair	Felix Perry Villanueva	Thomas Chen
1040-1100	4201-The Curitiba Experience: A Challenge for Philippine Sustainability Edgar M. Nierras	1024-Dynamic analysis of inter-industrial technology flows in China: Did the high-tech industry drive the innovation? Lucheng Huang, Kangkang Wang
1100-1120	1003-Knowledge and Business Continuity Management Practices of the Central Bank of the Philippines Maria Victoria U. Sy, Josefina L. Resurreccion	4202-Cluster Analysis Approach to Understanding the Philippine Sustainable Consumer: An Initial Empirical Study Pamela F. Resurreccion
1120-1140	1009-A Research of the Relationship between Work Stress, Work Values and Organizational Commitment for Airline Employees Chia-Tai Pi, Chien-Wen Chen	1031-Influencing Factors Analysis of Patent Trading Market in China Using VAR Model Lucheng Huang, Yu Cheng, Cheng Dingping
1140-1200	1021-Understanding the relationships between supply chain practices, operational capabilities and organizational performance Thoo Ai Chin, Abu Bakar, Abdul Hamid, Amran Rasli, Huam Hon Tat	1036-Sustainable composite materials: a case study on waste up-cycling Mohamed Osmani, Asokan Pappu

	TECH-SES T3-A	TECH-SES T3-B
Session Chair	Maria Victoria Sy	Lawrence Lan
1300-1320	4203-Curbing Consumerism through Sustainable Lifestyles Cristine Margaret R. Atienza	4204-Green Banking in the Philippines: Facts and Future Directions Donald Jerico B. Matriano
1320-1340	1043-Factors Affecting GEN Y to Purchasing Herbal Product (Herbal Cosmetic) of The One Tambon One Product in Aumper Muang Nakhonratchasima Thailand Ajcharapan Tangjaturasopon	1006-Measuring Efficiency and Effectiveness Sustainability of Taiwan's International Tourist Hotels Lawrence W. Lan, Wei-Wen Wu, Yu-Ting Lee
1340-1400	1044-Functional Competencies for Silk Products Development of Silk Entrepreneurs in Lower Northeastern region, Thailand Chompak Jantakat	1056-Improving the revenue in combinatorial auctions based on cooperation of sellers Fu-Shiung Hsieh
1400-1420	1042-An exploratory study on the retail tenant mix of shopping malls in Singapore H.K. Leng	1062-Care apparel design reuse system: design and implementation Bibo Yang, L. Ai
1420-1440	Afternoon Tea Break	

	TECH-SES T4-A	TECH-SES T4-B
Session Chair	Teodoro S. Ocampo / Kim Hua Tan	Edgar M. Nierras
1440-1500	5009- Working with the Foxes: How SMEs Can Prevent Information Leakage in Integrated Global Supply Chains Kim Hua Tan	4207-Sustainable Rural Development for Inclusive Growth: The Philippines Convergence Initiative Felix Perry A. Villanueva
1500-1520	5003-Eco-innovation and its Decisive Factors Gary KJ Wu	1083-Managerial Issue upon the Decease of Corporate Chairman Han-Shu Lee, Wen-Hsian Lai
1520-1540	4206-Embedding Sustainability in the Value Chain of an Enterprise: Towards the Establishment of a Green Strategy Model for Asian Companies Atanacio A. Panahon II	1008-Game Theory from the managers and the management shareholders equity value maximization Lu-PingLiu, Dwan-Fang Sheu, Yu-Chi Tseng
1540-1600	4205-Green Finance: Towards a Sustainable Economy Teodoro S. Ocampo	1018-Forecasting Gross Box-Office Revenue Considering Social Network Services in the Korean Market Taegu Kim, Jungsik Hong, Hoonyoung Koo
1600-1620	1085- Fuzzy Ranking for Carbon Efficiency Evaluation Mohammadreza Ghasemi, Joshua Ignatius, Tan Kim Hua, Ali Emrouznejad	1032-Portfolio Diversification and the role of Global financial Crises: A factor analysis approach Ghulam Ali, Sayyed Mahdi Ziaei, Mohsin Altaf
1620-1640	1084- Estimating Container Flows among the Major Ports of Asia Jin-Ru Yen, Feng-Ming Tsai, Shih-Liang Chao, Chiung-Lin Liu, Cheng-Chi Chung, Chih-Ching Chang, I-Chang Chen, Shu-Keng Hsu, Jyun-Hao	1033-Business Cycles and Performance Relevance in Taiwan's Information Technology Industry Kuo-An Tseng, Ching-I Lin, Szu-Wei Yen
1640-1700	1030-A Study on the Integrity-Based Corporate Governance Disclosure Zhang shijian, Zengmihong	1037-Development of Product Differentiation and Customer Relationship Management to Enhance Creativity and Innovative Efforts Batik Imaging Affecting Marketing Performance R. Adjeng Mariana Febrianti, Yenny Maya Dora
1700-1720	5002- Evaluating the service innovation in hotel industry using fuzzy TODIM Ming-Lang Tseng, Ru-Jen Lin	5001-Sustainable Consumption and Production in Post-Rio Anthony SF Chiu, Emee Tan