

## 2009 CIMaR-UIBE Business School Joint Conference Schedule

- Home
- Important Dates
- Conference Host
- Call for Papers
- Conference Venues
- Conference Schedule
- Revised Paper Submission
- Conference Registration
- Hotel Reservation
- For Other Guests: Meal Prices & One-Day Beijing Tour Rates
- Optional Post-Conference Tour
- Xi'an Tour Itinerary & Rates
- Contact Information
- Conference Announcement
- About Keynote Speakers

### Thursday, October 15, 2009      Crowne Plaza Sun Palace Beijing

All day Hotel Check-In

### Friday, October 16, 2009

#### UIBE International Conference Center, Cheng-Xin Hall, UIBE Campus

7:30 - 9:00	Conference registration / Fee payment	
9:00 - 9:05	Opening Remark	
	<b>Shaoming Zou</b> , Conference Co-Chair, University of Missouri, USA	
9:05 – 9:15	Welcome Remark	
	<b>Xinmin Zhang</b> , Vice President of UIBE and Dean of Business School, China	
9:15 – 10:00	Keynote Presentation:	
	“Musings on the Half-life of Knowledge of Certain Research Streams in International Business and International Marketing”	
	<b>P. Rajan Varadarajan</b> , Texas A&M University, USA	
10:00 – 10:20	Conference Co-Chair’s Presentation	
	“Evolution of Competitive Strategies of the New International Marketers—Based on the Cases of Chinese Players”	
	<b>Huifen Fu</b> , Conference Co-Chair, UIBE, China	
10:20 – 11:00	Group Photo and Tea Break	
11:00 – 12:00	Simultaneous Sessions	
	Rm. A T1. Issues in International Supplier Relationships	
	“Drivers and Performance Outcomes of Knowledge Sharing for Suppliers in Power-asymmetric Cross-border Relationships: The Role of Communication Culture”	
	<b>Ruey-Jer ‘Bryan’ Jean</b> , Manchester Business School, UK	
	Rudolf R. Sinkovics, Manchester Business School, UK	
	Daekwan Kim, Florida State University, USA	
	“Developing Global Strategies through Supplier Relationships: An Institutional Perspective”	
	<b>Ulf Elg</b> , Lund University, Sweden	
	Seyda Deligonul, St. John Fisher College, USA	
	Pervez N. Ghauri, King’s College, UK	
	S. Tamer Cavusgil, Georgia State University, USA	

#### Conference Co-Sponsors



Empirical Study “The Impact of Brand Credibility and Brand Personality on Purchase Intention: An  
in China”

**Xuehua Wang**, Macau University of Science and Technology, Macau  
Zhilin Yang, City University of Hong Kong, Hong Kong  
Chenting Su, City University of Hong Kong, Hong Kong

Analysis of “A General Model of Consumer Animosity toward Different Target Countries: An  
Construct Validity and Criterion Validity”

Stefan Hoffmann, Dresden University of Technology, Germany  
**Robert Mai**, Dresden University of Technology, Germany

12:00 – 13:30 Lunch Buffet, 3rd Floor, UIBE Cafeteria

13:30 – 14:30 VIP Presentations

“Globalization and Its Impact on Emerging Markets”

**Pervez N. Ghauri**, King's College, UK

“Global versus Local: Brand Equity in the International Marketplace”

**Johny K. Johansson**, Georgetown University, USA

14:30 – 15:00 Tea Break

15:00 – 16:00 Simultaneous Sessions

Rm. A T3. International Expansion and Performance

“An Explication of the “Born Global” Concept: Re-Examining the Issues”

Frank J. Franzak, Virginia Commonwealth University, USA  
**Camille P. Schuster**, California State University San Marcos, USA  
Dennis A. Pitta, University of Baltimore, USA

Experience and “Research on the Relationship among Perceived International Risk, International  
International Performance - Empirical Study Based On International Enterprises  
from China”

Hui Xu, Nankai University, China  
**Huimin Zou**, Nankai University, China

Rm. B T4. Culture and Knowledge Transfer in Multinational Corporations

of “Coordinative Knowledge Transfer in Multinational Corporations: An Empirical Study  
of  
Multinational Corporations in China”

**Qingxiao Wang**, School of Economics and Management, Henan University of  
Science and Technology, China

Xiaoyan Shang, Business School, University of Business and Economics, China  
Yonggui Wang, Business School, University of Business and Economics, China

“The Conception of Authority in Enterprises: a Sino-French Case Study”

**Mingming Duan**, Management School, Shanghai Institute of Foreign Trade, China

16:00 – 18:30 Visit to the “Bird’s Nest” and “Water Cube” – 2008 Beijing Olympic Game Park

18:30 – 20:30 Welcome Dinner, Crowne Plaza Sun Palace Beijing

**Saturday, October 17, 2009 Crowne Plaza Sun Palace Beijing**

9:00 – 9:45 Keynote Presentation

“Key Reasons Reviewers & Editors Reject Manuscripts”

**Daniel Bello**, Georgia State University, USA

9:45 – 10:15 VIP Presentation

“Designing Effective Interactive Advertising: What We Know and Needed Research in China”

**Charles R. Taylor**, Villanova University, USA

10:15—10:35 UIBE Rep’s Presentation

“Typology of Knowledge and Knowledge Transfer in Multinational Corporations”

**Yonggui Wang**, UIBE, China

10:35 – 11:00 Tea Break

11:00 – 12:00 Simultaneous Sessions

Rm. A T5. Cross-Cultural Communication

“West Meets East: Culturally Incongruent Messages in International Advertising”

**Geng Cui**, Lingnan University, Hong Kong

Xiaoyan Yang, Guangdong University of Foreign Studies, China

Hongyan Liu, Sun Yat-Sen University, China

“Cross-cultural Communication: East vs. West”

**Yaolung James Hsieh**, National Chengchi University, Taiwan

Rm. B T6 Environmental Influence on International Marketing

Compatibility  
“The Implementation of Mergers and Acquisitions Worldwide: Achieving Cultural

Claudio De Mattos, The University of Manchester, UK

Laura Salciuviene, Lancaster University Management School, UK

Leon Lewis, The University of Manchester, UK

**Giulio De Durante**, The University of Manchester, UK

Performance?”  
“How International Environmental Uncertainty Affects Entry Mode Selection and

**Hui Xu**, Nankai University, China

Chunli Ji, Nankai University, China

12:00 – 13:30 Lunch Buffet

13:30 – 15:30 Simultaneous Sessions

Rm. A T7. Influence on Consumer Behavior

“The Influence of a Spokesperson’s Accent on Consumer’s Perception and Attitude”

**Robert Mai**, Dresden University of Technology, Germany

Stefan Hoffmann, Dresden University of Technology, Germany

Consumers:  
“Predicting and Explaining Complaint Intention and Behaviour of Malaysian

An Application of the Planned Behaviour Theory”

Nor Othman, University of Malaya, Malaysia

**Wenjie Zhao**, University of Malaya, Malaysia

Rm. A T8. R&D Investment and Competitiveness

“A comparative Study on the Location Choice of Overseas R&D Investment of

## TNCs:

An Empirical Study of U.S. and Japan Based on Panel Data”

**Shenghui An**, University of International Business and Economics, China

Peng Luo, China University of Mining and Technology, China

Yonggui Wang, University of International Business and Economics, China

“International Competitiveness and R&D Efficiency of China’s High-tech Industry”

**Hao Wang**, Business School, UIBE, China

Fenmian Wang, Business School, UIBE, China

## Rm. B T9. Services Marketing

“Understanding the Effects of Country Image and Corporate Reputation on Customer Loyalty for

a Credence Service”

**Jin Sun**, Business School, Business School, UIBE, China

“The Effect of Service Quality and Opportunistic Behavior on Customer Share and Future Intentions in Business Market: The Pivotal Role of Trust”

**Yanchen Li**, Southwest Jiaotong University, China

Tingjui Chou, China Renmin University, China

Xingquan Yan, Southwest Jiaotong University, China

## Rm. B T10. Country Image and Institutional Profile

France, China

“Capturing the Institutional Profile for Exporting SMEs: Empirical Evidence from

and Romania”

Raluca Mogos Descotes, Catholic University of Lille, France

**Xiaoling Guo**, Business School, UIBE, China

Bjorn Walliser, University of Nancy and ICN, France

Hartmut H. Holzmüller, TU Dortmund University, Germany

Day

“Cultural Identity and Marketing: Multimodal Metaphors in Chinese 60th National

Celebration”(Abstract)

**Xianglan Chen**, School of International Studies, UIBE, China

15:30—16:00 Tea Break

16:00—16:45 VIP Presentation

“When ‘Smart Power’ Meets ‘Harmony Philosopher’: A Fresh Start for Marketing”

**Nan (Joe) Zhou**, City University of Hong Kong, Hong Kong

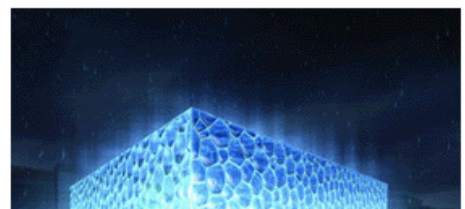
16:45 – 17:00 Closing Ceremony, 2010 CIMaR Conference Information

17:30 – 20:00 Dinner and Chinese Cultural Show, Da-Zhai-Men Restaurant

**Sunday, October 18, 2009**

8:00 – 18:30 Tour to the Great Wall and the Forbidden City

18:30 - Dinner on your own





National Stadium—Birds' Nest



National Aquatics Center—Water Cube



Copyright © 2008-2009 University Of International Business And Economics. All Rights Reserved.