

# The 18th International Euro-Asia Research Conference

## "The Globalisation of Asian Markets: Implications for Multinational Investors"

January 31 – February 1, 2013  
Department of Economics, Campus San Giobbe - Venice

### CONFERENCE PROGRAM

#### THURSDAY 31 JANUARY

##### ***Aula Magna***

09.00 – 10.00      **Registration of participants**

**Welcome Coffee**

10.00 – 10.30      **Welcome greetings**

**Speakers:**

Carlo Carraro	Rector of Ca' Foscari University of Venice
Giorgio Orsoni	Mayor of the City of Venice
Roberto Crosta	Secretary-general of the Venice Chamber of Commerce
Paolo Calvetti	Head of the School of Asian Studies and Business Management, Ca' Foscari University of Venice
Guido Cazzavillan	Head of the Department of Economics, Ca' Foscari University of Venice

10.30 – 13.00      **Chair:** Giovanni Balcet

**Speakers, title:**

MAIRATE "Globalization and regional inequality – a comparison between Europe and Asian economies"

REY, DEISTING, CANDAU "Inflation convergence in Asian countries: how the financial crisis has changed the dynamics of the prices"

DOMINESE, STUCCHI "Evolution of equity market risk during the crisis: Europe, Americas and Asia"

DIENESCH, CANDAU "Urbanization and trade"

GASPERINI "Education for rural people: the Asian case"

## **Aula 9B**

10.30 – 13.00

**Chair:** Françoise Nicolas

**Speakers, title:**

CAVALIERI "Law as a tool of China's globalization"

TANG "Convergence through regulation? Institutional change in China and Taiwan for better economic governance after their accession to the WTO"

PONTIGGIA, VESCOVI "When size does not matter. Trends of SMEs internationalization strategies in Chinese economy"

GRUMBACH "The stakes of Big Data in the IT industry. China as the next global challenger?"

15.00 – 17.00

**Chair:** Jacques Jaussaud

NICOLAS "Regional integration within Greater China. State of play, future prospects and implications for European firms"

CAPITELLO, BEGALLI, AGNOLI "Asian growing markets and competition: an econometric analysis of the Chinese wine import demand"

*Coffee break*

KONG, MORALES COUGHLAN "Effects of the global financial crisis in Shanghai Stock Market: implications for international investors"

GOTTWALD, ANDREOSSO O'CALLAGHAN "How Chinese is China's red capitalism? Continuity and change in China's financial services sector during the global financial crisis"

## **Aula 10B**

10.30 – 13.00

**Chair:** Robert Taylor

**Speakers, title:**

GUPTA "Software development outsourcing: the Indian managers' perspective"

SINGH, AHUJA "Is positive HR practice a source of pro-social behavior? A study of selected knowledge employees in Indian MNCs"

GOYAL "Role of cause related marketing towards India consumer choice of eating outlets"

15.00 – 17.00

**Chair:** Akira Omori

ABBO, MUNEESH, BENAVENT "Alliances between for-profit and not-for-profit organizations: does the cause really matter in Indian context?"

ANWAR, MUGHAL "Economic freedom and Indian outward foreign direct investment: an empirical analysis"

*Coffee break*

DEISTING, SEHGAL, AHMAD "An investigation of price discovery and volatility spillovers in India's foreign exchange market"

## **Aula E**

10.30 – 13.00

**Chair:** Amar Iqbal Anwar

**Speakers, title:**

REY, NIVOIX, JAUSSAUD "Great East Japan earthquake and stock prices"

BABA, TAKEHARA, YAGI "The study of facilities activity for sustainable production based on PDCA cycle – based on information link and layer structure"

NAKAMURA, MIZOGUCHI, TAKAHASHI, FUTAGAMI "Control mechanism of Japanese subsidiaries in Asia: the result of questionnaire survey"

TREVISAN "Labour force participation and retirement: can Europe and Japan learn from each other experience?"

15.00 – 17.00

**Chair:** Sam Dzever

SUGAHARA "Definition of success and factors affecting to success and failure among students at the Accounting Schools in Japan"

UPRASEN "Korea exports and non-tariff barriers"

*Coffee break*

VALAX "Getting to best multinationals strategy in Asia: the case study of GE's performance management success in Vietnam"

MARTINEZ, NHU NGUYEN "The impact of employee ownership on firm performance: the case of Vietnam"

## **FRIDAY 1 FEBRUARY**

### ***Aula 9B***

09.00 – 11.00

**Chair:** Andrea Mairate

**Speakers, title:**

COLLIN "Should foreign investors *Bank on China?*"

ZHAO "Zoom in on Guanxi: from dynamic capabilities to performance in present-day China"

BALCET, WANG, RICHT "Geely: a trajectory of catching up and asset-seeking multinational growth"

JAUSSAUD, AMANN, HUANQ "The impact of family control on the performance and financial characteristics of family versus non-family businesses in China: a matched-pair investigation"

11.00 – 11.30

*Coffee break*

11.30 – 13.00

**Chair:** Guijun Lin

FABRE "The world upside down, China's R&D and innovation strategy"

DZEVER, QI "An empirical investigation of consumer-based brand equity in the Chinese Telecom Market"

FAYOL-SONG "Retention of Chinese returnees in multinational companies"

15.00 – 17.00

**Chair:** Bernadette Andreosso-O'Callaghan

ZANIER "The evolving Wenzhou district: changing things, so economy keeps going"

TAYLOR "China's growing consumer culture: implications for marketing strategy"

*Coffee break*

HEIDUK, LIN "Does China's new consumption orientation affect its integration with ASEAN countries"

PACE, ATELLA, BRUGIAVINI, CHEN "Housing market reform and household saving in urban China"

### ***Aula 10B***

09.00 – 11.00

**Chair:** Sanjay Sehgal

**Speakers, title:**

CHECCHINATO, COLAPINTO, GIUSTO "Advertising in a luxury fashion magazine: a comparison between Italy and China"

CORÒ, VOLPE "Is there an Asian pattern for Italian firms abroad? An analysis on global behaviour and local effects of outward FDI"

11.00 – 11.30

*Coffee break*

11.30 – 13.00

**Chair:** Utai Uprasen

CAPO, CHANUT "Convergence of French and Japanese Business Model of Convenience Store (CVS)"

JAUSSAUD, AMANN, SCHAAPER "Clusters and regional management structures of French multinational companies in Asia"

JEAN-AMANS C., VERY "Corruption and performance of French SME's foreign subsidiaries"

15.00 – 17.00

**Chair:** Tiziano Vescovi

JEAN-AMANS C., JEAN-AMANS F., RODRIGUEZ "Perception of corruption on implantation strategies of French SMEs abroad: is there a link?"

JIANG "Transfer of HRM practices in French multinational companies – Cases of French subsidiaries in China"

*Coffee break*

AMANN, JAUSSAUD, SCHAAPER "The complementary and alternative roles of expatriates and flexpatriates: a qualitative study of 47 French MNCs in Asia"

PACE, ATELLA, BRUGIAVINI, CHEN "Health care system reforms in the People's Republic of China: effects on out-of-pocket expenses, consumption and saving"

## **Aula E**

09.00 – 11.00

**Chair:** Jörn-Carsten Gottwald

**Speakers, title:**

OTA "Sustainable development and emerging patterns of international investment"

OMORI "Material flow cost accounting for carbon management"

INOUE "Relation between foreign currency translation accounting and MNC business models"

11.00 – 11.30

*Coffee break*

11.30 – 13.00

**Chair:** Guenter Heiduk

**Speakers, title:**

ZOLIN, LUZI "Fears and pressures on land: the Asian case"

MUSSON "Attractivite entrepreneuriale et développement durable. Visions croisées Europe-Asie"

## **Aula Magna**

17.30 – 18.30

Conclusions