A Message from the Program Chair

This publication represents the Proceedings of the 34th Annual Pan-Pacific Conference being held in Lima, Peru May 29-31, 2017. The Pan-Pacific Conference has served as an important forum for the exchange of ideas and information for promoting understanding and cooperation among the peoples of the world since 1984. Last year, we had a memorable conference in Miri, Malaysia, in cooperation with Curtin University Sarawak, under the theme of “Building a Smart Society through Innovation and Co-creation.” Professor Pauline Ho served as Chair of the Local Organizing Committee, with strong leadership support of Pro Vice-Chancellor Professor Jim Mienczakowski and Dean Jonathan Winterton.

This year, we are in Lima, Peru, a beautiful country with long history and culture (of course the famed Machu Picchu). The conference will be in cooperation with CENTRUM Graduate Business School, Pontificia Universidad Catolica del Peru. The conference theme “Designing New Business Models in Developing Economies” is most appropriate for many developing countries in Latin America. Innovative ideas and business models to create jobs for economic development through entrepreneurship, human resource management, international trade and tourism are major topics of the program.

We would like to express our profound appreciation to many people who made this year’s Lima Conference a reality. I would like to single out the following individuals: Professor Dr. Fernando A. D’Alessio, Director General of CENTRUM, Dr. V. Charles, Dr. Ricardo Pino, Dr. Leopoldo Arias-Bolzmann, and Mr. Alvaro Morales.

We are sure that this year’s conference in Lima will be another special experience for our participants. The 35th Annual PPC will be held in Seoul, Korea. This conference will be a special commemorative conference celebrating 35 years of the Pan-Pacific Business Association. Stay tuned for the next year’s conference in Seoul, a beautiful high tech city.

Pan-Pacific Conference Peer Review Process

All papers for the conference are submitted electronically through the Pan-Pacific Conference website (http://www.panpacificbusiness.org) by the designated deadline. All submitted papers are double blind reviewed by two experts in the field of business. Each submission is reviewed for (1) relevance to the conference theme; (2) quality of the paper in terms of its theoretical foundation and significance of the topic; and (3) appropriateness of the methodology used. The submission is judged to be Accepted, Rejected, or in need of Revision. For those needing revision, the author is notified of the reviewers’ suggestions and encouraged to submit the final paper with appropriate changes. All accepted paper submissions in the appropriate format are published in the Proceedings of the conference in condensed versions to allow for a reasonable size publication.

Sang M. Lee, Program Chair
2017 PAN-PACIFIC PROGRAM COMMITTEE

Sang M. Lee, University of Nebraska-Lincoln, USA, Chairman
Marcela Gonzalez Araya, Universidad de Talca, Chile
Leopoldo Arias-Bolzmann, Universidad Catolica del Peru, Peru
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Atsuto Nishio, Takushoku University, Japan
Leonardo Trujillo Oyola, Universidad Nacional de Colombia, Colombia
Gert Roodt, University of Johannesburg, S. Africa
Daneel Van Lill, University of Johannesburg, S. Africa
Chew-Yoong Wan, Nanyang Technological University, Singapore
Heui Wang, Peking University, China
D. Clay Whybark, University of North Carolina, USA

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Vincent Charles, CENTRUM, Universidad Catolica del Peru, Peru, Chair
Beatrice Avolio, CENTRUM, Universidad Catolica del Peru, Peru
Percy Marquina, CENTRUM, Universidad Catolica del Peru, Peru
Ricardo Pino, CENTRUM, Universidad Catolica del Peru, Peru
Carolina Pretell, CENTRUM, Universidad Catolica del Peru, Peru
Gisela Butron, CENTRUM, Universidad Catolica del Peru, Peru
Cecilia Castro, CENTRUM, Universidad Catolica del Peru, Peru
Alvaro Morales, CENTRUM, Universidad Catolica del Peru, Peru

ADVISORY COMMITTEE

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Mr. Masahiro Takagi, Minister-Counselor of the Embassy of Japan, Peru
Professor Carlo Brumat, Founder and Vice President, Institute de Locarn, France
Ambassador Oscar Maurtua de Romana, CENTRUM, Catolica Graduate Business School, Peru
FELLOWS OF THE PAN-PACIFIC BUSINESS ASSOCIATION

Leopoldo Arias-Bolzmann, Universidad Catolica del Peru, Peru
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Fernando A. D’Alessio, Universidad Catolica del Peru, Peru
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Lester A. Digman, University of Nebraska–Lincoln, USA
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David Flynn, Hofstra University, USA
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Soon-Goo Hong, Dong-A University, South Korea
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Masaki Kawato, Forest of Life Resort, Japan
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Toshiyuki Tamura, Nishogakusha University, Japan
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Rodney Turner, Victoria University, Australia
Daneel Van Lill, University of Johannesburg, South Africa
Mary Ann Von Glinow, Florida International University, USA
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Hui Wang, Peking University, China
Zhongming Wang, Zhejiang University, China
D. Clay Whybark, University of North Carolina, USA
The Pan-Pacific Business Association

The Pan-Pacific Business Association (PPBA) emerged from two U.S. – Japan Business Conferences held at the University of Nebraska-Lincoln in 1981 and Tokyo, Japan, in 1983. These Conferences led to the formation of PPBA in 1984 with the first PPBA Conference being held in Hawaii that same year.

The basic goal of PPBA is to provide a forum for scholars, executives, and government officials from Pacific Rim countries to discuss important issues relating to a better quality of life in this region. Emphasis has been placed on more effective utilization of human resources, technology, and multilateral economic activities across the borders.

The primary focus of PPBA has been its annual international conference, which usually attracts participants from more than 30 countries. The conferences have been held in such locations as Honolulu, Seoul, Taipei, Singapore, Sydney, Kuala Lumpur, Calgary, Beijing, Bangkok, Dunedin-Queenstown, Chiba, Fiji, The Gold Coast, Viña Del Mar, Anchorage, Shanghai, Busan, San José, Shenzhen, Bali, Daejeon, Haikou, Johannesburg, Sakai City, Hanoi and Miri.

The objectives of the PPBA are:

To provide business scholars, executives, and government officials from the Pacific countries an opportunity to discuss industrial and trade policies of their respective countries.

To help management scholars and practitioners assess the adaptability of various new management approaches to their own business environments. Emphasis is placed on networked organizations, productivity improvement, quality management, employee empowerment, modern technology-based management systems, innovation and world-class organizations.

To help business practitioners and scholars gain an understanding of the socio-cultural background of the economies and businesses in various Pacific countries.

To facilitate the development of research and the exchange of ideas for promoting international economic activities in the Pacific region and beyond.

To assist in the establishment of export education programs through cooperative arrangements with regional and world trade centers and bilateral and multilateral trade associations.

For additional information on PPBA, please contact us at: http://www.panpacificbusiness.org
PAN-PACIFIC CONFERENCE XXXIV

MONDAY, MAY 29, 2017

ACTIVITIES AND EVENTS

08:30 - 16:00 Tour - Opportunities Available

15:00 – 17:30 Registration desk is open for the Pan-Pacific Conference Lima Hilton

18:40 Buses leave Lima Hilton
19:30 - 21:00 The Welcome Reception and Cultural Show
Dama Juana Restaurant, Av. Republica de Panama 230, Barranco

Welcome: Ricardo Pino, Director of Research, CENTRUM, Peru

TUESDAY, MAY 30, 2017

MORNING

07:15 Buses leave Lima Hilton for CENTRUM

07:30 – 10:00 Conference Registration CENTRUM

08:30 - 10:00 Opening Plenary Session Auditorium

Welcome Speech
Vincent Charles, Director of Research and International Affairs, CENTRUM, Peru

Opening Address
Sang M. Lee, President of PPBA, University of Nebraska-Lincoln, USA

Keynote Speeches
Mr. Masahiro Takagi, Minister-Counselor of the Embassy of Japan in Peru
Dr. D. Clay Whybark, Distinguished University Professor
University of North Carolina-Chapel Hill, USA

10:00 - 10:30 Coffee Break Cafeteria

10:30 - 12:00 Plenary Panel Auditorium
Digital Transformation and New Innovation Models
Moderator: Sang M. Lee, University of Nebraska-Lincoln, USA
Den H. Hooi, Nanyang Technological University, Singapore
Gerhard Roodt, University of Johannesburg, South Africa

12:00 - 13:30 Luncheon Program Cafeteria
### SESSION AT A GLANCE

**Tuesday Sessions at CENTRUM**

**TUESDAY, MAY 30, 2017**

**AFTERNOON**

<table>
<thead>
<tr>
<th>13:30 - 15:00</th>
<th>Concurrent Sessions</th>
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<tbody>
<tr>
<td><strong>SESSION CODE</strong></td>
<td>TP11</td>
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<tr>
<td><strong>ROOM</strong></td>
<td>201</td>
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<tr>
<td><strong>SESSION TOPIC</strong></td>
<td>Entrepreneur and Family Business</td>
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| 15:00 - 15:30 | Coffee Break | Cafeteria |

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<tbody>
<tr>
<td><strong>SESSION CODE</strong></td>
<td>TP21</td>
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<tr>
<td><strong>ROOM</strong></td>
<td>201</td>
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<tr>
<td><strong>SESSION TOPIC</strong></td>
<td>Global Business Issues</td>
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Wednesday Sessions at Lima Hilton Hotel

### MORNING

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<thead>
<tr>
<th>SESSION CODE</th>
<th>WA11</th>
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<th>WA14</th>
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<td>ROOM</td>
<td>Alpamayo 1</td>
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<td>Alpamayo 3</td>
<td>Ausangate</td>
<td>Salkantay</td>
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<tr>
<td>SESSION TOPIC</td>
<td>Risk and Bullying Management</td>
<td>Business Ethics</td>
<td>Supply Chain Management</td>
<td>Tourism in Action</td>
<td>Project &amp; Supply Chain Management</td>
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**08:30 - 10:00**

**Concurrent Sessions**

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<th>WA23</th>
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<tr>
<td>SESSION TOPIC</td>
<td>Challenges in Public Organizations</td>
<td>Opportunities in International Business</td>
<td>Advances in ICT and Education</td>
<td>Research in Production/Service Management</td>
<td>Strategy and Business Models</td>
</tr>
</tbody>
</table>

**10:00 - 10:30**

**Coffee Break**

**Foyer**

**10:30 - 12:00**

**Concurrent Sessions**

**12:00 - 13:30**

**President’s Luncheon Program**

*Terrace*

- Award Presentations
- The 2018 Pan-Pacific Conference Site Presentation
**WEDNESDAY, MAY 31, 2017**

**AFTERNOON**

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<td>Alpamayo 1</td>
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<tr>
<td>SESSION TOPIC</td>
<td>Research on Latin America</td>
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<th>15:00 - 15:30</th>
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<tr>
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<tr>
<td>SESSION TOPIC</td>
<td>Strategies for Economic Development</td>
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**CONFERENCE CLOSES**

*Thank you for your participation in the 34th Annual Pan-Pacific Conference! We hope to see you at next year's conference in Seoul, South Korea!*
Pan-Pacific Conference XXXIV Program

Schedule Code

May 30, 2017

TP1  1-5 = Tuesday, 13:30 - 15:00
TP2  1-5 = Tuesday, 15:30 - 17:00

May 31, 2017

WA1  1-5 = Wednesday, 08:30 - 10:00
WA2  1-5 = Wednesday, 10:30 - 12:00
WP1  1-5 = Wednesday, 13:30 - 15:00
WP2  1-5 = Wednesday, 15:30 - 17:00

TP11 Entrepreneurship and Family Business  Room 201
Chair: Dianne H.B. Welsh, University of North Carolina-Greensboro, USA

Women Entrepreneurs and Family Firm Heterogeneity: Evidence from an Emerging Economy
Dianne H.B. Welsh, University of North Carolina-Greensboro, USA
Silvana Trimi, University of Nebraska-Lincoln, USA
Eugene Kaciak, Brock University, USA
Emerson Wagner Mainardes, FUAPE Business School, Brazil

Financial Performance of Family Businesses with Corporate Governance Practices of the Ownership
Jose Bernardo Betancourt Ramirez, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Cross-Disciplinary Education: Not Business as Usual
Bonnie F. Canziani, University of North Carolina-Greensboro, USA
Dianne H.B. Welsh, University of North Carolina-Greensboro, USA
William Tullar, University of North Carolina-Greensboro, USA

TP12 Research in Organization Science  Room 202
Chair: Ricardo Pino, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Attitudes Towards Servant Leadership in MBA Students
Ricardo M. Pino, CENTRUM Pontificia Universidad Catolica del Peru, Peru

The Effect of Union Membership on Turnover Intentions Following Psychological Contract
Breacj and Violation
Pharny Chrysler-Fox, University of Johannesburg, South Africa

A Representative Emotions Inventory for Spanish-speaking Population Research
Jose Antonio Espinoza, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Investigating the Effect of Employee Engagement on Performance in the Petrochemical Industry
Herman D. Boikanyo, University of Johannesburg, South Africa

TP13 Psychology at Work Place  Room 204
Chair: Gerhard Roodt, University of Johannesburg, South Africa

Threshold Effects of Psychological Contract Breach
Pharny Chrysler-Fox, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

The Adverse Effect of Psychological Contract Breach on Psychological Capital
Mary Zondi, University of Johannesburg, South Africa
Does Psychological Capital Play a Role in the Prediction of Team Altruism?
Hemisha Naik, University of Johannesburg, South Africa
Simphiwe Mkwhanazi, University of Johannesburg, South Africa
Oarabile Malatse, University of Johannesburg, South Africa
Neo Ntheleang, University of Johannesburg, South Africa
Rene Van Wyk, University of Johannesburg, South Africa

TP14 Current Research in Human Resources
Room 205
Chair: Chong W. Kim, Marshall University, USA

The Key Characteristics of Necessity: Comparison Between Students and Employees Data
Chong W. Kim, Marshall University, USA
Jennifer Y. Mak, Marshall University, USA

Job Calling, Work Identity & Job Crafting: A Theoretical Paper
Roslyn De Braine, University of Johannesburg, South Africa

A Content Analysis of the HR Skills in High Demand
Mpho D. Magau, University of Johannesburg, South Africa

i-Deal, i-Craft, i-Perform: A Theoretical Framework
Nelesh Dhanpat, University of Johannesburg, South Africa

TP15 Quality Management Issues
Room 207-208
Chair: Vincent Charles, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Productive Efficiency of Water Utilities Accounting for Service Quality
Guillermo Diaz, CENTRUM Pontificia Universidad Catolica del Peru, Peru
Vincent Charles, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Proactive Three-Tier Supply Chain Incentive Strategies for Quality Improvement
Seung Ho Yoo, Sunmoon University, South Korea
DaeSoo Kim, Korea University Business School, South Korea
Thomas Choi, Arizona State University, USA

The Effectiveness of Customer Service Training Interventions: A Systematic Review of the Literature
Praneschen Govender, University of Johannesburg, South Africa
Anna Meyer-weitz, University of KwaZulu-Natal, South Africa

Application of Multiple Criteria Data Envelopment Analysis Combined with the Overall Equipment Effectiveness in a Brazilian Automotive Company
Fernando Augusto Silva Marins, Sao Paulo State University, Brazil
Aneirson Francisco da Silva, Sao Paulo State University, Brazil
Patricia Miyuki Tamura, Sao Paulo State University, Brazil
Erica Ximenes Dias, Sao Paulo State University, Brazil

TP21 Global Business Issues
Room 201
Chair: Gregory J. Scott, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Not by Bread Alone: Estimating Alternative Future Scenarios for Asian Food Systems
Gregory J. Scott, CENTRUM Pontificia Universidad Catolica del Peru, Peru
Historiography of Concept of “Glocal”
Nina Murayama, Tamagawa University, Japan

The Nature of Competition within the Motor-Vehicle Industry
Yaaseen Seedat, University of Johannesburg, South Africa
Jean-Marie Mbuya, University of Johannesburg, South Africa
Maria Bounds, University of Johannesburg, South Africa

The Collaboration with Infrastructure Business and Local Culture
Takuya Tsubota, Tsubota Planning LLC, Japan

TP22 Research in International Marketing and Trade
Chair: Den Huan Hooi, Nanyang Technological University, Singapore

Conceptual Development of Marketing: An Ex-ante and Ex-post Perspective
Den Huan Hooi, Nanyang Technological University, Singapore
Chew Yoong Wan, Nanyang Technological University, Singapore

The Rise of Populism in the West and Its Impact on Free Trade
Anoosha Makka, University of Johannesburg, South Africa

Relationship Between Logistics and Trade: A South African Ecological Study
Noleen M. Pisa, University of Johannesburg, South Africa
Rose Luke, University of Johannesburg, South Africa

TP23 Research in Psychological Capital
Chair: Rene Van Wyk, University of Johannesburg, South Africa

Does Team Altruism Enhance PsyCap?
Rene Van Wyk, University of Johannesburg, South Africa

Uncovering the Beauty of the Capital Nature of PsyCap: A Financial Perspective
Weixing Li, BICANB Consulting, USA

The Wave of Psychological Capital: Japan Study Update
Yoshie Kubota, Jissen Women’s University, Japan

TP24 Tourism and Hospitality
Chair: Leopoldo Arias-Bolzmann, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Link Between Customer Service and Loyalty in Four-Star Hotels in a Developing Economy
Leopoldo Arias-Bolzmann, CENTRUM Pontificia Universidad Catolica del Peru, Peru
Karina Bravo-Falcon, CENTRUM Pontificia Universidad Catolica del Peru, Peru
Patricia Mendoza-Cabrera, CENTRUM Pontificia Universidad Catolica del Peru, Peru

An Exploratory Study Regarding Moderating Effects of Festival Quality on the Relationship Between Tourism Experience and Tourism Satisfaction
Sang Jun Kim, Kindai University, Japan

Sake Branding Strategy: Securing Necessary Ingredients and Attracting Customers/Inbound Tourists through Storytelling
Yongsook Lee, Kansai University of International Studies, Japan
Shigeki Matsumoto, Kansai University of International Studies, Japan
Shigehito Matsubara, Kansai University of International Studies, Japan

TP25 Issues in ICT Applications
Chair: Kyung Hoon Yang, University of Wisconsin-La Crosse, USA
Can Ethics Be Used as a Tool of Information Security Management?
Kyung Hoon Yang, University of Wisconsin-La Crosse, USA
Young-Chan Lee, Dongguk University, South Korea

Defensive Reactions as Potential Reasons for IT Project Management Failures
Carl Marnewick, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

A Study on the IoT-based Fleet Maintenance Considering the Parts Reliability
Kangbae Lee, Dong-A University, South Korea
Doo-hwan Kim, Dong-A University, South Korea
Hyung Rim Choi, Dong-A University, South Korea
Byung Kwon Park, Dong-A University, South Korea
Min Je Cho, Dong-A University, South Korea
Seong Ho Park, Dong-A University, South Korea

**WA11 Risk and Bullying Management**  
Chair: Rick Shaw, Awareity, USA

Community Preventing and First Preventers: Completely Changing How Organizations and Communities Prevent
Rick Shaw, Awareity, USA

Aggression and Bullying Attributes and Consequences for the Organisation and Individuals in the Workplace: A Meta-Synthesis of Qualitative Studies
R. Ronel Toerien, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

The Role of Factory Facilities on Safety Risk Management in the Working Conditions in Sewing Co-operatives
Michael Sizwe Mkwanazi, University of Johannesburg, South Africa
Charles Mbohwa, University of Johannesburg, South Africa

**WA12 Business Ethics**  
Chair: Maria Bounds, University of Johannesburg, South Africa

A Manager’s Personal Value System and the Influence it has on Organisational Ethics
John Anderson, University of Johannesburg, South Africa
Lizel Solomon, University of Johannesburg, South Africa
Jean-Marie Mbuya, University of Johannesburg, South Africa
Maria Bounds, University of Johannesburg, South Africa

Law, Ethics and Business - How Companies Gain Trust through Websites?
Miyuki Tsuyuki, University Faculty of Law, Japan

Students’ Perception of the Position of Ethics within an Organisation
Christa C. Yassa, University of Johannesburg, South Africa
Maria M. Bounds, University of Johannesburg, South Africa
Geoff A. Goldman, University of Johannesburg, South Africa

**WA13 Supply Chain Management**  
Chair: Dinesh Dave, Appalachian State University, USA

Consumer Awareness of Supply Chain Management Flows: Intercultural Differences Between Consumers in Thailand and the United States
Dinesh Dave, Appalachian State University, USA
Applications of Supplier Governance Mechanisms: An International Study
Chenlung Yang, Chung-Hua University, Taiwan
Shuping Lin, Chung-Hua University, Taiwan
Chwen Sheu, Kansas State University, USA

Climate Change in Lean Supply Chains
DonHee Lee, Inha University, South Korea
Youn Sung Kim, Inha University, South Korea

**WA14 Tourism in Action**
Chair: Meiko Murayama, University of Reading, United Kingdom

Rural Tourism: Experience, Anticipation and Business Development
Meiko Murayama, University of Reading, United Kingdom
Gavin Parker, University of Reading, United Kingdom

A Study on Tourism Destination’s Efforts in Toyooka City, Japan
Shigeki Matsumoto, Kansai University of International Studies, Japan
Yongsook Lee, Kansai University of International Studies, Japan

Study Related to Factors Causing Foreign Tourists from South East Asia to Select Okinawa – A Case Study of Taiwan
Naohisa Kakutani, MEIO University, Japan

Strengthen Vietnam-Italy Tourism: Towards a New Era
Tuyet Giang Tran, LUISS Guido Carli University, Italy
Atsuto Nishio, Takushoku University, Japan

**WA15 Project and Supply Chain Management**
Chair: Avraham Shtub, Technion Israel Institute of Technology, Israel

Planning of the Fuzzy Front End of Projects
Michal Iluz, Rafael Advanced Defense Systems Ltd., Israel
Avraham Shtub, Technion Israel Institute of Technology, Israel

The Failure of Transport Megaprojects: Lessons from Developed and Developing Countries
Rose Luke, University of Johannesburg, South Africa
Chris Savage, University of Huddersfield, United Kingdom
Andrew Jenkins, University of Huddersfield, United Kingdom
Logan Fransman, Namibia University of Science and Technology, Namibia

Delivering the Required Supply Chain Management Skills in Developing Economies
Rose Luke, University of Johannesburg, South Africa
Gert Heyns, University of Johannesburg, South Africa

**WA21 Challenges in Public Organizations**
Chair: Narendra Reddy, University of Fiji, Fiji

Public Sector Reform: The Case of Fiji Ports Corporation Limited
Narendra Reddy, University of Fiji, Fiji
Roneel Reetesh Prakash, University of Fiji, Fiji

Information Technology Project Failure at South African State Owned Enterprises
Tsholofelo Rantoa, University of Johannesburg, South Africa
Wikus Erasmus, University of Johannesburg, South Africa
A Study on the Co-Occurences Structure Map for Civil Petitions Corpus in Busan
Hayeong Jeong, Dong-A University, South Korea
Tai Hun Lee, Dong-A University, South Korea
Soon-Goo Hong, Dong-A University, South Korea

A Big Data Processing of Anxiety and Management of Crisis Communication
Hayeong Jeong, Dong-A University, South Korea
Tai Hun Lee, Dong-A University, South Korea
Jeeyoung Jung, Dong-A University, South Korea

**WA22 Opportunities in International Business**

Chair: Dave Flynn, Hofstra University, USA

Sustainable Development and Palm Oil Production
Dave Flynn, Hofstra University, USA

Deployment of Japanese Companies to Asian Countries: In the Case of Vietnam
Atsuto Nishio, Takushoku University, Japan

Cooperation Between Latin America and Asia-Pacific in the Context of APEC: Opportunities and Challenges
Raul Hopkins Larrea, CENTRUM Pontificia Universidad Catolica del Peru, Peru

The Role of Institutions and Strategic Resources in the Emergence of Multilatinas
Fernando Garcia, Dalton State College, USA
Marilyn Helms, Dalton State College, USA
Raina M. Rutt, Dalton State College, USA

**WA23 Advances in ICT and Education**

Chair: Paul Laughton, University of Johannesburg, South Africa

Web 2.0 Tools for Virtual Reference Services in a University Library
Jakobina Mwiiyale, University of Johannesburg, South Africa
Paul Laughton, University of Johannesburg, South Africa

Strategizing Management Education in Response to Artificial Intelligence
Daneel Van Lill, University of Johannesburg, South Africa
Jane Spowart, University of Johannesburg, South Africa

Information Overload and Perceived Productivity Amongst Tertiary Students
Nomathamsanga Mangaye, University of Johannesburg, South Africa
Lebohang Mojaepelo, University of Johannesburg, South Africa
Thando Mthethwa, University of Johannesburg, South Africa
Paul Laughton, University of Johannesburg, South Africa

**WA24 Research in Production/Service Management**

Chair: Lisa H. Hata, Office H Consulting, Japan

Circulation Type Farm Waste Management System Environmentally Friendly and Economical IPC System
Lisa H. Hata, Office H Consulting, Japan

An Empirical Analysis of Promotion Standards in the Operations Management Discipline of UK Academic Institutions
Andreas C. Soteriou, University of Cyprus, Cyprus
George C. Hadjinicola, University of Cyprus, Cyprus
Georgia Katsifaraki, University of Cyprus, Cyprus

Supply Chain Materials Flow and the Use of Information Technology
Dinesh Dave, Appalachian State University, USA
Sandra Vannoy, Appalachian State University, USA
Ken Corley, Appalachian State University, USA

WA25 Strategy and Business Models
Chair: Tomihisa Ito, Ito Consultancy on Airline Business, Japan

A Study of Airline’s Ancillary Revenue Growth Strategy in the Society of Technologically-savvy Travelers
Tomihisa Ito, Ito Consultancy on Airline Business, Japan

Online Factory Shops Option for Sewing Co-operatives: A Manufacturer-Retailer Model
Michael Sizwe Mkwanazi, University of Johannesburg, South Africa
Charles Mbohwa, University of Johannesburg, South Africa

The Strategic Process in Large Ecuadorian Enterprises: A Case Study
Santiago Najera, CENTRUM Pontificia Universidad Catolica del Peru, Peru
Fernando D’Alessio, CENTRUM Pontificia Universidad Catolica del Peru, Peru

WP11 Research on Latin America
Chair: Tomoyuki Nozawa, ASATSU-DK INC., Japan

Cultural Exchange Made Between Japan and Latin America Led by Characterized Ancient Cultural Heritage as a Friendship Ambassador
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Business and Social Initiatives in Latin America: Context, Concepts, and Operational Guidelines
Gregory J. Scott, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Influence of Perceived Risk and Brand Equity on Purchase Intention in the Category Colombian Soluble Coffee
Elsa Gonzalez, CENTRUM Pontificia Universidad Catolica del Peru, Peru

WP12 International Finance
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Signing the Annual Report of the Swiss Corporation
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Eunsup Daniel Shim, Sacred Heart University, USA

Sung C. Bae, Bowling Green State University, USA
Kyoung Chang, University of South Florida Sarasota-Manatee, USA
Ha-Chin Yi, Texas State University, USA

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Khulekani Yakobi, Walter Sisulu University, South Africa

WP13 Strategic Management
Chair: Sushil Sharma, Ball State University, USA

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Sushil Sharma, Ball State University, USA
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Luis Batista Ugarelli Betalleleuz, CENTRUM Pontificia Universidad Catolica del Peru, Peru

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Cecile Nieuwenhuizen, University of Johannesburg, South Africa

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Cecile Schultz, Tshwane University of Technology, South Africa
Adele Bezuidenhout, University of South Africa, South Africa

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Mpho D. Magau, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

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Nelesh Dhanpat, University of Johannesburg, South Africa

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Andrew Jenkins, University of Huddersfield, United Kingdom
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Ramachandran Natarajan, Tennessee Technological University, USA
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Shepherd Dhliwayo, University of Johannesburg, South Africa

WP22 Small and Medium Enterprises
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Marius Joubert, University of Johannesburg, South Africa
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WP23 Research in Sustainability

Chair: David Pooe, University of Johannesburg, South Africa

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S. Mphahlele, University of Johannesburg, South Africa
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Claudia Diaz, CENTRUM Pontificia Universidad Catolica del Peru, Peru

Limitations of the Theory of Planned Behavior in the Explanation of Firms’ Environmental Management
Claudia Diaz, CENTRUM Pontificia Universidad Catolica del Peru, Peru
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