

4th BMRC & 1st IBMRC

NOVEMBER 18, 2011

VENUE: Le Méridien, Chiang Mai, Thailand



KEYNOTE



Prof. Dr. Paul Patterson

University of New South Wales
Australia

" Mastering Service and Sales Simultaneously Achieving
Ambidexterity in a Retail Service Context "



AGENDA

กำหนดการประชุมผลงานวิจัยด้านการจัดการธุรกิจ ครั้งที่ 4

The 4th Business Management Research Conference

วันศุกร์ที่ 18 พฤศจิกายน 2554

ณ โรงแรมเลอเมอริเดียน จังหวัดเชียงใหม่

The 1st International Business Management Research Conference

Venue: Le Meridien Hotel, Chiang Mai, Thailand

Friday 18th, November 2011

Organized by Faculty of Business Administration, Chiang Mai University

Schedule

8.30-9.00 am.	Registration (Convention Hall 3 at 4 th Floor)
9.00-9.15 am.	Opening Ceremony by Assistant Professor Dr. Nat Vorayoj, Vice President for Research and Community Service Affairs of Chiang Mai University (Convention Hall 3 at 4 th Floor)
9.15-9.30 am.	Special seminar on topic "Mastering Service and Sales Simultaneously - Achieving Ambidexterity in a Retail Service Context" by Professor Dr. Paul Patterson, University of New South Wales, Australia" (Convention Hall 3 at 4 th Floor)
10.30- 10.45 am.	Coffee-Break (Convention Hall 3 at 4 th Floor)
10.45-12.30 am.	Seminar presentation - Session 1 (divided into 3-4 rooms) (presentation about 15 min. , Q&A about 5 min./paper) -Room 1. Voyage (3 rd Floor) - Room 2 Journey (3 rd Floor) -Room 3. Expedition (3 rd Floor)
12.30 -13.30 pm.	Lunch (Convention Hall 2 at 4 th Floor)
13.30 -14.30 pm.	Seminar presentation - Session 2 (3 rd Floor)
14.30-14.45 pm.	Coffee-Break (3 rd Floor)
14.45-16.00 pm.	Seminar presentation - Session 3 (3 rd Floor)
16.00-16.30 pm.	Announcement for "Best Paper Award" (Convention Hall 3 at 4 th Floor)

PRESENTATION SCHEDULE

Time	Room 1. Voyage (3 rd Floor) Theme: International BMRC (IBMRC)	Room 2 Journey (3 rd Floor) Theme: Accounting and Finance (BMRC)	Room 3. Expedition (3 rd Floor) Theme: Tourism and Marketing (BMRC)
10.30 - 12.30 am.	A1. Can Small-Medium Manufacturers Implement Initial Training? (IBMRC)	B1. Knowledge and Understanding of Northern Region Accountants in Taxable Profit Calculation Principle of Small and Medium Enterprises (Acc.)	C1. The Potential of Tourism Survey and Thai Tourist Behavior in Samut Songkhram Province : A Case Study of Don Hoi Lot (Tourism)
	A2. Trend of Thai Undergraduate Students' Netiquette in the Age of Information Technology (IBMRC)	B2 Factors Affecting SME Owner's Perception of Audit Quality (Acc.)	C2. Thai Tourist's Behavior towards Tourism in the Upper Northern Thai Region (Tourism)
	A3. The modeling of the influence of collaborative leadership and corporate culture towards team performance: case study on PT JASA MARGA (IBMRC)	B3. An Empirical Study on Personal Financial Planning of Working People in the Upper Northern of Thailand (Fin.)	C3. Lifestyles and Purchasing Behavior of Working Women at Convenience Stores in Bangkok Metropolitan Areas (Mk.)
	A4. The Influence of Learning System and Learning Environment Toward Psychological Capital and GPA of Management ITB Students (IBMRC)	B4. Factors Affecting Quality of Segment Reporting in Thailand (Acc.)	C4. Problems in the Adoption Product Label Control of Used Cars In Mueang District Chiang Mai Province (Mk.)
12.30-13.30 pm.	Lunch (Convention Hall 2 at 4 th Floor)		

PRESENTATION SCHEDULE

Time	Room 1. Voyage (3 rd Floor) Theme: Conceptual Paper (BMRC)	Room 2 Journey (3 rd Floor) Theme: Finance (BMRC)	Room 3. Expedition (3 rd Floor) Theme: Marketing & Management (BMRC)
13.30-14.30 pm.	A5. Service Brand Experience: The Perception towards Service Personnel and Self-Service Technologies (Conceptual Paper) (IBMRC)	B5. Information Risk and Returns in High-tech Firms: An Empirical Study in French Firms (Fin.)	C5. Modern Postgraduate Marketing Programs: Employers' perspective in Chiang Mai (Mk.)
	A6. Antecedents and outcomes of emotional labor : The moderating role of coworkers support and customer verbal aggression (Conceptual Paper) (IBMRC)	B6. Effects of Macroeconomic Factors Towards Corporate Liquidity of Firms in Property and Construction Sectors in the Stock Exchange of Thailand During 2000-2009 (Fin.)	C6. Opinions of Students at Souphanouvong University, Lao People's Democratic Republic Towards Working with Small and Medium Enterprises (Mng.)
	A7. Service Employees with Meditation Practice and Customer Perception Towards Service Quality (Conceptual Paper)	B7. Corporate Social Responsibility Disclosure and Cost of Equity Capital: A Case of Security Exchange of Thailand (Conceptual Paper-Fin.)	C7. The Effect of Entrepreneurship on Employee's Learning Behavior in Medium and Large Size Manufacturing Corporation in Thailand: An Application of Multilevel Structure Equation Model (Mng.)
14.30-14.45 pm.	-----Coffee Break -----		

PRESENTATION SCHEDULE

Time	Room 1. Voyage (3 rd Floor) Theme: Doctoral Presentation & Logistics (BMRC)	Room 2 Journey (3 rd Floor) Theme: Finance & Management (BMRC)	Room 3. Expedition (3 rd Floor) Theme: IT & Management (BMRC)
14.45-16.00 pm.	A8. Customer Loyalty: Concepts and Proposed Conceptual Model for Retail Business (Doctoral Presentation-MK.)	B8. The Predictive Model for Warning and Surveillance of Thrift and Credit Cooperative in Thailand (Fin.)	C8. Attitude towards Content Display on Websites and Ethical Judgment: A Survey of Webmasters (IT)
	A9. Selection of Logistics Service Providers of Hana Microelectronics Public Company Limited, the Northern Region Industrial Estate, by Applying the Analytic Hierarchy Process (Logistics)	B9. Entrepreneurs' Perception towards the ASEAN Economic Community (AEC): A Case Study of Thai firms at the Thai-Cambodia Border Trade (Mng.)	C9. Working Life Quality of Burmese Labors in Northern of Thailand (Mng.)
	A10. Selection of Logistics Service Providers of Hana Microelectronics Public Company Limited, the Northern Region Industrial Estate, by Applying the Fuzzy AHP (Logistics)	B10. The Comparative Study of Thailand Competitiveness and the Asian Economic Community (AEC) (Mng.)	C10. Entrepreneurs' Preparation for International Markets Entry (Mng.)
16.00-16.30 pm.	Announcement for "Best Paper Award" (Convention Hall 3 at 4 th Floor)		

