

The 5th World Business Ethics Forum

Business Ethics: Challenges and Implications
for the Private and Public Sectors

December 9-11 **2014**
University of Macau, E22 Building

CONFERENCE
Program

Organizer:



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

工商管理學院
Faculty of Business Administration

Co-Organizer:

Hong Kong Baptist University

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Welcome Message



Prof. Jacky SO Yuk Chow

Conference Chair of 5th World Business Ethics Forum,
Chair Professor of Finance,
Dean of Faculty of Business Administration,
University of Macau

It gives me great pleasure to extend a very warm welcome to all delegates participating in the 5th World Business Ethics Forum, which is hosted this year by the Faculty of Business Administration, University of Macau.

The World Business Ethics Forum (WBEF) was co-founded by the University of Macau (UM) and the Hong Kong Baptist University (HKBU) in 2006 and runs every two years on a rotational basis. WBEF is determined to provide an open platform for academics and practitioners from around the world, to share and to discuss ideas and issues related to business ethics. The theme for this year's forum is "Business Ethics: Challenges and Implications for the Private and Public Sectors". We hope that through the presentation of the research papers at the forum we can advance our understanding in these areas.

I would like to take this opportunity to welcome you to our new campus in Hengqin and also I would like to thank all conference sponsors, the conference organizing committee and all speakers and participants for their support to this conference.

Thank you and I wish you all an enjoyable and fruitful conference.

Welcome Message



Prof. Allan CHAN

Associate Vice-President and
Interim Dean of the School of Business,
Hong Kong Baptist University

It is our great honour to be Co-founder of the World Business Ethics Forum (WBEF) which has been jointly hosted every two years on a rotational basis by the Business Schools of University of Macau (UM) and the Hong Kong Baptist University (HKBU) starting from 2006. Both universities remain staunchly committed to supporting this signature event and dedicating significant efforts to its growth. This year, we are pleased to provide an open platform for academics and practitioners from around the world to share and discuss ideas and issues on the theme of Business Ethics: Challenges and Implications for the Private and Public Sectors.

Over the years, the HKBU Business School has put in great efforts in developing and adopting corporate sustainability as one of the major research directions to strengthen and integrate business ethics, corporate governance and corporate social responsibility in our pedagogical and research agenda. With the funding support from the University Strategic Development Fund, we have started a large-scale project entitled “Corporate Sustainability: A Community Dialogue” encompassing various research activities, publications, public forums and seminar series to promote sustainable business concepts and best practices among students, academic and the community at large.

Taking this opportunity, I would like to extend my immense gratitude to the speakers, supporting organizations, sponsors and all other parties who have contributed to the success of the 2014 WBEF.

Keynote Speaker

Prof. Simon Shun-Man HO

President of Hang Seng Management College (HSMC)
Hong Kong

Prof. Ho is President of Hang Seng Management College (HSMC) in Hong Kong. He obtained a BA degree from the University of Washington (USA), a MSc degree (with Distinction) in Information Systems from the London School of Economics (UK), a PhD degree in Accounting and Finance from the University of Bradford (UK), and a Certificate in Higher Education Management and Leadership from the University of California, Berkeley (USA). He was a Commonwealth Scholar and is a certified public accountant in the UK, Australia and Canada.



Currently, he is the Editor-in-Chief of the *Asian Journal of Business Ethics* (Springer), and Member of the Editorial Board of the *Journal of Business Ethics* (Springer), *Advances in Business Ethics Research* (Springer), and the "Corporate Governance Literature Series" of Nankai University.

In public services, he is Chairman of the Hong Kong Corporate Governance Forum, Council Member of the China Higher Education Association, Board Member of Monte Jade Science and Technology Association, and Advisor to a number of international bodies. He is also a Senior Research Fellow at the Centre for Strategic Economic Studies, Victoria University, Australia, and Member of Academic Committee of the Hong Kong Scholar Scheme organised by the Society of Hong Kong Scholars.

Prior to joining HSMC, Prof. Ho was Vice Rector (Academic Affairs) of the University of Macau (UM) from 2009 to 2014. He served as Dean of the School of Business and concurrently as Founding Director of the Centre for Corporate Governance and Financial Policy (CCGFP) at the Hong Kong Baptist University (HKBU) from 2004 to 2009. Previously, he was Director of the School of Accountancy from 1995 to 2002 and Director of the Centre for Accounting Disclosure and Corporate Governance from 1998 to 2004 at The Chinese University of Hong Kong (CUHK).

Keynote Speaker

Mr. Anselmo TENG Lin Seng

Chairman of the Monetary Authority of Macao (AMCM)
Macao

Mr. Teng joined the Monetary Authority of Macao (AMCM) in 1991. He was appointed as a member of the Board of Directors of AMCM in 1997. In 1999, he was appointed Chairman of the Board of Directors and has stayed in that position through and after the return of Macao to China on 20 December 1999.

Mr. Teng holds other positions in bodies serving the community, such as the Economic Development Committee of the Government of the Macao Special Administrative Region and a member of the Consultative Committee of Macao Pension Fund. Besides, he is the President of the General Assembly of the

Institute of Financial Services of Macao. Mr. Teng is also the President of the Audit Committee of the Institute of European Studies of Macao.

Mr. Teng was born in Macao and he completed his tertiary and postgraduate studies abroad. He is a Fellow of the Hong Kong Institute of Bankers (HKIB).



Keynote Speaker

Mr. Frank YIH

President of Rotary Club of Shanghai
Chairman and Founder of HuaQiao Foundation

Mr. Frank Yih was born in 1934 in Shanghai, China. He attended high school in Nan Yang Model Middle School, Shanghai, China. At the beginning of 1950s, Mr. Yih moved to Hong Kong. Thereafter, he graduated from London University, England in 1959 with a BS degree, and from Massachusetts Institute of Technology (MIT), USA in 1960 with a MSc degree, both in Chemical Engineering.

After graduation, Mr. Yih was employed by Fairchild Corp. in Mountain View, California, USA, as a Process Engineer, thus joined the IC work group which came up in 1961 with the world's first integrated circuit using silicon planar process which proved far more superior than Germanium products. Mr. Yih successfully introduced low-cost mass production and high tech plastic materials to reduce IC manufacturing costs by a wide margin.

At the end of 1962, Fairchild USA assigned Mr. Yih to HK to set up Fairchild Hong Kong Ltd. which was the very first semiconductor company in Southeast Asia that specialized in intricate silicon type semiconductor assembly. Thereafter, American companies with high tech products came in droves to this part of the world to establish their manufacturing facilities.

In 1964, Mr. Yih led Zau's family in establishing Microelectronics Ltd. in Hong Kong which was the first transistor manufacturer beginning from silicon wafers processing through diffusion and masking to the finish products. At that time, it was first in this part of world.

In 1965, Mr. Yih joined General Micro Electronics called GMe in Silicon Valley, California, USA, the first MOS IC house in the world. GMe assigned Mr. Yih to establish a wholly owned assembly in Kaohsiung Export Processing Zone as the Managing Director, establishing the very first semiconductor firm in Taiwan. GMe was later acquired by Philco-Ford and the company trained many engineers and entrepreneurs in the electronics industry. Today electronics export is No.1 in Taiwan. Many founders of successful multinational reputable companies like Pantronix, San Jose, California, Complex Electronics in Manila & Liton in Taiwan even Acer learned the trade at Philco-Ford and its spin-off organization. Mr. Yih's



contribution in successfully planting seeds for Taiwan economic success and his role in bringing up the island's international competitiveness are widely recognized and acknowledged.

After 5 years, the company grew to 1,700 employees but the parent company's Research and Development Dept. failed to bring out new and advanced IC products. In 1970, Mr. Yih left Taiwan to pursue his independent career dream in Singapore. He joined hands with Intersil Cupertino, California, USA and established Intersil Singapore (Pte) Ltd. as Managing Director.

In 1973 Mr. Yih returned to Taiwan and founded the 100% self owned Asionics Taiwan Inc. & became the pioneer of Taiwan electronic watch industry, and expanded into Manila, Philippines and established Asionics Philippines, Inc. in 1978, which was the beginning of the era of Asionics group of companies in Southeast Asia.

Drawn by the desire to modernize China and to respond to the nation's open door policy, Mr. Yih returned to his roots, which is Shanghai, China in summer, 1992, and entered an agreement with ChangNing United Industrial Reconstruction Corp. Located at 1279, ZhongShan West Rd. to establish a new IC manufacturing joint venture. The first phase of the project is to build a 14 story ultra clean facility for Asionics IC assembly as well as leasing other floors for high tech Research and Development firms or for multinational companies' offices in Shanghai.

Mr. Yih and his family are American citizens and have a permanent home in Los Altos, California, near Silicon Valley USA about 40 miles south of San Francisco, 5 miles from Stanford University. He is the most experienced IC pioneer and electronics entrepreneur in this part of the world. He has personally participated in the economic miracles of the 3 dynamic dragons in Southeast Asia, namely Hong Kong, Taiwan & Singapore. Mr. Yih is a firm believer that western investment and modern management are key factors in bringing up the standards of living and livelihood of people in this region and has committed his life and wealth to achieve this objective.

Conference Schedule at a Glance

December 8, 2014 (Monday)			
TIME	Session	Title / Speaker	Venue
16:30 - 18:00		Registration Welcome Reception <i>Sponsored by ICBC (Macau)</i>	Grand Hyatt Macau*
18:00 - 20:00		VIP Welcome Dinner <i>Sponsored by OCBC Wing Hang Bank Limited</i>	Grand Hyatt Macau*
December 9, 2014 (Tuesday)			
TIME	Session	Title / Speaker	Venue
08:30 - 09:00		Registration & Refreshment	G/F
09:00 - 09:30		Grand Opening of WBEF 2014	G012
09:30 - 10:30		Keynote Speech – Prof. Simon Shun-Man HO President of Hang Seng Management College (HSMC), Hong Kong Topic: Strategic CSR: Enhancing Corporate Values via Social Innovations	G012
10:30 - 11:00		Coffee Break	
11:00 - 12:30	Session 1	Business Ethics, Corporate Social Responsibility and Sustainability (I)	G006
	Session 2	Business Ethics and Management (I)	G015
	Session 3	Compliance of Business Ethics (I)	G025
12:30-13:00		Shuttle bus Arrangement (Conference Venue ⇒ Fortune Inn Restaurant)	
13:00 - 14:30		Welcome Lunch <i>Sponsored by Bank of China Macau Branch</i>	Fortune Inn Restaurant*
14:30 - 16:00		Invited Session I Japanese Business Management Under Globalization Era <i>Sponsored by Banco Nacional Ultramarino</i>	G006
	Session 4	Education of Business Ethics in Schools and Companies	G005
	Session 5	Influence of Business Ethics on Corporate and Consumers' Behavior (I)	G025
16:00 - 16:30		Coffee Break	
16:30 - 18:00	Session 6	Special Session: Chinese Research	G005
	Session 7	Business Ethics in Financial Industry (I)	G006
	Session 8	Business Ethics and Media	G025

December 10, 2014 (Wednesday)

TIME	Session	Title / Speaker	Venue
08:30 - 09:00	Registration & Refreshment		G/F
09:00 - 10:30	Session 9	Business Ethics, Corporate Social Responsibility and Sustainability (II)	G005
	Session 10	Influence of Business Ethics on Corporate and Consumers' Behavior (II)	G006
	Session 11	Business Ethics in the Financial Industry (II)	G025
10:30 - 11:00	Coffee Break		
11:00 - 12:30	Invited Session II Ethical Issues in Practice <i>Sponsored by Bank of China Macau Branch</i>		G006
	Session 12	Compliance of Business Ethics (II)	G005
	Session 13	Business Ethics and Management (II)	G025
12:30 - 14:00	Lunch		G012
14:00 - 15:30	Session 14	Influence of Business Ethics on Corporate and Consumers' Behavior (III)	G005
	Session 15	Business Ethics in the Gaming & Hospitality Industry (I)	G006
	Session 16	Business Ethics in the Financial Industry (III)	G025
15:30 - 16:00	Coffee Break		
16:00 - 17:00	Keynote Speech – Mr. Frank YIH President of Rotary Club of Shanghai Chairman and Founder of HuaQiao Foundation Topic: The Role and Responsibility of Business Leaders in Philanthropy		G015
17:00 - 17:30	Shuttle bus Arrangement (Conference Venue ⇒ Grand Hyatt Macau)		
17:30 - 18:30	Cocktail Reception		Grand Hyatt Macau*
18:30 - 21:00	Keynote Speech – Mr. Anlsemo TENG Lin Seng Topic: The Constant Changes in the Financial World: The Importance of Business Ethics from the Regulator's Point of View Chairman of the Monetary Authority of Macao (AMCM), Macau Gala Dinner & Best Paper Award		Grand Hyatt Macau*

December 11, 2014 (Thursday)

TIME	Session	Title / Speaker	Venue
09:00 - 09:30	Registration & Refreshment		G/F
09:30 - 11:00	Special Session - Mr. Jose Oliveira Publisher and Editor in Chief for Wiley Topic: Author Strategies for Successful Journal Publication		G012
	Session 17	Business Ethics in the Gaming & Hospitality Industry (II)	G005
	Session 18	Business Ethics, Organizational Structure and Corporate Governance	G006
	Session 19	Compliance of Business Ethics (III)	G025
11:00 - 11:30	Coffee Break		
11:30 - 12:00	Shuttle bus Arrangement (Conference Venue ⇒ Café Litoral)		
12:00 - 14:00	Farewell Lunch (Traditional Portuguese Food)		Café Litoral*

* Denotes venue outside of E22 building of University of Macau

Paper Presentation Schedule

Session 1	December 9, 2014 (Tuesday) 11:00 – 12:30	G006
Business Ethics, Corporate Social Responsibility, and Sustainability (I)		
Session Chair: Dr. Ludwig Chang, Hong Kong Baptist University		
<i>Corporate Social Responsibility and Accountability for Human Rights</i> Simon Handelsman, University of British Columbia		
<i>The Impact of National Culture on CSR: Evidence from Cross-regional Comparison</i> Namporn Thanetsunthorn, Benedictine University		
<i>The Insurance Value of Corporate Social Responsibility in the Context of Service Failure and Co-created Service Recovery</i> Ho-Yan Kwan, Hong Kong Baptist University Noel Yee-Man Siu, Hong Kong Baptist University Tracy Jun-Feng Zhang, Hong Kong Baptist University		
Session 2	December 9, 2014 (Tuesday) 11:00 – 12:30	G015
Business Ethics and Management (I)		
Session Chair: Prof. Raymond Loi, University of Macau		
<i>Abuse in the Name of Injustice: Mechanisms of Moral Disengagement</i> Raymond Loi, University of Macau Angela Xu, University of Macau Yan Liu, Wuhan University		
<i>The Impact of Job Satisfaction and Organizational Commitment on Ethical Behavior of Chinese Employees</i> Weihui Fu, University of Science and Technology Beijing		
<i>What Causes Us See No Evil? A Review of the Individual Factors of Ethical Sensitivity</i> Zhang Na, University of Science and Technology Beijing Zhang Jian, University of Science and Technology Beijing		
Session 3	December 9, 2014 (Tuesday) 11:00 – 12:30	G025
Compliance of Business Ethics (I)		
Session Chair: Prof. Desmond Yuen, University of Macau		
<i>Generational ethics in the accounting profession: Recent evidence from a survey of US accountants</i> Charles Stanley, Baylor University		
<i>Review of the Regulation on MTR</i> Yun-Kwong Kwok, Hong Kong Baptist University Sung Ko Li, Hong Kong Baptist University Chi Keung Woo, Hong Kong Baptist University		
<i>Conceptualizing Individual Income Tax Compliance in China and Hong Kong: Compliance with a Chinese Flair</i> Brossa Wong, Hang Seng Management College Angus Young, Hang Seng Management College Betty Kwok, Hang Seng Management College Hong Weng Lei, Hang Seng Management College		
<i>Does Legal and Social Institutions Matter for Corporate Governance: Lessons from History</i> Khurram Raja, Zayed University		

Invited Session I	December 9, 2014 (Tuesday) 14:30 – 16:00	G006
Japanese Business Management Under Globalization Era <i>Sponsored by Banco Nacional Ultramarino</i>		
Session Chair: Prof. Jacky So, University of Macau		
<i>Management Philosophy and Global Strategy of Hyundai Motor</i> Yoon Dae Yon, University of Shizuoka		
<i>Issues in the Foreign Market of Japanese Manga Business</i> Miyako Okata, Hokkaido University		
<i>The Changes in Japanese Corporate Governance</i> Wang Xiao-Ping, University of Kitakyushu		
Session 4	December 9, 2014 (Tuesday) 14:30 – 16:00	G005
Education of Business Ethics in Schools and Companies		
Session Chair: Prof. Robin Stanley Snell, Lingnan University		
<i>Business Ethics in Higher Education</i> Helen Wong, Hong Kong Polytechnic University Raymond Wong, Chinese University of Hong Kong		
<i>Developing Civic-Mindedness in Undergraduate Business Students Through Service-Learning Projects for Civic Engagement and Service Leadership Practices for Civic Improvement</i> Robin Stanley Snell, Lingnan University Yin Lee Chan, Lingnan University Hok Ka Ma, Lingnan University Ka Man Chan, Lingnan University		
<i>Improving the Ethical Awareness and Behavior of Business ICT Professionals - An Educational Intervention</i> Candace T. Grant, Ryerson University Kenneth A. Grant, Ryerson University		
Session 5	December 9, 2014 (Tuesday) 14:30 – 16:00	G025
Influence of Business Ethics on Corporate and Consumers' Behavior (I)		
Session Chair: Prof. Matthew Liu, University of Macau		
<i>Can Customer Loyalty Be Explained By Virtue Ethics? The Chinese Way</i> Kenneth K. Kwong, Hang Seng Management College Felix Tang, Hang Seng Management College Tian Vane Ing, Open University of Hong Kong Alex L.K. Fung, Hang Seng Management College		
<i>Corporate Environmental Liabilities and Capital Structure</i> Xin Chang, Nanyang Technological University Kangkang Fu, Nanyang Technological University Lewis Tam, University of Macau		
<i>Trust as a resource: Trustful business relationships construction by search engine marketers</i> Olga Dziubaniuk, Abo Akademi University		

Session 6	December 9, 2014 (Tuesday) 16:30 – 18:00	G005
Special Session: Chinese Research		
Session Chair: Dr. Steven Zhang, University of Macau		
<i>时间距离提高伦理判断 (Temporal Distance Enhance Ethical Judgment)</i>		
严进 (Jin Yan), Zhejiang University		
楼春华 (Chunhua Lou), Postal Savings Bank of China		
Alexander Unger, University of Applied Sciences Ludwigshafen		
<i>企业环境责任规制的比较制度分析 - 基于中美典型个案的研究 (Comparative Institutional Analysis of Corporate Environmental Responsibility Regulation)</i>		
余澳, Sichuan University		
Session 7	December 9, 2014 (Tuesday) 16:30 – 18:00	G006
Business Ethics in the Financial Industry (I)		
Session Chair: Prof. Rose Lai, University of Macau		
<i>Does Corporate Governance Enhance Common Interests of Shareholders and Primary Stakeholders?</i>		
Ninghua Zhong, Tongji University		
Shujing Wang, Hong Kong University of Science and Technology		
<i>Lifting the Corporate Veil in China: Statutory Vagueness, Judicial Activitism and Shareholder Ignorance</i>		
Colin Hawes, University of Technology Sydney		
K.L. Alex Lau, Hong Kong Baptist University		
Angus Young, University of Western Sydney		
<i>Ethical and Moral Value Approach to Financial Structured Product</i>		
David Chui, Hang Seng Management College		
Session 8	December 9, 2014 (Tuesday) 16:30 – 18:00	G025
Business Ethics and Media		
Session Chair: Dr. Lee Byung Hee, Bryan, University of Macau		
<i>Ethical Challenges of Social Media</i>		
Joji Nakaya, Kinki University		
<i>The Ethics and Use of Social Media in the Accounting Profession: Recent Evidence from a Survey of U.S. Accountants</i>		
Charles Stanley, Baylor University		
<i>Faking News: How a News Satire Portal Helps Uphold Journalism Ethics</i>		
Kunal Kamal Kumar, TA Pai Management Institute		
Sushanta Kumar Mishra, Indian Institute of Management		

Session 9	December 10, 2014 (Wednesday) 09:00 – 11:30	G005
Business Ethics, Corporate Social Responsibility and Sustainability (II)		
Session Chair: Mr. Gordon James Kerr, University of Macau		
<i>A Normative Framework for What Chinese Corporate Social Responsibility Should Be: Implication from Three Chinese Philosophies</i> Shujuan Xiao, Macquarie University		
<i>Measuring Corporate Social Responsibility Report Quality Using Narratives</i> Volkan Muslu, University of Houston Sunay Mutlu, University of Texas at Dallas Suresh Radhakrishnan, University of Texas at Dallas Albert Tsang, Chinese University of Hong Kong Tracy Jun-Feng Zhang, Hong Kong Baptist University		
<i>Beyond TBL - A Discussion Paper on the Limitations of Contemporary Approaches to CSR</i> Gordon James Kerr, University of Macau		
Session 10	December 10, 2014 (Wednesday) 09:00 – 11:30	G006
Influence of Business Ethics on Corporate and Consumers' Behavior (II)		
Session Chair: Prof. Gerard Prendergast, Hong Kong Baptist University		
<i>Mainland Chinese Visitors' Purchase of Luxury Goods in Hong Kong: A Case Study</i> Gerard Prendergast, Hong Kong Baptist University Hui Sin Lam, Hong Kong Baptist University Yip Pui Ki, Hong Kong Baptist University		
<i>Service Recovery Justice and Satisfaction: A Study of Moderating Effect of Asian Culture and Brand Equity</i> Joseph Lok-Man Lee, Hong Kong Baptist University Noel Yee-Man Siu, Hong Kong Baptist University		
<i>Business and the Common Good: Beyond Profit Maximization</i> Andrew Gustafson, Creighton University Celesete Harvey-Gustafson, Creighton University		
Session 11	December 10, 2014 (Wednesday) 09:00 – 11:30	G025
Business Ethics in the Financial Industry (II)		
Session Chair: Dr. Adrian Lei, University of Macau		
<i>Differences in Investment Behavior between Listed and Unlisted Firms in China</i> Lewis Tam, University of Macau Shu Wang, University of Macau		
<i>An Analysis of Withdrawn Shareholder Proposals</i> Maggie Foley, Jacksonville University Richard Cebula, Jacksonville University Chulhee Jun, University of Macau		
<i>Corporate Social Irresponsibility and Financial Markets: Evidence from China</i> Michael L. Barnett, State University of New Jersey Xing Chen, University of St. Andrews Andreas G.F. Hoepner, University of Reading Qian Li, University of Reading		

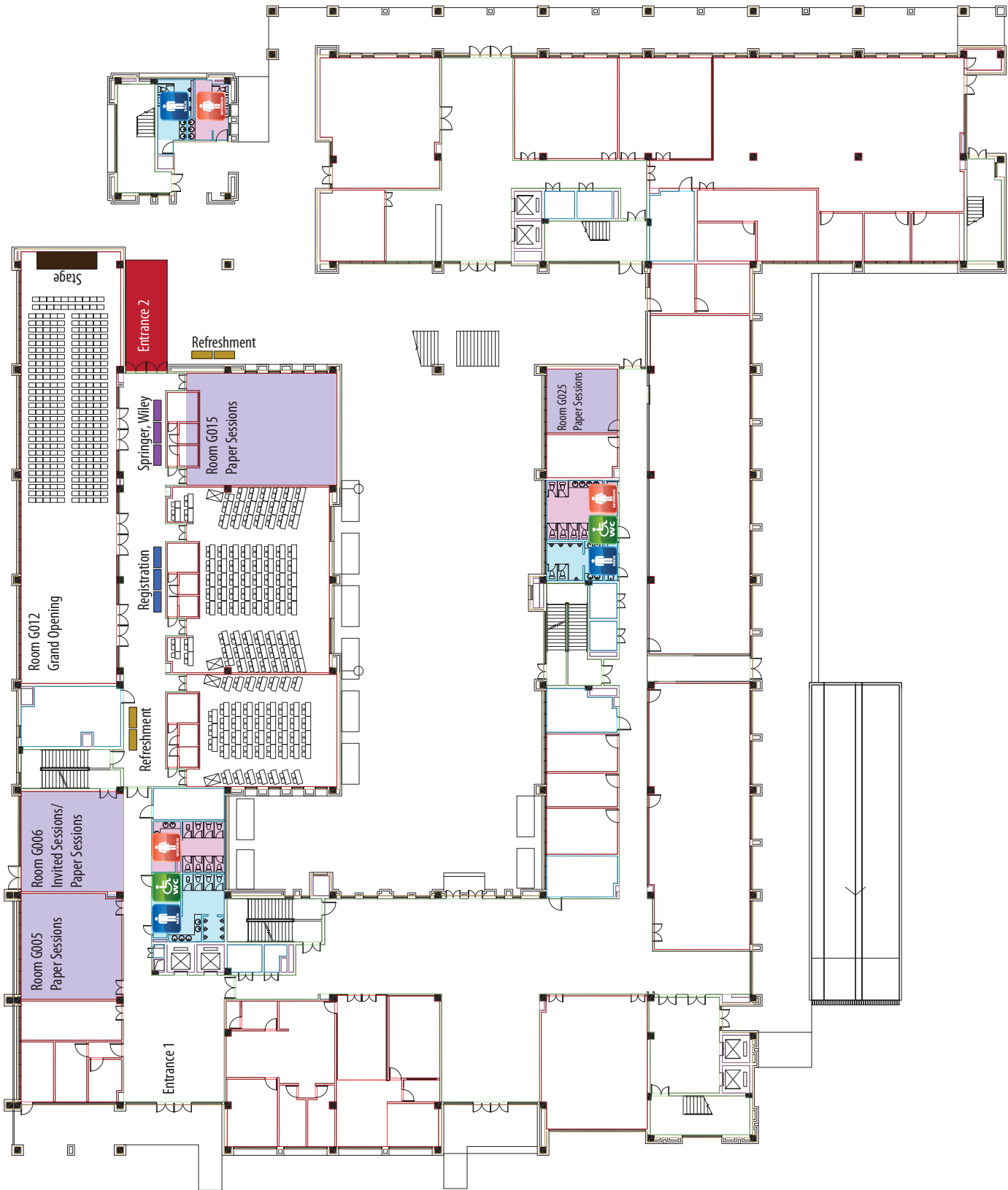
Invited Session II	December 10, 2014 (Wednesday) 11:00 – 12:30	G006
Invited Session II: Business Ethics in Practice <i>Sponsored by Bank of China Macau Branch</i>		
Session Chair: Prof. William H. Mobley, University of Macau		
<i>Ethical Issues in Hedge Funds</i> Stephanie Fan, Future Gate Capital Management		
<i>Ethical Issues in Commercial Trading</i> Duncan Kuo, Director of Corporate Strategy, Tencent Finance		
<i>Ethics Issues in Private Equity Industry</i> Kelvin Fu, Senior Executive, Special Projects, Inventis Investment Holdings		
Session 12	December 10, 2014 (Wednesday) 11:00 – 12:30	G005
Compliance of Business Ethics (II)		
Session Chair: Dr. Jinjuan Ren, University of Macau		
<i>Initial Public Offerings and Air Pollution</i> Yan Luo, Fudan University Xiaolin Qian, University of Macau Jinjuan Ren, University of Macau		
<i>The Paradox of Philanthropy in Game Theoretic Context</i> Edgar Alan N. Rayo, Ateneo de Davao University		
<i>Gaming - The Logic of Corruption</i> Miguel Velasco, University of Minnesota Paul E. Johnson, University of Minnesota		
Session 13	December 10, 2014 (Wednesday) 11:00 – 12:30	G025
Business Ethics and Management (II)		
Session Chair: Dr. Lucy Lin, University of Macau		
<i>The Impact of Ethical and Social Responsibilities on Employee Performance: An Empirical Study in Singapore</i> Alicia Ho, McDermott Asia Pacific Pte Ltd. Gilbert Tan, Singapore Management University		
<i>Reexamine the Linkage between CSR and Organizational Commitment: The Role of Organizational Culture</i> Anthony IpKin Wong, Institute for Tourism Studies Jennifer Hong Gao, Macau Polytechnic Institut		
<i>Lone Wolves Reciprocate Less Deviance: A Moral Identity Model of Abusive Supervision</i> Xiangfan Wu, Xinjiang University of Finance and Economics Ho Kwong Kwan, Shanghai University of Finance and Economics Yun Ma, Shanghai International Studies University Long-Zeng Wu, Xiamen University Frederick Hong-Kit Yim, Hong Kong Baptist University		

Session 14	December 10, 2014 (Wednesday) 14:00 – 15:30	G005
Influence of Business Ethics on Corporate and Consumers' Behavior (III)		
Session Chair: Prof. Desmond Lam, University of Macau		
<i>Predicting Socially Responsible Consumption Using the Theory of Planned Behavior</i>		
Gerard Prendergast, Hong Kong Baptist University		
Alex Tsang, Hong Kong Baptist University		
<i>Effects of Corporate Social Responsibility on Customer Loyalty: The Role of Customer Value</i>		
Yandy Pui-yan Wong, Hong Kong Baptist University		
Sabrina Pui-shan Yu, Hong Kong Baptist University		
Frederick Hong-kit Yim, Hong Kong Baptist University		
<i>Effects of Corporate Social Responsibility on Customer Citizenship Behavior</i>		
Frederick Hong-kit Yim, Hong Kong Baptist University		
Jack Pak-yu Cheung, Hong Kong Baptist University		
Kelvin Kin-lok Lu, Hong Kong Baptist University		
Session 15	December 10, 2014 (Wednesday) 14:00 – 15:30	G006
Business Ethics in the Gaming & Hospitality Industry (I)		
Session Chair: Dr. Amy So, University of Macau		
<i>Responsible Gambling and Customer Commitment</i>		
Guicheng Shi, Macau University of Science and Technology		
Ting Cao, Macau University of Science and Technology		
Matthew Tingchi Liu, University of Macau		
Huimei Bu, Macau University of Science and Technology		
<i>A Study on Online Privacy Provided by Casino-Hotels in Macau</i>		
Chang Boon Patrick Lee, University of Macau		
<i>Responsibility Orientations and Attitudes towards Corporate Social Responsibilities: Views from Hospitality Students</i>		
Virginia Meng-Chan Lau, Institute for Tourism Studies		
Anthony Ipkin Wong, Institute for Tourism Studies		
Session 16	December 10, 2014 (Wednesday) 14:00 – 15:30	G025
Business Ethics in the Financial Industry (III)		
Session Chair: Prof. Lewis Tam, University of Macau		
<i>Being Good or Being Capable: The Effects of Corporate Social Responsibility and Competitive Action on Firm Financial Performance</i>		
Kwang-Ho Kim, City University of Hong Kong		
Mingchung Kim, Hong Kong Polytechnic University		
Cuili Qian, City University of Hong Kong		
<i>National Stakeholder Orientation, Corporate Social Responsibility and Bank Loan Cost</i>		
Yan-Leung Cheung, Hong Kong Institute of Education		
Weiqiang Tan, Hong Kong Baptist University		
Wenming Wang, Hong Kong Baptist University		
<i>Alibaba IPO: Corporate Governance & Shareholders' Rights</i>		
Jacky So, University of Macau		

Special Session	December 11, 2014 (Thursday) 09:30 – 11:00	G012
<i>Author Strategies for Successful Journal Publication</i> Mr. Jose Oliveira, Publisher and Editor in Chief for Wiley		
Session 17	December 11, 2014 (Thursday) 09:30 – 11:00	G005
Business Ethics in the Gaming & Hospitality Industry (II)		
Session Chair: Prof. Xiaoming Liu, University of Macau		
<i>Casino Cruise Ships in Hong Kong: Origins, Business Development and Related Crimes</i> Shiu-Hing Lo, Hong Kong Institute of Education		
<i>Reappraisal on Casino's Corporate Social Responsibility in Macau: Environmental Impacts on Social Culture for the Public Sectors</i> Vincent Wai-Kit Ho, University of Macau		
<i>Attraction or Distraction? Corporate Social Responsibility in the Gambling Industry</i> Tiffany Cheng Han Leung, University of St. Joseph		
Session 18	December 11, 2014 (Thursday) 09:30 – 11:00	G006
Business Ethics, Organizational Structure and Corporate Governance		
Session Chair: Dr. Chulhee Jun, University of Macau		
<i>The Role of Luck in the Evolution of Director Networks</i> Amir Barnea, HEC Montreal		
<i>Do "Multinational Ownership" and "Family Ownership" Affect CSR Performance in the India</i> James J. Cordeiro, SUNY Brockport Ambra Galeazzo, University of Padova Tara Shankar Shaw, Indian Institute of Technology M.K. Nandakumar, Indian Institute of Management Rajaram Veliyath, Kennesaw State University		
<i>Corporate Governance and CSR Practices of Murugappa Group - A Case Study on India's Family Owned Business Conglomerate</i> Subramanian Shanmugasundaram, Indian Institute of Management Kozhikode		
Session 19	December 11, 2014 (Thursday) 09:30 – 11:00	G025
Compliance of Business Ethics (III)		
Session Chair: Prof. Charlie Sohn, University of Macau		
<i>Integrating Codes of Ethics in Hong Kong Construction Organizations - Practitioners' Perspective</i> Olugbenga Timo Oladinrin, Hong Kong Polytechnic University Christabel Man-Fong Ho, Hong Kong Polytechnic University		
<i>Emotional Mapping and Reasoning Bases of the Decision to Blow the Whistle</i> Heungsik Park, Chung-Ang University Jimoon Lee, Yonsei University		
<i>Whistleblowers in Modern Corporate Governance: A Story about the Right Incentives and Ethics in the Boardroom</i> Stelios Andreadakis, University of Leicester		

Floor Plan of Conference Venue

Ground Floor | E22 Building | Faculty of Business Administration | University of Macau



Acknowledgement

The 5th World Business Ethics Forum

The Organizing Committee of the 5th World Business Ethics Forum would like to thank the many organizations and individuals for the generosity in sponsoring the conference. The 5th WBEF sponsors include (in alphabetical order):

Banco Nacional Ultramarino
Bank of China Macau Branch
ICBC (Macau)
Keystone Group
Leng Kuan Accounting Centre
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There are a number of individual sponsors who wish to remain anonymous and to whom we owe a great gratitude to.

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THE 5TH WBEF

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The 5th World Business Ethics Forum



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