THE 7TH WORLD BUSINESS ETHICS FORUM

Business Ethics, Leadership and the New Economy

Macau & Hong Kong | December 02-04, 2018

Organizers:

Universidade de Macau
FACULDADE DE GESTÃO DE EMPRESAS
FACULTY OF BUSINESS ADMINISTRATION

THE HANG SENG UNIVERSITY OF HONG KONG

Co-Organizer:

HONG KONG BAPTIST UNIVERSITY
Background

The University of Macau (UM) was founded in 1981. It is a leading higher educational institution in Macao and is making strides towards becoming internationally recognized for its excellence in teaching, research and service to the community. UM now offers over 130 bachelor, master’s, PhD and other programs, conducted mainly in English, through its Faculty of Arts and Humanities, Faculty of Business Administration, Faculty of Education, Faculty of Health Sciences, Faculty of Law, Faculty of Social Sciences, Faculty of Science and Technology, and Institute of Chinese Medical Sciences, to more than 8,600 students. The University is growing rapidly with a number of new strategic initiatives including the relocation to a new campus and the establishment of the largest Residential College system in Asia. The new campus is 20 times larger than the present one with a projected fast growth of student intake and faculty size. Please refer to https://www.um.edu.mo/about_UM.html for more information.

The Hang Seng University of Hong Kong (HSUHK) was restructured from the former Hang Seng School of Commerce that was founded in 1980, to become a non-profit, self-financed university-level institution in 2010. HSUHK consists of five schools i.e., Business, Communication, Decision Sciences, Humanities & Social Sciences and Translation. Around 5,000 students study on campus for a range of under and postgraduate awards. HSUHK adopts the unique “Liberal + Professional” education model that puts quality teaching and students’ all-round development as its highest priority. With concerted efforts, HSUHK has recently made some important achievements including obtaining the ISO 9001 Certification in Quality Management for its degree programs. HSUHK also received a full score of 5.0 in the CSR Index assessment, issued by the Hong Kong Quality Assurance Agency and also received the highest recognition from the Hong Kong Green Building Council for promoting green initiatives. The College also received the highest amount of four-year cumulative funding and the most awarded research projects among all the local self-financing degree-granting institutions from the Research Grants Council of the University Grants Committee of Hong Kong. Please refer to https://www.hsmc.edu.hk/en/about-hsmc/ for more information.

In 1956, Hong Kong Baptist College was founded by the Baptist Convention of Hong Kong as a post-secondary college committed to the provision of whole person education. In 1983, Hong Kong Baptist College became a fully-funded public tertiary institution. It gained university status in 1994 and was renamed Hong Kong Baptist University (HKBU).

Today HKBU encompasses eight Faculties/Schools offering a range of undergraduate programs, associate degree and higher diploma programs as well as taught postgraduate programs and research postgraduate programs leading to the award of master and doctoral degrees. It prides itself on its dual focus on teaching and research and encourages service to society among its staff and students. Over the years, HKBU has remained committed to academic excellence and the development of the whole person, and has gained a reputation as one of Asia’s finest institutions of higher learning.
A Message from the Conference Chair

I would like to extend a very warm welcome to all of you participating in the 7th 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.

With the theme “Business Ethics, Leadership and the New Economy”, the aim for this year is to provide a valuable opportunity for academics, researchers and practitioners from around the world to share and discuss their valuable research results and ideas related to business ethics, leadership for both business and non-business organizations in the new economy driven by AI, big data, bloke chains etc..

I am grateful to the many experts who share their knowledge to our participants. I also want to thank all conference sponsors, the conference organizing committee, all speakers and participants for their support to this conference.

I am sure you will have fruitful and rewarding exchanges in the next few days. I wish you every success with this conference and I look forward to learning about the outcome.

Thank you.

Jacky Yuk-Chow SO
Conference Chair
Dean, Faculty of Business Administration
BNU Chair Professor of Finance
University of Macau
Welcome Message (HKBU)

This is the seventh time that our Universities have joined hands to organise the World Business Ethics Forum, which has become very much a signature event.

This event provides an open platform for academics and practitioners from around the world to share and discuss ideas and issues surrounding business ethics. This year’s theme, “Business Ethics, Leadership and the New Economy” promises to provide a very interesting agenda, and a welcome introduction of ethics and social responsibility issues into the discussions around fintech and the new economy.

Over the years, HKBU School of Business has prided itself in nurturing ethical leaders with global vision. To work towards that goal and to “make a difference”, the School has adopted corporate sustainability as a major theme, integrating business ethics, corporate governance and corporate social responsibility into the School’s programmes, research and engagement activities. At the same time, we are developing our programmes and research in fintech, data analytics and entrepreneurship, so this years’ forum is very timely for us.

Taking this opportunity, I wish to extend my sincere gratitude to all our speakers, supporting organizations, sponsors and partners who have contributed to the success of the forum. Last but not least thanks to our organising committee who have worked so hard to put the forum together.

Thank you, and let’s make a difference together!

Ed SNAPE  
Dean, School of Business  
Chair Professor, Department of Management  
Hong Kong Baptist University

Prof. Edward J. SNAPE  
Dean, School of Business  
Chair Professor, Department of Management  
Hong Kong Baptist University
On behalf of the Hang Seng University of Hong Kong, it is my great pleasure to welcome you to attend the 7th World Business Ethics Forum. Being the 7th forum of the WBEF series, we aim to provide a platform for international scholars, aspiring research students and practitioners from industry to assemble, share ideas and debate current issues surrounding business ethics.

We are big advocates of promoting business ethics and have been undertaking longitudinal research relating to the Confucian concept of “Junzi” since 2011. We very much look forward to illustrating our work in this area and welcome your input and sharing at our conference. Specifically, the research undertakes scientific enquiry into measuring business ethical values associated with Hong Kong corporations, through the lens of Hong Kong citizens. It focuses on five virtues, consisting of benevolence, righteousness, propriety, wisdom and sincerity, within a business content. We furthermore co-edit the Asian Journal of Business Ethics and have a highly environmentally friendly, award winning sustainable campus.

With the concerted support from the University of Macau and Hong Kong Baptist University, we proudly aim to present you a fruitful and rewarding event. The programme will include keynote speeches, a PhD symposium and poster session along with regular track sessions.

I wish to take this opportunity to personally thank you for visiting us and I offer you a very warm welcome to our beautiful green campus in Hong Kong.

Please enjoy!!

Bradley R. BARNES
Dean, School of Business
Professor of International Management & Marketing
Department of Marketing
The Hang Seng University of Hong Kong
Keynote Speaker

Dr. Jorge Neto VALENTE is GEG’s Group Advisor. He is the founder and managing partner of Jorge Neto Valente Advogados, a firm of lawyers and notaries that was established over thirty years ago and is one of Macau’s largest law offices. The firm has a long and extensive history of advising clients on a range of corporate and commercial issues in the fields of banking and finance, real estate and gaming law. Dr. Valente is highly respected in Macau as he has very actively participated in civic and socio-professional activities. He has been a member of the Macau SAR’s Chief Executive Election Committee since 2004, and has also served as the member of the Conference of Electing Deputies of Macau SAR to the National People’s Congress from 2007, the member of the Board of Trustees of the Macau Foundation since 2001, and as the member of CPU Urban Planning Committee since 2014. He is currently the President of the Macau Lawyers Association. In 2004, Dr. Valente was awarded the Medal of Merit – Professions by the Macau SAR Government.

Dr. Jonathan K. S. CHOI is Chairman of the Hong Kong-based Sunwah Group, Chairman of the Toronto-listed Sunwah International Limited, Chairman of the Hong Kong-listed Sunwah Kingsway Capital Group and Chairman of VinaCapital Group of Vietnam. Established in 1957, Sunwah’s business now covers seven principal areas: Seafood & Foodstuff, Real Estate, Financial Services, Technology, Media, Infrastructure and Education & Training. Activities extend deep into Mainland China as well as to the environs of Macau, Vietnam, Cambodia, Myanmar, Singapore, Japan, Korea and across the oceans to Canada, the United States and Australia.

Dr. Choi is active in community and international affairs which is evident in the wide range of public positions he holds. These mainly include: Standing Committee Member of the National Committee of CPPCC of the People’s Republic of China; Hong Kong, China’s representative to the Asia-Pacific Economic Cooperation (APEC) Business Advisory Council and Co-chair of ABAC Regional Economic Integration Working Group; Co-chair of SME Development Taskforce of B20 2016 Host Committee; Executive Director of China Overseas Friendship Association; Standing Committee Member of All-China Federation of Industry and Commerce; Co-Chair of the Belt & Road Industrial and Commercial Alliance (BRICA); Chairman of the Guangdong-HK-Macao Bay Area Entrepreneurs Union; Chairman of the Hong Kong Chinese General Chamber of Commerce; Council Member of Hong Kong Trade Development Council; Chairman of the Small and Medium Enterprises Committee of HKSAR Government; Founding Chairman of the Hong Kong - Vietnam Chamber of Commerce; Founding Chairman of Hong Kong - Korea Business Council and Chairman of the China Hong Kong Israel Technology Cooperation and Promotion Center.

In 2015, Dr. Choi was conferred the ‘Friendship Order’ by the President of Vietnam and became an Honorary Ambassador of Foreign Investment Promotion for Korea respectively. In 2017, Dr. Choi was conferred the ‘Officer of the Order of Arts and Letters of France’ by the Government of France. In the same year, Dr. Choi also received the Foreign Minister’s Commendation Award by the Government of Japan.

In Hong Kong, Dr. Choi has been awarded the Gold Bauhinia Star (GBS) and Justice of the Peace (JP) by the HKSAR Government for his meritorious public and community service.
Prof. Robin Stanley SNELL began his academic career at Lancaster University, UK in 1975, and obtained a PhD degree there through published work. After coming to Hong Kong in 1992, Robin directed the MBA at the City University of Hong Kong. Since 2000, he has held four senior academic positions at Lingnan University: Head of Management; Director of Teaching & Learning; Director of Business Programmes; and Director of Service-Learning. He has also taught part time at Baptist University.

Robin has completed 5 general research funded (GRF) projects and several teaching development projects. His areas of interest within business ethics include: environmental and social responsibility reporting; corporate volunteerism; corporate codes of conduct; moral atmosphere; corporate misbehaviour; the grey and dark areas of guanxi, developing civic-mindedness through service-learning; the impact of business ethics education; moral development; resolving ethical dilemmas; and facing representational predicaments and the associated sense of injustice.


He led Lingnan University’s successful application to obtain AACSB accreditation in 2011. He ran a series of invited seminars on Assurance of Learning for AACSB International and serves as a subject expert for the Hong Kong Council for the Accreditation of Academic and Vocational Qualifications.
Conference Programme

December 2, 2018 (Sunday) | Macau
16:00 - 17:00 | Terrazza Patio, Galaxy Hotel
Registration

17:00 - 18:00 | Terrazza Patio, Galaxy Hotel
Welcome Reception Sponsored by Galaxy Entertainment Group

18:15 - 20:00 | Terrazza Italian Restaurant, Galaxy Hotel
Welcome Dinner (by invitation) Sponsored by Galaxy Entertainment Group

December 3, 2018 (Monday) | Macau
09:00 - 09:30 | Outside Banyan Rooms, Banyan Tree Hotel
Registration

09:30 - 10:00 | Banyan Rooms 1-2, Banyan Tree Hotel
Grand Opening of the 7th WBEF & Souvenir Presentation

10:00 - 10:45 | Banyan Rooms 1-2, Banyan Tree Hotel
Discussion Forum: Business Ethics and Fin Tech: The Impacts of Market Discipline and Regulations
Prof. Jacky SO, BNU Chair Professor of Finance, Dean of Faculty of Business Administration, University of Macau
Dr. Toa CHARM, CEO, Wall Street Factory and Group CMO, TNG FinTech Group
Mr. Jack CHAN, Partner, Financial Services, Greater China, EY
Ms Doreen PUN, Deputy Director, Banking Supervision Department, Monetary Authority of Macao
Prof. Jerome YEN, Distinguished Professor, University of Macau

10:45 - 11:15 | Outside Banyan Rooms, Banyan Tree Hotel
Coffee Break

11:15 - 12:15 | Banyan Rooms 1-4, Banyan Tree Hotel
Session 01 (Banyan Room 1): Business Ethics and Corporate Social Responsibility
Session 02 (Banyan Room 2): Invited Talk: Incentives for Socially Responsible Production in Supply Chains with Coopetition
Session 03 (Banyan Room 3): Invited Talk: Combat Against Money Laundering and Financing of Terrorism: International Developments and the Policies implemented by the Macao SAR Government
Session 04 (Banyan Room 4): Invited Talk: EV innovation at Hotel ICON a Case Study

18:15 - 20:00 | Terrazza Italian Restaurant, Galaxy Hotel

11:15 - 12:15 | Banyan Rooms 1-4, Banyan Tree Hotel
Invited Session Sponsored by Bank of China Macau Branch (Banyan Room 1): Ethics and the Bottom Line – Are They Mutually Exclusive?
Mr. Kwek Ping YONG, Chief Executive Officer, Invenits Investment Holdings (China) Ltd
Mr. Vincent CHAN, Senior Managing Director and Head of Asia for Samena Capital Hong Kong Limited
Mr. Christian NOTHHAFT, Chairman, China Group International Investment
Mr. Alex LUI, Managing Director, Olympus Capital Holdings Asia
Ms. Stephanie FAN, COO of Sinovation Capital Asset Management

12:15 - 14:30 | Saffron Restaurant, Banyan Tree Hotel
Lunch

14:30 - 16:00 | Banyan Rooms 1-4, Banyan Tree Hotel

16:00 - 16:30 | Outside Banyan Rooms, Banyan Tree Hotel
Invited Session - Panel Discussion on Business Ethics and Leadership in the New Economy

16:30 - 17:00 | Terrazza Italian Restaurant, Galaxy Hotel
Graduation Dinner sponsored by Galaxy Entertainment Group
Session 05 (Banyan Room 2): Invited Talk: Ethics & Excellence in Business: Practices & Perspectives

Session 06 (Banyan Room 3): Business Ethics and Corporate Social Responsibility II

Session 07 (Banyan Room 4): Business Ethics and Corruption

16:00 - 16:30 | Outside Banyan Rooms, Banyan Tree Hotel
Coffee Break

16:30 - 18:00 | Banyan Rooms 1-4, Banyan Tree Hotel
Session 08 (Banyan Room 1): Business Ethics and Moral Consideration
Session 09 (Banyan Room 2): Business Ethics Issues in Corporate Finance
Session 10 (Banyan Room 3): Social Media and Business Ethics
Session 11 (Banyan Room 4): Miscellaneous Issues in Business Ethics

18:00 - 18:30 | Oasis Patio, Galaxy Hotel
Pre-dinner Drink

18:30 - 21:00 | Oasis Room, Galaxy Hotel
Keynote Speech: Towards the Common Good – Business Ethics in Macau’s Gaming Industry

Dr. Jorge Neto VALENTE, Group Advisor of Galaxy Entertainment Group

Gala Dinner & Best Paper Award Presentation

December 4, 2018 (Tuesday) | Hong Kong

09:00 - 09:30 | Foyer outside Chamber, The Hang Seng University of Hong Kong
Registration & Morning Coffee

09:30 - 09:45 | Lee Ping Yuen Chamber, D801, The Hang Seng University of Hong Kong
Opening Remarks

Prof. Bradley R. BARNES, Dean, School of Business, The Hang Seng University of Hong Kong

Prof. Simon HO Shun Man, President, The Hang Seng University of Hong Kong

09:45 - 10:25 | Lee Ping Yuen Chamber, D801, The Hang Seng University of Hong Kong
Keynote Speech 1: Business Ethics for an International Conglomerate

Dr. Jonathan CHOI Koon-shum, GBS, BBS, JP
Permanent Honorary President, The Chinese General Chamber of Commerce; Chairman of the Hong Kong-based Sunwah Group

10:25 - 11:05 | Foyer outside Chamber, The Hang Seng University of Hong Kong
Coffee Break

10:25 - 11:05 | Lee Ping Yuen Chamber, D801, The Hang Seng University of Hong Kong
Keynote Speech 2: Why Researching Business Ethics is a Worthwhile Activity

Prof. Robin Stanley SNELL, Director of Service-Learning and Professor of Management, Lingnan University

11:05 - 11:30 | Foyer outside Chamber, The Hang Seng University of Hong Kong
Coffee Break

11:30 - 13:00 | Lee Ping Yuen Chamber, D801, The Hang Seng University of Hong Kong
PhD Symposium: “How to Successfully Publish in Business Ethics and Beyond”
Business Ethics, Leadership and the New Economy

13:00 - 14:15 | Chinese Restaurant, Block B, The Hang Seng University of Hong Kong
Lunch

14:15 - 15:00 | Foyer outside Chamber, The Hang Seng University of Hong Kong
PhD Poster Presentation & Coffee Break

15:00 - 15:45 | Lee Ping Yuen Chamber, D801, The Hang Seng University of Hong Kong
HSUHK Session: Creating Research Impact Through the Junzi Corporation Survey: A Hong Kong National Business Ethics Index

15:45 - 16:15 | Foyer outside Chamber, The Hang Seng University of Hong Kong
Coffee Break

16:15 - 17:45 | The Hang Seng University of Hong Kong
Session 12 (HSUHK D301): Corporate Social Responsibility
Session 13 (HSUHK D302): Consumer / Marketing
Session 14 (HSUHK D309): International Perspectives
Session 15 (HSUHK D801): Junzi Corporation Survey

17:45 - 18:15 | Lee Ping Yuen Chamber, D801, The Hang Seng University of Hong Kong
Closing Remarks & Group Photo
Presentation Session Detail

**Session 01 | 11:15 – 12:15 | Banyan Room 1**

**Topic: Business Ethics and Corporate Social Responsibility**
Session Chair: Prof. Lewis Tam, Associate Professor of Finance, University of Macau

*Product Market Competition and Voluntary Corporate Social Responsibility Disclosures*
Ji Woo Ryou, University of Texas Rio Grande Valley
Albert Tsang, York University*
Kun (Tracy) Wang, Australian National University

*Heterogeneous Effects of Political Connection on Corporate Social Responsibility: Evidence from China*
Vinh Q.T. Dang, University of Macau
Erin P.K. So, Hong Kong Baptist University*

**Session 02 | 11:15 – 12:15 | Banyan Room 2**

Invited Talk: Incentives for Socially Responsible Production in Supply Chains with Coopetition, organized by Department of Accounting and Information Management, Faculty of Business Administration, University of Macau
Session Chair: Prof. Zhaotong Lian, Professor in Business Information Systems, University of Macau

Maosen Zhou, Shenzhen University

**Session 03 | 11:15 – 12:15 | Banyan Room 3**

Invited Talk: Combat Against Money Laundering and Financing of Terrorism: International Developments and the Policies implemented by the Macao SAR Government, organized by Department of Finance and Business Economics, Faculty of Business Administration, University of Macau
Session Chair: Dr. Henry Lei, Associate Head of Department of Finance and Business Economics, University of Macau

José Alberto Correia Carapinha, Legal Advisor, Financial Intelligence Office, Macau SAR Government

**Session 04 | 11:15 – 12:15 | Banyan Room 4**

Invited Talk: EV innovation at Hotel ICON a Case Study, organized by International Integrated Resort Management Programme, Faculty of Business Administration, University of Macau
Session Chair: Dr. Robin Chi Hang Chark, Acting Programme Director of the International Integrated Resort Management Programme (IIRM), University of Macau

Richard Hatter, General Manager of Hotel ICON*

**Invited Session Sponsored by Bank of China Macau Branch | 14:30 – 16:00 | Banyan Room 1**

**Ethics and the Bottom Line – Are They Mutually Exclusive?**
Session Chair: Mr. Kwek Ping Yong, Chief Executive Officer, Inventis Investment Holdings (China) Ltd

Vincent Chan, Senior Managing Director and Head of Asia for Samena Capital Hong Kong Limited
Christian Nothhaft, Chairman, China Group International Investment
Alex Lui, Managing Director, Olympus Capital Holdings Asia
Stephanie Fan, COO of Sinovation Capital Asset Management

* denotes paper presenter
Presentation Session Detail

Session 05 | 14:30 – 16:00 | Banyan Room 2
Invited Talk: Ethics & Excellence in Business: Practices & Perspectives, organized by Department of Management and Marketing, Faculty of Business Administration, University of Macau
Session Chair: Dr. Zenon Arthur S. Udani, University of Macau

Why Ethical Marketing is so Important to the Sustainable Growth of an Organization
Danny Chau, Chairman, Macau Marketing Institute; Director & Co-founder of Gold Chess Asia Consulting

Bringing Back the Essence of the ‘S’ and ‘R’ to CSR: Understanding the Limitations of the Merchant Trade and the White Man’s Burden
Caterina Lorenzo-Molo, Assistant Professor in Communication, University of Asia & the Pacific
Zenon Arthur S. Udani, Associate Head of the Department of Management & Marketing, University of Macau*

Virtue Ethics in Business from Students’ Perspectives
Javier C. Cuervo, Assistant Professor in Management, University of Macau

The Difficulties in Understanding and Learning Ethics
Kim Kuok, Senior Instructor in Management, University of Macau
Gordon Kerr, Senior Instructor (Retired), University of Macau

Session 06 | 14:30 – 16:00 | Banyan Room 3
Topic: Business Ethics and Corporate Social Responsibility II
Session Chair: Prof. Desmond Yuen, Head of Department of Accounting and Information Management, University of Macau

Current Status of CSR Practices in the Casino Industry: A Comparison between U.S. and Macau
Seoki Lee, The Pennsylvania State University*
Xueting Zhai, Sun Yat-sen University
Qiuju Luo, Sun Yat-sen University

A case study of typhoon Hato in Macau: An evaluation of Macau integrated resorts’ corporate social responsibility after the disaster from the view of Macau residents
Michael, Man Him Ip, University of Macau*
Candy, Mei Fung Tang, University of Macau
Robin, Chi Hang Chark, University of Macau

The Investigation on the Taiwanese CSR Benchmark Companies’ CSR Materiality
Shih-Ching Liu, National Chengchi University*

* denotes paper presenter
Presentation Session Detail

**Session 07 | 14:30 – 16:00 | Banyan Room 4**
**Topic: Business Ethics and Corruption**
Session Chair: Prof. Iris Lin Yuan, Associate Professor in Management

*Initial Assessment of Corruption Risks in Mining Approvals in Brazil*
Simon Handelsman, University of British Columbia*

*Ethics and The Role of the Audit in the Prevention and Detection of Corruption: Evidence from the 2016 Rio Olympic Games*
Charles Stanley, Baylor University*
Michael Díaz Correa, Federal University of Parana
Tatiane Antonovz, Federal University of Parana
Bienio Cezar Severo Peixe, Federal University of Parana

*The Development of an Ethical Mind – A Case Study of Public Officers in Japan*
Joji Nakaya, Kindai University*

**Session 08 | 16:30 – 18:00 | Banyan Room 1**
**Topic: Business Ethics and Moral Consideration**
Session Chair: Dr. Robin Chi Hang Chark, Acting Programme Director of the International Integrated Resort Management Programme (IIRM), University of Macau

*Does Moral Consideration Matters in Shared Accommodation? An Application of an Extended Theory of Planned Behavior*
Sze Man Lam, Hong Kong Baptist University
Wing Chi Wong, Hong Kong Baptist University
Man Kit Chang, Hong Kong Baptist University*

*The Socialist Assault on Marketing, Perhaps the Best Moral Framework for Business and Human Flourishing*
Caterina Lorenzo-Molo, University of Asia and the Pacific (UA&P)*
Zenon Arthur S. Udani, University of Macau

*Personal Value, Moral Disengagement and Earnings Management*
He Zhang, Xi’an Jiaotong University
Meng Bai, Xi’an Jiaotong University*
Nanyan Dong, Xi’an Jiaotong University
Junrui Zhang, Xi’an Jiaotong University

* denotes paper presenter
Presentation Session Detail

**Session 09 | 16:30 – 18:00 | Banyan Room 2**

**Topic: Business Ethics Issues in Corporate Finance**
Session Chair: Prof. Zhuo Qiao, Associate Professor in Business Economics, University of Macau

*Where do Banks Value Corporate Social Responsibility (CSR) More? Evidence on the Role of National Culture*
Yan-Leung Cheung, The Education University of Hong Kong
Weiqiang Tan, Hong Kong Baptist University*
Wenming Wang, Hong Kong Baptist University

*Determinants and Consequences of Business Sustainability Reporting and Assurance in Asia*
Zabihollah Rezaee, The University of Memphis*
Saeid Homayoun, University of Gavle
Alexis Suen, Pro-FIT Industrial Co. Ltd., Hong Kong

*Corporate Environmental Liabilities and Capital Structure*
Xin Chang, Nanyang Technological University
Kangkang Fu, INSEAD
Li Tao, Central University of Finance and Economics
Lewis H.K. Tam, University of Macau*
George Wong, The Hong Kong Polytechnic University

**Session 10 | 16:30 – 18:00 | Banyan Room 3**

**Topic: Social Media and Business Ethics**
Session Chair: Dr. Patrick Chu, Assistant Professor in Decision Sciences, University of Macau

*The Ethics and Use of Social Media in Accounting Firms - Managing Social Media in Your Accounting Practice*
Charles Stanley, Baylor University*

*Religious Tourism Business: an Empirical Exploration in Macao*
Ming Liu, University of Macau*
Jieqi Guan, Institute for Tourism Studies

*Ethics compliance and the Facebook scandal: An analysis of comments from Weibo*
Chang Boon Patrick Lee, University of Macau
Hio Nam Io, University of Macau*

* denotes paper presenter
Session 11 | 16:30 – 18:00 | Banyan Room 4

**Topic: Miscellaneous Issues in Business Ethics**
Session Chair: Prof. Chanthika Pornpitakpan, Associate Professor in Marketing, University of Macau

**Are Business in Hong Kong Becoming More Ethical or Unethical? A Transitional Dynamics View**
James Cheong, The Hang Seng University of Hong Kong
Felix Tang, The Hang Seng University of Hong Kong*
Andy Cheng, The Hang Seng University of Hong Kong
Sunny Chan, The Hang Seng University of Hong Kong

**Fashion Consumption and Ethicality: Through the Lens of Self-Concept**
Yuan Hong, University of Sheffield*
Rannis Cheng, University of Sheffield
Navdeep Athwal, University of Sheffield Management School
Jerzy Kociatkiewicz, University of Sheffield Management School

**How Workplace Ostracism Influences Unethical Pro-Organizational Behavior?**
Xinying He, Macau University of Science & Technology*
Qing Tian, Macau University of Science & Technology

**Christian Faith and the Transformation of China’s Business Practices**
Stephan Rothlin, Macau Ricci Institute
Dennis P. McCann, Rothlin International Management Consulting Co., Ltd.*

* denotes paper presenter
Presentation Session Detail

**Session 12 | 16:15 - 17:45 | HSUHK D301**

**Topic: Corporate Social Responsibility**

Session Chair: Dr. Ludwig Chang, Assistant Professor, Hong Kong Baptist University

A Social Dilemma Perspective on Recycling
Ada L.Y. Lee, School for Higher and Professional Education
Gerard P. Prendergast, Hong Kong Baptist University
Frederick H.K. Yim, Hong Kong Baptist University*

Huiying Huang, Hong Kong Baptist University
Shiming Luo, Hong Kong Baptist University
Junfeng Zhang, Hong Kong Baptist University*

Understanding the Role of Consumer Perceived Justice in Corporate Social Responsibility Practices
Tsz Wing Chow, Hong Kong Baptist University
Wing Sum Tsin, Hong Kong Baptist University
Frederick H.K. Yim, Hong Kong Baptist University*
Ho Kwong Kwan, Tongji University

**Session 13 | 16:15 - 17:45 | HSUHK D302**

**Topic: Consumer/ Marketing**

Session Chair: Dr. Ranis Cheng, Lecturer in Marketing, Management School - University of Sheffield

The Effects of Cause-Related Storytelling on Consumers’ Brand Associations, Purchase Intention, and Recommendation Intention
Chu-Yen Pai, National Taipei University of Business*
Hui-Mei Wang, Fu-Jen Catholic University

Contrasting Sports Sponsorship and Arts Sponsorship
Giulio Toscani, Royal Institute of Technology
Gerard Prendergast, Hong Kong Baptist University*

* denotes paper presenter
Session 14 | 16:15 - 17:45 | HSUHK D309

Topic: International Perspectives
Session Chair: Prof. Robin Snell, Director of Service-Learning and Professor of Management, Lingnan University

Critical Analysis of the Shari’ah Standard on Wakālah (Agency) and the Fuḍūli (Unauthorised Agent)
Khurram Parvez Raja, Zayed University*

How Leaders and Followers Reinforce Each Other’s Human Energy Sustainability: The Role of Servant Leadership
Crystal Xinru Wu, Lingnan University*
Robin Stanley Snell, Lingnan University

Do Cross-listed Firms Import Governance Practices? Evidence of Chinese Firms Cross-Listed in the United States
Qie Ellie Yin, Hong Kong Baptist University*
Chen Zheng, University of Reading

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Director of Asia-Pacific Academy of Economics Management, University of Macau

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School of Business, Hong Kong Baptist University
Dr. Emily HUANG
School of Business, Hong Kong Baptist University

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