

Euro-Asia Management Studies Association

The 42nd Annual Conference

Conference Programme Overview

Euro-Asia Intelligence for Sustainability and Sufficiency

10–13 November 2026 | Chiang Mai, Thailand

Programme Overview

Tuesday, 10 November 2026

TIME	PROGRAMME	VENUE
17:00–18:00	Registration	Ground Floor, CMUBS
18:00–20:00	Welcome Reception with Cocktail Dinner	Ground Floor, CMUBS

Wednesday, 11 November 2026

TIME	PROGRAMME	VENUE
8:00–9:00	Registration * The registration desk is open throughout the day	Ground Floor, CMUBS
09:00–11:00	Opening Ceremony and Keynote Addresses Opening Remarks: Welcome Address Keynote Address 1: From a Development Philosophy to a Practical Theory: Two Decades of Sufficiency Economy Research and Future Directions Sooksan Kantabutra (Associate Professor, College of Management, Mahidol University) Keynote Address 2: Healthcare Systems and Financing Sustainability Peter Yuen (Professor, College of Professional and Continuing Education, The Hong Kong Polytechnic University)	Copper Room
11:00–11:30	Coffee Break	2nd Floor, Common Area
11:30–12:30	Executive Panel: Sustainability as Competitive Advantage: From Global Value Chains to Local Enterprises Moderator: Pavida Pananond (Professor, Thammasat Business School) Panelists (in alphabetical order): Kenneth Rimdahl (Founder, Monsoon Tea Company) Martin Venzky-Stalling (Senior Advisor, CMU Science and Technology Park; Chair of Sustainable Development Committee, JFCCT) Wasana Sittirin (National Project Associate, United Nations Industrial Development Organization)	Copper Room
12:30–13:30	Lunch Break	2nd Floor, Common Area
13:30	Departure for Company Visits (Choose One of Two Options During Registration)	See visit details
18:00	EAMSA Board Meeting	Hexagonal Meeting Room

Thursday, 12 November 2026

TIME	PROGRAMME	VENUE
8:30–9:30	Registration * The registration desk is open throughout the day	Ground Floor, CMUBS
09:30–10:30	Panel Session: Sufficiency, Sustainability, and Mindfulness: Implications for Business Development Moderator: Juthaporn Boonyaphen (Faculty of Business Administration for Society, Srinakharinwirot University) Panelists (in alphabetical order): Heechan Song (Associate Professor, Korea University Business School) Nophea Sasaki (Professor, Sasin School of Management) Peerayuth Charoensukmongkol (Professor, International College, National Institute of Development Administration)	Copper Room
10:30–11:00	Coffee Break	2nd Floor, Common Area
11:00–12:30	Parallel Sessions A1–A5 Five concurrent research presentation sessions	BAB rooms
12:30–13:30	Lunch Break	2nd Floor, Common Area
13:30–15:00	Parallel Sessions B1–B6 Six concurrent research presentation sessions	BAB rooms
15:00–15:30	Coffee Break	2nd Floor, Common Area
15:30–17:00	Parallel Sessions C1–C5 Five concurrent research presentation sessions	BAB rooms
17:00 / 17:45	Depart for Gala Dinner from CMUBS by Bus	CMUBS
18:30–21:30	EAMSA 2026 Gala Dinner and Awards Ceremony EAMSA Best Paper, PhD Award, and The Best Reviewer Awards Ceremony Dress Code: Smart casual	Rati Lanna Riverside Spa Resort

Friday, 13 November 2026

TIME	PROGRAMME	VENUE
8:30–9:00	Registration * The registration desk is open throughout the day	Ground Floor, CMUBS
09:00–10:30	Parallel Sessions D1–D4 Four concurrent research presentation sessions	BAB rooms
10:30–11:00	Coffee Break	2nd Floor, Common Area
11:00–12:00	Meet the Editor from Asian Business & Management Prof. Dr. Ralf Bebenroth Research Institute for Economics and Business Administration, Kobe University	Copper Meeting Room
12:30–13:30	Lunch Break	2nd Floor, Common Area
13:30–14:30	EAMSA Annual General Meeting (AGM)	Copper Room

Euro-Asia Management Studies Association

The 42nd Annual Conference

Detailed Parallel Session Programme

10–13 November 2026

Tuesday, 10 November 2026

17:00–18:00

Ground Floor, CMUBS

Registration

* The registration desk is open throughout the day

18:00–20:00

Ground Floor, CMUBS

Welcome Reception with Cocktail Dinner

Wednesday, 11 November 2026

8:00–9:00

Ground Floor, CMUBS

Registration

09:00–11:00

Copper Room

Opening Ceremony and Keynote Addresses

Opening Remarks: Welcome Address

Keynote Address 1: “From a Development Philosophy to a Practical Theory: Two Decades of Sufficiency Economy Research and Future Directions”

Sooksan Kantabutra (Associate Professor, College of Management, Mahidol University)

Keynote Address 2: “Healthcare Systems and Financing Sustainability”

Peter Yuen (Professor, College of Professional and Continuing Education, The Hong Kong Polytechnic University)

11:00–11:30

2nd Floor, Common Area

Coffee Break

11:30–12:30

Copper Room

Executive Panel: Sustainability as Competitive Advantage: From Global Value Chains to Local Enterprises

Moderator: Pavida Pananond (Professor, Thammasat Business School)

Panelists (in alphabetical order):

Kenneth Rimdahl (Founder, Monsoon Tea Company)

Martin Venzky-Stalling (Senior Advisor, CMU Science and Technology Park)

Wasana Sittirin (National Project Associate, United Nations Industrial Development Organization)

12:30–13:30

2nd Floor, Common Area

Lunch Break

13:30

Departure for Company Visits (Choose One of Two Options During Registration)

Kaomai Lanna Resort & Café - 2019 UNESCO Asia-Pacific Award for Cultural Heritage Conservation

Explore a unique heritage property where a tobacco-curing barn over 60 years old has been transformed into guest rooms and a café surrounded by lush greenery. The visit includes a guided tour of the resort and restaurant operations, followed by a presentation on its sustainable business model and community-based business practices.

Lanna Products Co., Ltd. – Wasabi Manufacturer

Explore Lanna Products' wasabi production and cultivation through a guided tour of the company's facilities and planting area. The visit also includes a presentation on the wasabi business, offering insights into its cultivation, production processes, and business operations.

18:00

Hexagonal Meeting Room

EAMSA Board Meeting

Thursday, 12 November 2026

8:30–9:30

Ground Floor, CMUBS

Registration

* The registration desk is open throughout the day

09:30–10:30

Copper Room

Panel Session: Sufficiency, Sustainability, and Mindfulness: Implications for Business Development

Moderator: Juthaporn Boonyaphen (Faculty of Business Administration for Society, Srinakharinwirot University)

Panelists (in alphabetical order):

Heechan Song (Associate Professor, Korea University Business School)

Nophea Sasaki (Professor, Sasin School of Management)

Peerayuth Charoensukmongkol (Professor, International College, National Institute of Development Administration)

10:30–11:00

2nd Floor, Common Area

Coffee Break

11:00–12:30 Parallel session (A1 – A5)

Session A1 – Competitive

Room: **BAB 1221 (MBA 1)**

Theme: *HRM, HRD and Employee Outcomes*

Chair: H Richard Nakamura, University of Gothenburg

When HRM Investment Becomes Salient: Foreign Competitive Pressure and Organizational Readiness

Chanhyuk Shin, Korea University

Quality or Quantity: Which Training Effort Input Drives Job Satisfaction Through HRD Practices in Foreign-Invested Enterprises?

Ajung Heo, Sogang university

Jisoo Shin, Sogang university

Conditions Influencing Employees' Perceptions of Women's Career Advancement Initiatives: A Multilevel Analysis of Japanese Companies

Yoshiko Niwamoto, Kobe University

Naoki Senda, Kobe Gakuin University

Hideo Misaki, Kansai University

The Role of Rejection Dimensions in Shaping Future Voice Behaviour: A Qualitative Study in Vietnam

Thanh-Huong Tran Thi, Yokohama National University

Wage Sufficiency and Workforce Sustainability in Thai Industrial Estates: Evidence from Offline Factory Job Offers

Yuzuru Utsunomiya, Nagasaki University

Session A2 – Competitive

Room: **BAB 1222 (MBA 2)**

Theme: *International Markets, Customer Insight and Business Performance*

Chair: Koblarp Chandrasapth, Chiang Mai University Business School

Product Differentiation in International Markets: An Exploratory Study

Sohyun Lee, Korea University

Jiwon Park, Korea University

Jaewook Kim, Hiroshima University

Eunji Seo, Hiroshima University

Inski Jeong, Korea University

Multimodal Neuro-Behavioural Analytics in Cultural Tourism Choice: When Does Sensor Fusion Add Predictive Value?

Fitri Aprilianty, Bandung Institute of Technology; Yamaguchi University

Masakazu Takahashi, Yamaguchi University

Yoshiyuki Matsuura, Yamaguchi University

Company Acquisitions by the Rich and Famous: A Curse for Acquired Companies? The Impact of Celebrity Acquirers on Post-Acquisition International Performance

Alexandre Bohas, ESSCA School of Management

Pierre-Xavier Meschi, Aix-Marseille university

Harnessing Social Media: A Pathway to Competitive Insight, Collaborative Knowledge, and Innovation

Sarah Fadilla, Universitas Terbuka

Adisthy Shabrina Nurqamarani, Universitas Terbuka

Agus Santosa, Universitas Terbuka

Session A3 – Interactive

Room: **BAB 1331**

Theme: *Business Strategy, Sustainability and Firm Performance*

Chair: Pagon Gatchalee, Chiang Mai University Business School

Foreign Divestment under Institutional and Economic Uncertainty: An Emerging-Market Perspective

Kurusu Kikumura, Keio University

Buffer or Burden? CSR as a Contingent Nonmarket Strategy across China's Subnational Institutions

Yeongsik Jo, Hankuk University of Foreign Studies

Yong Kyu Lew, Hankuk University of Foreign Studies

The price of going green: plant-based menu share and revenue in Swedish burger chains

Ivar Padrón-Hernández, Hitotsubashi University

Yoshikatsu Shinozawa, Hitotsubashi University

Firm-Specific ESG News Tone and Daily Stock Returns in the Russian Equity Market

Boris Lodiagin, HSE University

Olga Alekseeva, HSE University

CEO Visibility and B2B Contracting Speed: A Survival Analysis

JaeHoon Kim, Korea University Business School

Session A4 – Interactive

Room: **BAB 1321**

Theme: *Entrepreneurship, Resources and SME Finance*

Chair: Kohei Mishima, Keio University

Sustainable Finance for SMEs in Asian Emerging Economies: What Kind of Swiss International Contribution?

Philippe REGNIER, University of Applied Sciences Western Switzerland

The Entrepreneurial Resource Transformation Framework: How Financial Resources, Capability, and Institutions Shape SME Performance

Michael Chilumba, University of Hyogo

Tahinasoa Andre Raoelison, University of Hyogo

Khalid Saddam, University of Hyogo

Entrepreneurial Knowing Under Uncertainty: A Communicative Perspective on Social and Intellectual Capital

Wei Shi, State University of New York at Farmingdale

Founding as Authoring: Professional Identity and Founder-Authored Firm Identity among Japanese CPAs in Thailand

Junnosuke Kurachi, BizWings (Thailand) Co., Ltd.

Nobuko Nishiwaki, College of Economics, Nihon University

Agroentrepreneurship in emerging markets: Evidence from Malaysia

Hamizah Abd Hamid, National University of Malaysia

Exploring How Digital Technology Factor Affects E-Entrepreneurial Intention: The Role of Artificial Intelligence Dependence

Chomsorn Tangdenchai, Assumption University

Nichnan Sakolvieng, Assumption University

Kaimook Numgaroonaroonroj, Assumption University

Session A5 – Interactive

Room: **BAB 1312**

Theme: *International Entry, Acquisitions and Cooperation*

Chair: Martin Hemmert, Korea University

How Do Environmental Uncertainties Shape a Firm's Strategic Decisions?: The Investigation of Firms' Sequential Foreign Market Entry Decisions under Host Country Environmental Uncertainties

Kantatouj Amaranonta, Chiang Mai University Business School

From Acquisition to Protection: Rethinking the Motives of Chinese Firms' FDI

Yushang Wang, Chulalongkorn Business School

Rapeeporn Rungsithong, Chulalongkorn Business School

Crossing Alliance Boundaries: Strategic Determinants of Cross-Alliance Joint Ventures in the Global Airline Industry

Ryo Nakajima, Keio University

From Stakeholder Orientation to Stakeholder Cooperation : A Network Embeddedness Perspective on Post-Merger Integration

Jiyeon Yu, Korea University

Sustaining Cooperation During Subsidiary Closure: Boundary-Spanning Practices and Relational Continuity in a Japanese MNE in Germany

LEYI QU, Ritsumeikan University

How Have Japanese FDI in Poland Evolved? A Historical and Economic Introduction

Yoshikazu Sakamoto, Nihon University

Tomasz Dorożyński, University of Lodz

12:30–13:30

2nd Floor, Common Area

Lunch Break

13:30–15:00 Parallel session (B1 – B6)

Session B1 – Competitive

Room: **BAB 1221 (MBA 1)**

Theme: *ESG, Green Trust and Institutional Sustainability*

Chair: Naruanard Sarapaivanich, Chiang Mai University Business School

Does Sustainability Pay? ESG Performance of Japanese Acquirers

Ziyu Zhou, Kobe University

Ralf Benberoth, Kobe University

Mimetic Pressure and ESG Disclosure Intensity: Evidence from STOXX Europe 600 Firms

Tiko Amiranashvili, Korea University

Target-Based Green Skepticism and Green Trust in Green Purchase Decisions

Shengyi Zhou, Hiroshima University

Eunji Seo, Hiroshima University

Institutional Filters, Sustainability, and Developmental Additionality: European and Chinese Engagement in Brazil and Mexico

Francisco Javier Valderrey, Tecnológico de Monterrey

Luis Chavez-Bedoya, ESAN University

Hierarchy at the Core, Architecture at the Edge: Governing Sino-German Joint Ventures under Mandatory Due Diligence

Marcel Welsen, WSB University

Łukasz Sułkowski, Jagiellonian University

Mário Henrique Ogasavara, Escola Superior de Propaganda e Marketing (ESPM) Sao Paulo

Session B2 – Competitive

Room: **BAB 1222 (MBA 2)**

Theme: Leadership, Responsible Management and Workforce Sustainability

Chair: Chie Iguchi, Keio University

Cross-Level Effects of HR Competitiveness on Job Satisfaction: The Mediating Role of Organizational Trust and the Moderating Role of Perceived HRD Practice

DABIN YOO, SOGANG UNIVERSITY

AJUNG HEO, SOGANG UNIVERSITY

How Does Leadership Styles Influence Organizational Citizenship Behavior for the Environment? A Meta-analysis Based on 12209 Survey Samples

Li Ma, Hainan Tropical Ocean University

Yongqiang Lu, Dalian University of Technology

Mingxing Zheng, Dalian University of Technology

Green Human Resource Management, Perceived Corporate Social Responsibility and Employee Pro-Environmental Behaviour: Evidence from the IT Sector of Pakistan

Aftab Haider, Bahria University

Two Mirrors of Status: How Peer-Prominent and Firm-Surpassing CEOs Take Opposite Risks

Mengjin Gao, Korea University

Strategic Alignment Capability in Supporting the Sustainable Implementation of Oman Vision 2040 Priorities: A Case Study of Oman's Ministry of Health

Azza Abdullah AL Hammadi, Sultan Qaboos University

Faten Hamad, Sultan Qaboos University

Salim Said AL-kindj, Sultan Qaboos University

Session B3 – Competitive

Room: **BAB 1341**

Theme: AI, Digital Transformation and Responsible Governance

Chair: Kazuhiro Fukuyo, Yamaguchi University

False Mastery in Doctoral Apprenticeship: Re-anchoring Doctoral Certification Under Generative AI

Jiyao Chen, Oregon State University

Xiao-Ping Chen, University of Washington

Eric Tsang, University of Texas, Dallas

From Human Interpreter to AI Interpreter: How AI Sentiment Shapes Market Reactions

Kun Kong, University of Macau

Lin Yuan, University of Macau

Jing Xie, University of Macau

Xiaoyun Chen, University of Macau

AI as Strategic Adversary: How LLM-Powered Devil's Advocacy Enhances Strategic Decision Making

Christian Schumacher, Vienna University of Economics and Business

How Do Organizations Deploy Corporate Digital Responsibility? A Multiple-Case Study of Russian Digital-Intensive Firms

Anna Daviy, HSE University

Emilia Karpinskaia, HSE University

Interactions with Host Government's Public Administrations as a Transaction Cost Factor for SMEs Internationalisation. What Is the Impact of Digital Transformation?

Lukas Fabian Baschung, University of Applied Sciences Western Switzerland (HES-SO)

Gerhard Schnyder, Loughborough University London

Sneha Kadyan, O.P. Jindal Global University

Lo May Chiun, Universiti Malaysia Sarawak

Session B4 – Competitive

Room: **BAB 1313**

Theme: *Internationalization, Entrepreneurship and SMEs in emerging markets*

Chair: Philippe REGNIER, University of Applied Sciences Western Switzerland

From Geopolitical Presence to Firm Strategy: A Multidisciplinary Review of Chinese MNEs in Southeast Asia

Geer He, Ritsumeikan University

Baoyan Pan, Ryukoku University

Nearness without Learning, Learning without Nearness: Boundary Alignment and FDI Spillovers in Thailand's Beauty Salon Market

Kohei Mishima, Keio University

Junichiro Tanabe, Keio University

Fragile Leverage in Thailand's Critical-Mineral and Semiconductor Supply Chains

Taisith Kruasom, Ubon Ratchathani University

Strategic Use of Religion: How Ethnic Minority Entrepreneurs Use Religion to Scale Up Their Business in Northern Thailand

Heechan Song, Korea University Business School

Fatima Fazal Abbasi, Bahria Business School

Adaptive Internationalization Under Institutional Constraints: Insight from Malagasy SMEs

Tahinasoa André Raoelison, University of Hyogo

Saddam Khalid, University of Hyogo

Session B5 – Interactive

Room: **BAB 1331**

Theme: *Organizational Learning, Crisis and Education*

Chair: Aticha Kwaengsopha, Chiang Mai University Business School

Process of Learning Paradox in the Japanese Context - Embedded Paradox and Modernization in Workplace

Miyako Imamura, Otomon Gakuin University

A Systematic Literature Review of Disaster Management in Tourism: From Reactive Recovery to Proactive Preparedness through Organizational Learning

Mega Mirasaputri Cahyanti, Yamaguchi University

Seno Budhi Ajar, Universitas Sebelas Maret

From Managerial Work to Student Learning: A Crossvergence Framework for Europe and Southeast Asia

Suresh Gopalan, Winston-Salem State University

The microfoundation of learning from failure in the Japanese passenger railway industry

Mariko Nakagawa, Sophia University

An Alternative Approach to Developing Learning from Organizational Crisis and Disaster Cases: A Phenomenological and Hermeneutic Perspective

Nobuyuki Chikudate, Hiroshima University

Session B6 – Interactive

Room: **BAB 1321**

Theme: Euro–Asia Trade, Investment and Institutional Environments

Chair: Masashi Arai, Asia University

Government constraints and Firm discretion: Entry-mode choices of Korean defense firms in Europe

TAEWHAN KIM, Keio University

Embedding Multinational Enterprises in the EU Green Economy: Managerial Action Modes and Joint Embeddedness

Rolf Dieter Schlunze, Ritsumeikan University

Xuesong (Gioia) Wang, Ritsumeikan University

Tomasz Dorożyński, University of Lodz

Subnational Economic Exposure and Media Sentiment toward Trade Agreements: Evidence from the EU-Japan Economic Partnership Agreement

Ivar Padrón-Hernández, Hitotsubashi University

Kentaro Nakajima, Hitotsubashi University

The EU-Japan Service trade: Empirical investigation of EU member states’ benefits from the EPA

H Richard Nakamura, University of Gothenburg

Patrik Ström, Stockholm School of Economics

Åsa Malmström Rognes, Stockholm School of Economics

Selling Japanese Crafts Overseas – The Role of Intermediaries

Hendrik Meyer-Ohle, Meiji Gakuin University

Harald Conrad, Heinrich Heine University Düsseldorf

15:00–15:30

2nd Floor, Common Area

Coffee Break

15:30–17:00 Parallel session (C1 – C5)

Session C1 – Competitive

Room: **BAB 1221 (MBA 1)**

Theme: Consumer Behaviour, Digital Marketing and Service Quality

Chair: Pagon Gatchalee, Chiang Mai University Business School

How Generative AI Use Shapes Green Purchase Intention: The Roles of Information-Processing Difficulty, Positive Emotion, and Regulatory Focus

Sherry Adelia Natsir, Hiroshima University

Eunji Seo, Hiroshima University

Aiko Takai, University of Fukui

Generation Z Coffee Purchase Decisions in Indonesia: Hedonic Motivation, Lifestyle, and Gender

Destiana Destiana, Universitas Terbuka

Agus Priyanto, Universitas Terbuka

Dwi Rahmawati, Universitas Terbuka

Digital Marketing Feature Utilization in Online Food Delivery Platforms: A UTAUT2 Analysis of F&B MSMEs on GoFood, Jakarta

Maharani Pasolang Tambane, Yamaguchi University

Kazuhiro Fukuyo, Yamaguchi University

Key Service Quality Issues in Public Bus Services: A Longitudinal Content Analysis of Passenger Feedback in BMTA

Tonnam Tachawatanawisal, Independent Researcher

Kanokporn Pongjetanapong, Thammasat Business School

Session C2 – Competitive

Room: **BAB 1222 (MBA 2)**

Theme: *Innovation, Capabilities and Performance Feedback*

Chair: H Richard Nakamura, University of Gothenburg

Organizational Ambidexterity and Sufficient Technology Search: A Patent Portfolio Analysis of Toyota and Volkswagen

Hideki Hayashida, Tokyo University of Agriculture and Technology

Hiroki Funashima, Kindai University Technical College

The Paradox of Capability Redeployment: Negotiated Substitutability in Knowledge Transfer

Ivar Padrón-Hernández, Hitotsubashi University

Emre Yildiz, Mälardalen University

Adis Murtic, Linköping University

Business Groups as Multilevel Performance Feedback Systems: How Performance Shortfalls Shape Investment Decisions

Alvin Chris Antony, Indian Institute of Management Kashipur

Shobha Tewari, Indian Institute of Management Kashipur

Restructuring in Container Shipping Alliances – Evidence from ONE After Hapag-Lloyd's Withdrawal

RYO NAKAJIMA, Keio University

Satoka Oka, Keio University

Soushi Iijima, Keio University

Where to Innovate? Social Performance Feedback and the Locus of Innovation in Social Enterprises

Taehong Min, Korea University

Daeil Nam, Korea University

Session C3 – Interactive

Room: **BAB 1331**

Theme: *Sustainable Finance, Disclosure and Investor Responses*

Chair: Yosuke Kakinuma, Chiang Mai University Business School

Taxation, Green Finance and Environmental Sustainability: Evidence from Green Innovation as a Mediating Mechanism in Africa

Mohammed Lawal Danrimi, Umaru Musa Yar'adua University

Mubarak Shehu Musawa, Hassan Usman Katsina Polytechnic

Do Public-Private Partnerships and Blended Finance Independently Reduce the Cost of Capital? Early Evidence from Energy Transition Projects

Poomsanti Wairith, Université Paris Dauphine-PSL

Corporate Governance Signals and IPO Underpricing in China: The Moderating Role of Underwriter Reputation

Olga Alekseeva, HSE University Saint-Petersburg

When Do AI-Related Symbolic Claims Generate Investor Skepticism?

Yunhyeok Choi, Korea University

Assessment methodology for innovation disclosure in companies: A systematic literature review

Evan Hanif Dwi Novianto, Yamaguchi University

Niyata Kawewong, Chiang Mai University

Yoshiyuki Matsuura, Yamaguchi University

Session C4 – Interactive

Room: **BAB 1321**

Theme: *Entrepreneurial Growth, Innovation and Resilience*

Chair: Yoshikazu Sakamoto, Nihon University

Agent-based modelling as a structural bridge for entrepreneurship policy: a reinforcement-learning policy laboratory for self-financing-group dynamics

Ird Ali Durrani, Fixstars Japan

Saddam Khalid, University of Hyogo

High growth entrepreneurship: A configurational approach

Hamizah Abd Hamid, National University of Malaysia

Toward Resilient SMEs: A Proposed Quantitative Test of an Organizational Resilience Model in Thailand

Kamonkan Khunhirun, Mahidol University

From Organizational Intent to Coordinated Action: A Management Geography View of Cross-Functional Alignment in Innovation Projects

HUANG Shizhan, Ritsumeikan University

R&D Capabilities and IPR Management among Asian Firms: An Analysis of Spillover Effects Using Patent Data

Masashi Arai, Asia University

Session C5 – Interactive

Room: **BAB 1312**

Theme: *Responsible Management, Employee Voice and Digital Governance*

Chair: Mega Mirasaputri Cahyanti, Yamaguchi University

Reading the Air Before Speaking Up- Kuuki wo Yomu, Social Presence, and Employee Voice in Hybrid Work

Bishan Wang, Kyoto Women's University

When Implementation Sets Strategy: Authority-Status Decoupling in LLM-Including Workflows

Dongsung Lee, Korea University Business School

CDR in the Organizational Context: A Critical Analysis and Research Agenda

Anna Daviy, HSE University

Emilia Karpinskaia, HSE University

Nefedov Konstantin, HSE University

Developing a Corporate Sustainability Mindset Scale: Pilot Evidence from Thai SMEs

Nitith Wattanaphak, Mahidol University

Digital Layering in Overseas Manufacturing Subsidiaries: Building Digital Capabilities on Inherited Corporate Systems

YOUNGKYO SUH, Kanagawa University

17:00 / 17:45

Depart for Gala Dinner from CMUBS by Bus

18:30–21:30

Rati Lanna Riverside Spa Resort

EAMSA 2026 Gala Dinner and Awards Ceremony

EAMSA Best Paper, PhD Award, and The Best Reviewer Awards Ceremony

Dress Code: Smart casual

Friday, 13 November 2026

8:30–9:00 Ground Floor, CMUBS

Registration
* The registration desk is open throughout the day

09:00–10:30 Parallel session (D1 – D4)

Session D1 – Interactive Room: **BAB 1312**
Theme: **Sustainable Supply Chains, Environmental Policy and Decarbonization**
Chair: Kanokporn Pongjetanapong, Thammasat Business School

- Japanese Apparel Multinationals in Bangladesh: Supply Chain Transparency and Labor Governance in Relation to SDG 8**
Kanako Negishi, Takushoku University
- Exogenous Environmental Policy Shocks and Firm-Level Waste Exposure: Evidence from China's Waste Import Restriction**
JIAXIN MENG, Keio University
- Integrating Sustainability in Supply Chains through Customer Collaboration: A Triple Bottom Line Perspective**
Sababa Safura Ahmed, Southeast University
- Electrifying a Petrochemical Industrial Cluster: Barriers and Pathways to Fossil Fuel Reduction in Thailand (Extended Abstract)**
A.J. van den Broek, Sasin
Nophea Sasaki, Sasin
- An Educational Framework for Transactional Carbon Accounting Using a Dual-Record Approach**
Nobuko Shimada, Hakodate University
Yoshimichi Shimada, Osaka Gakuin University

Session D2 – Competitive Room: **BAB 1222 (MBA 2)**
Theme: **Sustainability, Innovation and Stakeholder Value**
Chair: Hideki Hayashida, Tokyo University of Agriculture and Technology

- When More Is Not Better: Environmental Innovation Strategies and Innovation Performance**
Ajung Heo, Sogang University
Junseok Park, Sogang University
Jisoo Shin, Sogang University
- How Does Environmental Self-Identity Shape Chinese Consumers' Purchase Intention Toward Japanese Products Through Multiple Psychological Mechanisms?**
Zixuan Feng, Hiroshima University
Eunji Seo, Hiroshima University
Mingfu Li, Hiroshima University
- Leveraging Diversity for Innovation: The Role of Behavioral–Cognitive Integration in Top Management Teams**
Youngwoo Lee, Chungnam National University
Martin Hemmert, Korea University
- From Founder to Firm Resilience in Times of Crisis: The Moderating Effect of Entrepreneurial Imprint and Industry Context**
Aleksandra Chernyak, HSE University
Yana Chernyak, HSE University
Elizaveta Shvetsova, HSE University
Emilia Karpinskaia, HSE University

From Market to Stakeholder Management: Developing a Heritage Custodian Framework for Heritage Tourism

Seno Budhi Ajar, Universitas Sebelas Maret

Mega Mirasaputri Cahyanti, Yamaguchi University

Hedwig Ajeng Grahani, The Coordinating Ministry for Human Development and Cultural Affairs of Indonesia

Session D3 – Interactive

Room: **BAB 1331**

Theme: *Digital Platforms, AI Applications and Customer Relations*

Chair: Hendrik Meyer-Ohle, Meiji Gakuin University

Decoding East Asian Social Commerce: Push and Pull Signaling in the Chinese TikTok Context

Mengying Yu, Kyung Hee University

Yong Kyu Lew, Hankuk University of Foreign Studies

From Fragmented Data to Actionable Advice: Evaluating Graph-Structured Retrieval for Agricultural Advisory in Southern Africa

Phillip Muzadzi Tawanda Chakanyuka, Yamaguchi University

When AI Involvement Is Disclosed in Art: Crowdfunding Responses across Material- and Digital-Based Media

Chaewon Lee, Korea University

Dae Il Nam, Korea University

Conceptualising Social Media Detox in a Marketing Context: How It Reshapes Consumers' Responses to Advertising on Social Media

Rattachon Phanochit, Chiang Mai University

Koblarp Chandrasapth, Chiang Mai University

Patchara Tantiprabha, Chiang Mai University

Pagon Gatchalee, Chiang Mai University

Nutcha Ravinonthakit, Business Owner

Satisfied but Silent?: Uncovering Hidden Profiles of Satisfied Tourists and Their Intention to Share Travel Experiences

Parichat Kheawcha-um, Yuan Ze University

Hsunchi Chu, Yuan Ze University

Session D4 – Interactive

Room: **BAB 1321**

Theme: *Employee Behaviour and International HRM*

Chair: Ivar Padrón-Hernández, Hitotsubashi University

Recognizing Opportunities to Help: A Recognition-Based Theory of Helping Under Hybrid Work

Bishan Wang, Kyoto Women's University

Pushed Out or Pulled Away? What Drives Employee Turnover Intentions During Times of Uncertainty?

Thipparat Doungkaew, Chiang Mai University Business School

Niyata Kawewong, Chiang Mai University Business School; Yamaguchi University

Napitiporn Manoli, Chiang Mai University Business School

Yossavadee Sittidet, Chiang Mai University Business School

Kantatouj Amaranonta, Chiang Mai University Business School

Do Side Hustles Help or Hurt Primary Job Performance? The Roles of Resource Depletion and Knowledge Transfer

Qi Chen, Waseda University

Toshio Murase, Waseda University

Surviving the Megacity: Spatial Status Trade-offs and Sustainable HRM for Early-Career Knowledge Workers in Asian Metropolitan Areas

Jaecheol Hyun, Korea University

How does interaction influence host country nationals' supportive behaviors toward expatriates? A qualitative study in Japan

Ranbuni Li, Hokkaido University

10:30–11:00	2nd Floor, Common Area
Coffee Break	
11:00–12:00	Copper Meeting Room
Meet the Editor from Asian Business & Management	
Prof. Dr. Ralf Bebenroth Research Institute for Economics and Business Administration, Kobe University	
12:30–13:30	2nd Floor, Common Area
Lunch Break	
13:30–14:30	Copper Room
EAMSA Annual General Meeting (AGM)	