



**UNIVERSITÀ
DI PARMA**

OVERCOMING THE LIMITS TO GROWTH AND HUMAN DEVELOPMENT:

**MANAGERIAL CHALLENGES
ASIAN AND EUROPEAN PERSPECTIVES**



**22nd Euro-Asia
International Research Seminar**

PARMA, ITALY

2017, JUNE 21ST/23RD

Università degli Studi di Parma
via J.F. Kennedy, 6 - 43121 Parma (Italy)

Co-organized by:

Università di Parma (Italia) Ca' Foscari University, Venice (Italia) Université de Pau et des Pays de l'Adour (France) Telecom Ecole de Management (France) Ruhr Universität Bochum (Germany) University of Limerick (Ireland) University of Sheffield (United Kingdom) Yokohama National University (Japan) Kwansai Gakuin University (Japan)

Wednesday, 21st

19h00 > Meeting Point at Star Hotel du Parc
Viale Piacenza, 12 - Parma www.starhotels.com

20h00 > Welcome Party, Light Dinner > Ristorante Santa Croce
Via Alberto Pasini, 20 - Parma www.santacroceparma.it

Thursday, 22nd

8h30 > Registration to the Seminar
Hall, First Floor Department of Economics & Management Sciences
Dipartimento di Scienze Economiche e Aziendali (DISEA) www.sea.unipr.it
via J.F. Kennedy, 6 - Parma

9h > Plenary Session

Session chair: **TAYLOR Robert**, University of Sheffield
Room C First Floor

9h - 9h30 > Welcoming
ZANELLA Francesca, Vice Rector for International Affairs, University of Parma, **WOLLEB Guglielmo**, President of the International Affair Committee, DISEA, University of Parma, **O'SULLIVAN Patrick**, Grenoble Ecole de Management and University of Parma

9h30 - 10h *The Impact of the EU Enlargement on Agricultural and Food Trade in Selected Asian Countries*, **UTAI Uprasen**, Pukyong National University, **ZOLIN Bruna**, Department of Economics, Ca'Foscari University of Venice

10h00 - 10h30 *The Great East Japan Earthquake's effects on electric power companies financial situation*, **NIVOIX Sophie**, Université de Poitiers, France, **Serge REY**, Université de Pau et des Pays de l'Adour, France

10h30 - 11h00 *A thematic analysis of the voluntary disclosure for SME accounting in Japan*, **SUGAHARA Satoshi**, Kwansei Gakuin University, Japan, **BOLAND Gregory**, University of Canberra, Australia, **CILLONI Andrea**, Università di Parma (Italia)

11h > Departure by Bus to Basilica di Valserena
Meeting Point > Main Entrance

11h30 > Coffee Break Locanda Abbazia, Via Viazza di Paradigna, 1, Parma
www.locandabbaziaparma.it

11h45 > Visit of Study Centre and Communication Archive (CSAC)
Abbazia di Valserena, via Viazza di Paradigna, 1, PARMA > www.csacparma.it

13h > Light Lunch, Locanda Abbazia > Via Viazza di Paradigna, 1, PARMA
www.locandabbaziaparma.it

14h > Departure by Bus to DISEA

15h > Parallel Session 1

Session chair: **AMANN Bruno**, Université de Toulouse 3 Paul Sabatier
Room I Ground Floor

15h - 15h30 *DeFree trade agreements and responsible business: Examples from the EU's bilateral agreements inst and Southeast Asia*, **KETTUNEN Erja**, Economic Geography Turku School of Economics, University of Turku, Finland, **ALVSTAM Claes G.**, Centre for International Business Studies, School of Business, Economics and Law, University of Gothenbur, Sweden

15h30 - 16h *Urban-rural differences in social policies: the case of the hukou system in China*, **PAN Yao**, **BRUGIIVINI Agar**, **CAVAPOZZI Danilo**, Department of Economics, Ca'Foscari University of Venice, Italy

15h > Parallel Session 2

Session chair: **SCHAAPER Johannes**, Kedge Business School
Room M, Ground Floor

15h - 15h30 *India: Incredible Challenges and Opportunities Ahead*
SURI Surinder Kumar, Global Economic Management and Associates, Ontario, Canada

15h30 - 16h *Microfinance in South East Asia: The case of Vietnam over the period 2005-2015*, **BUI-THANH Long**, Dublin Institute of Technology, **MORALES Lucia**, Dublin Institute of Technology, **ANDREOSSO O'CALLAGHAN Bernadette**, University of Limerick, Ireland

16h > Coffee Break Ground Floor

16h30 > Parallel Session 3

Session chair: **SUGAHARA Satoshi**, Kwansei Gakuin University, Japan
Room I Ground Floor

16h30 - 17h *Regional revitalisation is bottom-up, not top-down: Community agriculture faces managerial challenges to sustainability with agricultural cooperatives in Japan*, **OIKAWA Tomoko**, University of Limerick, Ireland

17h - 17h30 *Emerging countries MNCs and advanced countries SMEs: reciprocal asymmetries and mutual advantages - the case of Chinese investments in Japan*, **AMANN Bruno**, **JEAN-AMANS Carole**, Université Toulouse 3, **FUTAGAMI Shiho**, Yokohama National University, **JAUSSAUD Jacques**, Université de Pau et des Pays de l'Adour

17h30 - 18h *Chinese companies in France: investment motives and localized learning*, **JIANG Cuiling** Kedge Business School

16h30 > Parallel Session 4

Session chair: **WOLLEB Guglielmo**, University of Parma, Italy
Room M Ground Floor

16h30 - 17h *A Study on Corporate Sustainable Value and Stock Price - Post-M&A Sustainability Growth Strategy*, **KATO Ikuo**, Yokohama National University, Japan

17h - 17h30 *Diversification Of Variables In The Wine Business. Comparison Of Emerging Asian Markets With A Mature Market - A comparison between Spain, China and the Republic of Korea*, **CASAS Agusti**, **SUBIRA Esther**, **RAJMIL BONET Daniel**, Facultat d'Economia i Empresa, Universitat de Barcelona, Spain

17h30 - 18h *Chinese companies Go Global; the case of Chinese FDI in France*, **SCHAAPER Johannes**, Kedge Business School, **GAO Ni**

20h > Meeting Point at Star Hotel du Parc viale Piacenza, 12 - Parma
www.starhotels.com

20h30 > Dinner at Ristorante Corale Verdi vicolo Asdente 9, Parma
The Dinner will be enlivened by Giuseppe Verdi Opera Singer

Friday, 23rd

7h > Departure by Bus to Parmigiano Reggiano Cheese Factory
Meeting Point at Star Hotel du Parc > Viale Piacenza, 12, Parma
www.starhotels.com

7h45 > Experiencing the creation of the King of Italian Cheeses

9h > Cheese Testing of 24 months old Parmisan Cheese
Bertinelli Cheese Factory > Via Medesano, 1, Noceto, Parma www.bertinelli.it

9h45 > Departure by Bus to DISEA
Meeting Point at the entrance of Bertinelli Cheese Factory

11h > Parallel Session 5

Session chair: **JAUSSAUD Jacques**, UPPA, France
Room I Ground Floor

11h - 11h30 *Need-based Education: Human Development through Alternative Education Program for Adolescent Girls in India*, **SINGH Ajay**, Institute of Management, Lucknow, India

11h30 - 12h *Innovation system in Thai food processing industry: Recent developments and challenges ahead*, **TIPPAKON Phakpoom**, College of Interdisciplinary Studies, Thammasat University, Thailand

12h - 12h30 *Aiming the joint developments of enterprise and workers: a managerial innovation in construction*, **SUAREZ Sabine**, **BELAUBRE Bernard**, **SIMON Alexandra**, CREG, Université de Pau et des Pays de l'Adour

11h > Parallel Session 6

Session chair: **TAYLOR Robert**, University of Sheffield, UK
Room M Ground Floor

11h00 - 11h30 *China-Ireland agricultural trade relations development*, **LI Junshi**, Economics Department, Kemmy Business School, University of Limerick, **ANDREOSSO O'CALLAGHAN Bernadette**, University of Limerick, Ireland, and Ruhr Universität Bochum, Germany

11h30 - 12h *Corporate Social Responsibility: an in depth analysis of the case of Japanese firms*, **AMANN Bruno**, Université Toulouse 3, **JAUSSAUD Jacques**, Université de Pau et des Pays de l'Adour, **MIZOGUCHI Shuji**, **NAKAMURA Hiroyuki**, Faculty of Business Administration, National University of Yokohama, Japan

12h - 12h30 *Challenges and Opportunities brought to the Chinese economy by BREXIT*, **MORALES Lucia**, Dublin Institute of Technology & **ANDREOSSO-O'CALLAGHAN Bernadette**, University of Limerick, Ireland, and Ruhr Universität Bochum, Germany

12h45 > Meeting point for the Lunch
Main Entrance

13h > Light Lunch Circolo La Giovane Italia piazzale Santa Croce - Parma

14h30 > Parallel Session 7

Session chair: **NAKAMURA Hiroyuki**, National University of Yokohama, Japan
Room I Ground Floor

14h30 - 15h *Asian Palm Oil and Vegetable Oil Prices in the European Market: What can we learn in terms of sustainability?* **ZOLIN Bruna**, Ca'Foscari University of Venice, **BENTIVOGLIO Deborah**, **FINCO Adele**, Università Politecnica delle Marche, Italy

15h - 15h30 *Impact of Social Media on Public leadership-A case study of Public Officials in Lanzhou city, China*, **GUPTA Bhumika**, IMT, Telecom University (France), **SAJJAD Haider**, Lanzhou University, (China), **ZHU Yanru**, Imperial College (UK), UK, **FAN Yunxin**, Georgia Institute of Technology (USA)

15h30 - 16h *Stock Market Integration Dynamics and its Determinants in the East Asian Economic Community Region*, **SEHGAL Sanjay**, Department of Financial Studies, University of Delhi, **PANDEY Piyush**, Department of Financial Studies, University of Delhi, **DEISTING Florent**, ESC Pau & CATT, Université de Pau et des Pays de l'Adour, France

16h - 16h30 *Regio-centralization of Subsidiary Control; The case of French MNCs in the Asia-Pacific region*, **SCHAAPER Johannes**, Kedge Business School, **AMANN Bruno**, Université de Toulouse 3, **JAUSSAUD Jacques**, UPPA, France

14h30 > Parallel Session 8

Session chair: **DZEVER Sam**, Telecom Ecole de Management
Room M Ground Floor

14h30 - 15h *A study on work attitudes of Japanese employees from the perspective of decent work*, **FUTAGAMI Shiho**, Yokohama National University, **MURAMOYO Yukiko**, Tokyo University

15h - 15h30 *Understanding the Evolution of World Trade Network: An Analytic Network Process Framework*, **DZEVER Sam**, IMT, Telecom University (France), **ZHAO Guoqin**, Central University of Finance & Economics (China)

15h30 - 16h *De quoi dépendent les firmes chinoises à l'internationalisation? Une revue de littérature*, **ZHANG Boqi**, **JAUSSAUD Jacques**, UPPA, **AMANN Bruno**, Université Toulouse 3, France

16h - 16h30 *The Chinese Impact on Exports from Korea to the European Union*, **UTAI Uprasen**, Pukyong National University, China

16h30 - 17h > Conclusion & Information
Room I Ground Floor

17h15 > Meeting point for the Aperitivo, Main Entrance

17h30 > The Italian "Arrivederci Aperitivo" > Tapas > via Massimo d'Azeglio, 67 - Parma

