

CONFERENCE PROGRAMME

**The Conference Organiser reserves the right to change the contents of the programme without prior notice.*

Date : 16 December 2012 (Sunday)	
Venue: 1/F, Conference Room V, Regal Oriental Hotel, 30 - 38 Sa Po Road, Kowloon City, Kowloon.	
Time	Event
18:00 – 20:00	Registration and Tea Reception
Date : 17 December 2012 (Monday)	
Venue: Room 103, 1/F, Dr. Hari Harilela Lecture Theatre, The Wing Lung Bank Building for Business Studies Hong Kong Baptist University (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon.	
Time	Event
08:30 – 09:00	Registration
09:00 – 09:05	Welcome Remarks
09:05 – 09:10	Introduction of Guest-of-Honour Prof. Stephen CHEUNG Yan-leung, BBS, JP (張仁良教授) Conference Co-Chair Dean of School of Business and Professor (Chair) of Finance, HKBU
09:10 – 09:25	Speech by Guest-of-Honour Mr. Wilfred WONG Ying-wai, SBS, JP (王英偉先生) Council and Court Chairman, HKBU Chairman and Chief Executive Officer, Hsin Chong Construction Group Limited Chairman, Synergis Holdings Limited
09:25 – 10:00	Speech by Guest-of-Honour The Hon. Ronald ARCULLI, GBM, GBS, JP (夏佳理先生) Honorary Professor, School of Business, HKBU Senior Partner, King & Wood Mallesons Director and Former Chairman, Hong Kong Exchanges and Clearing Limited
10:00 – 10:15	Souvenir Presentation and Group Photo-taking
10:15 – 10:30	Tea Break (1/F, The Wing Lung Bank Building for Business Studies)
10:30 – 11:30	Plenary Session I Speakers: 1. Prof. Adam LINDGREEN Cardiff Business School, UK 2. Prof. Joëlle VANHAMME EDHEC Business School, France 3. Prof. ZHANG Yuli (張玉利教授) Nankai University, China Moderator: Prof. Stephen CHEUNG Yan-leung, BBS, JP (張仁良教授) Conference Co-Chair Dean of School of Business and Professor (Chair) of Finance, HKBU
11:30 – 13:00	Parallel Paper Presentation Sessions 1 – 3 (2/F, The Wing Lung Bank Building for Business Studies)
13:15 – 14:15	Conference Lunch (Renfrew Restaurant, 2/F, David C. Lam Building)
14:30 – 16:00	Parallel Paper Presentation Sessions 4 – 6 (2/F, The Wing Lung Bank Building for Business Studies)
16:00 – 16:15	Tea Break (1/F, The Wing Lung Bank Building for Business Studies)

CONFERENCE PROGRAMME

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Date: 17 December 2012 (Monday)	
Venue: Room 103, 1/F, Dr. Hari Harilela Lecture Theatre, The Wing Lung Bank Building for Business Studies Hong Kong Baptist University (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon.	
Time	Event & Venue
16:15 – 17:30	Dialogue Session with Business Leaders on CSR and Sustainability Guest Speakers: <ol style="list-style-type: none"> 1. Dr. Jeanne NG Chi-yun (吳芷茵博士) Director – Group Environmental Affairs, CLP Holdings Limited 2. Mr. Anthony NIGHTINGALE, CMG, SBS, JP (黎定基先生) Honorary Professor, School of Business, HKBU Director of Jardine Matheson Holdings Limited 3. Ms. ZHU Yanlai (朱燕來女士) Assistant Chief Executive, Bank of China (Hong Kong) Limited Moderator: Prof. Stephen CHEUNG Yan-leung, BBS, JP (張仁良教授) Conference Co-Chair Dean of School of Business and Professor (Chair) of Finance, HKBU
18:00	Depart for Conference Banquet (<i>Pick-up service from HKBU to the venue will be arranged</i>)
19:00 – 21:00	Conference Banquet (<i>Tivoli, 3/F, Regal Kowloon Hotel, 71 Mody Road, Tsim Sha Tsui, Kowloon</i>)

Date: 18 December 2012 (Tuesday)	
Venue: Room 103, 1/F, Dr. Hari Harilela Lecture Theatre, The Wing Lung Bank Building for Business Studies Hong Kong Baptist University (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon.	
Time	Event & Venue
09:00 – 09:30	Speech by Keynote Speaker Prof. Alex MICHALOS Editor-in-Chief, <i>Journal of Business Ethics</i> Emeritus Professor, Political Science University of Northern British Columbia, Canada
09:30 – 10:00	Speech by Keynote Speaker Prof. Deborah POFF President and Vice-Chancellor Brandon University, Canada
10:00 – 11:00	Plenary Session II Speakers: <ol style="list-style-type: none"> 1. Prof. Thomas MAAK ESADE Business School, Barcelona 2. Prof. Scott VITELL University of Mississippi, USA 3. Prof. WANG Zhongming (王重鳴教授) Zhejiang University, China Moderator: Prof. Allan K. K. CHAN (陳潔光教授) Conference Co-Chair Associate Dean of School of Business and Professor of Marketing, HKBU
11:00 – 11:15	Tea Break <i>(1/F, The Wing Lung Bank Building for Business Studies)</i>
11:15 – 12:45	Parallel Paper Presentation Sessions 7 – 9 <i>(2/F, The Wing Lung Bank Building for Business Studies)</i>
13:00 – 14:00	Conference Lunch <i>(Renfrew Restaurant, 2/F, David C. Lam Building)</i>
14:15 – 15:45	Parallel Paper Presentation Sessions 10 – 12 <i>(2/F, The Wing Lung Bank Building for Business Studies)</i>
15:45 – 16:00	Tea Break <i>(1/F, The Wing Lung Bank Building for Business Studies)</i>
16:00 – 17:30	Parallel Paper Presentation Sessions 13 – 15 <i>(2/F, The Wing Lung Bank Building for Business Studies)</i>

17 December 2012 (Monday)

Parallel Paper Presentation Sessions 1 – 3

<i>Time</i>	<i>Event & Venue</i>	
11:30 – 13:00	Parallel Paper Presentation Sessions 1 – 3	
Session 1	Dimension and Theory of Ethics <i>(Room 206, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: <i>Alexander NEWMAN, Monash University (Australia)</i>	
	Paper 1A	CSR and Sustainability in Knowledge Based Society: The Reversal of Institutional Order <i>Jaibeom KIM, Sungkyunkwan University (Korea), Ron BERGER, Jerusalem Academic Centre - The Lander Institute (Jerusalem) and Ju Choi CHONG, C21st Investments Limited (China)</i>
	Paper 1B	Updating Adam Smith on Business Ethics: Institutional Economics and Ethical Capitalism <i>Sigmund A. WAGNER-TSUKAMOTO, University of Leicester (UK)</i>
	Paper 1C	An Overview of Weak and Strong Sustainability and Implications for Incorporating Sustainability in the Organisation <i>Mark BOULLE and David ROBINSON, Central Queensland University (Australia)</i>
Paper 1D	Firm Characteristics, Industry Context, and Investor Reactions to Environmental CSR: A Stakeholder Theory Approach <i>James J. CORDEIRO and Manish TEWARI, State University of New York - Brockport (USA)</i>	
Session 2	Case Study and CSR <i>(Room 208, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: <i>Julie Juan LI, City University of Hong Kong (HK)</i>	
	Paper 2A	Social Media, Ethics and Crisis Management: BP and the Gulf of Mexico Oil Spill <i>Maria Louise THYBO, Google -Ireland (Australia) and Peter Keith ROSS, Griffith University (Australia)</i>
	Paper 2B	A Comparative Case Study of CSR Disclosure in Oil Industry <i>Guangyou LIU and Hong REN, Sun Yat Sen University (China)</i>
	Paper 2C	GlaxoSmithKline's Retaliation Against Cross-Border Sales of Prescription Drugs <i>James PREWITT and Richard WEIL, Saint Leo University (USA)</i>
Paper 2D	An Analysis of the Relationships between CSR Reports and Financial and Environmental Indicators of Private Firms <i>Yoshiki NAKAMURA, Nihon University (Japan), Naoki TAKABAYASHI, Tokyo Metropolitan University (Japan), Masaaki OHBA, Nihon University (Japan), Hisashi YAMAMOTO, Tokyo Metropolitan University (Japan) and Yukio MARUYAMA, Okinawa International University (Japan)</i>	
Session 3	Accounting and Finance I <i>(Room 209, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: <i>Lewis H. K. TAM, University of Macau (Macau)</i>	
	Paper 3A	Corporate Social Responsibility and the Public Sector Ethical Attitudes of U.S. Public Sector Accountants: Recent Evidence from a Survey <i>Charles W. STANLEY, Baylor University (USA)</i>
	Paper 3B	The Normativity and Legitimacy of CSR Disclosure: Evidence from France <i>Jean-Noel CHAUVEY, Sophie GIORDANO-SPRING, Université de Montpellier 1 (France), Charles H. CHO, ESSEC Business School (France) and Dennis M. PATTEN, Illinois State University (USA)</i>
	Paper 3C	Social Responsibility Accounting: The Roles of Management Accountant and Annual Report in Turbulent Environment <i>Inge GUNAWAN, Universitas Ciputra (Indonesia)</i>
Paper 3D	Do Social Responsibility Disclosures Show Improvements on Stock Price? Synergies from the US Banking Sector <i>Mohammad I. JIZI, Robert DIXON and Aly SALAMA, Durham University (UK)</i>	

17 December 2012 (Monday)

Parallel Paper Presentation Sessions 4 – 6

Time	Event & Venue	
14:30 – 16:00	Parallel Paper Presentation Sessions 4 – 6	
Session 4	CSR and Human Resources Practices I (Room 206, 2/F, The Wing Lung Bank Building for Business Studies)	
	Session Chair: Sigmund A. WAGNER-TSUKAMOTO , University of Leicester (UK)	
	Paper 4A	The Impact of Socially Responsible Human Resource Management on Employees' Organizational Citizenship Behaviour: The Mediating Role of Organizational Identification <i>Alexander NEWMAN, Monash University (Australia), Qing MIAO, Zhejiang University (China), Peter S. HOFMAN, The University of Nottingham (China) and Cherrie Jihua ZHU, Monash University (Australia)</i>
	Paper 4B	Board Composition and Forms of Innovation: Does Diversity Make a Difference? <i>Fabrice GALIA and Emmanuel ZENOU, Burgundy School of Business Dijon Paris(France)</i>
	Paper 4C	Workplace Green Behavior of Hong Kong Managerial and Professional Employees <i>Yu-Ha CHEUNG and Alicia S. M. LEUNG, Hong Kong Baptist University (HK)</i>
Paper 4D	Employees' Reactions to Corporate Social Responsibility: The Mediate Role of Sensemaking and Moral Identity <i>Li-Hwa HUNG, Chien Hsin University of Science and Technology (Taiwan), Jeng-Da LEE, Chung Yuan Christian University (Taiwan) and Hsin-Hsin LO, Chien Hsin University of Science and Technology (Taiwan)</i>	
Session 5	CSR in China I (Room 208, 2/F, The Wing Lung Bank Building for Business Studies)	
	Session Chair: James PREWITT , Saint Leo University (USA)	
	Paper 5A	Corporate Philanthropy, Ownership Type, and Financial Transparency <i>Cuili QIAN, City University of Hong Kong (HK), Albert TSANG, The Chinese University of Hong Kong (HK) and Xinzi GAO, Shanghai University of Finance and Economics (China)</i>
	Paper 5B	Corporate Social Responsibility and Firm Performance: Evidence from China <i>Suwina CHENG and William Ho-Yin WONG, Lingnan University (HK)</i>
	Paper 5C	Outside Directors, Window Dressing and Illegal Corporate Behavior in China <i>Fiona Kun YAO, University of California - Berkeley (USA) and Jiatao LI, The Hong Kong University of Science and Technology (HK)</i>
Paper 5D	The Impact of Corporate Governance on Informative Earnings Management: Chinese Evidence <i>Z. Jun LIN, Morris Ming LIU, Hong Kong Baptist University (HK) and Carlos NORONHA, University of Macau (Macau)</i>	
Session 6	Corporate Social Performance and Corporate Success (Room 209, 2/F, The Wing Lung Bank Building for Business Studies)	
	Session Chair: Charles W. STANLEY , Baylor University (USA)	
	Paper 6A	How Do Corporate Social Responsibility Activities Contribute to Firm Performance: The Role of Marketing Competence <i>Bai XUAN and Julie Juan LI, City University of Hong Kong (HK)</i>
	Paper 6B	What Is the Real Nature of the Relationship between Corporate Social Performance and Corporate Financial Performance in India? Evidence from Recent Panel Data <i>James J. CORDEIRO, State University of New York -Brockport (USA), Tara Shankar SHAW, Rajiv Gandhi Indian Institute of Management (India) and Sridhar TELIDEVARA, GITAM University (India)</i>
	Paper 6C	The Role of CSR and Corporate Sustainability on Ethical Corporate Identity in Micro Companies <i>Claudia Elisabeth HENNINGER, University of Sheffield (UK)</i>
Paper 6D	Corporate Environmental Performance: Determinants and Real Effects <i>Xin CHANG, Kangkang FU, Nanyang Technological University (Singapore) and Lewis H. K. TAM, University of Macau (Macau)</i>	

18 December 2012 (Tuesday)

Parallel Paper Presentation Sessions 7 – 9

<i>Time</i>	<i>Event & Venue</i>	
11:15 – 12:45	Parallel Paper Presentation Sessions 7 – 9	
Session 7	Environmental Sustainability <i>(Room 206, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: Neil HERNDON , <i>South China University of Technology (China)</i>	
	Paper 7A	Why Kyosei is the Paradigm of Japanese CSR? <i>Joji NAKAYA, Kinki University (Japan)</i>
	Paper 7B	Label Me or Label Me Not? An Investigation of the Factors Influencing the Practice of Green Labelling <i>Panayiota ALEVIZOU, Caroline J. OATES, Lien Le MONKHOUSE and Bradley R. BARNES, University of Sheffield (UK)</i>
	Paper 7C	The Ecological Chaos - A Nebulous Commitment to Environmental Law and the Need for Corporations to Incorporate Pristine Corporate Social Responsibility Initiatives <i>Venkatachalam Chettiar MANICKAVASAGAM, Alagappa University (India)</i>
Paper 7D	Is the Red Dragon Green? An Examination of the Antecedents and Consequences of Environmental Proactivity in China <i>Kent WALKER, University of Windsor (Canada) and Na NI, The Hong Kong Polytechnic University (HK)</i>	
Session 8	CSR and Stakeholders <i>(Room 208, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: Simon HANDELSMAN , <i>University of British Columbia (Canada)</i>	
	Paper 8A	Corporate Social Responsibility and Insider Trading <i>Jinhua CUI, Korea University (Korea), Hoje JO, Santa Clara University (USA) and Yan LI, World Bank Singapore (Singapore)</i>
	Paper 8B	The Informal Economy and Women Entrepreneurs in Spain: A Time-Use Analysis <i>Celia DE ANCA, Concepción GALDÓN and Patricia GABALDÓN, IE Business School (Spain)</i>
	Paper 8C	Minority Shareholder Activism and Corporate Social Responsibility <i>Dongmin KONG, Huazhong University of Science and Technology (China), Weiqiang TAN and Wenming WANG, Hong Kong Baptist University (HK)</i>
Paper 8D	Stakeholder Powerlessness and CSR <i>Susanna CHUI, Hong Kong Baptist University (HK)</i>	
Session 9	Marketing Ethics <i>(Room 209, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: Michael John SEGON , <i>Royal Melbourne Institute of Technology University (Australia)</i>	
	Paper 9A	The Relationship between Facebook Use and Users' Emotions <i>Gerard PRENDERGAST, Hong Kong Baptist University (HK), Yuen-Kwan CHAN, Albert Y. K. Lau & Co. (HK) and Yik-Man WONG, Hong Kong Baptist University (HK)</i>
	Paper 9B	The Joint Effect of Moral Identity and Perceived Corporate Social Responsibility Motives on Consumer Moral Behavior: The Mediating Role of Customer - Company Identification <i>Ho-Yan KWAN, Noel Yee-Man SIU and Tracy Jun-Feng ZHANG, Hong Kong Baptist University (HK)</i>
Paper 9C	Formulating Donation Appeals for Global Fundraising Programs: The Beneficiary Identification Effect <i>Connie LI, Candy K. Y. HO, Hammer C. Y. TSUI and Shirley Y. Y. CHENG, Hong Kong Baptist University (HK)</i>	

18 December 2012 (Tuesday)

Parallel Paper Presentation Sessions 10 – 12

Time	Event & Venue	
14:15 – 15:45	Parallel Paper Presentation Sessions 10 – 12	
Session 10	CSR Education <i>(Room 206, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: Neil HERNDON , <i>South China University of Technology (China)</i>	
	Paper 10A	Teaching CSR, Ethics and Law: Impacts of Behaviourist versus Andragogic Approaches <i>Michael John SEGON and Chris BOOTH, Royal Melbourne Institute of Technology University (Australia)</i>
	Paper 10B	Sustainability Strategies and Socially Responsible Image: Does Employee Education Matter? <i>Ji LI, Hong Kong Baptist University (HK), Yang CHEN, Southwestern University of Finance and Economics (China), Zhenyao CAI and Hong ZHU, Hong Kong Baptist University (HK)</i>
	Paper 10C	CSR, Business Ethics and Moral Relativism: Some Limits of Cross-Cultural Management Education <i>Geert DEMUIJNCK, EDHEC Business School (France)</i>
Paper 10D	An Investigation on Consumer Environmental Protection Belief: Its Antecedents and Consequences on Consumer Loyalty <i>Mengqiu BAO, The Chinese University of Hong Kong (HK) and Frederick Hong-Kit YIM, Hong Kong Baptist University (HK)</i>	
Session 11	CSR in China II <i>(Room 208, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: Hoje JO , <i>Santa Clara University (USA)</i>	
	Paper 11A	Corporate Social Responsibility Reporting of State-owned Enterprises in China: State Leading, Market Driven or Window Dressing? <i>Jenny J. Q. GUAN and Carlos NORONHA, University of Macau (Macau)</i>
	Paper 11B	Overcoming Institutional Barriers to Sustainability Innovation: Four Case Studies of Firms Operating in China <i>Shubo LIU, Terence TSAI, China Europe International Business School (China) and Michael N. YOUNG, Hong Kong Baptist University (HK)</i>
	Paper 11C	Being Good When being International in Emerging Economies <i>Stephen Yan-Leung CHEUNG, Hong Kong Baptist University (HK), Dongmin KONG, Huazhong University of Science and Technology (China), Weiqiang TAN and Wenming WANG, Hong Kong Baptist University (HK)</i>
Paper 11D	Rethinking Director's Duties in China from a Socio-legal Perspective: Does Culture Matter? <i>Raymond CHAN, Daniel HO, Alex LAU, Hong Kong Baptist University (HK) and Angus YOUNG, Hang Seng Management College (HK)</i>	
Session 12	CSR and Human Resources Practices II <i>(Room 209, 2/F, The Wing Lung Bank Building for Business Studies)</i>	
	Session Chair: Panayiota ALEVIZOU , <i>University of Sheffield (UK)</i>	
	Paper 12A	The Mutual and Integral Relationship between a Firm's Culture and Its Business Ethic with regard to Organisational Sustainability <i>David ROBINSON and Paul Po-Kui CHIU, Central Queensland University (Australia)</i>
	Paper 12B	Misattributed Culpability at Work: How It Can Arise and How It Can be Resolved <i>Robin Stanley SNELL, Lingnan University (HK), Almaz Man-Kuen CHAK, The Chinese University of Hong Kong (HK), Sandy Suk-Kwan HUI, Hong Kong Community College (HK) and May Mei-Ling WONG, Lingnan University (HK)</i>
	Paper 12C	Managerial Intentions to Tolerate Nepotism: The Effects of Individualism-Collectivism <i>Guillermo WATED, Barry University (USA) and Juan I. SANCHEZ, Florida International University (USA)</i>
Paper 12D	Sustainability, Integrity and Judgment <i>Chris PROVIS, University of South Australia (Australia)</i>	

18 December 2012 (Tuesday)

Parallel Paper Presentation Sessions 13 – 15

Time	Event & Venue	
16:00 – 17:30	Parallel Paper Presentation Sessions 13 – 15	
Session 13	CSR and Finance (Room 206, 2/F, The Wing Lung Bank Building for Business Studies)	
	Session Chair: Neil HERNDON , South China University of Technology (China)	
	Paper 13A	Do Institutional Investors Exacerbate Bank Manager Myopia? Evidence from the Subprime Crisis <i>Hsiang-Lin CHIH, National Taipei University (Taiwan) and Ting-Hsuan CHEN, Providence University (Taiwan)</i>
	Paper 13B	The Causal Relation between Corporate Social Responsibility and Reputation of Analysts and Brokerage Firms <i>Maretno A. HARJOTO, Pepperdine University (USA) and Hoje JO, Santa Clara University (USA)</i>
	Paper 13C	Corporate Social Responsibility and Strategy: The Moroccan Company between a Repaired and an Innovative Business Model <i>Bouchra RAHMOUNI BENHIDA, ESCA School of Management (Morocco)</i>
Paper 13D	Is CSR Secondary to Profit Maximisation? The Case of An Australian Bank <i>Michael John SEGON, Chris BOOTH, Benedict SHEEHY and Donald FEAVER, RMIT University (Australia)</i>	
Session 14	Accounting and Finance II (Room 208, 2/F, The Wing Lung Bank Building for Business Studies)	
	Session Chair: Chris PROVIS , University of South Australia (Australia)	
	Paper 14A	Corporate Social Responsibility, Stock Prices and Tax Policy <i>Amir BARNEA, HEC Montreal (Canada), Robert HEINKEL and Alan KRAUS, The University of British Columbia (Canada)</i>
	Paper 14B	Disclosing Corporate Social Responsibility through Social Networking Site: An Experimental Investigation <i>Zach W. Y. LEE and Christy M. K. CHEUNG, Hong Kong Baptist University (HK)</i>
	Paper 14C	Corporate Sustainability Reporting: A Content Analysis of CSR Reporting in Indonesia and the Netherlands <i>Unang MULKHAN, Lampung University (Indonesia) & Stirling University (UK) and Gusti A. P. MAHARANI, Maastricht School of Management (The Netherlands)</i>
Paper 14D	Ethics and Law Guiding the Invisible Hand to Promote Sustainability Reporting and Assurance in OECD Countries <i>Kwok-Ching SHUM, Hong Kong Shue Yan University (HK)</i>	
Session 15	Ethical Leadership (Room 209, 2/F, The Wing Lung Bank Building for Business Studies)	
	Session Chair: Robin Stanley SNELL , Lingnan University (HK)	
	Paper 15A	Ethics of Directors and Issues Addressed by the Board: The French Case <i>Sophie RAIMBAULT-JAUROU, Isabelle ALLEMAND and Bénédicte BRULLEBAUT, Burgundy School of Business Dijon Paris (France)</i>
	Paper 15B	Does Transparency Really Improve Mining Industry Performance and Revenue-Raising? <i>Simon HANDELSMAN, University of British Columbia (Canada)</i>
	Paper 15C	CEO Ethical Leadership Facilitates Organizational Ethical Culture and Corporate Social Responsibility: The Moderating Role of Managerial Discretion <i>Longzeng WU, Shanghai University of Finance and Economics (China), Ho-Kwong KWAN, Drexel University (USA), Frederick Hong-Kit YIM, Randy K. CHIU, Hong Kong Baptist University (HK) and Xiaogang HE, Shanghai University of Finance and Economics (China)</i>
Paper 15D	Strategic Leadership and Sustainable Development: CEO Turnover in an Emerging Economy <i>Liqun WEI, Hong Kong Baptist University (HK), Deqiu CHEN, University of International Business and Economics (China) and Michael N. YOUNG, Hong Kong Baptist University (HK)</i>	