

<b>Monday, September 5<sup>th</sup>, (18:00 - 19:30)</b>	
<b>Terrace Restaurant, Asia Pattaya Hotel</b>	
<b>18:00 – 19:30</b>	<b>Evening-Opening Ceremony - Welcome by Asst.Prof.Dr.Nirundon Tapachai</b>
<b>Tuesday, September 6<sup>th</sup>, (8:30 - 16:10)</b>	
<b>Room A (Jinda Room)</b>	
<b>8:30 – 09:00</b>	<b>Registration</b>
<b>Room A (Jinda Room)</b>	
<b>09:00 – 09.15</b>	<b>Opening Plenary Session</b>
President of Kasetsart University	Welcome and opening speech
Prof.Dr.Libor Grega, Mendel University	
<b>09.15 - 10.45</b>	<b>Keynote Speech</b>
Prof.Dr.Nigel Holden	“Applied business research: culture as knowledge for international business”
<b>Coffee Break</b>	
<b>10:45 - 11:10</b>	<b>Coffee Break</b>
<b>Room A (Jinda Room)</b>	
<b>11:10 – 12:10</b>	<b>Paralle Paper presentations in section</b>
<i>Section 1: Management and Leadership</i>	
<b>Chairman: Prof.Dr.Marie - Therese Claes</b>	
<b>Presentations</b>	
Marie-Therese Claes, Thibault Jacquemin	Managers’ awareness of their decision-making: Discussing cognitive biases and culture
Wasinee Noonpakdee, Acharaphun Phothichai, Thitiporn Khunkornsiri, Arpawadee Nuntree	CIO Competency for Government Sectors in Digital Economy
Yi-Tsun Ho, Hsing-Chau Tseng,Chen-Hsien Lin, Jen-Hwa Kuo	The Status of leisure education Studies: Its Invisibel Network of Knowledge
<b>Morakot Restaurant</b>	
<b>12:10 - 13.30</b>	<b>Lunch</b>

<b>Room A (Jinda Room)</b>	
<b>13.30 – 14:50</b>	<b>Parallel paper presentations in Section</b>
<i>Section 2: Management and Strategic Management</i>	
<b>Chairman: Prof. Dr.Palin Phoocharoon</b>	
<b>Presentations</b>	
Palin Phoocharoon	Designing Execution to Enhance Collective Organizational Engagement on absorptive capacity
Veronika Svatosova	Possibilities of Strategic Development in Small and Medium-Sized Entrepreneurship
Sukoco	An Analysis of the Determinants That Influence Employee Loyalty in the Banking Industry: A Case Study of Bank Central Asia in Jakarta, Indonesia
Harpeet Kaur, Hardik Vachharajani	A look into the 'B'. Study of consumer's buying preference in 'B' segment cars
<b>Room B (Nil Room)</b>	
<b>13.30 – 14:50</b>	<b>Parallel paper presentations in Section</b>
<i>Section 3: Social Change and Economic Development</i>	
<b>Chairman: Prof.Dr.Libor Grega</b>	
<b>Presentations</b>	
Libor Grega, Eva Kapralova	The Role of Agriculture for Poverty Reduction in South and East Asia Regions
Eva Taterova	The Changes in Regional Stability in the Middle East since the Arab Spring
Pavel Machal, Stanicek Zdenko	The implication of exact definition of the scope of the projects for their successful management in regional development
Namangan Verter	The Impact of Foreign Aid on Agriculture in Nigeria
<b>Coffee Break</b>	
<b>14:50 - 15:10</b>	<b>Coffee Break</b>
<b>Room A (Jinda Room)</b>	
<b>15:10 – 16:10</b>	<b>Parallel paper presentations in Section</b>
<i>Section 4: Quality Management and E-commerce</i>	
<b>Chairman: Prof.Dr.Rahul Dayal</b>	
<b>Presentations</b>	
Rahul Dayal, Elina Dayal	Improving Level of Green Initiatives Being Taken by ISO-14001 Certified Companies in India
Huai-Chun Lo, Hui-Ching Chuang	Information value of supply chain to analysts' recommendation quality: Evidences from corporate distress
Siow Vic Yeo, Nirundon Tapachai	The Risk Perceptions and Opinions of E-commerce Users towards Digital Currency

**Wednesday, September 7<sup>th</sup>, (8:30 - 15:30)**

**Room A (Jinda Room)**

**8:30 – 09:00**

**Registration**

**Room A (Jinda Room)**

**09.00 - 10.30**

Opening Plenary Session

Keynote Speech

Assoc.Prof.Dr. Somjai Phagaphasvivat

“AEC in Global Context: Implications for International Trade and Investment”

**Coffee Break**

**10:30 - 10.50**

**Coffee Break**

**Room A (Jinda Room)**

**10:50 – 11:50**

**Parallel paper presentations in Section**

*Section 5: EU Current Issues*

**Chairman: Prof.Dr.Nigel Holden**

**Presentations**

Ondrej Mocek, Jaroslav Jetelina

Democratic deficit in EU: Comparison of European and American Institutions

Ivo Zdrahal, Martin Hrabalek, Francois Lategan

External Economic Relations of the European Union on the Case of Agri-Food Trade between EU and Southern African Customs Union

Petra Palatova

The wood- processing industry in the countries of the Visegrad Griop

**Room B (Nil Room)**

**10:50 – 12:10**

**Parallel paper presentations in Section**

*Section 6: Tourism and Marketing*

**Chairman: Asst.Prof.Dr.Nirundon Tapachai**

**Presentations**

Miroslav Horak, Helena Lorencova, Lea hasikova

National Cultural Heritage Management in the Vysocina Region

Reihaneh Reyahi-Khoram, Amir Daraei Garmakhany, Ramazan Kalvandi, Mahdi Reyahi-Khoram

Indigenous Plants Used as spices and food tourism business in Iran (Case study: nepeta crispa)

Orasa Suksawang, Yai Sathai, Chartree Krabuanrat, Phusit Sanesupar, Lars Moeller

BEBC-En SAFE Life: A Sustainable Brand for Social and Commercial Marketing

Titipong Rerngrittirong

The Influence of Value for Money and Service Quality on Customer Satisfaction and Behavioural Intention: The Differences between Consumers in Low-cost Airlines and Traditional Airlines

**Morakot Restaurant**

**12:10 - 13.30**

**Lunch**

<b>Room A (Jinda Room)</b>	
<b>13:30 – 14:50</b>	<b>Parallel paper presentations in Section</b>
<i>Section 7: Ecology and Environmental Management</i>	
<b>Chairman: Prof.Dr. Michel Plaisent</b>	
<b>Presentations</b>	
Chen Ta-Tsung, James Ming-Hsun Chian, Michel Plaisent, Prosper Bernard	Green Energy Industry and Green Investment Profit Pattern Analysis
Tomas Losak, Michal Sevcik, Radka Plchova, Jaroslav Hlusek, Johann Vollmann	Influence of environmental conditions on growth, yield and qualitative parameters of two soybean varieties
Siddhartha K. Rastogi	Large Educational Campuses as Ecological Hotspots: A Case of IIM INDORE INDIA
Mahdi Reyahi-Khoram, Vida Sadeghi-Vesal, Reyhaneh Reyahi-Khoram	Ecotourism Development and Management of Ghalajeh Protected Area in Kermanshah Province, Iran
<b>Room B (Nil Room)</b>	
<b>13:30 – 15:10</b>	<b>Parallel paper presentations in Section</b>
<i>Section 8: Financial Management and Investment</i>	
<b>Chairman:</b>	
<b>Presentations</b>	
Chu-hsuan Chang, Cheng-tsu Huang, Xin-Min Tsai, Hsiou-wei Lin	The Relationship Between Stock Analyst's Firm Recommendation and Industry Recommendation
Suthawan Prukumpai	Relative and Incremental Information Content of Financial Measurements: Evidence from the Stock Exchange of Thailand
Polwat Lerskullawat	The rights issuing in emerging markets: The comparison between Thailand and the Philippines
Phung Thai Minh Trang, Mai Ngoc Khuong	Perceived Risk, Loss Aversion and Investment Intention in Vietnam. A Combination of Quantitative and Qualitative Approaches.
Phung Thai Minh Trang, Mai Ngoc Khuong	Mediating Roles of Perceived Uncertainty and Loss Aversion in the Impact of Personality Traits in Investment Intention
<b>Coffee Break</b>	
<b>15:10 - 15:30</b>	<b>Coffee Break</b>
<b>Thursday, September 8<sup>th</sup>, (8:20 - 17:00)</b>	
<b>Academic Trip</b>	
<b>08:20 - 17:00</b>	Academic Trip
<b>Cabbages and Condoms restaurant, Pattaya</b>	
<b>18:30 - 21.00</b>	<b>Gala Dinner</b>
<b>Friday, September 9<sup>th</sup></b>	
<b>Conference Trip (08.00-17.00)</b>	
<b>08:00 Bus leave from Asia Pattaya Hotel</b>	Visit Nong Nooch Tropical Botanical Garden and The Four Regions Floating Market