

9:00	Registration	
9:30	Welcome	
	Panel Discussion : Challenges in Business Today	
	<i>Mr. Ladislav Bartos Director of Product (DAZN Japan)</i>	
	<i>Mr. Shinji Yoko Former Executive (TDK)</i>	
	<i>Mr. Junichi Kawaminami Director of Executive Communications (McDonald's Japan)</i>	
10:30	Break	
10:45	Special Panel Session	
	"Anthropological research about cross-cultural friction between Ghana and Japanese firms" <i>Sachiyo Nakamura (University of Tsukuba)</i>	
	Ethnography and its implication for business studies. Anthropological Approach to Localization of Workers : Case Study of a Japanese Consulting Company in Myanmar. <i>Ayana Hayashida (University of Tsukuba)</i>	
	Ethnography of a Japanese Electronic Company in the Early 1990s. <i>Satoshi Ota (Tama University)</i>	
	Contact zone of ethnography of/in business <i>Yi Zhu (University of Tsukuba)</i>	
12:15	Lunch	
13:30	Session 1 Marketing Session Chair Yoshiaki Watanabe	Session 2 International Business Session Chair Gu Junjian
	Value Co-Creation from B2B and B2C Service Contexts <i>Yoshiaki Watanabe (Bunkyo Gakuin University)</i>	Does Synergetic Effect Exist between the Direct and Indirect Methods in Fundamental Analysis? <i>Gu Junjian (University of Tsukuba)</i>
	Explore the key factors affecting the takeoff rate of the long-tailed products <i>Huei-ting Tsai (National Cheng-Kung University)</i>	Using observational method in a tourism setting – an explorative study at a religious tourism site in Taiwan <i>Isabell Handler (Doshisha University)</i>
	The Effects on Consumer Behavior of Puffery Advertising for High-Involvement Products <i>Hoa Bui Thi</i>	Identifying sustainability strategies for public sector projects of developing countries <i>Muhammad Iftikhar Ali</i>
	Challenging the Tail End of the Technology Acceptance Model: Modelling for Mobile Commerce Adoption among Micro Retailers in Emerging Economies. <i>Tanikan Pipitwanichakarn and Nittaya Wongtada</i>	The Impact of Social Media on the Development of Start-ups <i>Malgorzata Nycz (The Wroclaw University of Economics), Zdzisław Pólkowski (Jan Wyzykowski University), Wojciech Grzelak (The Wroclaw University of Economics)</i>

15:00	Break	
15:15	Session 3: International Business Session Chair Zdzisław Pólkowski	Session 4 HRM & OM Session Chair Tassilo Schuster
	Private Cloud Computing Model in Small and Medium Enterprises <i>Malgorzata Nycz (The Wroclaw University of Economics), Zdzisław Pólkowski (Jan Wyzykowski University), Wojciech Grzelak (The Wroclaw University of Economics)</i>	Effects of Psychological Contract Violation on Organizational Commitment during International Assignments: The Mechanism of Displaced Aggression <i>Tassilo Schuster (Ludwig-Maximilians-University of Munich), Katharina Bader (Georg-August University of Goettingen) and Benjamin Bader (Newcastle University)</i>
	Structure and Agency: A Narrative Study on Manufactory Workers Born in 1990's in China <i>Jing Guo (Guandong University of Finance and Economics)</i>	Challenges in applying e-learning and e-management practices in ready-made garments (RMG) industry of Bangladesh <i>Md Asadul Islam, Amer Hamzah Jantan, Haslinda Bin Hashim, Choo Wei Chong and M M Kobiruzzaman (University Putra Malaysia)</i>
	In a Business World of Voice: Voice Commerce as the Best Alternative Investment to Keep Up the Future Business Trend. <i>Surya Dinata and Michael Fu (National Tsing Hua University)</i>	Training in the Japanese Automobile Industry <i>Mariana Aguilera (The University of Tsukuba)</i>
	Understanding the Consumer Behavior in Omnichannel Retail <i>Eiko Planchenault (University of Tsukuba)</i>	Before Turnover: Cognitive-Behavior Aspect About Abusive Supervision <i>Shao-Ying Wang, Shin-I Shih and Chi-Cheng Wu (The National Sun Yat Sen University)</i>
16:45	Closing & Briefing on Tokyo City Tour	
17:00	Special Interest Group Interdisciplinary Research	
18:30	Dinner	