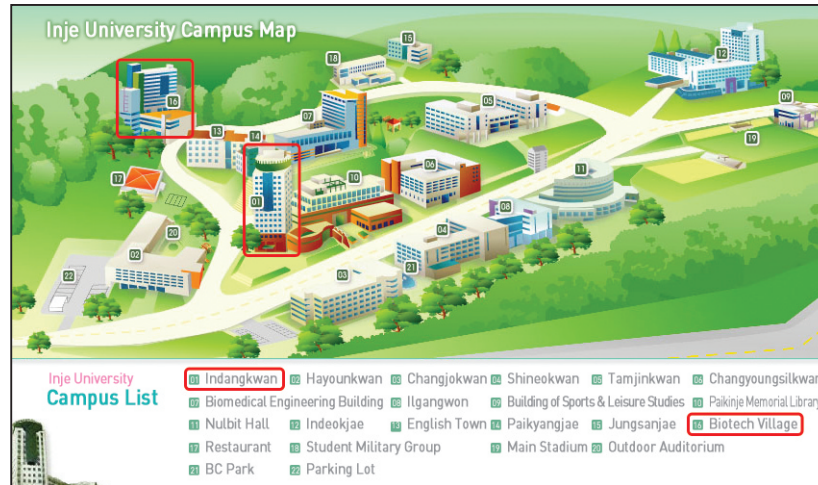


Venue Information



Arrival Information (Seoul-Busan KTX)

We provide a shuttle service twice on Nov. 13., operating from Busan KTX station to Inje University. We will pick you up after your arrival.

To participate the morning sessions	To participate the afternoon sessions
Nov. 13 06:00(Seoul) - 08:51(Busan)	Nov. 13 09:00(Seoul) - 11:50(Busan)

Departure Information (Busan-Seoul KTX)

We provide a shuttle service on Nov. 13., operating from the Westin Chosun Busan to Busan KTX station. We will pick you up at the hotel at 21:00, then you can catch the KTX leaving Busan at 21:40 or 22:05.

Accommodation

We recommend the Westin Chosun Busan and Haeundae Grand Hotel. Competitive room rates are offered specially to our participants. Please let us know if you need any help.

For Inquiries

Mr. Kwang-Kun Ko
Conference Secretariat
Inje University 607 Obang-Dong, Gimhae, Kyungnam, Korea
Tel: 0505-717-9125 / Fax: 0505-703-8224 / Email: kaib2009@naver.com

INVITATION

2009 KAIB·EIBA International Conference

Can Korean Firms Leapfrog Globalization?

Inje University, 13th Nov. 2009



Organized by : Korean Academy of International Business
 European International Business Academy
 Institute of Industrial Management Research at Inje University

Partners : MAEIL BUSINESS NEWSPAPER

LG Household & Health Care DONGKUK STEEL
 KDB Korea Development Bank Yonsei-SERI EU Centre
 NRF National Research Foundation of Korea

30 1932-1979-2009
인제대학교 30주년
백병원 77주년



Can Korean Firms Leapfrog Globalization?

Invitation

The Korean Academy of International Business and the European International Business Academy with co-sponsorship of Institute of Industrial Management Research at Inje University are hosting an International Academic Conference on November 13, 2009. With the theme of 'Can Korean Firms Leapfrog Globalization?', we will have an opportunity to learn from worldly-renowned scholars from Europe, the U.S., and other countries in the various fields of International Business. We will discuss significant changes and challenges that the Korean economy and management face in this global economic crisis. We also seek a path towards the stable development of Korean corporations and government sectors in this globalization era.

The four different broad topics of the Round Table Discussants such as, 'Factory with Regard to the Position of Korea in the Global Economy', 'Globalization and Its Impact on Emerging Markets', 'Changing Nature of Branding in the Global Market Place', and 'Three Waves in Internationalization of Firms', will provide us thoughtful insight into managing Korean firms and the economy. Furthermore, nineteen papers will be presented by international and Korean scholars within the six paper sessions. The presenters will cover various issues that are related to developing effective strategies for foreign market entry and local responsiveness as well as managing foreign subsidiaries in this rapidly changing global environment. At the end the day, we believe that this conference will contribute by generating fresh academic ideas and providing strategic management implications for the government and related industries.

You are cordially invited to join this meaningful and timely International Academic Conference which is offered in conjunction with the faculty of Inje University. We would appreciate your presence in terms of sharing your valuable time, knowledge, and viewpoints in exploring a breakthrough related to the globalization of the Korean economy and corporations.

Thank you.

Joong-Woo Lee
President

Korean Academy of International Business

Major Participants Profile

2009 KAIB-EIBA International Conference



Kuhyun Jung

Advisor of SERI, Former Dean of Yonsei School of Business
Chair of Round Table Discussion



Peter J. Buckley

Professor, University of Leeds, Former President of AIB
Agenda : Global Factory with Regard to the Position of Korea in the Global Economy



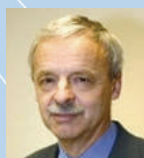
Pervez N. Ghauri

Professor, King's College London, Editor of International Business Review
Agenda : The Globalization and Its Impact on Emerging Markets



David A. Griffith

Professor, Michigan State University, Editor of Journal of International Marketing
Agenda : Changing Nature of Branding in the Global Marketplace



Hans A. Jansson

Professor, University of Kalmar
Agenda : Three Waves in Internationalization of Firms

Program

Program Chair : Young-Ryeol Park (Yonsei University)

09:30~10:00 Registration Indangkwan, 2F

10:00~10:30 Opening Ceremony Indangkwan, 2F

▪ Chair : Yong Suhk Pak (Yonsei University)

▪ Opening Address

· Joong-Woo Lee (President, KAIB)

▪ Welcome Address

· Nakwhan Paik (Chairman of the Board and Honorary President, Inje University)

· Kyeongho Lee (President, Inje University)

▪ Keynote Address

· Peter J. Buckley (University of Leeds)

10:40~11:50 Round Table Discussion Indangkwan, 2F

▪ Chair : Kuhyun Jung (Advisor, SERI)

▪ Topic : Can Korean Firms Leapfrog Globalization?

▪ Presenter

· Peter J. Buckley (University of Leeds)

: Global Factory with Regard to the Position of Korea in the Global Economy

· Pervez N. Ghauri (King's College London)

: The Globalization and Its Impact on Emerging Markets

· David A. Griffith (Michigan State University)

: Changing Nature of Branding in the Global Marketplace

· Hans A. Jansson (University of Kalmar)

: Three Waves in Internationalization of Firms

12:00~12:50 Lunch Indeokjae, B1

13:00~14:10 Paper Session 1

| English Session 1-A : International Governance Biotech Village, Room 211

▪ Chair : Fabian J. Froese (Korea University)

▪ 1 : Corporate Governance and Performance Across Countries

· Presenter: Vincent O'Connell (Korea University)

· Discussant: Soonkyoo Choe (Yonsei University)

▪ 2 : The Impact of Outside Directors' Background(or Social Capital/Network) on Stock Price Volatility

· Presenter: Steven J. Jordan (KAIST)

· Discussant: Byung Hee Lee (Hanyang University)

▪ 3 : Culture and Corporate Governance

· Presenter: Fabian J. Froese (Korea University)

· Discussant: Hyung-Deok Shin (Hongik University)



Program



| English Session 1-B : Global Strategy

Biotech Village, Room 214

▪ **Chair : Yong Duck Kim** (Soongsil University)

▪ 1 : Is an Asian R&D Network Possible?

- Presenter: Johng-Ihl Lee, Jin Suk Kim (Namseoul University)
- Discussant: Jooheon Kim (Sookmyung Women's University)

▪ 2 : Diversification and Business Strategy in Globalized Era

- Presenter: Ji Hong Kim (KDI)
- Discussant: Zu Kweon Kim (Konkuk University)

▪ 3 : The Effect of Ownership Structure on the International Strategy

- Presenter: Ari Kim (Seoul National University), You Kyoung Lee (Korea University)
- Discussant: Soon-Gwon Choi (Pukyung National University)

▪ 4: Globalization, Attractiveness and Economic Effects in Inward FDI

- Presenter: Hwy-Chang Moon (Seoul National University), Jin-Sup Jung (Chungbuk National University), Wenyan Yin(The Institute for Industrial Policy Studies)
- Discussant: Mannsoo Shin (Korea University)

| Korean Session 1 : Global Finance

Biotech Village, Room 216

▪ **Chair : Taeyoung Chung** (Hongik University)

▪ 1 : Patterns of Capital Structure Adjustment by Listing Type : Evidence from Europe

- Presenter: Seungwook Bahng (Hanyang University)
- Discussant: Ho-Sang Kang (Sogang University)

▪ 2 : Volatility Spillover between Credit Spread and Stock Market of Korea

- Presenter: Hongbae Kim (Dongseo University)
- Discussant: Jay Man Chung (University of Seoul)

▪ 3 : Mean and Volatility Spillover Effects of the US and Chinese Stock Markets on the Korean Stock Markets around the International Financial Crisis

- Presenter: Kyung-Won Kim, Kyuhyun Moon (Kyonggi University)
- Discussant: Seung Sub Eum (Dongseo University)

14:20~15:30 Paper Session 2

| English Session 2-A : International Marketing

Biotech Village, Room 211

▪ **Chair : Tony C. Garrett** (Korea University)

▪ 1 : An Analysis of the Impact of Globalization via Exporting on Firm Innovation in Korean Service Industries

- Presenter: Jaeho Lee (POSTECH TIM), Ji-Hwan Lee (KAIST)
- Discussant: Chol Lee (Sogang University)

▪ 2 : Theory of Observation in Business Research

- Presenter: Oliver F. Baehrisch (Namseoul University)
- Discussant: Steven J. Jordan (KAIST)

Program



▪ 3 : Cross-national Drivers of Technology Acceptance : A Test of the TAM across 3 Countries

- Presenter: Tony C. Garrett (Korea University)
- Discussant: Jooyoung Kwak (Yonsei University)

| English Session 2-B : Global Strategy

Biotech Village, Room 214

▪ **Chair : Dong Ki Rhee** (Seoul National University)

▪ 1 : Translation of the MNE's Global Strategy into the Local Subsidiary's Business Strategy

- Presenter: Soon-Gwon Choi (Pukyung National University), Jong-Tae Yu (Mississippi State University)
- Discussant: Yong Duck Kim (Soongsil University)

▪ 2 : Growth Strategy of Incheon International Airport Corporation (IIAC): To Advance to the Global Airport Management

- Presenter: Gyoung-Gyu Choi (Dongguk University)
- Discussant: Jung Min Son (Inje University)

▪ 3 : Filter Tools on Human Resource Markets in Korea, Japan, and Europe

- Presenter: Oliver F. Baehrisch, Jin Suk Kim, Johng-Ihl Lee (Namseoul University)
- Discussant: Fabian J. Froese (Korea University)

| Korean Session 2 : Global Strategy

Biotech Village, Room 216

▪ **Chair : Gwon Ho Paik** (Yeungnam University)

▪ 1 : An Integrative Model of Risks, Control Mechanism in Strategic Alliances

- Presenter: Byung Hee Lee, Sang Yeop Rhee (Hanyang University)
- Discussant: Kyung Kim (Keimyung University)

▪ 2 : The Study on the Chinese Consumers' Acceptance Process of Innovative Products

- Presenter: HyungTaek Lee (Namseoul University)
- Discussant: Jong Seok Ahn (Jeonju University)

▪ 3 : Business Network Learning and Commitment in EU Market Entry-A Case of Samsung Electronics

- Presenter: Joong-Woo Lee, Kwang-Kun Ko (Inje University)
- Discussant: Jai-Beom Kim (Sungkyunkwan University)

15:40~16:20 Meet the Editors

Biotech Village, Room 211

▪ **Chair : Ho-Sang Kang** (Sogang University)

▪ **Pervez N. Ghauri** (Editor of International Business Review)

▪ **David A. Griffith** (Editor of Journal of International Marketing)

16:30~17:00 2009 KAIB General Meeting

Biotech Village, Room 212

18:30~20:30 Dinner

The Westin Chosun Hotel, Busan