

Table of Contents

FINANCE AND ACCOUNTING

Real Asset Liquidity and Firm Innovation <i>Vinh Danh Le, Huong Le, Van Lai Vo</i>	1
Overreaction of Limit-Hitting Stocks in Taiwan <i>Weifeng Hung, Chaoshin Chiao</i>	27
Value-at-Risk Based on Extreme Value Theory: Evidence from Asian and Latin American Emerging Markets <i>Jo-Yu Wang, Taufiq Choudhry</i>	43
Insuring Portfolios or Not? A Performance Comparison between Portfolio Insurance and Buy-and-hold in the Black and Scholes Framework <i>Richard Lu, Tzyy-Leng Horng, Amy Z-H Wang</i>	64
Probing Auditing Firms Performance Using a New DEMATEL Method Based on the Balanced Scorecard Approach <i>Fu-Hsiang Chen</i>	75
Evidence on the Determinants of Firm Characteristics and Inventory Accounting Policy Choice: An Empirical Study in Vietnam <i>Thi My Hanh Le</i>	88
Do Accrual Components and Cash Flow Components Have Better Predictive Powers in Forecasting Firm's Future Cash Flow? – Case of Vietnamese Listed Firms <i>Uyen U.T Nguyen, Thoa T.K. Tu</i>	105
Responses of Japanese Multinational and Domestic Firms to the 2011 Great East Japan Earthquake – Different Shock Analysis <i>Ashrafbek Olimov</i>	120
Does Financial Market Development Matter to Firms' Decision on Long-Term Debt? Evidence from Vietnam <i>Hai Binh Dang, Hong Nhung Le, Duc Hoang Quan Vuong</i>	142
Student's Perceptions of Causes of Low Performance in Learning Principles of Accounting at Ton Duc Thang University <i>Thi Kim Tuyen Nguyen, Hoai Vu Phan</i>	159

ICFE 2015 - The 2nd International Conference on Finance and Economics

Ton Duc Thang University, Ho Chi Minh City, Vietnam

June 4th - 6th, 2015

The Exchange Rate Channel of Monetary Policy Transmission in Vietnam	
<i>Duy Suu Nguyen, Thi Phuong Thao Bui</i>	174
Forecasting Stock Prices for an Emerging Market: A Case of Vietnam	
<i>Yung-Chang Wang, Thanh Nhan Nguyen</i>	190
Interest Rate Policy in Transmission of Monetary Policy Prior to and since the WTO Joining in Vietnam	
<i>Duy Suu Nguyen, Quang Hung Phung</i>	201
The Impact of Basel Standards on Banks' Lending Activities: An Empirical Evidence from Vietnam in the Beginning	
<i>Thanh Tung Ho</i>	214
 ECONOMICS	
The Impact of Economic Recession on the Labour Market of the Czech Republic	
<i>Tomáš Pavelka</i>	229
The Competitiveness Based on Innovation: EU, BRICS and VIETNAM	
<i>Jindřich Soukup</i>	241
Analysis of Income Tax Relief for Housing and Its Impact on Household Indebtedness in Europe, 2004 to 2013	
<i>Barbora Slintáková, Stanislav Klazar</i>	256
Newton's Laws of Motion in Commodity Price Theory	
<i>Tomáš R. Zeithamer, Jiří Pospíšil</i>	265
Gender Perspectives of Small and Medium Enterprises Activities and Growth: Evidence from Vietnam	
<i>Thi My Hang Hoang, Thu Trang Be, Thi Minh Ly Pham</i>	275
Gender Diversity in the Boardroom and Corporate Social Disclosure: Evidence from Vietnam	
<i>Cam Trang Hoang</i>	294
The Relationship between Budget Deficit and Economic Growth in Vietnam	
<i>Thanh Tung Le, Thi Quynh Nhu Pham</i>	307
The Dynamic Spatial Effect of Regional Economic Growth in China: Based on the Perspective of Trade Openness	
<i>Thi Ngan Pham</i>	319

ICFE 2015 - The 2nd International Conference on Finance and Economics

Ton Duc Thang University, Ho Chi Minh City, Vietnam

June 4th - 6th, 2015

Impact of Microcredit on Living Standards – The Case of Vietnamese Rural Households	
<i>Tien Thanh Pham</i>	334
Determinants of Firm Survival: The Case of the Manufacturing Industry in Vietnam	
<i>Thi Nguyet Nguyen</i>	346
Entrepreneurial Orientation and Business Performance of Content Providers in Mobile Value Added Services in Vietnam	
<i>Thi Mai Anh Nguyen</i>	359
An Analysis of Investment Environment into Vietnam through the Provincial Competitiveness	
<i>Van Ninh Nguyen, Dao Phan</i>	373
Impact of Economic Development on the Economic Activity of Foreigners in the Czech Republic in the Last Ten Years	
<i>Libuše Macáková</i>	380
MARKETING, INTERNATIONAL BUSINESS AND MANAGEMENT	
A Fuzzy-Set Comparative Analysis of Marketing Capability Configurations	
<i>Dinh Tho Nguyen</i>	393
The Antecedents and Consequences of Brand Personality	
<i>Wann-Yih Wu, Ying-Kai Liao, Teresa L. Ju</i>	406
An Exponential Decay Model: Does Outcome of A Football Match Influence the Number of Viewers Watching Advertisement on Online Broadcasting Television?	
<i>Minh Tuan Phung, Thi Minh Ly Pham</i>	424
A Comprehensive Investigation of Medical Service Attributes and Solutions	
<i>Wann Yih-Wu, Hueiju Yu, Alfiyatul Qomariyah</i>	437
Customer Satisfaction: The Case of Czech and Kenyan Banking Sectors	
<i>F. Kombo, J. Belás</i>	450
The Influence of Attitudes toward Ecological Fashion, Green Trust, Perceived Behavioural and Self Enhancement on Young Vietnamese Consumers' Ecological Purchase Intention	
<i>Thi Hong Nguyen</i>	465

ICFE 2015 - The 2nd International Conference on Finance and Economics

Ton Duc Thang University, Ho Chi Minh City, Vietnam

June 4th - 6th, 2015

The Impact of Internet Service Quality on Customer Satisfaction: A Study of Internet Companies in Vietnam <i>The Sinh Vo, Thi Phi Phung Tran</i>	480
An Analysis of the Correlation between Indexes Affect the Client's Choices of Fast Food Restaurant <i>Van Ninh Nguyen, Dao Phan</i>	494
The Role of Team Reflexivity as a Mediator between Project Management Skill, Task Familiarity, Procedural Justice and Product Performance <i>Wann-Yih Wu, Adriana A. Amaya Rivas</i>	501
The Arguable Concept of National Competitiveness – Methodology of WEF and Results of Selected Countries in Global Competitiveness Report <i>Marta Nečadová</i>	517
Barriers to Trade in Services, Economic Growth and International Cooperation <i>Lin Qi, Thi Ngan Pham, Thanh Tu Nguyen</i>	532
International Postgraduate Business Students' Engagement in Taiwan Higher Education Experience: A Case of Intercultural Competence Perception <i>Minh Hieu Le, Kuo-Cheng Kuo, Tyng-Bin Ger, Yueh-Hsia Huang</i>	556
Industrial Service Flexibility versus Regional Network Collaboration <i>Wen-Hsiang Lai</i>	570
The Effects of Cultural Intelligence and Psychic Distance on Absorptive Capacity and Export Performance <i>Wann-Yih Wu, Nadia Anridho, Huei-Ju Yu</i>	583
Risk Analysis on Supplier – Agent Alliance in High-Tech Industry <i>Thi Minh Ly Pham, Minh Tuan Phung</i>	597
Characteristics of Hungarian Family Business – Issues of Management and Succession through the Looking Glass of Stewardship Theory <i>Ildikó Marosi</i>	610
Do Creative Workplaces Meet Creative Employees? <i>Anita Derecskei</i>	625
Crowdsourcing: A Remarkable Trend in the Global Innovation Processes <i>Balázs Hámori</i>	637

ICFE 2015 - The 2nd International Conference on Finance and Economics

Ton Duc Thang University, Ho Chi Minh City, Vietnam

June 4th - 6th, 2015

Reverse Innovation: The Democratizing the Global Innovation Processes

Katalin Szabó 650

HOSPITALITY AND TOURISM

Knowing the Unknown Country? The Security Perception of Foreign Tourists Before and After Visiting North Cyprus

Kashif Hussain, Erdogan H. Ekiz, Frederic Bouchon, Jeetesh Kumar 663

Managing Community Based Rural Tourism (CBRT) to Alleviate Poverty: A Case Study of The Kelabit Community in Bario, Sarawak, Malaysia

Vikneswaran Nair, Frederic Bouchon 674

Musculoskeletal Disorders Preventive Training: Do Hospitality Students Apply What They Learn?

Gan Joo-Ee, Quah Jo-Ee 686

Influence of Mechanic, Humanic and Functional Clues on Customers' Dining Experience in Fine Dining Restaurants

Anshul Garg 695

The Influence of Service Quality on Customer Satisfaction and Loyalty at Restaurant in Ho Chi Minh City – Vietnam

Thi Bich Dao Nguyen, Hieu Tin Nguyen 713

Destination Choice of International Tourists in Vietnam

Minh Huan Nguyen, Minh Hieu Le, Thi Minh Phuong Duong 735

Responsible Tourism: from Theory to Practice – A Long Journey, and Implication for Vietnam

Manh Cuong Vu 752

A Quantitative Investigation of Various Factor Effects on Employee Intention

Lan Huong Tran, Duy Lien Tran, Ching-Hsiang Liu 762

Barriers to Community Engagement in Community Based Ecotourism Framework – A Case Study of Talai Commune, Nam Cat Tien National Park in Vietnam

Thi Minh Phuong Duong 778

The Current Situation of Hospitality Graduate Market in Vietnam

Nu To Giang Truong 792

ICFE 2015 - The 2nd International Conference on Finance and Economics

Ton Duc Thang University, Ho Chi Minh City, Vietnam

June 4th - 6th, 2015

Determinants and Solutions for Improving the Efficiency of Tourism Business

Thi Cam Thanh Tran, Ngoc Tien Nguyen

815

Approaching the Overview of Human Resource Training in Tourism Based on Social Demand in Vietnam

Loan Thuy Bui, Hieu Tin Nguyen

824

Factors Influencing Restaurant Selection in Ho Chi Minh City

Thuy Vy Nguyen, Phuong Dung Trinh, Duc Trung Nguyen

836