

Monday, September 5th, (18:00 - 19:30)	
Terrace Restaurant, Asia Pattaya Hotel	
18:00 – 19:30	Evening-Opening Ceremony - Welcome by Asst.Prof.Dr.Nirundon Tapachai
Tuesday, September 6th, (8:30 - 16:10)	
Room A (Jinda Room)	
8:30 – 09:00	Registration
Room A (Jinda Room)	
09:00 – 09.15	Opening Plenary Session
President of Kasetsart University	Welcone and opening speech
Prof.Dr.Libor Grega, Mendel University	
09.15 - 10.45	Keynote Speech
Prof.Dr.Nigel Holden	“Applied business research: culture as knowledge for international business”
Coffee Break	
10:45 - 11:10	Coffee Break
Room A (Jinda Room)	
11:10 – 12:10	Parallel Paper presentations in section
Section 1: Management and Leadership	
Chairman: Prof.Marie - Therese Claes	
Presentations	
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
Morakot Restaurant	
12:10 - 13.30	Lunch
Room A (Jinda Room)	
13.30 – 14:50	Parallel paper presentations in Section
Section 2: Management and Strategic Management	
Chairman: Prof. Dr.Palin Phoocharoon	
Presentations	
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
Room B (Nil Room)	
13.30 – 14:50	Parallel paper presentations in Section
Section 3: Social Change and Economic Development	
Chairman: Prof.Dr.Libor Grega	
Presentations	
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
Nahangan Verter	The Impact of Foreign Aid on Agriculture in Nigeria
Coffee Break	
14:50 - 15:10	Coffee Break
Room A (Jinda Room)	
15:10 – 16:10	Parallel paper presentations in Section
Section 4: Quality Management, Supply chain, consumer and E-commerce	
Chairman: Prof.Dr.Rahul Dayal	
Presentations	
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
Amblee Naveen	Group buying behavior of travel deals across India, Thailand and Malaysia
Wednesday, September 7th, (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	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 Group
Tomáš Dvořák	Impact of Privatization on Food Security of Estonia
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
Tittuping 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
Room A (Jinda Room)	
13:30 – 14:50	Parallel paper presentations in Section
section 7: Ecology and Environmental Management	
Chairman: Prof.Dr. Michel Plaisent	
Presentations	
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
Room B (Nil Room)	

13:30 – 15:10	Parallel paper presentations in Section
section 8: Financial Management and Investment	
Chairman: Prof.Dr.Libor Grega	
Presentations	
Chu-hsuan Chang, Cheng-tsu Huang, Xin-Min Tsai, Hsiou-wei Lin	The Relationship Between Stock Analyst's Firm Recommendation and Industry Recommendation
Phung Thai Minh Trang, Mai Ngoc Khuong	Mediating Roles of Perceived Uncertainty and Loss Aversion in the Impact of Personality Traits in Investment Intention
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 NgocKhoung	Perceived Risk, Loss Aversion and Investment Intention in Vietnam. A Combination of Quantitative and Qualitative Approaches.
Coffee Break	
15:10 - 15:30	Coffee Break
Thursday, September 8th, (8:20 - 17:00)	
Academic Trip	
08:20 - 17:00	Academic Trip
Cabbages and Condoms restaurant, Pattaya	
18:30 - 21.00	Gala Dinner
Friday, September 9th	
Conference Trip (08.00-17.00)	
08:00 Bus leave from Asia Pattaya Hotel	Visit Nong Nooch Tropical Botanical Garden and The Four Regions Floating Market