



CONFERENCE MANUAL

The 11th Biennial Conference of Asian Consumer and Family Economics Association

**Hong Kong Shue Yan University, Hong Kong, China,
July 7-10, 2016**

- Host: Asian Consumer and Family Economics Association
- Local host: Department of Economics and Finance,
Hong Kong Shue Yan University
- Co-organizers: Department of Business Administration,
Hong Kong Shue Yan University
Business, Economics and Public Policy Research Centre,
Hong Kong Shue Yan University
Sustainable Real Estate Research Center,
Hong Kong Shue Yan University
- Sponsors: Hong Kong Shue Yan University
Economics and Finance Alumni Association of HKSYU
Genesis Energy (Hong Kong) Limited

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The 11th Biennial Conference of ACFEA **July 7-10, 2016, Hong Kong, China**

URL: www.asiancfearg.org, Contact: tyhon@hksyu.edu

Presentation Guidelines

1. Paper Presentation

Each presenter will have approximately 15 minutes to present and discuss the key points of his or her work.

- Please be aware of time constraints. It is VERY important to be within the timeframe so other presenters in your session have adequate time for their presentations.
- Please honor the order of presentation, so attendees can plan ahead to go to other concurrent sessions.
- Once all presenters have had the opportunity to speak, there will be a 15-minute open floor discussion.
- A LCD projector with a laptop personal computer (Microsoft Office programs, and Internet access are available), and screen are provided in each room in which paper presentations are held.

The session chair will introduce each presenter of the session and lead the discussion. And please ...

- make sure each presenter will have adequate time, this means to cut the presentation that is extended over 15 minutes.
- honor the order of presentation.
- lead the discussion. If you like to, you can give a full review of papers, but it is totally up to you.

2. Poster Presentation

Each poster presentation will have a space with size of 90cm×120cm (portrait style). And please...

- prepare your work and show it on the space no later than 16:30 pm on July 8, 2016.
- make sure each poster needs at least one presenter to interpret findings.
- finish your poster presentation and clean up your poster space by 18:45 noon on July 9, 2016.

In addition to the papers and posters presentation sessions, there is a 90-minute session for the Journal-Editor Panel, a 60-minute session for country reports, and a 15-minute session for Business Meeting.



The 11th Biennial Conference of ACFEA July 7-10, 2016, Hong Kong, China

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Conference Programme Overview

Organized by Department of Economics and Finance, Hong Kong Shue Yan University

Time	7 July 2016, Thursday
15:30 – 18:30	Registration Opens
18:30 – 19:30	<p>Reception: 1/F, City Garden Hotel Hong Kong, 9 City Garden Road, North Point, Hong Kong (香港北角城市花園道 9 號, 城市花園酒店 1 樓); Tel: (852) 2806 4918</p> <p>Welcome Addresses: Fu-Lai Yu, Head of Economics and Finance Department, Hong Kong Shue Yan University Jr-Tsung Huang, Former President of ACFEA (2012-2014) Jing-Jian Xiao, Chair of the ACFEA Advisory Board Che-Cheong Poon, President of ACFEA (2015-2017) and Chair of 2016 ACFEA Conference organizing committee</p>
19:30 – 21:30	Reception Dinner at City Garden Hotel
Time	8 July 2016, Friday
8:15 – 9:00	<p>Opening Ceremony: Conference Hall, Library C Floor, Hong Kong Shue Yan University, 10 Wai Tsui Crescent, Braemar Hill Road, North Point, Hong Kong (香港北角寶馬山慧翠道 10 號香港樹仁大學圖書館綜合大樓 C 樓會議廳); Tel: 25707110</p> <p>Welcome Address: Dr. Amy Kit-Sze Chan, AAVP Hong Kong Shue Yan University</p> <p>Opening Speech: Ms. Gilly Fung-Han Wong, Chief Executive of Consumer Council; Vice President of Consumers International</p>
9:00 – 10:00	<p>Keynote Speech Session: Conference Hall, Library C Floor</p> <p>Keynote Speech 1: Are the Japanese Unique? Evidence from Household Saving and Bequest Behavior. Professor Charles Yuji Horioka, Research Professor, Asian Growth Research Institute, Japan; Associate Editor, International Economic Review; Associate Editor, Japanese Economic Review</p> <p>Keynote Speech 2: Why Household Production Research Still Matters? Professor Euston Quah, Head of Economics Department, School of Humanities and Social Sciences, Nanyang Technological University, Singapore; Editor, Singapore Economic Review</p>
10:00 – 10:30	Refreshment Break (Group Photo)



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10:30 – 11:45 Concurrent Session (3-4 papers will be presented and discussed in each session)	Session 1A	Session 1B	Session 1C	Session 1D	Session 1E
	Library C Floor	Room: 707 Library	Room: 105 Main Building	Room: H301 R & A Complex	Room H401 R & A Complex
	<i>Work-Family Issues</i>	<i>Education, Income Classes, and Financial Allocation Systems</i>	<i>Investment Behavior</i>	<i>Modeling and Quantitative Analysis</i>	<i>Using Information Technology</i>
	Chair: Euston Quah	Chair: Seonglim Lee	Chair: Lee-Chuen Cheng	Chair: Edward Chi-Ho Tang	Chair: Wai-Kee Yuen
11:45 – 13:00 Lunch (Exhibition Hall, G/F of the Main Building)					
13:00 – 14:15 Concurrent Session (3-4 papers will be presented and discussed in each session)	Session 2A	Session 2B	Session 2C	Session 2D	Session 2E
	Library C Floor	Room: 707 Library	Room: 105 Main Building	Room: H301 R & A Complex	Room H401 R & A Complex
	<i>Financial Education and the Well-being of College Students: Evidence from China</i>	<i>Household Financial Decision</i>	<i>Issues of Housing</i>	<i>Financial Planning</i>	<i>Family Risk Factors</i>
	Chair: Xiangyi Meng	Chair: Tien Manh Vu	Chair: Jr-Tsung Huang	Chair: Guangjian Xu	Chair: Qingbin Wang
14:15 – 14:30 Refreshment Break					



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14:30 – 15:45 Concurrent Session (3-4 papers will be presented and discussed in each session)	Session 3A	Session 3B	Session 3C	Session 3D	Session 3E	Session 3F
	Library C Floor	Room: 707 Library	Room: 105 Main Building	Room: H301 R & A Complex	Room: H401 R & A Complex	Room: H201 R & A Complex
	<i>Financial Literacy</i>	<i>Issues of Retirement</i>	<i>Parent-Child Relations</i>	<i>Health, Happiness, Sense of Well-being, and Cost of Living</i>	<i>Microcredit, SMES, and Social Enterprises</i>	<i>Real Estate and Housing Finance</i>
	Chair: Fu-Lai Yu	Chair: Jessie Fan	Chair: Richard Cheung Lam	Chair: Chung-Chu Liu	Chair: Minquan Liu	Chair: Shiou-Yu Chen
15:45 – 16:00	Refreshment Break					
16:00 – 17:15 Concurrent Session (3-4 papers will be presented and discussed in each session)	Session 4A	Session 4B	Session 4C	Session 4D	Session 4E	
	Library C Floor	Room: 707 Library	Room: 105 Main Building	Room: H301 R & A Complex	Room H401 R & A Complex	
	<i>Issues of Marriage, Divorce, and Fertility</i>	<i>Customer Purchasing Behavior</i>	<i>Consumption Pattern</i>	<i>Trends in Consumption, Production, and Trade</i>	<i>Household Income and Expenditure</i>	
	Chair: Charles Yuji Horioka	Chair: Joanne Chan	Chair: John Grable	Chair: Joe Fuk-Kin Wong	Chair : Rui Yao	
17:15 – 17:30	Refreshment Break					
17:30 – 18:30	<u>Poster Session</u> # Posters will be shown at the Exhibition Hall, G/F of the Main Building					



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Time	9 July 2016, Saturday
9:00 – 10:30	Journal Editor Panel Session (Conference Hall, Library C Floor) Panel Chair: Jing-Jian Xiao, University of Rhode Island, USA
10:30 – 10:45	Refreshment Break
10:45 – 12:00	Country Report (Conference Hall, Library C Floor) Chair: Jr-Tsung Huang, National Chengchi University, Taiwan
12:00 – 12:15	Business Meeting (Conference Hall, Library C Floor) Chair: Che-Cheong Poon
12:30 – 13:30	Lunch (The Glasshouse, Shop 13 Lower Ground Floor, 45 Braemar Hill Road)
13:30 – 18:30	Half-day Local Tour (Ngong Ping 360 and Tian Tan Buddha)
19:00 – 19:30	Closing Remarks (Jumbo Kingdom Restaurant) Thomas Wai-Kee Yuen, Vice Chair of Conference, Associate Head of Economics and Finance Department, Hong Kong Shue Yan University Candy Lan, Chairperson, Economics and Finance Alumni Association of HKSYU
19:30 – 22:00	Farewell Seafood Dinner at Hong Kong's Most Renowned Floating Restaurant Jumbo Kingdom (珍寶王國). Address: Shum Wan Pier Drive, Wong Chuk Hang, Aberdeen, Hong Kong (地址:香港仔黃竹坑深灣碼頭徑). Tel: (852) 2553 9111
Time	10 July 2016, Sunday
All Day	Departure



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Session 1A (July 8, 10:30-11:45)

Session Title: Work-Family Issues

Room Number: Library C Floor

Session Chair: Euston Quah (Nanyang Technological University)

Author(s)/Presenter(s)*:

Paper 1A-1: Tien Manh Vu* (Osaka University)

“Home Appliances and Gender Gap of Time Spent on Unpaid Housework:
Evidence Using Household Data from Vietnam”

Paper 1A-2: Chieh-Hsuan Wang (Fo Guang University)

Chien-Ping Chung* (Shih Chien University)

Jen-Te Hwang (Kainan University)

“The Foreign Domestic Workers in Singapore, Hong Kong, and Taiwan”

Paper 1A-3: Lai-Kuen Law* (Hong Kong Shue Yan University)

“Work-family Conflict among Hong Kong Female Employees Who Have
Children with Special Education Needs (Sen)”



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Session 1B (July 8, 10:30-11:45)

Session Title: Education, Income Classes, and Financial Allocation System

Room Number: 707 Library

Session Chair: Seonglim Lee (Sungkyunkwan University)

Author(s)/Presenter(s)*:

Paper 1B-1: Jung Eun Kim* (Korean Institute for Consumer Education)

Ji-Ha Kim (Korean Educational Development Institute)

So-Hyun Joo (Ewha Womans University)

Ui Jeong Moon (University of Maryland)

“Examining Factors of Private English Tutoring of Korean College Students:
A Probit Heckman Selection Model”

Paper 1B-2: Jiyeon Son* (Korea Consumer Agency)

Joo-Yung Park (Chungnam National University)

“Effects of Financial Education on Financial Status across Income Classes:
Conceptualization of Mediation Effects of Financial Literacy”

Paper 1B-3: Chui-Yin Ng* (Hong Kong Shue Yan University)

Che-Cheong Poon (Hong Kong Shue Yan University)

“Measures of Household Income Disparity: A Case Study in Hong Kong”

Paper 1B-4: Gu Xuening* (Nanjing University of Finance and Economics)

“The Dissipation of Global Ecological Crisis and the Reversion of Traditional
Chinese Family Consumption”



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Session 1C (July 8, 10:30-11:45)

Session Title: Investment Behavior

Room Number: 105 Main Building

Session Chair: Lee Chuen Cheng (Hong Kong Shue Yan University)

Author(s)/Presenter(s)*:

Paper 1C-1: Hong-Yi Chen (National Chengchi University)

Hsuan-Chi Chen (University of New Mexico)

Christine W. Lai* (National Taiwan Normal University)

“Investor Attention, Fund Flow, and the Survival of New Funds: Evidence from Google Trend”

Paper 1C-2: Angela C. Lyons (University of Illinois at Urbana-Champaign)

John E. Grable* (University of Georgia)

Lei Chen (Beijing University of Posts and Telecommunications)

“Economic Expectations and Investment Behaviors of Chinese Households: An Investigation of the Securities and Housing Markets”

Paper 1C-3: Sheung-Chi Chow (The Chinese University of Hong Kong)

Tai-Yuen Hon* (Hong Kong Shue Yan University)

Wing-Keung Wong (Hong Kong Baptist University)

Kai-Yin Woo (Hong Kong Shue Yan University)

“Empirical Study on the Behaviours of Different Types of Hong Kong Small Investors’ in their Investment”

Paper 1C-4: Jong Seon Park* (Chonnam National University)

Duck Soon Hwang (Chonnam National University)

“Reference Dependent Preferences and Disposition Effect: Evidence from the Korean Stock Market”



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Session 1D (July 8, 10:30-11:45)

Session Title: Modeling and Quantitative Analysis

Room Number: H301 Residential & Amenities Complex

Session Chair: Edward Chi-Ho Tang (Hong Kong Shue Yan University)

Author(s)/Presenter(s)*:

Paper 1D-1: Wing-Yip Chui* (Hong Kong Shue Yan University)

Shu-Kam Lee* (Hong Kong Shue Yan University)

Chun-Kei Tsang (Hong Kong Shue Yan University)

“Family Socialization and Adolescents’ Financial Self-efficacy in Hong Kong: by Path Analysis”

Paper 1D-2: Jr-Tsung Huang* (National Chengchi University)

Jeffery Hsu-Nien Chiang (National Chengchi University)

“Social Welfare, Election, and Internal Migration in Taiwan — Evidences from Panel Spatial Analysis”

Paper 1D-3: Kang Ernest Liu* (National Chung Cheng University)

Chia-Yu Yeh (National Chi Nan University)

“Modeling Household Travel Decisions between Domestic and International Trips by Semi-nonparametric Regressions”

Paper 1D-4: Kai-Yin Woo* (Hong Kong Shue Yan University)

Shu-Kam Lee (Hong Kong Shue Yan University)

Paul Shum (Western Sydney University)

“Nonlinear Adjustments of Real Exchange Rates and Evaluation of One Belt One Road Initiatives”



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Session 1E (July 8, 10:30-11:45)

Session Title: Using Information Technology

Room Number: H401 Residential & Amenities Complex

Session Chair: Wai Kee Yuen (Hong Kong Shue Yan University)

Author(s)/Presenter(s)*:

Paper 1E-1: Jinjoo Hwang* (Inha University of Korea)

“Compulsive Smartphone Use and Technostress in Korean Undergraduate Students”

Paper 1E-2: Hua-Yu Li* (Seoul National University)

John T. Brady (Seoul National University)

Jong-Youn Rha (Seoul National University)

Bohan Lee (Seoul National University)

“The Use of ICT in Chinese Family”

Paper 1E-3: Joanne S. H. Chan (University of Macau)

Simon I.K. Wu* (University of Macau)

“Does Language Matter: An Evaluation of Hotel Websites in Macau?”

Paper 1E-4: Hendra Bunyamin* (Maranatha Christian University)

“How to Run a Business: A Viewpoint from Information Technology Practitioners”



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Session 2A (July 8, 13:00-14:15)

Session Title: Financial Education and the Well-being of College Students: Evidence from China

Room Number: Library C Floor

Session Chair: Xiangyi Meng (Central University of Finance and Economics)

Author(s)/Presenter(s)*:

Paper 2A-1: Jing Jian Xiao* (University of Rhode Island)

“Financial Education and Subjective Financial Literacy: Evidence from Panel Data of College Students at Ten Universities in China”

Paper 2A-2: Rui Yao* (University of Missouri)

“Chinese College Students’ Credit Card Usage”

Paper 2A-3: Qianwen Bi* (Utah Valley University)

“The Impact of Financial Software Use on Financial Literacy”

Paper 2A-4: Xiangyi Meng* (Central University of Finance and Economics)

“The Impact of a Financial Education Program on Financial Literacy: A Random Experiment among Chinese College Students”



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Session 2B (July 8, 13:00-14:15)

Session Title: Household Financial Decision

Room Number: 707 Library

Session Chair: Tien Manh Vu (Osaka University)

Author(s)/Presenter(s)*:

Paper 2B-1: John E. Grable* (University of Georgia)

So-hyun Joo (Ewha Womans University)

Michelle Kruger (University of Georgia)

"A Test of the Reflection Effect: A Household and Consumer Finance Perspective"

Paper 2B-2: Tracey West (Griffith University)

Andrew C. Worthington* (Griffith University)

"The Impact of Major Life Events on Australian Household Financial Decision-making and Portfolio Rebalancing"

Paper 2B-3: Nilton Porto* (University of Rhode Island)

Yu Huang (Renmin University of China)

Jing Jian Xiao (University of Rhode Island)

"Credit Card Adoption and Usage in China: Urban-rural Comparisons"

Paper 2B-4: Jianwei Pan* (Beijinng Wuzi University)

"The Dynamic Analysis of Social Welfare Effects of China's Urban-rural Income Distribution"



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Session 2C (July 8, 13:00-14:15)

Session Title: Issues of Housing

Room Number: 105 Main Building

Session Chair: Jr-Tsung Huang (National Chengchi University)

Author(s)/Presenter(s)*:

Paper 2C-1: Chung-Chu Liu* (National Taipei University)

Jason C.H. Chen* (Gonzaga University)

“The Perception Types of House Buyers by Q Methodology: An Empirical Research”

Paper 2C-2: Guoan Zeng (Wuhan University)

Boyu Liu* (Wuhan University)

Boli Yang (Huazhong University of Science and Technology)

“Subdivided Research on the Inflation-hedging Capability of Residential Property: A Case of Hong Kong”

Paper 2C-3: Rui Yao* (University of Missouri)

Shan Lei (West Texas A&M University)

“Factors Related to Non-primary Housing Ownership: Evidence from China Health and Retirement Longitudinal Study”

Paper 2C-4: Charles Ka-Yui Leung (City University of Hong Kong)

Edward Chi-Ho Tang* (Hong Kong Shue Yan University)

“What does the House Price-to-income Ratio Tell Us about the Housing Market Affordability: A Theory and International Evidence”



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Session 2D (July 8, 13:00-14:15)

Session Title: Financial Planning

Room Number: H301 Residential & Amenities Complex

Session Chair: Guangjian Xu (Renmin University of China)

Author(s)/Presenter(s)*:

Paper 2D-1: Thi Hai Yen Nguyen* (Hoa Sen University)

Ha Bao Tran Huynh (Hoa Sen University)

Phuong Quynh Nguyen (Hoa Sen University)

Thi Thu Hang Dang (Hoa Sen University)

“Quantifying the Economic Benefits of Personal Financial Planning and Its Determinants”

Paper 2D-2: Kai-Yin Woo* (Hong Kong Shue Yan University)

Tao Chen (Hong Kong Shue Yan University)

“Hedging Hong Kong Stock Sectors with Gold and Commodities using DCC and BEKK”

Paper 2D-3: Ada Leung* (Penn State Berks)

Gavin Jiayun Wu (Savannah State University)

“Linking Financial Management Behaviors and Subjective Well-Being: The Mediating Role of Material Well-Being”



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Session 2E (July 8, 13:00-14:15)

Session Title: Family Risk Factors

Room Number: H401 Residential & Amenities Complex

Session Chair: Qingbin Wang (University of Vermont)

Author(s)/Presenter(s)*:

Paper 2E-1: Sherman D. Hanna (The Ohio State University)

Kyoung Tae Kim* (The University of Alabama)

Lishu Zhang (ShenZhen University)

“The Risk Tolerance of Chinese Households”

Paper 2E-2: Jung Eun Kim* (University of Maryland)

Norman B. Epstein (University of Maryland)

Jinhee Kim (University of Maryland)

“Self-efficacy as a Moderator of Risk Factors for Adolescent Internet Addiction: A South Korean Example”

Paper 2E-3: Fuzhong Chen* (University of International Business and Economics, China)

“Consumer Financial Participation, Risk Preference and Subjective Wellbeing”

Paper 2E-4: Rita Yi-Man Li* (Hong Kong Shue Yan University)

K.W. Chau (The University of Hong Kong)

D.C.W. Ho (THEi)

S.W. Poon (The University of Hong Kong)

D. Fung (Hong Kong Shue Yan University)

H. Li (Hong Kong Shue Yan University)

T. Mak (Hong Kong Shue Yan University)

“Determinants of Construction Accident Compensation: HAC with EMB Algorithm”



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Session 3A (July 8, 14:30-15:45)

Session Title: Financial Literacy

Room Number: Library C Floor

Session Chair: Fu-Lai Yu (Hong Kong Shue Yan University)

Author(s)/Presenter(s)*:

Paper 3A-1: Zhong Chu* (Tsinghua University)

Zhengwei Wang (Tsinghua University)

Jing Jian Xiao (University of Rhode Island)

Weiqiang Zhang (Tsinghua University)

“Financial Literacy, Portfolio Choice and Financial Well-being”

Paper 3A-2: Li Liao (Tsinghua University)

Jing Jian Xiao (University of Rhode Island)

Weiqiang Zhang (Tsinghua University)

Congyi Zhou* (Tsinghua University)

“Financial Literacy and Risky Asset Holdings: Evidence from China”

Paper 3A-3: Narang Park* (University of Georgia)

Heejung Park (University of Georgia)

Jorge Ruiz-Menjivar (University of Georgia)

“The Effect of Financial Literacy on Investment Behavior”

Paper 3A-4: Angela C. Lyons* (University of Illinois at Urbana-Champaign)

John E. Grable (University of Georgia)

Lei Chen (Beijing University of Posts and Telecommunications)

Xin He (Southwestern University of Economics and Finance)

Jian-he Liu (Zhejiang University of Economics and Finance)

Ting Zeng (National University of Singapore)

“Impacts of Financial Literacy, Familial Networks, and Financial Access on Demand for Bank and Non-Bank Loans of Financially Excluded Households in China”



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Session 3B (July 8, 14:30-15:45)

Session Title: Issues of Retirement

Room Number: 707 Library

Session Chair: Jessie Fan (University of Utah)

Author(s)/Presenter(s)*:

Paper 3B-1: Sherman D. Hanna (The Ohio State University)

Lishu Zhang* (ShenZhen University)

Kyoung Tae Kim (The University of Alabama-Tuscaloosa)

“Racial/Ethnic Factors Related to Each Spouse’s Delayed Retirement
Expectation In Couple Households in the United States”

Paper 3B-2: Hua Zan (University of Hawaii)

Rui Yao* (University of Missouri)

“The Health-Wealth Nexus of Older Adults in China”

Paper 3B-3: Sun Woo Lee* (Seoul National University)

Hyun Cha Choe (Seoul National University)

“Mental Accounting of Retired Households by the Type of Household
Financial Strategy”

Paper 3B-4: Che-Cheong Poon (Hong Kong Shue Yan University)

Joe Fuk-Kin Wong* (Hong Kong Shue Yan University)

“Pension System Reform in Hong Kong”



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Session 3C (July 8, 14:30-15:45)

Session Title: Parent-Child Relations

Room Number: 105 Main Building

Session Chair: Richard Cheung Lam (Hong Kong Shue Yan University)

Author(s)/Presenter(s)*:

Paper 3C-1: Yoko Niimi* (Asian Growth Research Institute)

Charles Yuji Horioka (Asian Growth Research Institute)

“The Impact of Intergenerational Transfers on Household Wealth
Disparities in Japan and the United States”

Paper 3C-2: Congrong Ouyang* (The Ohio State University)

Sherman D. Hanna (The Ohio State University)

Kyoung Tae Kim (University of Alabama)

“Are Asian Households in the U.S. More Likely than Other Households to
Help Children with College Costs?”

Paper 3C-3: Jin-Hee Yang (Korea National University of Transportation)

Ji-Yea Park* (Soongsil University)

“The Effect of Household Incomes on Follow-up Planned Childbirth:
Focused on Korean Home with Children”



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Session 3D (July 8, 14:30-15:45)

Session Title: Health, Happiness, Sense of Well-being, and Cost of Living

Room Number: H301 Residential & Amenities Complex

Session Chair: Chung-Chu Liu (National Taipei University)

Author(s)/Presenter(s)*:

Paper 3D-1: Ka-Yi Kwok (Hong Kong Shue Yan University)

Thomas Wai-Kee Yuen* (Hong Kong Shue Yan University)

Wan-Ling Chu (Hong Kong Shue Yan University)

“Does Economic Growth Keep You Slim?”

Paper 3D-2: Shishu Zhang* (University of the Incarnate Word)

Gregory J. Soukup, Sr. (University of the Incarnate Word)

“The Impact of Religious Regulation on International Health, Wealth, and Happiness”

Paper 3D-3: Hae Kyung Yang* (Konkuk University)

“The Effects of Caring Grandchildren on Grandparents’ Health”

Paper 3D-4: Kai-Yin Woo* (Hong Kong Shue Yan University)

Shu-Kam Lee (Hong Kong Shue Yan University)

Joe Cho-Yiu Ng (City University of Hong Kong)

“Nonlinear Relationship between CPI and PPI in UK, France, Germany and Spain”



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Session 3E (July 8, 14:30-15:45)

Session Title: Microcredit, SMES, and Social enterprises

Room Number: H401 Residential & Amenities Complex

Session Chair: Minquan Liu* (Peking University)

Author(s)/Presenter(s)*:

Paper 3E-1: Meyliana* (Maranatha Christian University)

“Towards The Next Generation of Collaborative Systems: Connecting SMEs and Angel Investors”

Paper 3E-2: Devi Erna Rachmawati* (Yamaguchi University)

Ishida Shinegori* (Kansai University)

Uemura Takahisa (Yamaguchi University)

“The Strategy to Develop Microcredit Loan for SMEs in Indonesia and Asean Country through Financial Inclusion”

Paper 3E-3: Minquan Liu* (Peking University)

” Social Enterprises: A Review of the Origins and a Framework for Analysis”

Paper 3E-4: Rosemarie R. Jadie* (Bicol University)

Myrna M. Lanuzo (Bicol University)

“Gender Roles of Microfinance Institutions’ Beneficiaries in Sorsogon City, Philippines”



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URL: www.asiancfearg.org, Contact: tyhon@hksyu.edu

Session 3F (July 8, 14:30-15:45)

Session Title: Real Estate and Housing Finance

Room Number: H201 Residential & Amenities Complex

Session Chair: Shiou-Yu Chen (National Taiwan Ocean University)

Author(s)/Presenter(s)*:

Paper 3F-1: Rita Yi-Man Li (Hong Kong Shue Yan University)

F. Zeng (Hong Kong Shue Yan University)

T. Tang (Hong Kong Shue Yan University)

“Green Roof Collapse in Hong Kong, Illinois and Latvia: Consumers’ Perception after Accidents”

Paper 3F-2: Rita Yi-Man Li (Hong Kong Shue Yan University)

C. M. Wong (Hong Kong Shue Yan University)

C. H. Hui, (Hong Kong Shue Yan University)

W. L. lau (Hong Kong Shue Yan University)

“The Effect of Household Size on Property Saleable Area”

Paper 3F-3: Rita Yi-Man Li (Hong Kong Shue Yan University)

A. Yip (Hong Kong Shue Yan University)

T.Y. Li (Hong Kong Shue Yan University)

“Housing Finance Studies: A Bibliometric Approach”

Paper 3F-4: Rita Yi-Man Li (Hong Kong Shue Yan University)

S. Beecham (University of South Australia)

S. Pullen (University of South Australia)

J. Zuo (University of Adelaide)

“Sustainable Construction Waste Management: Case Study in Adelaide”



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Session 4A (July 8, 16:00-17:15)

Session Title: Issues of Marriage, Divorce, and Fertility

Room Number: Library C Floor

Session Chair: Charles Yuji Horioka (Asian Growth Research Institute)

Author(s)/Presenter(s)*:

Paper 4A-1: Guoqun Fu* (Peking University)

Yang Li* (Peking University)

Xianzheng Fei (Zhongnan University of Economics and Law)

"The Evolution of Urban Wedding Consumption in China during the Past 50 Years"

Paper 4A-2: Deng-Yuan Ji* (Kainan University)

Hsiao-Yin Chen (Kainan University)

"Establishment and Application of the Divorce Forecasting Model in Taiwan"

Paper 4A-3: Qingbin Wang* (University of Vermont)

"Marriage and Divorce in a Transitional Society: A Quantitative Analysis of Divorce, Fake Divorce, and Remarriage in China"

Paper 4A-4: Jr-Tsung Huang (National Chengchi University)

Jiun-Nan Pan* (Kainan University)

"Low Fertility and Consumption: Evidence from Taiwan"



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Session 4B (July 8, 16:00-17:15)

Session Title: Customer Purchasing Behavior

Room Number: 707 Library

Session Chair: Joanne S.H. Chan (University of Macau)

Author(s)/Presenter(s)*:

Paper 4B-1: Joanne S. H. Chan* (University of Macau)

Carlos Noronha (University of Macau)

“Environmental Initiatives in the Hospitality Sector: An Analysis of Tourists Attitude”

Paper 4B-2: Min-Jeong Kim* (Sookmyung Women’s University)

“Determinants of Mobile Video Services’ Satisfaction in Korea”

Paper 4B-3: Shiou-Yu Chen* (National Taiwan Ocean University)

“Typology of Life Insurance Consumers: A Q-Methodological Study”



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Session 4C (July 8, 16:00-17:15)

Session Title: Consumption Pattern

Room Number: 105 Main Building

Session Chair: John Grable (University of Georgia)

Author(s)/Presenter(s)*:

Paper 4C-1: Karuna Kumar (Karuna Global Foundation, India)

Vijay Kumar* (Ministry of Finance, Government of India)

“Consumption Pattern- Constraints in the Well Being of Families in Indian Context”

Paper 4C-2: Guangjian Xu* (Renmin University of China)

Ruiliang Zhang (Renmin University of China)

“A Study on the New Trends of Consumption Patterns in China”

Paper 4C-3: Jessie X. Fan* (University of Utah)

Hua Zan (University of Hawaii at Manoa)

“The “Model Minority” Myth: Asian American Middle Class before, during, and after the Great Recession”

Paper 4C-4: Kai-Yin Woo* (Hong Kong Shue Yan University)

Shu-Kam Lee (Hong Kong Shue Yan University)

Paul Shum (Western Sydney University)

“Asymmetric Adjustments of Prices between Supermarkets and Non-supermarkets”



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Session 4D (July 8, 16:00-17:15)

Session Title: Trends in Consumption, Production, and Trade

Room Number: H301 Residential & Amenities Complex

Session Chair: Joe Fuk-Kin Wong (Hong Kong Shue Yan University)

Author(s)/Presenter(s)*:

Paper 4D-1: Haifeng Li* (Yamaguchi University)

Feng Sun (Tsinghua University)

Jing Jian Xiao (University of Rhode Island)

Lihui Yuan (Yamaguchi University, Japan)

“Social Class, Ad Attention, and Symbolic Consumption”

Paper 4D-2: Carol Boon-Chui Teo* (Arshad Ayub Graduate Business School, University Teknologi MARA, Malaysia, Malaysia)

Nur Suhaila Binti Nik (Arshad Ayub Graduate Business School, University Teknologi MARA, Malaysia, Malaysia)

Nurul Fatin Bin Azman (Arshad Ayub Graduate Business School, University Teknologi MARA, Malaysia, Malaysia)

“Making Sense of Fashion Involvement of Malaysian Gen Y Consumers: Are they Transforming Fashion Now?”

Paper 4D-3: Nobuya Emoto* (Kyushu International University, Japan)

“Change in the Structure of Trade among Japan, Korea and China: Cases of Steel and Auto Parts Trade”

Paper 4D-4: Zhiyu Zhang (Northeastern University at Qinhuangdao)

Haifeng Li* (Yamaguchi University)

Fengxia Chang (Northeastern University at Qinhuangdao)

“Study on Present Chinese Animation Consuming Channel”



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Session 4E (July 8, 16:00-17:15)

Session Title: Household Income and Expenditure

Room Number: H401 Residential & Amenities Complex

Session Chair: Rui Yao (University of Missouri)

Author(s)/Presenter(s)*:

Paper 4E-1: Eunice O. Hong* (Sung Shin Women's University)

Sherman D. Hanna (The Ohio State University)

"Which Households Experienced a Substantial Income Drop between 2006 and 2008? Analysis Using the Korean Labor and Income Panel Study"

Paper 4E-2: Ji-Yea Park* (Soongsil University)

"The Correlation among Incomes, Debts and Expenditure on Education on Korean Households with 6-year-old Children"

Paper 4E-3: Mohammad Taghi Sheykhi* (Alzahra University)

"Income-expenditure Imbalance in Iran: A Sociological Overview"

Paper 4E-4: Jr-Tsung Huang (National Chengchi University)

Tsun-Feng Chiang* (Henan University)

Yibei Guo (Henan University)

"Climate Volatility and Household Saving: Empirical Evidence for China"



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Poster Session (July 8, 17:30-18:30)

Location: Exhibition Hall, G/F of the Main Building

Poster 1:	Joo-Yung Park (Chungnam National University) Sun-Ju Oh (Chungnam National University) Hyejin Cho (Incheon National University) Youn-Ju Jang (Inha University) "A Comparative Study on Evaluating Financial Status of Korean and American Households Using Financial Ratios"
Poster 2:	Kyung-Mi Lee (Ewha Womans University) Eun-hee Koh (Ewha Womans University) So-hyun Joo (Ewha Womans University) "The Current State of Bitcoin (Virtual Currency) in Korea, US, and Germany and its Implication on Creating Shared Values - Focusing on Bitcoin -"
Poster 3:	Yoonsun Han (Sungkyunkwan University) Seonglim Lee (Sungkyunkwan University) "Heterogeneous Relationships between Investment in Informal Education and Academic Performance in Korea"
Poster 4:	Seonglim Lee (Sungkyunkwan University) Seongjoo Lee (Sungkyunkwan University) Mi Kyung Lee (Sungkyunkwan University) "Food Labeling Usage of Korean Adolescents: Focusing on the Effects of Food Safety Anxiety, Food Labeling Reliability, and Diet Control"
Poster 5:	Joanne S. H. Chan (University of Macau) Un Teng Tam (University of Macau) "Understanding Chinese Tourist Revisit Intention to Casino: Does Servicescape Matter?"
Poster 6:	Miyoung Jeon (Seoul National University) Rando Kim (Seoul National University) "Why do Chinese Consumers Pay More?: A Study on Food Consumption Behavior of Premium Products"
Poster 7:	Jung Hoon Kim (Wonkwang University) "Economics Education Program using Vera B. William's Children's Stories -A Chair for Mother, Something Special for Me, & Music, Music for Everyone- "
Poster 8:	Jung Hoon Kim (Wonkwang University) "Development of Educational Board Game For The Ethical Consumption"
Poster 9:	Eun Bit Jo (Seoul National University) Jin-Myong Lee (Seoul National University) Jong-Youn Rha (Seoul National University) "Factors Influencing the Intention to Use Mobile Payment Service Among Young Korean Consumers: Integrating Perceived Risks to the UTAUT framework"
Poster 10:	Duck Soon Hwang (Chonnam National University) Sumi Kim (Chonnam National University) "A Comparative Study on the Effects of Life-style and Preparation for Old Age on



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	Life Satisfaction: Focus on Single-Person and Non-Single-Person Households”
Poster 11:	Hyo-Jung Kim (Hoseo University) Jong-Youn Rha (Seoul National University) “Using the S-O-R Model to Understand M-commerce Continuous Usage Intention: Multiple Mediator Analysis”
Poster 12:	Moon-Yong Kim (Hankuk University of Foreign Studies) “The Influence of Country-of-Origin on Attraction and Compromise Effects”
Poster 13:	Moon-Yong Kim (Hankuk University of Foreign Studies) “The Interplay of Price Presentation and Product Type on Product Evaluations”
Poster 14:	Jung Hoon Kim (Wonkwang University) “Economics Education Program using Vera B. William’s Children’s Stories -A Chair for Mother, Something Special for Me, & Music, Music for Everyone- “
Poster 15:	Shigemi Kakino (National Institute on Consumer Education) Takao Nishimura (Yokohama National University) “Role of Consumer Counselors for Promoting Consumer Education in Japan”
Poster 16:	Joanne S. H. Chan (University of Macau) Evan Chan (University of Macau) “Are Adaptable Employees More Prone to Burnout?”
Poster 17:	Hye-Gyoung Koo (Chungnam National University) “Job Creation for the Elderly through Creating Shared Value: Case Study of CJ COREX in Korea ”
Poster 18:	Makiko Hashinaga (Sapporo Gakuin University) “Developing of the Decisional Balance Scale of Financial Behavior of Japanese College Students”
Poster 19:	Mingming Shi (Renmin University of China, Beijing) Muping Zhuang (Renmin University of China, Beijing) Ting He (Renmin University of China, Beijing) Decomposition of China’s Consumption Inequality
Poster 20:	Patty Deng (PBC School of Finance) “How to “Climb” Upward in Society Today?”
Poster 21:	Haifeng Li (Yamaguchi University) Yuanyuan Ji (Yamaguchi University) Jiaying Li (Nankai University) “Analysis of Japanese Environmental Awareness and Consumer Behavior: Based on a Survey of Yamaguchi city”
Poster 22:	Yinghui Deng (Tsinghua University, Beijing) “Financial Literacy and Micro Income Mobility”



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Journal Editor Panel Session (July 9, 9:00-10:30)

Room: Library C Floor

Discussion Chair: Dr. Jing-Jian Xiao (University of Rhode Island, USA)

Discussants:

Dr. Jason C.H. Chen, International Journal of Revenue Management

Dr. Elizabeth Dolan, Journal of Family and Economic Issues (Skype)

Dr. Charles Yuji Horioka, International Economic Review

Dr. Rita Yi-Man Li, International Journal of Sustainable Real Estate and Construction

Dr. Euston Quah, Singapore Economic Review

Dr. Jing Jian Xiao, Journal of Financial Counseling and Planning

Country Report (July 9, 10:45-12:00)

Room: Library C Floor

Chair: Dr. Jr-Tsung Huang (National Chengchi University, Taiwan)

Reporters:

China: Dr. Xiangyi Meng (Central University of Finance and Economics, China)

Hong Kong: Dr. Rita Li (Hong Kong Shue Yan University, Hong Kong)

India: Dr. Karuna Kumar (Karuna Global Foundation, India)

Japan: Dr. Yoko Niimi (Asian Growth Research Institute, Japan)

Macau: Dr. Joanne Chan (University of Macau, Macau)

Philippines: Dr. Rosemarie R. Jadie (Bicol University, Philippines)

South Korea: Dr. Sohyun Joo (Ewha Womens University, South Korea)

Taiwan: Dr. Whuei-Wen Lai (National Taiwan Normal University, Taiwan)

USA: Dr. Rui Yao (University of Missouri, USA)

Vietnam: Ms. Thị Hải Yến Nguyen (Hoa Sen University, Vietnam)

Business Meeting (July 9, 12:00-12:15)

Room: Library C Floor

Chair: Dr. Che-Cheong Poon (Hong Kong Shue Yan University)

Meeting Topic: Discussion of the Host of Next Conference and Closing Remarks.



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Conference Participants (Alphabetical order of last name)

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3	CHAN, Amy Kit Sze, 3	Hong Kong Shue Yan University
4	CHAN, Joanne S. H. , 5, 11, 24, 28, 29, 30	University of Macau
5	CHEN, Jason C.H. , 14, 30	Gonzaga University
6	CHEN, Shiou-Yu , 5, 24, 26	National Taiwan Ocean University
7	CHENG, Lee-Chuen, 4, 9	Hong Kong Shue Yan University
8	CHIANG, Tsun-Feng , 27	School of Economics, Henan University
9	CHO, Hyejin, 28	Incheon University
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11	CHUI, Wing Yip, 10	Hong Kong Shue Yan University
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14	DENG, Yinghui , 29	Tsinghua University
15	DOLAN, Elizabeth , 30	Editor of JFEI
16	FAN, Jessie X. , 25	University of Utah
17	FU, Guoqun , 23	Peking University
18	GRABLE, John , 5, 9, 11, 13, 17, 25	University of Georgia
19	GU, Xuening , 8	Nanjing University of Finance and Economics
20	HASHINAGA, Makiko , 29	Sapporo Gakuin University
21	HON, Tai-Yuen , 9	Hong Kong Shue Yan University
22	HONG, Eunice O. , 27	Sung Shin Women's University
23	HORIOKA, Charles Yuji , 3, 5, 19, 23, 30,	Asian Growth Research Institute
24	HU, Tianxiang	Guest
25	HUANG, Jr-Tsung, 3, 4, 6, 10, 14, 23, 27, 30	National Chengchi University
26	HWANG, Duck Soon, 9, 28	Chonnam National University
27	HWANG, Jinjoo , 11	Inha University of Korea
28	ISHIDA, Shinegori , 20	Kansai University
29	JADIE, Josie L.	Guest, City Government of Sorsogon, Philippines
30	JADIE, Rosemarie R. 21, 30	Bicol University
31	JANG, Youn-Ju , 28	Inha University
32	JEON, Miyoung , 28	Seoul National University
33	Jl, Deng-Yuan , 23	Kainan University
34	JO, Eun Bit , 28	Seoul National University
35	JOO, So-Hyun , 8	Ewha Womans University
36	KAKINO, Shigemi , 29	National Institute on Consumer Education
37	KIM, Hyo-Jung , 29	Seoul National University
38	KIM, Jung Eun , 8, 16	Korean Institute for Consumer Education



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44	KOH, Eun-Hee , 28	Ewha Womans University
45	KONG, Terence Siu Tim	Guest
46	KOO, Hye-Gyoung , 29	Chungnam National University
47	KUMAR, Karuna , 25, 30	Karuna Global Foundation
48	KUMAR, Vijay , 25	Ministry of Finance, Government of India
49	LAI, Whuei-Wen Christine , 9, 30	National Taiwan Normal University
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51	LAN, Candy	Guest
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57	LEE, Seonglim , 4, 8, 28	Sungkyunkwan University
58	LEE, Shu Kam , 10, 20, 25	Hong Kong Shue Yan University
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60	LEUNG, Ada , 15, 29	Penn State Berks
61	LI, Haifeng , 26, 29	Yamaguchi University
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63	LI, Rita Yi-Man , 16, 22, 30	Hong Kong Shue Yan University
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66	LIU, Chung-Chu , 5, 14, 20	National Taipei University
67	LIU, James	Guest
68	LIU, Kang Ernest , 10	National Chung Cheng University
69	LIU, Minquan , 4, 20, 21	Peking University
70	LYONS, Angela C. , 9, 17	University of Illinois at Urbana-Champaign
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87	PORTO, Nilton , 13	University of Rhode Island
88	QUAH, Teong Ewe Euston , 3, 4, 7, 30	Nanyang Technological University
89	RACHMAWATI, Devi Erna , 21	Yamaguchi University
90	SHEYKHI, Mohammad Taghi , 27	Alzahra University
91	SHI, Mingming , 29	Renmin University of China, Beijing
92	SON, Jiyeon , 8	Korea Consumer Agency
93	TAM, Un Teng , 28	University of Macau
94	TAN, Tsiat Siong	Nanyang Technological University
95	TANG, Chi Ho , 4, 10, 14	Hong Kong Shue Yan University
96	TEO, Carol Boon-Chui , 26	University Teknologi MARA, Malaysia
97	TSANG, Chun Kei , 10	Hong Kong Shue Yan University
98	VU, Tien Manh , 4, 7, 13	Osaka University
99	WANG, Chieh-Hsuan , 7	Fo Guang University
100	WANG, Qingbin , 16, 23	University of Vermont
101	WONG, Joe Fuk-Kin , 5, 18, 22	Hong Kong Shue Yan University
102	WOO, Kai Yin , 9, 10, 15, 20, 25	Hong Kong Shue Yan University
103	WORTHINGTON, Andrew C. , 13	Griffith University
104	WU, Simon I.K. , 11	University of Macau
105	XIAO, Jing Jian , 12, 13, 17, 26, 30	University of Rhode Island
106	XU, Guangjian , 4, 15, 25	Renmin University of China
107	YANG, Hae Kyung , 20	Konkuk University
108	YANG, Jinhee , 16	Korea National University of Transportation
109	YAO, Rui , 5, 12, 14, 17, 18, 25, 27, 30	University of Missouri
110	YUEN, Thomas Wai Kee , 4, 6, 11, 20	Hong Kong Shue Yan University
111	ZHANG, Lishu , 16, 18	Shenzhen University
112	ZHANG, Ruiliang , 25	Renmin University of China
113	ZHANG, Shishu , 20	University of the Incarnate Word
114	ZHOU, Congyi , 17	PBC School of Finance, Tsinghua University



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