



The 12th **SARD** Workshop in Thailand

Challenging Issues in Asian Retail Internationalization:
Focusing on Primary Industries in the Emerging Markets

Date

November 29-30, 2014 Paper Presentation

November 29, Saturday

9:00-9:30 Opening Remarks & Welcome Speech
KAPILAKANCHANA, Vudtechai President of Kasetsart University

9:30-10:00 Keynote Speech 1
**The Role of Geography in Retail Planning and Trade Area Analysis:
What the Emerging Markets Can Learn from the Mature Markets?**
WANG, Shuguang; Ryerson University, Canada

10:00-11:00 Keynote Speech 2
7- ELEVEN Thailand's Logistics Strategies
JIRAWONGSY, Chusin Vice President CPAll Plc. Thailand

11:10-17.50 Paper Presentation

Place

Faculty of Economics, Kasetsart University
Bangkok, Thailand

Advance registration at
Faculty of Economics Center for International Affaris
Room 5216, 2nd floor, Economics Laboratory Building



Faculty of Agro-Industry & Faculty of Economics
Kasetsart University Bangkok, Thailand



In associated with
The Society of Asian Retailing and Distribution
University of Marketing and Distribution Sciences
Kobe, Japan

The 12th SARD Workshop
 “Challenging Issues in Asian Retail Internationalization:
 Focusing on Primary Industries in the Emerging Markets”

Nov. 28, Friday	
9:30-17:00	Study Tour: TaladThai(The biggest wholesale market in Thailand) & Future Park Rangsit (Big Modern Shopping Mall)
18.30 - 20.30	Dinner : 7 th. Floor, Faculty Of Economics,Kasetsart University
Nov. 29, Saturday Faculty Of Economics, Kasetsart University; Venue: Room# 5205	
9:00-9:30	Opening Remarks&Welcome Speech (Coordinator: LUANGPITUKSA, Chollada) CHOI, Sang Chul / Chairman of the SARD, University of Marketing and Distribution Sciences KAPILAKANCHANA, Vudtechai /President of Kasetsart University Nuchanata Mungkung/Dean of Faculty of Economics, Kasetsart University
9:30-10:00	Keynote Speech(1) <i>The Role of Geography in Retail Planning and Trade Area Analysis: What the Emerging Markets Can Learn from the Mature Markets?</i> WANG, Shuguang; Ryerson University, Canada
10:00-11:00	Keynote Speech(2) <i>7- ELEVEN Thailand's Logistics Strategies</i> JIRAWONGSY, Chusin Vice President CP All Plc. Thailand
11:00-11:10	Coffee Break
Venue: Room# 5205	
Session 1: Opportunities and Challenges of ASEAN Region in the Era of Marketing Revolution (Session Leader :Ravipim Chaweasuk)	
11:10-11:40	<i>Impacts of Government Policies and Regulations on the Development of International Retailing and Services – Case Study of Vietnamese Market</i> TRAN,Phuoc& TRAN, Ngoc Hung/Industrial University of Ho Chi Minh City, Vietnam <Q&A>
11:40-12:10	<i>The Perceived Service Quality of Chain Restaurants in Bangkok</i> KESSUVAN, Ajchara& AKANIT, Rosarin /Kasetsart University, Thailand <Q&A>
12:10-13:30	Lunch
13:30-14:00	<i>The Dynamics of Local Response toward Agro-based Products of Retail Industry in Indonesia</i> ISMOYOWATI, Dyah /Universitas Gadjah Mada, Indonesia <Q&A>
14:00-14:30	<i>Market Demand Study on Fresh Products and Derived Products of Banana, Jackfruit, and Cashew Nut in Phnom Penh Market</i> SOK Pisith, HUL Seingheng/ Institute of Technology of Cambodia, Cambodia <Q&A>
14:30-15:00	Discussion
15:00-15:10	Coffee Break

Session 2 Retail Innovation and Customers in Asia		
	Venue: Room#5205 2-1 : "Retail Innovation of the Primary Industries in Asian Markets" (Session Leader: LEE, Jung Hee/Chung-Ang University)	Venue: Room# 5628 2-2 : "Research Issues to Understand Customers in Asia" (Session Leader: WANG, Yi Jen/UMDS)
15:10-15:40	<i>Sustainability of Agricultural Marketing System in Hadabima Sales Centre at Gannoruwa Road-Side-Market</i> SILVA, Saliya De/Peradeniya University, Sri Lanka <Q&A>	<i>Handling Shelf Space with Optimal EOQ Model</i> IAMRATANAKUL, Supachart/Kasetsart University, Thailand <Q&A>
15:40-16:10	<i>Farmer Shop: A New Business Model for Fairness in Supply Chain Management</i> PATRAWART, Juthatip & SRIURAI, Saisuda Kasetsart University, Thailand <Q&A>	<i>The Relationship between Leadership and Employee's Organizational Commitment Case Study: Organizational in Thailand Convenience Store Business</i> MANOWAN, Vorapong/ Assumption University & MANOWAN, Duongsamorn/ Mahidol University, Thailand <Q&A>
16:10-16:40	<i>Impact of Customer Experience Management to Customer Loyalty Shopping in Supermarket in the Mekong Delta</i> LUU, TienThuan & NGUYEN Huynh Bao Ngoc /Can Tho University, Vietnam <Q&A>	<i>Enhancing People's Capabilities and Entitlements in Asia: The Experience of an Export Production Village Project in Sri Lanka</i> RATNAYAKE, Piyadasa/Saga University, Japan <Q&A>
16:40-16:50	Coffee Break	
16:50-17:20	<i>Win-Win Relationship between a Farmers' Group and a Retail Chain through "Shop-in-Shop" Retailing of Farmers' Direct Market in Japan: A Case Study of Farmers' Market K in Hiroshima, Japan</i> YANO, Izumi Taniguchi Hiroshima University, Japan <Q&A>	<i>The Research Issue to Understand the Effectiveness of Retailer's CRM: Toward the Strategic Implications for Efficient Consumer Response</i> HIDAKA, Yuichiro/Yamanashi Gakuin University, KIM, Woonho/Nihon University & AKIYAMA Shuichi/University of Hyogo, Japan <Q&A>
17:20-17:50	<i>Geographical Identification Labelling Tea and Purchase Intentions in Taiwan</i> HUANG, Chi-Tsun/National Kaohsiung First University of Science and Technology, Taiwan <Q&A>	<i>How Customer Participation Affects Service Quality and Relationship Quality in an Aesthetic Medical Chain in Taiwan</i> YANG, Albert Jing-Fuh, LIN, Yi Ting & Huang, Yung Chin/ National Kaohsiung First University of Science and Technology, Taiwan <Q&A>
17:50-18:20	Discussion	
18:30-20:30	Dinner & Welcome Party At Faculty Of Economics, Kasetsart University	
Nov. 30, Sunday Faculty Of Economics, Kasetsart University		

Venue: Room#5205	
Session 3 Cross-National Comparative Analysis in Retailing (Session Leader : Wang, Shuguang/Ryerson University)	
9:00-9:30	<i>Analytical Framework of Reverse Internationalization in Retailing</i> CHO, Myungrae, Kagawa University&MUKOYAMA, Masao/University of Marketing and Distribution Sciences, Japan <Q&A>
9:30-10:00	<i>The Analysis of Distribution and Marketing Margin of Agricultural Products under Different Supply Chains in Korea: In Case of Chinese Cabbage</i> LEE, Jung Hee/ Chung-Ang University& HWANG, Seonghyuk/Agricultural Cooperative Economic Research Institute, Korea <Q&A>
10:00-10:30	<i>The Country Image Added Value in the Retail Chain</i> <i>The Case Study of Tunisian Olive Oil Retail in Japan</i> RIM, Jallouli, MARWA Trabelsi, HANEN Nefzi/University of Manouba, Tunisia& LUANGPITUKSA Chonnikarn/University of Marketing and Distribution Sciences, Japan <Q&A>
10:30-10:45	Coffee Break
10:45-11:15	<i>The Present Condition and the Subject of Halal in Japan, In Comparison with Malaysia</i> MORI, Takayuki/University of Marketing and Distribution Sciences, Japan <Q&A>
11:15-11:45	<i>Cross-National Comparison of Costco's Localization and Consumer Satisfaction in East Asia</i> BAEK, Jung-Yim/University of Marketing and Distribution Sciences, Japan <Q&A>
11:45-12:15	Discussion
12:15-12:30	Closing Remarks
12:30-13:30	Lunch