

**The 10th SARD Workshop “New Opportunity and Challenge for Asian Retail
Development in the Next Decade”**

Program

Nov.30, Friday	
9:00 -17:30	Study Tour : Start from UMDS at 9:00AM (Leave Seishin Oriental Hotel at 8:45) Osaka Station City, Yodobashi Umeda, Hankyu Department Store etc.
Dec.01, Saturday Venue: Room #1111 UMDS	
8:40 - 9:00	REGISTRATION
9:00 - 9:25	<i>Opening Remarks</i> Prof. Choi, Sang Chul / Chairman of the SARD, University of Marketing and Distribution Sciences <i>Welcome Speech</i> Prof. Ishii, Junzo / President of University of Marketing and Distribution Sciences <i>Congratulatory Speech</i> Prof. Shiraishi, Yoshiaki / Guest of honor
9:25 - 9:45	<i>Commemorative Speech:</i> <i>SARD and Retail Research: Retrospect and Prospect</i> Prof. Dawson, John A. / Universities of Edinburgh and Stirling
Session 1: Retail Innovation in the Emerging Markets (Session Leader : Prof. Mukoyama, Masao / University of Marketing and Distribution Sciences)	
9:45 - 10:15	<i>Emerging Markets in China and Retail Opportunities</i> Prof. Wang, Shuguang / Ryerson University <Q & A>
10:15 - 10:45	<i>Exploring Chinese Local Retailers’ Competitive Advantage and Capability From the Innovation Perspective</i> Dr. Shi, Jin / Nankai University Dr. Au-Yeung, Amelia Yuen Shan / Kingston University <Q & A>
10:45 - 11:05	<i>Break</i>
11:05- 11:35	<i>7-Eleven Thailand in the Past and the Next Decade</i> Dr. Luangpituksa, Chollada / Kasetsart University Ms. Luangpituksa, Chonnikarn / UMDS <Q & A>
11:35 - 12:05	<i>Capturing the Uncertainties of Retail Development in Emerging Markets: The Scenarios Approach</i> Dr.Malobi Mukherjee / University of Oxford Dr.Richard Cuthbertson Dr.Mohua Banerjee <Q & A>

12:05 - 12:45	Discussion	
12:45 - 13:45	Lunch	
Session 2		
	Venue: Room#1111 2-1 : Interaction between Retailers and Consumers Session Leader: Prof. Lee, Jung-Hee / Chung-Ang University	Venue: Room#1317 2-2 : Communication Process in Newly Developed Marketing and Distribution System Session Leader: Prof. Chao, Pei/ National Kaohsiung First University of Science and Technology
13:45 - 14:20	<i>How Well Do Store Owners Know Their Customers?</i> <i>An Exploratory Study of Retailer –Customer Congruence and Its Influence on Customer Patronage</i> Prof. Nakanishi, Masao / Kwansei Gakuin University Dr.Wang, Xiaoyan / Renmin University Prof. Wu, Xiaoding / Jilin University 〈Q & A〉	<i>Distribution on the Web-Based Business-By the Case of Mbaobao.com</i> Prof. Wang, Yi-Jen / University of Marketing and Distribution Sciences 〈Q & A〉
14:20- 14:55	<i>Global Retail Competition and Consumer Fragmentation</i> Dr. Huuhka, Ari / University of Vaasa 〈Q & A〉	<i>Intercultural Internal Communication : Case Study of VEHCO</i> Dr. Koubaa, Yamen/ The Brittany School of Business, France Business School 〈Q & A〉
14:55 - 15:30	<i>Shopping Mall Image Attributes Perceived by Vietnamese Consumers</i> Prof. Bui, Thi Lan Huong / University of Economics of HCMC Ms.Nguyen, Huong Tram / Dentsu Vietnam 〈Q & A〉	<i>Preference of Vietnamese Consumers Towards Brands of Children's Powdered Milk</i> Ms. Le, Thi Duyen/ Vietnam University of Commerce Ms. Do, Thi Binh/ Vietnam University of Commerce 〈Q & A〉
15:30 - 15:50	Break	
15:50 - 16:25	<i>The Role of Retailers in the Reconstruction of Areas Damaged by the Earthquake</i> Prof. Kato, Tsukasa / Osaka City University 〈Q & A〉	<i>A Conceptual Model of Retailer Word-of-Mouth</i> Prof. Parry, Mark E. / University of Missouri-Kansas City Prof. Sato, Yoshinobu / Kwansei Gakuin University 〈Q & A〉

16:25 – 17:00	<p><i>Modernization of Food Retailing System: Empirical Evidence from Vietnam</i> Prof. Maruyama, Masayoshi / Kobe University Dr. Le, Viet Trung / Vietnam Petroleum Institute Ms. Nguyen, Thi Thanh Tan / Kobe University 〈Q & A〉</p>	<p><i>Web Marketing, The New Opportunity for the Tunisian Olive Oil in Asian Markets</i> Dr. Rim, Jallouli / University of Manouba 〈Q & A〉</p>
18:00 -	Welcome Party at Kobe Seishin Oriental Hotel	
Dec.02, Sunday Venue: Room #1111 UMDS		
Session 3: Market Creation by Retail Innovators (Session Leader : Prof. Yang, Albert J.F. / National Kaohsiung First University of Science and Technology)		
9:30 - 10:00	<p><i>The Competitive Advantage of Regional Grocery Chain Store in Japan</i> Associate Prof. Yokoyama, Narimasa / Nihon Univeristy 〈Q & A〉</p>	
10:00 - 10:30	<p><i>The Rise of Virtually Integrated Specialist Clothing Retail Multiples and its Implications to Retail internationalization in Asia – From the Experiences of UNIQLO – Fast Retailing</i> Associate Prof. Azuma, Nobukazu / Aoyama Gakuin University 〈Q & A〉</p>	
10:30 - 10:40	Break	
10:40 - 11:10	<p><i>Coopetitive Diffusion Analysis: Pricing Management between Private Label and National Brand</i> Associate Prof. Shu, Shih-Tung / National Kaohsiung First University of Science and Technology Chen, Yenming J. / National Kaohsiung First University of Science and Technology 〈Q & A〉</p>	
11:10 - 11:40	<p><i>Do Quality-Focused Retailer Brand Types Contribute to Building Store Loyalty in Korea?</i> Prof. Chung, Lak-Chae / Kong-Ju National University Dr. Cho, Young-Sang / Kong-Ju National University 〈Q & A〉</p>	
11:40 - 12:20	Discussion	
12:20 - 12:40	Closing Remarks	