

**The 11th SARD Workshop ‘Internationalization of Retailing and Services:
Opportunities of Franchising’ Program**

Nov.29, Friday	
10:30 - 17:30	Study Tour : Hanshin Arena, Dream Mall 10:30 Start from Grand Hi-Lai Hotel, 11:00 – 13:00 Hanshin Area, 13:30 Dream Mall (including lunch), 17:00 Leave Dream Mall
Nov.30, Saturday Venue: Room # Library 6F J 609	
9:00 - 9:25	Registration
9:25 - 9:35	Opening Remarks Choi, Sang Chul / Chairman of the SARD, University of Marketing and Distribution Sciences Welcome Speech Roger C.Y. Chen/ President of National Kaohsiung First University of Science and Technology
9:35 - 10:00	Keynote Speech What is the Essence of International Retail Franchising Research? Mukoyama, Masao / Former Chairman of the SARD, University of Marketing and Distribution Sciences
10:00 -10:10	Break
Session 1: Opportunities and Challenges of Franchising in the Emerging Markets (Session Leader : Wang, Shuguang/Ryerson University)	
10:10 - 10:35	Franchising in Emerging Countries: Opportunities and Challenges for the Asian Companies The Case of Tunisia Rim, Jallouli/University of Manouba (Q & A)
10:35 - 11:00	Business Development of Seven & i in China Competitiveness of Japanese Retailing Company Li, Donghao/University of Marketing and Distribution Sciences (Q & A)
11:00 - 11:10	Break
11:10 - 11:35	Three Hurdles Japanese Retailers Face in Internationalization: A Case-Based Research of Uniqlo’s Internationalization Process Sato, Yoshinobu/Kwansei Gakuin University Parry, Mark E./University of Missouri-Kansas City (Q & A)

11:35 - 12:05	<i>Discussion</i>	
12:05 - 13:20	Lunch	
Session 2 Interaction between Retailing & Services and Consumers		
	2-1 : “Customer Satisfaction in the Retail and Service Industries” (Session Leader: Shu, Shihtung /NKFUST) Venue: Room# Library 6F J 608	2-2 : “Development of Innovation in the Retailing & Logistics” (Session Leader: Mukoyama, Masao/UMDS) Venue: Room# Library 6F J 609
13:20 - 13:45	<p style="text-align: center;"><i>Effects of Technology Readiness and Consumer Readiness on SST-Qual Perception, Attitude and Intention in Service Industry</i></p> <p style="text-align: center;">Shim, Hyeon Sook/Baewha Women’s University Han, Sang-Lin/Hanyang University (Q & A)</p>	<p style="text-align: center;"><i>Influences of the Growth of Internet Shopping on Korea’s Consumer Prices</i></p> <p style="text-align: center;">Hwang, Seong Hyuk/Agricultural Cooperative Economic Research Institute Lee, Jung Hee/Chung-Ang University (Q & A)</p>
13:45 - 14:10	<p style="text-align: center;"><i>Applying Transaction Utility Theory to Sales Promotion - the Impact of Culture on Consumer Satisfaction</i></p> <p style="text-align: center;">Mcneill, Lisa.S./University of Otago Fam, Kim-Shyan/Victoria University of Wellington Kim, Choy Chung/Kazakhstan Institute of Management, Economics and Strategic Research (Q & A)</p>	<p style="text-align: center;"><i>Shopping Center Development in China</i></p> <p style="text-align: center;">Wang, Shuguang/Ryerson University (Q & A)</p>
14:10 - 14:35	<p style="text-align: center;"><i>Gender and the Unobservable Consumer In-Store Behaviors</i></p> <p style="text-align: center;">Chou, Ting-Jui/Renmin University of China Chang, En-Chung/Renmin University of China Zhao, Zhihang/Renmin University of China (Q & A)</p>	<p style="text-align: center;"><i>The Role of ICT in the Creation of Benefits Linked to Distribution Value Chain</i></p> <p style="text-align: center;">Oubiña, Javier/ Universidad Autónoma De Madrid Villaseñor, Nieves/ Universidad Autónoma De Madrid Yagüe, M^a Jesús / Universidad Autónoma De Madrid (Q & A)</p>
14:35 - 14:45	Break	
14:45 - 15:10	<p style="text-align: center;"><i>The Effects of Emotional Experience and Cognitive Images of Consumers on the Attractiveness of Retail Agglomerations</i></p> <p style="text-align: center;">Nakanishi, Masao/Kwansei Gakuin University Wu, Xiaoding/Jilin University (Q & A)</p>	<p style="text-align: center;"><i>Examining Strategies and Implications for Intra Conflict Reduction: The Role of Responsibility, Creativity, and Risk-taking Behaviors in Japanese Retail Companies</i></p> <p style="text-align: center;">Seo, Eunji/Fukuyama Heisei University (Q & A)</p>

15:10 - 15:35	<p><i>The Factors of Complex Shopping Mall Influencing Customer Satisfaction in Korea</i> Cha, Seong-Soo/Lotte Asset Development Co.,Ltd Park, Cheol/Korea University (Q & A)</p>	<p><i>Logistics Measures for Last-Mile Issues in Ageing Japanese Society</i> Lee, Jimyoung/University of Marketing and Distribution Sciences (Q & A)</p>
15:35 - 15:45	Break	
15:45 - 16:10	<p><i>Text Semantics Analysis in Retail Agglomeration: Meanings of Retail Agglomeration to Different Consumer Groups</i> Su, Lixun/Jilin University Wu, Xiaoding/Jilin University Chou, Ting-jui/Renmin University of China (Q & A)</p>	<i>Discussion</i>
16:10 - 16:40	<i>Discussion</i>	
18:30 -	Welcome Party at Cantonese Jade Restaurant (10F) Grand Hi-Lai Hotel	
Dec.01, Sunday Venue: Room # Library 6F J 609		
Session 3: Service Dominant Logic in the Non-Manufacturing Sectors (Session Leader : Lee, Jung Hee/Chung-Ang University)		
9:30 - 9:55	<p><i>Internationalization of Thai Service: Hotel Business</i> Luangpituksa, Chollada/Kasetsart University (Q & A)</p>	
9:55 - 10:20	<p><i>“Regeneration” of Urban Functions: A Case Study of Otsunaka Street, Kobe City</i> Hata, Yoji/University of Marketing and Distribution Sciences (Q & A)</p>	
10:20 - 10:45	<p><i>Brand Attitude toward Art Sponsorship: Examining the Fit Effects between Mega Event, Visitors and Sponsoring Brands</i> Shu, Shihtung/National Kaohsiung First University of Science and Technology (Q & A)</p>	
10:45 - 10:55	Break	

10:55 - 11:20	<p><i>The Future of Retailer Development and the Role of Tourism Intermediary on Local Business in Thailand</i></p> <p>Plangpramool, Samart/Burapha University International College (BUUIC) Srisangkhajom, Thaksaom/Burapha University International College (BUUIC)</p>
11:20 - 11:40	<p><i>Discussion</i></p>
11:40 - 11:50	<p><i>Closing Remarks</i></p>