



BNU-UniSA Joint Symposium

16th -17th October 2017, Beijing, China

HOST

Beijing Normal University Business School (BNUBS)

ORGANISERS

Beijing Normal University Business School (BNUBS)

University of South Australia (UniSA) Business School

VENUE

Beijing Normal University

Agenda	
13th October	
19:00-20:30	<p>The Jingshi Business and Management Celebrity Forum</p> <p>Venue: Jing Shi Building, Meeting Room No. 9406</p> <p>Guest speaker: Marie Wilson, Pro Vice Chancellor (Business and Law), UniSA</p> <p>Topic: <i>University-based Entrepreneurship: A Multi-level Analysis of Academic Enterprise</i></p> <p>Moderator: Desheng Lai, Dean and Professor, BNUBS</p>
16th October	
09:00 – 09:20	Opening Session
	<p>Venue: Jing Shi Building level 3, the Sixth Conference Room</p> <p>Moderator:</p> <p>Desheng Lai, Dean and Professor, BNUBS</p> <p>Speaker:</p> <p>Marie Wilson, Pro Vice Chancellor, UniSA</p> <p>Zuoyu Zhou, Vice President, BNU</p>
09:20 – 09:30	Group Photo
09:30 – 11:40	Keynote Speech
	<p>Venue: Jing Shi Building level 3, the Sixth Conference Room</p> <p>Moderator:</p> <p>Ying Zhu, Director: Australian Centre for Asian Business, UniSA</p> <p>Speaker:</p> <p>Ruth Rentschler, Head of School: Management, UniSA</p> <p>Shi Li, Director of China Income Distribution Institution & Professor, BNUBS</p> <p>Lin Crase, Professor School of Commerce, Head of School: Commerce, UniSA</p> <p>Xuegang Cui, Associate Dean and Professor, BNUBS</p>
13:30-15:20	<p>Section A1: Economics</p> <p>Venue: The Jing Shi Hall, Meeting Room No.2</p> <p><i>Is Trade Openness Promoting Cultural Identity? —An Empirical Study Based on Data of China from 1990 to 2014</i></p> <p>-Ruxiao Qu, Director of Maxdo Program & Professor, BNUBS</p> <p><i>Behind the Gender Gap of Labour Force Participation Rate: A Comparison Study,</i></p>

	<p>-Xin Deng, Doctor, Senior Lecturer, School of Commerce, UniSA</p> <p><i>Work after the Statutory Pension Age in Urban China and Urban Russia</i></p> <p>-Haiyuan Wan, Deputy of Director: China Income Distribution Institution & Associate Professor, BNUBS</p> <p><i>Foreign Equity, Exporting and Firm Innovation</i></p> <p>-Jianghua Zhou, Associate Professor, BNUBS</p> <p><i>Gender Gap in Education in China: Facts and Reasons</i></p> <p>-Min Zhu, Assistant Professor, BNUBS</p> <hr/> <p>Section B1: Strategy</p> <p>Venue: The Jing Shi Hall, Meeting Room No.5</p> <hr/> <p><i>Strategies to Address the Macro and Micro Influences and Perceptions towards Risk and Uncertainty in the Pre-export and the Growth and Expansion Phases: A Comparative Study of Australian and Chinese Internationalizing SMEs</i></p> <p>-Susan Freeman, Professor, School of Management, UniSA</p> <p><i>When Will Employees Embrace Managers' Technological Innovations? The Mediating Effects of Employees' Perceptions of Fairness on Their Willingness to Accept Change and its Legitimacy</i></p> <p>-Hao Jiao, Director: Department of Strategic Management & Associate Professor, BNUBS</p> <p><i>M&A of Rio Tinto by Chinalco: Case Study of Rational Failure</i></p> <p>-Feihu Zheng, Associate Professor, BNUBS</p> <p><i>Governance and Performance Measurement in the Sport and Leisure Industries,</i></p> <p>-Ian O'Boyle, Doctor, Senior Lecturer, School of Management, UniSA</p>
15:40-17:30	<p>Section A2: Environment & Interdisciplinary</p> <p>Venue: The Jing Shi Hall, Meeting Room No.2</p> <hr/> <p><i>Unlocking Great Creative in China – a Test of Neuro Measures across Cultures</i></p> <p>-Magda Nenycz-Thiel, Professor, School of Marketing, UniSA</p> <p><i>The Impacts Comparisons of CO2 Emissions and Non-CO2 Emissions Reduction</i></p> <p>-Lancui Liu, Professor, BNUBS</p>

	<p><i>Refining Policy and Payment Approaches for Ecosystem Services from Scarce Land and Water</i></p> <p>-Bethany Cooper, Doctor, School of Commerce, UniSA</p> <p><i>Ecosystem Services and Integrated Land Change Modeling in the Drylands of Northern China</i></p> <p>-Zhifeng Liu, Assistant Professor, Faculty of Geographical Sciences, BNU</p>
	<p>Section B2: Management</p> <p>Venue: The Jing Shi Hall, Meeting Room No.5</p>
	<p><i>Diversity and Independence on Listed Company Boards in Australia and China– The Role of Independent Directors</i></p> <p>-Roman Tomasic, Professor, School of Law, UniSA & Ping Xiong, Doctor, School of Law, UniSA</p> <p><i>Hanker after Energy: Responses to Social Support through the Lens of Interaction Ritual Chain Theory</i></p> <p>-Jing Qian, Associate Professor, Director of Research Center for Managerial and Organizational Psychology, BNUBS</p> <p><i>Entrepreneurship and Sharing Economy in Tourism: Unravelling and Comparing the Invisible Labour in Australia and China</i></p> <p>-Marianna Sigala, Professor, School of Management, UniSA</p> <p><i>Warmer or Cooler: The Influence of Ambient Temperature on Complex Choices</i></p> <p>-Luqiong Tong, Assistant Professor, BNUBS</p> <p><i>Towards Increased Innovation – the Enabling Role of Performance Measurement in Family Business in Australia and China</i></p> <p>-Bruce Gurd, Associate Professor, Deputy Director: Australian Centre for Asian Business, UniSA</p>
17th October	
9:30- 11:00	Section C1: BNUBS & UniSA Business School Cooperation and Joint Program

	Venue: The Library Building, Meeting room No. 1620
9:30- 11:00	Section C2: Seed Fund General Coordination Parallel Meeting
	<p>Group One: Evaluating China-Australia Arts and Cultural Exchange for Future Development Venue: The Library Building, Meeting room No. 1610</p> <p>Group Two: Entrepreneurship and Sharing Economy in Tourism: Unravelling and Comparing the Invisible Labor in Australia and China Venue: Jing Shi Building, Meeting Room No. 9408 A</p> <p>Group Three: Strategies to Address the Macro and Micro Influences and Perceptions towards Risk and Uncertainty in the Pre-export and the Growth and Expansion Phases: A Comparative Study of Australian and Chinese Internationalizing SMEs Venue: The Library Building, Meeting Room No. 1629</p> <p>Group Four: Towards Increased Innovation – the Enabling Role of Performance Measurement in Family Business in Australia and China Venue: Jing Shi Building, Meeting Room No. 9408 B</p> <p>Group Five: Behind the Gender Gap of Labour Force Participation Rate: A Comparison Study Venue: The Library Building, Meeting Room No. 1621</p> <p>Group Six: Refining Policy and Payment Approaches for Ecosystem Services from Scarce Land and Water Venue: The Library Building, Meeting Room No.1722</p>