

**INTERNATIONAL ASSOCIATION FOR ASIA PACIFIC STUDIES (IAAPS)  
4<sup>TH</sup> ANNUAL CONFERENCE**

**“Inclusive and Sustainable Growth in the Asia Pacific:  
Regional and National Policy and Programmatic Challenges”**

**DE LA SALLE UNIVERSITY, MANILA  
November 22-23, 2013 (Friday and Saturday)**

**EVENT PROGRAMME**

**Day 1, November 22, 2013 (Friday)**

| Time                   | Programme  |
|------------------------|--|
| <b>9:00 – 9:30 am</b>  | <b>Registration</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>  |
| <b>9:30 – 12:00 nn</b> | <b>Opening Ceremony</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>  |
| 9:30 – 9:35 am         | Welcome Address by Ambassador Alfonso Yuchengco, Chairman of the Board of Trustees, Yuchengco Center   |
| 9:35 – 9:45 am         | Welcome Speech by Professor Kazuichi Sakamoto, President of International Association for Asia Pacific Studies (IAAPS)   |
| 9:45 – 10:00 am        | Group Photo  |
| 10:00 – 10:15 am       | Coffee Break   |
| 10:15 – 10:45 am       | <b>Keynote Speech 1</b><br>Speaker: President Fidel V. Ramos, Former President, Republic of the Philippines<br><i>Title: Leadership for Inclusive Development: Lessons from the Ramos Presidency</i>   |
| 10:45 – 11:15 am       | <b>Keynote Speech 2</b><br>Speaker: Professor Jon S.T. Quah, Anti-Corruption Consultant, Singapore; Retired Professor of Political Science, National University of Singapore<br><i>Title: Best Practices for Curbing Corruption in the Asia-Pacific Countries</i>  |
| 11:15 – 11:45 am       | <b>Keynote Speech 3</b><br>Speaker: Ambassador Wilfrido Villacorta, former Philippine Ambassador and Permanent Representative to ASEAN (Association of Southeast Asian Nations); Professor Emeritus, De La Salle University<br><i>Title: Towards an ASEAN Community: Geo-Political and Economic Requirements</i> |
| 11:45 – 12:00 nn       | Open Forum   |

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|------------------------|--|
| <b>12:00 – 1:30 pm</b> | <b>Lunch</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>   |
| <b>1:30 – 3:00 pm</b>  | <b>Panel Session 1</b><br><i>Venue: 8<sup>th</sup> Floor, Br. Andrew Gonzales Building, De La Salle University</i><br><br>Session 1- Group A<br>Session 1- Group B<br>Session 1- Group C |
| <b>3:00 – 3:15 pm</b>  | <b>Coffee Break</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>  |
| <b>3:15 – 4:45 pm</b>  | <b>Panel Session 2</b><br><i>Venue: 8<sup>th</sup> Floor, Br. Andrew Gonzales Building, De La Salle University</i><br><br>Session 2- Group A<br>Session 2- Group B<br>Session 2- Group C |
| <b>5:00 – 5:50 pm</b>  | <b>IAAPS 4<sup>th</sup> Annual General Meeting</b><br><i>Venue: 9<sup>th</sup> Floor, Room 903, Br. Andrew Gonzales Building, De La Salle University</i>                                 |
| <b>6:00 pm</b>         | <b>Dinner</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>  |

**Day 2, November 23, 2013 (Saturday)**

| <b>Time</b>             | <b>Programme</b>  |
|-------------------------|---|
| <b>9:00 – 9:30 am</b>   | <b>Registration (Refreshments will be provided)</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i> |
| <b>9:30 – 11:00 am</b>  | <b>Panel Session 3</b><br><i>Venue: 8<sup>th</sup> Floor, Br. Andrew Gonzales Building, De La Salle University</i><br><br>Session 3- Group B<br>Session 3- Group C  |
| <b>11:00 – 11:15 am</b> | <b>Coffee Break</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>                                 |

|                         |  |
|-------------------------|--|
| <b>11:15 – 12:45 pm</b> | <b>Panel Session 4</b><br><i>Venue: 8<sup>th</sup> Floor, Br. Andrew Gonzales Building, De La Salle University</i><br><br>Session 4- Group A<br>Session 4- Group B<br>Session 4- Group C |
| <b>13:00 – 14:00 pm</b> | <b>Lunch</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>   |
| <b>14:00 – 14:30 pm</b> | <b>Synthesis</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>   |
| <b>14:30 – 14:45 pm</b> | <b>Closing Remarks</b><br><i>Venue: 20<sup>th</sup> Floor, Multipurpose Room, Br. Andrew Gonzales Building, De La Salle University</i>   |

## **Panel Session 1**

**Day 1, November 22, 2013 (Friday), 1:30 pm to 3:00 pm**

### **Session 1 – Group A**

*Venue: 8<sup>th</sup> Floor, Room 808, Brother Andrew Gonzales Building*

*Moderator: Dr. Tereso Tullao, Jr., De La Salle University*

1. Collective Memory and Threat Perception: China Eyes on Japan's Constitutional Revision  
*Mr. Wang Yi, Waseda University, Japan*
2. Where Do Chinese Contracts Go in Asia: An Empirical Analysis  
*Professor Yi Feng, Claremont Graduate University, USA*
3. The U.S. Marines in the Asia Pacific Region: Self-image, Reputation and Acceptance among Asian Neighbors  
*Ms. Nanae Yamashiro, The Pacific Forum CSIS, USA*

### **Session 1 – Group B**

*Venue: 8<sup>th</sup> Floor, Room 809, Brother Andrew Gonzales Building*

*Moderator: Ms. Mitzie Irene Conchada, De La Salle University*

1. Altruistic or Opportunistic: Consumer Perception of Cause-related Products  
*Ms. Thi Thanh Man Nguyen, Ritsumeikan Asia Pacific University, Japan*
2. Global Niche Marketing: The Case of Ability Enterprise  
*Dr. Lailani Alcantara, Ritsumeikan Asia Pacific University, Japan*
3. Online Consumer Behavior: The Basis of a Facebook Store Business Model  
*Mr. Kurt Paolo Sevillano, MBA, Lyceum of the Philippines University - Batangas, Philippines*

### **Session 1 – Group C**

*Venue: 8<sup>th</sup> Floor, Room 810, Brother Andrew Gonzales Building*

*Moderator: Dr. Grace Roldan, De La Salle University*

1. Modeling the Impact of Research and Development Investment on Quality of Life: Lessons from Countries with High and Very High Human Development Indices  
*Professor Honesto Camino, Polytechnic University of the Philippines, Philippines*
2. Career Motives and Job Satisfaction among Teachers in Vietnam  
*Mr. Ngoc Tien Tran, Ritsumeikan Asia Pacific University, Japan*
3. A Cross-country Analysis of Entrepreneurship Education: Implications for Japan  
*Ms. Oksana Pak, Ritsumeikan Asia Pacific University, Japan*

## **Panel Session 2**

**Day 1, November 22, 2013 (Friday), 3:15 pm to 4:45 pm**

### **Session 2 – Group A**

*Venue: 8<sup>th</sup> Floor, Room 808, Brother Andrew Gonzales Building*

*Moderator: Ms. Paulyne Castillo, De La Salle University*

1. Regional Integration in East Asia: Identifying the Needed Ingredients  
*Mr. Charly von Solms, Waseda University, Japan*
2. “Regional” to “regional” – Synergetic Impact between International Student Volunteers and a Host Community: A Case Study in the Philippines  
*Professor Hirohisa Yukawa, Shikoku Gakuin University, JAPAN*
3. Parapublic Relations and Regional Integration : A Comparison of Franco-German, ASEAN and Japan-China Socio-Cultural Integration and Resulting Cooperative Patterns  
*Mr. Michel May, Waseda University, Germany*

### **Session 2 – Group B**

*Venue: 8<sup>th</sup> Floor, Room 809, Brother Andrew Gonzales Building*

*Moderator: Ms. Mitzie Irene Conchada, De La Salle University*

1. Impact of Financial Inclusion and Microfinance on Income Generation and Livelihood of Members of Self-Help Groups: A Case Study of Mandya District, India  
*Dr. K. Sivachithappa, University of Mysore, India*
2. Conditional Cash Transfer in the Philippines: Case Study of an Innovative Strategy  
*Mr. Mark Anthony M. Velasco, De La Salle University, Philippines*
3. Adoption of Shadow Bid Pricing for the Enhanced Application of “Value for Money” Methodology to BOT/PPP Programs  
*Professor Shunso Tsukada, Ritsumeikan Asia Pacific University, Japan*

### **Session 2 – Group C**

*Venue: 8<sup>th</sup> Floor, Room 810, Brother Andrew Gonzales Building*

*Moderator: Dr. Grace Roldan, De La Salle University*

1. Poverty Alleviation Programs and Sustainable Poverty Rate Reduction  
*Professor Susetawan and Ms. Milda Longgeita Br Pinem, Gadjah Mada University, Indonesia*
2. An Internet Gap Analysis on Cyber Cafe Usage of Two Suburban Bordering Towns: Changlun and Sadao  
*Dr. Azhar Harun, Universiti Utara Malaysia, Kedah Malaysia*
3. Creating Impact through Media: Malaysian Environmental Journalists as Information Providers for National Environmental Policy and Programmatic Challenges  
*Dr. Darusalam Bakar, Universiti Teknologi MARA, Malaysia*

### **Panel Session 3**

**Day 2, November 23, 2013 (Saturday), 9:30 am to 11:00 am**

#### **Session 3 – Group B**

*Venue: 8<sup>th</sup> Floor, Room 809, Brother Andrew Gonzales Building*

*Moderator: Ms. Mitzie Irene Conchada, De La Salle University*

1. Foreign Direct Investment Inflows in India: Trends and Emerging Issues  
*Professor Rajiv Kumar Bhatt, Banaras Hindu University, India*
2. Credit Information Bureau Performance and Customer Perception of Credit Information Sharing Activities: A Case Study of Vietnam  
*Ms. Hoang Anh Nguyen, Ritsumeikan Asia Pacific University, Japan*
3. Feasibility Analysis of Introducing Shari'ah Auditing in Bangladeshi Islamic Banks  
*Mr. Md. Jahidur Rahman, City University of Hong Kong, Hong Kong*

#### **Session 3 – Group C**

*Venue: 8<sup>th</sup> Floor, Room 810, Brother Andrew Gonzales Building*

*Moderator: Dr. Grace Roldan, De La Salle University*

1. A Means to Change Public Administration: The Community Driven Development Approach, from Policy to Practice  
*Ms. Deovelyn Bejo, Polytechnic University of the Philippines, Philippines*
2. Effectiveness of a Time Bound Process in Empowering Community Volunteers of Mulanay, Quezon Implementing the Kalahi-CIDSS Project  
*Mr. Mark Dennis Cortez, Polytechnic University of the Philippines, Philippines*
3. Geoparks and Nature Conservation in Japan and Europe  
*Professor Malcolm Cooper and Assistant Professor Kazem Vafadari Mehrizi, Ritsumeikan Asia Pacific University, Japan*

## **Panel Session 4**

**Day 2, November 23, 2013 (Saturday), 11:15 am to 12:45 pm**

### **Session 4 – Group A**

*Venue: 8<sup>th</sup> Floor, Room 808, Brother Andrew Gonzales Building*

*Moderator: Ms. Mitzie Irene Conchada, De La Salle University*

1. A Trigger Starting an Arms Race in the South China Sea: The Taiwan-Philippines Sea Sovereignty Conflict  
*Mr. Hung-lin Yeh, National Taiwan University, Taiwan*
2. Life Writing and Comfort Women  
*Dr. Gay Satsuma, University of Hawaii at Manoa, USA*
3. The Japan-Australia Security Alignment and Regional Integration of the Asia Pacific  
*Dr. Daisuke Akimoto, Soka University, Japan*

### **Session 4 – Group B**

*Venue: 8<sup>th</sup> Floor, Room 809, Brother Andrew Gonzales Building*

*Moderator: Dr. Grace Roldan, De La Salle University*

1. Patterns of Political Participation in Democratizing Southeast Asia  
*Dr. Ginger Denton, United States Coast Guard Academy, USA*
2. Performance of the Local Government Unit of Kalibo, Aklan, Philippines: An Assessment  
*Professor Cecile Legaspi, Aklan State University, Philippines*
3. Burmese Migrants' Civil Society Organizations in Ranong, Thailand  
*Mr. Wiraphong Panyathanakhun, Walailak University, Thailand*

### **Session 4 – Group C**

*Venue: 8<sup>th</sup> Floor, Room 810, Brother Andrew Gonzales Building*

*Moderator: Dr. Exaltacion Lamberte, De La Salle University*

1. Ensuring Rice Sufficiency in Southeast Asia: A Comparative Analysis of Rice Production Trends and Government Policies in Six Countries  
*Mr. Benedict Exconde, De La Salle University, Philippines*
2. Monuments of Security: The Bamboo Village Fortifications of Early Itneg Communities in Abra, Northern Philippines  
*Mr. Farland Valera, University of Baguio, Philippines*
3. Future Challenges and Opportunities of the Mining Sector in Indonesia and ASEAN  
*Ms. Rafika Diantika, Ms. Khairina Azmi Zahidah, and Mr. Masrudin, Universitas Indonesia, Indonesia*