

**13<sup>th</sup>**

**Asia Pacific Conference**

**Societal Transformation in Asia Pacific:  
Charting the Waves of Change**

**Nov. 7 (Sat) – 8 (Sun), 2015**

@Ritsumeikan Asia Pacific University,  
Beppu, Oita, Japan  
[apconf@apu.ac.jp](mailto:apconf@apu.ac.jp)

## **Welcome to Asia Pacific Conference 2015 (APC 2015)**

It is with great pleasure and a profound sense of gratitude that I welcome all of you to this year's Asia Pacific Conference with the theme: "Societal Transformation in Asia Pacific: Charting the Waves of Change".

We are caught in the midst of complex and turbulent forces and events that impact the current and future shape and dynamics of the Asia Pacific Region. The journey to our desired future is hewn with uncertainties and hurdles as well as opportunities. Charting the paths towards desirable societal transformation could be daunting and overwhelmingly challenging. For this, we need collective wisdom and resolve.

Your presence today is a testimony to your commitment to engage with us in understanding, exploring and managing the process of societal transformation in the region. Through your partnership and unselfish dedication we are inspired to pursue what we have begun since the establishment of the Ritsumeikan Center for Asia Pacific Studies (RCAPS). RCAPS aims to understand/explore the development issues/problems confronting the region with the view of generating relevant knowledge and information, as well as to formulate strategies for promoting peace, prosperity, productivity and sustainability.

As a center it is guided by organizational values of relevance, innovation, service and excellence. Relevance as it seeks to undertake research projects that responsively address the needs of the region. Innovation as it continues to improve and enhance in all its research approaches and means for disseminating information to various stakeholders. It serves the region in terms of providing significant and useful information in support of development priorities. The Center seeks to be known and to be remembered for its excellent standing and contributions in shaping the future of the Asia Pacific, by being an active partner in promoting the desired societal transformation.

Guided by these values the Center will endeavor to enhance and maintain its value to society, its organizational viability and its visibility as a knowledge center in support of pro-poor, inclusive, human-centered, balanced and sustainable development in the Asia Pacific region.

However, we cannot do this alone. We need each other. We are therefore honored that you have come. May this lead to sustained and meaningful partnerships. It is my hope that your brief encounter with us be as fruitful and memorable for you as it is for us.

Francisco P. Fellizar, Jr.  
Vice-President for International Cooperation and Research  
Ritsumeikan Asia Pacific University (APU)  
November 2015

**13th AP Conference Programme  
November 7<sup>th</sup>, 2015**

**Registration (H202)**

**9:00—9:30**

**Opening Session (H202)**

**9:30—10:00**

Title: Welcome to Participants and Brief Introduction to RCAPS

Professor Ali Haidar

Director, RCAPS

**Special Talk (H202)**

Title: The Changing Asia Pacific Era and the New Challenges for Asia Pacific Studies

Professor Kazuichi Sakamoto

Founding President, Ritsumeikan Asia Pacific University (APU)

Founder, Ritsumeikan Center for Asia Pacific Studies (RCAPS)

Founder, International Association for Asia Pacific Studies (IAAPS)

Professor Emeritus, Ritsumeikan University (RU)

**Keynote Speech (H202)**

**10:00—10:50**

Title: Holistic Transformation: Key to Ecosystem Resiliency in a Changing World

Professor Rex Victor O. Cruz

Former Chancellor, University of the Philippines Los Baños

Nobel Peace Prize winner in 2007, with Intergovernmental Panel on Climate Change (IPCC)

and former US Vice President Al Gore

**Panel Session 1 (D202)**

**11:00—13:00**

Title: The Korean Regional Economics Association in Asia Pacific Conference

Chair: Professor Iltae Kim, Chonnam National University and  
President, Korean Regional Economics Association, Korea

1) Tong-Hee Kang, Kunsan National University, Korea

Title: Optimal Allocation of the Public Finance among the Inequable Regions: A Game Theoretic Approach ----- p. 1

2) Hyunho Kim, Chonnam National University, Korea and Inyong Shin, Asia University, Japan

Title: Is Compressed Demographic Transition a Bonus or Onus on Economic Growth? ----- p. 2

3) Gwang Sup Jeon, Honam University, Korea

Title: Effective Financial Management of Public Institutions for Integrated Management Plan ----- p. 3

4) Iltae kim, Chonnam National University and Korean Regional Economics Association, Korea and Jihye Choi, Chonnam National University, Korea

Title: The Effect of Regional Economic Variables on Employment Change in Korea ----- p. 4

**Panel Session 2 (D203)**

**11:00—13:00**

Title: Productivity and Competitiveness of Asian Economies

Chair: Professor Sangho Kim, Ritsumeikan Asia Pacific University, Japan

1) Thi Huong Pham, Ritsumeikan Asia Pacific University, Japan

Title: Technical Efficiency: Study of Rice Farmers in Vietnam ----- p. 5

2) Young Hoon Lee, Sogang University, Korea

Title: Estimation of Productivity and its Distribution Using Stochastic Frontier Models ----- p. 6

3) Jae Woo Lee, Busan National University, Korea

Title: A Transaction Cost Approach to Environmental Cooperation: The Case of Haze Pollution in Southeast Asia ----- p. 7

4) Sangho Kim, Ritsumeikan Asia Pacific University, Japan

Title: What Drives Total Factor Productivity Growth for Japanese Manufacturing Industry? - P. 8

**Panel Session 3 (D204)**

**11:00—13:00**

Title: Asian Business in International Market: New Motivations and Challenges

Chair: Professor Rebecca Chung Hee Kim, Ritsumeikan Asia Pacific University, Japan

1) Avvari V. Mohan, Nottingham University Business School Malaysia

Title: Can CSR be a Platform for Open Innovation to Support Development of Creative Cities? - p. 10

2) Asfaraman Ganesha and Ali Haidar, Ritsumeikan Asia Pacific University, Japan

Title: From Ethnocentric to Geocentric International Employment Practice: A Case Study of Pt. Astra Daihatsu Motor CEO ----- p. 11

3) Rebecca Chung Hee Kim, Ritsumeikan Asia Pacific University, Japan

Title: “Nut Rage” Scandal of Korean Air: What’s Missing in International Management Discussion?  
----- p. 12

4) In Young Yoo, Ritsumeikan Asia Pacific University, Japan

Title: Multicultural Competence of Foreign Hotel Employees: A Pilot Study ----- p. 13

5) Kanichiro Suzuki, Ritsumeikan Asia Pacific University, Japan

Title: Transformation of International Strategies and Organizations in Japanese Manufacturing MNCs ----- p. 14

**Panel Session 4 (D205)**

**11:00—13:00**

Title: Asian Security through the Lens of Constructivism: Analyzing Japanese Pursuit of Regional Multilateralism

Chair: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussant: Associate Professor Ching Chang Chen, Ryukoku University, Japan

1) Chris Robichaud, Ritsumeikan Asia Pacific University, Japan  
Title: Countering the Revolution: Japanese Foreign Relations in the Contest to Socialize East Asia ----- p. 15

2) Kyoko Hatakeyama, Kansai University of Foreign Studies, Japan  
Title: From Norm Beneficiary to Norm Protector? Soft Balancing Behavior and Japan's Norm-based Diplomacy in the South China Sea ----- p. 16

3) Charly Von Solms, Waseda University, Japan  
Title: The Role of Perception in Japanese Foreign Policy on Regional Cooperation: Fluctuations in the Interpretation of China's Rise ----- p. 17

4) Michael Porter, Ritsumeikan Asia Pacific University, Japan  
Title: U.S.-Japan Coordinated Support for South Asian Democracies: Prospects and Implications ----- p. 18

5) Jieruo Li, Ritsumeikan Asia Pacific University, Japan  
Title: Cooperation between the PRC and ROC Governments on the Senkaku Dispute ----- p. 19

**Panel Session 5 (D207)**

**11:00—13:00**

Title: Tourism: Drivers, Intentions and Behavior

Chair: Professor Malcom J.M Cooper, Ritsumeikan Asia Pacific University, Japan

1) Thi Hieu Nhi Mai, Yokohama National University, Japan  
Title: Attributes Affecting Tourist Satisfaction and Behavioral Intention in Homestay: A Case of Homestay Program in Hoi An, Viet Nam ----- p. 20

2) Kobkrit Sooksatit, Ritsumeikan Asia Pacific University, Japan  
Title: Customer Decision on Hotel Booking via Mobile Phone Applications: A Case Study of Luxury Hotels in Bangkok ----- p.21

3) Ri Sil Park, Ritsumeikan Asia Pacific University, Japan  
Title: Potentials of Rural Areas in Japan as MICE (Meetings, Incentives, Conferences, Exhibitions) Destinations ----- p. 22

**Panel Session 6 (D208)**

**11:00—13:00**

Title: Media, Social Groups and Marketing

Chair: Professor Mani A., Ritsumeikan Asia Pacific University, Japan

- 1) Mario Rico Florendo, University of Tokyo, Japan  
Title: Hopes and Dreams: Analysis of Kuwentong Gilas Narratives and National Identity in the Philippines ----- p. 23
  
- 2) Benjamina Flor and Marifi Magsino, University of the Philippines Los Baños, Philippines  
Title: Exploring the Potentials of Community Media for Climate Change Resilience through Social Transformation towards the New Normal in the Asia Pacific Region ----- p. 24
  
- 3) Yasuo Uchida, Kobe University, Japan  
Title: System Thinking over a Complex System ----- p. 25

**Panel Session 7 (D209)**

**11:00—13:00**

Title: Economic Changes, Innovation and Society

Chair: Associate Professor Kozo Otsuka, Ritsumeikan Asia Pacific University, Japan

- 1) Mathias Doetzer, University of Bamberg, Germany  
Title: ICT Innovation in Transforming Japanese Supply Chain Management: An Analysis of Opportunities in Contemporary Research ----- p. 26
  
- 2) Mohammad Imran Hossain, Ritsumeikan Asia Pacific University, Japan  
Title: Impact of Economic Liberalization Reforms on Foreign Trade: The Perspective of South Asia ----- p. 27
  
- 3) Waruni Apsara Walpita, Ritsumeikan Asia Pacific University, Japan  
Title: Determinants of Rural Poverty in Sri Lanka ----- p. 28
  
- 4) Juvy Gopela and Maria Stella C. Tirol, University of the Philippines Los Baños, Philippines  
Title: Adoption of Genetically Modified Corn Technology and Economic Changes among Farming Families in Iloilo Province, Philippines ----- p. 29

5) Behrooz Asgari, Ritsumeikan Asia Pacific University, Japan  
Title: Dynamics of High-tech Innovation Diffusion ----- p. 30

**Panel Sessions 8 (D210)**

**11:00—13:00**

Title: Nature of State, Globalization and Diplomacy

Chair: Professor Ka Po Ng, University of Niigata Prefecture

1) Woochul Kang, Keio Research Institute at SFC, Japan  
Title: South Korea's Middle Power Diplomacy: the Lee Myungbak Administration's  
Development Assistance Policy ----- p. 31

2) Jen-hsin Yu, Tamkang University, Taiwan  
Title: Multiculturalism and Globalization: Emi and Bobby in Yamashita's Tropic of Orange  
----- p. 32

3) Ka Po Ng, University of Niigata Prefecture, Japan  
Title: The Geographical Factor in US-China Relations ----- p. 33

**Lunch (Cafeteria)**

**13:10—14:10**

**Panel Session 9 (D202)**

**14:20—18:30**

Special Session for Undergraduate Students

Title: Changes in Asia Pacific Business and Society

Chairs: Professor Timothy Lee, Professor Wei-bin Zhang and Professor Phillip Dean Pardo,  
Ritsumeikan Asia Pacific University, Japan

1) Muhammad Aulia Rachman, Ritsumeikan Asia Pacific University, Japan  
Title: ASEAN Role in Containing Japan-China Rivalry ----- p. 34

- 2) Kayla Wong, Ritsumeikan Asia Pacific University and Ching Chang Chen, Ryukoku University, Japan  
 Title: Rethinking Alternative Models of Democracy: The Case of Singapore ----- p. 35
- 3) Muhammad Aulia Rachman, Ritsumeikan Asia Pacific University, Japan  
 Title: Ethno-Religious Militia against ISIS: The Blurring of Line between State and Non-State Actors in the Society of States? ----- p. 36
- 4) Abhinandan Mishra and Muhammad Aulia Rachman, Ritsumeikan Asia Pacific University, Japan  
 Title: Violent Messianic Movement and Impending New Normalcy: Multidisciplinary Analysis on ISIS Phenomenon ----- p. 37
- 5) Ngoc Yen Nguyen, Ritsumeikan Asia Pacific University, and Ching Chang Chen, Ryukoku University, Japan  
 Title: Bilateralism, Multilateralism and Leadership in Asia Pacific Security Groupings --- p. 38
- 6) Quang Minh Tran, Ritsumeikan Asia Pacific University, Japan  
 Title: Dark Tourism in Asia Pacific ----- p. 39
- 7) Aiswarya Kkansakar and Arshad Azad, Ritsumeikan Asia Pacific University, Japan  
 Title: Job Performance vs Lifetime Employment in Japan ----- p. 40
- 8) Jenefa Mei Narido, University of the Philippines Los Baños, Philippines  
 Title: Customer Preference and Awareness towards Purchasing Services Offered in Gardens by the Bay, Singapore ----- p. 41
- 9) Shuangying Yu and Tiezhan Lu, Ritsumeikan Asia Pacific University, Japan  
 Title: What is behind the Behavior of Garbage Sorting in China: Case Study in Hangzhou Using Theory of Planned Behavior ----- p. 42
- 10) Dong Uk Shin, Ritsumeikan Asia Pacific University, Japan  
 Title: Assessing the Environmental Impact of Tourism in Jeju Island, South Korea ----- p. 43
- 11) Andarini Sertianti, Ritsumeikan Asia Pacific University, Japan  
 Title: Indonesian Forest Fires and Trans-Boundary Haze Pollution in Southeast Asia ---- p.44

12) Zarin Tasnim, Ritsumeikan Asia Pacific University, Japan  
Title: The Socioeconomic Impact of Arsenic Contaminated Groundwater in Rural Bangladesh  
----- p. 45

13) Maryam Affaf Karimah and Aisyah Nisa Hafiyya, University of Indonesia, Indonesia  
Title: Synergizing of 'Waste Bank' and Community Development Projects as a Strategic Smart  
City Development Program: Preliminary Observation on Public Environmental Education in  
Depok City, Indonesia ----- p. 46

**Panel Session 10 (D203)**

**14:20—16:20**

Special Session by the CIS, Inha University and the IRPS, APU

Title: Japanese and Korean Foreign Policies in Evolving Regional Environments

Chair: Professor Hidetaka Yoshimatsu, Ritsumeikan Asia Pacific University, Japan

Discussant: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussant: Research Professor Seong-Yong Park, Inha University, Korea

1) Euikon Kim, Inha University, Korea  
Title: 21st Century Middle Power Diplomacy of Korea ----- p. 48

2) Seung-Ho Joo, University of Minnesota-Morris, USA  
Title: Park Geunhye's Northern Diplomacy: The Eurasian Initiative and  
Seoul-Pyongyang-Moscow Relations ----- p. 49

3) Yoshinori Kaseda, Ritsumeikan Asia Pacific University, Japan  
Title: A Critical Evaluation of Japanese Foreign Policy ----- p. 50

4) Utpal Vyas, Ritsumeikan Asia Pacific University, Japan  
Title: Implications of China's RMB Internationalisation for Japan and Korea ----- p. 51

**Panel Session 11 (D204)**

**14:20—16:20**

Title: Government, Policy and National Security

Chair: Chi Ming Victor Chan, Acting Head and Assistant Professor,  
Hang Seng Management College, Hong Kong

1) Chi Ming Victor Chan, Hang Seng Management College Hong Kong, China

Title: China's Propaganda Strategies in Response to Abe Shinzo's Yasukuni Shrine Visit in 2013 –  
Implications for Chinese Foreign Policy Practices under Xi Jinping ----- p. 52

2) Zulkifli Harza, University of Tsukuba, Japan

Title: Transnational Crimes of Human Trafficking In Malacca Strait: National Security Threat  
Analysis ----- p. 53

3) Viengmany Bounkham, Ritsumeikan Asia Pacific University, Japan

Title: Prospects towards Universal Coverage of Equitable Access to Health Care Services in  
Lao PDR: A Case of Xaythany District in Vientiane Capital ----- p.54

**Panel Session 12 (D205)**

**14:20—16:20**

Title: Learning, Institutions and Electronic Media

Chair: Dr. Maria Stella C. Tirol, University of the Philippines Los Banos, Philippines

1) Pilar Preciousa Berse, Ateneo de Manila University, Philippines

Title: Institutional Response towards ASEAN Regional Integration: A Look into the State of  
ASEAN Studies among Philippine Higher Education Institutions (HEIs) ----- p. 55

**Panel Session 13 (D207)**

**14:20—16:20**

Title: Government, Revenue and Trade

Chair: Professor Munim Kmar Barai, Ritsumeikan Asia Pacific University, Japan

- 1) Mohammad Imran Hossain, Ritsumeikan Asia Pacific University, Japan  
Title: Intra Regional Trade, Intra Regional FDI and Economic Integration: The South Asia  
Perspective ----- p. 56
  
- 2) Haula Rosdiana and Maria Tambunan, University of Indonesia, Indonesia  
Title: Proposal to Design Natural Resources Tax: A Reconstruction Fiscal Policy toward Energy  
Resiliency in Indonesia ----- p. 57
  
- 3) Maria Tambunan, Fadli Ardhi and Debie Puspasari, University of Indonesia, Indonesia  
Title: State Levies on Mining Industries in Indonesia: How Can It Be Simplified? ----- p. 58
  
- 4) Inayati Hifni, University of Indonesia, Indonesia  
Title: Earmarking Tax Policy on Local Tax in Indonesia: Toward Dual Pro Earmarking ----- p. 59
  
- 5) Maria Tambunan, University of Indonesia, Indonesia  
Title: Tax Competition in ASEAN: Is That Existing ----- p. 60
  
- 6) Helal Uddin, Ritsumeikan Asia Pacific University, Japan  
Title: Causes of Tax Evasion of Individual Tax Payer in Bangladesh ----- p. 61

**Panel Session 14 (D208)**

**14:20—16:20**

Title: Tourism, Economic Development and Disasters

Chair: Associate Professor Sanghyeon Park, Hanyang Cyber University, Korea

- 1) Atsushi Takeda, Reitaku University, Japan  
Title: Intersections of Tourism and Migration: Australian Community in the Japanese Ski Resort  
----- p. 62

2) Sanghyeon Park, Hanyang Cyber University, Korea  
Title: The Effects of Fukushima Nuclear Accident on the Foreign Tourists to Japan ----- p. 63

3) David Nguyen, Tohoku University, Japan  
Title: Rethinking Disaster Management in Tourism Destinations: A Case for Communicative  
Planning ----- p. 64

**Panel Session 15 (D203)**

**16:30 – 18:30**

Title: Sustainable Tourism and Development

Chair: Professor Kazem Vafadari, Ritsumeikan Asia Pacific University, Japan

1) Yukio Yotsumoto and Nobuyuki Hatada, Ritsumeikan Asia Pacific University, and Junwoo Han  
Ritsumeikan University, Japan

Title: A Survey Result of the Tourism-Based Community Development Administered to  
Municipalities in Japan: What Are Their Perceptions of its Success? ----- p. 66

2) Huong T. Bui, Ritsumeikan Asia Pacific University, Japan  
Title: 'Imagine West' and Mobility of Young Japanese ----- p. 67

3) Malcolm J.M. Cooper, Ritsumeikan Asia Pacific University, Japan  
Title: Tourism Education and Research and the Sustainability of Tourism ----- p. 68

4) Kazem Vafadari and Malcolm Cooper, Ritsumeikan Asia Pacific University, Japan  
Title: Conflict Ridden Destinations: The Influence of Externally Imposed Distortions of Reality  
----- p. 69

5) Richdayanti Ririen Fina, Ritsumeikan Asia Pacific University, Japan  
Title: Development of Silver Age Tourism: Opportunities of the Japanese Retired People for  
Travel to Indonesian Destinations ----- p. 70

**Panel Session 16 (D204)**

**16:30 – 18:30**

Title: Corporate Governance, Performance and Banking

Chair: Professor Francisco Jr., P Fellizar, Ritsumeikan Asia Pacific University, Japan

1) Akmkamrul Hasan, Ritsumeikan Asia Pacific University, Japan

Title: Corporate Governance Practices in Private Commercial Banks of Bangladesh ----- p. 71

2) Helal Uddin, Ritsumeikan Asia Pacific University, Japan

Title: Difference between Islamic and Conventional Banks: A New Approach ----- p. 72

3) David Gulliver Go, Ritsumeikan Asia Pacific University, Japan

Title: Risk-Adjusted Performance of Philippine Conglomerates: A Country-specific Inspection of Equity Returns of Public Conglomerate Firms in South East Asia ----- p. 73

4) Md Jahidur Rahman, City University of Hong Kong, China

Title: Impact of Culture on Auditor Independence: A Test of Gray's Secrecy Hypothesis -- p.74

**Panel Session 17 (D205)**

**16:30 – 18:30**

Title: Japan, Far East and Asian Regional Associations

Chair: Assistant Professor Seong-Hyon Lee, Kyushu University, Japan

1) Seohee Park, Ritsumeikan Asia Pacific University, Korea

Title: Japan's Strategy on the Six-Party Talks about the Abduction Issue ----- p.75

2) Indah Pratidina, Hitotsubashi University, Japan

Title: How the Japanese Public Regards Japan- ASEAN Relations: Evidence from Social Media  
----- p. 76

3) Ivaylo Gatev, University of Nottingham Ningbo, China

Title: The Eurasian Economic Union and the Shanghai Cooperation Organisation ----- p. 77

**Panel Session 18 (D207)**

**16:30 – 18:30**

Title: Women, Wives and Work

Chair: Professor Yufu Iguchi, Ritsumeikan Asia Pacific University, Japan

1) Sajit Chandra Debnath, Ritsumeikan University, Japan

Title: Womenomics in Business: Japan's Dormant Labor Force ----- p. 78

2) Rhodora Mendoza, Eastern Samar State University, Philippines

Title: Health Conditions and Relationships with Socio-Demographic and Familial Characteristics,  
and Multiple Roles: The Case of Filipino Seafarers' Wives ----- p. 79

3) Farid Ahmad Farzam Rahimi, Ritsumeikan Asia Pacific University, Japan

Title: Women's Empowerment and Participation in Rural Development Activities in Afghanistan  
----- p.80

4) N.C. Jayasinghe and Ali Haidar, Ritsumeikan Asia Pacific University, Japan

Title: Employee's Perception of Female Leadership Effectiveness in the Service Sector in Japan:  
Case Study of the Sayco Group ----- p.81

**Panel Session 19 (D208)**

**16:30 – 18:30**

Title: Food Production, Sustainability and the Young

Chair: Professor Yan Li, Ritsumeikan Asia Pacific University, Japan

1) Melvin Jabar and Crisanto Regadio, De La Salle University, Philippines

Title: They Swim against the Tide: Marine Citizenship among Young People in Zambales,  
Philippines ----- p. 82

2) Keith Sakuda, University of Hawaii West Oahu, USA

Title: Coordinated Distributed Agriculture in the Pacific Islands: A Proposed Model for  
Sustainable Community Based Agriculture ----- p. 83

**Panel Session 20 (D209)**

**16:30 – 18:30**

Title: Culture, Languages and Pedagogy

Chair: Professor Mani A., Ritsumeikan Asia Pacific University, Japan

1) James Blackwell, Ritsumeikan Asia Pacific University, Japan

Title: Genre Structuring in University Lectures ----- p. 84

2) Mei-Ying Chen, Ming Chuan University, Taiwan (R.O.C.)

Title: A Comparison of Refusals between Chinese Speakers in Taiwan and Malaysia ----- p. 85

3) Takako Unetani, Toshitsugu Otake and Ken Alii, Ritsumeikan Asia Pacific University, Japan

Title: "Portfolio of Asia Pacific Language" ----- p. 86

**Reception Party (Cafeteria)**

**18:40 – 20:00**

**November 8<sup>th</sup>, 2015**

**Registration (Bldg D 1F)**

**9:00 – 9:30**

**Panel Session 21 (D202 )**

**9:30 – 11:30**

Title: "Our Planet Earth Is In Crisis. Can We Save It?" -- Possible Multi-Disciplinary Approach --

Chair: Associate Professor Faezeh Mahichi, Ritsumeikan Asia Pacific University, Japan

1) Faezeh Mahichi and Ken Ariei, Ritsumeikan Asia Pacific University, Japan and Seyed Mohammad Hashem Dakhteh, Environment Management Office of Qeshm Free Zone Organization, Iran

Title: State of Coral Reef Ecosystems in Okinawa Island of Japan and Qeshm Islands of Iran

----- p. 87

2) Micky Amune Babalola, Hiroshima University, Japan

Title: Application of GIS-Based Multi-Criteria Decision Methodology for Exploration of Suitable Site Options for Anaerobic Digestion of Food and Biodegradable Wastes in Oita City, Japan

----- p. 89

**Panel Session 22 (D203)**

**9:30 – 11:30**

Title: Japanese Foreign Policy and Security in East Asia

Chair: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussants: Professor Yoshinori Kaseda, Ritsumeikan Asia Pacific University, Japan and

Assistant Professor Kyoko Hatakeyama, Kansai University of Foreign Studies

1) Toru Oga, Kyushu University, Japan

Title: Explaining Rebalance in Multipolar East Asia: Realism, Liberalism, and Constructivist Approaches ----- p. 90

2) Hidekazu Sakai, Kansai University of Foreign Studies, Japan

Title: U.S.-Japan Collective Identity in the Aftermath of September 11 Terrorism ----- p. 92

3) Chisako Masuo, Kyushu University, Japan  
Title: Undesired Contestation: Changes in Japanese Diplomatic Options over the East China Sea  
Issues with China ----- p. 93

4) Ching Chang Chen, Ryukoku University, Japan  
Title: A Preliminary Inquiry into the Policy Relevance of the Tribute System in Contemporary  
East Asian International Relations ----- p. 94

**Panel Session 23 (D204)**

**9:30 – 11:30**

APU Master’s Student Field Research Presentation Session

Chairs: Professor Ali Haidar, Professor Thomas Diefenbach, Ritsumeikan Asia Pacific University,  
Japan and Dr. Roger Smith, Kyushu University, Japan

1) Theingi Thaw, Ritsumeikan Asia Pacific University, Japan  
Title: Dramatic Reforms with Challenges in Myanmar Impact on Financial Sector ----- p. 95

2) Vathsana Souvannamethy, Ritsumeikan Asia Pacific University, Japan  
Title: Determinants of Foreign Direct Investment (FDI) Flows to Lao PDR ----- p. 96

3) Douangphachan Konmixay, Ritsumeikan Asia Pacific University, Japan  
Title: Promote and Facilitate the Export of Rice of Laos: Case Study on the Determinant Factors  
on Rice Export from Laos to China ----- p. 97

4) Andrea Kristina Duterte, Ritsumeikan Asia Pacific University, Japan  
Title: Japanese “Lean Production” in the Philippine Manufacturing Industry: How Do  
Companies in the Philippines Perceive Such Process? ----- p. 99

5) Abedin Khalonezhad, Ritsumeikan Asia Pacific University, Japan  
Title: How Application of Bankruptcy Prediction Models Can Contribute on Improving of  
Financial Stability in a Country? ----- p. 100

6) Vinsensius Benny Purwanto, Ritsumeikan Asia Pacific University, Japan  
Title: Determining Customer Value of Ubiquitous Home Services ----- p. 101

**Panel Session 24 (D205)**

**9:30 – 11:30**

Title: Tourism, Destinations and Behaviour

Chair: Professor Malcom J.M Cooper, Ritsumeikan Asia Pacific University, Japan

1) Dietermar Say, Ritsumeikan Asia Pacific University, Japan

Title: A Comparative Study of Mainland China's Destination Image between Taiwanese Visitors and Non-Visitor ----- p. 102

2) Nishantha Giguruwa, Ritsumeikan Asia Pacific University, and Monte Cassim, Ritsumeikan University, Japan

Title: Towards a Crowdsourcing Platform for Web 4 - Technologies and Interfaces

**Panel Session 25 (D207)**

**9:30 – 11:30**

Title: Military Alliances, Drivers and Political Impact

Chair: Professor Edgar A. Porter, Ritsumeikan Asia Pacific University, Japan

1) Alexander Ezequiel Cardenas, National University of Rosario, Argentina

Title: The New Asian Balance of Power: Sino-Indian Military Relations 1998-2015 ----- p. 103

2) Benjamin Ascione, Australian National University, Australia

Title: The Influence of Domestic Politics on the Japan Self-Defence Force's Military Posture ----- p. 104

**Panel Session 26 (D208)**

**9:30 – 11:30**

Title: Pedagogy, Teaching Competencies and Learners

Chair: Professor Thanin Ratanaolarn, King Mongkut's Institute of Technology Ladkrabang, Thailand

1) Thanin Ratanaolarn and Krissana Kiddee, King Mongkut's Institute of Technology Ladkrabang, Thailand

Title: A Meta - Analysis of Instructional Models Affecting Achievements among Undergraduate Students ----- p. 105

- 2) Somchat Boonsri, King Mongkut's Institute of Technology Ladkrabang, Thailand  
 Title: The Problems of Students in Dual Vocational Training of Automotive Industry Technical  
 College ----- p. 107
- 3) Wanchai Machutrakull, King Monkut's Institute Of Technology Ladkrabang, Thailand  
 Title: The Analysis of Need Assessment of Teacher with the Skill of Thailand Students --- p.108
- 4) Oranit Chokchai, King Mongkut's Institute of Technology Ladkrabang, Thailand  
 Title: The Content Analysis of Research on Factors Affecting the Integrated Scientific Process  
 Skills of Secondary School Students ----- p. 109
- 5) Catthaleeya Rerkpichai, King Mongkut's Institute of Technology Ladkrabang, Thailand  
 Title: The Desirable Characteristics for Vocational Education Teacher of the 21st Century  
 ----- p. 110

**Panel Session 27 (D209)**

**9:30 – 11:30**

Title: Sustainability, Housing and Pollution Measuring

Chair: Associate Professor Xuepeng Qian, Ritsumeikan Asia Pacific University, Japan

- 1) Zhenglun Hu and Yan Li, Ritsumeikan Asia Pacific University, Japan  
 Title: Greenhouse Gas Inventory: Discrepancies between Top-down Method and Bottom-up  
 Method on Transportation Sector of Beppu City ----- p. 111
- 2) Apriwan, Andalas University, Indonesia  
 Title: Nagari Community-based Approach in Adopting REDD+ Scheme in West Sumatra  
 Indonesia ----- p. 112
- 3) Mesi Shinta Dewi, University of Indonesia, Indonesia  
 Title: Green Building Concept for Single Houses in Developing Countries: Social Economic  
 Transformation Needs in Achieving Low Carbon Cities ----- p. 113

**Lunch (Cafeteria)**

**11:40 – 12:40**

**Panel Session 28 (D202)**

**13:00 – 15:00**

Title: Maritime Geopolitics and/or Norm Competition

Chair: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussant: Associate Professor Ching Chang Chen, Ryukoku University, Japan

1) D’Arcy Palmer, Ritsumeikan Asia Pacific University, Japan

Title: Vietnam’s Security Alignment Shift and the Influence of Regional Security Alliances

----- p.115

2) Thi Bich Tran, Ritsumeikan Asia Pacific University, Japan

Title: Managing Maritime Disputes with China in the South China Sea: Vietnam’s Approaches

----- p.116

3) Sek Sophal, Ritsumeikan Asia Pacific University, Japan

Title: US Rebalance to Asia: Hedging or Containment Strategy ----- p. 117

4) Philip Streich, Osaka University, Japan

Title: The Sino-Japanese Rivalry: Why It Is a Rivalry and Why the IR Literature Should Recognize

It as Such ----- p. 118

5) Seong-Hyon Lee, Kyushu University, Japan

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Implications for the Asia-Pacific Security ----- p. 119

**Panel Session 29 (D203)**

**13:00 – 15:00**

Title: Tourism, Communities and Local Revitalization

Chair: Professor Kazem Vafadari, Ritsumeikan Asia Pacific University, Japan

1) Garcia Carmen Palma, Ritsumeikan Asia Pacific University, Japan

Title: Basing Tourism in Communities ----- p. 121

2) Richdayanti Fina Ririen, Ritsumeikan Asia Pacific University, Japan

Title: Kunisaki-shi: Halal Tourism Development ----- p. 122

- 3) Metabel Miriam Akinyi, Ritsumeikan Asia Pacific University, Japan  
 Title: Inclusive Tourism Strategies ----- p. 123
- 4) Yasas Karunanayaka, Ritsumeikan Asia Pacific University, Japan  
 Title: Community Based Slum Tourism: A Possible Mean to Community Empowerment ----- p. 124
- 5) Ri Sil Park, Ritsumeikan Asia Pacific University, Japan  
 Title: Dealing with Crisis in Tourism Communities: A Case Study of Kunisaki ----- p. 125
- 6) Ksenia Kurochkina, Waseda University, Japan  
 Title: Organic Farming in Contemporary Japan as a Successful Business Strategy: Notes from the Field ----- p. 126

**Panel Session 30 (D204)**

**13:00 – 15:00**

Title: Local Government, Planning and Sustainable Cities

Chair: Professor Faezeh Mahichi, Ritsumeikan Asia Pacific University, Japan

- 1) Ana Khristina Salanguit Puatu, Ritsumeikan Asia Pacific University, Japan  
 Title: Community Empowerment and the Sustainability of Good Governance: Lessons from Naga City, the Philippines ----- p. 127
- 2) Christine Meister, NPO “Satoyama wo Kangaerukai” and Xiaolong Zou, Ritsumeikan Asia Pacific University, Japan  
 Title: Local Stakeholders’ Role in Urban Transformation Toward Sustainability: The Case of the City of Kitakyushu in Japan ----- p. 128
- 3) Han Song, Nanjing University, China  
 Title: The Evolution Characteristic and Planning Methods for Combined Capital and Rural Regions ----- p. 129
- 4) Dietermar Say and Xiaolong Zou, Ritsumeikan Asia Pacific University, Japan  
 Title: A Perception of Two Regions: Survey on Taiwanese and Chinese Young Generations’ Attitudes towards “One-Child” Policy ----- p. 130

**Panel Session 31 (D205)**

**13:00 – 15:00**

Title: Regional Alliances and Economic Cooperation

Chair: Dr. Csaba Barnabas Horvath, Pázmány Péter Catholic University, Hungary

1) Csaba Barnabas Horvath, Pázmány Péter Catholic University, Hungary

Title: Strategic Convergence and the Story of Three Island Nations – the Philippines and Taiwan  
as the Unlikely Regional Allies of a Normalizing Japan ----- p. 131

2) André Asplund, Stockholm School of Economics, Sweden

Title: National Security and Normative Ambitions: A Conflict of Interest in Japanese  
Development Cooperation? ----- p. 132

3) Kayoko Fujita, Ritsumeikan Asia Pacific University, Japan

Title: From a 'Secluded Country' to a 'Small Empire': Reinterpretation of the Spatial Structure of  
Tokugawa Japan from a Global Perspective ----- p. 133

**Panel Session 32 (D207)**

**13:00 – 15:00**

Title: Identity Construction and Changing Social Issues

Chair: Professor Thomas Diefenbach, Ritsumeikan Asia Pacific University, Japan

1) Mostafa Khalili, Ritsumeikan Asia Pacific University, Japan

Title: "Are We All Azeri?" The Identity Crisis among Ethnic Azerbaijani People in Iran and the  
Republic of Azerbaijan ----- p. 134

2) Shogo Kudo and Doreen Ingosan, University of Tokyo, Japan

Title: Review of Population Aging Challenges in Asia: the Emerging Research Agenda for  
Sustainable Development ----- p. 136

**Panel Session 33 (D208)**

**13:00 – 15:00**

Title: Environmentally Friendly Cities and Collective Empowerment

Chair: Associate Professor Xuepeng Qian, Ritsumeikan Asia Pacific University, Japan

1) Thanapan Tantaiwatthanaphanich and Xiaolong Zou, Ritsumeikan Asia Pacific University, Japan

Title: Empowering the Local Community via Biomass Utilization: A Case Study in Thailand

----- p. 137

2) Xiaolong Zou, Ritsumeikan Asia Pacific University, Japan

Title: Reassessing Smart City Concepts: A New Framework for Smart City and its Assessment in Japan ----- p. 138

3) Tawhid Monzur, Ritsumeikan Asia Pacific University, Japan

Title: Spatial Analysis of Population Distribution by Employment Sectors in Tokyo Metropolitan Area ----- p. 139

4) Rikio Kimura, Ritsumeikan Asia Pacific University, Japan

Title: Capacity Building Strategies for Local and Collective Ownership of Social Enterprises in Cambodia ----- p. 140

**Panel Session 34 (D209)**

**13:00 – 15:00**

Title: Tourism, Satisfaction and Menu Efficiency

Chair: Professor Timothy Lee, Ritsumeikan Asia Pacific University, Japan

1) Eun Sue You, Kyung Hee University, Korea

Title: A Study on International Exchange Programs for Senior Citizens and the Quality of Life – A Social Tourism Perspective for Korean People in Senescence ----- p. 141

2) Bình Nghiêm-Phú, Keio University, Japan

Title: Predicting Life Satisfaction from Perceived Place Image – An Intercultural and Cross-Cultural Study with the Local and Foreign Residents of a Country in a Tourism Context

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**Panel Session 35 (D202)**

**15:10 – 17:10**

Title: The Meaning of Bridge Programs in University EMI Contexts

Chair: Tenured Senior Lecturer Paul Sevigny, Ritsumeikan Asia Pacific University, Japan

1) Paul Sevigny, Ritsumeikan Asia Pacific University, Japan

Title: English Program Design: What Kind of Bridge Can Be Built? ----- p. 144

2) Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Title: University Bridge Program Development and Student Recruitment Strategy ----- p. 145

3) Naoko Kojima, Doshisha University, Japan

Title: What is Happening to Students: Exploring Better Pedagogy from Motivational Perspectives ----- p. 146

4) Monica Hamciuc, Miyazaki International College, Japan

Title: University Bridge Program Development and Faculty Collaboration ----- p. 147

5) Miki Horie, Ritsumeikan University, Japan

Title: University Bridge Program Development and Faculty training for EMI ----- p. 148

6) Lloyd Walker, Miyazaki International College, Japan

Title: An Administrative Perspective on Content-based Language Instruction: The Case of Miyazaki International College ----- p. 149

**Panel Session 36(D203)**

**15:10 – 17:10**

Note: Japanese Panel (日本語でのセッション)

Chair: Professor Kumi Seike, Ritsumeikan Asia Pacific University, Japan

1) Ulhicun Aisin Gioro, Ritsumeikan Asia Pacific University, Japan

Title: 契丹発祥地の考古学的調査研究——初年度の成果報告 (ADL 報告) ----- p. 150

帰納的方法による〈アジア太平洋学〉の模索に向けて一個別研究からの試論

1) Kumi Seike, Ritsumeikan Asia Pacific University, Japan

Title: カント倫理学と討議倫理学における普遍性／個別性の問題についての検討 --- p. 152

2) Hideo Sasagawa, Ritsumeikan Asia Pacific University, Japan

Title: 第二次世界大戦期のカンボジアと日本の関与 ----- p. 153

3) Yufu Iguchi, Ritsumeikan Asia Pacific University, Japan

Title: マレーシアにおけるセクシュアリティと身体の政治 ----- p. 154

### **Panel Session 37 (D205)**

**15:10 – 17:10**

Title: Corporate Greening and Islamic Banking

Chair: Dr. Roger Smith, Kyushu University, Japan

1) Sigit Pramono, Ritsumeikan Asia Pacific University, Japan

Title: An Observation of Slow Pace of Growth on Indonesia Islamic Bank: Issues on Competitiveness Level and Market Power ----- p. 155

2) Sigit Pramono, Ritsumeikan Asia Pacific University, Japan

Title: New Direction on Islamic Bank's Business Model and Sustainable Development Goals in Poverty Alleviation Program: A Perspective from the Islamic Bank Rent Theory ----- p. 156

3) Helal Uddin and Yasushi Suzuki, Ritsumeikan Asia Pacific University, Japan

Title: Corporate Greening Initiatives by the Financial Services Organizations in Oman --- p. 157

4) Thanasarn Dejchana, King Mongkut's Institute of Technology Ladkrabang, Thailand

Title: Factors Contributing to Worker Accidents on Workers in the Palm Oil Industry in Thailand ----- p. 158

5) Keisuke Toda, Keio Research Institute, Japan

Title: Governance Construction of "Halal" in Food Field by Muslims in Japan ----- p. 159

**Panel Session 38 (207)**

**15:10 – 17:10**

Title: Learning and Teacher Competencies

Chair: Professor Malcom J.M Cooper, Ritsumeikan Asia Pacific University, Japan

1) Prasanta Somintara, King Mongkut's Institute of Technology Ladkrabang (KMITL), Thailand

Title: Creative Thinking of student at Grade 7 in Bangkok, Thailand ----- p. 160

2) Ken Chanwong, King Mongkut's Institute of Technology Ladkrabang, Thailand

Title: Critical Thinking of Student at Upper Secondary in Bangkok, Thailand ----- p. 161

3) Manoch Suphapanworakul, King Mongkut's Institute of Technology Ladkrabang, Thailand

Title: The Professional Competence of The Undergraduate Students of Muban Chombueng Rajabhat University, Thailand ----- p. 162

4) Douglas Strable, Royal Roads University, Canada

Title: Creating Empowering Online Education Programs to Strengthen Communication in the Asia-Pacific Region ----- p. 163

5) Joseph Quarshie, Ama Town Hall, Japan

Title: Community Involvement in Education for Sustainable Development (ESD) at Oki Dozen High School, Shimane, Japan ----- p. 164

6) Maria Stella C. Tirol and Marifi T Magsino, University of the Philippines Los Baños, Philippines

Title: E-Learning as Vehicle for Social Transformation: Evidence-Based Results from the Philippines ----- p. 165

**Closing Ceremony (H202)**

**17:20 – 18:00**

**Best paper awards will be announced by APU President Shun Korenaga**

## Notes from the Editor

Asia is rising. Economic historians claim that the 21st century will be the Asian century. By 2025, four of the 10 largest economies of the world are predicted to be in Asia and the continent is likely to account for almost half of the world's economic output. At the same time, we also see widening social inequality, disputes over islands, increases in military expenditures, political instability and severe degradation of the environment.

In this context, it is quite fitting that the title of the 13th Asia Pacific (AP) Conference organized by the Ritsumeikan Center for Asia Pacific Studies (RCAPS), the research arm of Ritsumeikan Asia Pacific University (APU), is 'Societal transformations in Asia Pacific: Charting the waves of change'.

The keynote speaker for the 13th AP Conference is Professor Rex Victor Cruz, a former chancellor of the University of the Philippines, Los Banos. He was awarded the Nobel Peace Prize in 2007, with the Intergovernmental Panel on Climate Change (IPCC) and former US Vice president Al Gore. He has done extensive academic and practical work on environmental sustainability and quite rightly will speak on 'Holistic transformation: Key to ecosystem resiliency in a changing world'.

The 13th AP Conference will also hear from Professor Kazuichi Sakamoto, the founding president of APU. He is also the founder of RCAPS and the International Association for Asia Pacific Studies (IAAPS). The title of his speech is: 'The changing Asia Pacific Era and the new challenges for Asia Pacific Studies'.

This year, the conference will host close to 200 participants. They come from Argentina, Australia, Bangladesh, Canada, China, Germany, Hungary, India, Indonesia, Iran, Japan, South Korea, Malaysia, the Philippines, Sweden, Taiwan and the United States of America. We have tried our best to have as many non-APU presenters as possible to chair panel sessions.

The presenters will deliver their papers distributed in 38 panels. Participants will focus on issues related to international relations, environmental sustainability, tourism, education, language teaching, pedagogy, business, media, society and economic development. For the first time, we will have a session dedicated to presentations from undergraduate students. We will also have a session where participants will present their papers in Japanese.

This year, the AP Conference invited presenters to submit short abstracts of their papers and these were reviewed by the Editor of the Proceedings. Participants competing for the Best Paper Award, however, submitted full papers. The Best Paper is decided by the RCAPS Steering Committee based on full papers submitted by the participants. In order to develop inquiring minds among undergraduate students, the 13<sup>th</sup> AP conference invited undergraduate students to participate in the conference. There are 17 students who have applied to participate and they will present their papers

in a special session. The best undergraduate presentation will receive an award and it will be decided by a team of three professors assessing the presentations. The Best Paper Award and the Best Undergraduate Presentation Award will be distributed in the closing session on November 8th by Professor Korenaga Shun, President of APU.

Most participants have submitted abstracts for presentation to the conference. Please allow me to let you know that RCAPS publishes a journal called Ritsumeikan Journal of Asia Pacific Studies (RJAPS) and IAAPS publishes a refereed journal called Asia Pacific World (APW). Let me invite you to submit your full papers for consideration of publication in these two academic journals.

At last, let me thank you all for your participation in the 13<sup>th</sup> AP conference and thank the RCAPS staff for their sincere and diligent work to make the conference successful.

Ali HAIDAR

Director, Ritsumeikan Center for Asia Pacific Studies (RCAPS)

**The Changing Asia Pacific Era and the New Challenges for Asia Pacific Studies**

**Sakamoto Kazuichi**, Founding President, Ritsumeikan Asia Pacific University (APU)  
Founder, Ritsumeikan Center for Asia Pacific Studies (RCAPS)  
Founder, International Association for Asia Pacific Studies (IAAPS)  
Professor Emeritus, Ritsumeikan University (RU)

1. The Advent of the Asia Pacific Era, the Greatest Factor in the Conception of APU

I am very honored to have this opportunity, at the AY2015 Ritsumeikan Center for Asia Pacific Studies Conference, to reflect on RCAPS' activities up to now and to speak about the challenges of its main mission, the establishment of Asia Pacific Studies. I would like to express my gratitude to all of the members of the RCAPS executive, which provided me with this opportunity.

RCAPS was founded in April 1996, prior to the opening of APU. Next year, 2016, will be the 20th anniversary of RCAPS' founding. Back then, the preparations for the opening of APU were just reaching their most interesting stage. The biggest task was that of attracting 400 international students every year, something no university in Japan had tried to do before. In addition, another large task was to create a foundation for research that would support education at the new university.

As you may know, APU's starting point was a recognition of the advent of the Asia Pacific Era and its mission was to create a hub for developing young human resources appropriate to this new era. During that time, in the 1990s, this type of thinking was not necessarily common but I can say to you now with certainty that it was not wrong. The expansion in the countries and regions from which international students come to APU serves as proof of this.

At the time we were preparing to open APU, we felt strongly that a new Asia Pacific Studies was necessary to develop human resources for the Asia Pacific Era. This was because we believed that Asia Pacific Studies would be the foundation of APU's educational system.

In order to establish this Asia Pacific Studies, we founded RCAPS in 1996, ahead of the opening of APU. In June 1997, RCAPS held a symposium about the advent of the Asia Pacific Era and the associated issues. This symposium was entitled The Asia Pacific Epoch and took place at B-Con Plaza here in Beppu. In fall of 1998, RCAPS began publishing the Ritsumeikan Journal of Asia Pacific Studies.

When we proposed the establishment of Asia Pacific Studies, some people had doubts. Is there not already a lot of area studies research covering the Asia Pacific? Is there anything new to say about area studies research on the Asia Pacific? Would it not be enough to simply contribute further knowledge to the body of existing research?

However, we were aiming to found a new global university and felt it was essential to develop a new dimension of Asia Pacific Studies, one that would respect the achievements of the vast and important body of existing research while also surpassing them. The reason we felt this way was that, though Asia Pacific Studies had produced many achievements, it had stalled at being a simple gathering of individual area studies fields, without integrating those fields into one. We wanted to overcome that challenge and pursue a singular, unified research direction for the Asia Pacific. We thought this sort of Asia Pacific research was needed as part of the education foundation of APU.

Aside from this, there was also the reality that the existing Asia Pacific Studies tended to value research done by researchers from developed countries, researchers who happened to have an interest in the Asia Pacific. Researchers who were actually from the Asia Pacific, the region of study, did not really have much of a presence in the field. We believed the new Asia Pacific area studies should, more than anything, arise as a collaborative effort between researchers from the region of study.

I myself thought this way because I thought the Asia Pacific-related research we would do in the future would not simply be area studies but would also have a new role. I believe the approaching Asia Pacific Era is a new stage for humanity and has the potential to lead to an Asia Pacific Civilization. The Asia Pacific Studies we are striving to realize has the role of demonstrating the potential of this civilization. Further, if Asia Pacific Studies has the role of creating this sort of new civilization, it should also become policy oriented. Accordingly, our Asia Pacific Studies goes beyond being a simple gathering of area studies fields; it has the unique characteristic of being a robust field of study oriented both towards the creation of civilization and towards policy.

In 2010, APU's 10th anniversary, in order to further accelerate the globalization of research activities, we founded the International Association of Asia Pacific Studies. IAAPS' philosophy was the same as the philosophy RCAPS held when it began: that an association suited to Asia Pacific Studies must from the start transcend a single university and become global. However, in reality, when we opened APU our capabilities were not adequate to bringing this about. Consequently, on the occasion of APU's 10th anniversary in 2010, with President Korenaga assuming his current office, we split off RCAPS' global functions to create the independent entity of IAAPS.

However, I feel, due to the efforts of everyone in RCAPS and the global expansion of its membership, RCAPS' activities have come to overlap with those of IAAPS. As the long-time director of IAAPS, I would appreciate it if we could explore possibilities for reintegrating the two.

## 2. The Changing Asia Pacific Era and the New Challenges for Asia Pacific Studies

To return to the establishment of Asia Pacific Studies, lately I have felt that the Asia Pacific Era is undergoing dramatic change.

The greatest symbol of the advent of the Asia Pacific Era was economic growth in the Asia Pacific. The economic growth that began in Japan and the new industrializing economies spread from Northeast Asia and Southeast Asia to West Asia and Central Asia, covering the entirety of the region. The Asia Pacific's economic growth has not only increased in breadth but also in depth. Countries that have previously been thought of as developing are now reaching a stage at which they should be called semi-developed.

Economic growth is also spreading to the Middle East, Africa, and Central and South America. The economic development and expansion of the middle class that began in the Asia Pacific, in a narrow sense, is now expanding throughout the world. One could call this trend the Asia Pacific-ization of the world. One could also say this is a development of civilization from an Asia Pacific Era to an Asia Pacific and Indian Ocean Era.

However, on the other hand, political discord between countries and regions, as well as territorial disputes, are increasing in severity. I cannot address all of the problems happening in the Asia Pacific region or the rest of the world here but it is clear that, in the 2010s, regional security issues are becoming more serious.

Moreover, the leadership of the countries that were once political and economic hegemony has declined and the regulating function of the United Nations and summit conferences has declined greatly. An era without leadership in international order, an undecided era, is coming. This is the era of what Ian Bremmer calls "post-G-Zero."

The economic development enfolding vast swaths of the planet and the destabilization of the international political order entail economic and financial instability on a global scale, the likes of which has never been seen before. There are many new forms of economic and political destabilization taking shape; examples include the world financial crisis represented by the 2008 Lehman Shock, the economic and financial destabilization in Europe brought about by the Greece debt crisis, and the impacts to the world economy created by the China financial bubble correction.

When I proposed the establishment of Asia Pacific Studies, I asserted that the historic Asia Pacific Era was not something that would come about while we stood idly by but rather something that we would proactively create through RCAPS' various research activities. Further, I stated that research into a framework for efforts to proactively create the Asia Pacific Era would be the foundation of the establishment of Asia Pacific Studies. I think, at that time, our most important goal was to tackle global challenges that could not be solved by individual countries or regions.

We are currently facing many global challenges that demand solutions. Again, economic destabilization resulting from economic globalization and the construction of an international stabilization system to mediate financial risks is one of these challenges. Interest is also increasing in how to solve challenges such as regional political discord, territorial disputes, and international strife.

However, the post-G-Zero world has significantly reduced capacity to address these challenges.

Together with these societal and economic challenges, traditional global challenges are also expanding. These numerous challenges include global environmental issues and resource and energy issues, as well as human security issues such as natural disasters, refugee crises, and poverty. These challenges surrounding us are the challenges of the new Asia Pacific Studies that will respond to the changing Asia Pacific Era. RCAPS must resolutely take on these challenges.

### **Holistic Transformation: Key to Ecosystem Resiliency in a Changing World**

**Rex Victor O. Cruz**, Former Chancellor, University of the Philippines Los Baños  
Nobel Peace Prize winner in 2007, with Intergovernmental Panel on Climate Change (IPCC) and former  
US Vice President Al Gore

The Earth is under stress from both natural and human related stressors including climate change, population growth, urbanization and industrialization. Most ecosystems and human systems are invariably threatened by risks associated with the changes in socioecological conditions of landscapes some of which are happening at rates faster than systems' ability to cope. Every year new record high temperatures and extremely forceful cyclones are experienced in many countries among which a number are also dealing with problems related to poor economy, poverty, hunger, water stress, pollution, deforestation, and land degradation. As of the latest UNGSDR (2014), half of all ecosystems of the world have been altered by people along with 25% of the freshwater supply. More than 50% of total land area is affected by human-induced soil degradation and more than 40% of oceans are impacted by human activities. Biodiversity has been declining at a rate between 100 to 1000 times of pre-human era. Most of these could be attributed to years of inadequate regard for the earth as one integral system consisting of interdependent parts. In turn this is partly due to insufficient knowledge and partly due to self-centered behaviors that pay little respect and compassion for one another. The knowledge on how a single change in one part of the earth system or in an ecosystem triggers cascading changes in other parts of the system has grown significantly over the years. However even with vast knowledge and information, adjustments in human actions and decisions to make them less harmful to people and environment have at best been slow and arduous. It usually takes years at times decades before new knowledge are applied to policies and programs and many more years before policies and programs yield positive results. Obviously science and information are essential but are insufficient to remedy the ills of our environment and ecosystems. Reliance on building knowledge and skills of the people alone are oftentimes not enough. It means that to reverse the global and local environmental degradation, changes in mindset and skillset along with changes in sets of values, behaviors and beliefs of the people excluding no one must take place altogether. Government leaders, policy makers, managers, scientists and academicians alone cannot effect the change in the current degraded condition of the environment and ecosystems. The civil society, local communities, farmers, youths, women, NGOs, business sector, labor groups and other sectors must be active players as well in the change process. Together all players must be empowered through information, education and training to be knowledgeable and skillful in the pursuit of integrated and holistic development where the individual good is subsidiary to the general good. Equally vital is the need to touch the hearts of all players to rekindle their ability to feel and care for and to show compassion to others. In an integrated framework all the players must learn to count as their own, the benefits of change that accrue to people outside their territory recognizing that what is good for others is also good for themselves.

A modest case of success story in the pursuit of improving the sustainability and resilience of uplands through integrated and holistic transformative process is presented here. Most of Philippine uplands are in varying degrees of degradation caused by erosive land use practices of upland communities that largely depend on farming as their source of living. Majority of residents in upland communities are originally from lowland areas from where they migrate to hilly areas on account of easy though illegitimate access to sloping lands owned by the state. Being the poorest among the poor, upland farmers in the Philippines commonly do not have access to capital resources for conservative and sustainable farming systems. They engage in farming practices that require low capital inputs but with usually harmful consequences on soil, water, ecosystems and ultimately people. In time the lands they till become unproductive due to soil erosion, water resources become contaminated and scarce, and terrestrial and aquatic ecosystems decline in its ability to provide vital services to communities. Consequently the poor farmers lose their source of income preventing them to get out of the vicious cycle of poverty and environmental degradation. Through many decades long list of programs were initiated to halt upland degradation and its adverse impacts on downstream ecosystems and communities. Most of the programs attempted to enhance the capability of upland communities to practice sustainable upland farming by providing them training, financial aids and technical assistance. Pump priming programs to spur development of alternative livelihoods to reduce dependence on upland farming as source of income were also largely undertaken. Development and transfer of new conservation-oriented programs were also tried although the adoption rate has been generally low. Despite these many efforts upland degradation in many upland areas in the Philippines remain unabated. In the midst of little success in transforming degraded uplands into resilient and sustainable areas, the Conservation Farming Village Program (CFV) was implemented. In many ways CFV is similar to most of the preceding initiatives designed to reverse upland degradation. What sets CFV apart from previous programs is the greater intent to touch the hearts of the upland farmers and move them to voluntary adoption of more environment-friendly technologies. To achieve this, the farmers were informed about and trained how to use new technologies just as in previous other programs. But to set a firm foundation for voluntary adoption of new technologies, the vital roles of the upland farmers in the whole scheme of developing sustainable uplands within the framework of a ridge to reef landscape unit were reaffirmed. Even local government executives were invited to participate in farmers' field day in remote upland villages to make the farmers feel the respect and value people give to them and to what they are able to do to make uplands and the whole landscape better. Farmers were trained how to organize themselves and were given the liberty and confidence to develop mechanisms that will govern the way they operate as a group and the way they relate to one another. Some of the remarkable mechanisms they developed include those for sharing and multiplying the benefits from limited material (i.e., seeds) assistance provided to them through the program. Mechanism for providing labor support in the establishment of new farming systems was also designed in most of the project sites of CFV. Some of the more salient results of CFV program include the increase in adoption of soil and water conserving techniques despite the greater capital inputs required than their traditional practices. There are good reasons to believe that the willingness of the farmers to spend more

resources than they used to in their traditional farming systems in expectation of more resilient and gainful practices considered initially by some farmers as a crazy idea shows a shift in mindset, perspective, values and behaviors. The mostly self-focused view of farming as a means to secure the subsistence of their family slowly evolved into an outward-looking and beyond farm perspective of what farming means to other people and places, farmers adopted a new system of farming. Early on in the project the farmers were challenged in a workshop to paint for themselves a common vision of how they want their farms, landscapes and communities to look like in the future that reminded the farmers that they have an influence on their future and should therefore be an equally important consideration in what they choose to do in the present and in the near-term. Increased awareness of the farmers on the persistent problems on environmental degradation and climate related calamities particularly on how their actions could undermine or promote the resilience of their farms, their communities and landscape likely contributed to the farmers' decision to practice new farming systems. Almost simultaneously the local governments and state universities that were involved in the program also grew in their conviction that they too have vital roles to play in the integrated process of restoring degraded uplands in the path to sustainability. More substantial resources are being invested by local governments in supporting the initiatives of the farmers while the state universities committed to guide CFV over the long-term even beyond the current funding are exhausted. As of December 31, 2014 there are now more than 600 farmers actively practicing conservation farming in more than 13 provinces, 17 municipalities/cities and 32 barangays (villages) across the country that were merely 75 model farmers at the start of the project in 15 barangays and 5 municipalities in 5 different provinces. Partial results of in-house monitoring shows signs of positive outcomes in terms of diversification of cropping systems, reduced vulnerability to soil erosion, increased farm income and more active engagement of local governments in upland development. The process of social change usually takes years and after 5 years of implementation it is yet premature to conclude how successful or ineffective CFV program is in transforming degraded uplands into sustainable and resilient components of ecosystems and landscapes. There are however early indicators that CFV could succeed.

**Panel Session 1:** The Korean Regional Economics Association in Asia Pacific Conference  
Chair: Professor Iltae Kim, Chonnam National University and President, Korean  
Regional Economics Association, Korea

**Optimal Allocation of the Public Finance among the Inequable Regions:  
A Game Theoretic Approach**

**Tong-Hee Kang**, Kunsan National University, Korea dhkang@kunsan.ac.kr

Korea suffers from considerable regional disparity between the Seoul Metropolitan area and the other regions. With regional disparity ongoing, the allocation of the public finance among the regions is one of the most urgent issues in Korea. Though many insisted on increased allocation of the public finance to the lagging regions to mitigate the regional disparity, anyone has hardly suggested guidelines for the optimal allocation of the public finance among the inequable regions. The purpose of this paper is twofold. First, the paper reviews literature to capture the characteristics of regional inequality in Korea since 1995 when fiscal decentralization was initiated to strengthen the local autonomy system. In doing so, we attempt to put the essence of Korea's regional disparity in several equations. Second, this paper tries to suggest guidelines for the optimal allocation of the public finance among the inequable regions to mitigate such a considerable regional disparity as Korea undergoes. For this purpose we set up a game theoretic model where the above-mentioned equations express how regional economies interact while carrying the characteristics of regional disparity in Korea, and calculate the optimal allocation of the public finance subject to the constraint of binding total budgets. We shall critically examine the equilibrium solutions, in the hope of finding clues that could serve as guidelines for the optimal allocation of the public finance among the inequable regions.

## Is Compressed Demographic Transition a Bonus or Onus on Economic Growth?

**Hyunho Kim**, Chonnam National University, Korea and **Inyong Shin**, Asia University, Japan [hyunkim@chonnam.ac.kr](mailto:hyunkim@chonnam.ac.kr)

We analyze how rapid economic growth has an impact on the current demographic transition and how such a demographic transition will influence the future economic growth. The objective of the paper is to analyze cross-country data to explore how a rapid economic growth has an effect on demographic transition (DT) and then how such a demographic transition will influence the future economic growth inversely. It consists of three main parts; what is global DT, whether is the latecomers' DT fast or not, and what would be the effect of the fast DT of the latecomers on the economic growth? Specifically, we first estimate the global phenomena of DT consistent with its formal definition by pooling cross-country data of death and birth rates over income for 51 years. Second, we take a group analysis of national levels to compare the differences of DTs divided into the early-mover and the latecomer. Compressed DT that the latecomer have over time is verified through the existence of LA on DT over income in terms of both contour map and econometric methods. LA (latecomer advantage) on DT over time is tested in the multiple aspects; early maturation, leftward threshold, and steeper descent since it has a form of the double kinked function of income. All countries are classified into four groups depending on the process of demographic transition.

**Keywords:** Demographic transition, Latecomers advantage, Economic growth, Change-point model, Hierarchical Bayesian method

## **Effective Financial Management of Public Institutions for Integrated Management Plan**

**Gwang Sup Jeon**, Honam University, Korea    khfc19@hanmail.net

In the year 2013, public institutions are divided into the categories of public corporation, para-statal agency, and other public agency in accordance to the ‘Public Institution Act’, and the total number of public institutions is 295. The 295 public institutions are directly funded by the government in the form of contribution, investment, subsidy, and financial loans to carry out consignment business as stipulated in each legislative act. The government budget for public institution support is 41.1 trillion won. This indicates a 2% increase to 12% compared to the year 2010—in which the total government spending was 342.5 trillion won—securing an important place in the National Assembly’s settlement evaluation. The public institution debt is at 493.5 trillion won (Ministry of Planning and Finance), which is higher than the national debt of 443 trillion won. Due to such increase in public debt, the total debt (public and national) is at 936.4 trillion won—73.5% of the GDP. This figure poses a serious threat to national finance in the years to come, and one finds an increased importance for spending in the country’s finance, of which public institution budget is highly significant. This research is a limited to research on the financial management of public institutions. The purpose of this research lies in increasing the efficacy of national finance through the research on the public institution financial execution problems, improvements to evaluation criteria, and unified management plans for public institutions.

## **The Effect of Regional Economic Variables on Employment Change in Korea**

**Iltae Kim**, Chonnam National University and Korean Regional Economics Association, Korea and **Jihye Choi**, Chonnam National University, Korea kit2603@chonnam.ac.kr

This paper examines the effects of regional economic variables on the employment growth using the panel data from 1995 to 2013 in Korea and analyzes relationships between local employment and regional economic variables such as public expenditure, wage, technical innovation, total gross value added, and investment. This paper also estimates dynamic relationships among regional panel data using Dynamic Panel Regression Model which is considered the endogeneity of explanatory variable.

This paper shows that the public expenditure has a positive effect on employment growth in all industrial sectors and that the effect of public expenditure in manufacturing sector is more elastic than that of service sector. The gross value added per capita (or labor productivity) has positive effects on employment growth in manufacturing sector and negative effects in service sector. This implies that employment policy in service sector needs structural change for increasing labor productivity and technological progress. Moreover R&D expenditure has no significant impact on employment growth because R&D variable acts as endogenous variable of labor productivity. The investment has positive effect on total industrial employment and on industrial employment in service sector. However, the wage has negative effect on employment growth like previous studies. The lagged variable of employment has positive effect on current employment. This shows that, in the long-run, the potential persistence exists to go employment equilibrium and that the speed of employment growth in manufacturing industrial sector is faster than that of service sector.

Keywords: Regional Economic Variables, Local Employment Growth, Dynamic Panel Regression Model

**Panel Session 2: Productivity and Competitiveness of Asian Economies**

Chair: Professor Sangho Kim, Ritsumeikan Asia Pacific University, Japan

**Technical Efficiency: Study of Rice Farmers in Vietnam**

**Thi Huong Pham**, Ritsumeikan Asia Pacific University, Japan      thihup14@apu.ac.jp

Agriculture plays an important role in the Vietnamese economy. Since the reform in 1986, Vietnamese government implemented agriculture policies, especially for rice, the most important crop, setting up the foundation for the increase in rice production. Using high-yield crop varieties also is emphasized in these policies. Recently, Vietnam has retained its status as one of the top rice exporters in the world.

Acknowledging the importance of rice production in Vietnam, several studies were published related to measuring the level of technical efficiency in rice production in Vietnam by tracing down to farm household level. They show an increase in the level of technical efficiency nationwide and identify the factors that impacted on the level of efficiency. The main determinants were found to be such factors as labor intensive cultivation, irrigation, credit access and education.

This study is to analyze the extent of total factor productivity in rice production and to examine the extent and key determining factors of technical efficiency of the Vietnam's rice industry. The stochastic frontier approach is used to analysis the dataset of Vietnamese Household Living Standard Surveys 2012. Based on the most recent data published by Vietnam's General Statistics Office, it contributes to the number of studies working on Vietnamese farm-level technical efficiency in rice production.

## **Estimation of Productivity and its Distribution Using Stochastic Frontier Models**

**Hayley Jang** and **Young Hoon Lee**, Sogang University, Korea    yhnlee@sogang.ac.kr

Total factor productivity (TFP) is generally measured by the residual of production function estimates. The random part in production function regression consists of productivity part and a random noise term. The TFP estimate is reasonable since random noises are generally averaged-out. However, this is not legitimate if researchers are interested in TFP distributions since variance (or skewness) of the random part is influenced not only by that of productivity but also by that of a random noise. This paper compares the conventional approach with the stochastic frontier approach using the Korean mining and manufacturing survey data in the period of 1991-2000. It is found that variance of a random noise part takes a significantly large portion of total variance and then, it is implied that residuals as a measure of TFP includes significant noise and segregating productivity part will add precision of TFP measurement.

**A Transaction Cost Approach to Environmental Cooperation:  
The Case of Haze Pollution in Southeast Asia**

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Much of the land and forest in Indonesia is burned and cleared, but the smoke produced by forest burning causes serious damage across borders on neighbouring nations in the region. It may be called a tragedy of regional commons, in which individual interest-seeking by nations may lead to collective ruins of the clean air in the region. Hardin (1968) discusses how the absence of property rights causes such tragedy. In our study, it is shown that incomplete or no liability on trans-boundary harms is one of primary reasons why the ASEAN haze has had such a huge damage but remains unresolved for several decades.

An example of upwind (polluter) and downwind (victim) countries is constructed to explain the Southeast Asia haze crisis. Coase (1960) arguments are extended to the cross-boundary haze case: Under perfect information and complete liability rule, international rule on pollution liability does not matter. Under any rule, negotiations always lead to the optimal control of haze. In other words, the burning and clearing of the forest will be optimally restrained through exchanges of rights and liabilities. However, under imperfect information and incomplete liability (or incurring high transaction costs), negotiations between parties may not be feasible. In this case, institutions *do* matter. In this respect, we need to pay attention to transaction costs on haze disputes. It is argued that Southeast Asia's haze problems are characterized by unique attributes of transaction costs. Among others, state sovereignty, asymmetric information, and ill-defined liability on haze uniquely define transaction costs in the haze dispute of the region.

After many preliminary measures, ASEAN states reached the ASEAN Agreement on Transboundary Haze Pollution (ATHP) in 2002. Is it viewed as an ad-hoc consultation or institutionalized cooperation (i.e. a hierarchy)? In taking Williamson's (1979; 1991) transaction cost view, the Agreement can be seen as a 'quasi-institutional' or 'quasi-hierarchical' regime in the continuum of regimes between the two extreme, an ad-hoc consultation and a hierarchy. When compared with other multilateral air pollution agreements, the Agreement in ASEAN is viewed to be less institutionalized (less binding) than the Convention on Long-Range Transboundary Air Pollution (1979) in Europe is.

## **Factor Determinants of Total Factor Productivity Growth for Japanese Manufacturing Industry**

**Sangho Kim**, Ritsumeikan Asia Pacific University, Japan    [shkim@apu.ac.jp](mailto:shkim@apu.ac.jp)

This study uses industrial panel data for Japanese manufacturing to estimate the sources of productivity growth by simultaneously considering embodied technical progress, spillover effects, and openness, after controlling for returns to scale, imperfect competition, and capacity utilization. Estimation results show the existence of considerable embodied technical progress and inter-industry externalities of capital investments positively affecting productivity growth. Furthermore, embodied technical progress causes R&D capital to insignificantly affect productivity growth, suggesting that the impact of R&D is realized only after being embodied into other capitals. From sector-wise estimations, we notice differences in factors affecting productivity growth between the durable and non-durable manufacturing sectors.

**Panel Session 3: Asian Business in International Market: New Motivations and Challenges**

Chair: Professor Rebecca Chung Hee Kim, Ritsumeikan Asia Pacific University, Japan

Panel Abstract

This panel offers a platform to explore emerging trends (motivations and challenges) of Asian business in international market. By challenging theories from the West, we will explore how they are differently integrated into Asian business (e.g., corporate social responsibility, employment practices, marketing and promotion), and how the ideas could be transformed to a competitive advantage of business. We welcome papers in a wide range of topics of current Asian business and management.

## **Can CSR be a Platform for Open Innovation to Support Development of Creative Cities?**

**Avvari V. Mohan**, Nottingham University Business School Malaysia and **Nagalakshmi Chelluri**, University of Hyderabad, India      Mohan.Avvari@nottingham.edu.my

Several authors have presented their views on creative cities. Richard Florida, the more popular among them, in his work has expounded the compelling but controversial “creative capital theory” – to why “people climate” matter in attracting talents, and how such a socio-cultural environment of diversity and openness correlates with economic prosperity in the urban cities of “creativity-haves” and economic failure in the cities of “have-nots.” These arguments about creative cities indicate the importance of the role of the city governments, policies, technology, culture and spaces. We can also infer that there are several dimensions to a creative city and there is a need for collaboration among different organisations playing different roles. Here we would like to bring to front the role of business organisations to create spaces or a platforms for different organisations to collaborate toward development of “creative cities” . We are particularly interested in the corporate social responsibility (CSR) platform where business organisations have been working with government, education, civic society and other organisations toward society or community development. In this paper we present the role of business organisations supporting education through their different forms of CSR programmes ie. through foundations or working with civic society organisations etc.

We would also like to extend our argument that business organisations can play a role in city rejuvenation in terms of different socio-economic activities (eg Daegu City, South Korea, Cyberjaya, Malaysia, Hyderabad, India – where through policy government could bring in new businesses which in turn brought in “new blood” into the city ) and argue that they can also play a wider role through their CSR platforms contributing to social, environmental and also creative elements of a city. Thus we can explore how and where business organisations can play a wider/greater role in development of creative cities – ie their CSR programmes as paces where institutional/different organisations collaborate for education, support infrastructure, support culture etc. We also note there will be limitations to what role business organisations take in this realm and would like to explore further this issue.

**From Ethnocentric to Geocentric International Employment Practice:  
A Case Study of Pt. Astra Daihatsu Motor CEO**

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Japanese multinational corporations are known for their heavy reliance on parent country nationals (PCN) for the management of their overseas subsidiaries. The objective is to follow standardized management practices across all their subsidiaries. As part of this strategy, quite frequently Japanese corporations appoint PCNs in the top management positions of their overseas subsidiaries. However, one recent exception to this general practice is the appointment, for the first time, of a host country national (HCN) by the Daihatsu Motor corporation as the President Director of its Indonesian Subsidiary, PT. Astra Daihatsu Motor.

This study investigates the factors behind the appointment of the HCN as the President Director through a triangulation of primary and secondary data. Primary data was collected through conducting interviews with the senior managers of PT. Astra Daihatsu Motor and the president director himself. Secondary data was collected from magazines, newspaper, and the company website.

Extant studies explain appointment of HCNs as CEOs through the eclectic framework that included ownership, localization, and internalization (OLI) factors. The results of this study indicate that OLI framework alone is not sufficient and concludes that the personality traits and leadership skills contributed significantly to the appointment of the HCN as the CEO of PT. Astra Daihatsu Motor.

## **“Nut Rage” Scandal of Korean Air: What’s Missing in International Management Discussion?**

**Rebecca Chung Hee Kim**, Ritsumeikan Asia Pacific University, Japan  
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Korean Air is the largest airline company in Korea and among the top 20 in the world. On 05 December 2014, Cho Hyun-ah, who is the daughter of the Korean Air’s Chairman, ordered the chief flight attendant to go off the flight, forcing the aircraft to return to the gate at John F Kennedy Airport in New York. The incident provoked worldwide criticism about the behaviour of a large international corporation. Interestingly, the direction of criticism and discussion between Korean and global public shows huge differences. The paper explores this unique phenomenon by doing a comparative analysis of media coverage on how the public and media interpret the incident: Major Korean and international newspapers (100 articles and editorials: 50 of each [domestic and international]) are analyzed. The discussion of the paper suggests a framework of genuine responsibility in international business.

## **Multicultural Competence of Foreign Hotel Employees: A Pilot Study**

**In Young Yoo**, Ritsumeikan Asia Pacific University, Japan    inyoyo14@apu.ac.jp

Globalization has influenced hotel business in many ways including hotel brand expansion at the global level and increased the number of customers from many different nationalities. In line with this movement, the emphasis on hotel employees' cultural competence in the industry is improving to satisfy customers with different demands. As an example, employees' foreign language skills or previous international work experience are considered as valuable traits, which may also reduce challenges posed by diversity when dealing with international customers. Since the importance of those attributes in employees become critical especially for international hotels, need for multiculturally skilled employees are growing in the industry. Foreign employees in global hotels are playing relatively great roles and are considered great human resources for the business. However, apart from the benefits of having multiculturally skilled employees or working with employees of multicultural background, there are still several issues that need to be discussed in terms of Human Resource Management (HRM). It is known that foreign employees work in the hotel industry only for a short time and their turnover rate is higher than that of the non-migrant employees especially in Australia. Multicultural competence is one of the major factors which influences foreign employees' positive or negative work behavior within organization. Therefore it is important to find out how multicultural ability of foreign employees influence their work behavior and how hotel HRM departments can maintain those human capital for their business in the future. Consequently, this pilot research aims to discover multicultural competence of foreign hotel employees and its correlations with foreign employees' work behavior in Australia.

## **Transformation of International Strategies and Organizations in Japanese Manufacturing MNCs**

**Kanichiro Suzuki**, Ritsumeikan Asia Pacific University, Japan  
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The purpose of this research is to assess recent changes in international strategies and organizations of Japanese manufacturing multinational corporations (MNCs) that have high international sales by a series of interviews with human resource management (HRM) specialists. Japanese MNCs, in order to achieve scale economies, pursue global strategy (Bartlett and Ghoshal, 1989) targeting world market with one single product. In this strategy, home HQs tightly control subsidiaries by centralized business management, and innovation is created at a home country and diffused to subsidiaries later. This strategy emphasized less on local responsiveness and more on global integration, and thus leads to less utilization of local knowledge. Based on the literature review and interviews, it has been found that the Japanese MNCs pursue three types of international strategies: (1) Global Expansion (GE) that is the same as simple the global strategy; (2) Global Cooperation (GC) that aims to utilize knowledge and resources globally and (3) Global Transition (GT) that is in a transition process from GE to GC. From a viewpoint of organizational integration, although many Japanese MNCs are making efforts to implement a normative integration, they are slow in establishing an institutional integration because of the need to maintain consistency between their past and future HRM systems. It is being suggested that, Japanese MNCs should establish global management career paths and HRM systems that allow international employees and managers to engage in global business activities more aggressively.

**Panel Session 4: Asian Security through the Lens of Constructivism: Analyzing Japanese Pursuit of Regional Multilateralism**

Chair: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussant: Associate Professor Ching Chang Chen, Ryukoku University, Japan

Panel Abstract

The rising military rivalry in East Asia between Japan and China has captured the attentions of international media and scholars. Japan's own upgrading of military capability and enhancement of the U.S.-Japan alliance has credited the realist argument that states "balance" each other in power. However, the concurrent Japanese attempts to engage other regional powers (often including China) in multilateral forums in and beyond "East Asia" needs to be explained in terms other than pure realism. This panel will attempt to utilize various constructivist lenses in order to explain Japan's pursuit of regional multilateralism.

**Countering the Revolution: Japanese Foreign Relations in the Contest to Socialize East Asia**

**Chris Robichaud**, Ritsumeikan Asia Pacific University, Japan

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Japan has long been a supporter, co-creator, and beneficiary of the post-WWII international order and has sought to establish a set of standards for engagement with its East-Asian neighbors that would reinforce those norms. Despite this, Japanese foreign relations remain under researched and largely underappreciated, often reduced to, or dismissed as, mere extensions of U.S. foreign policy. This paper offers an empirical assessment of Japanese foreign relations as a parallel to understanding the future of international relations, as East Asia continues its rapid move from the economic and political periphery toward the center. Japanese engagement with its neighbors is especially pertinent to contemporary international relations in the Asia-Pacific, with a China that is increasingly engaged, Japan is at the forefront of contending with the final stronghold of ideological resistance to the current order.

**From Norm Beneficiary to Norm Protector? Soft Balancing Behavior and Japan's  
Norm-based Diplomacy in the South China Sea**

**Kyoko Hatakeyama**, Kansai University of Foreign Studies, Japan kyoko.79@nifty.com

Japan has been a beneficiary of the peace and stability of the region that the US has guaranteed. It had enjoyed the benefits of the international norm of free naval passage. However, with the provision of patrol vessels to Indonesia as a start, Japan has increased its support to the Asian countries to strengthen their maritime patrol capabilities. Such attempts to provide military support imply a departure from its exclusively economic-centered approach to the region. This paper intends to explain what factors induced changes in Japan's preference from a norm beneficiary to a norm protector in the South China Sea. By incorporating power relations among states into a constructivist framework, the paper also aims to examine how power and interests affect the regulative and constitutive effect of a norm.

**The Role of Perception in Japanese Foreign Policy on Regional Cooperation:  
Fluctuations in the Interpretation of China's Rise**

**Charly Von Solms**, Waseda University, Japan charlyvonsolms@gmail.com

The 21st century in East Asia has so far been marked by strong fluctuations in Sino-Japanese relations. From the Japanese perspective, both Chinese relative and absolute power continue to increase and this is reflected in Japanese foreign policy. This paper examines the effects of China's rise on Japanese foreign policy by looking at regional multilateral cooperation frameworks, including ASEAN+3, East Asia Summit and the Trilateral Leader Summits. Changes in policy follow the interpretation of the rise of China at the domestic level in Japan. Sino-Japanese territorial disputes and issues related to differences in historical memory directly affect this interpretation, even though they are not necessarily connected to sudden abnormal increases in Chinese power. The general argument brought forward by this paper is therefore that domestic perception intervenes in the translation of systemic pressures into foreign policy outcomes. The specific case of Japan shows that the special relationship with the United States acts as a further influencing factor.

## **U.S.-Japan Coordinated Support for South Asian Democracies: Prospects and Implications**

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United States engagement in South Asia since the events of September 11, 2001 has focused almost entirely on the security front. Fourteen years on, the United States has begun to speak of an economic engagement to compliment and sustain the relative gains made through years of strategic conflict. As the scope of the United States “rebalance” to the Asia-Pacific is broadened to include South Asian variables with direct ties to America’s Northeast and Southeast Asian interests, the United States has begun to engage with more strategic purpose fragile South Asian democracies. Meanwhile, the “rebalance” has produced in the Northeast Asian context a doubling-down on the United States-Japan security alliance. Not only has the United States and Japan re-emphasized their security commitments, they have done so at a time when Japanese political capital has allowed a more assertive government in Tokyo to politically re-engage globally after years of economic and political malaise. Within this context, this study seeks to assess the ways in which the United States and Japan might coordinate their support for the strategically important, yet fragile South Asian democracies of Bangladesh, Sri Lanka, Pakistan, Myanmar, and Nepal.

## Cooperation between the PRC and ROC Governments on the Senkaku Dispute

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The Senkaku (Japan)/ Diaoyu (China)/ Diaoyutai (Taiwan) dispute is one of the most important ongoing disputes in the world. The Senkaku islands are currently under Japanese administration but claimed by both China and Taiwan. The PRC government on the mainland China and the ROC government on Taiwan use similar evidence to claim their own sovereignty over the islands, but between the PRC and the ROC governments, there is no official cooperation. This paper claims that despite the absence of cross-strait governmental cooperation, there are active movements organized by ordinary compatriots with the governments' supports in order to defend the Diaoyu/ Diaoyutai. This case study will examine the Baodiao Movements which started from 1970s led by Taiwanese overseas students in the United States, then spread to Taiwan and Hong Kong, the mainland Chinese is a late comer in this movement. In this paper, the author will analyze four wave of Baodiao Movement occurred in 1970s, 1996, 2004 and 2012. At the same time, the author will make a hypothesis that Taiwanese and Hong Kongnese active participation is because they share the same Chinese identity. However, for some reasons cooperation between two governments are not very effective.

**Panel Session 5: Tourism: Drivers, Intentions and Behavior**

Chair: Professor Malcolm J.M. Cooper, Ritsumeikan Asia Pacific University, Japan

**Attributes Affecting Tourist Satisfaction and Behavioral Intention in Homestay:  
A Case of Homestay Program in Hoi An, Viet Nam**

**Thi Hieu Nhi Mai**, Yokohama National University, Japan    maihieunhi@gmail.com

Recently, there has been a conceptual gap in tourism marketing literature about the research on factors affecting tourist satisfaction and behavioral intention in homestay – a prevalent kind of lodging in Southeast Asian tourism destinations. This study fills the gap by identifying the components of attributes in terms of satisfaction and dissatisfaction. Moreover, the study establishes a conceptual model of the relationships among attributes, disconfirmation, satisfaction and behavioral intention in homestay. As the result of quantitative analysis, three components of attribute satisfactions and two components of attribute dissatisfactions have been found to have significant influences on disconfirmation, which was confirmed in this study as a mediator between those components and satisfaction. Importantly, the result of this study, which is the confirmed conceptual model of the satisfaction process also assists homestay managers in evaluating tourist satisfaction and behavioral intention with their homestay program.

**Customer Decision on Hotel Booking via Mobile Phone Applications:  
A Case Study of Luxury Hotels in Bangkok**

**Kobkrit Sooksatit**, Ritsumeikan Asia Pacific University, Japan kobkso15@apu.ac.jp

In line with the rapid expansion of smart-mobile phone usage, phone applications have become a key channel for making accommodation reservations. However, majority of hotels in Bangkok do not realize the impact of mobile phone application awareness on hotel business. The aim of this study is to discover the importance of mobile applications on the customer decision-making process especially among luxury hotels in Bangkok. This paper also clarifies the effectiveness of using mobile phone applications for making hotel reservation, check-in and out to the payment process. Furthermore, this research emphasizes the importance of mobile applications in hotel marketing.

Mobile phone applications become an income generator for many major hotels in their businesses. According to this research finding, the trend of hotel reservations through mobile phone applications has been increasing significantly. Results of this research suggests that hotels in Bangkok should adopt mobile phone applications to promote their business, especially rooms and facilities bookings. Consequently, developing a mobile phone application for hotel business is highly recommended to increase competitiveness of the hotel business in the future.

## **Potentials of Rural Areas in Japan as MICE (Meetings, Incentives, Conferences, Exhibitions) Destinations**

**Ri Sil Park**, Ritsumeikan Asia Pacific University, Japan      risipa14@apu.ac.jp

In order to increase visitor numbers to Japan, JTA is developing an “All Japan” system of promoting inbound travel, using all the human resources and opportunities available, including the private sector, diplomatic missions abroad, and the opportunities provided by open-skies agreements and MICE (Meetings, Incentives, Conferences, Exhibitions) events held in Japan and abroad. The agency is also working to increase business demand for international conferences and the whole range of MICE events, both domestic and international.

Based on reading from various sources, this paper provides ideas from the MICE industry to rejuvenate such destinations as Beppu that are facing the “stagnation”. Since the government is already putting emphasis on metropolitan areas, it is also important to consider the potential of rural areas because Japan has several advantages and potentials in terms of convenience of transportation systems and clean environment or atmosphere even in rural areas. In addition, especially Beppu and Oita city have useful facilities and capacities for MICE industry as well.

This research is significant since the current tourism policies in Japan are also emphasizing the development and improvement of MICE industry and not much academic research on this topic has been done yet especially in English. Additionally, this research with its focus on rural areas in Japan can be helpful and of practical use for the community development or revitalization.

**Panel Session 6: Media, Social Groups and Marketing**

Chair: Professor Mani A., Ritsumeikan Asia Pacific University, Japan

**Hopes and Dreams: Analysis of Kuwentong Gilas Narratives and National Identity in the Philippines**

**Mario Rico Florendo**, the University of Tokyo, Japan    mrico.03@gmail.com

After 40 years, the Gilas Pilipinas, the Philippines' national basketball team, was qualified for the FIBA Basketball World Cup in 2014. The victory was celebrated by the nation and spurred massive media content including the sports-documentary, *Kuwentong Gilas (The Gilas Story)*. This thesis examines the relationship of sports and the formation of national identity in the context of television in the Philippines through mixed methods approach including textual analysis of the texts, interviews with the producers, and survey questionnaire to the audiences.

Particularly, the study investigated the symbols and representations present in the episodes categorized into three narratives: *Bagong Bayani: From Basketball Superstars to Modern-day Heroes*; *Player Portraits: From the Home to the Nation*; and *Global Pinoy: Tales of Being Filipino in a Globalized World*.

The results show that *Kuwentong Gilas*, at the present digital age, offers a different avenue of identification. The episodes prove that the stories have become a new breed of alternative narratives that is not politically or historically based but is based from cultural institutions like sports and media.

## **Exploring the Potentials of Community Media for Climate Change Resilience through Social Transformation towards the New Normal in the Asia Pacific Region**

**Benjamina Flor** and **Marifi Magsino**, University of the Philippines Los Baños, Philippines    bgflor1@up.edu.ph

Guided by the Transformational Communication Model, the study submits that community media such as community radio stations (CRS) can transform social norms through social processes that involve education, collective pressures, and shifting people's worldview, attitudes, and values towards climate change resilience. However, CRSs thrive on volunteerism and social activism, which make it volatile. Using the case study research design, the researchers interviewed in-depth five CRS managers in the Philippines, a municipal mayor, the head of the Philippine Federation of Rural Broadcasters, and the president of a community radio-contracting firm to determine what makes a CRS sustainable.

Results showed that CRS played facilitative and catalytic roles in these social transformation processes. CRS sets social agenda, facilitates governance communication, enables changes in norms, and moves people to action. The synergistic action of Local Government Units, academe, civil society, and relevant national agencies through block time and community programs with guidance from the Community Radio Councils led to systematic programming and strengthened people's capacities in addressing local issues. Running 7 days a week on an average of 15 hours/day showed that CRS performed their role even with partial support. CRS can be made sustainable through multi-media platforms (SMS and Internet) to develop and deliver contents using participatory radio in facing the threats of the new normal (climate change, earthquakes, tsunamis, storm surge, or very strong typhoons) to socially prepare affected communities given an unpredictable risks of a moving target which could no longer be taken as 'business as usual.'" With the advent of information and communication technologies, low-powered radio stations as interface can be accessed using mobile technology. Through participatory radio broadcasting, public-private partnerships can be built to support the operation of CRS for lifelong learning.

## System Thinking over a Complex System

**Yasuo Uchida**, Kobe University, Japan    uchida.yasuo99@gmail.com

Mechanical or simplified thinking (or modern dualism) has allowed academic disciplines to develop themselves. However, recent impasses in sciences urge us to promote multidisciplinary approaches. Nevertheless, these outputs seem not to be satisfactory enough. My talk focuses on meta-rules of how our socio-economic and natural environments work together in inter-related ways. As we know, in a complex system, stock with inflows and outflows affect its stability and all of which are further affected by feedback loop and delays. For instance, policies are a way to control the stocks and flows within a system. However, one of several behavior archetypes is policy resistance which comes from the bounded rationality of the actors within a system, each with his or her own goal. Let all of audience undertake a deep and thought-provoking journey through lots of the behavior archetypes of system.

**Panel Session 7:** Economic Changes, Innovation and Society

Chair: Associate Professor Kozo Otsuka, Ritsumeikan Asia Pacific University, Japan

**ICT Innovation in Transforming Japanese Supply Chain Management: An Analysis of Opportunities in Contemporary Research**

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The purpose of this paper is to analyze contemporary Japanese supply chain management research in regard to opportunities for Information and Communication Technology (ICT) innovation. In order to fulfill the research objective, a literature-based analysis was conducted with reference to emerging ICT innovations, in particular Third Platform Technologies (3PT). The review examines articles in English language peer review journals during the 2000-2015 timeframe in order to expose a trend in Japanese supply chain research. The articles are divided into their core field and evaluated for its potential to 3PT. The analysis reveals that contextual research focuses mainly on 4 core areas: green supply chain management, forecast and response planning, risk supply chain management, and supply chain relations. These core areas give insight over contemporary research trends in the contextual field and its potential integration of 3PT. It is assumed that the analytic value of big data evaluations can tackle Japanese forecast planning and disaster issues alike. Cloud Computing is a potential tool to counter the emerging green supply chain concerns, and social networking and mobile computing to engage with consumers and increase forecast accuracy. The paper represents the first literature review on Japanese supply chain management in the 21st century. The reference to third platform technologies targets the emerging necessity for technology in Japan. The discussed opportunities of 3PT provide implications for future study.

## **Impact of Economic Liberalization Reforms on Foreign Trade: The Perspective of South Asia**

**Mohammad Imran Hossain**, Ritsumeikan Asia Pacific University, Japan  
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As the world economy has undergone various changes, so have the countries of South Asia (SA). After following growth retarding policies for a long period of time, individual countries in the region have adopted various reform measures to encourage foreign trade. This paper examines various aspects of foreign trade in major South Asian countries namely Bangladesh, India, Pakistan and Sri Lanka. Basic trends of export and import in these countries are analyzed using recent data. A panel random effect estimation is conducted using a data set ranging from 1991 to 2012 to measure the impact of economic liberalization reforms on foreign trade of SA. The empirical results of this study suggest positive and significant association between various liberalization reforms and trade development for the countries. This study advances that most of the countries in SA need to broaden their export markets to reap maximum benefit from various reform initiatives.

## **Determinants of Rural Poverty in Sri Lanka**

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Income inequality is a serious problem that both developed and developing countries are facing. Sri Lanka is a middle income country having GDP per capita of USD 3,280 and about 20.5 million population which can be divided into five quintiles to identify the income distribution of the country. The richest 20 percent has received 59.2 percent of total household income where as the poorest 20 percent has received only 4.2 percent. The Gini coefficient of the mean household income is 0.48 percent and the highest 0.51 percent is identified from urban sector (HIES 2012).

In 2012/2013 period, 6.7 percent of the population was living below the poverty line. The highest poverty headcount index, 10.9 percent was reported from Estate sector where the lowest was reported in urban sector. On the other hand rural sector poverty headcount ratio was 7.6 percent which represents 86.8 percent population of the country (Poverty Indicators 2012/2013).

However this situation is not common all over the country. Administratively, Sri Lanka is divided into nine provinces and twenty four districts. Compared to national figure, poverty head count ratio of Uva province accounted doubled value.

The main objective of the research is to identify the determinants of poverty in Sri Lanka by conducting a survey in Buttala Divisional Secretariat, Monanaragala District. Further data will be analysed by using econometric model to find the determinants.

## **Adoption of Genetically Modified Corn Technology and Economic Changes among Farming Families in Iloilo Province, Philippines**

**Juvy Gopela** and **Maria Stella C. Tirol**, University of the Philippines Los Baños, Philippines jngopela@devcom.edu.ph

Genetically modified crops have contributed to the protection of biodiversity, sustainability of the environment, and economic transformation of farmers' lives. In Iloilo province, Philippines, genetically modified (GM) corn production is one of the innovations introduced to farming families. This paper explores influential factors and economic changes in the adoption of GM corn at the family farm level using survey, focus group discussions, and key informant interviews.

Results showed that farming families had been planting genetically modified corn for 6 to 10 years in 2-hectare upland farms. They market their GM corn directly to traders. Their average gross income per harvest season of GM corn is PhP163,000 (US\$ 3,493.09). They receive an average net cash income of PhP20,182 (US\$ 432.50) per hectare from GM corn production. Net income from non-GM corn is only PhP 15,750 (US\$ 337.52) They adopted GM corn because of its high yield and high income. They were able to modify GM corn technology to suit their upland topography. Adoption of GM corn technology has economically transformed the lives of farming families. Children are sent to school. Loans and debts are paid. Support services are availed of. Farming families purchased motorcycle as farm and family utility vehicle. They wanted to continue using GM corn technology and try other GM crops. Income and interpersonal contacts influenced adoption. Effective links, benefits of GM, best practices, credible seed traders and companies, and key messages play key roles in GM corn adoption and economic transformation of farming families.

## **Dynamics of High-tech Innovation Diffusion**

**Behrooz Asgari**, Ritsumeikan Asia Pacific University, Japan

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This study tries to explore the diffusion process of Internet in 15 countries, which were previously together and was known as the USSR. Utilizing the well-known S-shaped curves, we try to forecast the future trend of Internet diffusion in these economies.

We can determine the length of the diffusion process, the carrying capacity of each nation for Internet diffusion, the rate of growth in different stages of the diffusion process, namely, introduction, growth, saturation and demise. Using econometric models, we try to determine the most important determinants of Internet diffusion in these societies; variables such as income, infrastructure, literacy, freedom and so on.

**Panel Sessions 8:** Nature of State, Globalization and Diplomacy

Chair: Professor Ka Po Ng, University of Niigata Prefecture, Japan

**South Korea's Middle Power Diplomacy: The Lee Myungbak Administration's  
Development Assistance Policy**

**Woochul Kang**, Keio Research Institute at SFC, Japan    cozykang@sfc.keio.ac.jp

The purpose of this study is to analyze the implications of the development assistance policy under the Lee Myung-bak Administration. The determinants of the development assistance policy were classified into international and domestic factors, and implications were found from the perspective of middle power diplomacy. First, the development assistance policy of the Lee Administration was an amalgamation of the pressure from UN Secretary-General Ban Ki-moon, the setting of presidential agendas, the mediation of advisory agencies, legislation by the parliament, compromises by the Ministry of Administration, and policy suggestions from NGOs. Second, the development assistance policies carried out by the Lee Administration, including the adherence to international standards of development assistance through joining the OECD Development Assistance Committee, the enacting of the Framework Act on International Development Cooperation as well as the reorganization of underlying ideology and the implementation system, and the hosting of HLF-4, can be analyzed from the perspective of middle power diplomacy. In other words, given the global issue of poverty reduction, this can be analyzed from the role of the catalyst, from the standpoint of adhering to international norms, from the role of the facilitator who attempted to form an alliance between traditional and emerging donors giving development assistance, and from the role of the manager who promotes long-term collaboration. The development assistance policy under the Lee Administration is a case study that shows the change from diplomacy for small powers to a middle power diplomacy, and it confirmed that development assistance was regarded as more important as a tool of Korean diplomatic policies.

## **Multiculturalism and Globalization: Emi and Bobby in Yamashita's Tropic of Orange**

**Jen-Hsin Yu**, Tamkang University, Taiwan lkk390609@yahoo.com.tw

This essay aims to explore the impact of cultural globalization on two main characters, Emi and Bobby, in Karen Tei Yamashita's novel, *Tropic of Orange*, which reflects the real lives of people living along the US-Mexican border, including Los Angeles. As a Japanese-American professor in UCLA, Yamashita has a keen eye to see the superficial form of multiculturalism, the exploitation of capitalism, and the unbalanced economic development during the process of globalization embodied by NAFTA (North America Free Trade Agreement) in this region. There are seven main characters in her novel, and they are arranged in seven chapters respectively just like the days of the week--- Monday to Sunday, or like the criss-cross streets of the L.A. city map. It is easy for readers to read and connect them in various ways. However, only the most important heroine and hero, Emi and Bobby, will be focused on here. Emi is a Japanese-American journalist who comes from a middle class family. She hates the shallowness of multiculturalism but she has a Mexican boyfriend, Bobby who is a working class Chinese from Vietnam and came to live in L.A. as a war refugee in the 1970s. Both Emi and Bobby suffered from the negative impact of NAFTA. When doing live TV news, Emi was accidentally shot dead by the police who were fighting with a mob of homeless Mexican immigrants. Bobby is a self-educated and hard-working person who possesses an incredible amount of street smartness and language skills in speaking Korean and Spanish and takes all kinds of jobs to make money. He is trying hard to integrate himself with American capitalist society but fails. He is very kind, friendly, and generous, willing to spend money to help relatives and friends to emigrate to L.A. legally or illegally. His Mexican wife, though indebted to him for trafficking her into the US, despises him and leaves him because he lacks the self-dignity to identify himself culturally as a Chinese. Finally, in an arena for sports events, his wife and their young son kill the giant wrestler called "Super-NAFTA" (implying the globalization of NAFTA in real life) with a poisonous orange smuggled into the US when "Tropic of Cancer line" moving from Mexico toward L.A.

## **The Geographical Factor in US-China Relations**

**Ka Po Ng**, University of Niigata Prefecture, Japan ozkng@hotmail.com

The concept of power dominates the study of US-China relations. Most analyses focus on the changing balance of power, perceived Chinese challenge to US world dominance, increasing Chinese presence in world affairs, especially in the Asia-Pacific region. Based on this power-based approach, some scholars and analysts would offer solutions to avoid conflicts while others would offer policy recommendations to prepare for conflicts.

However, power has limits. Specifically, military power, despite the increasing importance of the cyber domain, remain largely materialist. It achieves its tasks of defeating enemies in kinetic ways. This means, physical barriers are relevant. Geography matters. Physical geography obviously affects the reach and distribution of both US and Chinese military power. Economic geography shows that the Asia-Pacific region will be a zone of heated contest for influence and dominance. Political geography is definitely a key consideration in Chinese strategic planning. The concept of "island chains" has served both as goalposts of Chinese maritime expansion and a perceived network of strategic containment woven by the US. The US rebalancing is practically a statement to confirm its commitment to preserving its regional leadership through military re-deployment and strengthening of the alliance system.

Because of these geographical considerations, US-China contest for power is expected to be the most acute in the Asia-Pacific region while other regions would represent room for developing more conciliatory relationships.

**Panel Session 9:** Special Session for Undergraduate Students: Changes in Asia Pacific Business and Society

Chairs: Professor Timothy Lee, Professor Wei-bin Zhang and Professor Phillip Dean Pardo, Ritsumeikan Asia Pacific University, Japan

### **ASEAN Role in Containing Japan-China Rivalry**

**Muhammad Aulia Rachman**, Ritsumeikan Asia Pacific University, Japan  
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ASEAN is commendable for its success in bringing together major powers to take accession to the Treaty of Amity and Cooperation (TAC)--a requirement for the membership of most of its partnership and expansion groups. This paper tries to examine whether such a drive of ASEAN has a significant impact on the bilateral antagonism of Beijing and Tokyo, two of the core partners of ASEAN. This paper argues that the endeavor of China and Japan to keep their influence is somehow put into a frame inside the centrality of ASEAN, resulting in neither attaining a real hegemony in the region. Counterargument is raised in that China and Japan had historically been top trading partners of each other, in spite of their political antagonism. Reinforced with ASEAN's lack of hard instrument of conflict prevention--even among its members, it is noted that the on-going cooperation among ASEAN and the two countries may not have enough leverage to prevent future hostility coming from either party. Nevertheless, it may be worthwhile to note that ASEAN does not work like a formal defense treaty, which binds its members into hard commitments. Instead, ASEAN and its sub-organizations work by promoting and permeating norms among the members, as well as providing numerous opportunities to meet and talk with multiple levels of formality among the stakeholders of the members to build a good climate for cooperation through mutual trust, which with a few exceptions had been seen as useful, if not totally successful in containing the China-Japan rivalry.

## **Rethinking Alternative Models of Democracy: The Case of Singapore**

**Kayla Wong**, Ritsumeikan Asia Pacific University, Japan and **Ching Chang Chen**, Ryukoku University, Japan      miaowo12@apu.ac.jp

This paper questions a widely held belief in political science that Western-style democracy is necessarily superior to other political systems, for such a belief fails to take into account (and appreciate) various local contexts and characteristics which make up the unique structures of the political system in question. Applying the model of Western-style democracy to Asian (or other non-Western) societies uncritically can be counterproductive, not least because it may do violence to the latter's alternative visions of "doing politics" derived from their own history and culture. Moreover, the mainstream democratization discourse has not only (re)produced a problematic binary between 'good' democracies and 'bad' authoritarian regimes but also reinforced a normative hierarchy that treats 'democratic-ness' as the new 'standard of civilization' in the 21st century, depriving agency from non-Western societies in terms of constructing 'home-grown' or mixed political systems based on local needs and experiences. Using the rise of Singapore as an illustration, this paper adds to a nascent literature that challenges the 'democracy-as-the-least-bad-political system' assumption (e.g. Voskressenski (2013) on non-Western democracies, Chan (2014) on Confucian-style democracy, and Bell (2015) on political meritocracy) by showing how the city-state under Lee Kuan Yew's leadership has evolved into a highly stable and prosperous polity through his masterful combination of meritocracy and democracy. Nevertheless, the unique conditions that have made this success story possible (e.g. guided by a 'philosopher-king'/'benign dictator') also reveal the rather limited applicability of the Singapore case as an alternative model for political development beyond uncritical democratization.

**Ethno-Religious Militia against ISIS: The Blurring of Line between State and  
Non-State Actors in the Society of States?**

**Muhammad Aulia Rachman**, Ritsumeikan Asia Pacific University, Japan  
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In response to the rise of ISIS--Islamic State of Iraq and ash-Shams, militant extremist group which emerged amidst the Syrian civil war and Iraq post-Saddam Hussein socio-political crisis, ethno-religious militia (informal fighter often consisting of civilians) groups organized resistance and counter attacks against ISIS in Syria and Iraq alongside both governments's official armed forces. Various branches of Shiite, Kurds, Assyrian Christian and other Sunni groups take part in the campaign against ISIS. This essay argues that this case of ethno-religious militia groups taking a stand against ISIS shows an example of national (state citizen) identity waning against primordial identity. Such a shift of relation, at least at the regional scale, between these identities may add weight to the view that there is a need to review and reconsider the ever dominant assumption of state-centeredness in International Relations, although other explanations like suspended nationalism and a more complicated relations between multiple levels of social institution may also be able to explain the phenomenon.

## **Violent Messianic Movement and Impending New Normalcy: Multidisciplinary Analysis on ISIS Phenomenon**

**Abhinandan Mishra** and **Muhammad Aulia Rachman**, Ritsumeikan Asia Pacific University, Japan    abhimi12@apu.ac.jp

ISIS (Islamic State of Iraq and ash-Shams)—later proclaimed itself as Islamic State (IS), a group that claims to have around 20,000 Jihadists from all around the world has revolutionized the way extreme jihad has been carried out in contemporary times through the use of broadcast violence in addition to conventional means, and in time became an internationally recognized threat to the world order. Through multidisciplinary analysis encompassing historical and deconstructionist perspective of the problem, this paper argues that the ISIS phenomenon has more than one dimension. It is not only a culmination of the spiraling problem of religion-secularism dynamics that had been going for decades in the Middle East and a messianic movement evolved to thrive in the globalized world. As the consequence, if it could survive destruction, ISIS might become a part of the normalcy in the future international society. Even if it does not, its legacy in form of idea and methodology could live on as long as root causes of the problems surrounding it still persist. This paper attempts to quash the myth of ‘solving’ this conundrum through military hardware alone and instead attempts to explain the current crisis as a part of a broader cyclic phenomenon and also serves as a warning towards the attempt to create the new normalcy.

## **Bilateralism, Multilateralism and Leadership in Asia Pacific Security Groupings**

**Ngoc Yen Nguyen**, Ritsumeikan Asia Pacific University, Japan and **Ching Chang Chen**, Ryukoku University, Japan   ngocng12@apu.ac.jp

Bilateralism and multilateralism in Asia-Pacific security groupings have existed concurrently within the security environment of the region for a long period of time in various forms, initiated by different actors to serve a wide range of security needs such as the ASEAN Regional Forum, the Shanghai Cooperation Organization or the Proliferation Security Initiative; yet they are often perceived as being competitive or mutually exclusive to one another. However, in recent years, as the rise of China has materialized to a certain degree, and the role of the United States' military presence in the region has expanded and now contracted, threatening the stability of its brainchild, the San Francisco system, and weakening its regional allies' confidence, the security environment of the Asia Pacific region is growing more unpredictable and conflict-prone, and causing the two dominant modes of security arrangement to become more intertwined and mutually connected than ever before. Thus, the nexus of bilateral and multilateral security ties in this tumultuous regional context is worth careful examination that utilizes the conceptual approaches put forward by Brendan Taylor. For a thorough understanding of the issue, William T. Tow's concept of convergent security is used as the cornerstone for the development of a proposal of co-leadership of regional security groupings shared by China and the United States under which the region's primary security goals can be achieved.

## **Dark Tourism in Asia Pacific**

**Quang Minh Tran**, Ritsumeikan Asia Pacific University, Japan [quantr12@apu.ac.jp](mailto:quantr12@apu.ac.jp)

In this presentation, dark tourism will be examined as a special interest in the tourism industry. This trend of tourism is especially popular after many wars and conflicts that happened during the last decades. Moreover, this is especially true of the Asia Pacific region where many conflicts and wars happened in developing countries leading to regaining their independences. Tourists who are interested in this kind of tourism seek feelings, emotional stimulations, personalized aesthetics and dark atmosphere. Intangible “products” such as these, are dark tourism’s main sale point, which is hard to measure or put a standard on, but easier to experience in terms of intangible products compared to the feeling of joy and happiness, because those are raised as facts, historical events and dark memories for the tourists. Despite the nonexistence of standards and success measures, there are several places which are considered influential. Such places as the dark exhibition and restructured dungeons of the Independence Palace and War museum in Vietnam, Ho Chi Minh City, the Killing Fields in Cambodia or the tsunami aftermath in Thailand are considered influential experiences. In addition, other places from the Asia Pacific, particularly from Singapore and Malaysia will be used as examples.

## **Job Performance vs Lifetime Employment in Japan**

**Aiswarya Kansakar** and **Arshad Azad**, Ritsumeikan Asia Pacific University, Japan  
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The Japanese management system is known for lifetime employment. It also has many pitfalls. It is popularly known for a high suicide rate, high stress rate, and death from work (過労死). In the midst of all these issues how sustainable is the life time employment system? From our research in and outside Kyushu from 400 plus surveys we have derived the answer whether Japanese people want the life time employment to continue or not. This paper analyses this deeply.

**Customer Preference and Awareness towards Purchasing Services Offered in Gardens  
by the Bay, Singapore**

**Jenefa Mei Narido**, University of the Philippines Los Baños, Philippines  
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The study aimed to determine customers' preference and awareness towards purchasing services offered in Gardens by the Bay, Singapore. Among the socio – demographic variables acquired from the interviews of the respondents, only location was found to be significantly related to customers' awareness towards purchasing services offered in Gardens by the Bay and all the other variables have no significant relationship.

On the other hand, the attributes found to be significantly related to customers' preference towards purchasing services in Gardens by the Bay are uniqueness, attractiveness of nature, amenities and ticket price. The other attributes which are distance and travel cost are found to have no significant relationship towards customers' preference in purchasing services in Gardens by the Bay.

The results of the study suggests that transportation to the recreational areas can be provided in order to make the place more accessible for customers who will be coming from far places. Advertisements in locations near business establishments can also be an edge compared to other recreational areas. The attractiveness of nature sets an expectation that the customers are looking forward to when visiting the area and more amenities can be added or improved. Lastly, the ticket price should be greatly considered since it is one of the attributes that show a significant relationship to customers' preference towards purchasing the services offered.

## **What is behind the Behavior of Garbage Sorting in China: Case Study in Hangzhou Using Theory of Planned Behavior**

**Shuangying Yu, Tiezhan Lu and Xuepeng Qian**, Ritsumeikan Asia Pacific University,  
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Hangzhou is one of the eight cities that have launched a pilot run for sorting domestic garbage in China. The project started from 2010 and much endeavor from both the government and citizens has been committed. The municipal survey, conducted by the city management office in 2010, revealed that most citizens thought they should sort household garbage. However, the effectiveness has not reached to the expectation yet, appearing as the low accuracy of household garbage sorting and the perception of some citizens that their efforts go to nowhere. In our study, the theory of planned behavior (TPB) raised by Ajzen in 1991 is utilized to analyze the relationship between the attitude and the intention of the citizens. According to TPB, intention, which is directly connected to behavior, is influenced by three main factors: attitude toward the behavior, subjective norms and perceived behavioral control (PBC), which are related to behavioral beliefs, normative beliefs and control beliefs respectively. The structural model based on TPB is constructed to represent the framework of the citizens' intentions related to the behavior of garbage sorting, based on pilot survey and expert interview. Following the model, we design and conduct a 400-sample questionnaire survey in Hangzhou. With the survey data, we analyze the structural equation model by AMOS in order to specify the TPB model, which helps to explain the important factors influencing the behavior of garbage sorting. Based on the findings from the analysis above, this paper will be eligible to discuss proposals and recommendations for the purpose of improving the current policy of household garbage sorting.

## **Assessing the Environmental Impact of Tourism in Jeju Island, South Korea**

**Dong Uk Shin**, Ritsumeikan Asia Pacific University, Japan   Shinchinman@gmail.com

Jeju Island is one of the most well-known tourism destinations in South Korea with its exotic nature and unique culture. The island has experienced unprecedented changes in its tourism industry over the past decade. The number of inbound tourists to the island increased by 2.5 times from 5 millions in 2004 to 12 millions in 2014; now it is one of the most visited islands in the world. Particularly, the number of international tourists increased by 10 times during the same period. This is largely due to the rapid increase of Chinese tourists traveling abroad because the location of the island, only a few hours away from the affluent eastern coast region of mainland China, offers convenient access and reasonable budget compared to other popular tourism destinations.

Even though Jeju Island is greatly enjoying the economic benefit from the expansion of its tourism sector, concerns regarding possible environmental impact are being widely raised among local communities. In fact, tourism is often identified as one of the main factors to influence environment and many tourism destinations around the world have suffered from various issues such as pollution and loss of biodiversity. In this research, impact of tourism on environment in Jeju Island is examined through analyzing various data published by the government in order to identify major challenges caused by tourism activities. Also, applicable measures to overcome such issues are introduced in order to transform Jeju Island into an environmentally sustainable tourism destination.

## **Indonesian Forest Fires and Trans-Boundary Haze Pollution in Southeast Asia**

**Andarini Sertianti**, Ritsumeikan Asia Pacific University, Japan [sertan12@apu.ac.jp](mailto:sertan12@apu.ac.jp)

In recent decades, Indonesian forest fires have been an annual problem that draws both national and international attention. Slash-and-burn agricultural method used by small-scale and large-scale cultivators is allegedly the main cause of these fires. Forest burnings which used to be a local problem have also caused severe air pollution that spreads not only within Indonesia but to neighboring countries including Malaysia and Singapore. This research is aimed at finding whether or not international attention and intervention could help a particular country in dealing with its environmental problem especially when its impacts are felt abroad, in this case being the approaches used by ASEAN in assisting Indonesia to cope with its forest fires. This research involves examination and comparison between Indonesian forest policy's development and measures taken by ASEAN to tackle forest fires after the establishment of ASEAN's Agreement on Trans-boundary Haze Pollution by putting both into a timeline. By examining the development of both the local and international policy, we will see if international attention gives positive influences to Indonesian governments to implement and develop their policy.

## **The Socioeconomic Impact of Arsenic Contaminated Groundwater in Rural Bangladesh**

**Zarin Tasnim**, Ritsumeikan Asia Pacific University, Japan [tasnza12@apu.ac.jp](mailto:tasnza12@apu.ac.jp)

The purpose of this research is to assess the socioeconomic effect of arsenic in the rural area of Bangladesh. The rural population in Bangladesh is heavily dependent on groundwater due to the scarcity of other drinking water recourses. But overexploitation of the groundwater have lead to arsenic poisoning that have exposed more than 50 million people in the rural Bangladesh to various health risks. Pure dirking water is very essential to human vigor. To achieve that various mitigation have been taken in small scale. These processes include purification of arsenic contaminated water, rainwater collection, purification of river water, central pipeline distribution etc. But the socioeconomic demography of the rural area has a substantial role in dampening the progress. This study is to determine what methodologies are the best factor in such processes as cultural practices, superstitions, rate of urbanization and modernization, literacy rate, social perspective, acceptance of changes etc. to provide arsenic free pure drinking water to the people of Bangladesh.

**Synergizing of 'Waste Bank' and Community Development Projects as a Strategic Smart  
City Development Program: Preliminary Observation on Public Environmental  
Education in Depok City, Indonesia**

**Maryam Affaf Karimah**, University of Indonesia and **Aisyah Nisa Hafiyya**, Depok City, Indonesia maryam\_affaf@yahoo.com

Nowadays, one of most important challenges in urban management in Indonesia is how to cope with the complexity of development issues concerning environmental problems, a high population growth, global warming, and a limited availability of development budget for the public. Hence, a number of cities in Indonesia have begun to develop a new approach of integrated and multidimensional urban management development including economic, social, cultural and technology aspects, known as Smart City concept (IEC, 2014). This paper aims to provide an observation on the public innovation to develop a 'waste of banks' as community development projects in addressing environmental issues, waste management and urban community economy (Purba, Meidiana, and Adrianto, 2014). By doing a case study on public environmental education in Depok City, Indonesia, this paper presents lessons that can be learned from public initiatives which significantly contributes in developing the smart city concept based on the potential of the local community itself.

**Panel Session 10:** Special Session by the CIS, Inha University and the IRPS, APU

Title: Japanese and Korean Foreign Policies in Evolving Regional Environments

Chair: Professor Hidetaka Yoshimatsu, Ritsumeikan Asia Pacific University, Japan

Discussant: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussant: Research Professor Seong-Yong Park, Inha University, Korea

#### Panel Abstract

Japan and South Korea are neighbours with many similarities in terms of language, culture, ethnic homogeneity, political regime, industrial structure, and military alliance. Similarities can be found in their foreign policy as well. Yet, there have been significant differences in their responses to the transformation of political, economic, and security environments in East Asia, as can be seen from such instances as South Korea's participation in the China-led Asian Infrastructure Investment Bank (AIIB) and its FTA agreement with China. The convergence and divergence of their foreign policies have significant influence on their policy choices and those of other actors with strong regional interests, such as the USA, China, and Russia. Therefore, it is important to gain better understanding on the foreign policies of the two countries. The objective of this panel is to promote such understanding. This panel is a product of research collaboration between the Center for International Studies (CIS) of Inha University and the International Relations and Peace Studies (IRPS) Cluster of the College of the Asia Pacific Studies of APU.

## 21st Century Middle Power Diplomacy of Korea

**Euikon Kim**, Inha University, Korea kimek@inha.ac.kr

Most theories of international relations (IR) have been concerned for a long time with national interest, alliance, international conflict and peace, and world system and intend to explain and predict conflict and cooperation between major powers. Beginning in the early 1990s, some IR theorists began to discuss the notion of "middle power diplomacy" in connection of middle-level powers such as Canada and Australia that enjoy substantial influence and respect in international society. Middle power theory, however, has not yet been accepted as a main stream IR theory since its main research topics include "soft" issues instead of hard issues of global nature involving the US or major players. In the 20th century, national power of the Republic of Korea increased rapidly, which is now recognized as a middle power. The ROK should also play a leading role in developing new international norms and forging international consensus in human security and related areas. Toward this goal, South Korea should strengthen its diplomatic capability to resolve conflicts and promote cooperation in the international community. She should fully utilize a wide spectrum of diplomatic channels and tools, including public diplomacy, inter-state networks, NGOs, and multilateral Track II diplomacy.

## **Park Geunhye's Northern Diplomacy: The Eurasian Initiative and Seoul-Pyongyang-Moscow Relations**

**Seung-Ho Joo**, University of Minnesota-Morris, USA   joos@morris.umn.edu

In October 2013, President Park Geun-Hye of South Korea announced the “Eurasia Initiative” that would link energy and logistics infrastructure across the Eurasian continent. Park’s initiative included the creation of “Silk Road Express” that would connect rail and road networks from Korea’s Busan to Europe, the development of the Arctic Sea route to Europe, and the cooperation in energy (electricity grids, gas and oil pipelines, and Siberia’s petroleum and gas development). She postulated that her initiative in energy and logistics would facilitate a free trade zone across Eurasia and the formation of the “Eurasian economic bloc” similar to EU. In the following month, President Putin of Russia paid an official visit and discussed trilateral – Seoul, Pyongyang, and Moscow - economic projects in rail transport, electricity, and gas. In fact, Russia’s interest in trilateral economic projects dates back to 2000 when Putin came to power in the Kremlin. Since then, he has tirelessly pushed for trilateral economic projects between Moscow, Seoul, and Pyongyang. In 2014, a pilot project exporting Russia’s coal to South Korea via North Korea proceeded successfully. This pilot project demonstrated that trilateral economic cooperation between Moscow, Seoul, and Pyongyang was doable. Without doubt, Seoul, Pyongyang, and Moscow share interest in trilateral economic cooperation. In this research, the author raises the following questions and seeks to answer them – How does Seoul’s Eurasian initiative relate to its unification policy? What are its implications for Seoul-Pyongyang-Moscow relations? Will the three countries reap economic benefits from it? Will it help the two Korean states reconcile their differences and coexist peacefully?

## **A Critical Evaluation of Japanese Foreign Policy**

**Yoshinori Kaseda**, Ritsumeikan Asia Pacific University, Japan [kaseda@apu.ac.jp](mailto:kaseda@apu.ac.jp)

The year 2015 is the 70th anniversary of the end of World War II and the 50th anniversary of diplomatic normalization between Japan and South Korea. However, Tokyo's relations with Beijing and Seoul have been tense. The current Abe administration has exhibited limited eagerness to improve Tokyo's relations with them. Instead, it has looked upon China as the primary threat to Japan's national security and has given the priority to strengthening its security and economic ties with Washington in order to balance China, as can be seen from the ongoing deliberation of a series of security legislation in the Diet and from its TPP negotiation. Japan's foreign policy stance has been in a stark contrast with that of South Korea, which has been eager to improve its economic relations with China as can be seen from its participation in the Asian Infrastructure Investment Bank (AIIB) and its conclusion of a FTA with China. Also, Seoul has been reluctant to accommodate the US call for a stronger alliance. Seoul has also sought to strengthen its economic ties with Russia and North Korea. Thus, the two US allies with similar industrial structure have pursued contrasting foreign policies. The author critically evaluates Japan's policy choices. It also examines their impact on South Korea's and vice versa.

## **Implications of China's RMB Internationalisation for Japan and Korea**

**Utpal Vyas**, Ritsumeikan Asia Pacific University, Japan    [uvyas@apu.ac.jp](mailto:uvyas@apu.ac.jp)

China is in the process of carrying out the necessary steps to internationalise its national currency, the renminbi. This is a long term process for the Chinese government and its economy. Necessary steps to take involve liberalisation of the capital account, i.e. allowing domestic and foreign businesses to use RMB to invest freely inside and outside China, and furthermore, creating a trustworthy and reliable financial system which will make RMB use an attractive proposition for businesses as well as individuals. There are some benefits from international currency status which may accrue to China in time, but there are many difficulties and risks domestically. Whether the process is successful or not, there are likely to be important economic and strategic implications for both Korea and Japan. This paper attempts to explore some of these implications.

**Panel Session 11: Government, Policy and National Security**

Chair: Chi Ming Victor Chan, Acting Head and Assistant Professor, Hang Seng Management College, Hong Kong, China

**China's Propaganda Strategies in Response to Abe Shinzo's Yasukuni Shrine Visit in 2013 – Implications for Chinese Foreign Policy Practices under Xi Jinping**

**Chi Ming Victor Chan**, Hang Seng Management Collage, Hong Kong, China

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This paper examines the propaganda strategies adopted by China in respect to gaining international community support when its bilateral relationship with Japan continues to deteriorate in regard to Abe's Yasukuni visit in December 2013. China, probably for the first time, utilized its entire foreign services system particularly the embassy to publicize China's intolerance on Abe's problematic visit. The Chinese ambassadors in different countries not only contributed numbers of newspaper articles but also served as guest in TV shows to condemn the potential revival of militarism under Abe's cabinet. By almost "winning" such "propaganda war" in the first quarter of 2014, China played more proactive roles in dealing with foreign relations with Japan. Japan on the other hand needed to use every (but reactive) channel to realize the leader summit between Abe and Xi during the APEC Beijing Summit in November 2014. On the whole, has China under Xi Jinping altered its foreign policy practices? By delineating the political discourse of selected ambassador articles, the paper discusses the implications of China's propaganda strategies on foreign policy tool selection – (1) the increasing importance of soft power in managing great power relations and (2) the increasing importance of "success and effective" propaganda for Xi Jinping to ensure domestic political stability.

## **Transnational Crimes of Human Trafficking In Malacca Strait: National Security Threat Analysis**

**Zulkifli Harza**, University of Tsukuba, Japan ajo\_alkhalifa@yahoo.com

This paper is an elaboration of the research results generated from three activities: a meta-analysis, field studies and reflexivity. The fieldwork took place in Melaka and Dumai. The network of human smuggling in the Malacca Strait takes three main forms: fraud, demand, and the necessity model. The first two models are the most often used as tools to investigate elements related to human trafficking, including human smuggling. There are important differences to human smuggling of the necessity model. In this area, the root problem lies at and around the invisible actors, including the state and other violent actors which sometimes the researcher tends to ignore. Human smuggling has affected state security, from territorial security to the state power and sovereignty, including human security. Therefore, the most appropriate way to combat human smuggling is a defensive strategy in which elements of ethics and responsibility of governance integrate. With moral values included, hence the state could still possibly serve as a basis for security policy, and as a force for improvements in global security governance.

## **Prospects towards Universal Coverage of Equitable Access to Health Care Services in Lao PDR: A Case of Xaythany District in Vientiane Capital**

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**Objective:** this study attempts to assess the potential to achieve universal health care coverage by 2025, and the promotion of equitable access to health care services in Xaythany district in Vientiane Capital Lao PDR. It examines current health protection coverage, access to health care services, health seeking behaviors, existing policies and measures of the path to universal coverage and health equity in this district.

**Methods:** The study applies both qualitative and quantitative methods including in-depth interviews with relevant key informants on health insurance schemes implementation and health care services providers, and household survey in 10 villages.

**Findings:** political commitments to achieve universal coverage (UC) were made but financial commitment to expand health insurance coverage was low and the use of off-budget system couldn't implement the coverage expansion as planned. There is no common ground on how to promote universal health coverage among concerned parties; a significant level of health inequity exists between the better off and the less fortunate. Other challenges to expand UC are low level of satisfaction of health care service among both insured and uninsured people: insured member are less satisfied with low benefit packages on drugs and modern treatment compared with members who pay from their own pockets. It was also found that some households face catastrophic health care expenditure and people also face such barriers as financial constraints that prevent them from accessing health care services.

**Panel Session 12: Learning, Institutions and Electronic Media**

Chair: Dr. Maria Stella C. Tirol, University of the Philippines Los Banos, Philippines

**Institutional Response towards ASEAN Regional Integration: A Look into the State of ASEAN Studies among Philippine Higher Education Institutions (HEIs)**

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With less than a year into the long roadmap towards ASEAN 2015, member-states are struggling to get ready for the adjustments that will take place with the integration of all three communities namely ASEAN Economic Community (AEC), ASEAN Political-Security Community (APSC), and ASEAN Socio-Cultural Community (ASCC). While attention is naturally directed towards readying each community for a successful take off, at the center of these developments is the Southeast Asian region itself. For a regional integration to fully materialize and bring about the harmonious development it visualizes, having a deeper understanding of the region's economic, political, and socio-cultural dynamics is critical. For this challenge, education plays a key role.

How does the Philippines respond to the challenge of raising the level of understanding about ASEAN in preparation for a regional integration? Using the Philippine higher education institutions (HEIs) as a case in point, this paper looks into the current state of ASEAN-directed studies across major universities in the country and attempts to answer the following: (1) What strategies, programs, and research collaborations in ASEAN studies are currently put in place that could contribute in deepening an individual's knowledge of the region's diverse character? (2) What institutional responses can be translated as a form of commitment towards the calls for a successful implementation of the ASCC blueprint under ASEAN 2015?

**Panel Session 13: Government, Revenue and Trade**

Chair: Professor Munim Kmar Barai, Ritsumeikan Asia Pacific University, Japan

**Intra Regional Trade, Intra Regional FDI and Economic Integration: The South Asia  
Perspective**

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Regional integration has been very low in South Asia (SA). Although there exists immense potential for economic integration in the region but intra regional trade and intra regional direct investment among the countries have not reached to their expected level. Integration in SA compared to other regions such as the ASEAN is also negligible. This study focuses mainly on various aspects of economic integration in terms of intra regional trade and intra regional FDI in the SA region. In order to see the impact of economic integration on intra regional trade and intra regional FDI in South Asia, an empirical study has been conducted using two sets of time series panel data ranging from 1990 until 2012 by estimating two separate equations. In this study, multilateral trade agreements and bilateral investment treaties are used as proxy for economic integration. The empirical findings suggest that South Asian Free Trade Area (SAFTA) is positively associated with both intra regional trade and intraregional FDI. The Asia Pacific Trade Agreement (APTA) dummy is positively associated with intra regional trade only. However, none of the bilateral investment treaties has appeared to be a significant impacting factor of intra regional FDI flow in South Asia. The study suggests that goal-oriented policies and strong political commitment towards economic integration are needed.

## **Proposal to Design Natural Resources Tax: A Reconstruction Fiscal Policy toward Energy Resiliency in Indonesia**

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The aim of this research is to examine tax liabilities and state levies that shall be accomplished by upstream business entities in Indonesia specifically regarding imposition of Land and Building Tax (LBT) immediately while business still on the stage of exploration process. Recalling its high risk characteristics, capital intensive with sophisticated technology to deal with geological uncertainty, imposition of taxation and other state levies on early stage will tighten cash flow of upstream contractors. In addition, all operating-related cost would be reimbursable once contractor has discovered potential hole and will be in commercial stage. This government treatment seems unfair for business but the government does not want to lose their potential revenue. However, the fact shows that the Indonesia's energy reserves continuously declined. This research employed qualitative research method with quantitative and qualitative data. The result shows that high tax burden at the exploration stage will severely restrict business' cash flow especially if the country does not apply "assume and discharge". Reimbursement probably will be the solution once the investors have reached commercial stage, however the cost will go if they only find dry hole. For Indonesia, imposition of LBT covering all of the working area is unfair. If the government wants to capture potential revenue on natural resources through tax and other state levies, it needs to consider business life cycles and risks. In addition, it also needs to think of a simple tax scheme and less administrative burden. Implementation of natural resources tax on this high risk business needs to be considered as an alternative.

## **State Levies on Mining Industries in Indonesia: How Can It Be Simplified?**

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The aim of this study is to examine the impacts of material state levies and tax liabilities imposed on mining/coal industries in Indonesia, with the implementation of Law No. 4 of 2009 on Mineral and Coal Mining, on business cash flow and how can it be simplified. With regard to state levies, business entities have to pay (i) outgoing levy on mining export (ii) land rent/fixed fees (iii) production due/sale royalty (iv) income tax and (v) land and building tax. In the government's view, as the owner of natural resources, the state is lawfully entitled through levies to have a fair compensation for the impacts of mining activities. However, there is opposition from the business practitioners who think that there are too many kinds of levies and the amounts imposed are also quite high. This research combined qualitative and quantitative research methods. The result shows that the amounts of state levies imposed are not high but the kinds of the levies imposed are highly varied and by many different agencies. This creates administrative complexity and requires simplification. The government needs to take necessary measures to simplify the form and types of the levies and establish coordination among relevant agencies. It is suggested that imposition of the land rent can be combined with the land and building tax for surface area as both have the same object of tax imposition, which is the width of mining area. The income approach combined with the production due can be used for the land and building tax on the earth's body for production operation,

## **Earmarking Tax Policy on Local Tax in Indonesia: Toward Dual Pro Earmarking**

**Inayati Hifni**, University of Indonesia    inayati.hifni01@gmail.com

There are a number of pros and cons in earmarking tax. In Indonesia, earmarking tax policy, in Law No. 28 Year 2009 on Regional Taxes and Levies, set three types of earmarked tax, namely the Motor Vehicle Tax, Cigarette Tax and Street Lighting Tax. This study examines the urgency, implementation and theoretical reconstruction of earmarking tax on local taxes. The paradigm used in this research is constructivist, with a qualitative approach and illustrative method of data analysis techniques. Study conducted in the DIY Province, and Batu City, East Java.

The results showed that earmarking tax policy has three urgencies, namely guaranteeing accommodation benefit principle, ensuring the availability of funds for specific expenditures and encouraging accountability of local government spending. Tax earmarking is often faced with a dilemma between strengthening fiscal legitimacy to encourage tax compliance and interfering in budgetary flexibility. This study was initiated on dual pro earmarking tax which accommodates the concept of fiscal legitimacy and budget flexibility at the same time, so that earmarking tax can be used as an instrument to improve tax compliance as well the welfare of society as a taxpayer.

## **Tax Competition in ASEAN: Is That Existing**

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The aim of this research is to examine whether tax competition exists among South East Asian Countries. The government in each member of ASEAN countries manages to attract investors with kinds of investment incentive instruments. Corporate tax rate becomes one of the instruments to attract capital inflow. The tax related instruments offered by each countries include reduction of income tax, tax holiday, special treatment for corporate accounting (i.e. depreciation or amortization), reduced tariff on raw materials and or machinery importation which by Devereux (2006, 2008) are defined as effective average tax rate (EATR) and effective marginal tax rate (EMTR). The current situation also shows that corporate tax rate has declined considerably since 1990s. This research, takes into account the previous study by Kammas (2008) regarding Strategic Fiscal Interaction among OECD countries as the base of premises for theoretical background. Econometric analysis by using fixed effect instrumental variable is applied. The instrument variables are the capital geographical distance between a country and other average geographical distance and socioeconomic characteristics of each country. Regression result reveals that the tax competition among ASEAN countries is not real and importantly that the difference of tax rate among countries is not a significant determining factor to relocate the investment.

## **Causes of Tax Evasion of Individual Tax Payer in Bangladesh**

**Helal Uddin**, Ritsumeikan Asia Pacific University, Japan and **Muhammad Zakaria Masud**, American International University-Bangladesh helaud13@apu.ac.jp

Tax is one of the main sources of revenue for any government around the world. If a government cannot collect tax sufficiently, it fails to meet its obligations towards society, both local and international. Moreover, the budget deficit due to poor collection of tax revenue hampers social security and development by e reducing peoples' purchasing through higher inflation. One of the reasons government fails to meet its target for tax revenue is that people tend to avoid tax. As such, Gilbert Tuxier said "Tax and tax evasion are inseparable, like a man and his shadow". Keeping this in mind, my master's thesis focuses on what motivates people to avoid tax despite they know that tax evasion is morally wrong and legally punishable. Through a questionnaire survey, I have collected data for analyzing the reason of tax evasion. Descriptive analysis of data shows two dominant reasons, high tax rate and fewer tax slots, are the major causes of tax evasion. Based on this finding, some policy prescriptions are offered for national government to minimize the tendency of tax evasion.

**Panel Session 14: Tourism, Economic Development and Disasters**

Chair: Associate Professor Sanghyeon Park, Hanyang Cyber University, Korea

**Intersections of Tourism and Migration: Australian Community in the Japanese Ski Resort**

**Atsushi Takeda**, Reitaku University, Japan ataked23@reitaku-u.ac.jp

The concentration of Australian tourists, working holiday makers and residents in the Japanese ski resort of Niseko, located in the northern part of Japan (Hokkaido), has transformed the community into a multicultural site where English signs and western style restaurants and pubs have become part of the landscape. Despite the media attention, academic interest in this phenomenon has been rather limited. In response to this, the present paper seeks to offer a critical evaluation of Niseko in relation to the relevant literature of migration and mobility. In so doing, it attempts to look at the Australian community in Niseko considering concepts of contact zone, transculturation and diaspora. These terms are somewhat problematic when applying them to such a community. Suggesting limitations of these terms, this paper also points to the newness as well as uniqueness of this Australian community in Japan.

## **The Effects of Fukushima Nuclear Accident on Foreign Tourists to Japan**

**Sanghyeon Park**, Hanyang Cyber University, Korea and **Jinok Susanna Kim**, Pusan National University, Korea    anytime365@naver.com

Although a lot of efforts are made by the affected nations and international organizations to recover from the natural disasters, it takes quite a long time for the tourist destinations to regain their reputation. A huge scale earthquake and tsunami, and the subsequent nuclear accident in Fukushima, Japan in March 2011, sent shock waves not only to the entire nation, but to the neighboring countries as well. The number of people wishing to go on a tour to Japan had dramatically decreased. However, recently the number of tourists from Korea has been increasing in Japan. It will be very meaningful to investigate which negotiation factors have contributed to overcoming such a huge constraint of radiation leakage. This study analyzes and categorizes the subjectivity of Korean tourists using Q-methodology based on the perception of the frightening radiation leakage, weak yen, and the appealing aspects of a tour to Japan. The results of this study are expected to provide implications for coping strategies and marketing measures to the Japanese tourism.

## **Rethinking Disaster Management in Tourism Destinations: A Case for Communicative Planning**

**David Nguyen**, Tohoku University, Japan davidngu@hawaii.edu

Due to its intrinsic nature, many tourism destinations are located in areas that are at risk of various natural hazards such as volcanoes, coastlines, and rivers. In particular, coastal tourism presents numerous risks unique to the tourism sector due to significant vulnerability differences and mitigation strategies compared to other types of communities. Tourists are transient, may lack knowledge of local hazards, perceive risks differently, and may present various communication barriers. Physical mitigation may also be limited as local communities rely on the preservation of its natural qualities. This study first reviews existing literature on disaster management in tourism, and seeks to provide a way forward to improve disaster resiliency in tourism destinations through the use of communicative/transactive planning theory. Through interviews in Japanese coastal cities, such as Matsushima, Atami, and Hilo, the study provides a framework of mitigation strategies coastal tourism communities could use to improve robustness against natural disasters.

**Panel Session 15: Sustainable Tourism and Development**

Chair: Professor Kazem Vafadari, Ritsumeikan Asia Pacific University, Japan

Panel Abstract

This panel discusses the sustainability of tourism and its role in development of society where that tourism takes place. In the case of Japan, tourism is seen as a tool for community development especially in rural and marginal areas. It also discusses the importance of policy and planning in tourism development and sustainability emphasizing on the role of academia and tourism education. The impact of tourism on young generations who travel abroad from Japan is also discussed as a cultural asset on Japanese society. Destination image and the role of DMOs and media are also discussed in a series of field studies with Japanese and international students in Iran in an explanatory approach including site visit surveys and attending seminars etc. Sustainability of tourism and development impacts are the key concepts to be explored in this panel.

## **A Survey Result of the Tourism-Based Community Development Administered to Municipalities in Japan: What Are Their Perceptions of its Success?**

**Yukio Yotsumoto** and **Nobuyuki Hatada**, Ritsumeikan Asia Pacific University, and **Junwoo Han**, Ritsumeikan University, Japan    yotsumot@apu.ac.jp

Tourism-based community development has been implemented in municipalities but the local administrators have a vague idea of what it is and how to measure its success. This presentation examines a correspondence between its perceived success and a definition. The data for perceived success was obtained through a mail survey to all municipalities in Japan and contrasted with 4 components of a definition identified by Morishige (2015): (1) local community becoming the major actor; (2) utilization of local resources; (3) mingling of local people and tourists; (4) improving attractiveness and vitality of local community.

We identified 11 categories of the success of tourism-based community development. They are: (1) obtaining economic benefit; (2) upkeep of population; (3) civilian participation; (4) local revitalization; (5) improved local image; (6) increased tourist satisfaction; (7) creation of attractions; (8) improved pride of local people; (9) formation of public-private-citizen partnership; (10) establishment of tourism-based community development system; (11) environmental preservation.

We found the following relationships between the definition and the perceived success. The definitional component of local community becoming the major actor leads to civilian participation and formation of public-private-citizen partnership. Utilization of local resources leads to creation of attractions. No categories of success matches with mingling of local people and tourists directly. Improving attractiveness and vitality of local community supports the success of local revitalization, improved local image, increased tourist satisfaction and improved pride of local people. The definition does not directly lead to obtaining economic benefit, upkeep of population, establishment of tourism-based community development system and environmental preservation. Utilization of local resources and improving attractiveness and vitality of local community lead to environmental conservation. In conclusion, there is no exact correspondence between the perceived success of tourism-based community development by municipalities and thinkable success categories from its definition.

## **'Imagine West' and Mobility of Young Japanese**

**Huong T. Bui**, Ritsumeikan Asia Pacific University, Japan huongbui@apu.ac.jp

Drawing on Bourdieu's concepts of cultural, social, and symbolic capital, the paper hypothesizes interrelationships between the accumulations of these types of capital on the process of personality maturation via overseas travel of young Japanese. Accumulation of cultural capital is the most significant determinant of future travel. While personality maturation, which is an outcome of cultural, social, and symbolic capital, has a significant impact on the decision to travel in the future, it has limited explanatory power for the propensity to migrate overseas. Other factors, such as travel experience and gender of the respondents, also influence the mobility of young Japanese, in particular the travel–migration nexus. While the nexus is not apparent among the group of experienced travelers, the inexperienced travelers seem to expect a different result. Young female Japanese in this study perceived a strong influence of social, cultural, and symbolic capital on personality maturation. The propensity for travel to be converted to migration is also significantly higher for females than for males. The study contributes to advance current literature in the field of tourism through the conceptualization, operationalization, and validation of the dimensions of cultural, social, and symbolic capital according to Bourdieu's theory of social distinction.

## **Tourism Education and Research and the Sustainability of Tourism**

**Malcolm J.M. Cooper**, Ritsumeikan Asia Pacific University, Japan   cooperm@apu.ac.jp

In recent times there has been a growing interest in tourism studies on the implications for policy-makers of the need for sustainability in tourism. Practical recommendations for end users including practitioners, policy makers, the industry and tourists, are beginning to surface in the literature. Effective policy is particularly important in tourism due to the industry's multifaceted nature and the complexities of inter-organizational relations and collaborative policymaking. In many countries, the relevance of academic studies to policy making and impact on end users has also become a precondition for securing research funding. This is where academics are asked to link their research proposals to current issues in the industry, and engage end users from the very initial stage of research design. But, is tourism education equipping both students and their faculty supervisors with the training and experience to do this properly? There is a general lack of a critical approach of how and to what extent academia addresses the implementation of tourism planning policies and measures their sustainable development outcomes. In particular, there is a dearth of knowledge on the failures of policies to address problems and challenges in the tourism industry. This paper addresses the following questions and supplies some case studies of successful and/or unsuccessful implementation of tourism policies into sustainable practice: How does the nature of tourism and its complexity in areas such as inter-organizational relations, collaboration, competition, innovation, marketing, and sustainable development impact policy making and its implementation? What are the factors identified in both the top-down and bottom-up approaches of policy implementation? What are the difficulties in implementing sustainable tourism policies, and what is the current gap between formal and informal policies in tourism? Has academia managed to have a significant impact on policy making and the end users? How can we measure or evaluate impact of tourism research on end users?

## **Conflict Ridden Destinations: The Influence of Externally Imposed Distortions of Reality**

**Kazem Vafadari** and **Malcolm J.M. Cooper**, Ritsumeikan Asia Pacific University, Japan  
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This research involved an exploratory approach based on data gathered during the several educational field trips the authors conducted with students to Iran, during our attendance at several conferences and seminars in the major Iranian destinations, and during our involvement in the national branding committee of Iran from 2007 to 2012. During these trips we surveyed current and past media reports from the major international sources, and compared these with eyewitness accounts of particular 'conflict' events in order to isolate reality from distortion and untruth. We handled possible bias in this part of our study by collecting as many different versions as possible of each event. We then examined the real effect and intent of sanctions by comparing actual impact with stated aims. More recently, social media-based sentiment analysis has become available as a tool for analyzing imagery and behavior, and we report on a tweet-based analysis undertaken on the image of Iran as captured by social media. In this way we identify the extent and impact of image distortion (and of induced ignorance) over the 30 years since the Islamic Revolution in Iran, that has created the image of a conflict ridden destination (to be avoided), and speculate on the interests this imagery serves.

**Development of Silver Age Tourism: Opportunities of the Japanese Retired People for  
Travel to Indonesian Destinations.**

**Adila Chaerman**, Ministry of Tourism, Republic of Indonesia and **Richdayanti Fina  
Ririen**, Ritsumeikan Asia Pacific University, Japan    adilaraihan13@gmail.com

The present global conditions require Indonesia to be more proactive in looking at all segments of national importance. The tourism sector is an important sector to increase foreign exchange and enhance image of Indonesia around the globe. The promotion of tourism helps to develop bilateral, regional, and international cooperation among the nations.

**Panel Session 16: Corporate Governance, Performance and Banking**

Chair: Professor Francisco Jr., P Fellizar, Ritsumeikan Asia Pacific University, Japan

**Corporate Governance Practices in Private Commercial Banks of Bangladesh**

**AKM Kamrul Hasan**, Ritsumeikan Asia Pacific University, Japan akha15@apu.ac.jp

Corporate governance includes the formation of a Board of directors to govern management practices of the corporation. Corporate governance in Bangladesh is directed and instructed by the Bangladesh Securities and Exchange Commission (BSEC). This paper illustrates the corporate governance practices of private commercial banks (PCBs) in Bangladesh. At the end of December 2014 , 46.9% total banks assets were concentrated on top 10 (ten) banks and among the top 10 (ten) banks , 6 (six) banks are private commercial banks, according to recent Bangladesh Bank (BB), the central bank of Bangladesh, publication. As most of the PCBs are listed in the country's bourses, they have to disclose the corporate governance report in their annual reports, as per direction of BSEC. Additionally BB has issued instructions from time to time to commercial banks to strengthen the assets quality and ensuring the better governance in the industry and persistently monitor the performance of the banks and take action as and when required. One tremendous achievement in Bangladesh Banking sector is that almost all private commercial banks are 100% compliant of the corporate governance directives of BSEC. But the qualitative judgment of practicing corporate governance might be improved. Specially appointment of independent directors and their role for ensuring the good governance in the banks might be restructured. This study also contributes to the effectiveness of independent directors on banks governance as well as banks asset quality.

## **Difference between Islamic and Conventional Banks: A New Approach**

**Helal Uddin** and **Yasushi Suzuki**, Ritsumeikan Asia Pacific University, Japan

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“Interest free” is the unique characteristic of Islamic bank which makes Islamic bank different from traditional conventional bank. Despite very significant discussions in the literature on how Islamic banks differ from conventional banks in terms of performance, profitability, deposit types and loans, less has been done to investigate in terms cost of capital and performance. This research gap is due mainly to the complexity of calculating cost of capital in Islamic banks owing to the absence of interest and ex-ante and ex-post effect. In case of Islamic bank it is hypothesized that there is a positive relationship between cost of capital and performance. On the other hand, the relation is expected to be negative for conventional bank. This research aims to examine the difference in terms of cost of capital and performance of Islamic and conventional banks in Bangladesh. Necessary data is collected from the Bankscope database, stock exchanges, audited annual reports of selected banks, and the World Bank database. This research finds that the relationship between cost of capital and performance is negatively related for both Islamic and conventional banks. In theory, Islamic bank is significantly different from conventional banks, the difference between them in terms of the relation between cost of capital and performance is not significant.

## **Risk-Adjusted Performance of Philippine Conglomerates: A Country-Specific Inspection of Equity Returns of Public Conglomerate Firms in South East Asia**

**David Gulliver Go**, Ritsumeikan Asia Pacific University, Japan [davigo14@apu.ac.jp](mailto:davigo14@apu.ac.jp)

Recent studies have concluded that long-term equity investments in South East Asian (SEA) conglomerates have yielded superior annual return premiums against stock index benchmarks, such as S&P500 (Vijayaraghavan 2014) and MSCI SEA Index (Vestring, Felenbok & Hardcastle 2014). The performance measures utilized argue in favor of SEA Conglomerates, in order for fund managers to enhance their portfolio returns and stability by considering investing in the region. In this presentation, we examine if this benchmark-beating phenomenon is present in publicly-traded Philippine conglomerates, by using risk-adjusted metrics and correlations between the assigned index, the conglomerate sector (including constituent firms within that sector) and various other industry sectors. This risk-adjusted approach promotes a prudent examination of past returns, facilitating optimal portfolio construction to achieve investors' objectives.

The results show that, using basic return measures for a 10-year period, Philippine conglomerates matched the benchmark Philippine Stock Exchange Index (PSEi) while maintaining tight correlations. However, when applying risk-adjusted metrics including Risk-Adjusted Performance (RAP) measurement or M-squared (Modigliani and Modigliani 1997), this research finds that the conglomerate sector (and majority of its firm constituents) underperformed the index and a selected number of industry sectors. Finally, the research concludes by recommending a framework for succeeding ASEAN country-specific conglomerate evaluations, to provide clarity to the claims of conglomerate premiums.

## **Impact of Culture on Auditor Independence: A Test of Gray's Secrecy Hypothesis**

**Md Jahidur Rahman** and **Lai Lan Phyllis Mo**, City University of Hong Kong, China  
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The purpose of this study is to investigate whether Big 4 auditors compromise their independence in secrecy culture (less transparent culture). We employ auditors' propensity to issue Modified Audit Opinions as a proxy for auditor independence. Based on a sample of 33 countries around the world, we fail to find evidence that Big 4 auditors compromise their independence in secrecy culture. Our results are robust to endogeneity tests. The findings of this paper strengthen the secrecy hypothesis of Gray (1988) by providing empirical evidence. This study will also expand the idea of culture in the accounting literature. This study will guide the regulators and auditors not only in large international stock exchanges like New York, London, Hong Kong but also in other areas.

**Panel Session 17: Japan, Far East and Asian Regional Associations**

Chair: Assistant Professor Seong-Hyon Lee, Kyushu University, Japan

**Japan's Strategy in the Six-Party Talks about the Abduction Issue**

**Seohee Park**, Ritsumeikan Asia Pacific University, Japan seohpa14@apu.ac.jp

The relationship between Japan and North Korea is complicated. The broad spectrum of problems across bilateral and multilateral problems makes the security environment in Northeast Asia more complicated. The abduction issue, a bilateral issue between Tokyo and Pyongyang, makes them to continue confrontation at the Six-Party Talks (SPT).

According to some scholars and other participating countries, Japan's policy to bring the abduction issue to the SPT hinders the negotiations. It is agreed that the fundamental object of the SPT is resolving the nuclear crisis and denuclearization of North Korea. For the most part, most critical debates about Japan's abduction issue at the SPT have tended to center around the question of its legitimacy and appropriateness.

Relatively few studies have been devoted to an analytic, detailed examination of the role of Japan and its policy at the SPT. In regard to this problem, the researcher would like to attempt to answer how effective is Japan's policy to bring the abduction issue to the SPT negotiation table. The researcher interprets the function of the SPT as a multilateral security regime in Northeast Asia, and the reciprocity of multilateral regime requires the SPT to be more tolerant on various security issues in the region.

## **How the Japanese Public Regards Japan- ASEAN Relations: Evidence from Social Media**

**Indah Pratiidina** and **Jonathan Lewis**, Hitotsubashi University, Japan  
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The long-standing importance of the ASEAN-Japan Strategic Partnership was reaffirmed by senior ASEAN and Japanese officials in June 2015. Although Japan remains one of ASEAN's largest trading partners and sources of foreign direct investment, China and South Korea have also become important players in the economic, security and socio-cultural development of South-East Asia.

The Japanese media have given heavy coverage to some events concerning Japan-ASEAN events. In the light of this coverage, how does the Japanese population view ASEAN, as revealed by their communications on social media? Which ASEAN countries do they show greater awareness of? Which of the three pillars of the ASEAN Community (economic, security and socio-culture) are Japanese social media users most conscious of, and in relation to which ASEAN countries? Finally, how do Japanese social media users see ASEAN in the context of Japan's relations with other north-east Asian states?

We collected 2.7 million Tweets containing the word "ASEAN" from November 2013 to August 2015; about 10% of them were in Japanese. We first identified "influential" Japanese Twitter users and categorized them into state and non-state actors, media and individuals. Using keywords from the blueprints of ASEAN Community's three pillars, we categorized the Tweets as related to economics, politics and security, society and culture, and other topics. We also identified countries mentioned in the dataset, and found which content categories are related to specific countries in the context of ASEAN.

## **The Eurasian Economic Union and the Shanghai Cooperation Organisation**

**Ivaylo Gatev**, University of Nottingham Ningbo China and **Glenn Diesen**, Macquarie University, Australia Ivaylo.Gatev@nottingham.edu.cn

This paper examines the emerging interactions between the Eurasian Economic Union (EEU) and the Shanghai Cooperation Organisation (SCO). Drawing on the theoretical insights of the literature on comparative regionalism, it develops a framework for analysis of how the two organisations relate to one another. The paper starts by looking at the commercial dimension of the EEU-SCO relationship. It focuses on interregional trade and investment and examines the prospect of a free trade area and a currency zone between the two organisations. The second strand of analysis present in this paper is the institutionalist one. Here the interaction between the EEU and the SCO is conceptualised in terms of formal relations between regional organisations as juridical entities that can lead to the coordination of activity, the formulation of common policies, and the conclusion of legal agreements. The third strand of analysis draws on the insights of the constructivist school. Here EEU-SCO relations are seen to be driven above all by intersubjective forces. EEU-SCO relations in this context take the form of and are constituted through socialisation. The final approach to the study of EEU-SCO relations taken in this paper differs from the preceding ones in that it focuses primarily on how these relations are constituted not commercially, institutionally, or inter-subjectively, but materially. In particular, the paper looks at how the two organisations relate to one another at the level of infrastructure. It is argued that at this level of interaction the EEU-SCO relationship is strongest and most dynamic.

**Panel Session 18: Women, Wives and Work**

Chair: Professor Yufu Iguchi, Ritsumeikan Asia Pacific University, Japan

**Womenomics in Business: Japan's Dormant Labor Force**

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Women have been continuously underutilized and less represented within the Japanese labor force and politics. It has been a huge issue in recent years as Japan's population is rapidly aging and the birth rate is declining. Prime Minister Abe has created a plan to apparently "make women shine" and to promote women not only working after childbirth, but also attaining higher managerial positions. While this may be seen as a potentially good thing, scholars doubt about the potential success of this policy because it has to change the male-dominated workplace culture of Japan. By using the current literature to analyze the success and failure of proposed ideas, regarding women in the labor force and the current situation regarding women's role at home and in society, the paper argues that the current "womenomics" proposed by Prime Minister Abe falls much short to fully visualize the core cause behind the labor shortage in Japan and further argues that without appropriately comprehending the core cause, the present plans of Abe's "womenomics" in Japan will not find sustainable solution to the labor crisis in Japan.

## **Health Conditions and Relationships with Socio-Demographic and Familial Characteristics, and Multiple Roles: The Case of Filipino Seafarers' Wives**

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The study examined health conditions and their associations with socio-demographic and familial and husband's employment characteristics, and multiple roles among wives of Filipino seafarers. There is a dearth of local knowledge on these phenomena. Utilizing a self-administered survey questionnaire, 200 seafarers' wives were randomly selected and answered questions on health conditions ( i.e. psychological, social, sexual and physical health). Women's socio-demographic and familial characteristics as well as productive, reproductive and their community-managing roles were examined for their relationships with women's health conditions, using correlation and multinomial logistic regression. Results revealed that the seafarers' wives were found to have a moderate to good level of overall health conditions. Variables such as age, educational attainment and wives' monthly income were not statistically associated with overall health and sub-health domains. However, duration of women's husbands' on-board assignment, frequency of communication and remittance were found to be statistically significantly related with women's overall and sexual health. Furthermore, religiosity and employment were associated with physical and social health, respectively. Findings have implications for studies and interventions on women left behind by their seafaring husbands.

## **Women's Empowerment and Participation in Rural Development Activities in Afghanistan**

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This paper discusses women's empowerment and participation in rural development activities in Afghanistan. The data discussed in this paper is based on a field observation, interviewing key informants at the local level, and reviewing existing papers, as well as reports of empowerment programs. Afghanistan has faced conflict and political instability for a long time, which has negatively impacted the stabilization and construction of the country. In the past 13 years, many international organizations along with some ministries of the Government of Afghanistan have launched women's empowerment programs in order to encourage women to participate in economic, cultural, and political activities. Moreover, women's empowerment programs aim to increase women's advocacy for legislative change, raising their awareness of constitutional rights, and improve their networking and leadership.

**Employee's Perception of Female Leadership Effectiveness in the Service Sector in  
Japan: Case Study of the Sayco Group**

**N.C. Jayasinghe** and **Ali Haidar**, Ritsumeikan Asia Pacific University, Japan  
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The increased participation of women in the labor force is expected to moderate the negative effect of the decline in the working age population of Japan. This study has focused on studying the employees' perception of female leadership effectiveness in the service sector in Japan. Specifically the research aims to explore the existence or otherwise of relationship between leadership skills, demographic factors and the leadership effectiveness based on the employees' perception. It has been found that the employees strongly believe that female leaders are effective in terms of the communication skills, decision making skills, personal character and the organizational performances. Moreover the study reveals that gender, age, education or service length has no impact on the perceived leadership effectiveness of female leaders.

**Panel Session 19:** Food Production, Sustainability and the Young

Chair: Professor Yan Li, Ritsumeikan Asia Pacific University, Japan

**They Swim against the Tide: Marine Citizenship among Young People in Zambales,  
Philippines**

**Melvin Jabar, Crisanto Regadio and Zaldy Collado**, De La Salle University, Philippines  
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Marine Citizenship is a derivative of the term environmental citizenship. Other terms associated with the concept include ecological citizenship (Mead, 2013) and sustainability citizenship (Dobson, 2011). Environmental citizenship refers to the “active participation of citizens in moving towards sustainability” (WWF Malaysia). Such citizenship requires a certain level of environmental literacy to be able to actively participate in efforts to conserve the environment.

Moreover, individuals who have acquired a higher level of ecological citizenship should be able to “integrate the notion of sustainability into daily habits and lifestyle choices” (Mead, 2013, p.1). Environment citizenship is a subject less explored through research in the Philippines particularly in the context of young people. Thus, this paper focuses on the role of young people in the conservation of marine ecosystem in selected coastal towns of Zambales, Philippines. It is also an exploration of young peoples’ attitudes, knowledge, experiences, and purposes/goals/motivation of conserving the marine ecosystem which presumably serves as their sources of eking out a living. In this paper, young peoples’ meaning making of their marine environmental action experiences is highlighted.

This paper also documents best practices of young people insofar as marine ecosystem conservation is concerned. Data of this paper were collected from a series of FGDs conducted. This paper attempts to provide characterization of marine citizenship among young people in the Philippines which will be useful for environmental education and policy intervention. Issues and challenges of young people regarding marine ecosystem conservation will also be highlighted.

## **Coordinated Distributed Agriculture in the Pacific Islands: A Proposed Model for Sustainable Community Based Agriculture**

**Keith Sakuda**, University of Hawaii West Oahu, USA ksakuda@hawaii.edu

The lack of both physical and economic access to healthy nutrition has created a food security crisis for many Pacific Islands. Although there are multiple reasons for the poor state of health, the lack of healthy nutritious food is a major cause of the problem. Compounding the problem is the effect of climate change. Most Pacific Islands have always been limited in their amounts of arable soil and freshwater, but rising sea levels now threaten to infiltrate the limited freshwater supply. Without a consistent source of freshwater, agriculture and food production becomes significantly more difficult.

Although the food security crisis in the Pacific Islands cannot be easily resolved, the most fundamental solution would be to increase the availability of affordable healthy food and nutrition, but encouraging a renaissance in agriculture may seem like far-fetched solution due to the lack of agricultural resources in many Pacific Island communities. The food security crisis in the Pacific Islands appears to be a humanitarian tragedy without a solution. However, it is proposed that Coordinated Distributed Agriculture (CDA), an alternative community based approach to food production designed specifically for indigenous island communities, may provide a solution to food security in the Pacific. Although CDA will not stop the effects of climate change, it has the potential to sustain food production despite the loss of freshwater and soil. Most importantly, CDA empowers families and communities to take ownership of their own health and nutrition.

This presentation outlines the five principles of CDA and discusses the first effort to implement its practice. It is hoped that the framework provided will allow other Pacific Islanders to develop agricultural systems to address their food security concerns.

**Panel Session 20:** Culture, Languages and Pedagogy

Chair: Professor Mani A., Ritsumeikan Asia Pacific University, Japan

### **Genre Structuring in University Lectures**

**James Blackwell**, Ritsumeikan Asia Pacific University, Japan    blackwel@apu.ac.jp

This presentation offers insights into the text-organizational arrangements of university lectures. By way of introduction, it will begin by looking at the communicative function of lectures and the ways in which lectures are directed towards imparting information as well as apprenticing students in the knowledge regimes associated with a given discipline. It will then go on to consider university lectures from a linguistic perspective and the mechanisms by which lectures are organized and structured linguistically as texts. This will include considering the degree to which lectures as communicative events are shaped by conventionalized, culturally-determined text organizational schema or 'genres'. It will present findings related specifically to the issue of modeling the textual organization of lectures from a genre perspective. Based on a close analysis of four lectures, it will demonstrate that authors, when composing and/or delivering lectures, typically draw on a range of what might be termed 'ready-made' genres of the type which have been identified, described and classified in the so-called Sydney School genre literature (see Martin, 1992, 1994). It will also present evidence to suggest that lectures are composed of multi-layer arrangements of such genres and will propose the terms "genre complexes" and "complexes of genre complexes" to describe the global arrangement of lectures. In summary, it will propose that the authors of lectures can be seen to be drawing on certain 'ready-made' genres which they work into larger scale, sometimes highly complex arrangements which are unique in serving the specific communicative context of a given lecture.

## **A Comparison of Refusals between Chinese Speakers in Taiwan and Malaysia**

**Mei-Ying Chen**, Ming Chuan University, Taiwan (R.O.C.) myjoycechen@gmail.com

This study explored regional variations in the refusal speech act between two groups of Chinese Mandarin-speaking speakers from Malaysia and Taiwan. The results showed that more similarities were found than differences between these two groups. Overall, Taiwan Chinese employed a higher rate of refusal strategies than did Malaysian Chinese in all three situations. The result showed that both groups were sensitive to the social status of their interlocutors. Despite direct refusals were most favorite indirect refusal strategies in all situations, direct refusal strategies were used more frequently in refusing a person of equal status. With respect to the individual strategy used, giving a reason and a statement of regret were two preferred strategies across situations across groups. Finally, the fact that the great majority of the participants addressing a person with an honorific title of higher status indicating that they were aware of the politeness principle of address maxim to a person of elder or higher status in Chinese society. The pedagogical implication of these findings is suggested in teaching Chinese as a second language.

## **Portfolio of Asia Pacific Language**

**Takako Unetani, Toshitsugu Otake and Ken Alii**, Ritsumeikan Asia Pacific University,  
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The purpose of this pilot study is to examine the effectiveness of and the potential of student portfolio and text mining in the field of language education. In this research, 35 third-year college students at Ritsumeikan Asia Pacific University were asked to look back on their English learning process while answering an online questionnaire with 28 questions included. The analysis in this presentation especially focuses on an examination of 3 types of text data written by the subjects in terms of their recognition of merits and demerits of English programs and the language portfolios as a tool to gain meaningful feedback. As for the research methodology, correspondence analysis was used along with a series of text mining tools. The results of the analysis will be discussed in terms of four categories of students divided by two factors (gender and grade) with regard to groups of words associated with each category.

**Panel Session 21:** "Our Planet Earth Is In Crisis. Can We Save It?" -- Possible Multi-Disciplinary Approach --

Chair: Associate Professor Faezeh Mahichi, Ritsumeikan Asia Pacific University, Japan

Discussant: Professor Shunso Tsukada, Ritsumeikan Asia Pacific University, Japan

### **State of Coral Reef Ecosystems in Okinawa Island of Japan and Qeshm Islands of Iran**

**Faezeh Mahichi** and **Ken Ariei**, Ritsumeikan Asia Pacific University, Japan, and **Seyed Mohammad Hashem Dakhteh**, Environment Management Office of Qeshm Free Zone Organization, Iran    [fmahichi@apu.ac.jp](mailto:fmahichi@apu.ac.jp)

The current trends of climate change along with the anthropogenic activities have put pressure on most of the natural ecosystems. Changes in temperature of the earth surface, ocean and atmosphere, increase in number of typhoons and cyclones and run offs with high nutrients contents being washed out from agriculture farms have altered the habitats such as coral reefs.

Coral reefs, often called the "Tropical Rain Forests under the Sea", support extremely rich assemblages of species that is comparable to that of tropical rain forests. Food and livelihood of millions of people depend on rich biodiversity living in coral reef ecosystems. Moreover, the reef structures also play an important role in coastline protection by minimizing the impact of waves caused by storms and Tsunami. However, despite their valuable features, the coral reefs are at risk due to the stresses and pressures which is presumably caused by human-associated activities.

The present study assesses the status of coral reefs on Okinawa Island in Japan and Qeshm Islands in Iran. Our assessments focus on the state of coral reefs in these islands in order to assess their socio-economic values, the latest pressures and threats they are facing (such as outbreak of crown-of-thorn starfish, oil spills, ocean acidification, storms, diseases and heavy metal contamination), and a review on the efforts to lessen the impact of climate change on corals in Japan and Iran.

Due to geographical situation and marine environmental property of Persian Gulf, coral reefs in Qeshm Islands are affected by frequent coral bleaching and harmful algal bloom events that are assessed as well as other coral destructive factors such as mechanical

damage by anchoring, fishing nets and the usage of illegal fishing equipments.

The study uses the various resources including published literatures, reports from the International Coral Reef Information Network (ICRIN), the International Coral Reef Initiative (ICRI), the Coral Reef Conservation and Research Center (WWF Japan), Japan Meteorological Agency (JMA), the Japanese Ministry of Environment Annual Reports and International Coral Reef Research and Monitoring Center, Japan, Regional Organization for Protection of Marine Environment (ROPME), Environment Management Office of Qeshm Free Zone Organization, Iran, and Iranian National Institute for Oceanography and Atmospheric Science (INIOAS).

The findings of our research support the need for closely monitoring the state of coral reefs and their habitats and long-term management and conservation strategies for eliminating or better managing the causal factors that are reducing coral reefs sustainability.

**Application of GIS-Based Multi-Criteria Decision Methodology for Exploration of Suitable Site Options for Anaerobic Digestion of Food and Biodegradable Wastes in Oita City, Japan**

**Micky Amune Babalola**, Hiroshima University, Japan mickyamune2@gmail.com

In recent years, popularity of anaerobic digestion (AD) has been on the increase as the main common technique for treating food and biodegradable wastes. The development of food and biodegradable waste management (FBWM) system using anaerobic digestion as a waste treatment plant involves a complete evaluation of the geographical area of Oita City with the view of nominating the most suitable site(s) that can at the same time meet regulation fulfillments and reduce environmental, socio-cultural, technical, public health, and economical costs. A Geographic Information System-Based Multi Criteria Decision Analysis (GIS-MCDA) is presented in the study to assess land suitability (siting of anaerobic digestion plant) and its applicability to Oita City in Japan. It combines Weighted Linear Combination (WLC) to obtain the best land suitability map using constraints and factors maps, with Analytical Hierarchy Process (AHP) technique to estimate the relative importance of factor weights. Through Cluster Analysis (CA), three suitable site options were produced and AHP ranking method was used to obtain the third suitable option as the best ideal local/site for anaerobic digestion as a waste disposal method. This concludes that an area of about 13.36km<sup>2</sup> from the entire case study area is suitable. The remaining two options are still suitable to be used for the intended purpose, but the whole decision will have to be trusted to the decision makers' judgment.

**Panel Session 22: Japanese Foreign Policy and Security in East Asia**

Chair: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussants: Professor Yoshinori Kaseda, Ritsumeikan Asia Pacific University, Japan and Assistant Professor Kyoko Hatakeyama, Kansai University of Foreign Studies

Panel Abstract

The pace of change in Japan's security policy under the current administration of Shinzo Abe has been fast, compared to the incremental moves toward security activism and limited collective defense in the past. What are the key components of the on-going change? What factors are driving this rapid change? What are the implications of Japan's upgraded security role in global and regional politics? This panel of internationally well-published experts will collectively answer these questions and form the core of a joint publication project.

**Explaining Rebalance in Multipolar East Asia:  
Realism, Liberalism, and Constructivist Approaches**

**Toru Oga**, Kyushu University, Japan [toga@law.kyushu-u.ac.jp](mailto:toga@law.kyushu-u.ac.jp)

It has been argued among scholars, journalists and policy makers for several decades the declining power of the United States and the rise of China. Indeed, China has recently taken more active approaches to the region, such as building reclaimed islands in the South China Sea and organizing the Asian Infrastructure Investment Bank (AIIB). The multipolarity of the regional power dynamic among the US, China, Japan, Korea, and other regional players such the Association of Southeast Asian Nations (ASEAN) has significantly changed in recent years. From 2011 onwards, it appears that the US has clearly shifted its foreign policy priority to the Asia-Pacific region. This rebalancing toward Asia-Pacific can be seen as a reaction to a multipolar Asia.

This paper evaluates which theories of international relations—realism, liberalism, or constructivism—can successfully explain the US strategy of rebalancing. From the realist perspective, rebalancing is a type of offshore balancing, as a consequence to the containment strategy to China. The US attempts to decrease the security burden, and to make regional allies increase their security roles and tasks more instead. This is

burden shifting, rather than burden sharing. This move abandons the traditional hegemonic approach of countering other potential hegemonic states unilaterally. Instead, the US acts in partnership with regional allies to enforce the containment of China. With this alliance formation, the US gradually tries to decrease its security burden.

From a liberal institutionalist perspective, rebalancing can be viewed as an institutional battle over economic hegemony. There have been a variety of stratified institutions in the Asia-Pacific: ASEAN, ASEAN+3, East Asia Summit, Asia-Pacific Economic Cooperation (APEC), and the Trans-Pacific Partnership (TPP), among others. By emphasizing strategic importance to the Asia-Pacific region, the US attempts to dominate institutional hegemony and economic interest over regional markets.

A constructivist approach may view rebalancing in terms of norm creation for democratic values. The US rebalancing strategy frequently stresses democratic values and human rights, thereby injecting their own liberal values and increasing US influence against the rise of China.

By examining the three perspectives' on rebalancing, this paper assesses the significance of the US strategy in the context of specific international relations. This examination enables further analysis of the relevance (or irrelevance) of rebalancing policy toward multipolar Asia.

## **U.S.-Japan Collective Identity in the Aftermath of September 11 Terrorism**

**Hidekazu Sakai**, Kansai University of Foreign Studies, Japan jazzhide@me.com

This paper examines the state of U.S.-Japan relationship, and discusses its potential to be understood as a security community that is conceptualized by Karl Deutsch. In order to do so, this paper explicates political interactions between Japan and the United States in the post-9-11 terrorism period focusing on their collective identity. The 9-11 terrorism provides an important case to examine U.S.-Japan collective identity because U.S soil was attacked by the third party. Japan and the United States already have began to show their collective identity in the Persian Gulf War of 1991, therefore if we can detect their collective identity in this case, it would strengthen hypothesis of the U.S.-Japan security community.

## **Undesired Contestation: Changes in Japanese Diplomatic Options over the East China Sea Issues with China**

**Chisako Masuo**, Kyushu University, Japan    [masuo@scs.kyushu-u.ac.jp](mailto:masuo@scs.kyushu-u.ac.jp)

Since 2010, antagonism over Senkaku/Diaoyu islands between Japan and China has been widely reported in the world. Given the deep economic interdependence between the two neighbors, it is clear that neither of them desire to keep carrying the risks for war. Yet, each side does not expect that they can reduce this possibility substantially in the coming years.

In this structure, it is often questioned why Japan, the more advantageous country with effective-control over the islands, had to take “provocative” action by nationalizing three of them in September 2012. This paper examines changes in Japanese perceptions over the East China Sea issues with China in the last thirty years. By doing so, it analyzes how Japanese diplomatic options regarding China have been narrowed down or even shifted as a result of the interactions with Beijing. At the same time, it also tries to present possible future directions of Japan’s China policy.

## **A Preliminary Inquiry into the Policy Relevance of the Tribute System in Contemporary East Asian International Relations**

**Ching Chang Chen**, Ryukoku University, Japan   chen.apu@gmail.com

The emerging IR literature on the tribute system does not necessarily mean that East Asian ideas and experiences have achieved an ontological parity with Western ones, for the former apparently belong to the past whereas the latter continue to be practiced in the present. This paper argues that some norms and practices of the tribute system are not irrelevant even in the 21st century. Historically, China rarely intervened in the domestic affairs of neighboring Sinicized states and adopted a generous economic policy of “houwang bolai” (“giving more and getting less”) toward them, as long as they followed the principle of “shida” (“serving the great and powerful”) and maintained their relations with the Chinese court in accord with Confucian rituals. The conclusion of an FTA-like agreement between China and Taiwan in 2010 represents Taiwan’s submission to the “son-of-heaven” by upholding a veiled “One China principle” known as the “1992 consensus” (i.e. a ritual of presenting “tribute”); in return, the Taiwanese were granted trade privileges as gifts from Beijing. Similarly, Washington’s ongoing arms sales to Taipei have irritated Beijing as they reveal the true identity of Taiwan’s security protégé, hence violating the shida principle and disrupting the island’s assumed hierarchical relations with China.

**Panel Session 23:** APU Master's Student Field Research Presentation Session

Chairs: Professor Ali Haidar, Professor Thomas Diefenbach, Ritsumeikan Asia Pacific University, Japan and Dr. Roger Smith, Kyushu University, Japan

**Dramatic Reforms with Challenges in Myanmar Impact on Financial Sector**

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After Republic of the Union of Myanmar has opened its economy and after its implementation of reform processes, it has been regarded as one of the rising stars in the Asia Pacific Region. It gained enormous interest and attention from the investors around the globe. However, despite the fact that lots of investors want to come and make investments in Myanmar, the level of foreign direct investments in Myanmar is still lower than the amount it should be receiving, because some of the investors are still reluctant to make investment in Myanmar. Myanmar is still facing challenges despite the reform processes. Some of the challenges include macroeconomic stability, improvement in infrastructure and human capital, high level of poverty, unstable political situation, weak financial sector, weak rules and regulations and so on. It is difficult for Myanmar to achieve economic growth without addressing those challenges. In this paper, challenges in financial sector are identified and addressed. After the 2003 bank-run, the role of banks in Myanmar became weaker in the economic development process because banks had lost trust of the public and most of the people relied on an informal banking sector instead of a formal one. Thus, this paper, after the identification of the challenges in the financial sector, provides some suggestions of the way to address those challenges. Only after those challenges have been addressed, financial institutions such as banks will be able to gain trust from the public and perform their tasks as financial intermediaries.

## **Determinants of Foreign Direct Investment (FDI) Flows to Lao PDR**

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Foreign direct investment (FDI) has played an important role in the socio-economic development of Laos since the country embarked on an economic transition and business liberalization programs in the late 1980s. Identifying the determinants of foreign direct investment inflow is very significant and needed in order to know the factors that are accountable for the poor performance on attracting FDI. The aim of this study is to examine the determinants of foreign direct investment (FDI) flow to Lao PDR. The study investigates the factors that have important effects on FDI flows to Lao PDR and also study the main constraints that foreign firms are facing when doing business in Lao PDR by conducting a survey and interview foreign firms based in Vientiane, the capital of LAOS. The conceptual framework used in this research is adopted from the Eclectic paradigm or the OLI paradigm developed by Dunning & Lundan (2008). The paper covers five main factors which are (F1) Infrastructure & Technology, (F2) Political/Government Regulation, (F3) Economy & Market, (F4) Financial, and (F5) Social & Cultural Factors. Under each of these, there are various sub-factors that are well-known to have significant influences on FDI flows to the host country.

## **Promote and Facilitate the Export of Rice of Laos: Case Study on the Determinant Factors on Rice Export from Laos to China**

**Douangphachan Konmixay**, Ritsumeikan Asia Pacific University, Japan  
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Laos is not the only country in the world where rice is produced and eaten. Rice has not only been for domestic consumption, but it has also been a good for export. Laos does not only export the rice, but it also imports. Main partners are such neighboring countries as Vietnam, China and Thailand. Even though, rice is exported and imported; quite a lot is still classified on sensitive list (SL) of tariff reduction schedules of Laos and importing countries under FTAs, i.e. under ASEAN-China Free Trade Agreement (ACFTA), which means that rice traders are unable to enjoy preferential rate of import duty from China (MFN is 65%). Under the Trade Facilitation Strategy of 2011-2015, import-export permit procedures that directly and indirectly affect business operations are to be reduced. While export licensing is only one component of export procedures, it is important to ensure that the requirements are quick and simple, to reduce the cumulative cost of exporting. Nevertheless, Laos's import-export term particularly trade policy still requires several legal documents.

This case study concentrates on the promotion and facilitation for rice export to Laos and investigates factors influencing export of rice from Laos to China by focusing on the export policy. Here are the questions that such research needs to answer: (1) What kind of policies the Lao government should make in order to promote and facilitate rice export from Laos to China? (2) What are the determinant factors on rice export from Laos to China? (3) What are the effects of main policies on export of rice from Laos to China? And how do they affect export of rice from Laos to China?

The objective of this research follows the basic idea of trade focusing on the supply and demand sides to answer the questions mentioned above. The study has the following objectives: (1) Evaluate the impact of relevant indicators in each variable of supply side to the capacity of supply of rice exporters; (2) Describe the main variables of demand side as well as its impact on rice export; (3) Provide the suggestion to rice exporters in terms of what is the most effective channel for expanding export volume and also for gaining the highest profit. Appropriate recommendations will be proposed to the concerned government agencies as the policy makers.

The research was conducted in Vientiane using quantitative and qualitative methods in order to collect data and information, which were relevant to the rice issue. The quantitative method used questionnaires as the tool for collecting the data, while qualitative method were conducted through in-depth interviews with key informants in order to clarify all issues on rice trading. The field research was conducted during August to September 2015.

## **Japanese “Lean Production” in the Philippine Manufacturing Industry: How Do Companies in the Philippines Perceive Such Process?**

**Andrea Kristina Duterte**, Ritsumeikan Asia Pacific University, Japan  
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Japanese firms have the reputation of achieving the highest levels of manufacturing efficiency as demonstrated by the Toyota Production System or Lean Manufacturing. This model was a tremendous contribution to society and manufacturing plants in particular. It became popular to manufacturing plants, automobile industry in particular, all over the world. The Philippine workplace, however, is a mixture of a diverse influence of systems. This study attempts to describe the nature of productivity and quality schemes in the Philippine manufacturing industry in relation to the Japanese model of Lean manufacturing.

## **How Application of Bankruptcy Prediction Models Can Contribute on Improving of Financial Stability in a Country?**

**Abedin Khalonezhad**, Ritsumeikan Asia Pacific University, Japan khalab14@apu.ac.jp

Financial failure is a phenomenon that enterprises cannot portend to happen but are probable to face. In a country, it can cause tremendous losses to the government, public financial institutions as well as threaten state enterprises. If governments can come up with a solution to predict the financial failure of enterprises earlier; it will be very helpful to investors, banks and other stakeholders. The importance of this topic has motivated many academicians to work on forecasting techniques for bankruptcy relying on prediction models centered on statistical methods.

Afghanistan's national revenue was traditionally dependent on sixty five large state owned enterprises (SOEs), most of which now suffer from financial problems. The intent of this research is to figure out the effective factors of bankruptcy prediction in the context of Afghanistan and then to customize a model for it. So that it enables the government to identify the most credible model for assessing SOEs applying for loan, investment and public-private partnership. In view of the atypical situation of Afghanistan, the qualitative factors as political issues, security concerns, legal limitations and privatization trend are needed to be considered as well while developing a model.

The research samples contain 10 cases of Afghan SOEs which bankrupted between 1995-2005 in addition to 10 cases of non-bankrupt Afghan SOEs at the same period. Analysis of financial statements and corporate governance issues of the Afghan SOEs in this research will be followed for evaluating current macroeconomic issues in the country.

## **Determining Customer Value of Ubiquitous Home Services**

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The concept of ubiquitous computing has been long developed and implemented on many sectors in the form of U-service. One example of U-services available in the market is U-service of Home Automation System (HAS). HAS can provide users with the experience of doing ubiquitous computing activity associated in their homes by automating certain household activities using technology. In Indonesia, there are a lot of HAS providers available. However, the market reaction towards HAS business is still unknown. Therefore, the research will focus on analyzing the market from users' perspective by answering the question: What are the perceived values of HAS as Home Ubiquitous Service for homeowners in Indonesia and how high is their buying intention on HAS? Based on that information, real estate developers and HAS providers can obtain valuable input for their management decision making. It can also be used as a framework for developing another type of u-services. The research will take place in Indonesia to target Indonesian homeowners. The concept and questionnaire development process to be used to gather data will be explained. Analysis based on Theory of Reasoned Action (TRA) and Structural Equation Modeling (SEM) will also be explored.

**Panel Session 24:** Tourism, Destinations and Behaviour

Chair: Professor Malcolm J.M. Cooper, Ritsumeikan Asia Pacific University, Japan

**A Comparative Study of Mainland China's Destination Image between Taiwanese Visitors and Non-Visitor**

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After the successful negotiation of the “Cross-Strait Relationship Agreement” between Mainland China and Taiwan in 2008, Chinese tourists are finally able to enter Taiwan without hardship. However, the overflow of Chinese tourists has created negative social impact on local residents. Unconsciously, Taiwanese locals who have never travelled to China created a perceived image of Mainland China based on the Chinese tourists they encountered in their hometown. On the other hand, those who have visited Mainland China have a different point of view of China’s destination image. This research explores and compares the process of China’s image development between Taiwanese who have visited mainland China and those who have not.

**Panel Session 25: Military Alliances, Drivers and Political Impact**

Chair: Professor Edgar A. Porter, Ritsumeikan Asia Pacific University, Japan

**The New Asian Balance of Power: Sino-Indian Military Relations 1998-2015**

**Alexander Ezequiel Cardenas**, National University of Rosario, Argentina

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In the last 15 years, the security and defense processes have increased in Asia following a logical shift of global economic and political resources to this region. The breakthrough point is 1998 when the Republic of India decided to test five nuclear bombs to show the People's Republic of China its increasing capability against any possible Chinese attack in the future which was condemned as irrational by Beijing. During this frame of time, Japan has been experiencing an economic decline and a tumultuous revision of its military role in Asia. This is how the rise of China and India in the international arena along with their military development reshape this new block of powers in Asia bringing the traditional balance of power historically focused in the Beijing-Tokyo Axis to the new Beijing-New Delhi Axis. However, the instabilities in the continent do not allow to distinguish how this new regional system will be, will cooperation or conflict prevail? The general objective of this paper is to describe the new balance of power in Asia since the Sino-Indian bilateral relation and to identify the military factors and alliances that influenced the development of this new balance of power during 1998-2015 following Buzan & Waeber's "Regional Security Complex Theory."

## **The Influence of Domestic Politics on the Japan Self-Defence Force's Military Posture**

**Benjamin Ascione**, Australian National University, Australia ben.ascione@gmail.com

Realists argue that external threats are the most significant determinants of state behavior and international society is anarchic. It is assumed the state will act to maximize its security by increasing military capabilities within material power limits. Realists have predicted that Japan will build its military capabilities commensurate with its economic power. Technologically the SDF is one the most advanced militaries in the world and its defense budget spending ranks in the top ten globally.

Constructivists have countered that Japan has limited the roles and missions of the SDF (individual self-defense, HA/DR) as well as the budget (1% of GDP) and types of military capabilities (eschewing of power projection capabilities). These limits are pushed by a culture of anti-militarism rooted in collective memories of the military's takeover of government in the 1930's and the nation's subsequent disastrous decision to go to war.

However, neither of these arguments provides a full picture of the determinants shaping the SDF military posture, such as the limited forms of collective self-defense under discussion in the Diet. This presentation analyses coalitions of domestic political actors to explain the post-Cold War evolution of the SDF. The left argues that changes to the SDF are a "slippery slope" toward offensive military behavior. The right argues that Japan must escape "irresponsible pacifism" and make "proactive contributions" to secure regional and global peace. The result has been middle-ground incremental loosening of SDF legal strictures as supported by hawkish elites.

**Panel Session 26:** Pedagogy, Teaching Competencies and Learners

Chair: Professor Thanin Ratanaolarn, King Mongkut's Institute of Technology  
Ladkrabang, Thailand

**A Meta - Analysis of Instructional Models Affecting Achievements among  
Undergraduate Students**

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This study is aimed to investigate the status of research in the instructional models affecting achievements among undergraduate students, and to study the instructional models affecting achievements among undergraduate students by Meta-Analysis. The research used in this study were 42 graduate theses published from 2005 to 2014 in Thailand. Research assessment scale and research characteristics checklist were used for collecting data in this study. Descriptive statistics were used for analyzing data to describe research characteristics and frequency among research characteristics variables. T-test and Analysis of Variance (ANOVA) were used for analyzing data to compare achievements by any instructional models.

The synthesis findings: The status of research in the instructional models affecting achievements among undergraduate students showed that the learning objective emphasized developing cognitive domains in the highest proportion. The teaching method will emphasize the roles of students and most instructional media will be self-learning media. Most tools used in measurement and evaluation in cognitive domain were test, in affective domain were ethic scale, and in psychomotor domain were practical test.

The instructional models affecting achievements among undergraduate students by meta-analysis will consist of learning objectives that emphasize integration of cognitive domain, affective domain, and psychomotor domain. They used constructivism as a base for teaching. In addition, teaching method will emphasize the role of students and use instructional media in the type of self-learning media. Measurement and evaluation of achievements will use according to the way of authentic assessment of students. This way will use various tools in measurement and evaluation on various learning

objectives for assessing students and students will participate in their own achievements assessment.

## The Problems of Students in Dual Vocational Training of Automotive Industry Technical College

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The purpose of this research was to study the problems of students in dual vocational training of automotive industry technical college, office of the vocational education commission and to compare problems on majors. The sample was 215 students industry type in dual vocational training of automotive industry technical college that are training in enterprise. The sample was obtained by stratified random sampling from a population of 465 people. The instruments were problem questionnaires vocational training, five level scale. Content validity of the questionnaire as is shown by the IOC index ranged from .67 to 1.00 and reliability indices of the Cronbach alpha coefficient ( $\alpha$ ) were .990. The results were analyzed using mean, standard deviation values and test compare mean difference of each problem by analysis of variance (ANOVA).

The finding research as follows: 00000001. Students in dual vocational training had problems in total were at moderate level. ( $M = 2.66$  ,  $SD = 0.81$ ) Considering each facet, finding as total had problem with moderate level with an average of descending below : 1) the availability of the establishment ( $M = 2.75$  ,  $SD = 0.81$ ) 2) supervision of vocational training ( $M = 2.70$  ,  $SD = 0.88$ ) 3) satisfaction with vocational training ( $M = 2.70$  ,  $SD = 0.83$ ) 4) skills and knowledge in vocational training ( $M = 2.63$  ,  $SD = 0.91$ ) and 5) affective domain ( $M = 2.54$  ,  $SD = 1.02$ ) 00000002. Students in dual vocational training with different major had problems of vocational training differential both overall and the level of statistical significance at .05.

## **The Analysis of Need Assessment of Teacher with the Skill of Thailand Students**

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The objective of this research was to analyze the need assessment of high school teachers in Ladkrabang area with the skills of Thai students. The office of the basic education commission sets 3 skills for Thai students which were 1) basic skills 2) have a responsibility as a citizen and to society and 3) skills in learning and developing him/herself. The Key Performances were collected from 20 teachers in Propittayapayat School who had taught high school students. Some criteria used to collect the information was the analysis of the need assessment, which was divided into basic skills, skills in social responsibility as citizen, learning skills and self-development by using the technique of Modified priority Need Index (PNI modified) to analyze the information.

The result shows that teachers needed to develop the learners in every traits and skills. The analysis of need assessment of learning and self-developing skills has PNI modified = 40.61%, and the need assessment in basic skills and skills in social responsibility as citizen had PNI modified closed to 38.26% and 38.14% in order. These show that the first skill that teacher needed to develop in Thai students were learning and self-developing skills followed by basic skills and lastly the skills in social responsibility as citizen in the society.

## **The Content Analysis of Research on Factors Affecting the Integrated Scientific Process Skills of Secondary School Students**

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The purposes of this research was to collect and analyze the research papers regarding factors affecting the integrated scientific process skills of secondary school students. The research samples consisted of 18 Master's theses from public universities across the country concerning factors affecting the integrated scientific process skills of secondary school students published during A.D. 2005-2015. The research tools employed were survey and result discussion. The statistical tools used included frequency, percentage and content analysis of qualitative data in each paper. The research findings were:

1. Factors affecting the integrated scientific process skills among secondary school pupils by content analysis; it indicated that the variables such as learning management patterns, sets of learning activity, scientific mind and critical thinking had an effect on the mentioned skills among students.
2. Comparison of integrated scientific process skills was adopted as the most frequent purpose while the tools ranged from the most popular were the test of integrated scientific process skills, the achievement test, and the attitude test, respectively. As for statistics, t-test for Dependent Sample was employed the most frequently and t-test for Independent Samples as second.

## **The Desirable Characteristics for Vocational Education Teacher of the 21st Century**

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The purposes of this research was to study the desirable characteristics for a vocational education teacher for the 21st century by using the Delphi technique. The samples consisted of executive education area supervisors, school director and teacher; a total of 19 people selected by purposive sampling. Tools used in the study were 3 sets of questionnaire comprising Set 1 – open- ended questionnaire for first round, Set 2 – five-rating scale questionnaire for second round, and Set 3 – Set 2 questionnaire with an addition of median and quartile range for third round. The data were analyzed by using median, mode, means, and quartile range.

The results of study revealed that the opinions of professional persons were congruent (quartile range less than 1.00) that most essential (median from 4.50 upward) desirable characteristics for vocational education teacher for the 21st century. The results of this research revealed six aspects of the desirable characteristics for vocational education teacher for the 21st century, which were as follows: 1) skills 2) knowledge and expertise of teacher 3) The profession competency 4) The Operative and being a good role model of the teacher 5) learning management capabilities 6) being honest and ethical

**Panel Session 27: Sustainability, Housing and Pollution Measuring**

Chair: Associate Professor Xuepeng Qian, Ritsumeikan Asia Pacific University, Japan

**Greenhouse Gas Inventory: Discrepancies between Top-down Method and Bottom-up Method on Transportation Sector of Beppu City**

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Greenhouse gases (GHG) emission inventory calculation is a fast growing research topic around the world and transportation sector plays an indispensable role since it will be encountered everywhere. In Japan, the prefectural government calculates its own greenhouse gases emissions according to the national guidelines and usually they divide the total amount to individual cities according to the city's share of population or product. This rule also applies to calculate the emission amount from transportation sector. Apparently this top-down method does not take into account of the differences between the cities, nor is sufficient for making mitigation policies at a city level. In our presentation, we first follow the national guideline and according to the share of Beppu City's number of vehicles, length of railway, tonnage of ships to get the total emission amount from Beppu City's transportation sector. We then use the same method to calculate the Beppu city's GHG inventory by using the city's detailed transportation activity data from the bottom and compare it with the result calculated by the top-down method. Through this research, we hope we could shed light on the development of inventory methods that really reflect the situation of a city's transportation sector and help policy-making.

## **Nagari Community Based Approach in Adopting REDD+ Scheme in West Sumatera Indonesia**

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West Sumatera (Indonesia) is one of the provinces which will implement the scheme of Reducing Emissions from Deforestation and Forest Degradation (REDD+) under the United Nations Framework Convention on Climate Change (UNFCCC). As an international mechanism, the implementation of REDD+ needs an adjustment to the local aspects; such as social, cultural, and economic aspects. West Sumatera puts the nagari community as an approach to adopting REDD+. Nagari is a territorial administrative and socio-cultural tie which has norms, values, and rules for the community. Therefore involving the nagari community within forest management like REDD+ is a must in West Sumatera. This research addresses how West Sumatera province uses the Nagari community approach in implementing REDD+. This study used qualitative research methods conducted in three regencies in West Sumatra, namely Pesisir Selatan, Kepulauan Mentawai, and Solok Selatan. The research shows that the Nagari community is an important aspect that has to be considered when adopting REDD+. The involvement of the Nagari community is not only to accommodate community interests but also to avoid a conflict in using natural resources like the forest in West Sumatera.

**Green Building Concept for Single Houses in Developing Countries:  
Social Economic Transformation Needs in Achieving Low Carbon Cities**

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Previous research about green building discuss more about construction phase instead of operational phase which is the longest phase of building life cycle. Land cover of urban area in Indonesia dominated by settlement area in form of single houses is one of the reasons that green building concept is very important to be adapted by housing sector. But single houses in urban areas in Indonesia differ in social economic conditions, which can be significant obstacles in implementing green building concepts.

This study tried to determine the potential reduction in electricity consumption in single houses, as one of the indicators of green building concepts. Interviews with 50 respondents who have houses with an area of about 50-600 m<sup>2</sup> to explore the dominant factors in social economic transformation which encourage awareness in electricity consumption: whether income, education, tariffs, or economic incentives. Factor analysis and confirmatory factor analysis showed what dominates changes in electricity consumption and how correlation each of factors in changing electricity consumption patterns. Carbon footprint from electricity consumption was calculated with business as usual scenario and green building concept scenario implemented. The result shows that changing electricity consumption pattern would decrease carbon footprint of the city and increase sustainability of the urban area.

**Panel Session 28: Maritime Geopolitics and/or Norm Competition**

Chair: Professor Yoichiro Sato, Ritsumeikan Asia Pacific University, Japan

Discussant: Associate Professor Ching Chang Chen, Ryukoku University, Japan

Panel Abstract

Recent years have witnessed rising tensions in East China Sea and South China Sea maritime domains. The rise of China and its increasing maritime security consciousness have collided with the existing predominance of the U.S.-Japan co-leadership and the open sea principle it subscribes to. The region is simultaneously experiencing attempts at searching a new set of norms that is agreeable to all stakeholders and militarily balancing the rising Chinese naval power. This panel will collectively analyse these drivers of maritime politics in East Asia.

## **Vietnam's Security Alignment Shift and the Influence of Regional Security Alliances**

**D'Arcy Palmer**, Ritsumeikan Asia Pacific University, Japan darpa15@apu.ac.jp

Since the end of the Cold War and the Cambodian-Vietnamese War, Vietnam has maintained a policy of neutral alignment in security matters and sought to deal with security concerns beyond its borders through multilateralism. This adherence to neutrality makes Vietnam unique in a region where most nations display alignment toward one or the other (or sometimes both) of the two regional powers, China and the United States. But in the last five years Vietnam has faced a growing security challenge as China has more aggressively pursued its claims in the South China Sea.

In response, the Vietnamese government has evidenced a policy shift that suggests it intends to shift away from a neutral security alignment. The question then needs to be asked which regional power it will ultimately align towards, and more importantly what will be the nature of this alignment? Does Vietnam's security needs require the pursuit of a full security alliance, or can it achieve its needs through a less formal web of partnerships with one of the regional powers and its allies? This brings up the other aspect to ask, which is how the existing security alliances in Asia might be influencing the direction of Vietnamese security alignment. Thus the two central questions to be asked: 1) in what direction will Vietnam's security alignment shift; and 2) if the direction is toward the United States, what active role will those nations allied with the United States have on the direction and strength of this alignment.

## **Managing Maritime Disputes with China in the South China Sea: Vietnam's Approaches**

**Thi Bich Tran**, Ritsumeikan Asia Pacific University, Japan    thibtr15@apu.ac.jp

The disputes in the South China Sea, which is rich in natural resources and strategically important, involve a number of parties including China, Vietnam, the Philippines, Malaysia, Brunei, and Taiwan. Since Vietnamese-Sino rapprochement, Vietnam has managed its maritime disputes with its giant neighbor by employing hedging strategy which is a combination of four components. The first one is economic engagement in which Hanoi has sought close economic ties with Beijing to benefit from its rise. In the second factor, diplomatic engagement, Vietnam has promoted bilateral communication with China via multiple communicational channels such as state-to-state, party-to-party, and military-to-military levels. The third element is internal balancing in which Vietnam has enhanced its domestic strengths by developing its economy and modernizing its military forces. In external balancing which is the last constituent of Vietnam's strategic hedging, the country has deepened its bilateral and multilateral relations with other major powers and actively taken part in regional institutions. Although Vietnam's hedging strategy vis-à-vis China includes four components, the weight of each element is different from one another and has changed over time. This is a result of Vietnam's reaction toward China's movements in the South China Sea as well as changes in domestic and external security environment. Besides diplomatic engagement which is relatively stable, each of the other components plays center role in Vietnam's approaches during a certain period. From 1991 to 2000, economic engagement is the major factor in Vietnam's hedging, while internal balancing is the priority in the period between 2001 and 2011. From 2012 to present, external balancing plays a critical role in Hanoi's strategy.

## US Rebalance to Asia: Hedging or Containment Strategy

**Sek Sophal**, Ritsumeikan Asia Pacific University, Japan sophse14@apu.ac.jp

As wars in Iraq and Afghanistan were waning, the significance of security interests in the Middle East has become less important for the United States. Unlike the Middle East, the Asia Pacific region is becoming more strategically, economically and politically important for the United States. As former Secretary of State Hillary Clinton wrote in her article of American's Pacific Century that the future of the world is no longer determined by either Iraq or Afghanistan, but the Asia Pacific region. The shift of American foreign policy was clearly seen when President Obama announced the policy of the US Pivot to Asia in 2011. While the Asia Pacific is believed to be the center of gravity in terms of economics, politics and security in 21st century, the changes of American foreign policy took place in the time of growing tension between America and China over a number of issues such as security, currency policies, fair trades and human rights issues. Chinese rapid military modernization and its growing tension over the maritime disputes even exacerbate U.S.-China relations. The US rebalance to Asia, therefore, has been argued by some people that the United States is trying to contain China. Some people, however, argue that the Cold War-style containment is not applicable for U.S.-China relations. In this context, the US rebalance to Asia is more a hedging strategy. The goal of this paper is to examine whether containment or hedging strategy should be best to explain the US rebalance to Asia.

## **The Sino-Japanese Rivalry: Why It Is a Rivalry and Why the IR Literature Should Recognize It as Such**

**Philip Streich**, Osaka University, Japan [philstreich@gmail.com](mailto:philstreich@gmail.com)

There has been a surge of scholarship (and news articles) on the Sino-Japanese rivalry over the past decade, yet not a single work among these cites the broader IR scholarship on interstate rivalries. On the other hand (and quite surprisingly!), there is not much work in the general rivalry literature that cites the contemporary Sino-Japanese relationship as a rivalry, suggesting that scholars in the general theoretical field of rivalry studies would argue that a rivalry does not currently exist between China and Japan.

This is obviously a big gap between the scholarship of East Asian foreign policy experts and interstate rivalry experts, which this work aims to fill. While common sense may tell East Asianists that a rivalry exists between China and Japan, or conversely that the definition of rivalry should be broad enough so that it includes the Sino-Japanese relationship, we should try to build the links between the two literatures to make their treatments of contemporary Sino-Japanese relations congruent. East Asian foreign policy scholars can learn from the broader rivalry literature about how rivalries can escalate and de-escalate, as well as what makes some rivalries particularly enduring. Additionally, rivalry scholars should also acknowledge in their empirics the rather obvious state of rivalry that currently exists between China and Japan.

This paper will explore the perceptions of rivalry between China and Japan, including the role of nationalism in pushing or maintaining those perceptions. It will also provide evidence that is consistent with definitions of the rivalry literature that China and Japan are in a rivalry. While half of the interstate rivalry literature defines rivalries by the presence of repeated conflict, the other half defines them by the perceptions of leaders and society – perceptions that the other state is a threat and a competitor; this paper incorporates this approach.

## **Can China Give up on North Korea? Contemporary China-North Korea Relations and Implications for the Asia-Pacific Security**

**Seong Hyon Lee**, Kyushu University, Japan seonghyon.lee@gmail.com

The speculation over China's fundamental policy shift on North Korea has been particularly feverish since 2013's Korean crisis owing to the fact that there are new leaders in Beijing and Pyongyang. Many reports suggest the two former Cold War allies did not get along particularly well. The world has lately been wondering whether China has finally lost patience with North Korea, as the rift between the duo has deepened since North Korea conducted its 3rd nuclear test, despite China's repeated counsel against the move. Even President Obama said publicly that China was "recalculating" its stance on North Korea. However, a fundamental adjustment of the Chinese policy on North Korea is not happening currently. The prospect for such a shift in the future, the author argues, is also very slim. This points out to the limits of cooperation between China and the U.S. in East Asia, and ultimately implies their irreconcilable differences of worldviews.

**Panel Session 29:** Tourism, Communities and Local Revitalization

Chair: Professor Kazem Vafadari, Ritsumeikan Asia Pacific University, Japan

Panel Abstract

Community based tourism, if well managed, can result in building community through tourism activities and benefit people and resources such as economic, social, human and natural capitals. Base on the priorities, each community may decide to emphasize on some type of tourism activities or capitalize on natural, social, economic or human resources. In the case of Japan, it is often the case that there are villages with high level of economic capitals such as infrastructure and access that can accommodate visitors but not rich in case of human capital because of aging and depopulation. This panel utilizes case studies from rural Japan and other countries with focus on tourism development, marketing and risk management.

## **Basing Tourism in Communities**

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Japan is known because of its unique culture and this is one of the main reasons why foreigners spend their time and money in the country. However, the world is changing more and more everyday. High-tech resorts and robot-managed hotels are taking over the Japanese tourism industry. More and more, young people migrate from rural communities to the big cities looking for better job opportunities and this leads to the unstoppable lost of their parents' legacy, main foundation of this culture.

The Kunisaki peninsula is one of the communities that hold ages of culture, not only in agriculture but history and culture. Starting from the production of the famous enoki mushrooms all the way to the fusion of two religions into one, this community is a great destination for any type of tourist. The only problem is that robots and high-tech are not part of the package. So, how can Kunisaki push itself into becoming a touristic destination before the 2020 Olympics?

## **Kunisaki-shi: Halal Tourism Development**

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Japan, a country with strong work ethic and one of the strongest economies in the world, a leader in proven and tested technology, has a new vision for twenty first century: It intends to become attractive destination for tourists Although Japan is viewed as one of the most expensive countries to live in, it intends to shift its image as a more affordable country for tourists from around the globe.. However, Japan needs to do a lot of homework to be an attractive tourist destination.

One of the tourism areas it has begun to work is halal tourism, with Muslim people who practise Islam, as its target market. Japan has decided to target Muslim people because the Muslim population is 1.1 billion in Asia alone (White Paper, 2014). The emerging economies in the region and the growing number of tourists from Southeast Asian countries to Japan also encourage Japan to aim at that particular market. This working paper explores the expectations and needs of Muslim tourists who plan to visit a part of rural Japan called Kunisaki-shi, in Oita Prefecture.

## **Inclusive Tourism Strategies**

**Metabel Miriam Akinyi**, Ritsumeikan Asia Pacific University, Japan  
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The development of a cohesive tourism plan at any level; national, regional, local or for a destination is an expression of the strategic priorities and guidelines that have been identified by stakeholders to execute planning, development and marketing of a region. Other scholars such as Eppinger (2012) refers to strategic plans for destinations as destination management plans, tourism action plans or sustainable tourism plans. In order to achieve a long term success and sustainability of a destination, a strategic plan for destination management is essential.

When we look at the growth trends of tourism, we realize that tourism can and will evolve with or without planning, however the sustainability of a destination relies on whether the type and scale of tourism is best suited to the destination. Therefore, effective destination planning and management depends on an iterative and continual planning process that integrates tourism into a community's social, economic and environmental aspirations. This paper will look into the inclusive tourism strategies that work in a community based tourism environment.

## **Community Based Slum Tourism: A Possible Means to Community Empowerment**

**Yasas Karunanayaka**, Ritsumeikan Asia Pacific University, Japan kmka15@apu.ac.jp

This study is based on “Dharavi” slums in Mumbai, India. Slum tourism began in London in nineteenth century. Upper and middle upper class people used to travel along the streets where the poor people are living as a leisure activity. “Dharavi” is the Asia’s largest slum and famous as a dangerous area to visit by a foreigner. Initially there was a huge resistance by the society, but after emphasizing and realizing the benefits of this concept gradually the community absorb the change. This is a good example for implementing a community based tourism (CBT) project. The initial objection of the community is obvious, but by experiencing the benefits, they realised the value of it. Therefore CBT must be a win-win situation for every stake-holder and Community Based Slum Tourism in Dharavi can be used as a benchmark for this.

## **Dealing with Crisis in Tourism Communities: A Case Study of Kunisaki**

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Crises occur at all levels of tourism operations with varying degrees of severity, from much-publicised environmental, economic and political disasters through to internally generated crises such as accidents and sudden illness (Beeton 2001d, p.203). When discussing about the issues of crises, not only figuring out the causes of problems but finding the solutions for recovery is also definitely important for the communities. In case of Kunisaki, crisis management is essential especially because of aging population issues and reduced number of young generations who are supposed to be aware of traditions of communities. Ideas from crisis management in tourism operations can be applied to various aspects and it is obviously better to prevent a crisis before it actually happens or reduce the negative effects at least.

**Organic Farming in Contemporary Japan as a Successful Business Strategy:  
Notes from the Field**

**Ksenia Kurochkina**, Waseda University, Japan kurochkina.ksenia@gmail.com

Since the 1990s many young Japanese people have started to repopulate rural areas to work as organic farmers. Popular image as well as recent scholarship on the subject (Klien 2013, Knight 2003, Rosenberger 2014) portray these young people as nostalgic, striving for rural revitalization, resisting the conventional workplace and essentially non-materialistic. This paper argues that among young organic farmers, there are many people who do not attempt to escape from hegemonic norms by working in organic farming. On the contrary, they comply with the norms of the market economy, carefully organizing their working lives to receive financial outcome from their work. Young organic farmers of this type creatively utilize the nostalgic sense of some Japanese consumers for local organic food and take advantage of government support programs for new farmers to develop successful businesses in the countryside of Japan. A detailed ethnographic study of a young agri-businessman's workplace in the countryside of Japan through the everyday working practices of these young entrepreneurs illustrates their views on the future development of the Japanese agriculture and young people's participation in economic development of the country. The data of the current study reveals that organic farming may be utilized not only as an ideological platform for local small-size homesteading but also as an effective strategy for business development and young people's participation in rural revitalization.

**Panel Session 30: Local Government, Planning and Sustainable Cities**

Chair: Professor Faezeh Mahichi, Ritsumeikan Asia Pacific University, Japan

**Community Empowerment and the Sustainability of Good Governance: Lessons from Naga City, the Philippines**

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Traditionally, governments are perceived to have the sole mandate over public sector governance. But various social, political and economic constraints, persistently challenging their conventional structures and processes, have prevented governments from being consistently effective in their work. Under such context, some governments have ventured into collaborative arrangements with other stakeholders in the community. Especially at the local level, governments work with the private sector and civil society, combining their resources and competencies or delegating responsibilities, in order to advance public purpose and accomplish the community's development goals.

In the Philippines, for instance, a growing number of local government units (LGUs) have adopted innovative ways to involve their respective communities in the governance process. Of these LGUs, Naga City has consistently been recognized for its "best practices" in local governance. With over 140 awards and recognitions under its belt, the city's dramatic turnaround from a third class city to a showcase of good governance serve as a potent reference on how to effectively harness and institutionalize an active partnership between the local government, the private sector, civil society and the people.

But how do governance innovations stand the test of time? How are they affected by changes in the government and its leadership? This paper, in describing Naga City's recent history, offers fresh insights on the sustainability of governance innovations and the long-term impact that these initiatives have on the government, the city's policy structure and the members of the community.

**Local Stakeholders' Role in Urban Transformation toward Sustainability:  
The Case of the City of Kitakyushu in Japan**

**Christine Meister**, NPO “Satoyama wo Kangaerukai”, Japan and **Xiaolong Zou**,  
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This paper explores the increasingly important roles that local stakeholders such as non-governmental and nonprofit organizations play in the urban transformation towards sustainable development in Japan. We examine the city of Kitakyushu, as a case study, which was transformed from a notoriously polluted heavy industry city in the 1960s to the currently world renowned eco-and green pilot sustainable Japanese city. We investigate particularly the roles of stakeholders such as NPOs, NGOs, and citizens' groups in facilitating such a transformation and discuss the possible pros and cons of this progress. We make suggestions for possible room for improvement and discuss the livelihood for up-scaling the Kitakyushu model to other parts of Japan as well as throughout the Asia Pacific region.

## **The Evolution Characteristic and Planning Methods for Combined Capital and Rural Regions**

**Han Song, Tingting Wei and Dong Chen**, Nanjing University, China  
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Combined capital and rural region is of great significance in promoting urban and rural areas, new urbanization, enhancing regional capacity for sustainable rural development and optimizing the pattern of the living environment. An analysis of the current situation of China's capital and countryside combined shows that two types of interventions occur: (a) in agriculture promoting innovation of agricultural industry chain and (b) in rural life and leisure areas. Experiences of Japan and Taiwan suggest that government guidance in rural self-promotion and in self-organizing investment intensity are important conditions to drive rural development, Differences in national conditions of land tenure and traditional rural governance are two important factors that affect combined capital and rural regions. This needs full attention in policy-making and planning in rural areas. The paper proposes four future directions for the overall reform of the rural planning: Enhance the viability of rural and sustainable capacity to the target, encourage difference in investment incentives and planning policy, provide planning support for the rural area of land use and reform village system. It is further proposed that guidance should be provided to direct investment in areas that are rooted in agriculture benefiting farmers and updating human settlements.

**A Perception of Two Regions: Survey on Taiwanese and Chinese Young Generations'  
Attitudes towards "One-Child" Policy**

**Dietermar Say** and **Xiaolong Zou**, Ritsumeikan Asia Pacific University, Japan  
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Since its implementation in 1979, China's One-Child Policy is known as the world's largest scale policy on population control, which has successfully kept the vast Chinese population growth rate at bay. Admittedly this policy has been successfully mitigating the severe social and economic problems lead by rapidly growing population. It also generated several new problems. While maintaining special historical and geo-political bonds with the Chinese mainland, Taiwan has its own radically differentiated system and holds at times critical views towards the mainland's policies. However, there is very little literature on one-child policy comparing the perceptions people from the Mainland China and Taiwan.

This study surveys a selected group of high school and university students of Taiwan and mainland China, to identify their attitudes towards this policy. The survey results show the younger generation from mainland China hold positive views towards this policy, while Taiwanese hold less favorable opinions, particularly towards such consequential social issues as forced abortions and gender imbalance.

**Panel Session 31: Regional Alliances and Economic Cooperation**

Chair: Dr. Csaba Barnabas Horvath, Pázmány Péter Catholic University, Hungary

**Strategic Convergence and the Story of Three Island Nations – the Philippines and Taiwan as the Unlikely Regional Allies of a Normalizing Japan**

**Csaba Barnabas Horvath**, Pázmány Péter Catholic University, Hungary

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Turmoil on the East China Sea and South China Sea seems to have started an interesting process of convergence in the strategic interests of three Asian island nations: Japan, Taiwan, and the Philippines. As part of the process of normalization in Japan, Japanese foreign policies tend to turn an increasing attention on regional alliance building efforts. Unlike in the previous decades, this makes Japan increasingly receptive to Taiwanese concerns on the island's sovereignty. In Taiwan, opinion polls are predicting pro-independence DPP to take power through elections next year, as popular resentment at cooperation by the KMT government with China is increasing. A DPP takeover in Taiwan is also likely to mean Taiwanese receptiveness to the normalization process, and increasing regional role of Japan. Regarding the Philippines, the South China Sea debate is increasingly deteriorating relations between the country and China. This tendency is met by increasing security cooperation between Japan and the Philippines. At the same time, public opinion in both Taiwan and the Philippines is overwhelmingly positive towards Japan, which also helps cooperation between Japan and these two countries, unlike in the widely discussed and well-known case of South Korea. In turn, due to their strategic location along vital sea lanes, the security of the Philippines and Taiwan also seems to be a strategic interest of Japan. These factors all seem to point in the direction of an increasing regional geopolitical convergence between the three island nations.

## **National Security and Normative Ambitions: A Conflict of Interest in Japanese Development Cooperation?**

**André Asplund**, Stockholm School of Economics, Sweden [andre.asplund@hhs.se](mailto:andre.asplund@hhs.se)

Japanese Official Development Assistance (ODA) has been important for the economic development of Southeast Asia. It has, at the same time, served Japanese national and strategic interests in the region. For a natural resource poor country like Japan, ASEAN has become increasingly important, economically as a growing market and production base but also strategically as a potential hedge against growing Chinese influence.

In fact, Japan identifies a stable Asia-Pacific region with reliable sea-lanes to and from Japan as crucial for achieving national security objectives. Strategic utilization of ODA to strengthen maritime capabilities of ASEAN neighbours is one way in which Tokyo aims to do so, actively using ODA to support democratization and human rights protection, another. In addition, the Abe administration has stated that its diplomacy with ASEAN should be guided by promotion and protection of “freedom, democracy and basic human rights” – a bold statement considering that the majority of ASEAN leaders are less than democratically elected and reports of grave human rights violations are abundant.

This paper examines how the increased focus on promotion and protection of human rights and democracy in ASEAN is aligned with the strategic utilization of ODA for achieving Japanese national security objectives by invoking human security as the new development paradigm of Japanese foreign aid. Given that Japan is becoming increasingly concerned about maintaining good relations and strategic partnerships with ASEAN leaders, this paper provides insights as to the complex dynamics between Japanese strategic interests and normative ambitions, between promoting human rights and human security.

## **From a 'Secluded Country' to a 'Small Empire': Reinterpretation of the Spatial Structure of Tokugawa Japan from a Global Perspective**

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This paper proposes a new way of understating the foreign relations policy of Japan under the Tokugawa regime (1603–1868), which used to be conventionally called *sakoku* (seclusion policy).

The historiography on the foreign relations in the Edo period has gone through a significant turn in the last several decades. Today, researchers generally agree that Tokugawa's foreign policy was a variant of the Chinese tributary system, a state-controlled system of foreign trade and diplomacy. Under this system, foreign relations were conducted through the state-designated 'Four Portals' on the country's boundaries, namely, Matsumae, Tsushima, Nagasaki, and Satsuma. It should be noted that Japan's territory was initially confined more or less to the three islands of Honshu, Shikoku, and Kyushu, and the southern tip of Hokkaido.

This paper explores the historical process through which Tokugawa Japan rose as a 'small empire' by expanding commercial networks to and territorially incorporating its northern and southern frontier zones, that is, Ezochi (present-day Hokkaido) and Ryukyu (Okinawa). Here the 'small empire' refers to a specific type of state, which was geographically and politically situated in the periphery of the Sinic world and established a self-centred system of diplomacy, commerce, and national-consciousness by emulating the model invented by the Great Empire of China.

This paper first examines the socio-economic structure of Tokugawa Japan in reference to the accelerating incorporation of frontier resources into Japan's economy and its overseas trade with China. Secondly, it investigates the long-term trade statistics at Nagasaki, with a particular focus on the export and import of gold and silver. This analysis confirms the importance of American, Asian, and European precious metals which were obtained in exchange for marine products that were largely produced in the 'internal colony' of Ezochi, to Japan's monetary policy from the mid-18th century onwards.

**Panel Session 32: Identity Construction and Changing Social Issues**

Chair: Professor Thomas Diefenbach, Ritsumeikan Asia Pacific University, Japan

**“Are We All Azeri?” The Identity Crisis among Ethnic Azerbaijani People in Iran and the Republic of Azerbaijan**

**Mostafa Khalili**, Ritsumeikan Asia Pacific University, Japan mostkh15@apu.ac.jp

The Azerbaijani people have been divided between Iran and the former Soviet republic of Azerbaijan for more than 150 years. After 70 years of living under the Soviet Union, north Azerbaijanis (residents of the Republic of Azerbaijan) have been mostly influenced by the Russian culture, while the Southerners (residents of Azerbaijan provinces of Iran) are under the influence of Persian culture, literature and politics. In this article, inspired by the Edward Said's definition of “otherness”, I argue how the perception of “others”, and thus the Azeri identity, has changed among these two geographically separated areas. North Azerbaijanis are defining their ethnic identity and shaping their nationalistic movements as a reaction and in opposition to Armenians. Iranian Azerbaijanis, on the other hand, live in peace with a large Armenian diaspora in Tabriz city, and thus instead define their identity in demanding their rights under Persian's governance.

In the second part, using the constructionism theory of Stuart Hall, I emphasize that Azeri's redefine their ethnic identity as South or North Azerbaijani in a fluid and contingent way of “becoming” rather than “being”. A careful observation of the everyday lives of the two ethnic groups shows that other than history and language ties, the vast range of cultural, economic and political differences have shaped two different ethnic identities. Moreover, by examining the recently increasing number of touristic visits to both South and North Azerbaijan, one could easily see that the two nations have a quiet pessimistic perception about the other. Each thinks that they are in the right way towards modernization but not the other.

Finally, nationalistic movements among Iranian Azerbaijanis are discussed. These movements, in a broader view, represent a struggle to overcome discrimination against Azerbaijanis, and in extreme cases, a demand for secessionism; thus, they do not conceive themselves through unification with the Republic of Azerbaijan. Considering

all these facts in the everyday life of Southern and Northern Azerbaijanis, I suggest a redefinition of the Azerbaijani Identity as two different ethnicities; two identities that are far different at present and in future, but share the same history and language.

## **Review of Population Aging Challenges in Asia: The Emerging Research Agenda for Sustainable Development**

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In recent years, population aging is increasingly becoming a common concern for both developed and developing countries. Population projections suggest the degree of aging will be particularly drastic in Asia as the region will become home for 1.3 billion of the age 60-plus population by 2050. Earlier studies on population aging focused on the sustainability of social welfare systems and economic growth; however aging phenomenon will make profound impacts across economic, environmental, and social dimensions and at all levels of society. In fact, recent experiences of climate change have been particularly severe for the elderly, and the urbanization trend has been affecting social structure of rural society extensively by the continuous out-migration of young population. Knowing population aging will be a predominant trend, this study aims to provide a structural review on the expected population aging challenges at the national, the communal, and individual levels. This review is done with a particular emphasis on illustrating the experience of Japan, where challenges related to aging have been particularly evident, and the anticipated challenges in East and Southeast Asia, where the most rapid acceleration of aging is predicted. Base on this review, two topics are suggested for future research, which are (i) the linkage between population aging and sustainable development, and (ii) the rural declines caused by rapid urbanization and aging of residents at the communal level. The authors would like to call for attention to conducting research on population aging, especially on these two topics in East and Southeast Asian countries.

**Panel Session 33: Environmentally Friendly Cities and Collective Empowerment**

Chair: Associate Professor Xuepeng Qian, Ritsumeikan Asia Pacific University, Japan

**Empowering the Local Community via Biomass Utilization: A Case Study in Thailand**

**Thanapan Tantaiwatthanaphanich** and **Xiaolong Zou**, Ritsumeikan Asia Pacific University, Japan [thanta15@apu.ac.jp](mailto:thanta15@apu.ac.jp)

At present, the Thai government has a strategy that aims to increase the use of renewable energy in an attempt to reduce and replace the consumption of fossil fuels. Ministry of Energy of Thailand has an alternative energy development plan (AEDP 2012-2021), which targets the increase of biogas production from 379 ktoe to 1,000 ktoe in 2021. Biogas sources can be found from biomass especially in agricultural and agro-industrial waste. Due to Thailand's status as an agricultural country that can produce large amounts of agricultural products, the stench of decomposing biomass is a common problem for many communities in Thailand. To get rid of biomass, some communities have utilized it to produce biogas for household usage.

At present, some villages in Thailand have successfully implemented biogas production from biomass technology at household level. Villagers have acquired skills and technical knowledge on biomass waste management from institutions who are dedicated to research on the development of renewable energy technology at community-level and able to mitigate and control the stench problems systematically. Biogas from these processes is stored and used to generate electricity as well as to produce Compressed Bio-methane Gas (CBG), which has quality equivalent to NGV. CBG can then be used to fuel vehicles. Biogas can, also, replace the used of LPG for cooking purposes. In addition to the aforementioned benefits in environmental aspect and economic aspect, biogas technology adopted villages were also able to reduce emission of greenhouse gases, save forest trees from being used as firewood, and cut their household spending for energy. This paper investigates the current status quo of the general renewable energy policy in Thailand with specific focus on biogas as renewable energy source. Case studies are enlisted to further illustrate how these energy policies are being implemented on a local community level. We apply the strength, weakness, threat and opportunity (SWTO) analysis to further analyze the case studies, based on which, serious problems have been identified and corresponding recommendations proposed as counter measures.

**Reassessing Smart City Concepts: A New Framework for Smart City and its  
Assessment in Japan**

**Xiaolong Zou**, Ritsumeikan Asia Pacific University, Japan   zoufuchen@gmail.com

Smart city (SC) concept is a new mega-trend for urban development, and is now gaining incremental popularity worldwide. Through an extensive literature review, we find that, despite lacking universal consensus, there are two major streams of SC concepts with overarching strategies for comprehensive SC developments focusing on utilizing information and communication technologies (ICT) to improve the quality of life. The paper summarizes the key features and components of smart city and proposes a framework for smart cities that consist of two objectives, six domains and two means for its realization. Furthermore, we propose a customised indicator system based on the SC framework for measuring the “smartness” of the smart cities in Japan with a case study of the city of Kitakyushu. The paper provides new insights into the methodological approaches adopted to assess the on-going smart city initiatives in Japan.

## **Spatial Analysis of Population Distribution by Employment Sectors in Tokyo Metropolitan Area**

**Tawhid Monzur**, Ritsumeikan Asia Pacific University, Japan tawhmo14@apu.ac.jp

This research is focused on analyzing the urban spatial structure of the Tokyo metropolitan area by using Exploratory Spatial Data Analysis (ESDA) techniques and aims to observe the effectiveness and acceptability of ESDA in identifying the spatial clustering of population distribution by employment sectors in such a large area. The ESDA techniques that have been selected for this research are Global Moran's I and Local Moran's I. The population density data has been selected for this analysis which is extracted from the 2000 population census database.

The population data has been manipulated and tabulated by using Excel statistical software. ArcGIS 10.1 and GeoDa software have been used to project and analyze the manipulated data. Population number has been converted to population density to exclude the influence of the census unit area sizes. A null hypothesis called - The population distribution in Tokyo is showing no spatial clustering pattern- has been tested through the analyses. The analysis showed strong evidence against the null hypothesis which means the population distribution in Tokyo is showing a spatial clustering pattern.

Both Global Moran's I and Local Moran's I analyses identified specific spatial pattern types of the population distribution in Tokyo. The Local Moran's I further divided all the population density neighboring values into five clustering groups (HH, LL, LH, HL, NS). The results show that most of the values are located in the HH clustering group which means that the density of population in one observed area is very high and are also surrounded by the areas with high density of population. The analysis also located the outliers (HL and LH types) which are high populous areas surrounded by low populous areas or vice versa. Besides, the statistical significance tests through 95% to 99.9% level of confidence identified the exact locations of the spatial clustering of population density in Tokyo.

## **Capacity Building Strategies for Local and Collective Ownership of Social Enterprises in Cambodia**

**Rikio Kimura**, Ritsumeikan Asia Pacific University, Japan rkimura@apu.ac.jp

This study examines the capacity-building work of Cambodians towards achieving local and collective ownership of social enterprises (SEs). As an antithesis to the individualistic SE discourse in Cambodia where there is the dependency on expatriate SE founders/managers and the dislike of collective work due to the negative memory of Khmer Rouge's forced collective labour, this study compares two unique cases of the capacity-building efforts for locally- and collectively-owned SEs in Cambodia. These two cases are the Soria Moria Boutique Hotel (SMBH) in Siem Reap province—a work integration SE—and Chi Phat Community-Based Ecotourism (CBET) in Koh Kong province—a community-based SE. This research explores their forms and effects of governance; how they have been nurtured local and collective ownership; and the potential and limitations of such models in Cambodia. During the five weeks of my fieldwork, I conducted participant observation and had interviews with various stakeholders involved in these SEs. I employed grounded theory as an analytical approach to see the variations and patterns of the processes in question.

**Panel Session 34: Tourism, Satisfaction and Menu Efficiency**

Chair: Professor Timothy Lee, Ritsumeikan Asia Pacific University, Japan

**A Study of International Exchange Programs for Senior Citizens and Quality of Life  
– A Social Tourism Perspective for Korean People in Senescence**

**Eun Sue You**, Kyung Hee University, Korea and **Jeong-Keun Oh**, Chungwoon University, Korea eunsueyou@gmail.com

This study reviews integrated programs that engage in travel, education, socializing, and governmental policies for elderly people, and aims to suggest the importance of the senior segmentation often ignored in a social tourism perspective claiming that everybody has a right to work and enjoy life with the enhancement of travel experiences. The objectives are to highlight the necessity of more senior jobs creation linked to quality of life, and to suggest new approaches on international exchange programs to elongate healthy working life of old people in exchange of labor for monetary or non-monetary benefits.

The study adapted Q methodology to identify their values, attitudes, and ideas of older adults for given situation like overseas travel related programs and working activities. Interviews were conducted with 30 senior citizens over 65 years who are active participants in social community programs from community centers in Seoul. Follow-up interviews were employed to increase the accuracy and validity of the interpretations.

This study is expected to contribute to implementation of pragmatic future international policy makings for forthcoming super aged population society. In addition, the study propose the government, local governments, and private organizations to help those people in Senescence with the creation of new jobs and newly conceptualized international volunteering exchange programs that seniors could serve and attain the quality of life providing their talents and maximize their abilities in a borderless global community.

## **Predicting Life Satisfaction from Perceived Place Image – An Intercultural and Cross-Cultural Study with the Local and Foreign Residents of a Country in a Tourism Context**

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Living well is one of the ultimate purposes of humans and their societies. There are many factors that may affect humans' well-being, for example, the environmental conditions. The review of the existing literature reveals that individuals' perception of their living environment has a direct effect on their evaluation of quality of life and/or life satisfaction. However, previous studies have mainly focused on the cognitive characteristics of the environment while ignoring its affective attributes. In addition, few studies considered both the cognitive and affective components of life satisfaction. Therefore, the purpose of this study is to predict the cognitive and affective components of life satisfaction from a combination of both the cognitive and affective attributes of an environment. In this study, a country as a whole was treated as a large environment, and this environment was observed from the perspective of the tourism sector. Vietnam was selected as the context, and the local and foreign residents of the country were targeted as the populations. This design reflects the intercultural (both local and foreign) and cross-cultural (local vs. foreign) approaches that were adopted by the study. The results confirm the existing knowledge regarding the role of the perceptions of a living environment as the predictors of life satisfaction. Country image in a tourism context was found to have more predictive power on the cognitive component of life satisfaction than on the affective component. Among the four factors of country image, the affective factor, had a stable effect across populations. The outcomes were discussed based on the theories of internal and social marketing.

**Panel Session 35: The Meaning of Bridge Programs in University EMI Contexts**

Chair: Tenured Senior Lecturer Paul Sevigny, Ritsumeikan Asia Pacific University, Japan

Panel Abstract

The trend toward multicultural, internationally populated English Mediated Instruction (EMI) in university courses and programs in Asia has resulted in the need for developing more robust learning pathways for non-native English speakers to transition into such courses and programs. This panel discussion will attempt to explore important facets of what an English language bridge program can mean to a dual language university in an Asian context. Panel member presentations will touch on recruiting strategy, program and curriculum design, student motivation, faculty collaboration, and faculty training in pedagogical and cultural issues. The potential internal and external causal sequences and effects of a bridge program on the university will be considered in the ensuing discussion. Rather than following the traditional panel format, this discussion will follow a roundtable format with shorter presentations followed by question posing.

## **English Program Design: What Kind of Bridge Can Be Built?**

**Paul Sevigny**, Ritsumeikan Asia Pacific University, Japan paul.sevigny@outlook.com

A five-year tertiary curriculum cycle allows for fresh visions for program and curriculum design in an English language program at a dual-language university in Japan. We are currently working on a new English program design to implement in 2017. I will present some competing models for program and curricular design to illustrate the current terrain for building an English Bridge Program for domestic Japanese students of English as they transition towards taking EMI courses. I will present variables in program design that affect the yield of learners at various levels of proficiency and how these decisions impact the rigor of EMI courses that can be expected of these learners. Based upon this shared understanding of the English Program, some Bridge Program models will then be presented. Non-native English learners admitted to university in Japan must take an English placement test. The maximum English Program course of study is 24 credits. Curriculum Designs range from separate skill, integrated skill, content and language integrated learning (CLIL), and task-based learning. These same learners need to take 20 credits in English Medium of Instruction (EMI) after completing the English program before graduation. EMI models are currently sheltered and unsheltered. Creating a bridge program could add valuable supplementary instruction as required, elective, discourse focused, or specific course support, in team-taught, laboratory (push-in), or bilingual models.

## University Bridge Program Development and Student Recruitment Strategy

**Yoichiro Sato**, Ritsumeikan Asia Pacific University, Japan [satoy@apu.ac.jp](mailto:satoy@apu.ac.jp)

The graduation requirement at APU for all Japanese students that they must earn 20 credits in EMI courses was an ambitious goal. While institutional memory about the earlier years of APU about the students' achievement of this goal is not well kept, the enlarged student intake in 2006 and the resulting drop in their English fluency made this goal even more challenging. Moreover the university's introduction of "shelter courses," in which all Japanese students with low English fluency were gathered and taught by a Japanese instructor, obscured the true state of EMI success at APU. I have been teaching EMI (shelter/bridge) courses at APU since 2009. I have also taught EMI courses to Japanese students at Kansai Gaidai Hawaii College, 1995-1997, and regular political science courses at universities in the United States and New Zealand. My talk will be based on my comparative experiences at these institutions over time. The ongoing globalization drive at Japanese university campuses, in which EMI courses are emphasized, has come at the crisis point after a long-term decline in English fluency of the Japanese students as a result of *yutori kyoiku*, or relaxed education, up to the high school level. The sudden reversal of the government policy at the university level introducing EMI courses has placed most EMI instructors into a dilemma between teaching the language and teaching the subject matter. I will talk about my challenge in balancing the two objectives without sacrificing either objective too much.

## What is Happening to Students: Exploring Better Pedagogy from Motivational Perspectives

**Naoko Kojima**, Doshisha University, Japan naokokojima0308@gmail.com

According to Gardner (1985), student motivation is at least as important as aptitude, so motivation research has been abundant in language teaching especially in non-English speaking countries such as Japan, Korea and Taiwan. EMI has many expected benefits for institutions and students. From pedagogical perspectives, learning content while improving L2 competence is one of the biggest advantages. Also, by using the content which students are interested in, they could be more intrinsically motivated, and it motivates them more in the long run than usual language classes. EMI was expected to have even better influence although there have been few empirical studies. In reality, there are many students who are dropping out because they lost their self-confidence and efficacy in EMI classes/ programs. In fact, there are some researchers who argue that learning content and L2 in one class happens only if the instructor knows how to teach language and knows about the content deeply enough in order to teach it to the students in an accessible way. In this paper, the presenter will explain important psychological factors in order to motivate students in Self-Determination Theory (Deci & Ryan, 1985), and describe what is working and what needs to be improved in order to motivate students better using some examples from her tentative observations and interactions with EMI instructors and students at different universities in Japan. This presentation will conclude with sharing students' perceptions of EMI lecturers.

## University Bridge Program Development and Faculty Collaboration

**Monica Hamciuc**, Miyazaki International College, Japan apumonica@gmail.com

Miyazaki International College has, since its foundation 21 years ago, taken a very unique approach to preparing students for English Medium/ Mediated Instruction. Content and language faculty not only work together in the same department, but also engage in high-collaboration type team-teaching that involves planning, designing, implementing, monitoring and evaluating courses together. Along a skill-based English program, this helps bridge the gap between learning in EFL and EMI contexts. The speaker will discuss a particular team teaching arrangement of an EFL teacher and a philosophy/ religion teacher and the process they went through in designing, teaching, evaluating, and redesigning an Introduction to Religion course. The course design process followed several steps including (1) defining and combining objectives, (2) selecting content and deciding the course format, (3) analyzing content and redefining language objectives, (4) designing language support materials, (5) implementing and monitoring, (6) making adjustments and, finally, (7) evaluating. The speaker will give a description of what team-teaching at MIC involves in terms of course design and outcomes, as well as the teachers reflection on the process and suggestions for dealing with challenges. The talk will also briefly touch upon the distinction between EMI and CLIL and its implications for course and faculty development.

## University Bridge Program Development and Faculty Training for EMI

**Miki Horie**, Ritsumeikan University, Japan [mhorie@fc.ritsumei.ac.jp](mailto:mhorie@fc.ritsumei.ac.jp)

Quality improvement of English-medium instruction is one of the key issues, and the biggest challenge, for successful internationalization of higher education in Japan. The challenge is not only due to rather limited English proficiency, and faculty training for teaching in English is not simply about improving language proficiency. Besides English language training, faculty members who are willing to improve quality of teaching in English in the context of Japanese higher education needs supports developed with careful considerations of cultural and pedagogical challenges. This paper will introduce a project that the author participated in to develop a textbook for such training purposes. The main focus will be on (1) the 5 suggestions and perspectives, which the project team summarized in the textbook, on how faculty members can overcome psychological barrier and improve the overall efficiency in their teaching in English, and (2) a case study of a workshop developed and implemented by the author using the textbook with various groups. The conclusion will summarize some suggestions for developing useful schemes of faculty training opportunities from the perspectives of policy-makers and practitioners.

## **An Administrative Perspective on Content-based Language Instruction: The Case of Miyazaki International College**

**Lloyd Walker**, Miyazaki International College, Japan

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Miyazaki International College (MIC) was established in 1994 as a pioneer in the teaching of university-level content in English at a time when the higher education world in Japan was not particularly receptive to the idea. As such the road to establishment of a program of English-based teaching at the university level was not an easy one to establish. In the years since its inception, MIC has had to adapt to changing educational attitudes within what is now the Monbukagakusho, and to the declining scholastic abilities of entering students. Team-teaching, which is made possible in part by our largely international faculty, as well as constant vigilance over student performance and attention to their linguistic needs, has been one of the ways in which we have successfully navigated the constantly mutating educational climate of the past twenty years in Japan. In this presentation, the speaker will attempt to provide some insight into how the administration has assisted faculty in providing a solid English language-based higher education to its student body, as well as the issue of sustainability and its future within a still unique educational endeavor.

**Panel Session 36: Japanese Panel (日本語でのセッション)**

Chair: Professor Kumi Seike, Ritsumeikan Asia Pacific University, Japan

**契丹発祥地の考古学的調査研究——初年度の成果報告**

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新石器時代から青銅器時代において、内モンゴル東部には、紅山文化と夏家店下層文化があり、中国本土に匹敵する高度な農耕文化であった。紅山文化は、中国北方で最も重要な新石器時代後期の考古学的文化で、今から 6500 年前～5000 年前にあたり、内モンゴル南部の赤峰紅山後ではじめて発見・発掘されたので、紅山文化と命名された。赤峰市紅山区は紅山文化の発見地かつ命名地であったが、60年代以前に調査・発掘されたのち新しい考古学的発見はなかった。ところが、2008年の文化財総合調査によって一箇所の比較的良好に保存され、規模も比較的大きく、非常に大きな学術的・経済的価値をもった遺蹟が発見された。それがこの魏家窩鋪紅山文化集落遺跡である。二道井子遺跡は赤峰市紅山区文鐘鎮二道井子村打粮溝門自然村の北部に位置し、総面積は約 5 万平方米である。典型的な夏家店下層文化に属する聚落遺跡であり、文化の内容は単純で、文化層の堆積は比較的厚く、その時代は今から 4000 年前から 3500 年前に至る。中原地区が新石器時代から金石併用時代を経て青銅時代に入るところに、赤峰地区の先住民も青銅器を使用し始めた。本セミナーでは、現地における考古学的調査のかたわら、上掲の 2 遺址を実地考察して得た写真を紹介する。

## Panel Abstract

「アジア太平洋」という固有名詞によって、一つの学問の確立は可能なのか。創設の 2000 年当時から、この問いは断続的に発せられた。そして現在もその決着はつかないまま、しかしながら学部名称としての成立の事実は存在している。私達アジア太平洋学部の教員は、アジア太平洋学部に所属する限りにおいてそろそろその再考を始めなければならない。アジア太平洋学とはなにか、さまざまに提案された（暫定的）回答の歴史を鑑み、さらに本研究のその接近の仕方は、APS 所属教員の個別研究からさぐる帰納法である。ここでの「帰納法」というタームはメタファーとして使用されている。厳密の意味での帰納法ではなく、所属教員の個別研究からのアジア太平洋学に向けての抽象を意味する。本パネルの問題関心は、「アジア太平洋学」へのこだわりから始まる。そこでのキータームはアジア太平洋学の「理論的枠組み／分析枠組」とアジア太平洋地域を対象とする「地域研究」である。社会科学における理論的枠組の基本は西洋出自であることは言うまでもない。私達はおそらくある時代から西洋理論に、（そしてそれ以前は中国出自のそれに）大いに恩恵を受けてきたわけである。しかしながら現在、新たな世界秩序が形成され、それまでとは異なる枠組みが強く要請されてすでにかかなりの年月が過ぎた。その回答を提出し得ないままに、研究者たちは昨今その役割を適切に果たしえず焦燥の色さえ伺われる。まさに APU の模索はその一線上にあると考えてもよい。アジア太平洋、すなわち非西洋的方法論とアメリカを含む西洋的方法論のいずれをも備え持つこの名称は、新秩序の象徴としても捉えることができる。こうした背景において「アジア太平洋学」の可能性を模索することが、本パネルの出発点となる。

本パネルは、アジア太平洋学部所属教員のそれぞれの個別研究発表によって構成される。アジアの地域研究と西洋と非西洋を射程に入れた分析枠組みないしは方法論の検討という両視点からの議論である。地域研究における地域のあり方をそのものとして見るという方法は、方法論的に西洋的枠組みとは異なる提案を暗黙に主張しており、新たな秩序への可能性を包含していると考えられ、また分析枠組みの西洋、非西洋のそれぞれの傾向性の考察も同様である。これらの個別研究によりアジア太平洋学を検討することに収斂されていく。

## カント倫理学と討議倫理学における普遍性／個別性の問題についての検討

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本発表は、アジア太平洋学における方法論の検討を普遍性と個別性という視点から考察することを念頭におきつつ、カント倫理学と討議倫理学についての問題を考究する。思考のあり方におけるカントに通底する「普遍性」の問題は、実は相対主義が強調されるポスト・モダンの潮流の時代には批判の対象であったが、現在ロールズの『正義論』に見られるように、「普遍性」は再度ある説得力を持って現れてきている。本発表は、カント倫理学の討議倫理学への変換についての検討をすることにより、カントの根底的洞察の現代的に再考する。そしてその問題は、普遍性と個別性の問題系に接続されていく。一方、地域研究につながりうる人類学を人類学たらしめる方法論としての参与観察は、フィールドでの抽象化に対して批判的態度を示すと同時に具体性、一回性を強調しており、それらはすなわち個別性の価値化を果たしている。新たな枠組みは、「普遍性」再価値化と「個別性」の価値化にその可能性を内在させていると考える。

## 第二次世界大戦期のカンボジアと日本の関与

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本報告では、第二次世界大戦期のカンボジアに対して、日本がどのように関与したか、また、そうした日本の関与に対して、カンボジアがどのように反応したかを検討することを試みる。当該期のカンボジアにおいては、1940年末からのタイ＝仏印戦争とその戦争に起因する領土割譲、1941年7月28日からの日本軍による南部仏印進駐、1942年7月のハエム・チアウ比丘の逮捕とそれに反対する傘のデモなど、その後のカンボジア史に大きな影響を与える出来事が起きている。これらの出来事について、カンボジア、プノンペンに所在するカンボジア国立公文書館の資料や、フランス、エクサン＝プロヴァンスに所在する国立海外公文書館の資料は、先行研究でもそれなりに利用されてきた。しかし、依然として利用されていない資料も存在し、さらに言語障壁という問題から、日本語の資料や刊行物は、これまでのカンボジア研究でほとんど利用されていない。そこで本報告では、上記の課題を検討するにあたって、これら資料や刊行物がもつ価値について議論を進めたい。

## マレーシアにおけるセクシュアリティと身体政治

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世界保健機構と国際連合の専門機関は、女性器切除(FGM)を「女性の外性器の一部あるいは全体を取り除くことないしは、医療上ではない理由について女性の外性器を傷つけるその他の行い」と定義づけている。WHOはFGMの実践が伝統と結びついており、アフリカの28の国とアジアと中東のいくつかの国で行なわれていると報告している。マレーシアは安定した政治と経済成長で知られる国である。このマレーシアにおいても「FGM」は実践されている。マレーシアの政府は女子差別撤廃条約に批准し、FGMを禁止している。しかしながら管見のかぎり、マレーシア政府は公式にはFGMにかんする調査を行っておらず統計資料もない。さらに2009年にはマレーシア政府のイスラム推進局からFGMをワジブ(宗教的な義務)とするファトゥワ(宗教意見)が出された。本報告は、マレーシアにおけるFGMの現状とマレーシアの人々がFGMをどのようにみなしているのかについてその一端を明らかにするものである。どのぐらいのマレーシア女性がFGMを経験しているのか、その実践はどのようなものなのか、マレーシアにおいてもFGMの「医療化」は進んでいるのか。それはWHOの定義や分類にうまくあてはまるのか。マレーシアの人々はFGMをどのようにみなしているのか、それは宗教的なものなのかそれとも慣習や儀式といったものなのか。本研究の目的は、マレーシアにおける実践を、前近代的で非人道的なものとして非難することにも、その伝統的な価値を賞嘆することにもない。むしろ、本研究は、FGMを近代におけるセクシュアリティの政治の文脈に位置づけようとするものである。

**Panel Session 37: Corporate Greening and Islamic Banking**

Chair: Dr. Roger Smith, Kyushu University, Japan

**An Observation of Slow Pace of Growth on Indonesia Islamic Bank:  
Issues on Competitiveness Level and Market Power**

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Islamic banking in Indonesia showed remarkable performance in the periods over the last two decades but in fact Indonesia Islamic banking still occupies a small niche in the market share of the national banking industry (Ismal, 2011). This paper aims to examine the influence of level of competitiveness and market power on the phenomenon of the slow pace of growth of Indonesia Islamic bank. This paper, as an initial study focuses on identifying the reasons behind the slow pace of growth of Islamic bank in Indonesia, instead of delving into elaborate discussion into such reasons as infant industry categorizing, limited capital resources and infrastructure, lack of regulation and legal support, inadequate human resource competency, etc.; the paper intends to contribute to the analysis of the nature of interaction between regulator, market player and customer of Islamic bank under bank rent situation, the so-called 'Islamic bank rent circumstance' (Suzuki and Uddin, 2013).

## **New Direction on Islamic Bank's Business Model and Sustainable Development Goals in Poverty Alleviation Program: A Perspective from the Islamic Bank Rent Theory**

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Poverty should be defined, measured, and scrutinized for its root causes from a multi-dimension perspectives. Sen (1982; 1999) views poverty as multifaceted and argues that ethical dimension underpinning it should be viewed as a vital economic problem. This paper aims to review the mainstream Islamic bank's business model which seems to have a tendency to be in-congruence with the sustainable development goals in attaining such fundamental objective of Islamic economics under maqashid al-shariah framework. With this purpose in mind, this paper will shed light on the issue of potential capacity of waqaf and zakah fund to become push factors for poverty alleviation programs (Ahmed, 2007; Cizakca, 2011, Bayinah, 2011) It is acknowledged that it tackles the problem of lack implementation of equity-based financing (mudharaba and musyarakah) under profit and loss sharing (PLS) contract (Yumanita, 2006; Suzuki and Pramono, 2015). This paper intends to analyze the nature of interaction between regulator, market player and customer of Islamic bank under bank rent situation - the so-called 'Islamic bank rent circumstance' (Suzuki and Uddin, 2013) as an Islamic incentive mechanism in determining new direction of the future of Islamic banking practices.

## **Corporate Greening Initiatives by the Financial Services Organizations in Oman**

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This research investigates the initiatives put forth by financial institutions in Oman towards mitigating greenhouse gas emission. In so doing, firms' environmental performance score (EnPS) is calculated based on the Global Reporting Initiative (GRI) Sustainability Guidelines, 2002. To reflect the actual scenario of disclosure practices of financial institutions in Oman, a customized version of the GRI index is prepared that contains a substantial number of reporting items under seven broader heads of the GRI. After preparing the index, the study surveys annual reports of all available financial institutions (reported to the central bank of Oman) for the year 2013-2014. Besides, analyzing the descriptive statistical data, the research applies multiple regression technique to identify factors influencing environmental performance of financial institutions in Oman. The result of the research will help policymakers to identify factors to be emphasized for providing sufficient incentives and motivations to financial institutions so that they always strive towards a greener world. In this sense, the research is expected to contribute to the field not only by providing new evidence on the issue but also by advancing the debate on what can be the suitable forms of 'carrot and stick' policy for a clean and safe Oman. In this sense, the research is very timely and expected to have some impact on climate change negotiations aiming to mitigate carbon footprint in the planet in general and Oman in particular.

## **Factors Contributing to Worker Accidents in the Palm Oil Industry in Thailand**

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This study aims to analyze the factors that cause worker accidents in palm oil industry in Thailand. The data collected from 352 workers from 4,199 workers in 103 palm oil industries by stratified random sampling technique. Questionnaires were used in the research. This study used mean and standard deviation. The results showed that six factors of the accident in the palm oil industrial including status, management, individual, machinery and equipment, environment and plant layout and behavior. All factors impacting greatly on the accident in palm oil industry ( $\bar{x}=3.60$  SD. 0.58). This study found that two factors have most effect on accidents in palm oil industry - individual and behavior ( $\bar{x}=3.85$  SD. = 0.58,  $\bar{x}=3.77$  SD. = 0.65.). However, four more factors have high level of effect on the accident in palm oil industry - Machinery and Equipment( $\bar{x}=3.56$  SD. = 0.71), Management ( $\bar{x}=3.47$  SD. = 0.82) and Environment and Plant Layout ( $\bar{x}=3.44$  SD. = 0.76).

## **Governance Construction of "Halal" in Food Field by Muslims in Japan**

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This study is to investigate the activities of Muslims in Japan promoting halal food without depending on a certification system and to clarify one end of the governance construction of the halal by their own hands. For the past few years, Halal business provided products and services in accordance with teaching of Islam and attracten attention among the people of the related industries in Japan. However, the halal certification system is tied to halal business closely and many Japanese companies and individual Muslims in Japan began to voice their anxiety and apprehension about the cost and others. Therefore, this study focuses on the activities of some religious bodies which are keeping distance from the certification. Many respondents consider that what is halal and what is not should be decided by individual muslims rather than by a certification group. While selling products, Muslims should be transparent with their consumers, cooperate with local governments and adapot religious rules to the realistic conditions prevailing in Japan. Repondents claim that their activities are aligned with the teachings of Islam and their products are also very low-cost. It is suggested that while the certification system that is useful for a Muslims overseas will continue in Japan in restrictive form. 'Halalization' which doesn't depend on the 'certification' is going to be pushed forward in future Japan.

**Panel Session 38: Learning and Teacher Competencies**

Chair: Professor Malcolm J.M. Cooper, Ritsumeikan Asia Pacific University, Japan

**Creative Thinking of Students in Grade 7 in Bangkok, Thailand**

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The objective of this research was to study creative thinking of students at grade 7 in Bangkok, Thailand. The sample was 286 students in grade 7 in Bangkok, Thailand. They were selected by multi-stage random sampling. Data was collected through questionnaires with 5 rating scales. The statistics use for data analysis were frequency, percentage, mean and standard deviation. The research findings were: Creativity of students at grade 7, as a whole were at the moderate level ( $\bar{X}=2.82$ )

## **Critical Thinking of Student at Upper Secondary in Bangkok, Thailand**

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The objective of this research was to study critical thinking of student at upper secondary in Bangkok, Thailand. The sample were 600 students at upper secondary in Bangkok, Thailand. They were selected by stratified random sampling. Data were collected through questionnaire with 5 rating scales. The statistics use for data analysis were frequency, percentage, mean and standard deviation.

The research findings were: critical thinking of student at upper secondary in Bangkok, Thailand as a whole were at the moderate level ( $\bar{X}=2.82$ ).

**The Professional Competence of the Undergraduate Students of Muban Chombueng  
Rajabhat University, Thailand**

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The objectives of the research was to identify and compare the professional competence of undergraduate students from Muban Chombueng Rajabhat University. The study identified 11 aspects of competences. They include professional teachers' being and characteristics, educational philosophy, languages and cultures, psychology for teachers, curriculum development, classroom management, research for learning development, innovation and educational information technology, measurement and evaluation on learning achievement, educational quality assurance, virtue, ethics and code of conduct. The participants consisted of 291 student teachers from Muban Chomebueng Rajabhat University who enrolled in professional experience course. The instruments was five-point Likert scale questionnaire. The statistics used in the research were Mean and S.D. Distribution of differet aspects of comptences are as follows: being and characteristics aspect ( $\bar{x} = 4.26$ ) and educational philosophy aspect ( $\bar{x} = 4.21$ ) and languages and cultures aspect ( $\bar{x} = 4.17$ ) and classroom management aspect ( $\bar{x} = 4.14$ ) and research for learning development aspect ( $\bar{x} = 4.03$ ) and innovation and educational information technology aspect ( $\bar{x} = 3.98$ ) and measurement and evaluation of learning achievement aspect ( $\bar{x} = 3.96$ ) and educational quality assurance aspect ( $\bar{x} = 3.95$ ) and virtue, ethics and code of conduct aspect ( $\bar{x} = 3.96$ ).

## **Creating Empowering Online Education Programs to Strengthen Communication in the Asia-Pacific Region**

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Most parents wish their children to be successful in school, communicate socially with others and overcome the challenges of life. Similarly, most people wish for peace and respect between countries and societies and vibrant world community to develop. Just as conflicts arise in the family through miscommunication, conflicts arise between societies from communication differences. There is a wave of change currently happening in the educational industry with the way people learn which we can use to improve understanding between the diverse regions of Asia Pacific and create vibrant and resilient societies in the Asia Pacific region. The wave is online education.

I'm a student at Royal Roads University in Canada half way through a 2 year Master of Arts in Educational and Learning Technology program but I live in Tokyo and enrolled in a school in Canada. Students in my class are from Canada, Europe, the Middle East and Asia. They interact through the internet in a program called Moodle and video conference software called Blackboard. The concept is similar to Facebook but focused on creating a learning community. There are a few universities in Japan as well as in other parts of Asia starting to offer online courses but instructing an online class is very different than instructing a face-to-face class.

In this presentation, I will summarize the very important differences I've learned about facilitating and online courses at Royal Roads University, a leader in distance education in Canada and show how online course - my course - is creating a dynamic platform for improving communication and reflection among learners -- even more so than face-to-face lectures. I will also propose that universities in Asia can easily create their own courses, either blended or completely online for discussions through continuing studies programs of universities to strengthen community and communication throughout Asia but new teaching skills are required. You can't just take a course and put it online.

**Community Involvement in Education for Sustainable Development (ESD) at Oki  
Dozen High School, Shimane, Japan**

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Recent educational reforms targeted at high schools in Japan, among other things, seek to steer the focus of study from high scores in the centre exams to a broader based problem solving and lifelong learning regime. ESD (and variations of it) is being adopted as both medium of instruction and curriculum design. Most ESD oriented courses involve studies outside the classroom and the involvement of local communities. Whereas there is an encouragement towards exo-classroom studies, how such activities or learning should ensue is not structured. The study documents how the local community on the three islands of Oki Dozen join hands with teachers and school authorities to educate students on the three aspects of ESD – Social, Economic and Environmental. The findings provide a template for establishing school-community partnerships and also considerations for making these partnerships mutually beneficial. Interviews with six community members, four students and four teachers conducted and analysed.

Keywords: school-community partnership, ESD, island education, high school

## **E-Learning as Vehicle for Social Transformation: Evidence-Based Results from the Philippines**

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Electronic learning is recognized worldwide as an educational tool and learning support to achieve social and individual change. The Agricultural Training Institute of the Department of Agriculture in the Philippines launched its e-learning program in agriculture in 2007. The program registered 10,000 users and graduated 6,000 enrollees in 33 online courses. Using Cawley's Logic Model (1997), evidence-based results of e-learning were collected through survey, focus group discussions (FGDs), and most significant change (MSC) stories among 25 e-extension coordinators and 273 randomly selected e-learning graduates in the country.

The e-learners were aware of, mentally prepared for, and motivated towards e-learning. They valued and favoured the e-learning program. They devoted an hour to complete an e-module using office computer or Internet café and completed one online course in a month. They finished 1-3 courses in a year. The e-learners gained knowledge on various agricultural topics that they shared with, explained to, and advised farmers. Attitude changes included being satisfied with course completion, feeling highly motivated to learn more about farming, and becoming positively addicted to the use of computer technology. Changes in agricultural practices were predominant. Evidences showed that e-learners 1) established vermicomposting areas and produced bags of vermicast; 2) produced fodder grasses and legumes for goats; and 3) started organic vegetable farming, orchid breeding, vegetable growing in greenhouse, use of beneficial insects to control pests, and small-scale production and sale of yam. These agricultural practices contributed to family income. At the policy level, recommendations were to institutionalize e-learning, make it sustainable, and offer it free of charge to various stakeholders particularly at the village level. Evidence-based results from users' experiences and perspectives of e-learning open opportunities to change people's behaviour, initiate social transformation, institute policies, and upscale e-learning towards continuing improvement of individuals and society.