



## **Consumer and Business Sustainability in a Disruptive Era**

### **The Thirteenth Biennial ACFEA Conference**

Sasin School of Management of Chulalongkorn University

Bangkok, Thailand

July 8-12, 2020

**Extended Submission Deadline: March 31, 2020**

The Thirteenth Biennial Conference of the Asian Consumer and Family Economics Association (ACFEA) is going to be held at Sasin School of Management, Chulalongkorn University, Bangkok, Thailand. The theme of the conference in 2020 is “Consumer and Business Sustainability in a Disruptive Era.”

The ACFEA is proud to work with Sasin, the first internationally accredited business school in Thailand, which is dedicated to grooming future leaders in the area of sustainability management, a rapidly emerging area of interest around the world. Combining the principles of sustainable development, corporate social responsibility, and His Late Majesty King Bhumibol’s Sufficiency Economy Philosophy, sustainability management addresses the importance of all stakeholders to the long-term success of a business.

The overall objective of the conference is to improve the well-being of consumers, families and businesses in an era where disruptions constantly occur in all aspects of our lives. This conference will mobilize resources in Thailand and abroad to support research in the fields of sufficiency economy, sustainable development, consumer and family economics and responsible business practices in Thailand and globally. In addition, the conference seeks to enhance knowledge development on global consumers and international businesses. The conference will feature a wide range of tracks for competitive sessions and panels, keynote speakers from academia and business, as well as opportunities for networking. This conference is an excellent opportunity to present scholarly work and obtain critical feedback in a professional setting. We encourage the participation of both faculty and graduate students. Submissions can range from work-in-progress to completed articles aiming for journal publication. We accept conceptual, theoretical, and empirical research in all related fields.

### **Conference Venue**

Sasin School of Management was founded in 1982 through collaboration among Chulalongkorn University, the Kellogg School of Management and the Wharton Business School. In 2010, Sasin became the first school in Thailand to receive AACSB accreditation and the EQUIS EFMD accreditation. Sasin School of Management is located in the picturesque Chulalongkorn University campus. The University’s prime location in the heart of Thailand’s capital city means convenient access to Bangkok’s central business district, shopping, restaurants and transportation.

## Keynote Speakers:

1. Dr. Suvit MAESINCEE,  
Minister of Higher Education, Science, Research and  
Innovation, the Government of Thailand



2. Dr. Paul MALATESTA  
Norman J. Metcalfe Professor in Finance  
Department of Finance, Foster School of Business at  
University of Washington, USA.  
Editor of *Journal of Financial and Quantitative  
Analysis* (indexed in SSCI, IF: 3.99)



3. Dr. Joyce SERIDO  
Associate Professor and Extension Specialist in the  
Department of Family Social Science at University of  
Minnesota, Twin Cities, USA.  
Editor of *Journal of Family and Economic Issues*  
(indexed in SSCI, IF: 0.921)



4. Dr. Ravi ARON  
Associate Professor of Information Technology in the  
Carey Business School at John Hopkins University,  
USA.



## Conference Highlights

The 2020 Thirteenth Biennial ACFEA Conference is committed to professional and academic development. In addition to the keynote speakers, the conference will feature the following activities:

- Speakers from private sectors and experts in consumer & family economics.
- Competitive Papers and Panel Sessions on leading issues in consumer & family economics, international business and sustainability.
- Conference Proceedings: Opportunity to include your abstract or full paper in a Conference Proceedings (electronic copy only).

## **Paper Tracks:**

### **1. Consumer and Family Issues**

Track Chairs: Jr-Tsung Huang, Ph.D., National Chengchi University, Taiwan ([jthuang@nccu.edu.tw](mailto:jthuang@nccu.edu.tw)) and Jing Jian Xiao, Ph.D. University of Rhode Island, USA ([jjxiao@uri.edu](mailto:jjxiao@uri.edu))

The central topic of this track is the improvement of the well-being of consumers and families. This track focuses on household demand, household production, family formation and dissolution, consumer finance and family economics, and government policy. Research papers that use applied economics to address policy-relevant issues related to the behavior and well-being of families, individuals, and consumers are welcome. We are also interested in the international dimensions of family and consumer economics, including applications in the areas of international development and consumer finance. Other topics such as labor economics, gender economics, and home economics are also included in this track.

### **2. Business Sustainability in a Disruptive Era**

Track Chairs: Vasu Srivibha, Chief Impact Officer, Sasin School of Mngement, Thailand ([vasu.srivibha@sasin.edu](mailto:vasu.srivibha@sasin.edu)) and Stephen Young, Ph.D., Global Executive Director, The Caux Round Table, USA ([stephen.young@sasin.edu](mailto:stephen.young@sasin.edu))

Business Sustainability is inevitably a driving force of maintaining balance between economy, environment and society, which have grown more difficult to maintain. This track concentrates on (i) the synergies between business and sustainability; (ii) SDGs and impact; (iii) corporate social responsibility; (iv) entrepreneurial mindset and social impact, (v) purposeful business; (vi) stakeholder engagement; (vii) creating shared value; (viii) ESG and Triple Bottom Line; (ix) socially responsible investment and impact investment; and (x) the Sufficiency Economy Philosophy.

### **3. Economics and Its Applications in the Digital Era**

Track Chairs: Pandej Chintrakarn, Ph.D., Mahidol University, International College, Thailand ([pandej.chi@mahidol.ac.th](mailto:pandej.chi@mahidol.ac.th)) and Piyachart Phiromswad, Ph.D., Sasin School of Management, Thailand ([piyachart.phiromswad@sasin.edu](mailto:piyachart.phiromswad@sasin.edu))

This track invites papers from all areas of economics that focus on applying the knowledge in the field to address the issue of disruption. Disruption happens where new types of products or services that radically change their core value proposition and/or business model in the market or industry are introduced or will be introduced in the near future. This includes economics studies that focus on microeconomic issues, macroeconomic issues in the domestic and international economies, large and small businesses, game theory and general economic issues that focus on applying the knowledge to address the issue are welcome.

#### **4. Economic Development of China**

Track Chair: Jr-Tsung Huang, Ph.D., National Chengchi University, Taiwan  
([jthuang@nccu.edu.tw](mailto:jthuang@nccu.edu.tw))

This track is especially for the special issue of Singapore Economic Review on “China’s Economy: Challenges and Development in the Future.” We would like to broadly invite researchers to submit any original micro- and macro-level studies related to China’s economy to this track. Empirical and policy oriented research articles are most preferable, however, experimental, theoretical, and empirical case studies will be also welcomed. Those who have high-quality submissions in this track will be invited to submit their works to this special issue after conference.

#### **5. Longevity in Digital Era**

Track Chairs: Kua Wongboonsin, Ph.D., Sasin School of Management, Thailand,  
([kua.wongboonsin@sasin.edu](mailto:kua.wongboonsin@sasin.edu)) and Patcharawala Wongboonsin, Ph.D., Chulalongkorn University, Thailand, ([patcharawalai.w@chula.ac.th](mailto:patcharawalai.w@chula.ac.th))

Papers addressing theoretical, empirical, methodological, and policy issues that apply in an Asian context are priority. A comparative study with non-Asia is also welcomed. Contributions include those from the perspective of business demography, health economics, health marketing, actuarial science, and related fields.

#### **6. Global Innovation and Operation Management in a Digital Era**

Track Chairs: Chaipong Pongpanich, Ph.D., Sasin School of Management, Thailand  
([chaipong.Pongpanich@sasin.edu](mailto:chaipong.Pongpanich@sasin.edu)) and Chonawee Supatgiat, Ph.D., Sasin School of Management, Thailand ([chonawee.supatgiat@sasin.edu](mailto:chonawee.supatgiat@sasin.edu))

In the digital age, machine computing power and data storage technology are advancing at an exponential rate. Operations Research and Management Science are increasingly applied to solve various decision problems around the world. This track will present some examples of the development, application, and/or implementation of Operations Research and Management Science models that address economic issues in Asian countries.

#### **7. Marketing in a disruptive era**

Track Chairs: Krittinee Nuttavuthisit, Ph.D., Sasin School of Management, Thailand,  
([Krittinee.NuttaVuthisit@sasin.edu](mailto:Krittinee.NuttaVuthisit@sasin.edu)) and Pavitra Jindahra, Ph.D., Sasin School of Management, Thailand, ([Pavitraj@sasin.edu](mailto:Pavitraj@sasin.edu))

In a disruptive era, conventional beliefs and practices are challenged. Marketing must be transforming rapidly due to dramatic changes of technology, communications, environment concerns, social pressures, and consumptions. This track incorporates a broad range of marketing topics such as consumer behaviors, brands, products, pricing, channels, communications, relationship management with a focus on offering new perspectives emerging from a disruptive era. Specific theme of interest includes consumer and business sustainability.

## **8. International Financial Management and Investments**

Track Chairs: Pornsit Jiraporn, Ph.D., Pennsylvania State University, USA ([pjiraporn@gmail.com](mailto:pjiraporn@gmail.com)) and Pattarake Sarajoti, Ph.D., Sasin School of Management, Thailand ([pattarake.sarajoti@sasin.edu](mailto:pattarake.sarajoti@sasin.edu))

In a disruptive era, the most important question is how financial decisions can create sustainable value for the stakeholders. It is also crucial to understand how corporate governance influences corporate outcomes and policies. At the same time, investors make their investment decisions and diversify their portfolio globally. This track welcomes papers that provide better understanding of financial decisions in a disruptive era. Topics include international financial management, capital structure decisions, capital budgeting decisions, corporate governance, risk management, financial contagion, financial technologies, corporate and retail investor behaviors, portfolio management, mutual funds, derivative markets, performance evaluation, and financial sustainability.

## **9. Global Leadership and Cross-Cultural Management**

Track Chair: Kritika Kongsompong, Ph.D., Sasin School of Management, Thailand ([Kritika.Kongsompong@sasin.edu](mailto:Kritika.Kongsompong@sasin.edu))

Global leadership, cross-cultural management, global talent management and diversity management are vital to the management of human resources within the multinational firm. This track encompasses papers dealing with leadership development, and managing multicultural teams within the multinational firm. It also covers organizational behavior topics such as the positive and negative effects of diversity for individuals, teams, and organizations, issues related to cross-cultural management, and the role of language in multinational organizations. In addition, the track includes papers that address grand societal challenges (e.g., global migration and refugees, climate change, etc.) and the people-related and cultural implications for the multinational firm.

## **10. Management, Organizations and Strategy**

Track Chairs: Adith Cheosakul, Ph.D., Sasin School of Management, Thailand, ([adith.cheosakul@sasin.edu](mailto:adith.cheosakul@sasin.edu)) and Sabin Srivannaboon, Ph.D., Sasin School of Management, Thailand, ([sabin.srivannaboon@sasin.edu](mailto:sabin.srivannaboon@sasin.edu))

Amidst the incessant volatility, uncertainty, complexity and ambiguity (VUCA) world, especially the disruptive innovation, practical approaches to proactive implementation of management, organization and strategy with the integrated application of essential functional knowledge in fields such as accounting, economics, finance, human resources, information system, marketing, operations and project management are required to foster organizational sustainability and longevity. This track solicits the latest, original and significant contributions related to innovative practices in management, organization and strategy that stimulate stakeholders' innovation consciousness and engagement in active life-long learning and enable them to always be aware of their potential impact on a variety of constituencies.

## Submission Guidelines

There are two ways for you to submit your contribution. Please use one of the followings:

1. Online Submission: <https://forms.gle/uxsM6pUks2rp6aY96> (need to register a google account first)
2. Email Submission: Submissions can be sent to the ACFEA secretary, Ms. Patty Miao, at [asiancfea@gmail.com](mailto:asiancfea@gmail.com).

All papers are supposed to be written in the English language. Completed papers or extended abstracts (at least 500 words) are acceptable for review.

Authors of accepted abstracts or papers will be provided with detailed guidelines to prepare papers for publication in the conference proceedings, which will be available on-line (<http://www.asiancfea.org>) at the conference. Authors can provide ppt instead of full paper. If an abstract or a paper is accepted, **at least one author must pay conference registration fees no later than May 31, 2020**, and promise to attend the meeting and present paper included in the proceedings.

### Format for Abstract and Full Paper (or Extended Abstract):

1. In your email indicate article title, author(s) affiliation(s), mailing address(es), phone number(s), and email address(es) and the track of the submission (see a list of tracks in the previous section). Please make sure to provide the above information for each of the authors.
2. Submissions should follow APA Guidelines, 5<sup>th</sup> edition format with special attention to headings and references. DO NOT include author names in the file submitted. The maximum length is 20 double-spaced pages, including tables, charts, and references integrated into the paper. Running headers should not be used.
3. Maintain 1 inch top, bottom, and side margins.
4. Manuscripts should begin with an abstract of no more than 100 words, and should NOT include the author(s) name.
5. Create a file readable in the U.S. version of Microsoft Word. All graphics and tables should be included in the file. Before you save the file, click on File, Properties, and names or other information that might identify the authors.

### Criteria for Evaluation:

Submissions will be reviewed and evaluated on the basis of importance/relevance of the subject matter and the contribution to the knowledge base, appropriateness of the method, timeliness and usefulness of the (expected) findings, (expected) conclusions, and/or position, and adequacy of interpretation and implications. The Program Chairs shall determine the suitable track for each submitted paper. If accepted, the author(s) is (are) responsible for presenting the paper at the conference and/or finding an alternate presenter.

## Conference Special Issues

All papers presented in the conference will be published in the electronic proceedings. In addition, authors of papers that are written in English and outstanding in quality and content will be very welcome to submit their works to special issues of the following four journals:



*Journal of Family and Economic Issues* (Indexed in SSCI)  
Special Issue: Consumer and Family Economic and Financial Issues in the Asia-Pacific Region  
Guest Editor: Dr. Jr-Tsung HUANG (National Chengchi University)  
ISI Impact Factor: 0.921  
ISSN: 1058-0476



*Singapore Economic Review* (Indexed in SSCI)  
Special Issue: China's Future Economy: Challenges and Development  
Guest Editor: Dr. Jr-Tsung HUANG (National Chengchi University)  
ISI Impact Factor: 0.533  
ISSN: 0217-5908



*Journal of Consumer Policy* (Indexed in Scopus, Econlit)  
Special Issue: TBA  
Guest Editor: TBA  
RG Journal Impact: 0.67  
ISSN: 0168-7034



*Journal of Financial Counseling and Planning* (Indexed in Scopus, Econlit)  
Special Issue: Consumer Financial Capability and Wellbeing  
Guest Editor: Dr. Xiangyi MENG (Central University of Finance and Economics)  
2018 CiteScore: 1.65  
ISSN: 1052-3073

Note: Articles presented in this conference will be favorable for above four special issues. Therefore, papers published in these special issues must be related to the main theme of respect special issue and will be selected on the basis of a blind peer review that is separate and apart from the review process for the conference.

## Tentative Schedule:

September 15, 2019	Starting Call-for-Paper
December 31, 2019	Deadline for submitting workshop proposals
March 16, 2020	Starting review and selection process Starting to send out letter of acceptance and registration form.
March 31, 2020	<b>Submission deadline.</b> Submission could be full paper, extended abstract (at least 500 words), poster, or panel proposal. Please submit to asiancfea@gmail.com or <a href="https://forms.gle/uxsM6pUks2rp6aY96">https://forms.gle/uxsM6pUks2rp6aY96</a>
April 1, 2020	Starting late submissions.
April 1-April 30, 2020	Early registration.
May 1-May 31, 2020	Regular registration.
June 1-July 8, 2020	Late registration.
June 30, 2020	Final version deadline (send full papers, presentations, or extended abstracts to be included in the conference proceedings). End of late submission.
July 8, 2020	Conference check-in
July 9-11, 2020	Workshops and Conference
July 12, 2020	Departure

## Registration and Fees

- Early Rate (March 16~April 30, 2020): US\$ 300  
For participants with more than one presentation, the fee will be US\$ 150 for each additional presentation (e.g., \$450 for two presentations, \$600 for three presentations).
- Regular Rate (May 1~May 31, 2020): US\$ 325  
For participants with more than one presentation, the fee will be US\$ 150 for each additional presentation.
- Late Registration Fee (from June 1, 2020): US\$ 350  
For participants with more than one presentation, the fee will be US\$ 150 for each additional presentation.

Note:

1. Lunches are possibly provided during the conference (July 10<sup>th</sup> and 11<sup>th</sup>). The welcome reception dinner is on July 9<sup>th</sup> whereas the farewell dinner is on July 10<sup>th</sup>.
2. An official registration form will be sent to conference participants at a later date.

## Workshop Proposals

There are opportunities to organize workshops in this conference. This is an excellent venue for scholars or practitioners to share their expertise with all participants. If you want to organize a workshop, please send your proposal, including your detail personal information, workshop title and content, and what materials you can provide to audience. Once the proposal is approval, workshop provider will keep 30 percent of revenues. Please send your proposal to Dr. Jr-Tsung

Huang at [jthuang@nccu.edu.tw](mailto:jthuang@nccu.edu.tw) by December 31, 2019. Each workshop must have at least 10 attendees, or will be cancelled.

## **Organizers**

### **Conference Chair**

Kua Wongboonsin, Ph.D., Sasin School of Management of Chulalongkorn University  
President of ACFEA (2019-2021)

### **Program Co-Chairs**

Ravi Aron, Ph.D., Johns Hopkins University, USA  
Jr-Tsung Huang, Ph.D., National Chengchi University, Taiwan  
Patcharawalai Wongboonsin, Ph.D. Chulalongkorn University, Thailand

### **Organizing Committee**

Pattanaporn Chatjuthamard, Ph.D., Sasin School of Management, Thailand  
Sirisak Chueykamhang, Ph.D., Sasin School of Management, Thailand  
Patcharawalai Wongboonsin, Ph.D. Chulalongkorn University, Thailand  
Piman Limpaphayom, Ph.D., CFA, Portland State University, USA

## **Contact Information**

For more detailed information regarding call for papers, posters, panels, submission, registration, invoice of payment, members of organizing committee, etc., please visit the official website of ACFEA: <http://www.asiancfea.org/>, or send an email to the ACFEA secretary, Ms. Patty Miao, at [asiancfea@gmail.com](mailto:asiancfea@gmail.com). For inquiries about the conference venue, program or accommodations, please contact the conference secretary, Ms. Nanthapak Pinyo at [2020sasinacfea@sasin.edu](mailto:2020sasinacfea@sasin.edu)

## **About the ACFEA**

The Asian Consumer and Family Economics Association (ACFEA) is a conference-based organization and has met every other year since 1995. The past twelve biennial conferences were held in Malaysia (1995), China (1997), Korea (1999), China (2001), Taiwan (2003), United States (2005), Malaysia (2007), Japan (2009), Korea (2011), Taiwan (2014), Hong Kong (2016), and China (2018), respectively. The thirteenth biennial conference will take place at Sasin School of Management of Chulalongkorn University in Bangkok, Thailand.

At the past twelve ACEFA biennial conferences, attendees exchanged opinions of common problems on consumer and family economics in Asia and the typical economic issues of the host country. The attendees arrived at a common understanding of economic development in Asia and deepened the understanding of the complexity and diversity of problems on consumer and family economics. It goes without saying that in those conferences, many theoretical, methodological, pedagogical, and policy issues in consumer and family economics areas in an Asian context have been addressed.