

# The Seventh Joint Seminar of Yeungnam University and Hokkaido University

September 5th, 2013 at Room 301

Graduate School of Economics and Business Administration

Hokkaido University, Japan

## Program

### 10:30 - 10:35 Opening Session

Opening Remarks by Dean Yoshimi, Hiroshi (Graduate School of Economics and Business Administration, Hokkaido Univ.)

### 10:35 - 12:05 Morning Session

Moderator: Koyama, Koichi (Hokkaido Univ.)

1. Kim, Ki Su (Yeungnam Univ. [Management Information Systems](#))  
“A Study of Uncertainty Factors Affecting Consumers' Purchase Intention in Online Shopping”
2. Itaya, Jun-ichi (Hokkaido Univ. [Public Economics](#))  
“Alternative Objectives of Oligopoly: Aggregate Game Approach” (co-authored with Richard Cornes)
3. Uda, Tadashi (Hokkaido Univ. [Theories of Growth of SMEs](#))  
“A Theoretical Study on the Concept of Coworking”

### 12:05 - 13:20 Luncheon

### 13:20 - 14:00 Poster Session

Harris, James “Property Rights Institutions & Innovation: An Application to Late Qing / Republican China and Early Industrializing Britain”

Kalenga, Ngoy John “The Commercialization of Metals of the Generale des Carrieres et des Mines on World Market”

Yamazaki, Shingo “Weakening Tax Competition Using Technical Assistance”

(Graduate Student, Hokkaido Univ.)

### 14:00 - 15:30 Afternoon Session 1

Moderator: Machino, Kazuo (Hokkaido Univ.)

4. Yi, Huiuk (Yeungnam Univ. [Marketing](#))  
“An Empirical Study on the Relationship between Advertising Expenditures and Sales in the Korean Liquor Industry”
5. Kwon, Yung-Chul (Yeungnam Univ. [International Business](#))  
“The Role of Korean MNC Subsidiaries and Performance in the Chinese and Indian Market”
6. Hisanaga, Makoto (Hokkaido Univ. [International Trade](#))  
“Features of Comparative Advantage on International Services in East Asia”

### 15:30 - 15:40 Break

### 15:40 - 16:40 Afternoon Session 2

Moderator: Kubota, Hajime (Hokkaido Univ.)

7. Im, Hyejoon (Yeungnam Univ. [International Trade](#))  
“Estimating the Effects of Regional Trade Agreements on FDI by its origin and Type”
8. Kurosaka, Kengo (Hokkaido Univ. [Experimental Economics](#))  
“The Effect of Market Institution on the Division of Labor: An Experimental Approach”  
(co-authored with Inukai Keigo)

### 16:40 - 16:50 Closing Session

Closing Remarks by Professor Kim, Ki Su (Yeungnam Univ.)