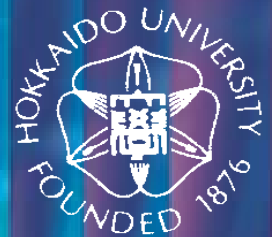


The Seventh Joint Seminar of Yeungnam University and Hokkaido University

September 5, 2013

at Room 301 Program



10:30—10:35 OPENING SESSION

Opening Remarks by Dean Yoshimi, Hiroshi (Hokkaido Univ.)

10:35—12:05 MORNING SESSION

Moderator: Koyama, Koichi (Hokkaido Univ.)

1. *Kim, Ki Su (Yeungnam Univ.)*

"A Study of Uncertainty Factors Affecting Consumers' Purchase Intention in Online Shopping"

2. *Itaya, Jun-ichi (Hokkaido Univ.)*

"Alternative Objectives of Oligopoly: Aggregate Game Approach"

3. *Uda, Tadashi (Hokkaido Univ.)*

"A Theoretical Study on the Concept of Coworking"

12:05—13:20 LUNCHEON

13:20—14:00 POSTER SESSION

14:00—15:30 AFTERNOON SESSION 1

Moderator: Machino, Kazuo (Hokkaido Univ.)

4. *Yi, Huiuk (Yeungnam Univ.)*

"Presidential Diplomacy and International Trade: the Case of Korea"

5. *Kwon, Yung-Chul (Yeungnam Univ.)*

"The Role of Korean MNC Subsidiaries and Performance in the Chinese and Indian Market"

6. *Hisanaga, Makoto (Hokkaido Univ.)*

"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.)*

"Estimating the Effects of Regional Trade Agreements on FDI by its origin and Type"

8. *Kurosaka, Kengo (Hokkaido Univ.)*

"The Effect of Market Institution on the Division of Labor: An Experimental Approach"

16:40—16:50 CLOSING SESSION

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