## 1st Scientific and Research Conference on Economic, Finance and Management Sciences 2014

Singapore 17 – 18 November 2014

ISBN: 978-1-63439-773-5

## Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2014) by Centre of Excellence for Scientific & Research Journalism All rights reserved.

Printed by Curran Associates, Inc. (2015)

For permission requests, please contact Centre of Excellence for Scientific & Research Journalism at the address below.

Centre of Excellence for Scientific & Research Journalism 10685-B Hazelhurst Dr.# 16258 Houston, TX-77043, USA

Phone: (281) 407-7509 Fax: (281) 754-4941

info@centreofexcellence.net

## Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA

Phone: 845-758-0400 Fax: 845-758-2634

Email: curran@proceedings.com Web: www.proceedings.com

## TABLE OF CONTENTS

APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGY IN THE ARCHITECTURE, ENGINEERING AND CONSTRUCTION (AEC) INDUSTRY IN HONG KONG	IMPACT OF COACHING ON ORGANIZATIONAL LEARNING AND EFFECTIVENESSLui-Yin Kwan	1
Wing Hong Lau, Fleming Woo A CONCEPTUAL FRAMEWORK FOR INDIVIDUAL GREEN INFORMATION TECHNOLOGY CONSUMPTION AND ITS IMPACT	APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGY IN THE	
A CONCEPTUAL FRAMEWORK FOR INDIVIDUAL GREEN INFORMATION TECHNOLOGY CONSUMPTION AND ITS IMPACT	ARCHITECTURE, ENGINEERING AND CONSTRUCTION (AEC) INDUSTRY IN HONG KONG	15
CONSUMPTION AND ITS IMPACT Pakvalit Kurkoon, Darrance Pimchangthong, Veera Boonjing ECONOMICS INTEGRATION IN ASEAN: CORPORATE VALUATION IN EMERGING MARKETS, REGIONALIZATION AND GLOBALIZATION	Wing Hong Lau, Fleming Woo	
Pakvalit Kurkoon, Daranee Pimchangthong, Veera Boonjing  ECONOMICS INTEGRATION IN ASEAN: CORPORATE VALUATION IN EMERGING  MARKETS, REGIONALIZATION AND GLOBALIZATION Benno Feldmann, Wipu Laosirirat  DIAMOND MODEL DEVELOPMENT OF ICT INDUSTRY CLUSTERS IN A DEVELOPING  COUNTRY 52  Wawan Dhewanto, Rendra Chaerudin, Donald Lantu, Sri Herliana, Evy Rachmawati  THE INFLUENCE OF WORKPLACE CONDITION AND EMPLOYEE SATISFACTION ON  EMPLOYEE COMMITMENT IN SOUTH AFRICAN COMPANIES 61  Elizabeth Chinomona, Tebogo Mofokeng  ANALYSIS OF THE CURRENT STATE OF ONLINE REPUTATION OF PUBLIC  INSTITUTIONS AND THE POSSIBILTIES OF ITS IMPROVEMENT 76  Peter Dorcâk, František Pollák, Nella Svetozarovováa  BRANDING A DESTINATION: FACTS AND MYTHS! 86  Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION 101  K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS  IN HONG KONG 118  Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY  RESPONSIBLE INVESTING 132  K. L. Lam, Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS  PARTITIONED PRICING 143  Matthew Lee, Frankie Law	A CONCEPTUAL FRAMEWORK FOR INDIVIDUAL GREEN INFORMATION TECHNOLOGY	
ECONOMICS INTEGRATION IN ASEAN: CORPORATE VALUATION IN EMERGING MARKETS, REGIONALIZATION AND GLOBALIZATION	CONSUMPTION AND ITS IMPACT	28
MARKETS, REGIONALIZATION AND GLOBALIZATION  Benno Feldmann, Wipu Laosirirat  DIAMOND MODEL DEVELOPMENT OF ICT INDUSTRY CLUSTERS IN A DEVELOPING  COUNTRY  Sowan Dhewanto, Rendra Chaerudin, Donald Lantu, Sri Herliana, Evy Rachmawati  THE INFLUENCE OF WORKPLACE CONDITION AND EMPLOYEE SATISFACTION ON  EMPLOYEE COMMITMENT IN SOUTH AFRICAN COMPANIES  Filizabeth Chinomona, Tebogo Mofokeng  ANALYSIS OF THE CURRENT STATE OF ONLINE REPUTATION OF PUBLIC  INSTITUTIONS AND THE POSSIBILITIES OF ITS IMPROVEMENT  Peter Dorcák, František Pollák, Nella Svetozarovováa  BRANDING A DESTINATION: FACTS AND MYTHS!  Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION  K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT  Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS  IN HONG KONG  118  Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY  RESPONSIBLE INVESTING  K. L. Lam, Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS  PARTITIONED PRICING  Matthew Lee, Frankie Law	Pakvalit Kurkoon, Daranee Pimchangthong, Veera Boonjing	
Benno Feldmann, Wipu Laosirirat  DIAMOND MODEL DEVELOPMENT OF ICT INDUSTRY CLUSTERS IN A DEVELOPING  COUNTRY	ECONOMICS INTEGRATION IN ASEAN: CORPORATE VALUATION IN EMERGING	
DIAMOND MODEL DEVELOPMENT OF ICT INDUSTRY CLUSTERS IN A DEVELOPING COUNTRY	MARKETS, REGIONALIZATION AND GLOBALIZATION	38
COUNTRY  Wawan Dhewanto, Rendra Chaerudin, Donald Lantu, Sri Herliana, Evy Rachmawati  THE INFLUENCE OF WORKPLACE CONDITION AND EMPLOYEE SATISFACTION ON  EMPLOYEE COMMITMENT IN SOUTH AFRICAN COMPANIES  Elizabeth Chinomona, Tebogo Mofokeng  ANALYSIS OF THE CURRENT STATE OF ONLINE REPUTATION OF PUBLIC  INSTITUTIONS AND THE POSSIBILITIES OF ITS IMPROVEMENT  Peter Dorcák, František Pollák, Nella Svetozarovováa  BRANDING A DESTINATION: FACTS AND MYTHS!  Jálio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION  K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT  Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS  IN HONG KONG  Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY  RESPONSIBLE INVESTING  K. L. Lam , Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS  PARTITIONED PRICING  Matthew Lee, Frankie Law	Benno Feldmann, Wipu Laosirirat	
Wawan Dhewanto, Rendra Chaerudin, Donald Lantu, Sri Herliana, Evy Rachmawati  THE INFLUENCE OF WORRPLACE CONDITION AND EMPLOYEE SATISFACTION ON  EMPLOYEE COMMITMENT IN SOUTH AFRICAN COMPANIES		
THE INFLUENCE OF WORKPLACE CONDITION AND EMPLOYEE SATISFACTION ON  EMPLOYEE COMMITMENT IN SOUTH AFRICAN COMPANIES		52
EMPLOYEE COMMITMENT IN SOUTH AFRICAN COMPANIES  Elizabeth Chinomona, Tebogo Mofokeng  ANALYSIS OF THE CURRENT STATE OF ONLINE REPUTATION OF PUBLIC INSTITUTIONS AND THE POSSIBILITIES OF ITS IMPROVEMENT  Peter Dorcák, František Pollák, Nella Svetozarovováa  BRANDING A DESTINATION: FACTS AND MYTHS!  Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION  K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT  Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG  Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY  RESPONSIBLE INVESTING  K. L. Lam, Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS  PARTITIONED PRICING  Matthew Lee, Frankie Law		
Elizabeth Chinomona, Tebogo Mofokeng  ANALYSIS OF THE CURRENT STATE OF ONLINE REPUTATION OF PUBLIC  INSTITUTIONS AND THE POSSIBILITIES OF ITS IMPROVEMENT		
ANALYSIS OF THE CURRENT STATE OF ONLINE REPUTATION OF PUBLIC INSTITUTIONS AND THE POSSIBILITIES OF ITS IMPROVEMENT 76 Peter Dorcák, František Pollák, Nella Svetozarovováa  BRANDING A DESTINATION: FACTS AND MYTHS! 86 Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION 101 K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN LINGUISTIC ASPECT 107 Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG 118 Margaret Mak Yee Mei FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY RESPONSIBLE INVESTING 132 K. L. Lam, Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS PARTITIONED PRICING 143 Matthew Lee, Frankie Law		61
INSTITUTIONS AND THE POSSIBILITIES OF ITS IMPROVEMENT Peter Dorcák, František Pollák, Nella Svetozarovováa  BRANDING A DESTINATION: FACTS AND MYTHS! Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN LINGUISTIC ASPECT. Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY RESPONSIBLE INVESTING K. L. Lam, Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS PARTITIONED PRICING Matthew Lee, Frankie Law		
Peter Dorcák, František Pollák, Nella Svetozarovováa  BRANDING A DESTINATION: FACTS AND MYTHS! 86  Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION 101  K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT 107  Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG 118  Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY  RESPONSIBLE INVESTING 132  K. L. Lam, Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS  PARTITIONED PRICING 143  Matthew Lee, Frankie Law		
BRANDING A DESTINATION: FACTS AND MYTHS! 86 Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION 101 K. Mukhtarovaa  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN LINGUISTIC ASPECT 107 Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG 118 Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY RESPONSIBLE INVESTING 132 K. L. Lam, Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS PARTITIONED PRICING 143 Matthew Lee, Frankie Law		76
Júlio Mendes, Manuela Guerreiro  KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION 101  K. Mukhtarovaa 101  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT 107  Nurila Shaimerdinova, Aisulu Kupayeva 107  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG 118  Margaret Mak Yee Mei 118  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY RESPONSIBLE INVESTING 132  K. L. Lam , Kenny J. M. Luo 132  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS PARTITIONED PRICING 143  Matthew Lee, Frankie Law		
KAZAKHSTAN WAY OF INNOVATION CLUSTERIZATION 101  K. Mukhtarovaa 101  ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT 107  Nurila Shaimerdinova, Aisulu Kupayeva 107  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG 118  Margaret Mak Yee Mei 118  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY RESPONSIBLE INVESTING 132  K. L. Lam , Kenny J. M. Luo 132  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS PARTITIONED PRICING 143  Matthew Lee, Frankie Law		86
K. Mukhtarovaa ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN LINGUISTIC ASPECT		
ON THE HISTORY OF THE RESEARCH OF OLD TURKIC ORHON INSCRIPTIONS IN  LINGUISTIC ASPECT		101
LINGUISTIC ASPECT  Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG  Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY RESPONSIBLE INVESTING  K. L. Lam , Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS PARTITIONED PRICING  Matthew Lee, Frankie Law		
Nurila Shaimerdinova, Aisulu Kupayeva  AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG		105
AN EVALUATION OF THE DETERMINANTS OF BRAND EQUITY IN FAST FOOD BUSINESS IN HONG KONG		107
IN HONG KONG		
Margaret Mak Yee Mei  FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY  RESPONSIBLE INVESTING		110
FINANCIAL ADVISERS' ATTITUDE AND READINESS OF ADVISING SOCIALLY RESPONSIBLE INVESTING		118
RESPONSIBLE INVESTING		
K. L. Lam , Kenny J. M. Luo  THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS  PARTITIONED PRICING		122
THE DISCOUNT FRAMING IN DIFFERENT PRICING SCHEMES: COMBINED VERSUS  PARTITIONED PRICING		132
PARTITIONED PRICING		
Matthew Lee, Frankie Law		1/12
		143
Author Index	Author Index	