

Welcome to Asian Consumer and Family Economics Association(ACFEA)

2016 ACFEA Biennial Conference The Eleventh Biennial Conference of ACFEA

July 7-10, 2016

Organized by

Department of Economics and Finance,

Hong Kong Shue Yan University,
Braemar Hill Campus
Hong Kong, China



CALL FOR PAPERS , POSTERS, AND PANELS

ABOUT ACFEA BIENNIAL CONFERENCE

The Asian Consumer and Family Economics Association (ACFEA) has met every other year since 1995. The past ten biennial conferences have been held in Malaysia, China, Korea, China, Taiwan, United States, Malaysia, Japan, and Korea, Taiwan, respectively. The Eleventh Biennial Conference of Asian Consumer and Family Economics Association (ACFEA) will be held at Hong Kong Shue Yan University, North Point, Hong Kong on July 7-10, 2016. The central topic of the conference is to improve the well-being of consumers and families. Professionals in economics, consumer/family economics, marketing, management, political science, education, psychology, sociology, social work, microfinance, social security and other related fields are welcome to submit papers, poster proposals, and panel proposals addressing theoretical, empirical, methodological, pedagogical, and policy issues as they apply in an Asian context. All Papers accepted by the conference will be published in the proceedings; in addition, **authors of papers that are outstanding in quality and content will be invited to submit their works to a special issue of Singapore Economic Review (SER, indexed in SSCI), Journal of Financial Counseling and Planning (JFCP, indexed in Econlit), International Journal of Revenue Management (IJRM, indexed in Econlit), and International Journal**

of Sustainable Real Estate and Construction Economics (IJSRECE).



A BRIEF INTRODUCTION TO HONG KONG

Hong Kong became a Special Administration Region (HKSAR) of the People's Republic of China on July 1, 1997, after a century and a half of British colonial administration. It is strategically located at the mouth of the Pearl River Delta in Southern China. Bordered by the Shenzhen Special Economic Zone to the north, Hong Kong has a total area of about 1,100 square kilometers with a population of 7.3 million people. To the surprise of many visitors, this bustling city also features lush green hill slopes, secluded beaches, leisurely rural landscape and rocky shorelines.



Hong Kong is characterized by a high degree of internationalization, business-friendly environment, rule of law, free trade and free flow of information, open and fair competition, well-established and comprehensive financial network, superb network of transport and communications infrastructure, sophisticated support services, and a well-educated workforce complemented by a pool of efficient and enterprising entrepreneurs. As the economic and financial gateway to China, and with an efficient regulatory framework, low and simple taxation, and sophisticated capital markets, the territory continues to offer the most convenient platform for international companies doing business on the mainland.

It is the world's 13th largest trading economy and is the "Freest Economy of the World" as named by the US based Heritage Foundation for 21 consecutive years, and it ranks second in the world

for competitiveness in annual IMD study; it was the world's fourth largest recipient of Foreign Direct Investment (FDI) flows, and was the world's 10th largest trading entity in merchandise trade in 2013; and it topped the World Economic Forum's (WEF's) Financial Development



Index in 2011 and 2012. In addition to its best-known as a shopper's paradise, Hong Kong has the world's most expensive airport (Hong Kong International Airport), the world's longest outdoor electric escalator (Central to Mid-levels escalator system), the world's longest road and rail suspension bridge (Tsing Ma Bridge), the world's largest cable car system (Ngong Ping 360), and the world's oldest double-decker tram (Hongkong Tramways),... etc. You will be able to experience all these things during your stay in Hong Kong.

CONFERENCE SCHEDULE

Date	Activities
July 15, 2015	Starting Call for Papers, Posters, and Panels
March 31, 2016 <small>NEW!</small> (Extended)	Full Paper (Or At Least 1,000 Words Extended Abstract), Poster, and Panel Submission Deadline.
Feb. 15 – Mar. 31, 2016	Reviewing Process
March 1, 2016	Starting to Send Out Letter of Acceptance
March 1, 2016	Starting Registration
April 1, 2016	End of Early Registration
May 1, 2016	End of Registration
June 1, 2016	Deadline of Accepted Full Paper Submission
July 7, 2016	Conference Registration
July 8 - 9, 2016	Conference and local tour
July 10, 2016	Departure

Please send all kinds of submissions to the conference secretary, Dr. Kurt Hon via e-mail: tyhon@hksyu.edu.

CONFERENCE WEBSITE

For more detail information regarding call for papers, posters, panels, submission, registration, accommodation, members of organizing committee, etc., please visit the official website of the 11th Biennial Conference of ACFEA: <http://www.asiancfea.org>.

On behalf of ACFEA, I would like to invite all of you to attend the conference and enjoy your stay in a wonderful and joyful place, Hong Kong.

Sincerely yours,

Che-cheong POON

PhD., Business Administration, Bulacan State University, Philippines
Associate Professor, Department of Economics and Finance, Hong Kong Shue Yan University
President of Asian Consumer and Family Economics Association.
Conference Chair of the 11th Biennial Conference of ACFEA.
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URL: <http://fs3.hksyu.edu/~ccpoon/>

Local Organizing Committee

Program & Conference Schedule

Guidelines for Submissions

Keynote Speakers

Journal Editor Panel Session

Country Report Session

Conference Photos

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Local Organizing Committee

Local Organizing Committee of the Eleventh ACFEA Conference

Positions	Name(s)	Duty
Chair of Conference	Poon, Che Cheong	Responsible for communication with the advisory board of the ACFEA, call for papers, inviting conference guests, the balance of conference budget, seeking sponsorships, and looking over all activities of the event in order to ensure the quality ACFEA conference.
Vice Chairs of Conference	Yuen, Wai Kee	Call for papers, inviting conference guests, and looking over all activities of the event in order to ensure the quality ACFEA conference.
Members of Conference Advisory Committee	Yu, Fu Lai (SYU VIPs, ACFEA advisory board members, ACFEA former presidents will be added to this committee.)	Honorary positions to some VIPs
Conference Secretary	Hon, Tai Yuen	To keep in files all the submissions from participants, to handle participants' communications, to prepare the conference manual, to set up the conference programme rundown, and

		to keep all sub-committees' agenda and minutes.
Conference Treasurer	Lam, Cheung	Responsible for the banking, book-keeping, record-keeping, and is the conference cashier.
Convener of Submissions Review Committee	Li, Rita Yi Man Lee, Shu Kam	To review, provide brief comments, recommendation for acceptance or rejection of submitted conference papers and posters, and recommend papers for publishing in JFEI and JFCP special issues.
Proceedings Editorial Board	Woo, Kai Yin Tang, Chi Ho	Assisted by student helpers, to produce the abstract book and conference proceedings CD ROM and make them available one week before the conference registration date.
Transportation and Local Tours Team	Wong, Fuk Kin Hon, Tai Yuen	Assisted by student helpers, to arrange shuttle bus services between SYU and City Garden Hotel during conference days, and organize one sightseeing tour and one sightseeing tours in the afternoon of July 7 and 9.
Reception Team	Chu, Wan Ling Yeung, Wai Man Tang, Chi Ho Tsui, Tsz Kin	Assisted by student helpers, take care of our guests and participants' registration, accommodations and dinners: lunches; and prepare and serve simple buffet lunches and coffee & snack breaks, prepare the conference kit bags, and to entertain conference guest /participants, and take photos.
Venue Layout Team	Hon, Tai Yuen Lam, Cheung	To decorate the venues of reception dinner at CityGarden hotel, conference halls and

		presentation rooms, farewell dinner at JumboKingdom, displacing posters.
Leader of Student Helpers	Cheung, Ngan Ying	Assist the Conference Chair to recruit and assign student helpers to conference working teams.

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Program & Conference Schedule

- **The manual of 2016 ACFEA Biennial Conference is available now ([Download](#)). (2016-06-20)**
- **Conference Schedule**

Date	Activities
July 15, 2015	Starting Call for Papers, Posters, and Panels
March 31, 2016 	Full Paper (Or At Least 1,000 Words Extended Abstract), Poster, and Panel Submission Deadline.
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Guidelines for Submissions

ACFEA 2016 Conference Guideline for the Submission of Panel Proposals, Extended Abstracts, Papers, and Posters

Please send all kinds of submissions to the conference secretary, Dr. Kurt Hon via e-mail: tyhon@hksyu.edu by March 31, 2016.👍

(A) Panel Proposals

1. Panels should provide a good forum for the discussion of new approaches and innovative ideas. A group of 3-4 presenters organized around a topic in relation to the well-being of consumers and families may submit a panel proposal.
2. The panel organizer or chair will be responsible for sending invitations to the authors (presenters) and accepting all paper abstracts submitted to the panel. All papers for the panel must be submitted separately by their authors.
3. No panel should include more than one presenting author from the same organizational affiliation.
4. The proposal should include names, email addresses, and affiliations of the panelists including the chair.
5. Include the panel theme and a 75-word (max) description of the panel for the conference program.
6. A 400-word (max) abstract for the panel including a justification explaining the importance of the topic and why it is of interest to ACFEA members, and 3-5 keywords that accurately reflect the panel session's content.

- 7. Title and a 150-word (max) abstract for each of the papers on the panel followed by a brief description of each panelist's qualifications regarding the proposed topic.**
- 8. The paper size should be A4 (i.e. 21.0 centimeters [8.27 inches] by 29.69 centimeters [11.69 inches]) and the margins: top, bottom, left, and right are 2.54 centimeters (1.00 inches). In the body text, use Arial typeface (10 point regular) throughout, and single-space the body of the paper.**
- 9. The proposal should be written in the English language.**
- 10. The submission should be in Microsoft Word document file format and follow APA Guidelines, 6th edition format with special attention to headings and references.**

(B) Extended Abstracts and Papers

- 1. We welcome both completed research and works in progress (please indicate a work in progress in the title).**
- 2. Work already published or accepted for publication should not be submitted.**
- 3. Preferably includes a discussion of relevant literature and theories, research methodology, analysis and preliminary findings.**
- 4. Extended Abstracts of completed projects between 1000 and 1500 words in length (3-5 pages), excluding title page and references.**
- 5. The cover page should include a title along with 3-5 key words to help facilitate the review process, and the names, email addresses, and affiliations of the corresponding author and the co-author(s), if any.**
- 6. The paper size should be A4 (i.e. 21.0 centimeters [8.27 inches] by 29.69 centimeters [11.69 inches]) and the margins: top, bottom, left, and right are 2.54 centimeters (1.00 inches). In the body text, use Arial typeface (10 point regular) throughout, and single-space the body of the paper.**
- 7. The abstract should be written in the English language.**
- 8. The submission should be in Microsoft Word document file format and follow APA Guidelines, 6th edition format with special attention to headings and references.**
- 9. The formatting guidelines for papers 【 [Download](#) 】 .**

(C) Posters

1. All posters are to be written in the English language. If a poster is accepted, at least one author must pay conference registration fees and interpret findings in the poster presentation session.

2. Authors of posters should provide a one-page single-spaced abstract for publication in the conference proceedings. The paper size should be A4 (i.e. 21.0 centimeters [8.27 inches] by 29.69 centimeters [11.69 inches]) and the margins: top, bottom, left, and right are 2.54 centimeters (1.00 inches). In the body text, use Arial typeface (10 point regular) throughout.

3. Poster abstracts should include the poster title, the author/authors (names, email addresses, and affiliations), purpose, background/significance, method, results, conclusions, and 3-5 keywords.

4. The full length and width of the poster board size is 146cm×100cm.

The submission including all graphics and tables should be put in a Microsoft Word document file and follow APA Guidelines, 6th edition format with special attention to headings and references.

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Keynote Speakers

KEYNOTE SPEAKERS

Dr. Charles Yuji HORIOKA



- Ph.D. in Economics, Harvard University (1977 – 1981)
- Research Professor, Asian Growth Research Institute, Japan
- Associate Editor, *International Economic Review*
- Associate Editor, *Japanese Economic Review* (Economic Studies Quarterly) , Japanese Economic Association

Dr. Euston QUAH



- Ph.D. in Economics, National University of Singapore, 1988
- Professor and Head of Economics, Nanyang Technological University, Singapore
- Editor, *Singapore Economic Review* (SER)
- President, Economic Society of Singapore; President, Asian Law and Economics Association
- Member, European Academy of Science and Arts

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Journal Editor Panel Session

EDITOR PANEL SESSION

- *International Economic Review*, Yuji Horioka
- *International Journal of Revenue Management*, Jason C.H. Chen
- *International Journal of Sustainable Real Estate and Construction*, Rita Y.M. Li
- *Journal of Family and Economic Issues*, Elizabeth Dolan
- *Journal of Financial Counseling and Planning*, Jing Jian Xiao
- *Singapore Economic Review*, Euston Quah



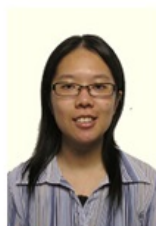
Euston Quah



Jing Jian Xiao



Elizabeth Dolan



Rita Y.M. Li



Jason C.H. Chen



Yuji Horioka

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Country Report Session

Chair: Dr. Jr-Tsung Huang (National Chengchi University, Taiwan)

Reporter:

China: Dr. MENG, Xiangyi (Central University of Finance and Economics, China)

Hong Kong: Dr. LI, Rita (Hong Kong Shue Yan University, Hong Kong)

India: Dr. KUMAR, Karuna (Karuna Global Foundation, India)

Japan: Dr. NIIMI, Yoko (Asian Growth Research Institute, Japan)

Macau: Dr. CHAN, Joanne (University of Macau, Macau)

Philippines: Dr. JADIE, ROSEMARIE R. (Bicol University, Philippines)

South Korea: Dr. JOO, Sohyun (Ewha Womens University, South Korea)

Taiwan: Dr. LAI, Whuei-wen (National Taiwan Normal University, Taiwan)

USA: Dr. YAO, Rui (University of Missouri, USA)

Vietnam: Ms. NGUYEN, Thị Hải Yến (Hoa Sen University, Vietnam)

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Conference Photos



2016 The 11th Biennial Conference of ACFEA in Hong Kong

More conference photos are available at

<https://www.flickr.com/photos/142219698@N03/albums>.

Please take a look and download the full size of each photo.

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