

Public Lectures : International Corporative Governance and Marketing

1. Corporate Governance in Taiwan and Japan

Tsung-Ming Yeh, Akita International University

2. Understanding Green Purchase Behavior in Malaysia

Nurul Zarirah Nizam,

Aichi University and University of Technical Malaysia Melaka, Malaysia.

Chair: Yasuo Hoshino, Aichi University & University of Tsukuba

◆ 開催日： 2014年3月7日(金) 14:00~16:30

Date/Time : March 7, 2014, 14:00-16:30

◆ 会場： 愛知大学名古屋校舎 厚生棟3階 W32会議室

(名古屋駅より徒歩約10分 / あおなみ線ささしまライブ駅 下車 / 駐車場なし)

Venue : W32 Conference Room, Aichi University, Nagoya Campus 3F Welfare Building

◆ 言語： 英語【通訳なし】 ◆ 参加費： 無料【申込不要】

※愛知大学東京事務所とテレビ会議中継 TV Conference with Tokyo Office, Aichi University.

東京都千代田区霞が関3-2-1 霞が関コモンゲート西館37階 <http://www.aichi-u.ac.jp/ftpup/tpz13/tokyo.html>

— Summary 1 —

The first part of the speech will provide an overview of the corporate governance in Taiwan, based on recent statistics data and empirical work. The second half of the speech will present the speaker's empirical studies on Japanese corporate governance, particularly the recent phenomena of shareholder activism in corporate Japan.

— Summary 2 —

We examine the factors that influence green purchasing behaviors of Generation Y and to contribute the Theory of Reasoned Action (TRA). Respondents in this study among generation Y in Malaysia (North, South, East and West) and will considered their demographics profile. A target total of 500 usable questionnaires will be analyzes by using Statistical Package for Social Science Software version 19. Five hypotheses have been developed from Literature Review reading and will tested using regression coefficients and analysis of variance (ANOVA) to find the relationships between demographics variables and the background of green purchasing behavior. All the variables are social influence, environmental attitude, environmental concern, eco-label and government's role.

【講師略歴】

Tsung-Ming Yeh(葉 聰明)

Bachelor of Commerce, National Cheng-Chi University, Taiwan. PhD in Management, University of Tsukuba
Assistant Professor, Kansai Gaidai University, 2002-2003. Associate Professor, Akita International University, Present

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