IX Conference of International Federation of East Asian Management associations (IFEAMA)

Modernization of economy and management development

Hosted by: IFEAMA

Sponsored by:
State University of Management (SUM)

Moscow, 1-2 October 2008
Welcome Speech on the Opening Ceremony
IX Conference IFEAMA, October 1, 2008, Moscow

I kindly greet our colleagues and friends, taking part in XI IFEAMA Conference. This is the second Conference in Moscow, organized by the State University of Management. And it is very pleasantly that the Conference is held in a year of IFEAMA 15th anniversary. All 15 years we together and our collaboration are unique and important for development of management in Russia. Exchange of experience in business management, theoretical and applied concepts and management technologies affords to move on, improve business performance.

I hope that 15-year foundation, created in IFEAMA, will be used for farther partnership extension, especially in the sphere of cooperative scientific research, exchange of researchers, trainees, candidates and students. We are quite interested in intensification of such contacts with our colleagues from East-Asian region countries.

Remember that we will always be glad to see you in the State University of Management, as you are good friends and colleagues. I wish a productive work to participants of the Conference!

With respect,

Alexey M. Lyalin
Rector of the State University of Management, Professor
Respectable Professor Tasuku Noguchi
Respectable Rector of State University of Management
Ladies and gentlemen:

The Ninth Annual Meeting of IFEAMA opens today in Moscow, a hero city with beautiful sceneries and prodigies!

At the moment of the opening of the meeting, on behalf of IFEAMA, I’d like to sincerely thank Professor Noguchi, the great figure in science of management in Japan, who has originated this organization and effectively organized the annual meetings from very first session to the eighth one and who has a great influence in the field of management science worldwide!

I’d like to thank sincerely the colleagues from the hosting organization, Russian State University of Management, who have made contributions to this meeting!

I’d like to thank sincerely the representatives from the various countries in East Asia, who have presented this meeting!

The subject of this meeting is “Modernization of Economic and Management Development”. This is a quite valuable proposition, the core of which is the “Modernization of Development” and the key of which is “Development”.

The economy and management can be considered as a twin of brothers. The development of economy can’t be without the effective management, and the management can’t be without vitality of economy, otherwise it would be like water without sources, or trees without stems.

Among the several thousands of years of development of human society, only since the eighteenth century, the human society has been developing rapidly. The development of productive force has led to the huge changes of production relations, and the unprecedented development of social culture. These will inevitably bring forth the unprecedented development of the management of science and science of management, which have already been proven in the history of human development.

The development of economy, technology and society in East Asia plays an important role in the world development pattern. In the history of development, former Soviet Union and Japan were firstly developed, then the other countries and regions in East Asian and Southeast Asia, such as Korea, Singapore, Malaysia, China’s Taiwan, China since the 80s last century, Russia and Vietnam since the beginning of this century. In overview of the development of these countries and regions, we can find a common phenomenon that is the development of management of science and science of management. It is not only the product of development of economy, technology, and society, but also the tremendous propelling force for the development of society.

In face of the rapid development and the fierce competition in the world today, in order to maintain the robust impetus of development of the countries in East Asia, the development of management of science and science of management is more and more required. This is the holy commission that the history imposes on us.

Finally, wish the success of the meeting! Wish the health, victory of businesses, and happiness of the families for all of the representatives!

Sun Qianzhang
President of IFEAMA

IX Conference IFEAMA, 1-2 October, 2008, SUM, Moscow, Russia
State University of Management – the Leader of Russian Management Education
www.guu.ru

The State University of Management is one of the largest state higher education establishments of Russia, specializing on training managers. This makes our institution unique and original. Over 17 thousand undergraduate and postgraduate students are trained at the University.

78 departments of the University have 1116 faculty members. Among them there are more than 280 Doctors of Sciences and Professors, 720 Candidates of Sciences and Associate Professors, 12 Academicians and Corresponding Members of the Russian Academy of Sciences, 106 Full Members of public academies, 17 Honored Scholars of the Russian Federation, 35 Esteemed Workers of Higher Education and Vocational Training of the Russian Federation, 11 Winners of the Prize of the Government of the Russian Federation in the field of education and one Winner of the State Prize.

The University consistently conducts the strategy of developing new management specializations and was the initiator of opening the following core management specialties in the system of higher education of the country, such as management, marketing, human resource management, state and municipal management, economics and production management in national economy.

Over the last years training was launched on such popular and promising directions as anti-crisis management, innovations management, logistics, strategic management, management of technologies, investment management, project management, facility management, management of ecological safety, management in the social sphere, information management, financial risks management etc.

IX Conference IFEAMA, 1-2 October, 2008, SUM, Moscow, Russia
1 October, 2008 (Wednesday)

Chamber of Commerce and Industry of the Russian Federation  
Moscow, Ilyinka Street, 6

09.00 – 10.30  Registration
10.30 – 10.50  Opening Ceremony. IX Conference IFEAMA  
Hosted by:  
Gennady L. Azoev  
State University of Management, Director of the Institute of Marketing, Professor  
Welcome Speech:  
Alexey M. Lyalin  
Rector of the State University of Management, Professor  
Tasuku Noguchi  
Honorary President IFEAMA, Keio University, Professor emeritus  
Qianzhang Sun  
President of IFEAMA, President of China Academy of Management Science, Professor

10.50 – 11.20  Coffee-Break
11.20 – 13.20  Plenary session

11.20 – 11.50  Sergey U. Glaziev  
State University of management, Director of the Institute of New Economy,  
Academician of Russian Academy of Sciences

11.50 – 12.10  Andrey V. Zverev  
Government of the Russian Federation, Head of the Analytical Center

12.10 – 12.40  Qianzhang Sun  
President of IFEAMA, President of China Academy of Management Science, Professor

12.40 – 12.55  Alexander N. Belousov  
Chamber of Commerce and Industry of the Russian Federation, Committee on  
development of an aerospace complex, Chairman

12.55 – 13.20  Toshiaki Chokki  
Hosei University, Professor emeritus

13.20 – 14.20  Lunch
14.20 – 16.20  Plenary session

14.20 – 14.50  Xinzao Dong  
Tsinghai University, The School of Economics&Management, Professor

14.50 – 15.20  Takabumi Hayashi  
Rikkyo University, Professor

15.20 – 15.50  Xingli Peng  
Changping Education Base of Beijing Supervision Bureau, Director, Research  
Fellow

15.50 – 16.20  Shizuko Kato  
Meiji University, Professor

16.20 – 16.40  Coffee-Break
16.40 – 17.50  Plenary session
16.40 – 17.10  **Yuan Lou**  
University of Science&Technology, The School of Economics&Management, Beijing

17.10 – 17.40  **Jie Cui**  
Entry-Exit Inspection&Quarantine Bureau of Xinjiang Uygur Autonomous, Research Fellow

17.40 – 17.50  Summary of the First Conference Day

18.20 – 20.30  Welcome Party
20.30 – 22.00  Excursion. Red Square

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**October 2, 2008 (Thursday)**

Business-Center, State University of Management  
*Moscow, Ryazanskiy Avenue, 99*

10.30 – 12.10  **Group Discussion 1, Lecture room 123**  
**DEVELOPMENT MARKETING CONCEPTS AND MANAGEMENT TECHNOLOGIES IN THE MODERN COMPANY**

**Chair:**  **Gennady Azoev**  
State University of Management, Professor, Moscow

**Co-Chair:**  **Takabumi Hayashi**  
Rikkyo University, Professor, Japan

**Shizuko Kato**  
Meiji University, Professor, Japan

**Toshiaki Chokki**  
Hosei University, Professor emeritus, Japan

**Igor Semenov**  
State University of Management, Associate Professor, Moscow

**Jin Yu**  
Business School of Hohai University, Professor, China

**Ekaterina Sumarokova**  
State University of Management, Associate Professor, Moscow

**Pavel Kubakhov**  
State University of Management, Assistant Professor, Moscow

**Tae-Wang Lee**  
Aichi University, Faculty of Economics, Professor, Japan

**Hsin-Hue Chang**  
Ming Chuan University, Associate Professor, Taiwan

**Irina Zaharenko**  
State University of Management, Associate Professor, Moscow

**Tatiana Beregovskaya**  
State University of Management, Lecturer, Moscow

**Irina Alyoshina**  
State University of Management, Associate Professor, Moscow

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Vasiliy Starostin
State University of Management, Post-graduate student, Moscow

Konstantin Bykov
State University of Management, Post-graduate student, Moscow

Anatoliy Kovalev
State University of Management, Associate Professor, Moscow

Ke Cai
Beihang University, Associate Professor, China

Rustam Bostanov
State University of Management, Post-graduate student, Moscow

Gui Chen
Institute of Enterprise Innovation Director, China

Fazheng Sun
Shenzhen natural ecological landscape Technology Co. Ltd., President, China

Shangyu Lu
Shenhuo Alcoa Co. Ltd. of Henan Province, Vice Director, China

Yi Wang
Tianshui City Taizhou District Standing Committee of Gansu Province, Vice Director, China

Zhang Shengyang
Hongquan Pneumatic Tools Plant Co. Ltd., President, China

Jian Wang
College of Economics and Trade of Hebei Agricultural University, Professor, China

Weijun Chen
Head of Institute Northeast Institute of China Construction, China

Jibin Huang
Shenyang Xinxin Xianfeng M&E Ltd., President, China

Xianming Liu
Hubei Institute of City Planning&Design, President, China

Chunrong Yang
Laizhou Xingda Liquify Machine Ltd., President, China

Haoran Xu
Far East Stock Control Ltd., Professor, China

Henggen Zhao
Beijing Yanwenhua Tech Consulting Center, Professor, China

Yanchao Meng
Tongji University, Manager, Shanghai, China

IX Conference IFEAMA, 1-2 October, 2008, SUM, Moscow, Russia
Group Discussion 2, Lecture room 220

INNOVATION MANAGEMENT UNDER REINFORCING COMPETITION

Chair: Xinbao Dong
University of Tsinghua, Professor, China

Co-chair: Yozi Ichida
Nihon University, Associate Professor, Japan

Zhicheng Chen
China Academy of Management Science, Professor

Chie Iguchi
International Business Ritsumeikan University, Associate Professor, Japan

Yamin Yang
University of Tsinghua, Professor, China

Jingquan Xiang
Ministry of Finance, PRC, Professor, China

Enmin Yao
Renmin University, Professor, China

Tran Kim Hao
Central Institute of Economic Management, Economist, Hanoi, Vietnam

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Ningbo Wanda Freeze Products Group Co. Ltd., President

Zuozhu Chen
Ningbo Wanda Freeze Products Group Co. Ltd., Secretary

Huali Dong
Nanjing Independent Office of National Audit Bureau, Commissioner, China

Lifang Zhang
Pingdingshan Industrial Vocational and Technical College, Director, China

Wenxia Cui
Zhengzhou Xunda Metallurgical Promote New Technologies Co. Ltd., President, China

Fang Han
Jiangsu Keyong Construction Quality Test Center, President, China

Jiewu Mei
Jiangsu Keyong Construction Quality Test Center, Vice President, China

Fangpan Mei
Former Shanghai Airport Authority Operation and Management Company, Senior Economist, China

Jiwen Suo
Nanjing Zhida Analytical Instrument Co. Ltd., Senior Engineer, China

Qunyou Zhu
Shandong Tiantong City Construction Group Co. Ltd., Vice President, China

Zifen Ding
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Dingxin International Capital, President, China

Xiangti Zhao  
Yingde Air Investment Ltd., Director, China

Guyue Hu  
Shanghai Hexin Investment Consulting Ltd., President, China

Xingli Peng  
Beijing Inspect Bureau, Director Education Base, China

Zhengxin Shan  
Jiangsu Nantong Dongda Group Co., President, China

Xiaofu Liu  
Wuhan Fuqiang S&T Development Ltd., President, China

Tianqiang Zhang  
Zhuhai Hongguang Electronic Ltd., President, China

Guixia Wu  
Hubei Institute of City Planing&Design Research, Senior Economist, China

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Shanghai Auto Industrial Material Ltd., Vice President, China

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Tuzhuang Wu  
Shantou Jintong Industry Ltd., President, China

Ying Li  
Head of Section Beijing No.35 High School, China

Group Discussion 3, Lecture room 114

MAINTENANCE OF COMPETITIVE ADVANTAGES FOR ECONOMIES OF EAST ASIA COUNTRIES

Chair:  Fumio Yoshino  
Takushoku University, Professor, Japan

Co-chair:  Lou Yuan  
University of Science&Technology, The School of Economics and Management, Lecturer, Beijing
Shizuko Kato  
Meiji University, Professor, Japan  

Xiao-Jun Yu  
Nagoya University of Foreign Studies, Professor, Japan  

Vladimir Soloviev  
State University of Management, Associate Professor, Moscow  

Yoshiaki Takatsu  
Graduate Institute for Entrepreneurial Study  

Tran Kim Hao  
Central Institute of Economic Management, Economist, Hanoi, Vietnam  

Jianguo Fu  
Yantai Happiness Installation Engineering Company, President, China  

Jianxian Su  
Qingdao Feed Industry Association, Senior Economist, China  

Qing Xu  
Hubei Institute of City Planning & Design, Head of Department, China  

Jianmin Lu  
Shandong Zibo Normal College, Lecturer, China  

Jiachun Pu  
Sichuan Nanchong City Government, Finance Office, Director, China  

Zeguang Mi  
Sichuan Nanchong City Government, Director of Section Finance Office, China  

Min Zhang  
Zhejiang Weilaoda Industry and Trade Co. Ltd., President, China  

Mingli Wei  
Dehong Tailida Investment Co. Ltd., President, China  

Mingran Deng  
Wuhan University of Technology, Professor, China  

Baocheng Xu  
Head of Section Education Bureau, Kaifeng City, Henan Province, China  

Yuanzhao Zhu  
President Anda Industry Ltd., Cangwu, Guangxi, China  

Group Discussion 4, Lecture room 113  
RISK, ENVIRONMENT AND ENERGY  

Chair: Chie Iguchi  
International Business Ritsumeikan University, Associate Professor, Japan  

Co-chair: Quan Li  
Bank of Knowledge, Professor, China  

Takao Nuki  
Daito Bunka University, Professor, Japan  

IX Conference IFEAMA, 1-2 October, 2008, SUM, Moscow, Russia
Zhicheng Chen  
China Academy of Management Science, Professor

Dianfeng Guo  
Web-site “Gangteizhijia“, Manager, China

Qingming Meng  
Shanghai Branch, China I&C Bank, Senior Economist

Baoyong Yuan  
Yangzhou Runyang Law Firm of Jiangsu Province, Director, China

Yu Liang  
Zhanjiang Qianfutian Accountants Firm, Executive, China

Weiyin Du  
Dalian Sights Editorial Board, Professor, China

Shihe Ni  
Mingguang Haomiao Fire Prevention Technology Development Co. Ltd., President, China

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Haiyan Wu  
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Rukang Zhou  
Shanghai Yunshan Environment Protection Technology Industry Ltd., President

Qi Zhang  
Head of Training Dalian Training Center, Northeast Electric Net, China

Group Discussion 5, Lecture room 221

CORPORATE STRATEGY AND CORPORATE GOVERNANCE

Chair: Yutaka Takakubo  
Nihon University, Professor, Japan

Co-Chair: Yang Zhang  
Business School of Hohai University, Professor, China

Nagakaku Natsumoto  
Sakushin-gakuin University, Professor, Japan

Qianzhang Sun  
China Academy of Management Science, Professor

Wenying Chen  
China Academy of Management Science, Professor

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Alexander Zobov
State University of Management, Professor, Moscow

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Zilian Wu
Pingdingshan Industrial Vocational and Technical College, President, China

Qianluo Lin
Fujian YiBingDing Real Estate Company, President, China

12.10 – 12.30
Coffee-Break

12.30 – 14.00
Group Discussion 1, Lecture room 123
Group Discussion 2, Lecture room 220
Group Discussion 3, Lecture room 114
Group Discussion 4, Lecture room 113
Group Discussion 5, Lecture room 221

14.00 – 15.00
Lunch

15.00 – 16.30
Group Discussion 1, Lecture room 123
Group Discussion 2, Lecture room 220
Group Discussion 3, Lecture room 114
Group Discussion 4, Lecture room 113
Group Discussion 5, Lecture room 221

18.00 –21.00
Gala-Dinner

October 3, 2008 (Friday)
10.30 – 12.10
Excursion. Moscow Kremlin

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IX Conference IFEAMA, 1-2 October, 2008, SUM, Moscow, Russia
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Vice Director Shangyu Lu
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Vice Director Yi Wang
Organization: Tianshui City Taizhou District Standing Committee of Gansu Province

President Hongquan Zhang
Organization: Shengyang Pneumatic Tools Plant Co. Ltd.

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Organization: Zuoquan Branch of Handan the Fifth Construction and Installation Co. Ltd.

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Organization: Shanghai Real Estate Administration Bureau

Vice Mayor of city Peiming Xue
Organization: Wulanchabu People's Government of Inner Mongolia

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Organization: Municipal Communications Burean of Inner Mongolia

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Head of Section Baocheng Xu  
Organization: Education Bureau, Kaifeng City, Henan Province

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Organization: Shanxi Wanjiazai Yellow River Project Administration Bureau

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MOSCOW

The first written record of Moscow dates back to 1147, to the reign of Great Prince Yuri of Kiev, Vladimir Monomakh's son. He was nicknamed "Dolgoruky" (Long-armed), one reaching out for other principalities, for his unification policy. Yuri Dolgoruky is considered to be the founder of Moscow and in commemoration of this an equestrian statue by the sculptor S.Orlov was erected in Tverskaya Street in 1954.

In the 15th century by the size of its territory and population Moscow surpassed London, Prague and other largest cities of Europe. After the abolition of serfdom (1861) and in the course of developing capitalism in Russia rates of Moscow’s growth increased and the city became the largest commercial and industrial center. By the end of the 19th century there were over twenty thousand commercial and industrial enterprises. Moscow’s industrial structure was dominated by textile, building, woodworking and food sectors. The period of the industrial upsurge was marked by vigorous advances of the foreign capital penetrating the Russian industry. Retaining its very important role in producing consumer goods for the country as a whole, Moscow became the powerful industrial center. No new industrial enterprises have been opened in the city during the period of democratic changes and this has had a positive effect on the local ecology. Many old enterprises now either curtail their production or move beyond city limits. At the same time new buildings (mainly, administrative, office and trade ones) keep cropping up. They are constructed by special design and architecturally are in harmony with the existing city structure.

For hundreds of years Moscow has been the center of the Russian national culture. The city possesses the most valuable historical and architectural monuments of world importance: the Kremlin, Novo-Devichiy Convent, Moscow State University, Triumphal Arch, Memorial complex of Victory on the Poklonnaya Gora. The Temple of Christ, the Savior, on Kropotkinskaya embankment, the Kremlin’s Voskresenskiye Gates together with the Iverskaya Chapel and Temple of Icon of Kazan Mother of God on Red square were built anew. Moscow is famous for its museums and such exhibition halls as the Tretyakov Art Gallery, Pushkin Museum, Manege. Since time immemorial the Moscow Kremlin has been the centre of Russian statehood, the residence of Russian tsars and hierarchs of the Russian Orthodox Church.

Under Dmitry Donskoy in 1367-1368, the white-stone walls and towers of the Kremlin were erected and Moscow began to be called "white-stone". In 1485-1495, the Kremlin was totally rebuilt. It was then that the first brickbuildings appeared there and it largely acquired its present appearance and dimensions. At the beginning of the 18th century, Peter I transferred the capital of Russian to St.Petersburg, but according to tradition, the Russian tsars were coronated in Moscow.

In 1917 the Soviet government transferred the Russian capital back to Moscow. The Kremlin became the seat of the highest state bodies, a sort of preserve, where only those who lived or worked there were admitted. It was only in 1955 that its unique museums have again become accessible to everyone. Church services have recently been resumed in the old cathedrals and the Kremlin bells which have been silent for over 70 years have come to life. The Kremlin has been the residence of the President of the Russian Federation and his Administration since 1992. The Kremlin an unique monument of Russian culture and a symbol of Russian statehood.