

# The Contributors

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- **Effects of Brand Experience and Product Involvement on Brand Loyalty for Vietnamese Consumers**

**Renee B. Kim** is a full professor in School of Business, Hanyang University, Seoul Korea and director of Korea Institute of Food Economics (KIFE). Her research interest includes risk management for agri-food markets, food traceability system, international marketing of agri-food industry, e-commerce for food products, global brand management.

**Dong Hyun Yoon** is currently a research associate in the Korea Institute of Food Economics (KIFE). He held M.Sc. in International Business from Hanyang University and a Ph.D. fellow at School of Business, Hanyang University. His research interest include global branding of agri-food products, risk management of agri-food products, e-agribusiness and marketing.

**Yan Chao** is a research associate in KIFE. He held M.Sc. in International Business from Hanyang University and a Ph.D. fellow at School of Business, Hanyang University. His research interest includes international trade of Agri-food products, marketing and risk management of Agri-food products in China, e-commerce of agri-food products and value-added marketing of agri-food products.

- **Brand-Celebrity Match and Its Impact on Advertising Effectiveness**

**Aditya S. Mishra** is an MBA in marketing and has done his PhD in celebrity endorsement. Presently, he is working as an Assistant Professor at IBS, Hyderabad (India). He has published research papers in many national and international journals of repute such as 'Journal of Marketing Communications, Indian Journal of Marketing and among others. He has presented papers in many reputed international conferences such as American Marketing Association (AMA), Academy of Marketing Sciences (AMS), INFORMS Marketing Science Conference and among others. His teaching interests are in marketing management, product management and brand management. His research interests are in celebrity endorsement, brand personality, TAM, and green advertising.

- **Customer Store Loyalty Determinants: A Case of the Czech Republic**

**Inna Čábelková** is an Assistant Professor of Economics at the Charles University in Prague, Faculty of Humanities, Czech Republic. She received her Ph.D. from CERGE-EI Prague and New York. Currently, she works as the Head of the Qualifications module at the Faculty of Humanities at the Charles University in Prague, and teaches Economics and Cultural Economics

subjects to undergraduate and graduate students. Her research interests include cultural and behavioral economics, economics of corruption, grey economics and modern management. She is an author of many research articles in peer-reviewed journals as well as the newly published book on economics and cultural values.

**Boris Pogorilyak** works at the Department of Marketing, Plekhanov Russian University of Economics, Moscow, Russian Federation. He lectures marketing at the University and works on studying new trends in marketing in the Russian Federation and in implementing the novel pathways of research into Russian practice. He is an author of many research papers and monographs endorsed by the marketing experts. His works are presented at national and international conferences and are widely acknowledged by the international experts.

**Wadim Strielkowski** is an Assistant Professor of Economics at the Charles University in Prague, Faculty of Social Sciences, Prague, Czech Republic. He received his Master degree at the University of Siena and his Ph.D. at the National University of Ireland Galway. His research interests include tourism marketing, economic of small and medium enterprises, international migration, and energy economics. He published over 80 papers in prestigious peer-reviewed journals and wrote 6 monographs on various subjects. He studies consumer behavior and preferences for goods and services using the qualitative and quantitative approaches as well as the conjoint analysis approach.

**Václav Stříteský** is an Assistant Professor at the University of Economics, Prague, Czech Republic. He is a lecturer at the University of Economics, Prague (Vysoká škola ekonomická v Praze) and an expert working for CzechTrade - Ministry of Industry and Trade of the Czech Republic. His research interests include marketing

strategy, internet marketing, consumer marketing, store marketing, as well as the problematique of SMEs in the Czech Republic and abroad. He is an author of many research papers in prestigious journals and contributes to research reports and industry reports.

**Radek Tahal** is an Assistant Professor at the University of Economics, Prague, Czech Republic. He is an expert in quantitative marketing research and preparing and executing large-scale questionnaire surveys (which he conducted or supervised a number of times in the Czech Republic and abroad). He is also interested in internet marketing and the use of information and communication technologies. He is one of the first researchers in the Czech Republic to apply modern forms of marketing research and the internet for collecting information on the market.

- **The Influence of Unrelated Diversification and Ownership Structure on Firm Value: Evidence from Philippine Conglomerates**

**Rorian Pratyaksa** graduated BS Economics and BS Management of Financial Institutions from De La Salle University – Manila. Presently, he is responsible for Corporate Planning in a mobile payment technology company in Jakarta, Indonesia. He is enthusiastic about corporate finance, commerce and technology.

**Rosanina A. Sayoc** holds a double degree in Economics and Management of Financial Institutions from De La Salle University – Manila. Her research works include human capital accumulation, ASEAN economic development and corporate diversification. Currently, she works under Risk Management at a multinational bank, evaluating credit and portfolio of various clients in the Asia Pacific.

**Mika M. Koga** is a graduate of AB Economics and BS Management of Financial Institutions at De La Salle University – Manila. She is currently taking up a Japanese Language Program at Waseda University in Tokyo, Japan. Beside her interest in corporate finance, she is passionate about women empowerment.

**Michael Dominic O. Siy** took up AB Economics and Management of Financial Institutions at De La Salle University – Manila. Presently, he is both Assistant Product Manager in an oil and lubricants business as well as personal trainer at his own fitness gym.

- **The Three Factors of Creativity Management: Visual, Number, and Word Creativity**

**Junius W. Yu** is a full time faculty from the Decision Sciences and Innovation Department, RVR College of Business, De La Salle University. He is currently taking his PhD in Business at DLSU. He obtained his MBA from the Australian National University in 2004 and BSC major in business management from De La Salle University in 1997. He was a Gawad Lasalyano awardee in 2014 for serving as a faculty adviser for the Young Entrepreneur Society (YES). He wrote a book titled “Legend of the 9” and was launched in Fully Booked in Fort Bonifacio High Street in 2009.

- **Did Indonesian Political Economic Reform Reduce Economic Growth Disparities Among Regions?**

**Abd. Jamal** is Associate Professor (Lektor Kepala) and as Head of Department of Economics Development in Faculty of Economics, Syiah Kuala University, Banda Aceh Indonesia, teaching Regional and Urban Economics.

**Said Muhammad** is full professor in Economics at Syiah Kuala University, teaching Human Resources and Labor Economics.

**Raja Masbar** is full professor in Economics, Syiah Kuala University and as Head of Ph.D. Program in Economics, teaching Econometrics and Microeconomics.

**Aliasuddin** is Associate Professor (Lektor Kepala) and Vice Dean in Academic Affairs at Faculty of Economics, Syiah Kuala University, teaching in Time Series Analysis.

- **A Decade of Reforms in the Philippine Power Sector: A Price-Concentration Analysis on the Whole Sale Electricity Spot Market**

**John Lourenze S. Poquiz** obtained his M.A. Economics from the University of Santo Tomas. He is currently with Philippine Statistics Authority’s Macroeconomic Accounts Office. He teaches Mathematical Economics and Economic Statistics at UST’s Faculty of Arts and Letters. He is now taking up M.S. Statistics at De La Salle University.

- **The Joint Estimation of Filipino Child’s Participation in Schooling and Employment and New Stylized Facts on the Philippine Child Labor Situation**

**Cesar C. Rufino** is a Distinguished Professor of the School of Economics of the DLSU-Manila. He is a recipient of the 2014 Outstanding Scientific Paper Award by the National Institute Science and Technology (NIST), Top Paper Award in the 2014 International Conference for the Advancement of Development Administration - Social Sciences and Interdisciplinary Studies (4th ICADA-SSIS) in Bangkok, Thailand and

a best paper awardee during the 2014 DLSU Research Congress. He has been a member of The Econometric Society, East Asia Economic Association, Philippine Economic Society and International Association of Survey Statisticians. His expertise is in Econometrics, Mathematical Statistics and Economic Forecasting.

- **Catastrophic Disasters as Opportunities for Sustainable Reconstruction: The Case of Typhoon Yolanda**

**Fernando Y. Roxas** teaches Service Operations, Quantitative Methods and Systems in the MBA and Executive Education Programs. His research covers sustainability issues, poverty mitigation, family businesses and renewable energy. He is also the current Executive Director of the Dr. Andrew L. Tan Center for Tourism at Asian Institute of Management.

**Andrea L. Santiago** teaches, publishes, and consults in the fields of family business management, sustainable development, poverty alleviation, and management of educational institutions. She is an advocate of responsible business management that focuses on sustainable solutions and inclusive growth.

# GUIDELINES FOR CONTRIBUTORS

## EDITORIAL OBJECTIVES

The objective of the *DLSU Business & Economics Review* (*DLSU B&E Review*) is to publish high-quality theoretical, empirical, and methodological research in the fields of accounting, business management, commercial law, economics, finance, and marketing. Since it is the major academic journal of the College of Business (COB) and School of Economics (SOE) of De La Salle University, the articles published must meet high standards of scholarship. They should make significant contributions to the business and economics discipline, and stimulate interest in further research.

## EDITORIAL POLICIES

In line with the objective of the *DLSU B&E Review*, priority shall be given to the following:

- *Theoretical research*: Studies that explore or test theoretical issues and provide additional insights on the issues.
- *Empirical research*: Studies that re-examine important empirical work using alternative theoretical or empirical frameworks, or a different data set. These studies often involve experimental designs and multivariate techniques that examine relationships among variables.
- *Methodological research*: Studies that present new approaches in analyzing data or addressing research problems.
- *Review articles*: Surveys that review and critically evaluate the literature. A review article must go beyond summarizing previous research. It must provide a critical and integrative evaluation of prior research, develop a conceptual framework to explain contradictory findings and suggest directions for further research.

The *DLSU B&E Review* also encourages and welcomes papers that use an interdisciplinary approach (e.g., law and economics) in analyzing issues as well as those that use multiple research methods to support hypotheses.

In addition to the above types of articles, the *DLSU B&E Review* also welcomes critiques, short notes, or comments on previously published articles and consequently, rejoinders from the authors of these articles. Short articles which are not “full-blown” research papers, but whose content adds new insights into or knowledge to their respective fields will be considered. These short articles and comments shall be included under a separate section called “Research Notes.”

Reviews of new books (published no more than one year prior to the review date) will also be considered. The review of a second or a revised edition is discouraged, unless the revisions are substantial. Reviews of textbooks will not be considered. A separate section called “Book Reviews” will be added to the journal issue when necessary.

## PUBLICATION DETAILS

The *DLSU B&E Review* is published twice a year. Unless otherwise noted, the ideas, opinions, and conclusions expressed in the *DLSU B&E Review* are those of the authors and not necessarily those of the Editorial Board or the management and staff of De La Salle University.

## **REVIEW PROCESS**

Papers are reviewed by an Advisory Editorial Board and invited experts in the fields of accounting, business management, commercial law, economics, finance, and marketing. From the pool of articles reviewed, six or more papers are reviewed again by the Editor-in-Chief. If major revisions are required, the papers are sent back to the authors for revision and re-submission. Each author of a paper not accepted is given a written notice of the action taken on his/her paper. The Editorial Board of the *DLSU B&E Review* reserves the right to keep copies of all papers submitted.

## **SUBMISSION OF INITIAL MANUSCRIPT**

Manuscripts submitted must not have been published or accepted for publication elsewhere. The author must submit three copies of the manuscript to:

*Editor-in-Chief  
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c/o Angelo King Institute  
De La Salle University  
2401 Taft Avenue, Manila*

The author must keep an extra copy of the manuscript for future reference. Manuscripts submitted will not be returned unless revisions are recommended for future re-submission. Alternatively, authors may e-mail their submissions to the Editor-in-Chief at [tereso.tullao@dlsu.edu.ph](mailto:tereso.tullao@dlsu.edu.ph) and the Managing Editor at [marites.tiongco@dlsu.edu.ph](mailto:marites.tiongco@dlsu.edu.ph).

Before submission, authors must carefully read the guidelines for authors and make sure the paper conforms to these guidelines. For reference, you may want to look at related papers that B&E Review have published in recent years available online: <http://www.dlsu.edu.ph/offices/publishing-house/journals/ber/ber-publication.asp>.

In addition, papers must be proof-read for English fluency. Papers not conforming to the guidelines and referencing style of DLSU Business and Economics Review will be returned to the author with no comments.

## **STYLE GUIDELINES**

A manuscript should be written in APA style. It should be typed double-spaced, on 8½ x 11-inch white bond paper, with a margin of one inch on all sides. It should not exceed 20 pages, inclusive of text, tables, figures, references, and appendices. The manuscript should be typed with Arial or Times New Roman 12 pt. font. The right-hand margin should have justified alignment. Equations must be numbered. Footnotes should not be used for reference purposes and should be avoided when possible. All references and/or content notes must be placed at the end of the text. A detailed set of style guidelines will be sent to the author once a manuscript is accepted for publication.

## **SUBMISSION OF FINAL MANUSCRIPT**

The author of a manuscript accepted for publication should submit a soft copy of the final version. The preferred word processor for the final version is Microsoft Word. The author should also submit a short profile for inclusion in the section "The Contributors". It should include the complete name of the author, academic and/or professional affiliations, and educational background. The manuscript should be JEL classified with up to 10 keywords.