

# 北京理工大学 珠海学院 (BITZH)

## 荣誉学院：成立典礼 ~ 揭牌仪式

( Honors College : **Inauguration & Plaque-Unveiling Ceremony** )

与 and

**一带一路国际会议：文化，商业，技术和品质 学术会议**

**One-Belt-One-Road (OBOR) International Conference:**

第一届 **文化-商业和科技促进整全可持续性** 国际会议 **I-ICCBTHS**

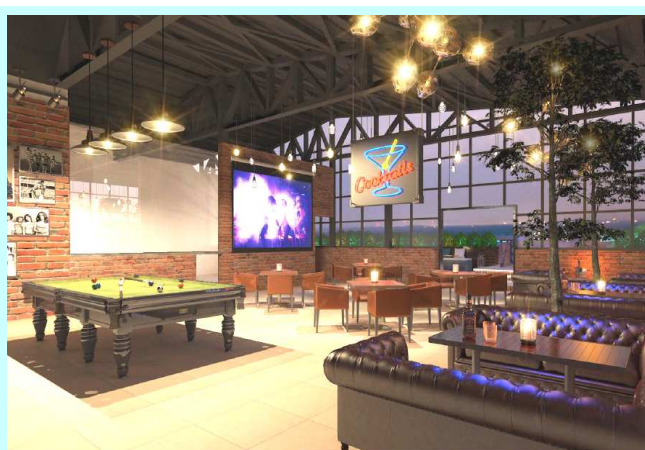
**主题#1：“一带一路创新策略 ~ An Innovative Approach to OBOR Initiative”**

和 第二十二届 **国际 ISO 和全面品质管理** 国际会议 & **22-ICIT**

**主题#2：“通过 ISO&TQM 为一带一路国家进行文化协调”**

**“Cultural Harmonization via ISO & TQM for the OBOR Countries”**

日期：2018 年 4 月 2-4 日（星期一至三）



### Organising Bodies :

|   |  |   |  |  |
|---|--|---|--|--|
|  <p>北京理工大学珠海学院<br/>BEIJING INSTITUTE OF TECHNOLOGY, ZHUZHAI<br/><b>榮譽學院</b><br/>HONORS COLLEGE</p> |  <p>UNIVERSITI<br/>TEKNOLOGI<br/>MARA</p> |  <p>UNIVERSITI<br/>TENAGA<br/>NASIONAL</p> |  <p>Asia-Pacific Business Excellence Standards<br/><b>APBEST</b><br/>Academy</p> |  <p>北京理工大学珠海学院<br/>BEIJING INSTITUTE OF TECHNOLOGY, ZHUZHAI<br/><b>商学院</b><br/>SCHOOL OF BUSINESS</p> |
| <a href="http://www.bitzh.edu.cn">www.bitzh.edu.cn</a>  | <a href="http://www.uitm.edu.my">www.uitm.edu.my</a>   | <a href="http://www.uniten.edu.my">www.uniten.edu.my</a>  | <a href="http://www.apbest.org">www.apbest.org</a>   | <a href="http://www.bitzh.edu.cn">www.bitzh.edu.cn</a>   |

#### Conference Co-Chairs:

- **Prof. Edmund Kwok** – Founding Dean, Honors College, BITZH
- **Prof. Sam Ho** – Founder, ICIT, HK5SA, I5SO & APBEST Academy

#### Distinguished Keynote Speakers:

- **Dato' Prof. Mashkuri bin Yaacob** – Ex-VC, UNITEN, Malaysia
- **Prof. Andrew Leung** – Ex-Director-General, HKSAGO, London
- **Dr. Palmira López-Fresno** – VP, Spanish Association for Quality
- **Dr. Darwin Chen** – President, UNESCO-HK

#### Sponsored by:

**Top SAGE Portfolio of Academic Journals, UK**

Listed on the **ISI** & **SSCI**

**ISBN 962-86107-9-1-22**

HK Book Registration Office

© 2018 Organisers & Authors

**1-ICCBTHS & 22-ICIT** is supported by the:

- ✧ Construction Industry Development Board Holdings Ltd., **Malaysia**
- ✧ Dept. of Engineering, Cambridge University, **UK**
- ✧ Dept. of Mgt., Marketing & Entrepreneurship, U. of Canterbury, **NZ**
- ✧ Enterprise Management Research Centre, SYSU, GZ, **China**
- ✧ Faculty of Management & Governance, James Cook U, **Australia**
- ✧ HK Quality Management Association, **HKSAR**
- ✧ HK Quality Function Deployment Association, **HKSAR**
- ✧ International 5-S Organisation, **HKSAR**
- ✧ Kenya Institute of Management, **Kenya**
- ✧ SAGE Publishing (including the IJEBM Journal), **UK**
- ✧ School of Hotel & Tourism Management, The HK PolyU, **HKSAR**
- ✧ Spanish Association for Quality, **Spain**
- ✧ Standards & Industrial Research Institute of **Malaysia** (SIRIM)
- ✧ University Institute of Technology MARA (UiTM), **Malaysia**
- ✧ University of the National Electricity Board (UNITEN), **Malaysia**
- ✧ UNESCO – HK, **HKSAR**

**NOTE:** *The FULL Papers (in pdf format) will be posted up at the Conference Website about 6 months after the Conference is over. It will be searchable by Google-Scholar and other search engines. Therefore, if you do NOT want your Full Paper to be posted, please let Prof. Sam HO know soonest possible.*

**A great thinker was asked: “What is the meaning of Life?”**  
**He replied: “Life has no meaning,**  
**LIFE is an OPPORTUNITY to create MEANING ...”**

**So let our 1-ICCBTHS & 22-ICIT be the**  
**OPPORTUNITY to create Meaning!**

# 1-ICCBTHS & 22-ICIT

**2-4 Apr 2018 at the Beijing Institute of Technology, Zhuhai Campus, CHINA**

**Hosted by: the Honors College, BITZH ( [www.hk5sa.com/icit](http://www.hk5sa.com/icit) )**

## PREFACE

Welcome to the 1-ICCBTHS & 22-ICIT organised by the **HCBITZH** and **APBEST Academy**. The history of the past ICIT is summarized in the following table:-

| <b>ICIT</b> | <b>Year</b> | <b>Host</b> ( <i>on Easter Mon.-Wed. every year since 1996</i> ) | <b>Hosting Country</b> | <b>Theme</b>                                      | <b>Papers</b> | <b>Delegates</b> | <b>Countries</b> |
|-------------|-------------|--|------------------------|---|---------------|------------------|------------------|
| 1           | 1996        | Leicester Business School, De Montfort Uni.                      | England, UK            | Inaugural   | 45            | 80               | 10               |
| 2           | 1997        | Luton Business School, Luton University                          | England, UK            | Business Excellence                               | 75            | 100              | 12               |
| 3           | 1998        | School of Business, HK Baptist University                        | HKSAR, China           | ISO 9000 & TQM                                    | 104           | 160              | 18               |
| 4           | 1999        | School of Business, HK Baptist University                        | HKSAR, China           | TQM & Innovation                                  | 130           | 180              | 20               |
| 5           | 2000        | Productivity Quality Research Centre, NUS                        | Singapore              | Action 2000: Imperatives for Change               | 119           | 160              | 26               |
| 6           | 2001        | Paisley Business School, Uni. of Paisley                         | Scotland, UK           | Integrated Management                             | 95            | 150              | 21               |
| 7           | 2002        | Centre for Mangt. Quality Research, RMIT                         | Australia              | Change Management                                 | 160           | 250              | 29               |
| 8           | 2003        | National Quality Institute, Montreal                             | Canada                 | Business Excellence                               | 84            | 150              | 24               |
| 9           | 2004        | Foundation for TQM Promotion                                     | Thailand               | TQM Best Practices                                | 80            | 280              | 20               |
| 10          | 2005        | Shanghai Academy of Quality Management                           | Shanghai, China        | TQM & 6-sigma for Competitiveness                 | 140           | 300              | 26               |
| 11          | 2006        | AA & Hang Seng School of Commerce                                | HKSAR                  | TQM & Corporate Governance                        | 85            | 150              | 22               |
| 12          | 2007        | AA and NCUT & CSQ  | RoC                    | Going for Gold                                    | 68            | 120              | 17               |
| 13          | 2008        | AA and SIRIM, MPC & UiTM   | Malaysia               | Innovation for Competitiveness                    | 77            | 220              | 25               |
| 14          | 2010        | AA and University of Scranton                                    | USA                    | Lean Management                                   | 55            | 80               | 20               |
| 15          | 2011        | AA and UNITEN, SIRIM, MPC, UiTM, CIOB(M)                         | Malaysia               | Sustainable Development through Innovation        | 98            | 160              | 21               |
| 16          | 2012        | AA & Linnaeus University   | Sweden                 | ISO, TQM, Medical Tourism & Safety                | 44            | 60               | 15               |
| 17          | 2013        | AA & U. Technology Sydney, Australia                             | Australia              | Innovation for Sustainability & Org. Development  | 37            | 50               | 13               |
| 18          | 2014        | APBEST Academy & UiTM-Sarawak, Malaysia                          | Malaysia               | Enhancing Growth through the Best Practices in QM | 57            | 150              | 17               |
| 19          | 2015        | APBEST Academy & Kenya Institute of Management                   | Kenya                  | TQM for National Dev. – the African way           | 34            | 100              | 14               |
| 20          | 2016        | APBEST Academy & U. of Buraimi                                   | Oman                   | TQM for Lean Production & Sustainable O.D.        | 32            | 100              | 15               |
| 21          | 2017        | APBEST Academy & SoIB, Beijing Normal U ~ ZH Campus              | China                  | ISO & TQM for OBOR's Sustainable Development      | 37            | 100              | 11               |

*Dear 1-ICCBTHS & 22-ICIT Delegates,*

This is the joint effort between the Honors College, BIT and ICIT to co-organize this parallel conference which will bring the concept of TQM in organisation standardization enhancement together with the global trend of dynamic interaction between culture, business and technology in the age of digitalisation and artificial intelligence. The aim of the **1-ICCBTHS** is for the innovation of holistic sustainability, a concept endorsed by the United Nation Global Compact and **PRIME** (Principles for Responsible Management Education). The overall discussion will be placed in the context of the One Belt One Road (**OBOR**) Initiative.

For the **1-ICCBTHS**, the specific objectives are:

*To establish the vision, mission and value of holistic sustainability through a range of interactive study between culture, business and technology. The cultural context and dimension with close interrelationship with technological innovation are essential for effective and responsible business management and development, the core values identified for sustainability. Consequently, traditional concept of **corporate social responsibility** is being reinterpreted and expanded to include consideration of cultural diversity and technological advancement. With the launching of OBOR, a much broader and richer scope of discussion will be provided for the consideration of this fundamental issue of how cultural values, business development and technological innovation may interact to secure a **holistic sustainable** future of tomorrow.*

For the **22-ICIT**, it will focus on how best practices in ISO portfolio of standards and TQM will affect quality trends in the new economy. TQM provides an overall concept that fosters continuous improvement in an organisation. The first objective of the conference is thus:

*To provide a forum for the identification of contemporary development in the **theories and practices of TQM & Cultural Development** and for the sharing of experience of the OBOR countries in Asia & Europe.*

The number of ISO certified companies has seen a phenomenal rise. The importance of the ISO series of standards, and its close relationship with TQM give rise to the second objective:

*To establish the **impact of ISO Standards** implementation on TQM towards enhancing Growth and Productivity in the developing OBOR nations.*

The Conference gives us the opportunity to benefit at first hand from the expertise and experience of eminent speakers who are senior executives of many leading edge organizations and distinguished academics contributing to the research and development of ISO and TQM. The 1-ICCBTHS & 22-ICIT is represented by delegates from **8 countries**. The statistics of the number of papers presented is shown in the following table.

| Territory        | No. of Papers | Territory                 | No. of Papers |
|------------------|---------------|---------------------------|---------------|
| China - Mainland | 11            | Spain                     | 2             |
| HKSAR (China)    | 9             | Malaysia                  | 2             |
| Australia        | 3             | UK                        | 2             |
| Kenya            | 2             | Singapore                 | 1             |
| New Zealand      | 2             | <b>from 8 Countries →</b> | <b>34</b>     |



The **34 papers** of the 1-ICCBTHS & 22-ICIT have been organized according to different areas of activities in the development of OBOR in particular. They are as follows:-

| Sub-theme #    | Topic   | No. of Papers |
|----------------|---|---------------|
| 0              | Opening Address   | 2             |
| 1              | Holistic Sustainability for Culture, Business & Technology in OBOR            | 5             |
| 2              | ISO, TQM & 5-S for OBOR's Cultural Development                                | 5             |
| 3              | Culture Values (ethical, legal, social & political) for Business Dev. in OBOR | 6             |
| 4              | Technological Innovation Impact on Cultural Values in OBOR                    | 6             |
| 5              | Sustainable Economic Development in the OBOR                                  | 5             |
| 6              | Best Practice Benchmarking (BPB)  | 5             |
| <b>Total →</b> |   | <b>34</b>     |

We are privileged to have the following **18** prominent keynote speakers, consisting of **4 Distinguished Keynote Speakers & 14 Keynote Papers** presenting their expertise opinions on specific issues of ISO and TQM:



|                    |   |
|--------------------|---|
| <b>Australia</b>   | Prof. John Hamilton ( <i>Chair Professor and Head of Management &amp; Governance, James Cook U, Cairns</i> )  |
| <b>China</b>       | Prof. Edmund Kwok ( <i>Founder President, Honors College, BITZH</i> ) #*<br>吳能全教授 ( <i>Director, Centre for Management Research, SYSU, Guangzhou</i> )<br>宗明明教授 ( <i>Dean, Design &amp; Art College, BITZH</i> )<br>田艷教授 ( <i>Dean, College of Business, BITZH</i> )<br>苏秉华教授 ( <i>Dean, I.T. College, BITZH</i> )<br>Prof. Leslie Chan ( <i>Vice Dean, Honors College, BITZH</i> ) |
| <b>China-HKSAR</b> | Prof. Sam Ho ( <i>Founder Chair – APBEST Academy, ICIT &amp; I5SO; Dist. Prof.-SYSU.; Speaker-Oxford U.</i> ) #<br>Prof Yam Yeung ( <i>Deputy Dean, Faculty of Engineering, CUHK</i> )<br>Dr. Darwin Chen ( <i>President, UNESCO-HK</i> )<br>Dr. Catherine Chan ( <i>Founder Chair, QFD-HK</i> )  |
| <b>Malaysia</b>    | Y. Bhg. Dato' Seri Prof. Mashkuri bin Yaacob ( <i>Retired-VC, UNITEN</i> ) *<br>Prof. Mohd Zamri bin Yusoff ( <i>DVC, UNITEN</i> )  |
| <b>NZ</b>          | Prof. Pavel Caskta ( <i>Dept. of Mgt., Marketing &amp; Entrepreneurship, U. of Canterbury</i> )   |
| <b>Spain</b>       | Dr. Palmira Lopez-Fresno ( <i>VP, Spanish Quality Association &amp; Spanish Quality Award Chief Examiner</i> ) *<br>Dr. Fernando Fernandez Gonzalez ( <i>Nero-surgeon &amp; Ex-Head, Hospital Central de Asturias</i> )   |
| <b>UK</b>          | Prof. Andrew Leung, SBS, FRSA ( <i>Ex-Director-General, London of the Hong Kong SAR Government</i> ) *<br>Dr. Michael Tai ( <i>Lecturer &amp; Research Associate, Dept. of Engineering, Cambridge University</i> )  |

# 1-ICCBTHS & 22-ICIT Conference Co-chairs

\* Distinguished Keynote Speakers

We would also like to thank the Technical Committee members who have helped us so readily to review the abstracts and/or edit some of the papers. We are indebted to the editors of the **Supporting Journals** who come to this conference because they trust there are good quality papers for their journal publications. Last but not the least, we would also like to thank all our presenters and delegates contributing to the successful experience of the 1-ICCBTHS & 22-ICIT. A sincere welcome to you all and we wish you an enjoyable and fruitful sharing experience in the fascinating city **Zhuhai** !

#### Co-Chairs, 1-ICCBTHS & 22-ICIT:-

|   |   |  |   |
|---|---|--|---|
|  | <p><b>Prof. Edmund S.T. KWOK</b></p> <ul style="list-style-type: none"> <li>- PhD, UC Berkeley</li> <li>- Dean of Honors College, BITZH</li> <li>- Chief Academic Advisor, BITZH</li> <li>- Ex-Dean of Faculty of Art, Chinese University of HK</li> <li>- Hon. Fellow, Robinson College, Cambridge U., UK</li> </ul> |  | <p><b>Prof. Sam K.M. HO</b></p> <ul style="list-style-type: none"> <li>- Founder Chair, ICIT, HK55A, I5SO, &amp; APBEST Academy</li> <li>- Ex-APO Oshikawa Fellow</li> <li>- ADB Quality Expert, SIRIM</li> <li>- Ex-Research Fellow on <b>5-S</b> at Cambridge U. Bus. School</li> <li>- Speaker on <b>L5S</b> at Oxford U.,</li> <li>- Dist. Professor in Business Excellence at SYSU, China</li> </ul> |
|---|---|--|---|

# CONTENTS

## SUPPORTING ORGANISATIONS

### PREFACE (Co-Chairs, 1-ICCBTHS & 22-ICIT)

**DK** = Distinguished Keynote; **K** = Keynote Paper; **W** = Workshop

| No.  | Title & Authors |  | Pages     |
|--|-----------------|--|-----------|
| <b>ST-0: Opening Address</b>   |                 |  |           |
| <b>Ppt</b>   | <b>0.1KA</b>    | Opening Speech<br><i>Edmund KWOK</i>   | <b>2</b>  |
|  | <b>0.2KA</b>    | UNESCO: HK & the BIG-Bay Zone Sustainable Development Goals<br><i>Darwin CHEN</i>  | <b>2</b>  |
| <b>ST-1: Holistic Sustainability for Culture, Business &amp; Technology in OBOR</b>            |                 |  |           |
| <b>Ppt</b>   | <b>1.1DK</b>    | Standards and Diversity: A Binomial to be considered in the OBOR<br><i>Palmira López-Fresno &amp; Fernando Fernández-González</i>                  | <b>10</b> |
| <b>Ppt</b>   | <b>1.2DK</b>    | The Journey of Innovative Higher Education: Opportunities & Challenges<br><i>Edmund KWOK</i>   | <b>2</b>  |
|  | <b>1.3K</b>     | 粵港澳大灣區的作用與我們的使命<br><i>吳能全</i>  | <b>3</b>  |
| <b>Ppt</b>   | <b>1.4</b>      | OBOR for Sustainable Development with GBA as a Driving Force<br><i>Gryphon SOU</i>   | <b>12</b> |
| <b>Ppt</b>   | <b>1.5</b>      | Research on cultivation of international outstanding talents in Zhuhai based on OBOR and the theory of knowledge innovation<br><i>Guiping LU</i>   | <b>6</b>  |
| <b>ST-2: ISO, TQM &amp; 5-S for OBOR's Cultural Development</b>                                |                 |  |           |
|  | <b>2.1K</b>     | The role of standards in the One Road One Belt Initiative<br><i>Pavel Castka</i>   | <b>7</b>  |
| <b>Ppt</b>   | <b>2.2K</b>     | ISO 16355: Modern QFD with AHP for Quantification<br><i>Catherine CHAN, Glenn H. Mazur &amp; Kim Stansfield</i>                                    | <b>6</b>  |
| <b>Ppt</b>   | <b>2.3K</b>     | OBOR Cultural-link between the 5-Pillars of Islam in Malaysia and the HK 5-S Principles & Practices<br><i>Sam HO &amp; Abdul Ghani Mohd Hashim</i> | <b>7</b>  |
| <b>Ppt</b>   | <b>2.4</b>      | Acceptability of the SIRIM 5-S for the Construction Industry in Malaysia: Comparative study between Main-con & Sub-con<br><i>Alex LO</i>           | <b>12</b> |
|  | <b>2.5</b>      | 对教育机构推行 ISO 9000 的再认识<br><i>郑俊生</i>  | <b>5</b>  |
| <b>ST-3: Culture Values (ethical, legal, social &amp; political) for Business Dev. in OBOR</b> |                 |  |           |
| <b>Ppt</b>   | <b>3.1DK</b>    | 一带一路资本市场新模式<br><i>陈永明</i>  | <b>2</b>  |
| <b>Ppt</b>   | <b>3.2K</b>     | Personal Sustainability for Social Ecosystem in the OBOR<br><i>Fernando Fernández-González</i>   | <b>7</b>  |
| <b>Ppt</b>   | <b>3.3K</b>     | Do Cultural Values matter for Business Development in the Belt and Road Muslim Countries?<br><i>Barry MAK</i>                                      |           |
|  | <b>3.4K</b>     | 构建珠海智慧产业集群，助力粤港澳大湾区发展<br><i>田艳</i>   | <b>2</b>  |
|  | <b>3.5</b>      | An Empirical Study of Singaporean SME Customer Service Model<br><i>Kelly CHAN, Sze Wee Koh &amp; Leslie CHAN</i>                                   | <b>6</b>  |
| <b>Ppt</b>   | <b>3.6</b>      | OSH Risk Immunity Index for the Sustainable Development of HK Enterprises<br><i>Daron LEUNG Wai Kwong</i>  | <b>9</b>  |

| <b>ST-4:</b> |              | <b>Technological Innovation Impact on Cultural Values in OBOR</b>  |           |
|--------------|--------------|--|-----------|
| <b>Ppt</b>   | <b>4.1DK</b> | On Quality Energy Management in a Third World Country: The Case Study of War Torn Libya<br><i>Ashraf Khalil, Mashkuri Yaacob, Sheroz Khan, Ezzidin H. Aboadla, Majdee Tohtayong &amp; Khairil Azhar Aznan</i>                                    | <b>6</b>  |
|              | <b>4.2K</b>  | Engineering Education to support a World of Enhanced Connectivity and Innovation<br><i>Yeung YAM</i>   | <b>2</b>  |
|              | <b>4.3K</b>  | 人工智能对一带一路的影响<br><i>苏秉华</i>   | <b>2</b>  |
| <b>Ppt</b>   | <b>4.4</b>   | China's OBOR Expansion Approach<br><i>Linda Forbes, John Hamilton &amp; SingWhat TEE</i>   | <b>9</b>  |
| <b>Ppt</b>   | <b>4.5</b>   | OBOR: Mining business big data qualities<br><i>John Hamilton &amp; SingWhat TEE</i>  | <b>8</b>  |
|              | <b>4.6</b>   | Disparate Sense-making to develop Successful Joint Ventures (JVs) Implications for the OBOR Initiative<br><i>Xiaoli (Lilly) ZHAO, Colleen Mills &amp; Pavel Castka</i>   | <b>6</b>  |
| <b>ST-5:</b> |              | <b>Sustainable Economic Development in the OBOR</b>  |           |
| <b>Ppt</b>   | <b>5.1DK</b> | How national aspirations, globalization, technology and climate change, supported by 5-S holistic harmonization of human progress, will bring America and China closer together in pursuit of a New Era of Common Destiny<br><i>Andrew LEUNG</i> | <b>2</b>  |
|              | <b>5.2K</b>  | Revisit SMEs' Trade Finance: Western Australian Experience<br><i>Leslie CHAN</i>   | <b>5</b>  |
|              | <b>5.3K</b>  | Gwadar : A Case of South-South Cooperation<br><i>Michael TAI</i>   | <b>13</b> |
| <b>Ppt</b>   | <b>5.4</b>   | 基于“一带一路”文化发展战略下设计行业的发展机遇与现实挑战<br><i>李金泽, 蔡成尧, 崔震 &amp; 张环</i>  | <b>10</b> |
| <b>Ppt</b>   | <b>5.5</b>   | Transforming Service Delivery from Better to Best (B2B) through ISO Standards<br><i>Millicent Awiti</i>  | <b>2</b>  |
| <b>ST-6:</b> |              | <b>Best Practice Benchmarking (BPB)</b>  |           |
| <b>Ppt</b>   | <b>6.1K</b>  | Tracking Big Data: Real-Time Qualities for OBOR Businesses<br><i>John Hamilton</i>   | <b>7</b>  |
| <b>Ppt</b>   | <b>6.2K</b>  | Board Diversity Influence on Financial Performance among listed OBOR-Kenyan Companies<br><i>Muriithi Ndegwa, Samuel Njihia &amp; Ng'ang'a Martin James</i>   | <b>9</b>  |
|              | <b>6.3K</b>  | “一带一路”文化发展战略下的福祉文化与民生服务<br><i>宗明明</i>  | <b>2</b>  |
| <b>Ppt</b>   | <b>6.4</b>   | Transplanting "Flexible Manufacturing System" to a Satellite Restaurant Business Model<br><i>Anthony CHAN</i>  | <b>8</b>  |
| <b>Ppt</b>   | <b>6.5</b>   | Fire Risk Analysis and Optimization of Fire Prevention Management for Green Building Design and High Rise Buildings: the HK Experience<br><i>Albert YAU Tat Hing</i>   | <b>10</b> |