Learning from OEM Relationship: The Building of Taiwanese Suppliers' Product Development Capabilities  
Yen-Tsung Huang  Tunghai University

Optimal Operating Policies for a Multinational Company under Varying Market Economics  
Shu-Chen Chang  National Formosa University  
Hung-Yi Shiu  National Formosa University

Bundling Decisions by Multi-Sided Software Platforms of the Personal Computer Industry  
To-Han Chang  Nanhua University

Interfirm Relationship in the Telecommunications Industry: Characteristics and Typology  
Noriaki Shiraishi  Tokyo Institute of Technology  
Junichi Ijima  Tokyo Institute of Technology

Relationship among Personality Traits, Leadership Behavior, and Job Stress in Nurses in Yunlin, Taiwan  
Chao Chen Min  National Yunlin University  
Cheng Bor Wen  National Yunlin University

Evaluation of Operating Efficiency by Firm Value Based on Intellectual Capital and Corporate Governance Using DEA  
Hung-Yi Wu  Kainan University  
Mi-Young Seo  Kainan University

The Paradox of Threat and Organizational Inertia  
Chen-yi Tsai  I-Shou University  
Julia L. Lin  I-Shou University  
Shih-Chieh Fang  National Cheng-Kung University

Exploring The Core Components of Dynamic Capabilities  
Jia-Jeng Hou  National Chiayi University
A Study on the Governmental Role in Building Infrastructure for Creating and Facilitating Initial Growth of Small-and-Medium Sized IT Venture Companies
Ji-Dong Yang Information and Communications University

Technology Diffusion and Intellectual Property Rights-Evidence from Taiwanese MNEs
Wen-Bin Chuan National Chi-Nan University
SMEs Duration After Outsider-based Training in Mozambique
Ron Chuen Yeh Meiho Institute of Technology
Analberto Paulino Meiho Institute of Technology
Manuel dos Santos Meiho Institute of Technology
Pansy Chung Meiho Institute of Technology
Kuo-Hung Tseng Meiho Institute of Technology
Shih-Jung Chen Meiho Institute of Technology

Government Policy toward SME in Taiwan and Mozambique
Ron Chuen Yeh Meiho Institute of Technology
Analberto Paulino Meiho Institute of Technology
Manuel dos Santos Meiho Institute of Technology
Pansy Chung Meiho Institute of Technology
Wan-Ju Tsai Meiho Institute of Technology

Interfirm Adaptation and Interfirm Knowledge Transfer in Supply-Chain Network Context
Yio-Eih Shih Cheng-Shiu University

Entrepreneurship and Regional Competitive Advantages: The Case of South Africa
Bernard Matsoso University of South Africa Student

Should MNEs Listen Fully or Partly to the Public Opinion?-New Source of Institutional Pressure for MNEs
Ching-Hsiang Chen I-Shou University
I-Pin Lu I-Shou University
Shih-Chieh Fang National Cheng Kung University
Session[C1] 09:00 - 10:40 Meeting Room 1C

Accounting, Economic and Finance

Session Chair

**Financial Holding Company in Bancassurance Alliance Models is Preferable? Applying AHP and GRA**
Cheng-Ru Wu  Yuanpei University
Chin-Tsai Lin  Yuanpei University
Yu-Fan Lin  Yuanpei University

**Marketing and Operational Efficiency of Financial Holding Companies in Taiwan: The Application of Slacks-Based Measure**
Cheng-Ru Wu  Yuanpei University
Ya-Mei Wang  Yuanpei University
Che-Wei Chang  Yuanpei University
Hsin-Yuan Chang  Takming University of Science and Technology

**A Simple Test of the CAPM Model in Bull and Bear Market Conditions: Thailand Evidence**
Phassawan Suntraruk  Assumption University

**Should Banks Diversify in Taiwan? Loans and Incomes Perspectives**
Yi-Chen Lin  National University of Kaohsiung
Yi-Kai Chen  National University of Kaohsiung

**The Relationship between The Collateralized Shares, Credit Risk Management and Performance in the Taiwanese Banking Industry**
Ming-Hsuan Hsieh  National University of Kaohsiung
Yi-Kai Chen  National University of Kaohsiung

**China Effect on Crowding out of FDI from ASIA - A Case of Japanese FDI**
Nimesh Salike  Waseda University
<table>
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<tr>
<th>Session Chair</th>
<th>Time</th>
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<tbody>
<tr>
<td>Marketing</td>
<td>09:00 - 10:40</td>
<td>Meeting Room 2A</td>
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### Construction and Evaluation of A Multimedia Mobile Classroom Feedback System
- Wen-Chen Huang  National Kaohsiung First University of Science and Technology
- Shih-Chieh Sung  National Kaohsiung First University of Science and Technology

### The Assessment of Experts' Knowledge Quality on Repertory Grids
- Yi Chung Cheng  National Cheng Kung University
- Sheng Tun Li  National Cheng Kung University
- Chih Chuan Chen  National Cheng Kung University

### The Impacts of Relationship Marketing on Relationship Quality and E-loyalty-taking
- Nan-Hong Lin  Tatung University
- I-Chun Chung  SKYtech

### Internet-based Search-experience-credence Products as an Example
- A Reputation-Based Model for Selecting Collaborative Partners with High Level of Initial Trust
- Le-Hui Chen  National Chengchi University
- Woo-Tsong Lin  National Chengchi University

### The Research of Personal Characters and Creative Performance in E-learning
- Hsing-Yu Hou  National Yunlin University of Science and Technology
- Tung-Hsu Hou  National Yunlin University of Science and Technology
- Chiu-Yao Ting  National Yunlin University of Science and Technology

### The Effect of Task Types, KM Processes and KMS Capabilities on KM Performance
- Vincent F. Yu  National Taiwan University of Science and Technology
- Meng-Hsiang Hsu  National Kaohsiung First University of Science and Technology
- Chun-Ming Chang  National Kaohsiung First University of Science and Technology
- Chia-Hui Yen  Kainan University

### A Vector Forecasting Model for Fuzzy Time Series
- Kuo Shu Ching  National Cheng Kung University

### Concept of Trust and Risk in Internet Privacy and Security
- Ernest Johnson  University of Regina
The Viable Measure for Hospitals? - Healthcare Expenditure Forecasting under the Global Budget System
Yu-Hau Yan National Kaohsiung First University of Science and Technology
Shuofen Hsu National Kaohsiung First University of Science and Technology
Shih-Chieh Fang National Cheng Kung University

Powering New California with CTE
Matthew Yen California State University

Software Development Process Design by Using an Integrated Design for Lean Six Sigma Approach
Che-Ming Chang Minghsin University of Science and Technology

The Effect of Confidant Relationship on Turnover Intention and Moderated by Employee's Job Involvement
Tsangkai Hung National Changhua University of Education
I-Jung Tsai National Changhua University of Education

The Impact of Leadership Styles on Job Stress and Turnover Intention - Taiwan Insurance Industry as an Example
hsien che lee Tatung University

The Effects of Blog Product Placement Type and Source Credibility on the Attitudes toward Product Placement in Taiwan
Yu-Hsiu Chiou Takming University of Science and Technology
Chen Ming-Hui Takming University of Science and Technology
Huang Li-Shia Takming University of Science and Technology
Huang Li-Rong Takming University of Science and Technology
Hu Shih-Ru Takming University of Science and Technology

The Impact of Emotional Intelligence on Physicians' Affective Delivery in Medical Encounter
Hui-Ching Weng I-Shou University
Hung-Chi Chen I-Shou University
Han-Jung Chen I-Shou University
Shu-Ching Chi I-Shou University
Flexibility Planning for Innovative R&D Projects
Juite Ray Wang National Chung Hsing University

The Study of Employees' Health Care in Para Wood-product Factories in Lampang Province, Thailand
Putipong Bookkamana Chiangmai University
Kamol Sanittham Chiangmai Rajabhat University
Bandhita Plubin Chiangmai University

Identifying the Key Success Factors of R&D Project Management Using The Analytic Hierarchy Process: Information Technology Industry as an Example
Kun Huang Yeh Tatung University

To Estimate the Stage Completion Time and the Internal Due Date of Job with Dynamic Arrival for a Two-stage Flexible Flow Shop
Ming-Hsien Yang National United University
Shu-Hsing Chung National Chiao Tung University
Ching-Kuei Kao National Chiao Tung University

Modular or Materials Innovation: the Case of Taiwan's Photovoltaic Industry
Jin-Li Hu National Chiao Tung University
Fang-Yu Yeh National Chiao Tung University
China's Economic Growth and Government's Motivating Mechanism
Lei Zhang Xi'an JiaoTong University
Danny T. Kao Shih Chien University

A Study on the Relationship of Corporate Culture Type, Public Relations Strategy and Organizational Performance
Long-Yi Lin Aletheia University
Mi-Shu Lai Aletheia University

Yi-Yun Shang Aletheia University

The Joint Moderating Impact of Moral Intensity and Moral Judgment on Consumer's Pirated Software Use Intention
Mei-Fang Chen Tatung University
Ching-Ti Pan Tatung University

The Moderating Impacts of Perceived Lack of Facilities and Implementation Performance of Recycling Policies on Consumers' Recycling Intentions
Mei-Fang Chen Tatung University
Pei-Ju Tung Tatung University

Investigate the Role of Tangible and Intangible Service Quality on Customer Delight
Hoi In Veron Fong Macau University of Science and Technology
Ip Kin Anthony Wong Macau University of Science and Technology

Consumer Ethnocentrism in Service Encounter
IpKin Anthony Wong Macau University of Science and Technology
Yu-Ying Huang Macau University of Science and Technology
Hoi In Veron Fong Macau University of Science and Technology

The Perceived Benefits of Internet International Marketing
Karen Hsu National Kaohsiung First University of Science and Technology
Tzu-Chuan Chou National Taiwan University of Science and Technology
Tsuen-Ho Hsu National Kaohsiung First University of Science and Technology
### Tuesday, July 8, 2008

**Session[A2]**  
11:00 - 12:40  
Meeting Room 1A

**Business and Management**

**Session Chair**

**The Typology of Intellectual Capital and Knowledge Management**  
Rosmah Mat Isa  
National University of Malaysia

Nor Liza Abdullah  
National University of Malaysia

Noradiva Hamzah  
National University of Malaysia

Rasidah Arshad  
National University of Malaysia

**Virtual Integration and Profitability: An Empirical Study from Taiwan Integrated Circuit Industry**  
Po-Young Chu  
National Chiao Tung University

Chia-Yi Chen  
National Chiao Tung University

Mei-Jane Teng  
Chin-Yi University of Technology

Jing-Min Chung  
National Chiao Tung University

**The Relations Between Perceived Loafing, Revenge Motive and Counterproductive Work Behavior**  
Tsangkai Hung  
National Changhua University of Education

**The Impact of Fit Perception on Job Performance and Turnover Intention in Taiwan IE Industry**  
Ming Cheng Lai  
National Taipei College of Business

Shih Liang Fan  
National Taipei College of Business

**The Impacts of Motivating Language on Subordinates' Attitudes and Performance - The Moderating Effect of Leader-member Exchange**  
Pi-Chuan Sun  
Tatung University

Di-Li Yang  
Tatung University

Wan-Ju Liao  
Tatung University

Shih-Min Wang  
Tatung University

**Uncertainty, Learning and Error Elimination: Taiwanese Entrepreneurs in Mainland China**  
Fu-Lai Tony Yu  
Feng Chia University

**Investigation on the Coffee Chain Shops Enterprise Image - A Case Study of Starbucks in Taiwan**  
Jann-Der Fann  
Ling Tung University

Der-Ming Chen  
Ling Tung University

Shun-Hsing Chen  
Chin-Min Institute of Technology
Session[B2]       11:00 - 12:40       Meeting Room 1B
Business and Management
Session Chair

The Relationships among Performance Management, Organizational Learning and Organizational Identification: An Empirical Study of Public Officers in National University
Yu-Fang Yvonne Yen National Kinmen Institution of Technology
Jong-Fon Tsang National Kaohsiung University

Development and Verification of a Team Learning Intervention Model
pi hsiu Lin Chia Nan University
Shou Jen Yang National Yunlin University of Science and Technology
Chin Pi Liu National Yunlin University of Science and Technology

Incorporate Personality Trait with Support Vector Machine to Acquire Quality Matching of Personnel Recruitment
Yung-Ming Li National Chiao Tung University
Cheng-Yang Lai National Chiao Tung University
Chien-Pang Kao National Chiao Tung University

The Relationship between Spiritual Capital and Work-family Balance
Huo-Tsan Chang National Changhua University of Education
Wei-Hao Yang National Changhua University of Education
Yi-Chun Lin National Changhua University of Education

Gender Diversity and Organizational Performance - Contingency Theory
Yi-Chun Lin National Changhua University of Education
I-Chieh Hsu National Changhua University of Education
An Empirical Investigation of The Effects of Mandated Market Risk Disclosure on The Quality of Analysts' Earnings Forecasts
Branson Kwok  SIM University
Chew Yeow Lim  Nanyang Technological University
Patricia Chew  SIM University

Dynamic Conditional Correlation of High Frequency Intraday Stock Returns: Evidence from Taiwan Stock Indices
Lih-Feng Lin  National Sun Yat-Sen University
Chau-Jung Kuo  National Sun Yat-Sen University
Liang-Ann Dai  National Sun Yat-Sen University
Hsiu-jung Tsai  National Sun Yat-Sen University

The Research on The Effects on Capital Structure on Firm Performance and Evidence from the Non-financial Industry of Taiwan 50 and Taiwan Mid-Cap 100 from 1987 to 2007
Shyan- Rong Chou  National Kaohsiung First University of Science and Technology
Chen-Hsun Lee  National Kaohsiung First University of Science and Technology

Relationship of Exchange Rate and Stock Price: The Application of Quantile Regression
lih-feng lin  National Sun Yat-Sen University
Chau-Jung kuo  National Sun Yat-Sen University
Hsiu-jung Tsai  National Sun Yat-Sen University

Investment Opportunities and The Long-Run Performance of Seasoned Equity Offers
Nhu Do  University of Vaasa

The Impact of Financial Leverage on Market Reaction to Seasoned Equity Offerings Announcement
Nhu Do  University of Vaasa
The Quantile Regression Analysis of Foreign Trading Activity on the Taiwan Stock Market
Hui-Lin Hsu National Kaohsiung First University of Science and Technology
Shyan- Rong Chou National Kaohsiung First University of Science and Technology

Stock Price React to Investment Region Announcement: The Case of Listed Electronic Companies
Yi-Hsien Wang Yuanpei University
Pei-Shan Syu Yuanpei University
Wan-Yi Tsai Yuanpei University
Chi-Hsin Wang Yuanpei University

Empirical Study of the Wealth Effects of Capital Reduction in Taiwan
Yi-Hsien Wang Yuanpei University
Jyun-Wei Huang Yuanpei University
Kai-Jie Li Yuanpei University
Ji-Yang Ciou Yuanpei University
Yi-Wei Lin Yuanpei University

Relationship between Insurance Development and Economic Growth: An Empirical Examination on Taiwan
Min-Sun Horng National Kaohsiung First University of Science and Technology
Yung-Wang Chang National Kaohsiung First University of Science and Technology

A Comparative Study of Environmental Accounting System Based on the Corporate Environment Reports in Korea and Japan
Mi-Young Seo Kainan University
Hung-Yi Wu Kainan University

The Effect of Market Information on the Trading Behavior of Institutional Investors and Individual Investors
Chuang Min Chao National Taipei University of Technology
Yueh Feng Lu National Taipei University of Technology
A Study on Mobile Platform of On-line Rule-based Analyzer with RFID Locator for Heterogeneous Enterprise Applications
Yungchung Tsao National Central University
Chien-Hung Lee Taiwan Mobile Co., Ltd.
Yin-Te Tsai Providence University
Kevin C. Hsu National Central University

Intelligent Negotiation Agent System for B2C E-commerce
Wen Yau Liang National Changhua University of Education

Featuring Information Technology for Knowledge Transfer
Shih Lan Hsin National University of Kaohsiung

An Analytical Hierarchy Process-based Ensemble for Bankruptcy Prediction
Chihli Hung Chung Yuan Christian University
jing-Hong Chen Chung Yuan Christian University

An Attentive Text Mining Model
chihli hung Chung Yuan Christian University
Tsang-Yao Chen Chung Yuan Christian University

Global Software Development - Project Decomposition
H. Keith Edwards University of Hawaii
Ban Al-Ani University of California
Joon Hyun Kim University of Hawaii
Sangmi Park University of Hawaii
Investigation of KSF in Global Logistics -- Taiwan's Perspective
Sheng-Jie Jess Hsu  National Yunlin University of Science and Technology
Pei Ying Lin  National Yunlin University of Science and Technology
Chun-Wei R Lin  National Yunlin University of Science and Technology

Using an Efficient New Gene for Genetic Algorithm to Solve the Multi-buyer Joint Replenishment Problem
Hsian Jong Hsiau  National Yunlin University of Science and Technology
R.Lin Chun Wei  National Yunlin University of Science and Technology

Impacts of Culture, Technology, and Leadership Behavioral on Employee Interaction and Organization Performance in Virtual Environment
Ying-Yi Wu  National University of Kaohsiung
Chien-Hsing Wu  National University of Kaohsiung
Shu-Chen Kao  National University of Kaohsiung
Lan-Hsin Shih  National University of Kaohsiung
Jen-Don Lin  National Kaohsiung First University of Science and Technology

Decision Support for Subcontractor Selection by Probabilistic Neural Network Model
Caroline T W Chan  City University of Hong Kong
Hoi-Cheung Sin  City University of Hong Kong

A Case Study for the Optimum Design of Manufacturing Process in Injection Molding of Automobile Headlight Base
Li-Chang Chao  Diwan University
The Effect on Purchase Intention through the Dimensions of Brand Image and Brand of Origin
Kuang-Wen Wu Feng Chia University
Kun-Chang Wu Feng Chia University

Influences of Message Framing and Temporal Distance on Healthcare Advertising Promotion
Ya-Fen Chang National University of Kaohsiung
Chun-Tuan Chang National Sun Yat-sen University

The Impact of Advertising and Price Promotion on Brand Equity: With Product Category as a Moderator
Pi-Chuan Sun Tatung University
Ting-Shu Tang Tatung University
Chun-Yi Shih Tatung University

The Impacts of the Number of People Front or Rear, and Perceived Waiting Time on the Mood States
Mingchuan Pan Tatung University

Models of Customer Involvement in New Service Development Process
Chien-Chiang Lin Shih Hisn University
Lien An Hsu National Chengchi University
Yun Shan Huang Shih Hisn University

A Study on Brand Strategy, Channel Strategy and Channel Performance - An Empirical Investigation of the Bare Systems
Cheng- Ying Chang National Taipei University of Technology
Tung-Lai Hu National Taipei University of Technology
Wen-Chueh Hsieh National Taipei University of Technology
Shao-Yu Chuang National Taipei University of Technology
Li-Wu Tin National Taipei University of Technology

A Cross-cultural Study of Scratch and Save Promotions in Canada and Korea
Sungchul Choi University of Northern British Columbia
Moontae Kim Catholic University of Pusan

A Framework for Analyzing Customer Expectations within Service Science
Yen-hao Hsieh National Chengchi University
Tuesday, July 8, 2008

Session[A3]     14:00 - 15:40    Meeting Room 1A

Business and Management

Session Chair

Power Sharing in Progressive Discipline: New Rules of Engagement Arising From an
Australian Perspective
John Chelliah        University of Technology
Tyrone Pitsis      University Technology Sydney

Religiosity as a Predictor of Consumer Ethical Behaviour: A Comparative Study
Between Public and Private University Students in Malaysia
Zulkufly Ramly     University of Malaya
Teck Chai Lau       Universiti Tunku Abdul Rahman
Kum Lung Choe       Universiti Tunku Abdul Rahman

Ethical Orientation of Future Business Leaders: An Exploratory Research
Teck Chai Lau   Universiti Tunku Abdul Rahman
Kum Lung Choe   Universiti Tunku Abdul Rahman
Zulkufly Ramly  University of Malaya

Cohesion in Team vs. Conflict between Teams
Chieh-Wen Sheng    Chihlee Institute of Technology
Yeh Chu-Li        Shih Hisn University

A Multilevel Approach on The Relationship Between Hrm Practices and Employee
Job Performance: A Study on Small-scale Hairdressing Organizations
Po-Chien Chang    National Sun Yat-sen University
Pei-Chi Huang     National Sun Yat-sen University
Shyh-Jer Chen     National Sun Yat-sen University
Chia-Mei Lu       Tainan University of Technology

Implemented High-Commitment HRM Practices, Employees' Perceptions of HRM
Practices, and Affective Commitment: An Integrated Model
Po-Chien Chang    National Sun Yat-Sen University
Pei-Chi Huang     National Sun Yat-Sen University
Shyh-Jer Chen     National Sun Yat-Sen University
Chia-Mei Lu       Tainan University of Technology
The Influence of IHRM Practices on HCNS' Job Performance: A Comparative Study of American and Japanese MNES in Taiwan
Yin-Lin Tsai National Chi Nan University
Chia-Hsien Liao National Chi Nan University

Creating Values for Online Shoppers
Mei-Hui Chen Chia-Nan University of Pharmacy and Science
Hung-Hsuan Lee National Kaohsiung First University of Science and Technology
Sheng-Wei Lin National Kaohsiung First University of Science and Technology
Kune-Muh Tsai National Kaohsiung First University of Science and Technology

A Research on Customer Self-service Technologies Acceptance and Customer Reaction
Cedric Hsi-Jui Wu National Dong Hwa University

HR's Role in Building Individual Change Readiness: A Conceptual Study
Luan Ying Wei Takming University of Science and Technology
Fang Chung-Hsiung National Taiwan Normal University

Creating, Sharing and Integrating Organizational Knowledge: The Role of HRM
Kumudinei University of Colombo
Dissanayake

Environmental Tobacco Smoke Avoidance in Health Care Worksite
Li-Chun Tang Tzu-Chi College of Technology
Yu-Li Lan Tzu-Chi College of Technology
Hsiang-Ming Hsu Tzu-Chi University
Applying Data Envelopment Analysis to Analyze Debt-paying Ability for a Shipping Industry
Wen Cheng Lin  Ching Yun University
Gin-Shuh Liang  National Taiwan Ocean University
Chin-Feng Liu  Dahan Institute of Technology

Estimating the Relationship between FDI and Corruption
Hung Yi Shiu  National Formosa University

Monthly Effect In the U.S. Commodity Futures Markets
Kuei-Chih Lee  Feng-Chia University
Hung-Gay Fung  University of Missouri
Tung Liang Liao  Feng-Chia University

Effects of Environmental Regulation on Location Decision and Entry or Exit of Firms
Ching-Chun Hsu  National Ilan University

Mergers and Acquisitions: Trends and Perspectives
Balasundram Maniam  Sam Houston State University
Josh Varnado  Sam Houston State University
Community Effect and Voluntary Participations in User Centric Internet Ventures
Tzyy Jane Lai Yuan Ze University
Hsien-Tung Tsai Yuan Ze University
Chih Yung Chen Yuan Ze University

Explore the Collaborative Commerce 2.0 Concept
Jenn Tang National Taipei College of Business
ChiaWen Hsu National Taipei College of Business
MingYing Chung National Taipei College of Business

Application of GHSOM on the Construction of Knowledge Maps for Identifying and Sharing Corporate Ideology and Business Strategies
Jen-Ying Shih Chang Gung University
Shih-Chen Chen Chang Gung University

The Study of CSFs to Collaborative Project Management
Jenn Tang National Taipei College of Business
Peihui Chu National Taipei College of Business
MingYing Chung National Taipei College of Business
ChiaWen Hsu National Taipei College of Business

The Relationship Between Information Systems Capabilities and Implementation of Information Technology Strategy: An Empirical Study
Jung-Chi Pai Takming University of Science and Technology
Yeh-Chi Hung National Taiwan University of Science and Technology
Gwo-Guang Lee National Taiwan University of Science and Technology

Wal-Mart Korea: Challenges of Entering a Foreign Market
Renee B Kim Hanyang University

An Analysis of Factors Affecting the Adoption of Innovative Food Products in Japan
Renee B Kim Hanyang University
Toward Authoritative Literature Recommendation
Wan-Shiou Yang National Changhua University of Education
Yi-Rong Lin National Changhua University of Education

The Diffusion Model Among 3G Mobile Phones and Adsl for Telecommunication Industry: The Taiwan Case
Chen-Yi Kuo Providence University
Chao-Chung Kang Providence University

Implementing a Decision Support System (DSS) for Discriminating Herbal and Medicinal Plants in Myanmar Using Classification Technique
Hay Mar Hlaing Pakokku Computer University
Thida Oo Pakokku Computer University
Aung Kyaw Oo Seoul National University

Teaching Assistant Animations Design for Web-based Multimedia Content
YuPing Hsu Shu-Zen College of Medicine & Managemen
Kuen-Chen Hsu Freelancer, Multimedia Designer

Combining Neural Network with Possibility Theory in Handwritten Character Recognition Application
Bae-Muu Chang National Chung Cheng University
Hung-Hsu Tsai National Formosa University
Pao-Ta Yu National Chung Cheng University
Lot Size Approximation in a Shop with Multi-assembly Products Using Timed Petri Net
Iraj Mahdavi  Mazandaran University of Science and Technology
Navid Sahebjamnia  Mazandaran University of Science & Technology
Mohammad Mahdi Paydar  Mazandaran University of Science & Technology
Maghsud Solimanpur  Urmia University

Quality Control Analysis of Packaging Process in Mineral Water Industry Using Six Sigma
Tanti Irawati Muchlis  Widyatama University
Rizki Budi Yanto  Widyatama University

The Approximate Equations between the Weibull and Lognormal Distributions by Using MRR
CHI-CHAO LIU  Takming University of Science & Technology
Phillip C. T. Willey  The Institution of Engineering and Technology
Session [G3] 14:00 - 15:40 Meeting Room 3B
Non-Profit, Leisure, Social Issue and Others
Session Chair

Correspondence Analysis in Back Pain Symptom of the Employees in the Industries, Lampang Province, Thailand
Kamol Sanittham  Chiangmai Rajabhat University
Bandhita Plubin  Chiangmai University
Putipong  Chiangmai University
Book kamana

Revisiting Willingness of Tourists for East Coast National Scenic Area in Taiwan
Wang chunhsien  Ming Chuan University
Huang Wan Tran  Chung Chou Institute of Technology
Ting Chung-Te  Chang Jung Christian University

Team Identification, Cognitive Congruence as the Moderators of the Relationship Between Task Conflict and Performance
Chiawu Lin  National Dong Hwa University
Chiou-Shiu Josh Lin  National Sun Yat-Sen University
Tuesday, July 8, 2008
Session [A4] 16:00 - 17:40 Meeting Room 1A
Business and Management

Session Chair

Breaking through the Knowledge Traps for Creating Knowledge: The Impact of Organizational Rationality
Kumudinei Dissanayake

Why Do Your People Lack for OCB? Self-Monitoring Moderates Reactions to Time Evaluation
Yu-Chen Wei  National Changhua University of Education
Syue-Ling Chen  National Changhua University of Education

Well-Being, Job Engagement and Workplace Deviant Behavior: Self-Monitoring as a Moderator
Kao-Man Chang  National Changhua University of Education
Yu-Chen Wei  National Changhua University of Education

A Study on the Relationship between Corporate Wellness Programs and Employees’ Stress, Job Satisfaction and Absenteeism
Dayang Nailul Munna  Universiti Malaysia Sarawak
Abg Abdullah
Azman Ali  Universiti Malaysia Sarawak
Oon Yin Lee  Universiti Malaysia Sarawak

A Study on Audit Judgment Performance: The Effect of Account Ability, Effort and Task Complexity
Ria Nelly Sari  University of Riau
Diani Mardisar  Telekominikasi Indonesia
Rita Anugerah  University of Riau
### Effects of Leader Attributes on Perceived Leader Integrity

Mark Gosling  
National Sun Yat Sen University

Heh Huang  
National Sun Yat Sen University

### Consequence of Psychological Contract Breach: the Moderating Role of Adversity Quotient, Professional Training and Tenure

Paoling Chin  
National Taipei University

Min-Li Hung  
National Taipei University

### Build Project Resources Allocation Model for Infusing Information Technology into Instruction with De Novo Programming

James K.C. Chen  
Asia University

Kevin C. Y. Chen  
Asia University

Sin-Yi Lin  
Asia University

Benjamin J. C. Yuan  
National Chiao Tung University

### Perspective of Green Innovation, Green Supplier Capacity Explore Competitive Advantages with Green Supply Chain Management

James K.C. Chen  
Asia University

Joe Z. Y. He  
Asia University

Jeff C. F. Wang  
Asia University

Kuo-Ching. Chen  
Asia University

### A Study of the Relationship Model between Servant Leadership and Employee’s Organizational Trust - An Empirical Research of Service Industry in Taiwan

Lee Yuan Duen  
Chang Jung Christian University

Chen Pi Ching  
Chang Jung Christian University

Chen Shih Hao  
Chang Jung Christian University

### Exploring the Growth Strategy of Taiwanese Industry from Resource-based Theory

Yueh Chiang Lee  
Vanung University

Pei Ling Wen  
Chung Yuan Christian University

Jui Hsiang Hsu  
Technology and Science Institute of Northern Taiwan
Accounting, Economic and Finance

Session Chair

Corporate Governance, Independent Directors and Supervisors Characteristics, and Corporate Performance: Evidence from GTSM Listed Companies in Taiwan
Hsiao-Jung Chen  Southern Taiwan University

Semdex Returns: Is There a Non-trading Period Effect?
Ushad Subadar Agathee  University of Mauritius
Matthew Lamport  University of Mauritius

Theories of Capital Structure: Evidence From Investment and Non-investment Firms Listed on the Stock Exchange of Mauritius
Ushad Subadar Agathee  University of Mauritius
Matthew Lamport  University of Mauritius
Wassila Bhujoo-Hosany  University of Mauritius

Checks Identification by Magnetic Characters and Printed Characters
Rung Ching Chen  Chaoyang University of Technology
Chih-Hung Lin  Chaoyang University of Technology

The Role of Industry Clusters in Regional Development
Chen-Ying Tu  National Sun Yat-sen University
Cher-Min Fong  National Sun Yat-sen University
The empirical study of the combined effect of service quality and virtual community on customer loyalty of the bookstore website in Taiwan
Chih-Chin Yang  Kainan University
Cheng Yu Cheng  Kainan University

Agent-based Social Decision Mechanism for EC Service Quality Evaluation
Yung-Ming Li  National Chiao Tung University
Yi-Lin Lee  National Chiao Tung University
Cheng-Yang Lai  National Chiao Tung University

The Research of the Technology Acceptance Model of Knowledge Repository Systems-An Empirical Study of Hospitals in Taiwan
Chung Hung Tsai  Tzu Chi College of Technology
Dauw Song Zhu  National Dong Hwa University
Wen Ping Wu  Takming University of Science and Technology

The Application of Using Blog to Enhance the Function of Project Management
Ling-Lang Tang  Yuan Ze University
Yu-Bin Chiu  China University of Technology
Yuan-Hung Wang  Yuan Ze University

Ling-Lang Tang  Yuan Ze university
Cheng-Chuang Hon  Minghsin University of Science and Technology
Hsueh-Hui Lu  Yuan Ze university

Exploring the Use of Podcast Technology for Supporting Asynchronous Language Learning
Shuchih Ernest Chang  National Chung Hsing University
Pao-Yao Huang  Tunghai University
Ying-Jiun Hsieh  National Chung Hsing University

Exploratory Analysis of Business Values of IT and E-Commerce Adoption in SMES: Tourism Public and Private Sector
Hyojae Joun  Korea Culture and Tourism Institute
Seunghee Oh  Korea Culture Information Service
Namjae Cho  Hanyang University
Symmetric Key Generation Using Particular User Keys
ShinYan Chiou
Industrial Technology Research Institute

A Research on the Learning Model—A Case Study of Taiwan Post Co., Ltd.
Yung Sun Lee
Ming Chuan University
Shyi Biau Liou
Ming Chuan University
Chung Hsin Wu
Ming Chuan University
Yu Ruei Yang
Ming Chuan University

Pharmaceutical Data Exclusivity in the Context of Innovation and Restrictive Competition
YU-HUA LIN
Hsiuping Institute of Technology

A Case Study of Applying Human Factor on Service Industry
Tseng-Fung Ho
Hsiuping Institute of Technology
Chih-Ling Lin
Central Taiwan University of Science and Technology

The Design and Facilities Layout for Restaurant Business: A Case Study in Taiwan
Tseng-Fung Ho
Hsiuping Institute of Technology
Chih-Ling Lin
Central Taiwan University of Science and Technology
Why Thai SMEs Do not Register for IPRs: A Cost-Benefit Comparison and Public Policies
Piriya Pholphirul National Institute of Development Administration
Veera Bhatiasevi Mahidol University International College

Selection of Initial Training Aircraft by Utilizing Entropy-based Topsis Approach
Tsung-Han Chang Kao Yuan University
Tien-Chin Wang I-Shou University

Fuzzy Weighted Average Based on Alpha-cut Extension Principle -- Review and Application on Performance Evaluation
Cheng-Chuang Hon Minghsin University of Science and Technology
Mei-Li Wu Minghsin University of Science and Technology
Ling-Lang Tang Yuan Ze University

Applying Co-Evolutionary Genetic Algorithms to Solve the Supply Chain Network Design Problems---Base on the Textile Industry in Taiwan
Ying-Hua Chang Tatung University
Fang-Pei Yu Tatung University
Hui-Sung Kao National Taipei University
The Impact Factors of Macau Residents’ Perception Toward Gaming Industry
Hoi Ngan Loi, Macao Polytechnic Institute
Matthew Tingchi Liu, University of Macau

Hi-Tech Mobile Phone Adoption Intentions: An Empirical Study in China
Matthew Tingchi Liu, University of Macau

Study of the Relationship between Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty
Shu-Hsien Liao, Tamkang University
Retno Widowati PA, Tamkang University
Da-Chian Hu, Tamkang University

Tung-Lai Hu, National Taipei University of Technology
Shao-Yu Chuang, National Taipei University of Technology
Wen-Chueh Hsieh, Soochow University
Cheng-Ying Chang, National Taipei University of Technology
Chih-Ming Chang, Sony Taiwan Ltd

The Domestic Markets & Global Markets Corporate Key Factors Model for SMES in Taiwan
Dan-Pai Feng, National Taiwan Normal University
Liang-Yuan Hsiung, Kun Shan University
Mu-Hui Lai, National Taiwan Normal University
Ming-Hua Chang, National Taiwan Normal University

Dynamic Evaluations of Blog Search Engines
ChangKeng Lee, National Taiwan University
Ling-Ling Wu, National Taiwan University
Yu-Chien Lin, National Taiwan University
Hsi-Peng Lu, National Taiwan University of Science and Technology
Seng-Cho Chou, National Taiwan University
Wednesday, July 9, 2008

Session[A5] 09:00 - 10:40 Meeting Room 1A
Business and Management
Session Chair

MCDM Applied to The Assessment of Sustainable Development for Taiwan’s Collective Residence Environment
Wei-Ming Wang Chung Hua University

Moral Judgement Competence and Moral Attitudes of future Managers
Peithe Ma Salva Far Eastern University
He Jason Huang National Sun Yat-Sen University

Conducting Exploratory Factor Analysis in Learning Organization Research
Preeyanuch Apibunyopas Kasestsart University
Yuraporn Suttharat Kasestsart University

The Relationship between a Responsible Downsizing Strategy and Firm Performance: Are Labor Unions a Stepping Stone or a Stumbling Block?
Philip Cheng-Fei Tsai Wenzao Ursuline college of Languages
Chih-Ting Shih National Pingtung Institute of Commerce
Chih-Ting Shih National Pingtung Institute of Commerce

Investigating Employee’s Disposition to Share Knowledge
Nicola Paulukat University of Applied Sciences and Arts Hanover

A Review of Technological and Vocational Education Upgraded in Taiwan Based on Risk Management Education Perspective
Li-Hua Lai National Kaohsiung First University of Science and Technology
Li-Ann Huang National Kaohsiung First University of Science and Technology
Test of a Mediating Model Linking Employee's Positive and Negative Affectivity with Helping and Withdrawal Behavior
Chen Chien Cheng National Taipei University of Technology
Ying Chun Liu National Taipei University of Technology
Sun Wan Xian National Taipei University of Technology

The Mediating Role of Applicant Impression Management in The Relationship Between Interviewer Affectivity and Interview Evaluation
Chien-Cheng Chen National Taipei University of Technology
Ying-Yin Lin National Taipei University of Technology
Wei-Chih Lin National Taipei University of Technology

The Influence of Applicant Impression Management Tactics in Employment Interview: The Moderating Role of Physical Attractiveness
Chien-Cheng Chen National Taipei University of Technology
Mei-I Lee National Taipei University of Technology
Wei-Chih Lin National Taipei University of Technology

The Impact of TMT-Follower Relationship on Strategy Formulation: Exploring the Impediments to Strategy Change
Masato Suzuki Meiji University
Motokazu Udagawa Nagasaki University

The Development and Perspective of The Incubation Centers in Taiwan
Dar-Chin Rau Lunghwa University of Science and Technology
Ru-Jen Lin Lunghwa University of Science and Technology
Hwa-Ming Nieh National Taiwan Normal University
Mu-Hui Lai National Taiwan Normal University
Session[C5] 09:00 - 10:40  Meeting Room 1C
Accounting, Economic and Finance
Session Chair

Price Pressure Around Exchange Listings
Tsai-Ling Liao  Providence University

A Common Wealth with Private Value?
LiHsien Chien  National Chung Hsing University

Should the Risk Attitude to Avian Flu for Poultry Producers Matter?
MeiHsiu Yeh  National Chung Hsing University
LiHsien Chien  National Chung Hsing University

Determinants of Subcontracting in Lao Garment Industry
Xayphone Kongmanila  Hiroshima University
Yoshi Takahashi  Hiroshima University

Hong S. Pak  California State Polytechnic University
Utilizing Analytic Hierarchy Process to Support Adaptive Learning Navigation in A Ubiquitous Learning Environment
Ting-Ting Wu National University of Tainan

On-Line Shopping Mall - The Application of GIS and Three-dimensional Scan Technologies
Ching-Hua Lin Chung Hua University

Social Network Analysis And Business Implications
Lizhong Zhang La Trobe University

Assessing e-Retail System Success: A Validation of the Deleone and McLean's Information System Success
Timothy Jung Manchester Metropolitan University
Panos Louvieris University of Surrey
Dennis Jjemba Manchester Metropolitan University

Unraveling The Inhibiting Factors of M-Commerce Adoption
Ly-Fie Sugianto Monash University
Zhigang Liao Monash University
Dewi Rooslan Tojib Monash University
Strategic Management in the Non-Profit Organisations
Reza Shafi-Zade Islamic Azad Universiti Of Saveh Branch

Opportunities and Challenges of Pig Production in Cote D'ivoire: Slaughters and Traders Data Analysis from 1999 to 2007
Tagouelbe TIHO National Pingtung University of Science and Technology

Determine Ecological Change in Hsiangshan Wetland, Hsinchu by An Ecological Energetic Model
Ke-Chin Yen Chung Hua University

Knowledge-Sharing Dilemmas in Virtual Communities: The Impact of Anonymity
Heng-Li Yang National Cheng-Chi University
Cheng-Yu Lai National Cheng-Chi University

A Constructs for Performance Management of Coastal Wetlands in Taiwan
Ke-Chin Yen Chung Hua University

Seasonal Demands Impact on The Quality and Quantity of Pig Meat, in Abidjan (Cote D'ivoire) from 1999 to 2007
Tagouelbe TIHO National Pingtung University of Science and Technology

Local residents' impact on the development of the creative and cultural industries
Cheng Wei Chung Chung Hua University
Li Hsing Ho Chung Hua University
Yi Ling Hsieh Asia University

The research on the core competitive ability of standard hotels in Taiwan
Huan Tun Chen Kainan University
Hsin Yun Tu Kainan University
Cheng Wei Chung Chung Hua University
Tzu Yu Liu Kainan University
Wei Ming Wang Chung Hua University
Process Quality Assurance Based on Measuring Process Expected Loss
Hung-Chin Lin Vanung University
Kun-Hung Lin Vanung University

User-Oriented Innovation-An Activity-Centered Approach
Shang Hwa HSU National Chiao Tung University
Jen Wei Chang National Chiao Tung University

Application of Multi-Objective Programming to Process The Flow Shop Scheduling Problem in Paper Factory
Tein-Hsi Chuang Chuang Hua University
Fu Hsiang Chuang Chuang Hua University
Wei Ting Lin Chuang Hua University
Po Hsuan Chou Chuang Hua University

Application of Multiple-Goal Programming and AHP in Course Scheduling
Tein-Hsi Chuang Chuang Hua University
Hsin Jou Chuang Chung Hua University
Yu Chen Lu Chung Hua University

A Note on 'Determining The Optimal Lot Size for The Finite Production Model With Random Defective Rate, The Rework Process, and Backlogging'
Kit-Nam Francis City University of Hong Kong
Leung
Managing Complaints in South American Retail Banking
Fredy Valenzuela  University of New England and Universidad de Talca
Jose Rojas-Mendez  Carleton University

Is the Chilean Banking Industry Managing Effectively The Complaints of Its Customers?
Fredy Valenzuela  University of New England and Universidad de Talca

The Impact of Attribute Balance on Consumer Choice Under Incomplete Information
Pei-Hsun Wu  National Taichung Institute of Technology

Influence of Fashionable Boutique on Consumer Attitude and Purchase Intention - An example of Movie “The Devil Wears Prada"
Wan-Chun Chiu  Feng Chia University

Marketing Capability and Export Performance: Evidence from Thai Agro-Based Firms
Phadett Tooksoon  Rajamangala University of Technology Lanna
Osman Mohamad  Universiti Sains Malaysia

Internal Customer Service Quality in The Malaysian Telecommunications Industry
Ainan Mohd Yusoff  Universiti Teknologi Malaysia
Rohaizat Baharun  Universiti Teknologi Malaysia
The Moderating Effects of Social Support on the Relationships between Challenge-Hindrance Stressor and Well-Being
Ing Chung Huang  National Kaohsiung University
Chin Hui Chen  National Sun Yat-Sen University

The Moderating Effects of Self-Efficacy on the Relationships of Job Demand-Control Model and Burnout
Ing Chung Huang  National Kaohsiung University
Chin Hui Chen  National Sun Yat-Sen University
Yu Hwa Huang  National Sun Yat-Sen University
Chin Ann Yang  National Sun Yat-Sen University

Factors Influencing Corporate Ownership Structure in an Emerging Market: Some Issues on Entrepreneurship
Omar Al Farooque  University of New England

Information Flow Between Organization Levels in Teamwork Discussion
vichita vathanophas  Mahidol University
Onanong Pilun-owad  Mahidol University

Current Trends in the Use of Application Development Tools: A New Zealand Case Study
Mehdi Asgarkhani  CPIT, New Zealand
Jun Wan  CPIT, New Zealand
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Foreign Direct Investment and Services Trade: Evidence from Malaysia and Singapore

Koi Nyen Wong  Monash University
Tuck Cheong Tang  Monash University
Dietrich K. Fausten  Monash University

Is There Gender Bias in U.S. Federal Farm Lending Decisions?

Cesar L Escalante  University of Georgia
James E. Epperson  University of Georgia
Uthra Raghunathan  University of Georgia

The Firm-Specific Volatility of Stock Returns, Credibility of Management Forecasts, and Media Coverage: Evidence from Japanese Firms

Hiroyuki Aman  Nagasaki University

Evaluate Performance of Commercial Bank

Zaenal Abidin  Asian Banking Finance and Informatic Institute Perbanas

Risk and Information Efficiency: The Euro/Dollar Spot versus Futures

Shu-Mei Chiang  Lunghwa University of Science and Technology
Shu-Fen Lin  Minghsin University of Science and Technology
Shen-Chieh Lin  Ta Tung Institute of Commerce and Technology
### Session D6

**Time:** 11:00 - 12:40  
**Location:** Meeting Room 2A  
**Chair:** Accounting, Economic and Finance

#### Reporting for Securities under IFRS: Some Issues from Transitional Economies (Evidence from Czech)
- Jiri Strouhal  
  University of Economics Prague

#### Financial Reporting in Czech: Czech GAAP vs IFRS (Collision Course)
- Jiri Strouhal  
  University of Economics Prague

#### Technical and scale efficiencies of Thai commercial banking industry
- Li Li  
  University of the Thai Chamber of Commerce

#### Revisiting Money Demand in Malaysia: Simple-sum versus Divisia Monetary Aggregates
- Chin-Hong Puah  
  Universiti Malaysia Sarawak
- Choi-Meng Leong  
  Universiti Malaysia Sarawak
- Shazali Abu Mansor  
  Universiti Malaysia Sarawak
- Evan Lau  
  Universiti Malaysia Sarawak
E-Voting Scheme over Internet
Hasan Mohamed Al Hussein Bin Talal University
Shalabi

Mobile Virtual Network Operator (Mvno) in Indonesia: Competitive Business Analysis Using Porter 5 Forces Model
Muhamad - Asvial University of Indonesia
L - Adyawardhani University of Indonesia

Designing a New Model of Distributed Quality Control for Sub Assemble Products Based on The Intelligent Web Information System
Navid Sahebjamnia Mazandaran University of Science & Technology
Iraj Mahdavi Mazandaran University of Science & Technology
Namjae Cho Hanyang University
Session[F6]     11:00 - 12:40    Meeting Room 3A
Operation and Technology Management
Session Chair

Enterprise Systems Education Competing Through Supply Chain Management
David S Ang  Auburn University Montgomery
Tom Griffin  Auburn University Montgomery
Jane Goodson  Auburn University Montgomery

A Study of Trade-related Injuries to Industries for Antidumping Investigations-An Application on Midstream Industry of Petrochemical in Taiwan
Shu Yuan Lee  Chihlee Institute of Technology
Ching Cheng Chang  National Taiwan University

Using Data Mining Approaches to Enhance The Credit Scoring Model
Rong-Ho Lin  National Taipei University of Technology
Lee-Kuo Lin  National Taipei University of Technology
Sue-Teng Huang  National Taipei University of Technology
Exploring The Role of Peer Pressure in Adolescent Brand Loyalty: Cross-Cultural Investigation
Danny T. Kao  Shih Chien University
Lei Zhang  Xi'an JiaoTong University

Attitude Towards Organic Food: An Empirical Investigation on Egyptian Consumers
Khaled Abdel Rahman  Arab Academy for Science
Gad

The Discussion of Factors on The Impact of Service Recovery from Integration Point of View
Wen-Bao Lin  National Formosa University

An Evaluating Model for Relationship Marketing Strategy
Hsu Tsuen-Ho  National Kaohsiung First University of Science and Technology
Lee Tsang-Chieh  National Kaohsiung First University of Science and Technology
Wednesday, July 9, 2008

Session[A7]  14:00 - 15:40  Meeting Room 1A

Business and Management

Session Chair

The Influence Factor for Decision-Making of Rural Industries Outsourcing to Northeast Thailand
Thongphon Promsaka  Khon Kaen University
Na Sakolnkorn

A Study on Upgrade of Performance of Fund Utilization Using CIPP Evaluation Model
Ming-Hua Chang  National Taiwan Normal University
Liang Yuan Hsiung  Kunshan University of Science and Technology
Dar-Chin Rau  Lunghwa University of Science and Technology
Shao-Tsu Chu  Kunshan University of Science and Technology
Mu-Hui Lai  National Taiwan Normal University

Foreign Parent Contributions, Experiences and International Joint Venture Control and Performance
Nguyen Huu Le  University of Vaasa

Parent Control Dynamics and International Joint Venture Performance
Nguyen Huu Le  University of Vaasa
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Accounting, Economic and Finance

Session Chair

Is OPEC a Dominant Firm?
Raymond Li  Macquarie University

Decomposition of the Efficiency of the Chinese State-Owned Commercial Banks at the Provincial Level
Ya Ping Yin  University of Hertfordshire Business School
Jian Lu Shang  University of Hertfordshire Business School

Some Remarks on Crisis Forecasting
Vladimir V Prelov  Russian Academy of Sciences

Causal Relationships among the Interest Rates, Real Estate Prices and Stock Prices in the U.S.
Hwey-Yun Yau  National Taipei College of Business
Chun-Lin Lee  National Taipei University

Prediction of Time-Series Data by Integration of Regression Tree and Artificial Neural Network – Take Taiwan Stock Index Futures and Gross National Product as Examples
Yen-Ju Yang  Tatung University

Bond Ratings and Remediation Disclosure of Internal Control Weaknesses
JOHN J. CHEH  The University of Akron
Gary B. Frank  The University of Akron
Knowledge Sharing, Customer Value and Customer Relationship Quality: An Empirical Study of Virtual Community
Li-Fang Sun Mingchi University of Technology
Yi-Chun Teng Mingchi University of Technology

The Study of Core Competences, Supply Chain Partners, Knowledge Sharing and Innovation Performance
Li-Fang Sun Mingchi University of Technology
You-Luen Li Mingchi University of Technology

An Exploration on the Business Application of Software Agent in Taiwan
Ming-Hsiung Hsiao Sue-Te University
Yen Kuei Ling Sue-Te University

Unraveling the Inhibiting Factors of M-Commerce Adoption
Ly-Fie Sugianto Monash University
Zhigang Liao Monash University
Dewi Rooslani Tojib Monash University
Session[E7]  14:00 - 15:40  Meeting Room 2B
Computer Science, Technology and Systems
Session Chair

Selecting Enterprise Architecture Framework Based on the Group Evidential Reasoning Approach
Faramak Zandi  Alzahra University

Designing Business Processes for Business Performance : A Framework
Gianmario Motta  University of Pavia

Business Process Knowledge Base
Gianmario Motta  University of Pavia

Multiple Criteria Group Decision Making for Selection of It Projects
Faramak Zandi  Alzahra University
A Study on Process Capability Index Applied to Banking Service  
Chui-Yen Chen  Chin-Min Institute of Technology

Driving the Knowledge Economy: The Impact of Regional Innovation Capacity  
Benjamin Yeo  Milken Institute

Developing a Computerized Measurement Tool for Technical Creativity Test of Electric and Electronic  
Chien-Yun Dai  National Taiwan Normal University  
Mu-Hui Lai  National Taiwan Normal University  
Liang-Yuan Hsiung  Kun Shan University  
Ming-Tien Hsu  National Taiwan Normal University
The Difference of Knowledge Quality Between Heterogeneous Virtual Communities
Yu-Chung Hung National Chung Cheng University
Chia-Ann Tsai National Chung Cheng University
Shin-Yuan Hung National Chung Cheng University

The Importance of Attitude in Mediating the Constructs of Personal Factors to the Outcomes of Internet Usages and Online Purchase Intention
C.H. Mark Ng Hong Kong Shue Yan University
C.C. Monica Law Hong Kong Shue Yan University

Unraveling the Relationship Between Employees' Perception to Organization and Turnover Intentions: Exploring the Mediating Effects of Trust to Organization
C.H. Mark Ng Hong Kong Shue Yan University
Wednesday, July 9, 2008

Session[A8]  16:00 - 17:40  Meeting Room 1A
Business and Management

Session Chair

Within-Group Diversity: A Moderating Effect Between Organizational Demography and Group Social Integration
Shih-Yung Chou  Southern Illinois University Carbondale

Are Hopeful Employees More Creative: An Empirical Study
Armenio Rego  University of Aveiro
Fernanda Machado  Universidade de Aveiro
Susana Leal  Instituto Politécnico de Santarém
Miguel Pina e Cunha  Universidade Nova de Lisboa

How the Employees' Perceptions of Corporate Citizenship Predict Their Organizational Commitment
Armenio Rego  University of Aveiro
Susana Leal  Instituto Politécnico de Santarém
Miguel Pina e Cunha  Universidade Nova de Lisboa
Jorge Faria  Instituto Politécnico de Santarém

Loan Guarantees for Related Parties and Control Mechanisms
I Keng  Kun-Shan University
Wen-Yi Lin  Feng Chia University
Y. Angela Liu  National Chung Cheng University

Managers' Extended Working Hours: How Cognitive Dissonance Confounds Managerial Obligation and Fractures Agency
Neal William Waddell  University of Queensland
Bernard Joseph  University of Queensland
McKenna

The Impact of National Culture on Leadership: A Case of Servant Leadership
Andre Pekerti  University of Queensland
Sen Sendjaya  Monash University
Curtin Graduate Attributes: An Exploratory Study on Business Graduates in Curtin Sarawak
Ng Poh Yen Curtin University of Technology

Being Expatriates in Thailand: Essential Experience and Knowledge
Matorost Singhapong Rayong
Nuttawuth Muenjohn RMIT University

Measuring Organizations' Crisis Management Performance: An Exploratory Study
Wei-Tsong Wang National Cheng Kung University

Hsiang-Lin Chih National Taipei University
Tzu-Yin Chen National Taipei University

Management and Strategy of Legitimacy and Reputation: Conceptual Frameworks and Methodology
Keiichi Yamada Nakamura Gakuen University

Learning Organization Dimensions on Knowledge Sharing: A Study of Faculty Members in the Private Universities in Malaysia.
Ng Poh Yen Curtin University of Technology
Nonlinear Dynamic Process of Basis Change of the Stock Index Futures
Hsiu-Jung Tasi National Sun Yat-Sen University
Ming-Chi Chen National Sun Yat-Sen University
Lih-feng Lin National Sun Yat-Sen University

Decision Rules for Predicting Companies with Sarbanes-Oxley Act Internal Control Weaknesses
John J. Cheh The University of Akron
Jang-Hyung Lee Daegu University
Il-woon Kim The University of Akron

An Investigation of Volatility Based on Dynamic Conditional Correlation Among Interest Rate, Reit, Real House Price and Stock Market
Hsiu Jung Tsai National Sun Yat-Sen University
Ming-Chi Chen National Sun Yat-Sen University
Lih-feng Lin National Sun Yat-Sen University

Musharakah Mutanaqisah: A Solution to Different Interpretations by Malaysian and Middle East Scholars in Islamic Financing
Sazali Zainal Abidin Universiti Putra Malaysia
Annuar Md. Nassir Universiti Putra Malaysia

Diversification Benefits of Real-Estate Investment Portfolios in Urban Areas in Malaysia
Sazali Zainal Abidin Universiti Putra Malaysia
Rohana Abdul Hamid Universiti Putra Malaysia

Comparison of CAPM Models in Stock Exchange Thailand: Evidence in 2000 to 2006
Treerapot Kongtoranin Assumption University
Malay, Chinese and Internet Banking: An Exploratory Study in Malaysia

Khalil Md Nor 
Universiti Teknologi Malaysia

Exploring Financial Reporting Fraud

Kuo-Ying Hsu 
National Chengchi University
Rua-huan Tsaih 
National Chengchi University
Sheree S. Ma 
National Chengchi University

Industry e-Cluster Initiative for SMEs in Taiwan

JrJung Lyu 
National Cheng Kung University,
Yu-Chih Huang 
Tainan University of Technology
Shu-Chi Li 
National Cheng Kung University

Anonymity, Virtual Network Structure, and Knowledge Intentions: Perceived Network Structure as Antecedents of Knowledge Intentions in Virtual Knowledge Communities

Kyung Woo Kang 
University of Rhode Island
Seung Kyooon Shin 
University of Rhode Island
Session Chair

An Asymmetric and DCC Analysis of Two Stock Market Returns' Volatility: An Evidence Study on the Hong Kong and Japan Stock Markets
Horng Wann Jyi Chia Nan University of Pharmacy & Science

Secure mCoupons Scheme Using NFC
Han-Cheng Hsiang National Tsing Hua University
Wei-Kuan Shih National Tsing Hua University

Public Sector Reform: Phases of Electronic Information Management and Electronic Administration
Mehdi Asgarkhani C P I T - New Zealand

The Major Determinants of Collaborative Transportation Management Adoption
Chien-Yun Yuan Chihlee Institute of Technology

Factors Impacting on Success of Asian Students in ICT Higher Education Overseas (A Case Study)
Mehdi Asgarkhani C P I T - New Zealand
Jun Wan C P I T - New Zealand
A Heuristic Methodology for Multi-Criteria Evaluation of Web-Based e-Learning Systems Based on User Satisfaction

Iraj Mahdavi  
Mazandaran University of Science and Technology

Hamed Fazlollahtabar  
Mazandaran University of Science and Technology

Armaghan Heidarzade  
Mazandaran University of Science and Technology

Nezam Mahdavi-Amiri  
Sharif University of Technology

Supply Chain Coordination Systems for Variable Demand and Variable Interval Delivery Problems

Ching-Ter Chang  
National Changhua University of Education

Hierarchical Coordination Mechanism: The Impact on Buyer-Supplier Negotiation in Supply Network

Iraj Mahdavi  
Mazandaran University of Science & Technology

Shima Mohebbi  
K.N.Toosi University of Technology

Namjae Cho  
Hanyang University

Rasoul Shafaei  
K.N.Toosi University of Technology
A Study on the Relationship Between Motivations and Behavior in Viewing MLB Broadcasts -- Fan Identification as a Mediator
Anne Wan-Ling Hu  Taipei Physical Education College
Lin-Ru Tang  Taipei Physical Education College

The Relationship of Consumer Innovativeness and Advertising Thoughts to Brand Attitude Formation on the Early Adoption of Innovation
Hua-ching cheng  Da-Yeh University

Global Marketing Logistics with Collaborative Commerce: Opportunities and Limitations
Ungul - Laptaned  University of the Thai Chamber of Commerce
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