

Proceedings of Business And Information

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Organizers' Message

Welcome to the 2012 International Conference on Business and Information (The BAI 2012 Conference). BAI is an annual meeting for scholars around the world. Papers are invited from all related areas of Business and Information. The aim of the BAI conference is to serve as a forum for scholars of the business and information disciplines. The BAI Conference had been held since 2004 in Asia, included Sapporo, Bangkok, Kitakyushu, Kuala Lumpur, Seoul, Tokyo, Singapore, Hong Kong, and Taipei. Annual BAI conference attracts hundreds of researchers to participate in. In 2012, we have received more than 1,110 submissions from 42 countries including Australia, Austria, Canada, Chile, China, Czech Republic, Finland, France, Germany, Georgia, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Korea, Macau, Macedonia, Malaysia, Mexico, New Zealand, Norway, Oman, Pakistan, Philippines, Poland, Puerto Rico, Russian, Saudi Arabia, Singapore, South Africa, Spain, Sri Lanka, Sweden, Taiwan, Tajikistan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States of America. Each submission was peer-reviewed by at least two anonymous reviewers and a total of 645 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America, Australia and Africa, attend the meeting. Accepted papers are scheduled for presentation in 79 parallel sessions and also one poster session. We would like to express our sincere appreciation to all the reviewers, chairs and members of that made this Conference possible.

The opening ceremony provides the opportunity to honor the best papers and to recognize the contributions of the many people who made this meeting possible. 21 papers receive this year's best paper award in recognition of their scholarly contribution. Also, 2 contribution awards and 10 best reviewer awards in recognition for outstanding contribution to organizing BAI2012 Conference.

A conference of this size requires the integrated effort of hundreds of volunteers. We would like to take this opportunity to thank Dr. Chih-Chien Wang, Dr. Mu-Fen Chao, Dr. Li-Fang Sun, Dr. Chen-Ling Fang, Dr. Chian-Son Yu, Dr. Ta-Wei Hung, Dr. Chien-Kuo Li, Dr. Cheng-Hwai Liou, Dr. Ssu-Lang Lee, Dr. Fengyi Lin, Dr. Ting-Sheng Weng, Dr. Chien-Chang Chen, Dr. Yen-Fen Lo, Ms. Yi-Lei Chang, and Ms. Pei-Wun Luo who did an outstanding job in organizing this conference. I also like to thank the support from local host and Co-Conference Chairman Dr. Ushio Sumita, University of Tsukuba, without their help, we can not make this conference a success.

At last, we want to express our appreciation for the valuable assistance from "Sapporo Convention Bureau" in organizing BAI2012 conference. We hope you enjoy this conference and this city. We are delighted to announce that the BAI 2013 Conference will be held in Bali, Indonesia and you are invited to submit your papers. We look forward to seeing you next year.

Wenchang Fang

Conference Chair

National Taipei University

International Conference on
Business And Information (BAI 2012)
Summary of Schedule

July 03, 2012

14:00~15:50	Session (A1, A2, A3, A4, A5, A6, A7, A8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II
15:50~16:10	Tea Break	
16:10~18:00	Session (B1, B2, B3, B4, B5, B6, B7, B8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II

July 04, 2012

08:00~09:50	Session (C1, C2, C3, C4, C5, C6, C7, C8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II
09:50~10:10	Tea Break	
10:10~12:00	Session (D1, D2, D3, D4, D5, D6, D7, D8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II
12:00~14:00	Lunch Opening Ceremony Contribution Award and Best Reviewer Award Presentation	Ballroom
14:00~15:50	Session (E1, E2, E3, E4, E5, E6, E7, E8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II
15:50~16:10	Tea Break	
16:10~18:00	Session (F1, F2, F3, F4, F5, F6, F7, F8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II

July 05, 2012

08:00~09:50	Session (G1, G2, G3, G4, G5, G6, G7, G8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II
09:50~10:10	Tea Break	
10:10~12:00	Session (H1, H2, H3, H4, H5, H6, H7, H8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II
12:00~14:00	Lunch Best Paper Award Presentation	Ballroom
14:00~15:20	Session (I1, I2, I3, I4, I5, I6, I7, I8)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I & II
15:20~15:40	Tea Break	
15:40~17:00	Session (J1, J2, J3, J4, J5, J6, J7)	Roma, Venezia, Raffaeollo I & II, Michelangelo I & II, DaVinci I

International Conference on
Business And Information (BAI 2012)
Schedule

Tuesday, July 03, 2012

[Registration] 13:30~18:00

14:00~15:50 July 03, 2012

[A1] Accounting and Finance	Session A1	Roma
[A2] Management Information Systems	Session A2	Venezia
[A3] Marketing	Session A3	Raffaeollo I
[A4] Operation Management and Industrial Engineering	Session A4	Raffaeollo II
[A5] Organization Behavior and Human Resource Management	Session A5	Michelangelo I
[A6] Strategy	Session A6	Michelangelo II
[A7] Technology and Innovation Management	Session A7	Da Vinci I
[A8] Marketing	Session A8	Da Vinci II

15:50~16:10 July 03, 2012

Tea Break

16:10~18:00 July 03, 2012

[B1] Accounting and Finance	Session B1	Roma
[B2] Management Information Systems	Session B2	Venezia
[B3] Marketing	Session B3	Raffaeollo I

[B4] Operation Management and Industrial Engineering	Session B4	Raffaeollo II
[B5] Organization Behavior and Human Resource Management	Session B5	Michelangelo I
[B6] Strategy	Session B6	Michelangelo II
[B7] Technology and Innovation Management	Session B7	Da Vinci I
[B8] Marketing	Session B8	Da Vinci II

Wednesday, July 04, 2012

[Registration] 07:45~18:00

08:00~09:50 July 04, 2012

[C1] Accounting and Finance	Session C1	Roma
[C2] Management Information Systems	Session C2	Venezia
[C3] Marketing	Session C3	Raffaeollo I
[C4] Operation Management and Industrial Engineering	Session C4	Raffaeollo II
[C5] Organization Behavior and Human Resource Management	Session C5	Michelangelo I
[C6] Strategy	Session C6	Michelangelo II
[C7] Technology and Innovation Management	Session C7	Da Vinci I
[C8] Management Information Systems	Session C8	Da Vinci II

09:50~10:10 July 04, 2012

Tea Break

10:10~12:00 July 04, 2012

[D1] Accounting and Finance	Session D1	Roma
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[D2] Management Information Systems	Session D2	Venezia
[D3] Marketing	Session D3	Raffaeollo I
[D4] Management Information Systems	Session D4	Raffaeollo II
[D5] Organization Behavior and Human Resource Management	Session D5	Michelangelo I
[D6] Strategy	Session D6	Michelangelo II
[D7] Technology and Innovation Management	Session D7	Da Vinci I
[D8] Management Information Systems	Session D8	Da Vinci II

12:00~14:00 July 04, 2012

Lunch, Opening Ceremony

Contribution Award and Best Reviewer Award Presentation

Ballroom

14:00~15:50 July 04, 2012

[E1] Accounting and Finance	Session E1	Roma
[E2] Management Information Systems	Session E2	Venezia
[E3] Marketing	Session E3	Raffaeollo I
[E4] Information Decision Analysis	Session E4	Raffaeollo II
[E5] Organization Behavior and Human Resource Management	Session E5	Michelangelo I
[E6] Accounting and Finance	Session E6	Michelangelo II
[E7] Technology and Innovation Management	Session E7	Da Vinci I
[E8] Marketing	Session E8	Da Vinci II

15:50~16:10 July 04, 2012

Tea Break

16:10~18:00 July 04, 2012

[F1] Accounting and Finance	Session F1	Roma
[F2] Management Information Systems	Session F2	Venezia
[F3] Marketing	Session F3	Raffaeollo I
[F4] Information Decision Analysis	Session F4	Raffaeollo II
[F5] Organization Behavior and Human Resource Management	Session F5	Michelangelo I
[F6] Strategy	Session F6	Michelangelo II
[F7] Technology and Innovation Management	Session F7	Da Vinci I
[F8] Technology and Innovation Management	Session F8	Da Vinci II

Thursday, July 05, 2012

[Registration] 07:45~17:00

08:00~09:50 July 05, 2012

[G1] Accounting and Finance	Session G1	Roma
[G2] Management Information Systems	Session G2	Venezia
[G3] Marketing	Session G3	Raffaeollo I
[G4] Operation Management and Industrial Engineering	Session G4	Raffaeollo II
[G5] Organization Behavior and Human Resource Management	Session G5	Michelangelo I
[G6] Accounting and Finance	Session G6	Michelangelo II
[G7] Technology and Innovation Management	Session G7	Da Vinci I
[G8] Management Information Systems	Session G8	Da Vinci II

09:50~10:10 July 05, 2012

Tea Break

10:10~12:00 July 05, 2012

[H1] Accounting and Finance	Session H1	Roma
[H2] Management Information Systems	Session H2	Venezia
[H3] Marketing	Session H3	Raffaeollo I
[H4] Technology and Innovation Management	Session H4	Raffaeollo II
[H5] Organization Behavior and Human Resource Management	Session H5	Michelangelo I
[H6] Strategy	Session H6	Michelangelo II
[H7] Technology and Innovation Management	Session H7	Da Vinci I
[H8] Marketing	Session H8	Da Vinci II

12:00~14:00 July 05, 2012

Lunch & Best Paper Award Presentation Ballroom

14:00~15:20 July 05, 2012

[I1] Accounting and Finance	Session I1	Roma
[I2] Management Information Systems	Session I2	Venezia
[I3] Marketing	Session I3	Raffaeollo I
[I4] Operation Management and Industrial Engineering	Session I4	Raffaeollo II
[I5] Organization Behavior and Human Resource Management	Session I5	Michelangelo I
[I6] Accounting and Finance	Session I6	Michelangelo II
[I7] Technology and Innovation Management	Session I7	Da Vinci I

[I8] Session I8 Da Vinci II
Marketing

15:20~15:40 July 05, 2012

Tea Break

15:40~17:00 July 05, 2012

[J1]	Session J1	Roma
Accounting and Finance		
[J2]	Session J2	Venezia
Management Information Systems		
[J3]	Session J3	Raffaeollo I
Marketing		
[J4]	Session J4	Raffaeollo II
Operation Management and Industrial Engineering		
[J5]	Session J5	Michelangelo I
Organization Behavior and Human Resource Management		
[J6]	Session J6	Michelangelo II
Accounting and Finance		
[J7]	Session J7	Da Vinci I
Technology and Innovation Management		

Business and Information 2012 Agenda

Tuesday, July 03, 2012

Session [A1] 14:00 – 15:50 Roma
Accounting and Finance
Session Chair: Yoji Takahashi Gifu Shotoku Gakuen University

Individual and Institutional Herding and the Impact on Stock Returns: Evidence from Taiwan Stock Market

Shu-Fan Hsieh National Kaohsiung First University of Science and Technology

An Empirical Study on the NBP Hypothesis of the Taiwan Index and Stock Options Market during the Financial Tsunami- Surveillance to 2010

Yu Wen Lan Lunghwa University of Science and Technology
Hsiao En Ju National Central University

Chaebol Firms' Real and Accrual-Based Earnings Management in the Pre- and Post-Asian Financial Crisis

Jungeun Cho Yonsei University
Jaimin Goh Inha University
Jaehong Lee Yonsei University

Cashflow, Growth, and Internal Finance

Nathrudee Suppakitjarak Chulalongkorn University

The Role of Diverge Opinion in Decision of Capital Expenditure and Financing

Yao-Min Chiang National Chengchi University
Po-Kai Huang Aletheia University

The Institutional Environment and Accounting Conservatism: Evidence from China

Yi-Hua Lin Southern Taiwan University
Yenn-Ru Chen National Cheng Kung University

IPO Pricing and Firm Location: Evidence from Japan

Yoji Takahashi Gifu Shotoku Gakuen University

Session [A2] **14:00 – 15:50** **Venezia**
Management Information Systems
Session Chair: Pisal Yenradee **Thammasat University**

A Scheduling Mechanism for Scheduling Square Mesh-Task in a Multiple Mesh-Connected Machines Environment

Jiann-Fu Lin Takming University of Science and Technology

Effects of Cognition, Knowledge Attributes, and Immersion on Knowledge Transfer: Mediating Impact of ICT

ChienHsing Wu National University of Kaohsiung
Shu-Chen Kao Kun Shan University
Stan Huang National University of Kaohsiung

Understanding the Repurchase Intentions in Online Group-Buying Context: An Integration of Expectation–Confirmation Theory and Relationship Quality

Wen-Pin Tien National Kaohsiung First University of Science and Technology
Meng-Hsiang Hsu National Kaohsiung First University of Science and Technology
Li-Wen Chuang National Kaohsiung First University of Science and Technology

On the Evaluation Model for Online Knowledge Communities

Shu-Chen Kao Kun Shan University
ChienHsing Wu National University of Kaohsiung

Factors Affecting Social Networking Sites Usage: The Perspectives of Social Presence Theory, Social Capital Theory, and Social Well-Being

Chun-Ming Chang Aletheia University
Meng-Hsiang Hsu National Kaohsiung First University of Science and Technology

A Finite Capacity Material Requirement Planning for a Supply Chain Network

Benyaphorn Paopongchuang Thammasat University
Pisal Yenradee Thammasat University

A Study of Fuzzy System Dynamics Model for Demand Analysis of E-Health Care in Taiwan

Chen-Tung Chen National United University
Chiao-Ting Wei National United University

Session [A3] **14:00 – 15:50** **Raffaeollo I**
Marketing
Session Chair: Wen-Hung Wang **National Taiwan Ocean University**

Predicting Stickiness Intention to Use a Business-to-Consumer Website

Hung-Pin Shih Hsuan Chuang University

Involvement Degree as an Intervening Variable in the Relation of Travel Exclusive Offer and Travel Inertia.

Ya-Li Chang Chinese Culture University
Yi-Rong Liu Chinese Culture University
ShangKang Kao Chinese Culture University

Managing Service Quality to Enhance Online Customer's Satisfaction and Loyalty

Mei-Hui Chen Chia Nan University of Pharmacy and Science
Kune-Muh Tsai National Kaohsiung First University of Science and Technology

Compatibility and Perceived Risk in the Adoption of Online Banking Services: The Taiwan Experience

Wen-Hung Wang National Taiwan Ocean University
Maxwell K. Hsu University of Wisconsin-Whitewater

Marketing Management with the Use of Modern Technology

Agnieszka Budziewicz-Guźlecka University of Szczecin
Anna Drab-Kurowska University of Szczecin

Expenditure-Based Segmentation: Travel Expenditures of Baby Boomer Senior Households in Taiwan

Hsiao-I Kuo Chaoyang University of Technology
Ching-Lung Lu Taipei Chengshih University of Science and Technology

Session [A4] 14:00 – 15:50 Raffaeollo II
Operation Management and Industrial Engineering
Session Chair: Somrote Komolavanij Panyapiwat Institute of Management

A Conceptual Performance Measurement Framework Building and Applying for PCB Industry in Taiwan

Shu-Huan Ko	Vanung University
Wen-Kung Lin	Vanung University
Rong-Tsu Wang	Vanung University

Measuring Short-Term Process Performance for Very Low Fraction Defectives

Hung-Chin Lin	Vanung University
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Supply Chain Strategies for Competitive Advantage of Autoparts Industry in Eastern of Thailand

Nuttawut Rojniruttikul	King Mongkut's Institute of Technology Ladkrabang
Jirasek Trimetsoontorn	King Mongkut's Institute of Technology Ladkrabang

Neural Network and Support Vector Machine Approach for Analyzing Small and Medium-Sized Enterprises Lending Decisions in Thailand

Pipatthana Phatiwuttipat	Thammasat University
Waree Kongprawechnon	Thammasat University
Somrote Komolavanij	Panyapiwat Institute of Management

Improving the Service Quality of Urban Transit Systems Using a Hybrid Model

James J. H. Liou	National Taipei University of Technology
H. S. Wang	National Taipei University of Technology
C. C. Hsu	Tamkang University

Edge Detection Based on Support Vector Machine

Jih Pin Yeh	Chung-Shan Institute of Science and Technology
Ta Chen Lin	Chung-Shan Institute of Science and Technology
Chien Chih Chen	Minghsin University of Science and Technology
Chen Yu Kao	Tamkang University

Session [A6]

14:00 – 15:50

Michelangelo II

Strategy

Session Chair: Witold Tomasz Bielecki

Kozminski University

The Interaction Effect of Stakeholder Influences on Green Retailing

Kee-Hung Lai	The Hong Kong Polytechnic University
T. C. E. Cheng	The Hong Kong Polytechnic University
Venus Y. H. Lun	The Hong Kong Polytechnic University
Christina W. Y. Wong	The Hong Kong Polytechnic University

A Study on Design Strategy of Motel from Marketing Aesthetics

Jui-Che Tu	National Yunlin University of Science and Technology
Shu-Ping Chiu	National Yunlin University of Science and Technology
Wei-Cheng Chu	Shu-Te University of Science and Technology

An Exploratory Study of the Financial and Business Advisory Needs of Small and Micro Enterprises in Fiji

Robin Nair	Australian National University
John Chelliah	University of Technology, Sydney

Chosen Theoretical Problems of Current Management

Witold Tomasz Bielecki	Kozminski University
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Global Recession and Corporate Governance in Taiwan

Chia-Ru Chan	Aletheia University
Li-Ting Hsiao	Aletheia University
Wei-Yang Li	Aletheia University
Chih-Pin Lin	Aletheia University
Ghi-Syuan Song	Aletheia University

Securities Analysts and Stock Price Change: One Year after the Recommendations

Chia-Ru Chan	Aletheia University
Li-Ting Hsiao	Aletheia University
Wei-Yang Li	Aletheia University
Chih-Pin Lin	Aletheia University
Ghi-Syuan Song	Aletheia University

Thai Product Liability Law and Food Industry Impact

Pasuta Phunyathip	Chulalongkorn University
Damrong Thawesangsakulthai	Chulalongkorn University
Sakda Thanitcul	Chulalongkorn University

Session [A7] 14:00 – 15:50 Da Vinci I
Technology and Innovation Management
Session Chair: Jong-Rong Chen National Central University

A Study of Developing and Validating a PACS Maturity Model for Taiwan Hospitals

Rai-Fu Chen Chia Nan University of Pharmacy and Science
Ju-Ling Hsiao Chia Nan University of Pharmacy and Science

Team Composition for Innovation Project in Thailand: The Characteristics of Innovation Team Mapping with the Innovation Value Chain

Prajak Chertchom Chulalongkorn University
Pongpun Anuntavoranich Chulalongkorn University
Pakpachong Vadhanasindhu Chulalongkorn University

E-Commerce, R&D, and Productivity: Firm-Level Evidence from Taiwan

Ting-Kun Liu Chaoyang University of Technology
Jong-Rong Chen National Central University
Chih-Hai Yang National Central University

A Study of Consumer's Aspiration to Adopt the Innovative Product- The Case of Tablet PC for High-Tech Company

Randy Hung-Chih Chiang Ching Yun University
Grant Yen-Pin Lien Ching Yun University

Dynamic Capability: Perspectives on Capability Hierarchy and Exchange Relationships

Bau-Jung Chang Feng Chia University
Cho-Ying Chan Feng Chia University

Content-Based Image Retrieval Based on Image Features and Particle Swarm Optimization

Bae-Muu Chang Chienkuo Technology University
Hung-Hsu Tsai National Formosa University
Wen-Lin Chou National Formosa University

Session [A8]

14:00 – 15:50

Da Vinci II

Marketing

Session Chair: Pornlapas Suwannarat

Maharakham University

The Effects of Symbolic Meanings of Product on Brand Association and Loyalty_From a Collectable Gift Perspective

Shu-Luan Kao

Hwa Hsia Institute of Technology

Artificial Neural Networks and Market Segmentation (An Application to a tea drink Market)

Chien-Wen Hung

Chia-Nan University of Pharmacy and Science

A Framework for Explaining the Diverse Core Brand Effects on Extension Evaluations

Yi-Wen Chien

National Taiwan University

Chung-Chiang Hsiao

National Taiwan Normal University

The Effect of Brand Equity Dimensions on Customer Loyalty in Hotel Industry

Mohd Shoki Md Ariff

Universiti Teknologi Malaysia

Norhayati Zakuan

Universiti Teknologi Malaysia

Chua Yi Chyn

Universiti Teknologi Malaysia

Nawawi Ishak

Universiti Teknologi Malaysia

Khalid Ismail

Universiti Pendidikan Sultan Idris

Antecedents of Customer Loyalty in Mobile Telecommunication Services

Mohd Shoki Md Ariff

Universiti Teknologi Malaysia

Norhayati Zakuan

Universiti Teknologi Malaysia

Guan Wee Ming

Universiti Teknologi Malaysia

Nawawi Ishak

Universiti Teknologi Malaysia

Khalid Ismail

Universiti Pendidikan Sultan Idris

Travel Motivation and Customer Satisfaction of Leisure Farm – A LOHAS Perspective

Ming Liu

Chinese Culture University

Yung-Lin Wu

Chinese Culture University

Host Country Location Factors of International Joint Venture Formation in the Southeast Asian Country of Thailand

Pornlapas Suwannarat

Maharakham University

Tuesday, July 03, 2012

Session [B1] 16:10 – 18:00 Roma
Accounting and Finance
Session Chair: Christina Atanasova Simon Fraser University

Corporate Governance and Small Firm Financing

Christina Atanasova Simon Fraser University
Evan Gatev Simon Fraser University
Daniel Shapiro Simon Fraser University

The Trading Behavior of the Attention Securities: Evidence from Taiwan

Yu-Chuan Huang National Kaohsiung First University of Science and Technology
Shu-Hui Chan Cheng Shiu University
Jian Hsin Chou National Kaohsiung First University of Science and Technology

An Intelligent and Innovative Path into the World of Accounting Concepts

Loretta Un Ieng Tou Institute for Tourism Studies
Cindia Ching Chi Lam Institute for Tourism Studies

Activity-Based Costing Approach to Measuring the COQ of ERP Implementation Services in an ERP Consulting Company

Wen-Hsien Tsai National Central University
Jui-Chu Chang National Central University
Sin-Jin Lin National Central University
Ya-Fen Lee National Central University

The Implication of Firms' Capital Reduction and the Reaction of Institutional Investors in Taiwan Stock Market

Po-Kai Huang Aletheia University
Min-Yan Wu Aletheia University

Prediction of Stock Returns Using Data Mining Approaches and DEA-DA

Wang-Ching Chuang Taoyuan Innovation Institute of Technology
Fang-Min Liu China University of Technology

Asymmetric Effects of Financial Participation on Banking Diversification

Pei-Fen Chen National Chi Nan University
Jih-Hong Zeng National Chi Nan University
Chien-Chiang Lee National Sun Yat-sen University

Session [B2] **16:10 – 18:00** **Venezia**
Management Information Systems
Session Chair: Babak Abedin **Macquarie University**

An Efficient Analytic Solution to a Supply Chain Management Problem

Myongsop Pak Sungkyunkwan University
Sung-woo Cho Kunsan National University
Soo-yong Shin Sungkyunkwan University

The e-Requirements of SME of the Service Industry of Taiwan

Ting-Wen Xian Ming Chi University of Technology
Cherng-Min Ma Ming Chi University of Technology

Undersatanding Media and Social Effects on the Continuous Use of Social Media: A Case of Facebook

Shih-Wei Tien National Kaohsiung First University of Science and Technology
Meng-Hsiang Hsu National Kaohsiung First University of Science and Technology

The Impact of Cultural Differences on the M-Commerce Shopping Intention- A Study of China Consumers

Szu-Yuan Sun National Kaohsiung First University of Science and Technology
Meng-Hsiang Hsu National Kaohsiung First University of Science and Technology
Chang-Yao Wu Tungfang Design University

Self Bike Redistribution Modles for Public Bike Sharing Systems

I-Lin Wang National Cheng Kung University

Copyright Protection Using Multiple Prediction Values of Reversible Data Hiding Algorithm

Wen-Shyong Hsieh National Sun Yat-sen University
Te-Cheng Hsu National Sun Yat-sen University
Nan-Tung Chen National Sun Yat-sen University

Sense of Community and Learning Outcomes in Computer Supported Collaborative Learning Environments

Babak Abedin Macquarie University

Session [B3]

16:10 – 18:00

Raffaeollo I

Marketing

Session Chair: Alex S. L. Tsang

Hong Kong Baptist University

The Relationship between Retail Brand Knowledge and Loyalty: An Exploratory Study in Taiwan

Ching-Wei Ho

Feng Chia University

John Temperley

Leeds Metropolitan University

Investigating the Effect of Brand Communities Social Responsibility: The Intermediate Roles of Collective Self-Esteem and Altruism

Zhimin Zhou

Shenzhen University

Chenting Su

City University of Hong Kong

Nan Zhou

City University of Hong Kong

Yaqin Zheng

Shenzhen University

Is Brand Attachment a “Bridge”? The Paths from Three Types of Community Commitment to Brand Commitment

Ning Zhang

Wuhan University

Zhimin Zhou

Shenzhen University

Chenting Su

City University of Hong Kong

Nan Zhou

City University of Hong Kong

The Relationship Analysis between Impulse Buying and Regret for Impulse Buying Later

Rong-Ho Lin

National Taipei University of Technology

Chun-Ling Chuang

Kainan University

Hong-Lin Tian

National Taipei University of Technology

How May Attitude Confidence Influence Correction Magnitude

Chung-Chiang Hsiao

National Taiwan Normal University

Yi-Wen Chien

National Taiwan University

Gift Reciprocity in China: An Investigation from the Recipient’s Perspective

Yuanyuan Zhou

Wuhan University

Alex S. L. Tsang

Hong Kong Baptist University

Minxue Huang

Wuhan University

Nan Zhou

City University of Hong Kong

Chenting Su

City University of Hong Kong

Session [B4] **16:10 – 18:00** **Raffaeollo II**
Operation Management and Industrial Engineering
Session Chair: Wen-Hsiang Lai **Feng Chia University**

The Exploratory Research on Strategic Supplier Positioning and Selection with Integrating the Perspectives of Demand and Supply

Chun-Ying Shen Ching Yun University
Kun-Tzu Yu Tzu Chi College of Technology

A Reflection-Based Variance Reduction Technique for Sum of Random Variables

Guangwu Liu City University of Hong Kong

Cost Analysis of the Working Vacation Queue with N-Policy and Server Breakdowns

Dong-Yuh Yang National Taipei College of Business
Chia-Huang Wu National Chiao Tung University

Random Control of the N-Policy Discrete-Time Queueing System

Tsung-Yin Wang National Taichung University of Science and Technology
Fu-Min Chang Chaoyang University of Technology

Process Flexibility and Firm-Level Decision Making

Wen-Hsiang Lai Feng Chia University

The Impact of Uncertainty and Transshipment on a Retail Supply Chain under Various Transshipment Policies and Costs

Kamolwon Cha-Ume Thammasat University
Navee Chiadamrong Thammasat University

Session [B5] **16:10 – 18:00** **Michelangelo I**
Organization Behavior and Human Resource Management
Session Chair: Pornpimol Chongphaisal Thammasat University

Developing Emotional Intelligence of People through Meditation based on a Research at a Primary School in Thailand

Pornpimol Chongphaisal Thammasat University
Morrakot Raweewan Thammasat University
Yau Yan Wong Kasetsart University Laboratory School

Organizational Norms from the Individual Perspective

Peter Joseph St Onge Feng Chia University

Fire Mulan – The Research of Female Firefighters’ Work Condition Adaption

Ruey-Ming Chao National United University
Wen-Hao Tseng National United University
Chen-Chi Chang National United University

Exhibitors’ Motives and Training for Campus Exhibitions

Yu-Fen Chen Chihlee Institute of Technology
Shin-Chyang Lee Chihlee Institute of Technology
Shu-Yuan Lee Chihlee Institute of Technology

Corporate Social Responsibility and Operational Efficiency

Yung-Ming Shiu National Chengchi University
Shou-Lin Yang National Cheng Kung University

Using Data Envelopment Analysis to Evaluate Efficiency of Private Hospitals in Istanbul City of Turkey

Emel Şiklar Anadolu University
Duygu Tunali Anadolu University
Zeynep Canbek

Session [B6] **16:10 – 18:00** **Michelangelo II**
Strategy
Session Chair: John Chelliah **University of Technology, Sydney**

The Positive Effect of Corporate Social Responsibility on Green Intellectual Capital

Ching-Hsun Chang Tamkang University
Chu-Ching Wang Tamkang University
Kun-Shan Wu Tamkang University

Retaining Control in the IPO Process: Factors that Affect Board Chair Change

Chia-Ru Chan Aletheia University
Li-Ting Hsiao Aletheia University
Wei-Yang Li Aletheia University
Chih-Pin Lin Aletheia University
Ghi-Syuan Song Aletheia University

Universal Banking in the Global Recession: The Implications for Economic Instability

Chia-Ru Chan Aletheia University
Li-Ting Hsiao Aletheia University
Wei-Yang Li Aletheia University
Chih-Pin Lin Aletheia University
Ghi-Syuan Song Aletheia University

Exploring the Impact of Alignment between Service Strategy and Information System Strategy on Service Management Performance

Wen-Jin Hwang Kun Shan University
Cheng-Hsiung Tsai Kun Shan University

Determining Factors of Corporate Real Estate (CRE) Strategy Implementation in the Malaysian Business Corporations

Marwani Mohd Ridzuan Universiti Putra Malaysia
Zaiton Ali Universiti Putra Malaysia

All about the Fives-From Western Management Theories to Eastern System Theory

Hsiang-Ju Chen De Lin Institute of Technology
Shen-Ho Chang Feng-Chia University
Teng-Shih Wang Feng-Chia University

Session [B7] **16:10 – 18:00** **Da Vinci I**
Technology and Innovation Management
Session Chair: Sadık Rıdvan Karluk **Anadolu University**

A Robust Feature Selection Scheme for Multi-Class Classification Problems

Hung-Yi Lin National Taichung University of Science and Technology

A Novel Integrated Framework of Business Competition

Chang-Chien Chou Lunghwa University of Science and Technology

Re-Tin Zeng Lunghwa University of Science and Technology

Hua-Gang Zhang Lunghwa University of Science and Technology

The Influence of Environmental Commitments on Green Intellectual Capital

Yu-Shan Chen National Taipei University

Wen-Pin Tien National Kaohsiung First University of Science and Technology

Chung-Kuang Chen National Yunlin University of Science and Technology

Yu-I Lee National Yunlin University of Science and Technology

Team Creativity Process: A Potential Driver for Perceived Team Effectiveness

Feng-Chuan Liu Chang Gung University

Carol Yeh-Yun Lin National Chengchi University

Ching-I Teng Chang Gung University

Hsu-Min Tseng Chang Gung University

The Networked Nation: How Entrepreneurial Clusters, Strategic Networks and Knowledge Hubs are Revolutionizing Growth and Competition in Asia

Kathryn C. Ibata-Arens DePaul University

A Study on the Service Design Model of Healthcare Cloud

Shu-Ping Lin Chung Hua University

Exploring IT-Enabled Value Transformation in Organizational Context – A Case of Traveling Service

Ada Hui-Chuan Chen Ching Yun University

Huei- Chung Chu Huafan University

Shou-Chein Wu National Chengchi University

Hsin-Lu Chang National Chengchi University

Session [B8]

16:10 – 18:00

Da Vinci II

Marketing

Session Chair: Maciej Czaplewski

University of Szczecin

Dynamic Capabilities of Taiwan Fashionable Clothing Industry: Emergent Conceptual Framework

Yi-Sheng Wang

Far East University

Hung-Tai Lee

Far East University

A Cross-National Comparison of Acceptance of Mobile TV Service

Kuang-Wen Wu

Feng Chia University

May-Ching Ding

Feng Chia University

Key Factors of Marketing Strategies for Mobile Service Innovation Promotion

Tsui-Yii Shih

National Taipei College of Business

Customer Clustering for a Cyber Flower Shop

R. J. Kuo

National Taiwan University of Science and Technology

S. H. Lin

Taiwan Semiconductor Manufacturing Company

Zhen-Yao Chen

De Lin Institute of Technology

E-Insurance Market in Poland and Its Evaluation

Maciej Czaplewski

University of Szczecin

Agnieszka Tomaszewicz

University of Szczecin

The Relationship between Energy-Smart Exhibition and Customer Complaint Behaviors

Pei-Ming Lee

De Lin Institute of Technology

Wednesday, July 04, 2012

Session [C1] 08:00 – 09:50 Roma
Accounting and Finance
Session Chair: Kanlaya Vanichbuncha Chulalongkorn University

Market Reactions to the Media Sentiment and the Rating Reports

Chuang-Min Chao National Taipei University of Technology
Chung-Jung Lee Ming Chuan University
Yu-Chieh Wu Ming Chuan University
Yi-Ting Tsai National Taipei University of Technology

Input/Output Selection in DEA under Market Perception with Application to Taiwan Life Insurance Industry.

Chuang-Min Chao National Taipei University of Technology
Ming-Miin Yu National Taiwan Ocean University
Guo-Chang Luo National Taipei University of Technology

Different Investors' Trading under Different Market Conditions and Moneyness in TXO Options

Yen-Hsien Lee Chung Yuan Christian University
Chun Ta Lee Tamkang University

A Comparative Study of the Performance Information in CSR Reports of Thai Energy Firms

Pornpipat Kaeokla Chulalongkorn University
Aim-Orn Jaikangkit Chulalongkorn University

Dividend Policy and the Catering Theory: Evidence from the Taiwan Stock Exchange

Ming-Hui Wang National Taiwan University of Science and Technology
Feng-Yu Lin Chihlee College of Technology
Day-Yang Liu National Taiwan University of Science and Technology
Yen-Sheng Huang Ming Chi University of Technology

CEO Compensation in the U.S. Financial Service Industry

Fan Yang University of Saskatchewan
Gloria Tian University of New South Wales
Vikas Mehrotra University of Alberta

Analysis of Return and Risk in Equity Exchange Trade Fund, Equity Fund and Index Fund

Kanlaya Vanichbuncha Chulalongkorn University

Session [C2] **08:00 – 09:50** **Venezia**
Management Information Systems
Session Chair: Yean-Fu Wen **National Taipei University**

The Business Intelligence Community Needs to Know – Why Users Adopt Data Mining Tools
Cheng-Kui Huang National Chung Cheng University

An Information Acceptance Model: How Users Accept Health Information on the Internet
Ying Chieh Liu Chaoyang University of Technology
Yu-An Huang National Chi Nan University

How the Persuasive Messages Impact System Acceptance
Chia-Ying Li National TaiChung University of Technology and Science

Develop Moblog and Social-Information System for Shopping Decision Support
Yean-Fu Wen National Taipei University
Min-Yu Chen National Taipei University
Ni Cheng National Taipei University
Li-Ting Huang National Taipei University
Yi-Shan Tung National Taipei University

The Empirical Study of Play's Intention to Play Mobile Game
Chih-Chin Yang Kainan University
Jhuo-Hao Hu Kainan University

Synchronous Computer-Mediated Instruction: A Case Study on Pedagogy and Learning Effectiveness
Sze-Kiu Yeung SIM University

The Impact of Network Effect and Customer Orientation Empowerment on Trust: A Case Study on the Social Media Environment in Malaysian
Kok Wei Khong Taylor's University
Ngozi Celestina Onyemeh Nottingham University Malaysia Campus

Session [C3] **08:00 – 09:50** **Raffaeollo I**
Marketing
Session Chair: Hsiu-Lan Wu **Fortune Institute of Technology**

Analysis of Customer Flows and Related Purchasing Behaviors within a Shopping Mall Based on Sensor Data

Ushio Sumita	University of Tsukuba
Hitoshi Yamasaki	University of Tsukuba
Shan Yu	University of Tsukuba
Yanlu Zhao	University of Tsukuba

Development of Customer Segmentation Algorithm for Identifying Core Credit Card Users: CAEP Approach

Naoki Honma	University of Tsukuba
Ai Hoshiba	University of Tsukuba
Atsushi Ito	University of Tsukuba
Ryuichi Nojima	University of Tsukuba
Ushio Sumita	University of Tsukuba
Ryo Terakado	University of Tsukuba

The Exploration of Consumer Responses and Service Recovery Effects after Service Failure: The Prediction from Consumers' Cultural Models

Yan-I Chen	Yuan Ze University
Jui-Lien Su	Yuan Ze University

Antecedents and Consequences of Social Network Services Usage

Hsiu-Lan Wu	Fortune Institute of Technology
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Bonding Social Capital and Experiential Value: The Determinants and Effects of e-WOM in Social Commerce Networks

Fan-Chuan Tseng	National University of Tainan
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The Empirical Study of Determinants of Customer Loyalty for the Group-Buying Website

Jui-Jung Liu	Kainan University
Chin-Ying Wu	Kainan University

The Analysis of Styling of Tourist Souvenirs Impact on the Local Community Development in Economy

Cheng-Wei Chung	Shu-Te University
Huan-Tun Chen	Kainan University
Yu-Ting Chen	Shu-Te University
Siao-Ping Syu	Shu-Te University

Session [C4] **08:00 – 09:50** **Raffaeollo II**
Operation Management and Industrial Engineering
Session Chair: Ebrahim Soltani **University of Kent**

Improving Decision Efficiency of Analytic Hierarchy Process in Contractor Selection

I-Tung Yang National Taiwan University of Science and Technology

Managing Employee Performance in the Context of TQM: Individual Versus System Influences – Some Evidence from Auto Industry

Ebrahim Soltani University of Kent
Ying Ying Liao Xi'an Jiaotong-Liverpool University

The Development of an Advanced On Line Anthropometric Query System

Ching-Hua Lin Chung Hua University
Po-Sheng Lu Chung Hua University

Parameters Decision on Multi-Objective Product Characteristics of a Bike Frame

Chien-Ping Chung Ming Dao University
Ching-Fang Lee Ming Dao University

The Effects of Lap-Top Screen Location and Signal Color to Human Detection Performance

Ching-Hua Lin Chung Hua University
Cheng-Chang Yeh Chung Hua University

Scheduling of Transportation Fleet Maintenance Service by an Improved Lipschitz Optimization Algorithm

Jia-Yen Huang National Chin-Yi University of Technology
Ming-Jong Yao National Chiao Tung University

Effects of Information Disclosure Format on Risk Perception

Shi-Woei Lin Yuan Ze University
Feng-Jyh Lin Feng Chia University
Ya-Lan Yang Yuan Ze University

Session [C6] **08:00 – 09:50** **Michelangelo II**
Strategy
Session Chair: Philip Cheng-Fei Tsai **Wenzao Ursuline College of Languages**

The Further Development of Institutional Downsizing Theory: Evidence from MNCs' Downsizing Strategy and HRM Practices in Taiwan

Philip Cheng-Fei Tsai Wenzao Ursuline College of Languages
Yu-Fang Yen National Kinmen University

Saturated Model in Dynamic Theory on Chain Channel of Taiwan 3C Electric Appliances: Perspective of Dynamic Competition

Yi-Sheng Wang Far East University
Ting Cheng Far East University

Breakthrough Asean Economic Community (AEC) with Competitive Advantage of Site Selection in Real Estate Business

Niti Rattanaprichavej Thammasat University

Strategies Employed by Banks in Response to the Challenges of Domestic New Banks Entering the Banking Market in Taiwan

Rich Hsu University of South Australia

Assessing the Multifactor Aptitude for Learning Effects of Electricians in Vocational High School Students

Huai-En Mo National Taiwan Normal University
Nan-Yi Hwu National Taiwan Normal University

The Ongoing Debate between Adam Smith and Karl Marx

Matthew Yen California State University, Fresno

Universal Design Applied to Establishing Evaluation Criteria for University Campus Open Space

Wei-Ming Wang Chung Hua University
Chu-Chiao Chen Chung Hua University

Session [C7] **08:00 – 09:50** **Da Vinci I**
Technology and Innovation Management
Session Chair: Chiou-Shu Justina Hwang **Meiho University**

An Investigation of Smartphone Users' Needs before Developing Application Software

Chiou-Shu Justina Hwang Meiho University

Website Delay: An Exploration into Downloaders' Demographics

Chatpong Tangmanee Chulalongkorn University

Pawarat Nontasil Chulalongkorn University

The Impacts of Web 2.0 Characteristics and Knowledge Innovation on Print Media's Content Websites

Liang-Yang Lin National Kaohsiung Normal University

Chu-Yen Hsu Formosa Epitaxy Incorporation

Impacts of E-Service Formats and Product Types on Product Understanding, Efficiency of E-Service and Satisfaction

Wittawin Thepsuparungsikul Chulalongkorn University

Pimmanee Rattanawicha Chulalongkorn University

To Evaluate the Existence of the Triple Dividends--- the Case of Levying Energy Related Environmental Tax in Taiwan

Kwo-Dong Wey National Taipei University

Sheue-Ching Hong Tamkang University

Ching-Yu Yen National Taipei University

Session [C8] **08:00 – 09:50** **Da Vinci II**
Management Information Systems
Session Chair: Chang-Yang Lin **Eastern Kentucky University**

Organizational Risk Assessment System of a Software Company

Hsin-Hui Lin National Sun Yat-sen University
Yu-Po Chen IBM Corporation
Wen-Liang Wang National Sun Yat-sen University

Unstructured Content Integration: Opportunities, Challenges, and Strategies

Chang-Yang Lin Eastern Kentucky University

Mobile Recommendation Service by Cognitive Map and Two-Layered Analytic Hierarchy Process

Huai-Min Lai National Kaohsiung First University of Science and Technology
Frank S. C. Tseng National Kaohsiung First University of Science and Technology

The Effects of Stakeholders and Corporate Performance on Corporate Website Environmental Information Disclosure

Sheue-Ching Hong Tamkang University
Kwo-Dong Wey National Taipei University
Min-Han Lin Deloitte

Design and Analysis of Smart Phone Based Self-Monitoring Support Service for Diabetes

Jia-Rong Yang Chang Gung University
Sophie Huey-Ming Guo Chang Gung University
Chi-Yu Huang Chang Gung University
Her-Kun Chang Chang Gung University

Identifying and Ranking Critical Factors of Service Quality of Emergency Room Using Analytic Hierarchy Process Approach

H. Y. Kuo Fu Jen Catholic University
Tzu-An Chiang National Taipei College of Business
Z. H. Che National Taipei University of Technology
Rou-Jun Ye National Taipei University of Technology

Wednesday, July 04, 2012

Session [D1] **10:10 – 12:00** **Roma**
Accounting and Finance
Session Chair: Uthai Tanlamai **Chulalongkorn University**

A Study on Investor's Personality Trait and Overconfidence Behavior: The Case of Taiwan Stock Market

Chuang-Min Chao National Taipei University of Technology
Shih-Wei Wu National Taipei University of Technology
Yu-Ting Huang National Taipei University of Technology

Intra-Industry Reactions to Stock Split Announcements: Does Investor Sentiment Matter?

Wan-Chen Lee Ching Yun University
Hsiang-Hsuan Chih National Dong Hwa University
Po-Hsin Ho National United University

Executive Stock Options and Performance of IPO Firms

Hidenori Takahashi Kobe University

How to Save Cost in Complying with the Section 404 of the Sarbanes-Oxley Act of 2002 in the U.S.?

John J. Cheh The University of Akron
Il-woon Kim The University of Akron

Usefulness of Mixed Reality Visuals in the Learning and Assessment of Financial Performance

Uthai Tanlamai Chulalongkorn University
Phannaphatr Savetpanuvong Chulalongkorn University
Pairote Leelaphattarakij LarnGear Technology
Supasate Choochaisri LarnGear Technology

Information Content of Different Types of Investors' Trading Behavior in the Taiwan Options Market

Yen-Hsien Lee Chung Yuan Christian University
Che-Wei Chang Tamkang University

Design the Structure of Box-Office as the Asset-Backed Securitization to Meet the Financing Needs for Creativity Industry: Adopt the Trigger Point Concept of Catastrophe Bond as Revenues Allocation Mechanism

Chung-Cheng Lee Chaoyang University of Technology
Wen-Hua Yang Chaoyang University of Technology

Session [D2] **10:10 – 12:00** **Venezia**
Management Information Systems
Session Chair: Tai-Hsi Wu **National Taipei University**

An Examination of Social Marketing Strategies for Customer Loyalty in Social Commerce

Ya-Ling Wu Tamkang University
Kuan-Hao Tseng Tamkang University

A Longitudinal Case Study of User Attitude and User Expectation in an ERP Mandated Implementation

Uthai Tanlamai Chulalongkorn University
Thanachart Ritbumroong Chulalongkorn University
Oranuj Soongswang Chulalongkorn University

An Empirical Study of the Differences of Individuals and Trust in Organization on Electronic Monitoring Compliance

Hsin-Yu Chen Tunghai University
Jung-Ting Chang Tunghai University
Chih-Yun Wu Tunghai University

What Drives NFC Mobile Payment Adoption?

Chih-Chin Yang Kainan University
Hsun Tsao Kainan University

A Solution Approach to Determine Cell Formation, Cell Layout, and Intracellular Machine Layout in the Cellular Manufacturing System

Chin-Chih Chang Jen-The Junior College of Medicine, Nursing, and Management
Tai-Hsi Wu National Taipei University

Social Media – What’s Behind the Buzzword

Iris Uitz Graz University of Technology
Julia Kaltenbeck Graz University of Technology
Petra Kaltenbeck Graz University of Technology

Session [D3] **10:10 – 12:00** **Raffaeollo I**
Marketing
Session Chair: Ushio Sumita **University of Tsukuba**

The Influence of Market Orientation on New Product Marketing Strategy: The Moderating Effects of Product Innovation and Competitive Intensity

Long-Yi Lin Aletheia University
Ya-Huei Chang Aletheia University

A Study of the Influence of the Island Shipping Service Quality on Customer Satisfaction

Cheng Fang Hsu Shu-Te University
Chun Hung Peng Tamkang University
H. L. Hsu Hsing-Kuo University

The Impact of Lifestyle and Money Attitude on Purchase Decisions: The Moderating Effect of Marketing Stimulation and Personal Value

Long-Yi Lin Aletheia University
Hsing-Yu Shih Aletheia University

The Influence of Store Image and Product Perceived Value on Consumer Purchase Intention

Long-Yi Lin Aletheia University
Jui-Chi Liao Aletheia University

Sales Prediction of U.S. Movies in Japan Based on U.S. e-WOM Information

Syuta Shibuya University of Tsukuba
Ushio Sumita University of Tsukuba
Jun Yoshii University of Tsukuba

Resource Constraints and Need for Cognition on Consumer Decision-Making: A Perspective of Consumers' Heuristics.

Fu-Yung Kuan National Kaohsiung First University of Science and Technology
Yi-Ting Chen National Kaohsiung First University of Science and Technology

When Harry Met Sally...: Does Yuan (緣) Contribute to Employee-Customer Relationship in Service Encounters?

Ka-Shing Woo The Open University of Hong Kong
Bobbie Chan The Open University of Hong Kong

Session [D4] **10:10 – 12:00** **Raffaeollo II**
Management Information Systems
Session Chair: Adam Marks **Embry-Riddle Aeronautical University Worldwide**

Systems Development Methodologies in Oman

Hamid AL-Hajri	Royal Army of Oman
Yacine Rezgui	Cariff University
Adam Marks	Embry Riddle Aeronautical University Worldwide
Ian Wilson	Cariff University

Factors Affecting Green IT Alignment: A Contingency Perspective

Leelien Ken Huang	Feng Chia University
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The Role of Top Management and Dynamic Capability in Inter-Organizational Information System Assimilation

Shu-Chen Yang	National University of Kaohsiung
Zhong-Yu Chao	National University of Kaohsiung
Guan-Yu Lin	National University of Kaohsiung
Guan-Lin Chen	National Yunlin University of Sciences and Technology

The Moderator Role of Causal Attributions in Academic Teachers' Satisfaction and Their Continuance of E-Learning Systems

Ming-Chien Hung	Nanhua University
Ting-Chu Hsieh	WuFeng University
Sing-Liang Chen	Vocational and Technical Development Association of Taiwan

Personal Secure Key Management Based on Trust and Smartphone

Yung-Tsung Hou	National Formosa University
Wen-Hung Kuo	National Formosa University

Service Quality, Customer Satisfaction and Loyalty in SMEs Accounting Services

Hsueh-En Hsu	Fortune Institute of Technology
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Quality Improvements as a Leader for Knowledge Management in Healthcare

Doaa Abbas Zaher	Yamaguchi University
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Session [D5] **10:10 – 12:00** **Michelangelo I**
Organization Behavior and Human Resource Management
Session Chair: Ronald Davis Camp II **University of Regina**

Exploring China's Institutional Dimensions' Influence on Electronic HRM Processes

Jukka-Pekka Mikael Heikkilä University of Vaasa

Leadership and Organisational Performance in Malaysian SMEs: The Mediating Role of Entrepreneurial Orientation

Ahmad Fadhly Arham RMIT University

Nuttawuth Muenjohn RMIT University

Collectivism, Group Membership and Japanese Inter-Firm Trust Development

Ronald Davis Camp II University of Regina

Alleviating the Negative Impact of Job Insecurity: The Moderating Role of Psychological Capital

Ming Shuang Ji The Chinese University of Hong Kong

Hang Yue Ngo The Chinese University of Hong Kong

Raymond Loi University of Macau

A Survey in Success Factors for Small or Medium Enterprise (SME) Entrepreneurs in Taiwan: In-Depth Interview

Yen-Nien Chen Ching Yun University

Hung-Chih Chiang Ching Yun University

A Relevance Feedback Technology Utilizing Term Appearance Situation

Shihchieh Chou National Central University

Zhangting Dai National Central University

Business Leadership Cosmetology Industry in Taiwan

Tsai-Fong Tan Ching Kuo Institute of Management and Health

Session [D6] **10:10 – 12:00** **Michelangelo II**
Strategy
Session Chair: Keiichi Yamada **Nakamura Gakuen University**

The Political Economy of Environmental Protection & Sustainability: Implications for Enterprises and Foreign Investments in China

Andrew Chan City University of Hong Kong
Wilson Cheung City University of Hong Kong

Entry Mode Choice Strategies of Logistics Service Providers in China

Yung-Hsiang Cheng National Cheng Kung University

Critical Successful Factor of Cloud Services for Healthcare Industry

Ming-Kuen Chen National Taipei University of Technology
Yen-Ling Lin National Taipei University of Technology
Kuan-Chun Chang National Taipei University of Technology

Rural Activation and Place Branding in Kyushu, Japan: Differentiation Strategy for Local Survival in the Movements towards Asian Globalization

Keiichi Yamada Nakamura Gakuen University

Information Based Business Models: A Research Direction

Darek Haftor Linnaeus University
Miranda Kajtazi Linnaeus University

The Study of Technical and Vocational Education Policy Correspond to Social Justice in Taiwan

Szu-Chi Hsieh National Taiwan Normal University
Hsiu-Te Sung National Taiwan Normal University
Wei-Sheng Hung National Taiwan Normal University

Session [D7] 10:10 – 12:00 Da Vinci I
Technology and Innovation Management
Session Chair: Bijay Kumar Kandel KIIT University

Bank's Trust in Internet Banking as a Delivery Channel: The Role of Perceived Benefits and Perceived Risk

Bijay Kumar Kandel KIIT University
Srikant Das KIIT University

The Evaluation of Box-Office for Creativity Industry under Uncertainty in Real Option Approach Perspective

Wen-Hua Yang Chaoyang University of Technology
Chung-Cheng Lee Chaoyang University of Technology

Evolution of Consuming Tribal Characteristics for Creating Innovative Usage

Mu-Hua Lin National Chengchi University
Chao-Fu Hong Aletheia University
Woo-Tsong Lin National Chengchi University

Health Promotion for Older Adults: Applying Digital Entertainment

Ya-Ling Huang Chaoyang University of Technology

An Approach of the Incomplete Linguistic Preference Relations on the Rating Investment Assessment

Shu-Chen Peng I-Shou University
Tsung-Han Chang Kao Yuan University
Chao-Yen Wu I-Shou University

Crowdsourcing at the Bottom of the Pyramid

Paul A Whitla Lingnan University

Cloud Applications: A Perspective on PaaS

Saiqa Aleem UAE University
Nabeel A. Al-Qirim UAE University

Session [D8] **10:10 – 12:00** **Da Vinci II**
Management Information Systems
Session Chair: H. Keith Edwards **University of Hawaii - Hilo**

Resolving Collisions in Standards: Using Gap Analysis and Data Transforms to Reconcile Differences Between Organizational Standards

H. Keith Edwards	University of Hawaii - Hilo
Paul Brown	Mohawk College
Arun Agrawal	Mohawk College
Duane Bender	Mohawk College

The Role of Cognitive and Affective Factors in Explaining Online Shopping Consumers Behavioral Intention

Yi-Ming Tai	National Pingtung Institute of Commerce
Yi-Cheng Ku	Providence University
Yu-Jiun Lin	National Pingtung Institute of Commerce

A Comparative Study on Quality of E-Auction between Taiwan and Malaysia

Hilary Cheng	Yuan Ze University
Yi Chuan Lu	Yuan Ze University
Wan-Kee Lah	Yuan Ze University
Sheng-Luen Shen	Yuan Ze University

Using Event Log and Database Log to Analyze Business Process

Wen-Hui Lu	Tatung University
Shing-Han Li	Tatung University
Kai-An Cheng	Lunghwa University of Science and Technology
Shu-Hwa Chu	Tatung University

Towards an Understanding of User Behavioral Intention to Adopt a Mobile Payment

Chih-Chin Yang	Kainan University
Hui-Fen Lee	Kainan University

A Secure Cloud Saving System with Privacy, Integrity and Authenticity

Shin-Yan Chiou	Chang Gung University
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On the Arbitrary Penalty Function

Ching-Ter Chang	Chang Gung University
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Wednesday, July 04, 2012

Session [E1] **14:00 – 15:50** **Roma**
Accounting and Finance
Session Chair: Kenji Matsui **Kobe University**

Measuring Event Impacts on Real Estate Investment Trusts

Ann Shawing Yang National Cheng Kung University
Adrian M. Bleiler National Cheng Kung University

Assessing Credit Risk Proxies: A Stochastic Frontier Approach

Ruey-Ching Hwang National Dong Hwa University
Tien-Ling Tsai National Dong Hwa University

Remuneration Systems of the Management Board and Corporate Governance Reporting - Evidence from Austria

Karina Sopp University of Vienna
Josef Baumueller University of Vienna

How Do Family Ownership and Control Affect the Demand for Director and Officer Insurance?

Hsinyi Chi National Chung Hsing University
Tzu-Ching Weng Feng Chia University

The Association between Corporate Governance Mechanisms and Accruals Quality: Empirical Evidence from Thailand

Panya Issarawornrawanich Thammasat University
Aim-orn Jaikengkit Chulalongkorn University

Impact of Corporate Governance and Information Disclosure on Business Performance - Evidences from Taiwan Semiconductor Manufacture Industry

Yu-Chung Hung National Chung Cheng University
Tze-Yan Wu National Chung Cheng University

Management Accounting System under Entry Threat: Cost-Based Transfer Pricing Choice

Kenji Matsui Kobe University

Session [E2] **14:00 – 15:50** **Venezia**
Management Information Systems
Session Chair: Jan Alf Eklöf **Stockholm School of Economics**

How Online Interactivity Guards Against Online Deception in Consumer-To-Consumer Auction Websites?

Yu-Hui Fang Tamkang University

A Measure of Service Quality for Social Network Sites: Scale Development and Validation

Yu-Lung Wu I-Shou University
Yu-Hui Tao National University of Kaohsiung
Ching-Pu Li I-Shou University
En-Yuan Chen I-Shou University

Relationship of Knowledge Management on Organizational Learning and Total Quality Management in Thai Hospital.

Nilubon Sivaborvornvatana Sripatum University

Service-Oriented Design and Implementation for the Backend Quality Control Process Improvement of Medical Picture Archiving and Communication System

Yung-Hsin Wang Tatung University
Chin-Chuang Kuo Tatung University
Tai-Wen Yue Tatung University

Customer Satisfaction as a Key Performance Indicator in Decentralized Corporate Management

Johan Adolphson Stockholm University
Jan Alf Eklöf Stockholm School of Economics
Johan Parmler EPSI Research Services

Session [E3] **14:00 – 15:50** **Raffaeollo I**
Marketing
Session Chair: Chorng-Jian Liu **National Taipei University**

The Impact of Locus of Control and Informatin Quantity on the Endowment Effect

Ya-Chung Sun Vanung University
Bing-Chang Ouyang Vanung University

Study Brand Resonance on Taiwan Hospital Industry

Ya-Ling Lin Feng Chia University
Charles S. Chien Feng Chia University
Jen-Ching Lin Lin Shin Hospital

The Features and Service Quality of Taiwan's Night Market: An Exploratory Study

Yi-Fei Chuang Ming Chuan University
Jehn-Yih Wong Ming Chuan University
Wen-Hui Chang Ming Chuan University
Ming-Lee Hsiung Ming Chuan University

Segmenting the Home Meal Replacement (HMR) Consumption in Convenience Stores in Taiwan using the Food-Related Lifestyle Instrument

Cheng-Hsi Fang Ching-Yun University
Yueh-Chuen Huang National Taichung University of Science and Technology
Yu-Yeh Chiu Ching-Yun University

The Effect of Seller Reputation, Product Category and Surcharges on Purchase Intention

Ming-Chuan Pan Tatung University
Wei Tu Tatung University

The Relationship between Internet Banking Quality and Continuous Usage

Shu-Chiung Lin Tatung University
Chia-Cheng Wen Tatung University

Preferences for Luxury Handbag Rentals in Bangkok

Chernporn Chenphasuk Thammasat University
Atcharawan Ngarmyarn Thammasat University

Session [E4] **14:00 – 15:50** **Raffaeollo II**
Information Decision Analysis
Session Chair: Felisa Margarita Cordova **University of Santiago of Chile**

Using Data Classification and Control Chart Methods to Construct the Monitoring System in Chronic Illnesses

Chih-Hung Jen Lunghwa University of Science and Technology

Evaluating Human-Computer Interface in the CIHC Website for Middle-Aged Learners

Chih-Hung Jen Lunghwa University of Science and Technology

Hen-How Cheng Lunghwa University of Science and Technology

Neighborhood Intuitionistic Fuzzy C-Means Clustering Algoriyhm in Segmenting Medical Imag System

Kuo-Ping Lin Lunghwa University of Science and Technology

Ming-Chang Wu Lunghwa University of Science and Technology

Kuo-Chen Hung National Defense University

Gia-Shie Liu Lunghwa University of Science and Technology

Real-Time Camera Displacement Detection Using Codebook Model

Chun-Liang Tung National Chin-Yi University of Technology

Pei-Ling Tung National Taichung University of Education

Che-Wei Kuo National Chin-Yi University of Technology

Ming-Hsiang Su National Chin-Yi University of Technology

Stochastic Dynamic Simulation Model Applied to Public Lawyers Using Petri Nets, Montecarlo and Decision Trees

Felisa Margarita Cordova University of Santiago of Chile

Fernando Hugo Cifuentes University of Santiago of Chile

Session [E5] 14:00 – 15:50 Michelangelo I
Organization Behavior and Human Resource Management
Session Chair: Jen-Wei Cheng National Taiwan University of Science and Technology

Translation of Group Identification Scale: Chinese Version

Ching-I Teng Chang Gung University
Wen-Hsin Hsu Chang Gung University

**Development of Diagnostic System for Predicting Evolution of Organizational Symptoms
Based on OMAC**

Misuzu Daikoku University of Tsukuba
Hayato Iwamizu University of Tsukuba
Kazuki Nogami University of Tsukuba
Yasuaki Ohno University of Tsukuba
Ushio Sumita University of Tsukuba

**Ethical Leadership, Work Engagement and Voice Behavior: The Moderating Role of
Promotion Focus**

Jyh-Hoei Kuo Cheng Shiu University
Jen-Wei Cheng National Taiwan University of Science and Technology
Shu-Ching Chang National Taiwan University of Science and Technology
Kuo-Ming Lu National Taiwan University of Science and Technology

Factors Influencing Training Transfer of Procurement System

Yu-Ren Yen Far East University
Bor-Yuan Tsai Aletheia University

**Relationships among Personality Traits, Risk Perception, and Coping Behavior - A Study on
Swine Flu in Taiwan**

Chen-Ling Fang National Taipei University
Li-Chi Lan National Taipei University
Shan-Ming Ou National Taipei University

Determining Medical Service Quality Improvement Priority for Nursing Homes

Tsu-Ming Yeh Dayeh University
Pei-Ling Hsieh Dayeh University

Session [E6] **14:00 – 15:50** **Michelangelo II**
Accounting and Finance
Session Chair: Cheng Fan Fah **University Putra Malaysia**

Banks' Earnings, Risks and Returns in US

Cheng Fan Fah University Putra Malaysia
Shamsher Mohd University Putra Malaysia
Nasir Annuar University Putra Malaysia

Financial Reform and Life Insurance Development: The Role of Economic Development, Financial Structure and Governance Environments

Chien-Chiang Lee National Sun Yat-sen University
Chi-Hung Chang National Sun Yat-sen University

A Study on the Budgetary Process of Medical Organizations: A Structural Equation Modeling Approach

Hui-Chun Huang National Taichung University of Science and Technology
Cheng-Tsung Lu National Taichung University of Science and Technology
Mu-Tan Chen National Taichung University of Science and Technology
Ssu-Lang Lee National Taichung University of Science and Technology
Chuen-Hsi Wang National Taichung University of Science and Technology

Management Style of Mutual Funds and Fund Operating Characteristic

Nan-Yu Wang Ta Hwa Institute of Technology
Shian-Chang Huang National Changhua University of Education
Tzu-Ying Li National Changhua University of Education

The Influence of Financial Performance on Stock Return in Basic and Chemicals Industry in Indonesia

Jyh-Tay Su Southern Taiwan University
Lim Veron Nardy Southern Taiwan University

Financial Market Volatility in Predicting the Directional Changes in the Australian Bank, Industrial and Resources Stock Market Return

Nada Kulendran Victoria University
Riza Erdugan Victoria University

Session [E8] **14:00 – 15:50** **Da Vinci II**
Marketing
Session Chair: Hian Chye Koh **SIM University**

Relative Effects of Perceived Justice in Airline Service Recovery: Is Coproate Reputation a Double-Edged Sword?

Yuan-Shuh Lii Feng Chia University
May-Ching Ding Feng Chia University
Hsiangtsai Chiang Feng Chia University

The Impacts of Advertising Effect and Word-of-Mouth on Customer Purchase Intentions

Chi-Chuan Wu Tatung University
Kai-Young Chang Tatung University
Tzu-Chi Yeh Tatung University
Jih-Jie Luo Tatung University

Antecedents and Consequences of Perceived Risk and Trust on Initiator in Online Group Buying—The Moderating Effects of Buyer-Initiator Relationship

Pi-Chuan Sun Tatung University
Chia-Chi Hung Tatung University
Yen-Ting Wu Tatung University
Yen-Ling Liu Tatung University

Brand Experience Model: Exploring the Moderators of Product Category, Channel Type and Consumer Shopping Value

Etta Yan-I Chen Yuan Ze University
Pei-Ting Lin Yuan Ze University

The Discussion of the Integration of Multicultural Idea into Cultural Creative Industries in Taiwan

Wei-Sheng Hung National Taiwan Normal University
Hsiu-Te Sung National Taiwan Normal University
Szu-Chi Hsieh National Taiwan Normal University

Profiling of Medical Tourists in North Carolina

Lydia Gan University of North Carolina-Pembroke
Hian Chye Koh SIM University
James R. Frederick University of North Carolina-Pembroke

A Study of Factors of Travel Involvement: The Case of the Kinmen-Xiamen Mini-Three Links

Cheng-Shih Lin National Quemoy University
Hsuan-Yi Chou National Sun Yat-Sen University
James Po-Hsun Hsiao National Chi Nan University

Wednesday, July 04, 2012

Session [F1] **16:10 – 18:00** **Roma**
Accounting and Finance
Session Chair: Cherng Ding **National Chiao Tung University**

Compromise VIKOR with Entropy Weighting for the Performance Evaluation of the Light-Emitting Diode Corporations in Taiwan

Tsung-Han Chang Kao-Yuan University

Pei-Jung Yang Kao-Yuan University

Comparison of Effectiveness between Two Supervisory Systems in China: With and Without Audit Committees

Pao-Chen Lee Kainan University

A Study on the Performance Persistence of Hedge Funds -Application of the Generalized-k Step SPA Test

Meng-Feng Yen National Cheng Kung University

Ying-Lin Hsu National Chung Hsing University

Hsiu-Lien Sun National Cheng Kung University

Measuring the Change in Investor Sentiment over Time Based on Individual Stocks

Cherng Ding National Chiao Tung University

Hung-Jui Wang National Chiao Tung University

Meng-Che Lee National Chiao Tung University

Wen-Chi Hung National Chiao Tung University

Ten-Der Jane National Chiao Tung University

Cross-Shareholding and Leverage Adjustment

Kazuo Yamada Ritsumei Universtisty

Welfare Enhancement in a Mixed Oligopoly: Privatization or Taxation

Chia-Chi Wang Tatung University

Jiunn-Rong Chiou National Central University

Understanding Foreign Direct Investment in East Asia

Willem Thorbecke Research Institute of Economy, Trade and Industry

Nimesh Salike Xi'an Jiaotong-Liverpool University

Session [F2] **16:10 – 18:00** **Venezia**
Management Information Systems
Session Chair: Yung-Hsin Wang **Tatung University**

Another Way to Improve Information Security Behaviors: A Control Perspective

Sheng-Pao Shih Tamkang University
Shih-Chieh Hsu National Sun Yat-Sen University
Hsieh-Hong Huang National Taitung University

Dilemma of CCTV Adoption between Security and Privacy: The Taiwanese Context

Yu-Lung Wu I-Shou University
Yu-Hui Tao National University of Kaohsiung
Chi-Jui Chang I-Shou University
Chi-Wen Chang I-Shou University

Service-Oriented Analysis and Design for the Online Sales Process Integration

Yung-Hsin Wang Tatung University
An-Jung Tseng Tatung University

Constructing an Integrating Model to Access the Users' Perceptions about the Adoption of Cloud Computing Services

Shih-Chen Chen Tatung University
Wen-Hui Lu Tatung University
Shing-Han Li Tatung University

Cloud Computing Services as Academia Initiative

Amjad Mehmood Kohat University of Science and Technology
Saqib Shinwari Kohat University of Science and Technology
Muhammad Jawad Kohat University of Science and Technology
Ahmed Razzaq Kohat University of Science and Technology

A Study on Integrating Electronic Picture Book into the Junior Students' Digital Storytelling Teaching Program

Yuh-Shihng Chang Shih Hsin University
Shu-Chi Hsu National Taipei University of Education

Session [F3] **16:10 – 18:00** **Raffaeollo I**
Marketing
Session Chair: Hanqin Qiu Zhang **Hong Kong Polytechnic University**

Reveal the Secret of “Karihome”: A Study on Marketing Mix and Performance for Toddler Foreign OEM Brands Market in Taiwan

Philip C. F. Tsai Wenzao Ursuline College of Languages
Hui-O Yang Wenzao Ursuline College of Languages
Yi-Chen Yeh Wenzao Ursuline College of Languages

The Influence of On-Line Brand Community Characteristics on Customer Relationship and Brand Equity

Yu-Cen Jian Feng Chia University
Chieh-Min Chou Feng Chia University

A Study of Online Shopping Website Design Quality and Customer Relationship Management Performance

Nan-Hong Lin Tatung University
Hsin-Ping Yang Tatung University
Kai-Wei Chen Tatung University
Guo-Hao Li Tatung University
Yi-Ling Chen Tatung University

Building a Place Brand for Wine Tourism through Clustering Strategies in Victoria and South Australia

Hanqin Qiu Zhang Hong Kong Polytechnic University
Jessica Yuan Hong Kong Polytechnic University
Soo May Cheng Hong Kong Polytechnic University

The Macroeconomic Benefits Analysis of Cultural and Creative Industries in Taiwan

Jin-Duan Lai JinWen University of Science and Technology
Yann-Shi Jiang JinWen University of Science and Technology
Chih-Cheng Lin HsingWu Institute of Technology

Research on the Social Capital Effectiveness of the University-Industry Collaboration

Yi Ying Tsai National Taiwan Normal University

Session [F4] **16:10 – 18:00** **Raffaeollo II**
Information Decision Analysis
Session Chair: Yer Van Hui **City University of Hong Kong**

Shipment Planning in Pearl River Delta: A Stochastic Programming Approach

Yer Van Hui City University of Hong Kong

The Optimization of Inventory-Routing Problem with Simultaneous Delivery and Return for the Distribution System by Applying Immunity Tabu Search Algorithm

Gia-Shie Liu Lunghwa University of Science and Technology
Kuo-Ping Lin Lunghwa University of Science and Technology
Jiun-De He Lunghwa University of Science and Technology

Strategic Positioning, Human Capital, and Business Performance: An Analysis of Kindergarten Organizations

Shin-Tien Chen Mingchi University of Technology
Bao-Guang Chang Tamkang University

The Mediating Role of Collective Efficacy between Group's Intellectual Capital and Innovative Performance

Chien-Chung Lu Mingchi University of Technology
Kuo-Wei Hung National Defense University

A Novel Intuitionistic Fuzzy Promethee II Approach for Military Affair Outsourcing Decision Analysis

Gino K. Yang Hungkuang University
Chin-Tsung Jen National Defense University
Kuo-Chen Hung National Defense University

A New Intuitionistic Fuzzy Cosine Similarity Measures for Medical Pattern Recognition

Kuo-Chen Hung National Defense University
Pei-Kuan Wang National Defense University

Session [F5] 16:10 – 18:00 Michelangelo I
Organization Behavior and Human Resource Management
Session Chair: Nittaya Jariangprasert Chiangmai University

Ethical Issues in the Use of Information and Communication Technology in Malaysian Primary Schools

Maslin Masrom	Universiti Teknologi Malaysia
Nik Hasnaa Nik Mahmood	Universiti Teknologi Malaysia
Othman Zainon	Universiti Teknologi Malaysia
Hooi Lai Wan	Universiti Teknologi Malaysia
Muhammad Madi Abdullah	Universiti Teknologi Malaysia
Nadia Jamal	Universiti Teknologi Malaysia

Translation of Patient-Centered Care Scale: A Traditional Chinese Version

Ching-I Teng	Chang Gung University
Tzu-Wei Liu	Chang Gung University

The Work and Family Orientation: Demand and Resource Perspectives

Ting Wu	National Sun Yat-sen University
Jin-Feng Uen	National Sun Yat-sen University

The Research of Current Stituation and Factors Affect Its Effectiveness of Knowledge Leadership among the Vocational Schools' Principals in Taiwan

Chin-Ching Su	Lunghwa University of Science and Technology
Peng-Jen Su	Queensland University of Technology
Pi-Kuang Tseng	National Taiwan Normal University

Perception of Students towards Working with Small and Medium Sized Enterprises: A Case Study of Chiang Mai and Luang Prabang

Saranya Kantabutra	Chiangmai University
Nittaya Jariangprasert	Chiangmai University

Organizational Justice as a Determinant of Organizational Citizenship Behavior

Lai Wan Hooi	Universiti Teknologi Malaysia
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Exploration on the Current Implementation Status for Taiwan "Dual-System Training Project"

Pi-Kuang Tseng	I-Lan Commercial Vocational High School
Chin-Ching Su	Lunghwa University of Science and Technology

Session [F6] **16:10 – 18:00** **Michelangelo II**
Strategy
Session Chair: Peirchy Lii **Tamkang University**

A Study on Organizational Performance of International Outsourcing Strategy from a Technological Contingency Perspective

Cheng-Wen Lee Chung Yuan Christian University

Formulating and Evaluating Corporate Policy Using the Importance-Performance Analysis to Verification of Dharma of Value

Hua-Jung Liu National Central University
Yih-Chearng Shiue National Central University

Environmental Orientation, Green Supply Chain Management and Corporate Performance: The Case of Foreign Invested Enterprises in China

Ricky Y. K. Chan Hong Kong Polytechnic University

Network Resources and Firm Growth: The Role of Cooperative Board in an Emerging Market

Chien Wei Liu National Taiwan Normal University
Min Ping Kang National Taiwan Normal University

What Could an EMBA Program Offer?

Peirchy Lii Tamkang University

Empirical Study of Enterprises Credit Demand in Polish Economy.

Aneta Maria Dzik Warsaw University
Natalia Nehrebecka National Bank of Poland and Warsaw University

Session [F7] **16:10 – 18:00** **Da Vinci I**
Technology and Innovation Management
Session Chair: Ching-Fang Lee **Mingdao University**

Identifying Heuristics Usability Problems in Universities Web Sites of Pakistan

Abdur Rehman	Kohat University of Science and Technology
Muhammad Yaseen	Kohat University of Science and Technology
Mutayyab Shah Bokhari	Kohat University of Science and Technology
Amir Karim	Kohat University of Science and Technology
Awais Bukhari	Kohat University of Science and Technology

Construction of an Integrated Model on the Value Chain of Market-Oriented Innovative Product Development

Yu-Hua Lin	Hsiuping University of Science and Technology
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Decryption Control for Compound Personal Health Records in the Cloud

Jing-Jang Hwang	Chang Gung University
Yi-Chang Hsu	Chang Gung University
Lin Cheng	Chang Gung University

Planning Innovative Automobile Maintenance Services from Customers' Viewpoints

Ching-Fang Lee	Mingdao University
Chien-Ping Chung	Mingdao University
Yow-Mow Chen	Tunghai University

Technology Commercialization and New Product Adoption in New Technology--An Example of Solid Crystal Laser

Mei-Wen Chen	Feng Chia University
Wen-Hsiang Lai	Feng Chia University

Online Social Network: Usage in Thailand Facebook Pages

Vichita Vathanophas	Mahdiol university
Laongthip Thakolsri	Mahidol university

A Ubiquitous Flora Recognition System Using Color and Shape Signatures

Chen-Chiung Hsieh	Tatung University
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Session [F8] **16:10 – 18:00** **Da Vinci II**
Technology and Innovation Management
Session Chair: Lachana Ramingwong **Chiang Mai University**

Research and Design of the New Style Hair Dryer

Shu-Jen Hu	Lunghwa University of Science and Technology
Ling-Huey Su	Chung Yuan Christian University
James C. Chen	National Tsing Hua University
Shang-Cyuan He	Lunghwa University of Science and Technology

An Empirical Comparison of Usability Performance in the E-Commerce Websites

Chyong-Ling Lin	Chung Yuan Christian University
Jin-Tsann Yeh	Vanung University
Chuen-Chieh Kao	Lunghwa University of Science and Technology

The Analysis of Information Architecture Model of Social E-Commerce Websites

Lachana Ramingwong	Chiang Mai University
Sakgasit Ramingwong	Chiang Mai University

Innovation Dynamics: A Framework for Decision Making in Changeable Spaces based on Habitual Domains Theory

Yen-Chu Chen	Hsiuping University of Science and Technology
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Seamless Heterogeneous Wireless Communication Architecture

Yu-Chang Chen	Shu-Te University
Cheng You Feng	Shu-Te University
Kuang-Yu Yen	Shu-Te University

Forecasting the Success Possibility of Designing Websites with Incomplete Linguistic Preference Relations

Hui-Chen Chen	Kansai University
Tien-Chin Wang	National Kaohsiung University of Applied Sciences
Shu-Chen Hsu	I-Shou University

Session [G2] **08:00 – 09:50** **Venezia**
Management Information Systems
Session Chair: Kayo Iizuka **Senshu University**

A New Methodology for Auto Document Clustering by Using Sentence Structure Model and Support Vector Machine

Wen-Chen Huang National Kaohsiung First University of Science and Technology
Yian-Lian Lin National Kaohsiung First University of Science and Technology

The Success Factors of Recommendation Agent in Online Informaiton Search: Roles of Perceived Values in Interaction and Persuasion

Wen-Shan Lin National Chiayi University

A Framework for Progressing IT Investment Effect: From the Viewpoint of “Status”, “Condition” and “Transformation”

Kayo Iizuka Senshu University
Shuheï Kudo Akita Prefectural University
Michiko Miyamoto Akita Prefectural University

Research of Online Shopping Websites – Using Online Meal Box Food Selection System as an Example

Ting-Sheng Weng National Chiayi University
Yi-Ching Chao National Chiayi University

Applying Information System Success Model to Explore the Usage Behavior of Information Systems– A Case of Easy Teaching Web

Man-Ting Kao National Taiwan Normal University
Chien-Yun Dai National Taiwan Normal University
Charng-Tze Harn Taipei City Government

The Effects of Augmented Reality on Students’ Moon Phases Concept Learning and Their Conceptual Changes of Misconception

Jung-Chuan Yen Takming University of Science and Technology
Chih-Hsiao Tsai Takming University of Science and Technology
Jeng-Yu Wang Takming University of Science and Technology

Beyond Corporate Separate Personality and towards Corporate Criminal Accountability

Mina Wai Man Yip The Open University of Hong Kong

Session [G3] 08:00 – 09:50 Raffaeollo I
Marketing
Session Chair: Heath Rose Rikkyo University and Trinity College Dublin

Pricing Strategy in Online Games

Chi-Cheng Wu National Sun Yat-sen University
Ying-Ju Chen University of California at Berkeley
Tony Chuo National Sun Yat-sen University

Knowledge Creation Generate Creativity through Market Orientation

Jung-Jung Chang National Central University
Kuang-Peng Hung Ming Chuan University
Ming-Ji James Lin National Central University

A Customer Requirement Based Quality Planning and Improvement for Tourism

Chang-Lin Yang Fu Jen Catholic University
Jui-Tung Chang Fu Jen Catholic University
Sheng-Wen Mao Fu Jen Catholic University
Ying-Hsuan Liu Fu Jen Catholic University
Meng-Dien Lee Fu Jen Catholic University

Preparing Japanese Business Graduates for a Globalized World: Incorporating an ELF Perspective into English-Medium Business Programs.

Nicola Ann Galloway Rikkyo University and The University of Edinburgh
Melanie Joy Czarnecki Rikkyo University
Heath Rose Rikkyo University and Trinity College Dublin

The Relationships among Volunteers' Leisure Involvement, Affect and Flow Experience

Chuanlung Lien National Pintung University

The Influence of Employing Augmented Reality in Course Design on the Learning Achievement and Satisfaction of the "Aquatic Animals" Unit

Chih-Hsiao Tsai Takming University of Science and Technology
Jung-Chuan Yen Takming University of Science and Technology
Jin-Zhan Yang Takming University of Science and Technology

Knowledge Management from Perspective of Service Economy – Conceptual Overview and Related Frameworks

Wei-Chung Chang National Chengchi University
Shan-Hao Ho National Chengchi University

Session [G4] **08:00 – 09:50** **Raffaeollo II**
Operation Management and Industrial Engineering
Session Chair: Wen-Yau Liang **National Changhua University of Education**

The Evaluation Method of Quality Level Growth with the Combination of Logistic Curve and Weibull Distribution

Pei-Hsi Lee Chung Yuan Christian University
Tsen-I Kuo National Quemoy University
Ta-Sheng Chou Chung Yuan Christian University

The Facing Challenges in Modern Production Systems: Deepen the IE Techniques to Improve Process Management Performance

Ming-Che Chen Chung Yuan Christian University
Yung-Tsan Jou Chung Yuan Christian University
Po-Tsang Huang Chung Yuan Christian University

A Study on the Control Problem of Rail-Guided Vehicles in a TFT-LCD Plant

Ying-Chin Ho National Central University
Teng-Sheng Su National Central University

A Hybrid Evolutionary Computing for Market Segmentation

Wen Yau Liang National Changhua University of Education

Systematic Services Analysis and Improvement of the Medium-Sized Chain Supermarket

Chang-Lin Yang Fu Jen Catholic University
Yu-Shuen Chu Fu Jen Catholic University
Chieh-Chen Chen Fu Jen Catholic University
Ting-Yuan Chang Fu Jen Catholic University
Yue-Wun Jhang Fu Jen Catholic University
Wen-Ting Yeh Fu Jen Catholic University
Yen-Ling Liu Fu Jen Catholic University

Background-Color: Effects on Perceived Price

Rong-Hwa Huang Fu Jen Catholic University
Chun-Ting Lin Fu Jen Catholic University
Hsi-Yu Tseng Fu Jen Catholic University
Shou-Yao Wu Fu Jen Catholic University
Guo-Zhe Huang Fu Jen Catholic University

Exploring Cultural Differences in Implementing International Technology Transfer in the Cases of Japanese Manufacturing Subsidiaries in Vietnam

Nguyen Thi Duc Nguyen Ritsumeikan University
Atsushi Aoyama Ritsumeikan University

Personal Data Protection of Electronic Business in China

Cheng-De Qin Xijing University
Chun-Zi Ma Xijing University

Session [G5] 08:00 – 09:50 Michelangelo I
Organization Behavior and Human Resource Management
Session Chair: Irene Wen-Fen Yang National Chung Cheng University

The Mediating Mechanisms of the Relationship between Leaders' Downward Influence Tactics and Team Performance

Chien-Cheng Chen National Taipei University of Technology
Ching-Yen Ho National Taipei University of Technology
Hao-Wei Lin National Taipei University of Technology

Exploring the Boundaries of the Effects of Managers' Negative Displayed Emotions on Employees' Turnover Intentions

Chien-Cheng Chen National Taipei University of Technology
Ting-Chun Huang National Taipei University of Technology
Wen-Jie Wu National Taipei University of Technology
Chi-Sheng Hsu National Taipei University of Technology

Intellectual Capital and Business Performance in Thai Private Educational Institutions: A Proposed Research Framework for Ph.D. Dissertation

Chalida Kanjanajuta National Institution of Development Administration

Confirmatory Factor Analysis and Construct Validity of the Upward Influence Strategies in Chinese Context

Ching-Chun Chen Yuan Ze University
Min-Ping Huang Yuan Ze University

Employees' Reactions to Corporate Social Responsibility: The Mediate Role of Sensemaking

Li-Hwa Hung Ching Yun University
Hsin-Hsin Lo Ching Yun University
Jeng-Da Lee Chung Yuan Christian University

Do Gossips Really Hurt? Exploring the Effects of Negative Information and Publicity on Applicant Organizational Attractiveness.

Irene Wen-Fen Yang National Chung Cheng University
Chih-Yun Wu Tunghai University
Lin-Hwa Du Tunghai University

Creating High Performance Environment in the Public Sector Organization

Ainan Mohd Yusoff Rubber Industry Smallholders Development Authority

Session [G6] 08:00 – 09:50 Michelangelo II
Accounting and Finance
Session Chair: Hsiaowen Wang National Central University

Pricing VIX Futures: Evidences from S&P 500 and VIX indexe

Jung Hsien Chang National Chi Nan University
Wen Tau Chung National Chi Nan University

House Money Effect of Institutional Investors

Yuan-Lin Hsu Shih Hsin University
Edward H. Chow National Chengchi University

Long-Term U.S. Infrastructure Returns and Portfolio Selection

Michael F Howard Griffith University
Robert Bianchi Griffith University
Graham Bornholt Griffith University
Michael Drew Griffith University

Do Sell-Side Analysts Fully Incorporate the Effects of Interaction between Accounting Conservatism and Changes in Real Investment on Earnings Quality?

Kyong Soo Choi Korea University
Se Joong Lee Korea University
Soo Yeon Park Korea University
Yong Keun Yoo Korea University

The Lead-Lag Relationship between Apple i-Pad Index and Taiwan Electronic Sector Index

Fu-Ju Yang Chinese Culture University
Yi-Hsien Wang Chinese Culture University
Bang-Yi Chang Chinese Culture University

Positive and Negative Information Transfers from Foreign IPO

Hsiaowen Wang National Central University

Session [G7] 08:00 – 09:50 Da Vinci I
Technology and Innovation Management
Session Chair: Nittaya Kerdprasop Suranaree University of Technology

Sales Effort Improvement and Sharing Mechanisms in a Supply Chain

Cheng-Han Wu National Yunlin University of Science and Technology

A Modified TRIZ for New Product Development Management

Chang-Lin Yang Fu Jen Catholic University

Rong-Hwa Huang Fu Jen Catholic University

Wei-Ling Wei Fu Jen Catholic University

Customer Churn Prediction through the Inductive Decision Support System

Kittisak Kerdprasop Suranaree University of Technology

Phaichayon Kongchai Suranaree University of Technology

Nittaya Kerdprasop Suranaree University of Technology

Development a Smart Shopping Environment in Home Furnishing Retailer System with RFID Technology

Chia-Chen Chen Tunghai University

Huang-Hua Tseng Tunghai University

Tien-Chi Huang National Taichung University of Science and Technology

Factors Affecting the Creative Industry Innovation Process -A Case Study of Museum

Luan-Ying Wei Takming University of Science and Technology

Shiang-Rong Tseng Takming University of Science and Technology

Tse-Hsu Tseng Takming University of Science and Technology

A Study of Time-Serial Knowledge Source Map Automatically Constructed by UCIENT: Using the Discipline of Library and Information Science as an Example

Chung-Hsin Wu National Chengchi University

Session [G8] **08:00 – 09:50** **Da Vinci II**
Management Information Systems
Session Chair: Chichang Jou **Tamkang University**

The Effect of R&D and Advertising on Corporate Performance and their Relationship to CEO Compensation: Empirical Evidence from the IT Industry

Ricky Y. K. Chan Hong Kong Polytechnic University
Michael K. Fung Hong Kong Polytechnic University

The Effect of Moral Intensity on Ethical Intention: An Empirical Study of IT Professionals

Wen-Jywan Grace Su Far East University
Jyy-Ling Tserng Far East University

Constructing Online Minority Language Cooperative Learning System for Hakka Language

Ruey-Ming Chao National United University
Hsiu-Min Yang National United University
Chen-Chi Chang National United University

A Spam Email Classification Based on the Incremental Forgetting Bayesian Algorithm

Chichang Jou Tamkang University
Yung-Yu Shih Tamkang University

A Hyper-Sphere Method for Classifying Biological and Medical Datasets

Hao-Chun Lu Fu Jen Catholic University
Yao-Huei Huang National Chiao Tung University
Han-Lin Li National Chiao Tung University

Deployment of IMS-Based Voice over IP Service with IOT-Enable Interaction Mechanism on Smart Phones

Jenq-Muh Hsu National Chiayi University
Chung-Hsun Hsieh National Chiayi University

The Transition of Information Processing

Atsushi Inuzuka Okayama University

Session [H2] 10:10 – 12:00 Venezia
Management Information Systems
Session Chair: Gerald Post University of the Pacific

Beginning Evaluation of Multi-Touch Multi-User Systems

Gerald Post University of the Pacific

**Participatory Communication and Information Management for Community Development:
Thai Rural Community Perspectives**

Chintawee Kasemsuk Sripatum University

Vatanavongs Ratanavaraha Suranaree University of Technology

Toward Principles for the Design of Hakka Genealogical Metadata

Chen-Chi Chang National United University

Ting-Yu Wu National United University

Ruey-Ming Chao National United University

The Study of Personalized Advertisement in Business Intelligence Environment

Sung-Shun Weng National Taipei University of Technology

Shang-Chia Liu Fu Jen Catholic University

Tsung-Hsien Wu Fu Jen Catholic University

The Distance-Related Influences in M&As: Evidence from Hong Kong Securities Market

Meijui Sun Ming Chuan University

Yi-Ting Liu Soochow University

Hsiao-Ting Huang Soochow University

Chien-Chou Su Shih-Hsin University

A Story-Based Mobile Heritage Guiding Service on Smart Phones

Jenq-Muh Hsu National Chiayi University

Te-Chin Hsieh National Chiayi University

**Constructing a Website of Teacher Training and Appointment System for Vocational High
Schools' Practice Teacher**

Ming-Jenn Wu National Taiwan Normal University

Huai-En Mo National Taiwan Normal University

Hsiu-Chen Wang National Taiwan Normal University

Session [H3] **10:10 – 12:00** **Raffaeollo I**
Marketing
Session Chair: Alma Ruth Rebolledo Mendoza **Universidad de Colima**

It's Unfair! Consumer Response to Quantity Discounts

Wen-Hsien Huang National Chung Hsing University

Ying-Ching Lin National Dong Hwa University

Ching-Yang Lin National Chung Hsing University

Service Failure, Time Pressure, and Service Providers' Conscientiousness

Ching-I Teng Chang Gung University

Ching-Wen Fu Chang Gung University

Bundle or Free Gift? The Impact of Bundle Types on Upgrading

Hsin-Hsien Liu National University of Kaohsiung

Hao-Chien Fu National University of Kaohsiung

Adopting Relationship Lifecycle Perspective in Marketing Strategic Alliance to Evaluate Partnership Maintenance

Tsuen-Ho Hsu National Kaohsiung First University of Science and Technology

Li-Chu Hung National Kaohsiung University of Hospitality and Tourism

Jia-Wei Tang National Kaohsiung First University of Science and Technology

Wen-Ming Cheng Metal Industries Research and Development Center

The Quality of Service to the Client as a Competitive Strategy among the Major Hotels in the Municipality of Colima

Alma Ruth Rebolledo Mendoza Universidad de Colima

Marco Antonio Barajas Figueroa Universidad de Colima

Juan Flores Preciado Universidad de Colima

Abraham Daniel Flores Universidad de Colima

The Influence of Travel Motivation of Tourist on Travel Satisfaction for Heritage Tourism in Tainan City– The Tourist's Life Style as Moderator

Hsi-Ying Hsieh Far East University

The Study of Mountain Hiking Leisure Recreation Behavior Model in Taiwan

Tien-Ming Cheng National Chia Yi University

Mei-Tsun Chen National Chia Yi University

Session [H4] **10:10 – 12:00** **Raffaeollo II**
Technology and Innovation Management
Session Chair: Kenneth G. Huang **Singapore Management University**

Why Do People Use Radio Frequency Identification in Fashion Industry?

Chia-Chen Chen Tunghai University
Bing-Shin Lee Tunghai University
Hsiu-Sen Chiang National Taichung University of Science and Technology

Local Technology Embeddedness and Intellectual Property Rights Does Subsidiaries Role Matter?

Wen-Bin Chuang National Chi-Nan University
Chun-Chie Huang National Chi-Nan University

Uncertain Intellectual Property Conditions and Knowledge Appropriation: Evidence from the Genomics Industry

Kenneth G. Huang Singapore Management University

Management of Service Innovation in the Manufacturing Industry

Chia-Lung Chen National Taichung University of Education
P. Y. Yang National Taichung University of Education

Smart Phone System Rethink: A New Technology Acceptance Model for Travel Industry

Sheng-Wei Lin Chinese Culture University
Shinyi Lin Chinese Culture University

The Relationship Amongst Moral Consciousness, Corporation's Environmental Strategy, and Economic Performance

Cheng-Li Huang Tamkang University
Kun-Shan Wu Tamkang University
Ju-Lan Tsai Tamkang University

Session [H6] **10:10 – 12:00** **Michelangelo II**
Strategy
Session Chair: Mehdi Asgarkhani **Christchurch Polytechnic Institute of Technology**

The Darker Side of CSR

Ajit Prasad S P Jain Institute of Management and Research

The Development Trend of Kaohsiung Free Trade Zone

Tien-Chin Wang National Kaohsiung University of Applied Sciences
Su-Hui Kuo National Kaohsiung University of Applied Sciences

A Study of Enterprise's Talent Asset Strategy Promoting Operating Performances

Shoei-Jwu Chen Ming-Hsin University of Science and Technology

Corporate Sustainable Development and Performance: The Moderating Role of Strategic Persistence and Conformity

Shu-Ling Cheng Far East Univesity

The Determinants of Time Deposit: The Evidence of State-Owned Banks in Indonesia

Maria Brigitta Perbanas Institute
Dyah Nirmalawati Taurusianingsih Perbanas Institute

Thai Expatriate Adjustment in Lao PDR: Adjustment in Relation to the Socio-Economic and Cultural Factors

Oranuch Pruetipibultham National Institute of Development Administration

The Role of ICTs in Business Process Re-Engineering (BPR)

Mehdi Asgarkhani Christchurch Polytechnic Institute of Technology
Brad Patterson Christchurch Polytechnic Institute of Technology

Session [H7] **10:10 – 12:00** **Da Vinci I**
Technology and Innovation Management
Session Chair: Ronald Johnson **North Dakota State University**

Constrained Search over Decision Tree Model: A Case Study on Socio-Economic Data

Nittaya Kerdprasop	Suranaree University of Technology
Fonthip Koongaew	Suranaree University of Technology
Kittisak Kerdprasop	Suranaree University of Technology

A Study of Factors Influencing the Adoption of Online Community Platforms for Enterprises

Jung-Chi Pai	Takming University of Science and Technology
Wen-Tsung Ho	Takming University of Science and Technology
Ying-Chien Hsiao	Takming University of Science and Technology

Information Technology, Partnership Capabilities, and Co-Created Value in International Subcontracting Relationships

Kuo-Hsiung Chang	Tunghai University
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Privacy Preservation of k-Anonymity Based on Decision Tree

Ming-Hua Shao	National Pingtung University of Science and Technology
Teng-Wei Yang	National Pingtung University of Science and Technology

Bridging the Digital Divide: A Comparison Study

Hilary Cheng	Yuan Ze University
Yi-Chuan Lu	Yuan Ze University
Liana Sabirianova	Yuan Ze University

Session [H8] **10:10 – 12:00** **Da Vinci II**
Marketing
Session Chair: Anupong Avirutha **Sripatum University**

Design of Consumer Return Policies under Quality Risks

Lu Hsiao National Chung Hsing University
Ying-Ju Chen University of California Berkeley

Bundle or Free Gift? The Impact of Bundle Types on Perceived Price Increase and Purchase Intension

Hsin-Hsien Liu National University of Kaohsiung
Yao-Ming Lee National University of Kaohsiung

What Corporate Sponsor-Event Fit Really Means? A Study of Sport Event Sponsorship Effectiveness

Hector Ming-Ta Tsai Fo Guang University
Yi-Chieh Chiu 3-eye Integrated Marketing Communications Co., Ltd.

Salesperson and Customization in Trade Shows

Ching-I Teng Chang Gung University
Yi-Chen Chiang Chang Gung University

The Effect of Shopping Motivational Orientations on Online Consumers' Purchase Behavior

Su Wen Chen National Pingtung Institute of Commerce

The Adoption of Social Media to Enhance Performance of Small and Medium Businesses in Thailand

Anupong Avirutha Sripatum University

Effects of Additions and Deletions of Apple's Supply Chain on the Stock Market Behavior

Fu-Ju Yang Chinese Culture University
Wei-Chuan Wang Chinese Culture University
Ting-Hsun Kao Chinese Culture University

Thursday, July 05, 2012

Session [I1] **14:00 – 15:20** **Roma**
Accounting and Finance
Session Chair: Takami Matsuo **Kobe University**

Ownership Structure, Stock Market Liquidity and Firm Value in China

Jun-Biao Lin National Kaohsiung First University of Science and Technology
Mei-Yueh Huang Lunghwa University of Science and Technology
Shun-Feng Hsieh National Central University

The Relationship between Different Type of Investors, Market Sentiment, Return and Volatility: The Case of Taiwan Index Futures

Fu-Ju Yang Chinese Culture University
Jui-Cheng Hung Chinese Culture University
Yen-Pei Chen Chinese Culture University

The Effects of Governance and Contracting Incentives on the Recognition of Intangible Assets under IFRS 3

Shu-Hsing Wu Chang Jung Christian University
Audrey Hsu National Taiwan University

Performance Analysis: Islamic vs Conventional Equity Mutual Funds Study Case in Indonesia Capital Market

A Dewantoro Marsono Perbanas Institute
Vivit Anggina Perbanas Institute

Voluntary Implementation of Performance Measures: The Case of Japanese Local Government

Lourdes Torres University of Zaragoza
Takami Matsuo Univeristy of Kobe
Vicente Pina University of Zaragoza

Session [I2] **14:00 – 15:20** **Venezia**
Management Information Systems
Session Chair: Rong-An Shang **Soochow University**

**The Effects of the Instructor's Self-Disclosure on Learning Motivation in E-Learning Systems:
A Field Experiment of Employees in Korean Companies**

Yu-Chen Chen Soochow University
Rong-An Shang Soochow University
Sung-Kyung Park Soochow University

Using Chaos Theory to Explore the Context Development of Popular Blogs

Kwoting Fang National Yunlin University of Science and Technology
Shu Chuan Wang Feng Chia University
Ren-Xiang Lin National Yunlin University of Science and Technology

Food and Energy Security of Thailand

Supawadee Photiyarach Kasetsart University

The Moderating Effects of Warning between Redundancy Bias and Decision Outcome

Hsieh-Hong Huang National Taitung University
Sheng-Pao Shih Tamkang University
Ming-Zhe Kuo National Taitung University

Exploring Individual Creativity on Social Network Service

Ya-Ling Wu Tamkang University
Yu-Chen Chiu Tamkang University
Kuan-Hao Tseng Tamkang University

Session [I3] **14:00 – 15:20** **Raffaeollo I**
Marketing
Session Chair: Chanita Panmanee **Maejo University**

Willingness and Ability to Pay for Fresh Organic Vegetables: Chiang Mai, Thailand

Chanita Panmanee Maejo University
Raphassorn Kongtanajaruanun Maejo University

To Examine the Impacts of Marketing Activities on Customer Loyalty Relationship

Pei Chao National Kaohsiung First University of Science and Technology

Service Quality Detection and Service Failure Improvement Models

Ming-Chun Tsai Chung Hua university

The Effects of Perceived Justice on Service Recovery Satisfaction and Post-Purchase Behaviors – With the Moderating Effect of Consumer Experiences

Fan-Yun Pai National Changhua University of Education
Tsu-Ming Yeh Da-Yeh University
Liang-Yu Lin National Changhua University of Education

The Crucial Determinant of Purchase Intention toward Pirated Software: Take Taiwanese College Students as an Example

Wen-Hai Chih National Dong-Hwa University
Hung-Jen Li National Dong-Hwa University
Tien-Hui Chen Far East University
Chien-Yu Huang National Taitung Junior College
Ching-Chung Chen Yung-Ta Institute of Technology and Commerce
Po-Ju Chen National Dong-Hwa University

Session [I4] **14:00 – 15:20** **Raffaeollo II**
Operation Management and Industrial Engineering
Session Chair: Min-Tsai Lai **Southern Taiwan University**

Discrete Replacement Policy for a System under Increasing Failure Rate Shock Model Based on Cumulative Repair-Cost Limit

Min-Tsai Lai Southern Taiwan University

Operational Risk Assessment in Distribution Center

Kuan-Yu Hu Shu-Te University

Improving the Performance of a Sequential Zone-Picking Line with Cooperation Strategies

Ying-Chin Ho National Central University

Jian-Wei Lin National Central University

Organizing Resources and Business Relationships in Reverse Logistics: A Case Study from the PC Industry

Igor Insanic Chalmers University of Technology

Optimal Replenishment Policy to Mitigate Hi-Tech Products Risks under Declining Market

P. C. Yang St. John's University

S. Pai St. John's University

L. Yang St. John's University

H. M. Wee Chung Yuan Christian University

A Case-Based Sample Management System for Fashion Product Development

Andrew Ning The Hong Kong Polytechnic University

Session [I5]

14:00 – 15:20

Michelangelo I

Organization Behavior and Human Resource Management

Session Chair: Wichai Utsahajit

National Institute of Development Administration

Efficiency and Success Factors of Community Enterprises in the Northern of Thailand

Montri Singhavara

Maejo University

Kamontip Panyasit

Ratchaphat University

Aree Cheumoungpan

Maejo University

The Relation of Leadership Style and Organizational Commitment – Organizational Socialization as an Intervening Variable.

Ya-Li Chang

Chinese Culture University

Yu-Chi Lin

Chinese Culture University

Happy Organization Development for Sustainable Human Resource Development

Juthamas Kaewpijit

National Institute of Development Administration

Wichai Utsahajit

National Institute of Development Administration

Investigating the Relationship among DISC Personal Characteristics, Job Stress and Job Performance in F&B Industry

Shinyi Lin

Chinese Culture University

Ai-You Lin

Chinese Culture University

Session [I6] **14:00 – 15:20** **Michelangelo II**
Accounting and Finance
Session Chair: Roengchai Tansuchat **Maejo University**

The Activation of KM Processes in Manufacturing Firms: Use of Target Costing and IT Infrastructure

Jong-Min Choe Kyungpook National University

The Momentum Effect on Individual Stock Options

Jun-Biao Lin National Kaohsiung First University of Science and Technology

Mei-Yueh Huang Lunghwa University of Science and Technology

Long Memory Modelling and Value-at-Risk of Agricultural Commodities Futures of Thailand

Roengchai Tansuchat Maejo University

Aree Cheamuangphan Maejo University

Montri Singhavara Maejo University

Comparison of Information Value of Different Capital Decrease in Taiwan

Fu-Ju Yang Chinese Culture University

Yi-Hsien Wang Chinese Culture University

Wan-Ning Chen Chinese Culture University

Session [I7] **14:00 – 15:20** **Da Vinci I**
Technology and Innovation Management
Session Chair: Tantatape Brahmasrene **Purdue University**

An Exploratory Study of Intelligent Travel Community Website Applying LBS Technology

Li-Fang Sun Mingchi University of Technology
Chia-Hung Chou Mingchi University of Technology

Factors Affecting the Service Innovation in Taiwan's SME

Li-Fang Sun Mingchi University of Technology
Jian-Ru Chen Mingchi University of Technology

A Secure Secret Image Sharing Scheme with Cheater Identification

Chien-Chang Chen Tamkang University
Chong-An Liu Tamkang University

Design of English Teaching Based on Multimedia Equipments

Yen-Shou Lai Shin-Kuan Elementary School
Chia-Yu Chang Ming Chuan University

The Impact of Information Communication Technology on Economic Growth and Carbon Emissions in Southeast Asia

Jung Wan Lee Boston University
Tantatape Brahmasrene Purdue University

Session [I8]

14:00 – 15:20

Da Vinci II

Marketing

Session Chair: Emeterio Franco Perez

Universidad de Colima

The Relationship of Service Innovation, Customer Perceived Value, and Behavior Intention—A Case Study in Smart Store

Hsin-Pin Fu	National Kaohsiung First University of Science and Technology
Tien-Hsiang Chang	National Kaohsiung University of Applied Sciences
Hsiang-Ting Su	National Kaohsiung First University of Science and Technology
Hui-Ping Tzeng	National Kaohsiung First University of Science and Technology

Exploring the Terminology Effect in Advertising

Danny Tengti Kao	National Hsinchu University of Education
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Hofstede Analysis and Customer Satisfaction in Hospitality Industry

Shinyi Lin	Chinese Culture University
Yi Huan Chou	Chinese Culture University

Return and Volatility Spillovers in Crude Oil Market and Gold Markets

Tzu-Kuang Hsu	Chung Hua University
Chin-Chang Tsai	Chung Hua University

The Child School Consumer Behaviour and Its Impact on Health

Julio Mendez Avila	Universidad Autonoma de Queretaro
Emeterio Franco Perez	Universidad de Colima
Marco Antonio Barajas Figueroa	Universidad de Colima
Osva Antonio Montesinos Avila	Universidad de Colima

Thursday, July 05, 2012

Session [J1] **15:40 – 17:00** **Roma**
Accounting and Finance
Session Chair: Ali M. Kutan **Southern Illinois University Edwardsville**

A Preliminary to an Integrated Valuation Framework for Dividend, Net Income, and Book Value

Chao-Hui Yeh I-Shou University
Ti-Ling Wang Kao Yuan University

Interrelationships among Stock Prices of Taiwan and China and NTD/RMB Exchange Rates: ARDL and Level VAR Models

Tzu-Kuang Hsu Chung Hua University

Does Momentum Exist in Different Industries and Different Market Value Corporation?

Jun-Biao Lin National Kaohsiung First University of Science and Technology
Mei-Yueh Huang Lunghwa University of Science and Technology
Chien-Chang Chou National Kaohsiung First University of Science and Technology

Do Corporate Socially Responsible Firms Act More Reliably --- The Evidence of Earnings Management in SEOs

De-Wai Chou National Taiwan Normal University
Chia-Ying Chan Yuan Ze University
Edward Nelling Drexel University
Christine W. Lai National Taiwan Normal University

Session [J2] **15:40 – 17:00** **Venezia**
Management Information Systems
Session Chair: Chai Meenorngwar **Valaya Alongkorn Rajabhat University**

Adopters and Non-Adopters of Electronic Customer Relationship Management in Taiwan: An Empirical Study

Hsiu-Fen Lin National Taiwan Ocean University
Yu-Chen Kuo National Taiwan Ocean University

Fuzzy Conceptual Analysis on Mining Product Comments

Sheng-Tun Li National Cheng Kung University
Thuong Thi Pham National Cheng Kung University
Pei-Ching Wu National Cheng Kung University

Ontology for University Domain: Faculty Project Management

Chai Meenorngwar Valaya Alongkorn Rajabhat University

The Mediating Effects of Facebook Users' Perceived Task Value between Satisfaction and Continuance Usage Intention

Li-Ling Hsu National Kaohsiung First University of Science and Technology
Keng-Liang Huang National Kaohsiung First University of Science and Technology

Implementation Hierarchy of Needs Theoretical Discussion on the Patient Rights of Demand Management-A Case Study of a Medical Center in Southern

Hsiu-Pi Lin Chia Nan University of Pharmacy and Science
Yung-Chieh Tsai Chi Mei Medical Center
Cheng-Ting Tsai Chi Mei Medical Center

Session [J3] **15:40 – 17:00** **Raffaeollo I**
Marketing
Session Chair: Montri Singhavara **Maejo University**

Does Customer Participation Lead to Employee Relational Value, Job Satisfaction and Organizational Commitment? The Employee's Perspective

Chih-Jou Chen National Penghu University of Science and Technology

An Analysis of Efficiency in Operation and Optimal Development for Agricultural Cooperative in Chiang Mai Province

Montri Singhavara Maejo University
Kamontip Panyasit Ratchaphat University

The Factors Influencing the Purchase Intention in the Context of One-to-One Marketing

Irene Ya-Ling Chen National Changhua University of Education

User Generated Content (UGC) in Tourism and Its Impact on Youths' Attitude Change

Yueh-Chun Shih National Kaohsiung University of Hospitality and Tourism

Session [J4] **15:40 – 17:00** **Raffaeollo II**
Operation Management and Industrial Engineering
Session Chair: David Ang **Auburn University Montgomery**

Green Supply Chain Management Models with Quantity Discounts

Tzu-Chi Lin National Taipei University of Technology
Jung-Fa Tsai National Taipei University of Technology
Ming-Hua Lin Shih Chien University

Performance Evaluation of Taiwan Listed Construction Companies by Data Envelopment Analysis

Chun-Fu Huang National Taipei University of Technology
Ming-Hua Lin Shih Chien University
Jung-Fa Tsai National Taipei University of Technology

A Study of Berth Planning Optimization Problems

Yu-Chun Teng National Taipei University of Technology
Jung-Fa Tsai National Taipei University of Technology
Ming-Hua Lin Shih Chien University

Effective Strategies and Benefits of Green Supply Chain Implementation

Fan-Yun Pai National Changhua University of Education
Chin-Lin Hsieh National Changhua University of Education

Achieving Educational Learning Objectives through Innovative Production Management Systems

David Ang Auburn University Montgomery
Mehmet Sahinoglu Auburn University Montgomery

Session [J5] **15:40 – 17:00** **Michelangelo I**
Organization Behavior and Human Resource Management
Session Chair: Marinah Awang **Universiti Pendidikan Sultan Idris**

Do We Share? Investigating Knowledge Sharing Activity among Secondary School's Teachers

Marinah Awang	Universiti Pendidikan Sultan Idris
Ramlee Ismail	Universiti Pendidikan Sultan Idris
Omar Abdull Kareem	Universiti Pendidikan Sultan Idris

Moderating Role of Transparency in Ethical Decision Making

Wen-Yeh Huang	Yuan Ze University
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Managing Chinese Personal Value Profiles: A Comparison between Cities in Greater China

Alex Han Chee Mak	The Open University of Hong Kong
Matthew Yeung	The Open University of Hong Kong

Session [J6] **15:40 – 17:00** **Michelangelo II**
Accounting and Finance
Session Chair: Tao Toro Chen **The Open University of Hong Kong**

Does Warrant Trading Matter to Tracking Errors of Hong Kong Exchange-Traded Funds?

Wai-Cheong Shum The Open University of Hong Kong
Chi-Nam Andy Kan The Open University of Hong Kong
Tao Toro Chen The Open University of Hong Kong

Are We Walking Hand in Hand? The Case of AEC Accounting Harmonization in Measurement Practices

Napaporn Likitwongkajon Khon Kaen University

Financial Crises and Disposition Effects

Jen-Sin Lee I-Shou University
Pi-Hsia Yen Vanung University

Public Housing Policy, Financial Policy and Housing Price Dynamics

Meng-Yi Tai Fo Guang University
Shih-Wen Hu Feng Chia University

Session [J7] **15:40 – 17:00** **Da Vinci I**
Technology and Innovation Management
Session Chair: Mohammad Saad Al-Ahmadi King Fahd University of Petroleum and Minerals

Understanding the Determinants of Electronic Supply Chain Management Diffusion

Hsiu-Fen Lin National Taiwan Ocean University
Nung-Yi Huang National Taiwan Ocean University

EEG and Computer/Video Games: A Bibliometric Study

Chih-Chien Wang National Taipei University
Chin-Yi Hou National Taipei University

How the Trust Influences Individuals to Use Online and Mobile Banking Services

Chian-Son Yu Shih Chien University

Comparison of Support Vector Machines and Artificial Neural Network on Saudi Arabia Stock Prices Forecasting

Sunday Olusanya Olatunji King Fahd University of Petroleum and Minerals
Yaser Ahmed Fallatah King Fahd University of Petroleum and Minerals
Moustafa Elshafei King Fahd University of Petroleum and Minerals
Mohammad Saad Al-Ahmadi King Fahd University of Petroleum and Minerals

[PO] POSTER Session Strategy

Subsidiary Embeddedness, Knowledge Creation and Headquarters' Attention

Lu-Jui Chen Ming Chuan University
Sheng-Te Chou Chinese Culture University
Chia-Hui Yen Ming Chuan University

The Factors Lead to Foreign Subsidiary Ownership and Performance – A Multi-Level Perspective

Fang-Yi Lo Feng Chia University
Chih-Yun Wu Tunghai University

Information Systems Strategic Planning in Public Higher Education Institutions in Taiwan

Wei-Lin Hsu Tzu Chi College of Technology
Ren-Zong Kuo Tzu Chi College of Technology
Jhih-Ming Lai Tzu Chi College of Technology

Strategic Implications of Corporate Social Responsibility: Intangible Assets and Financial Performance

Mei-Jane Teng National Chin-Yi University of Technology

The Simultaneous Effect of Individual Entrepreneurial Competencies on SMEs Competitive Advantage

Tunchalong Rungwitoo Chiangmai University

Agglomeration, Local Experience, Capability Building, and Performance-An Empirical Study of Electronics Industry in China

Peng-Yu Li Fu-Jen Catholic University
Fang-Yi Lo Feng Chia University

Exploring the Quality Characteristics of Kaohsiung City's Tourism Development Using Kano Model

Hwai-Hui Fu Shu-Te University

A Study on the Drivers of Relationship Value

Hui-Chen Chang National Taipei University
Lin-Ju Cheng St. John's University
Yentsung Shih National Taipei University

[PO] POSTER Session Marketing

Customer Responses to Loyalty Programs

Li-Wei Wu	Tunghai University
Hai-Chen Chu	National Taichung University of Education
Chung-Yu Wang	National Kaohsiung University of Applied Sciences

Applying FQFD to Improve the Relationship Quality of Home Delivery Service

Yen-Ting Chen	National Chin-Yi University of Technology
Tsung-Yu Chou	National Chin-Yi University of Technology

Relationship Types and the Sunk Cost Effect

Hsin-Hsien Liu	National University of Kaohsiung
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The Study of the Investigation of Consumers' Preferences on Marketing Strategy for Affordable Coffee Stores – The Application of Discrete Choice Model

Chun-Der Chen	Ming Chuan University
Mei-Ju Chen	Chienkuo Technology University
Ya-Wen Chang Chien	Huafan University

The Effects of Regulatory Focus and Tie Strength on Referral Behaviors

Yueh-Hsia Huang	Chinese Culture University
Tyng-Bin Ger	Minghsin University of Science and Technology
Chuan-Feng Shih	Chinese Culture University

Applying RFM Model to Evaluate the E-Loyalty: The Moderate Role of Switching Cost

Yi-Wen Liao	Chia Nan University of Pharmacy and Science
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Online Trust and Distrust: Their Formations and Asymmetric Effects

Yong-Sheng Chang	Tamkang University
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A Unified Framework of the Effects of Relationship Quality under Service Failure: Literature Review and Conceptual Framework

Yi-Fen Liu	Tainan University of Technology
Chi-Cheng Wu	National Sun Yat-Sen University
Jacob Y. H. Jou	Kaohsiung Medical University

The Terminal Values of Health Food Consumers

Yu-Ling Lin	National Chin-Yi University of Technology
Hong-Wen Lin	National Chin-Yi University of Technology
Ya-Cing Jhan	National Chin-Yi University of Technology

Relationships among Service Environment, Perceived Value, Tourism Image Satisfaction and Loyalty of Consumers on Leisure Farms

Yu-Ping Lee	Shu-Te University
Jau-Shyong Wang	Shu-Te University
Jau-Wen Wang	Fortune Institute of Technology

Investigating the Effects of Online Social Shopping Orientation with Social Comparison

Po-Hung Chen	National Taipei University of Technology
Ching-Jui Keng	National Taipei University of Technology

Social Media for Social Shopping Network Decision-Making Behavior of Consumers Affected

Chao-Hui Wu	National Taipei University of Technology
Ching-Jui Keng	National Taipei University of Technology

The Fit of Regulatory Focus and Promotion Types

Li-Shia Huang	Fu-Jen Catholic University
Yu-Jen Chou	Ming Chuan University
Hsiao-Chi Su	Fu-Jen Catholic University

The Influences of Perceived Risk on Superstitious Consumption

Li-Shia Huang	Fu-Jen Catholic University
Yi-Shou Lin	Fu-Jen Catholic University

Assessing the Impact of Smartphone's Self-Efficacy on Users Purchases Intention: Brand Image as a Potentially Value-Added Factor?

Fang-Cheng Kung	Shu-Te University
Chia-Shiang Hsu	Shu-Te University
Tzung-Seng Hsu	Shu-Te University

The Motivations of Facebook Use: The Uses and Gratifications Perspective

Hsiu-Lan Wu	Fortune Institute of Technology
Jau-Wen Wang	Fortune Institute of Technology

A Research Study on Internet Keyword Advertising and Consumers' Search Intentions: The Mediating Effects of Advertising Attitude and Keyword Perception

Jau-Shyong Wang	Shu-Te University
Jau-Wen Wang	Fortune Institute of Technology
Yu-Ping Lee	Shu-Te University

A Study on the Associations between the Tourists Characteristics and the Demand Types of Innovation Motel Services – The Case of a Chain Motel in Taiwan

Hsiang Shun Chen	Chung Chou University of Science and Technology
Chii-Day Chung	Chung Chou University of Science and Technology
Ching Chien Yang	Chung Chou University of Science and Technology
Pao-Ching Chu	Chung Chou University of Science and Technology
Chia-Hua Hsiao	Chung Chou University of Science and Technology

A Study of Internet Experiential Marketing on Repurchasing Intention for Travel Service Website in Taiwan: Perspectives of Consumer Benefits

Che-Hung Lin	Cheng-Shiu University
Chih-Chieh Hu	Cheng-Shiu University
Guo-Chang Chung	National Dong Hwa University
Hsiao-Mei Chiang	Cheng-Shiu University

Natural Functional Ingredient-Okara in Bakery: Effect on Consumer Acceptance

Fuh-Juin Kao	Ming Chuan University
Sheng-Chu Su	Hwa Hsia Institute of Technology
Chuan-Tzu Hsu	Ming Chuan University
Wen-Ling Hsieh	Ming Chuan University
Yi-Chieh Lin	Ming Chuan University

The Effects of Emotionality, Web Information Type, and Task Demand on Orienting Attention Responses in Advertising

Mei-Chun Wu	Nanhua University
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A Study of the e-WOM Users' Attitude for Choosing Hotel

Kuo-Hsien Lu	Jinwen University of Science and Technology
Hsiang Chen	National Taipei University

Impacts of Advertising Forms and Product Types on Persuasion

Yu-Jen Chou	Ming Chuan University
Shiuh-Nan Hwang	Ming Chuan University
Ya-Hui Hsu	Ming Chuan University
Hsiu-Li Chen	Ming Chuan University

[PO] POSTER Session Accounting and Finance

A Threshold Model Based on the Return Volatilities of U.S., U.K. and Australian's Stock Markets: Study of Brazil's Stock Market

Ming-Chi Huang Chia Nan University of Pharmacy and Science

Wann-Jyi Horng Chia Nan University of Pharmacy and Science

Trade-Off Relationship between Hire Rates and Exercise Prices of Purchase Options in Ship Charter Contracts: An Option Pricing Application

Cheng-Hung Arthur Hsieh National Taiwan Ocean University

Heng-Chih Chou National Taiwan Ocean University

Kuang Lin National Taiwan Ocean University

David Yen Miami University

Do Firms Switching Stock Exchanges Relax Financing Constraints?

Tsai-Ling Liao Providence University

Wen-Chun Lin National Taipei College of Business

Sheng-Syan Chen National Taiwan University

A Model on Design of Situated Learning Materials in Accounting Education

Kai-Wen Cheng National Kaohsiung University of Hospitality and Tourism

Exploring the Relationship of Corporate Governance and Earnings Quality - Evidence from Business Group in China

Pei-Hsin Wu National Taiwan Normal University

Huei-Ling Chen National Taiwan Normal University

Incentives for Banks to Use Loan Losses Provisions for Reducing Earnings Variability

Ruey-Shii Chen Tatung University

Yung-Cheng Huang I-Shou University

Lin-Lu Wang Tatung University

The Relationship among Gold, Stocks and Bonds

Tze-Chin Huang Lunghwa University of Science and Technology

Chi-Tai Lin Taiwan Institute of Economic Research

Shu-Mei Chiang Lunghwa University of Science and Technology

Entry Mode Choice of the Top 200 World Banks in China

Hsiao-Jung Chen Southern Taiwan University
Ya-Chun Liang Chinatrust Commercial Bank

How Does a Capital Market React to Banking Expansion Abroad? – Evidences from an Emerging Market

Yi-Yuan Liu Oriental Institute of Technology
Chen-Ho Wu National Pingtung Institute of Commerce

Econometric Evaluation of the Microcredit System-The BRIC Evidence

Wen-Cheng Hsiao Ming Chuan University
Arseniy Dmitrienko Ming Chuan University

The Information Value of High Frequency Data for Futures Hedge under High and Low Volatility Regimes

Jui-Cheng Hung Chinese Culture University
Hung-Chun Liu Minghsin University of Science and Technology

The Analysis of the Monthly Effect in the Peruvian Stock Market

Cheng-Wei Chen National Taiwan University
Wen-Cheng Hsiao Ming Chuan University
Miguel Santamaria Ming Chuan University

A Research of Overseas Investment the Financial Planning and Control System of Small Medium Enterprise in Taiwan

Li-Hsing Ho Chung Hua University
Pi-Yun Chang Chihlee Institute of Technlology

Liquidity Shock, Bank Capital Requirement and Economic Cycle

Yu-Hsiu Lin National Kaohsiung University of Applied Sciences
Len-Kuo Hu National Chengchi University

Information Spillover Analysis among US Dollar, Oil, and Gold.

Ling-Hua Kuo National Changua University of Education
Yi-Hsin Chien National Chengchi University
Shian-Chang Huang National Changua University of Education

Regret Commission versus Regret Omission: Evidence from the Taiwan Futures Exchange

Yi-Ling Chen

National University of Kaohsiung

Ming-Chun Wang

National Kaohsiung First University of Science and Technology

Agency Conflict and the Selection between Specialist Audit Firm and Individual Auditor

Hsiangtsai Chiang

Feng Chia University

Lijen He

Asia University

A Study on the Earnings Quality of GTSM-TWSE Transfer Firms – Can Auditors Restrain Firms from Earnings Management?

Chung-Huey Huang

National Taipei University

Tzu-Cheng Chi

Executive Yuan

Correlation of Currencies in BRICS Countries

Alan Yu-Teng Wu

Tamkang University

Chang-Mao Shen

Tamkang University

Mu-Fen Chao

Tamkang University

[PO] POSTER Session Management Information Systems

A Study of Cloud Service with C to B to C Business Model

Feng-Liang Lee Chia Nan University of Pharmacy and Science
Jimmy Huang EverMore Technology, Inc.

Designing Persuasive Tourism Website: The Perspective of Electronic Service Quality

Chun-Der Chen Ming Chuan University
Rouh-Yun Yu Ming Chuan University
Chia-Huei Ho Ming Chuan University
Chin-Tsai Lin Ming Chuan University

Exploring the Stickiness of Social Networking Sites from the Perspective of Uses and Gratification Theory

Hsi-Peng Lu National Taiwan University of Science and Technology
Kuan-Yu Lin National Taiwan University of Science and Technology
Hsiao-Lan Wei National Taiwan University of Science and Technology
I-Hsin Chuang Pegatron Corporation

The Development of Sports Venue Rental Information Management System

Ming-Hua Hsu National Chung Hsing University
Iuon-Chang Lin National Chung Hsing University
Chin-Fa Chen National Chung Hsing University
Kuo-Hsiu Hong National Chung Hsing University
Yi-Ning Cheng National Chung Hsing University

A Multilevel Investigation of Factors Influencing Membership Behaviors in Online Game Communities

Ya-Ling Chiu Tunghnan University
Chia-Yuan Jiang China University of Science and Technology
Jying-Nan Wang Ming-Hsin University of Science and Technology

A Novel Decision Tree Classifier for Cloud Service Application with Location Aware System

Hsiao-Wei Hu Fu-Jen Catholic University

Application of Cloud Computing and Modular Technology for the Development of Personal Teaching Website

Hsiu-Sen Chiang	National Taichung University of Science and Technology
Mu-Yen Chen	National Taichung University of Science and Technology
Bo-Wun Chen	National Taichung University of Science and Technology

Constructing Investment Decisions with Risk Consideration - A Method Combining Clustering and Genetic Algorithm

Ya-Wen Chang Chien	Huafan University
Chun-Der Chen	Ming Chuan University
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The Effect of Technology Compatibility and Faithfulness of Appropriation on the User Satisfaction of EIP

Kuei-Ing Wang	Minghsin University of Science and Technology
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The Duet Recommendation Based on Social Network

Fang-tz Ma	Lunghwa University of Science and Technology
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A Robust Design Approach for Genetic Algorithm-based Artificial Neural Networks

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Trust and Willingness to Use the Network Forum

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A Test of Interpersonal Relationships in the Physical World and Cyberspace for Internet Users

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The Study on Performing Network Forensics - A Case of Web Application Attack

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A Study on Knowledge Creation Capability Matured by Virtual Knowledge ba

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National Formosa University

Shu-Mei Tseng

I-Shou University

[PO] POSTER Session Technology and Innovation Management

The Association among Information Technology, Knowledge Management and Project Success

Li-Ren Yang Tamkang University

Effects of the Store-Owned Brands and Direct Marketing Channels on Products' Innovation

Huixin Yang Shandong University

Meng Wang Shandong University

Knowledge Integration Mechanisms: Antecedents and Impact on e-Service Product Innovation

Hung-Tai Tsou Ming Dao University

Hsuan-Yu Hsu National Tsing Hua University

The Critical Factors to Affect Actual Usage of Corporate E-Learning Program in the Accounting Industry

Kai-Wen Cheng National Kaohsiung University of Hospitality and Tourism

Enhancing the Quality of Cloud Storage Service with Node Selection Mechanism

Kuo-Qin Yan Chaoyang University of Technology

Hsueh-Hsun Huang Chaoyang University of Technology

Shun-Sheng Wang Chaoyang University of Technology

Shu-Ching Wang Chaoyang University of Technology

Reaching Trust Consensus in a Fallible Cluster-Based Wireless Sensor Network

Shu-Ching Wang Chaoyang University of Technology

Chin-Ling Ho Chaoyang University of Technology

Kuo-Qin Yan Chaoyang University of Technology

Shun-Sheng Wang Chaoyang University of Technology

Exploring Nurses' Intention towards Using Mobile Electronic Medical Records

Chia-Jung Chen Chi Mei Medical Center

Chung-Feng Liu Chia Nan University of Pharmacy and Science

Kuang-Ming Kuo I-Shou University

Governance and National R&D Investment: A Cross-Country Analysis

Cheng-Hsun Lin Academia Sinica
Fang-Yu Yeh National Applied Research Laboratories

A Study on WebATM Adoption Intention from both Experts' and Users' Views

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Planning Optimization under Uncertainties for Agriculture Planning

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Study of the Application of Knowledge Base through New Product Development in the System Integration Industry – Comparison of Case Studies Based on Different Product Newness

Min-Sun Wuang Fu Jen Catholic University
Tung-I Tsai Shu-Te University
Kuei-Fei Yang Fu Jen Catholic University

A Study on the Organizational Citizenship Behavior in a Korean Government-Funded R&D Institute: Focusing on the Difference between Regular and Atypical Workers

Sang-Kon Lee Korea University of Technology and Education
Ji-Yeon Lee Inha University
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Information, E-business Technology, Output Quality, Non-neutral Effect and Productivity-Empirical Study of Taiwanese High-tech Firms

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Design of an Intelligent Motion-Simulation Control System

Jyun-Guo Wang National Cheng Kung University
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Cheng-Jian Lin National Chin-Yi University of Technology
Chin-Ling Lee National Taichung University of Science and Technology

Mutual Authentication Protocol for Low Cost RFID Tags

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Clustered Evolving Weighted Fuzzy CBR for Printed Circuit Board Sales Forecasting

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An Exploration for Cross-Field Model of Collaboration for Innovation: Take Promotion of Going Optic for Old and New Buildings for Example

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An Efficient Algorithm for Incrementally Mining Frequent Itemsets

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Comparative Study on Mobile Search Engines

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Value-Added and Driving Factors of the Science Parks in Taiwan

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Value Network Analysis for Mobile Content Services

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Using the Revised Technology Acceptance Model to Explore the Effect of Learning Intention and Self-Directed Learning on Smart Phone Learning Outcomes

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Jing-Han Cheng Shih Chien University

[PO] POSTER Session Operation Management and Industrial Engineering

Applying DEMATEL to Improve Library Service Quality

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Robust Skewness Correction X-Bar Chart for Weibull Distribution

Shih-Chou Kao Kao Yuan University

Robust Design of Dynamic Multi-Response with Missing Data

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Tse-Chieh Lin Lунghwa University of Science and Technology
Jui-Yen Yen National Taipei College of Business

Psychological and Biological Information of 3D TV Viewers

Chien-Hui Hung Takming University of Science and Technology

Channel Coordination in a Closed-Loop Supply Chain with Remanufacturing

Jen-Ming Chen National Central University
Chia-I Chang National Central University
Mei-Chen Chien Vanung University

Establishing Cost-Benefit Analysis Procedure for Bridge Construction Affected by Global Climate Change

Jieh-Haur Chen National Central University
Li-Ren Yang TamKang University

A Study of On-Line Diagnostic Technology on HCPV System Using Fuzzy FMEA

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Gwo-Luh Lee Vanung University
Chih-Chieh Ma Institute of Nuclear Energy Research
I-Tao Lung Institute of Nuclear Energy Research
Horng-Jyh Lin Vanung University

First Visit to Variable Interface Applied in Digital Energy-Meter System for Robot

Tzu-Chih Chung Hwa Hsia Institute of Technology
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Optimal Strategy for the Integrated Inventory Model with Order-Size Dependent Trade Credit and Price-Dependent Demand under Capacity Constraint

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Liang-Yuh Ouyang	Tamkang University
Chia-Hsien Su	Tungnan University

Sales Forecasting for Computer Dealers Using a Clustering-Based Support Vector Regression Model

Li-Yuan Chen	Ching Yun University
Chi-Jie Lu	Ching Yun University

Solving Network DEA by a Multi-Objective Programming Approach

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Yu-Tseng Wang	National Dong Hwa University
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Chia-Hui Huang	National Taipei College of Business

An Optimal Production and Inspection Strategy with Rework, Minimal Repair and Preventive Maintenance Error

Yan-Chu Chen	Tungnan University
Ya-Hui Lin	Asia-Pacific Institute of Creativity
Wen-Ying Wang	Tungnan University

Building a Customer Requirement based Supplier Quality Management System

Sue-Jane Chiang	Fu Jen Catholic University
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An Integrated Economic Model for Joint Determination of Inspection Time, Inspection Errors and Reworking

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Decision Support System for Periodic Review Inventory Model with Backorder Price Discounts under Controllable Lead Time

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Using Analytic Hierarchy Process for Distributor Selection

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Artificial Chromosomes Structure in Sub-Population Genetic Algorithms for Two-Objective Flowshop Scheduling Problems

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Internet-Based Electronic Market Channel Coordination

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Selecting the Better Supplier by Comparing Two Process Incapability Indices

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Multi-Process Performance Analysis Based on Cpm for Asymmetric Tolerances

Ying-Chung Chang Ching Yun University
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Evaluating the Service Attributes of International Port Distribution Centers

Wen Kai Hsu National Kaohsiung Marine University
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A Multi-Objective Programming for Multi-Stage Inventory Model Allowing Different Order Quantities/Intervals

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A New Fuzzy MCDM Model Based on Modified VIKOR for Improving Airlines' Service Quality in Chinese Cross-Strait Airlines

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Kainan University

Jiun-Jia Hsu

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Chia-Hsiang Hsieh

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[PO] POSTER Session Organization Behavior and Human Resource Management

The Pleasure Power: Making Use of Personal Happiness, Positive Work Attitudes, and Organizational Support to Enhance Job Performance

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Luo Lu National Taiwan University
Pei Yu Wu National Changhua University of Education
Wan-Yu Wu National Taiwan University

The Dynamism of Balancing Work and Family in a Developing Society: Evidence from Taiwan

Luo Lu National Taiwan University

Leader Influences and Organizational Support: Two Routes to e-learning Effectiveness

Mavis Yi-Ching Chen National Taiwan Normal University
Wellington K. Kuan National Cheng-Chi University

An Examination of Repatriation Adjustment: Literature Review

Monique Yearwood National Taiwan Normal University

The Use of Importance-Performance Analysis in Evaluating Employee Loyalty in Healthcare Industries

Yu-Chuan Chen National Taichung University of Education

The Fit between Desired and Actual Working Time, and Its Association with Work Results: A Taiwanese Study

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Luo Lu National Taiwan University

The Hierarchical Multivariate Linear Modeling and Multi-Group Hierarchical Linear Modeling

Fur-Hsing Wen Soochow University
Frances Shao Ming Chuan University

The Bi-Direction and Dual Nature of the Work-Family Interaction

Ting-Ting Chang Lunghwa University of Science and Technology
Luo Lu National Taiwan University

The Moderating Effects of Self-Views INT the Relationships between Leadership Styles and Subordinates' Work Consequences

Yu-Yueh Chang	National Taiwan University
Luo Lu	National Taiwan University
Chang-Qin Lu	Peking University
Chun-Yi Chou	National Taiwan University

Paternalistic Leadership and Follower Effects: The Individual- and Social-Oriented Chinese Bicultural Self as Moderators

Hsin-Pei Wu	Asia University
Hsiao-Hui Weng	Asia University
Hsiu-Ming Chang	Asia University
Yi-Ping Jiang	Asia University
Shu-Ying Peng	Asia University

Assessing the Impact of Psychological Capital on College Students Majoring in Hospitality: A Potentially Value-Added Resource?

Tung-I Tsai	Shu-Te University
Hsien-Ming Lee	Shu-Te University
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The Relationships among Training & Development Strategy, Learning Orientation, Organizational Learning Capability, and E-Learning Effectiveness

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School Technology Coordinators' Network of Practices

Fang-Ling Lin	Lunghwa University of Science and Technology
Guey-Fa Chiou	National Taiwan Normal University

[PO] POSTER Session Multidisciplinary Articles

A Tiny and Efficient Equipment for Fastening an Oxygen Cylinder to a Wheeled Sickbed

Bey-Jing Yang National Taiwan University Hospital

A Study on Artistic and Cultural Activity Arrangement Behavioral Intentions of the Elderly Caring Institutional Managers in Southern Taiwan

Ching Hsuan Wu Chia-Nan University of Pharmacy and Science

Weir-Sen Lin Chia-Nan University of Pharmacy and Science

Wen-En Yen Chia-Nan University of Pharmacy and Science

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Order Aggressiveness of Traders: Evidence from Taiwan Stock Exchange

Pi-Hsia Hung National Chi Nan University

Hsiang-Hui Chu National Chi Nan University

Yun-Lin Wu National Chi Nan University

An Empirical Study of Service Quality Improvement Items for the Medical Industry

Shun-Hsing Chen Yu-Da University

Quantum 1-out-of-n Oblivious Transfer

Kuo-Chang Lee Tzu Chi College of Technology

Tzonelih Hwang National Cheng Kung University

Quantum 1-out-of-2 Oblivious Transfer Using Unitary Transformation

Kuo-Chang Lee Tzu Chi College of Technology

Tzonelih Hwang National Cheng Kung University

Yi-Pei Hsieh Tzu Chi College of Technology

An Adaptive Long-Term Sub-Band Entropy Measure for Voice Activity Detection

Kun-Ching Wang Shin Chien University

A Study of Cost Effectiveness of Drug-Eluting Stent and Bare-Metal Stent for Diabetic Patients

Chialing Hsieh Tainan University of Technology

Weir-Sen Lin Chia Nan University of Pharmacy and Science

Ming-Taun Liu National Cheng Kung University Hospital

A Novel Incremental Rule Extract Approach Based on Rough Set and Applied in Tourism

Chun-Che Huang National Chi Nan University
Yi-Chun Shen National Chi Nan University
Yu-Sheng Liu National Chi Nan University

Route Design of Free-Fared Bus System Based on Service Gaps and Equality

Jau-Ming Su Chung Hua University
Cheng-Chen Kou Kainan University
Wen-Chi Ho Chung Hua University
Kuei-Chih Wang Chung Hua University

Consumption and Innovation

Anna Gardocka-Jalowiec University of Bialystok

Regional Development and Airport Productivity in China

Michael Fung The Chinese University of Hong Kong
Clement Chow Lingnan University
Hamton Wong Maastricht University

The Roles of Paternal Support and Maternal Support in Vocational Exploration and Commitment of Taiwanese College Students

Ching-Hua Mao Chihlee Institute of Technology

The Fair-based Dispatching Architecture in Cloud Computing

Mao-Lun Chiang Chaoyang University of Technology
Chuan-Bi Lin Chaoyang University of Technology
Jian-Wei Li Chaoyang University of Technology
Chia-Chi Chang Chaoyang University of Technology
Tzu-Han Chen Chaoyang University of Technology

The Effects of the Role Play Instructional Model on Taiwanese Hospitality Students' English Learning Attitude, Social Skill, and Oral Performance

Han Yin Cheng De Lin Institute of Technology

A False Positive-Based Unlinkable Ciphertext Searching for Cloud Storage Services

Chun-Li Lin Shu-Te University

Monetary Integration in the Asia Pacific: A Real Option Approach Perspective

Tsong-Sung Cheng Soochow University
Shuh Liang Soochow University
Ze-Jia Chen Soochow University

Use Data Mining Techniques to Distribution Map and Effect Factors of Metabolic Syndrome

Chien-Chih Wang Ming Chi University of Technology
Jin-Jiang Zhu Ming Chi University of Technology

Hybrid Support Vector Machine with Particle Swarm Optimization for Glasgow Coma Scale Mortality Prediction

Chia-Li Chen Lung Hwa University

A Study of Influences of Emotion and Framing on Information Processing and Framing Effect--An Application of Eye-Tracking

Chiung-Wen Hsu Cheng Shiu University

Factors Influencing College Student Satisfaction in e-Learning and Face-to-face Courses

Ji-Yeon Lee Inha University
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Utilizing the Cloud Learning for Public Health Care Practice

Tien-Wen Sung Hsing Kuo University
Ting-Ting Wu National Cheng Kung University

Understanding the Determinants of Use Diffusion in Micro-Blogging

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Extracting Self-Extubated Weaning Experience with Decision-Tree-based Imbalance Classification Techniques

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S2NMP: Simple and Secure Network Management Protocol

Yen-Cheng Chen National Chi Nan University

Organizational Culture and Mental Models at Russian Industrial Enterprises

Raisa Isaevna Akmaeva Astrakhan State University
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The Application of Entropy on Data Fusion of Traffic Information

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A Strategic Model and Solution Method for the Vehicle Routing Problem of Library System

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Self-Deploying Mechanism for Sensor Networks

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Distinguishing Photographic Images and Computer Graphics by Using Characteristics of Color Filter Array

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Heart Disease Patients' Perceptions of a Home Telecare Management System

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An Efficient RFID Authentication Scheme with Privacy Protection for Multi-Services

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Exploring the Influence of Web Atmospheric and Web Content on Customers Loyalty towards E-Tailers

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User Goals in Technology-based Self-service Systems

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The Quality Wine Sector in Spain. An Efficiency Analysis

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Modelling Correlated Healthcare Costs with Many Zeros: A Two-Part Random Effects Approach

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Exploring the Impact of Cognitive Involvement in Storytelling

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Current Advertising Research Paradigms – Citation Analysis of Three Leading Advertising Journals

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Personal Knowledge Management: A New Approach of Textmap

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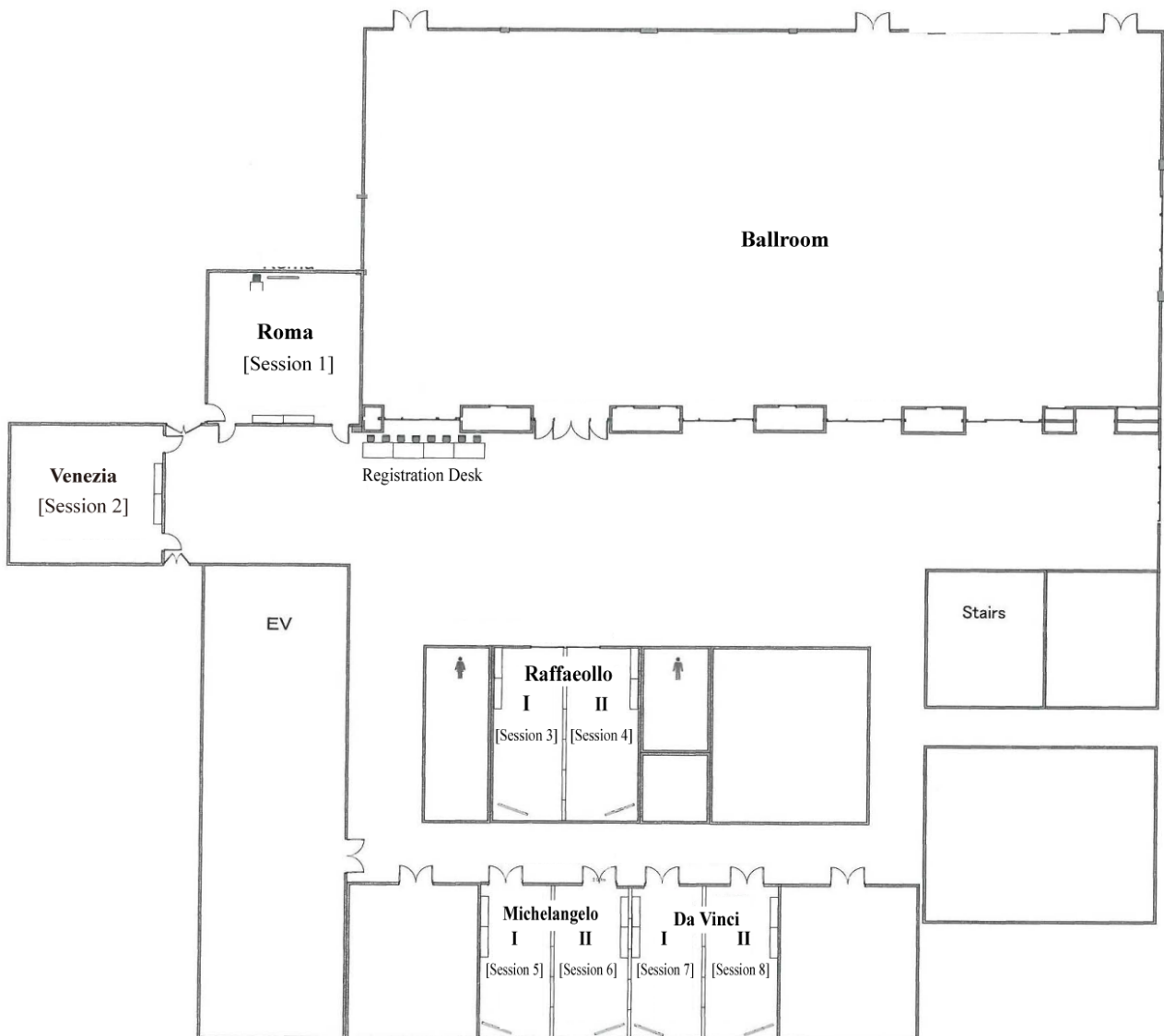
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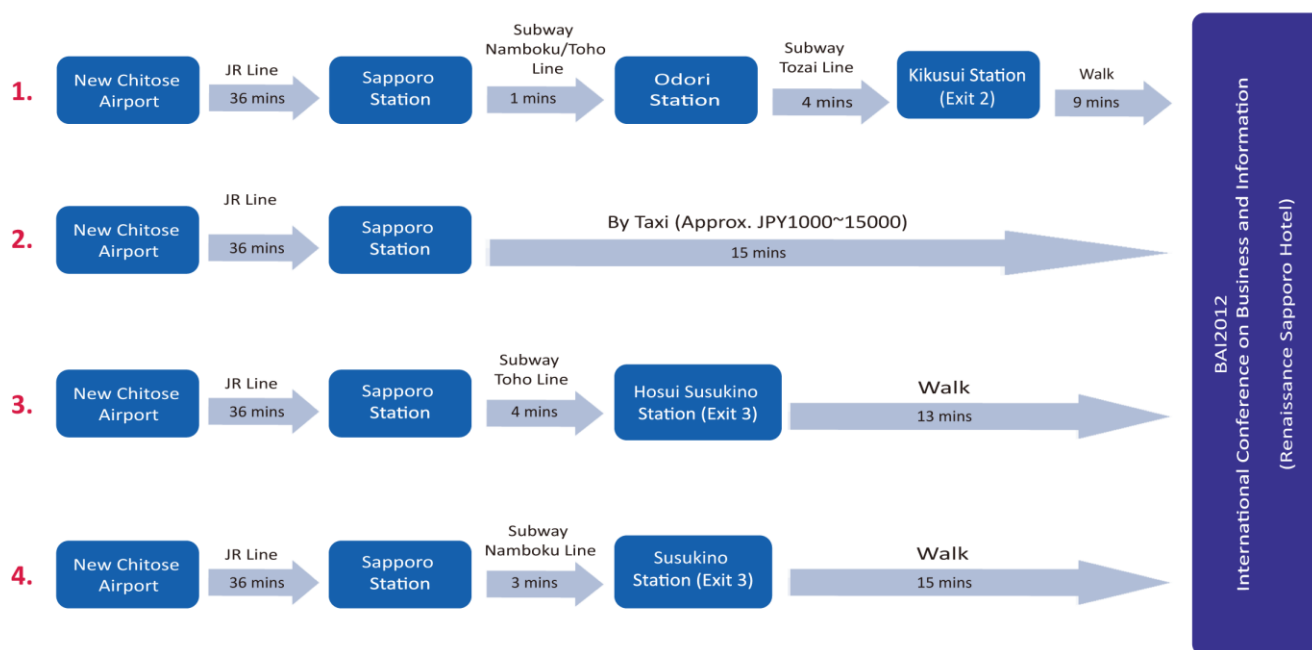
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1. Please be in the session 5 minutes before the schedule.
2. Session chair should divide the available time equally among all papers to be presented and announce the same to the paper authors and audience. Each paper should be presented within allotted sparing three minutes for discussion.
3. The papers having more than one author will not get any extra time for making their presentations.
4. Session chair should remind the speakers about the time limit three minute before the time he or she is expected to finish the presentation. If a speaker goes beyond the allotted time, session chair should remind her or him to close the presentation.

Projector

During the conference, an LCD projector, screen and laptop (notebook) computer will be provided for each meeting room. Any additional equipment needed is at the discretion of the presenter, and it will be his or her responsibility to provide the extra equipment.

Conference Registration Desk

The conference registration desk will be open from PM 13:30 to PM 18:00 July 3, 2012 and AM 07:45 to PM 17:00 July 4~5, 2012.

Lunch

Five tea breaks and two lunches are included in the conference registration fee.

Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-14:00.

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