

Business And Information 2008

Tuesday, July 8, 2008

Session[A1]

09:00 - 10:40

Meeting Room 1A

Business and Management

Session Chair

Learning from OEM Relationship: The Building of Taiwanese Suppliers' Product Development Capabilities

Yen-Tsung Huang Tunghai University

Optimal Operating Policies for a Multinational Company under Varying Market Economics

Shu-Chen Chang National Formosa University

Hung-Yi Shiu National Formosa University

Bundling Decisions by Multi-Sided Software Platforms of the Personal Computer Industry

To-Han Chang Nanhua University

Interfirm Relationship in the Telecommunications Industry: Characteristics and Typology

Noriaki Shiraishi Tokyo Institute of Technology

Junichi Iijima Tokyo Institute of Technology

Relationship among Personality Traits, Leadership Behavior, and Job Stress in Nurses in Yunlin, Taiwan

Chao Chen Min National Yunlin University

Cheng Bor Wen National Yunlin University

Evaluation of Operating Efficiency by Firm Value Based on Intellectual Capital and Corporate Governance Using DEA

Hung-Yi Wu Kainan University

Mi-Young Seo Kainan University

The Paradox of Threat and Organizational Inertia

Chen-yi Tsai I-Shou University

Julia L. Lin I-Shou University

Shih-Chieh Fang National Cheng-Kung University

Exploring The Core Components of Dynamic Capabilities

Jia-Jeng Hou National Chiayi University

Session[B1]

09:00 - 10:40

Meeting Room 1B

Business and Management

Session Chair

A Study on the Governmental Role in Building Infrastructure for Creating and Facilitating Initial Growth of Small-and-Medium Sized IT Venture Companies

Ji-Dong Yang

Information and Communications University

Technology Diffusion and Intellectual Property Rights-Evidence from Taiwanese MNEs

Wen-Bin Chuan

National Chi-Nan University

SMEs Duration After Outsider-based Training in Mozambique

Ron Chuen Yeh

Meiho Institute of Technology

Analberto Paulino

Meiho Institute of Technology

Manuel dos Santos

Pansy Chung

Meiho Institute of Technology

Kuo-Hung Tseng

Meiho Institute of Technology

Shih-Jung Chen

Meiho Institute of Technology

Government Policy toward SME in Taiwan and Mozambique

Ron Chuen Yeh

Meiho Institute of Technology

Analberto Paulino

Meiho Institute of Technology

Manuel dos Santos

Pansy Chung

Meiho Institute of Technology

Wan-Ju Tsai

Meiho Institute of Technology

Interfirm Adaptation and Interfirm Knowledge Transfer in Supply-Chain Network Context

Yio-Eih Shih

Cheng-Shiu University

Entrepreneurship and Regional Competitive Advantages: The Case of South Africa

Bernard Matsoso

University of South Africa Student

Should MNEs Listen Fully or Partly to the Public Opinion?-New Source of Institutional Pressure for MNEs

Ching-Hsiang Chen

I-Shou University

I-Pin Lu

I-Shou University

Shih-Chieh Fang

National Cheng Kung University

Session[C1]

09:00 - 10:40

Meeting Room 1C

Accounting, Economic and Finance

Session Chair

Financial Holding Company in Bancassurance Alliance Models is Preferable? Applying AHP and GRA

Cheng-Ru Wu Yuanpei University
Chin-Tsai Lin Yuanpei University
Yu-Fan Lin Yuanpei University

Marketing and Operational Efficiency of Financial Holding Companies in Taiwan: The Application of Slacks-Based Measure

Cheng-Ru Wu Yuanpei University
Ya-Mei Wang Yuanpei University
Che-Wei Chang Yuanpei University
Hsin-Yuan Chang Takming University of Science and Technology

A Simple Test of the CAPM Model in Bull and Bear Market Conditions: Thailand Evidence

Phassawan Suntraruk Assumption University

Should Banks Diversify in Taiwan? Loans and Incomes Perspectives

Yi-Chen Lin National University of Kaohsiung
Yi-Kai Chen National University of Kaohsiung

The Relationship between The Collateralized Shares, Credit Risk Management and Performance in the Taiwanese Banking Industry

Ming- Hsuan Hsieh National University of Kaohsiung
Yi-Kai Chen National University of Kaohsiung

China Effect on Crowding out of FDI from ASIA - A Case of Japanese FDI

Nimesh Salike Waseda University

Session[D1]

09:00 - 10:40

Meeting Room 2A

Marketing

Session Chair

Construction and Evaluation of A Multimedia Mobile Classroom Feedback System

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

Shih-Chieh Sung National Kaohsiung First University of Science and Technology

The Assessment of Experts' Knowledge Quality on Repertory Grids

Yi Chung Cheng National Cheng Kung University

Sheng Tun Li National Cheng Kung University

Chih Chuan Chen National Cheng Kung University

**The Impacts of Relationship Marketing on Relationship Quality and E-loyalty-taking
Internet-based Search-experience-credence Products as an Example**

Nan-Hong Lin Tatung University

I-Chun Chung SKYtech

**A Reputation-Based Model for Selecting Collaborative Partners with High Level of
Initial Trust**

Le-Hui Chen National Chengchi University

Woo-Tsong Lin National Chengchi University

The Research of Personal Characters and Creative Performance in E-learning

Hsing-Yu Hou National Yunlin University of Science and Technology

Tung-Hsu Hou National Yunlin University of Science and Technology

Chiu-Yao Ting National Yunlin University of Science and Technology

The Effect of Task Types, KM Processes and KMS Capabilities on KM Performance

Vincent F. Yu National Taiwan University of Science and Technology

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

Chun-Ming Chang National Kaohsiung First University of Science and Technology

Chia-Hui Yen Kainan University

A Vector Forecasting Model for Fuzzy Time Series

Kuo Shu Ching National Cheng Kung University

Concept of Trust and Risk in Internet Privacy and Security

Ernest Johnson University of Regina

Session[E1]

09:00 - 10:40

Meeting Room 2B

Non-Profit, Leisure, Social Issue and Others

Session Chair

The Viable Measure for Hospitals? - Healthcare Expenditure Forecasting under the Global Budget System

Yu-Hau Yan National Kaohsiung First University of Science and Technology

Shuofen Hsu National Kaohsiung First University of Science and Technology

Shih-Chieh Fang National Cheng Kung University

Powering New California with CTE

Matthew Yen California State University

Software Development Process Design by Using an Integrated Design for Lean Six Sigma Approach

Che-Ming Chang Minghsin University of Science and Technology

The Effect of Confidant Relationship on Turnover Intention and Moderated by Employee's Job Involvement

Tsang kai Hung National Changhua University of Education

I-Jung Tsai National Changhua University of Education

The Impact of Leadership Styles on Job Stress and Turnover Intention - Taiwan Insurance Industry as an Example

hsien che lee Tatung University

The Effects of Blog Product Placement Type and Source Credibility on the Attitudes toward Product Placement in Taiwan

Yu-Hsiu Chiou Takming University of Science and Technology

Chen Ming-Hui Takming University of Science and Technology

Huang Li-Shia Takming University of Science and Technology

Huang Li-Rong Takming University of Science and Technology

Hu Shih-Ru Takming University of Science and Technology

The Impact of Emotional Intelligence on Physicians' Affective Delivery in Medical Encounter

Hui-Ching Weng I-Shou University

Hung-Chi Chen I-Shou University

Han-Jung Chen I-Shou University

Shu-Ching Chi I-Shou University

Session[F1]

09:00 - 10:40

Meeting Room 3A

Operation and Technology Management

Session Chair

Flexibility Planning for Innovative R&D Projects

Juite Ray Wang

National Chung Hsing University

The Study of Employees' Health Care in Para Wood-product Factories in Lampang Province, Thailand

Putipong Bookkamana Chiangmai University

Kamol Sanittham Chiangmai Rajabhat University

Bandhita Plubin Chiangmai University

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

Kun Huang Yeh

Tatung University

To Estimate the Stage Completion Time and the Internal Due Date of Job with Dynamic Arrival for a Two-stage Flexible Flow Shop

Ming-Hsien Yang National United University

Shu-Hsing Chung National Chiao Tung University

Ching-Kuei Kao National Chiao Tung University

Modular or Materials Innovation: the Case of Taiwan's Photovoltaic Industry

Jin-Li Hu National Chiao Tung University

Fang-Yu Yeh National Chiao Tung University

Session[G1]

09:00 - 10:40

Meeting Room 3B

Marketing

Session Chair

China's Economic Growth and Government's Motivating Mechanism

Lei Zhang Xi'an JiaoTong University

Danny T. Kao Shih Chien University

A Study on the Relationship of Corporate Culture Type, Public Relations Strategy and Organizational Performance

Long-Yi Lin Aletheia University

Mi-Shu Lai Aletheia University

The Influence of the Country-of-origin Image, Advertising Appeals, Product Attitude on Purchase Intention: The Moderating Effects of Product Involvement

Yi-Yun Shang Aletheia University

The Joint Moderating Impact of Moral Intensity and Moral Judgment on Consumer's Pirated Software Use Intention

Mei-Fang Chen Tatung University

Ching-Ti Pan Tatung University

The Moderating Impacts of Perceived Lack of Facilities and Implementation Performance of Recycling Policies on Consumers' Recycling Intentions

Mei-Fang Chen Tatung University

Pei-Ju Tung Tatung University

Investigate the Role of Tangible and Intangible Service Quality on Customer Delight

Hoi In Veron Fong Macau University of Science and Technology

Ip Kin Anthony Wong Macau University of Science and Technology

Consumer Ethnocentrism in Service Encounter

IpKin Anthony Wong Macau University of Science and Technology

Yu-Ying Huang Macau University of Science and Technology

Hoi In Veron Fong Macau University of Science and Technology

The Perceived Benefits of Internet International Marketing

Karen Hsu National Kaohsiung First University of Science and Technology

Tzu-Chuan Chou National Taiwan University of Science and Technology

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

Tuesday, July 8, 2008

Session[A2]

11:00 - 12:40

Meeting Room 1A

Business and Management

Session Chair

The Typology of Intellectual Capital and Knowledge Management

Rosmah Mat Isa National University of Malaysia

Nor Liza Abdullah National University of Malaysia

Noradiva Hamzah National University of Malaysia

Rasidah Arshad National University of Malaysia

Virtual Integration and Profitability: An Empirical Study from Taiwan Integrated Circuit Industry

Po-Young Chu National Chiao Tung University

Chia-Yi Chen National Chiao Tung University

Mei-Jane Teng Chin-Yi University of Technology

Jing-Min Chung National Chiao Tung University

The Relations Between Perceived Loafing, Revenge Motive and Counterproductive Work Behavior

Tsang-kai Hung National Changhua University of Education

The Impact of Fit Perception on Job Performance and Turnover Intention in Taiwan IE Industry

Ming Cheng Lai National Taipei College of Business

Shih Liang Fan National Taipei College of Business

The Impacts of Motivating Language on Subordinates' Attitudes and Performance - The Moderating Effect of Leader-member Exchange

Pi-Chuan Sun Tatung University

Di-Li Yang Tatung University

Wan-Ju Liao Tatung University

Shih-Min Wang Tatung University

Uncertainty, Learning and Error Elimination: Taiwanese Entrepreneurs in Mainland China

Fu-Lai Tony Yu Feng Chia University

Investigation on the Coffee Chain Shops Enterprise Image - A Case Study of Starbucks in Taiwan

Jann-Der Fann Ling Tung University

Der-Ming Chen Ling Tung University

Shun-Hsing Chen Chin-Min Institute of Technology

Session[B2]

11:00 - 12:40

Meeting Room 1B

Business and Management

Session Chair

The Relationships among Performance Management, Organizational Learning and Organizational Identification: An Empirical Study of Public Officers in National University

Yu-Fang Yvonne Yen National Kinmen Institution of Techology

Jong-Fon Tsang National Kaohsiung University

Development and Verification of a Team Learning Intervention Model

pi hsiu Lin Chia Nan University

Shou Jen Yang National Yunlin University of Science and Technology

Chin Pi Liu National Yunlin University of Science and Technology

Incorporate Personality Trait with Support Vector Machine to Acquire Quality Matching of Personnel Recruitment

Yung-Ming Li National Chiao Tung University

Cheng-Yang Lai National Chiao Tung University

Chien-Pang Kao National Chiao Tung University

The Relationship between Spiritual Capital and Work-family Balance

Huo-Tsan Chang National Changhua University of Education

Wei-Hao Yang National Changhua University of Education

Yi-Chun Lin National Changhua University of Education

Gender Diversity and Organizational Performance - Contingency Theory

Yi-Chun Lin National Changhua University of Education

I-Chieh Hsu National Changhua University of Education

Session[C2]

11:00 - 12:40

Meeting Room 1C

Accounting, Economic and Finance

Session Chair

An Empirical Investigation of The Effects of Mandated Market Risk Disclosure on The Quality of Analysts' Earnings Forecasts

Branson Kwok	SIM University
Chew Yeow Lim	Nanyang Technological University
Patricia Chew	SIM University

Dynamic Conditional Correlation of High Frequency Intraday Stock Returns: Evidence from Taiwan Stock Indices

Lih-Feng Lin	National Sun Yat-Sen University
Chau-Jung Kuo	National Sun Yat-Sen University
Liang-Ann Dai	National Sun Yat-Sen University
Hsiu-jung Tsai	National Sun Yat-Sen University

The Research on The Effects on Capital Structure on Firm Performance and Evidence from the Non-financial Industry of Taiwan 50 and Taiwan Mid-Cap 100 from 1987 to 2007

Shyan- Rong Chou	National Kaohsiung First University of Science and Technology
Chen-Hsun Lee	National Kaohsiung First University of Science and Technology

Relationship of Exchange Rate and Stock Price: The Application of Quantile Regression

lih-feng lin	National Sun Yat-Sen University
Chau-Jung kuo	National Sun Yat-Sen University
Hsiu-jung Tsai	National Sun Yat-Sen University

Investment Opportunities and The Long-Run Performance of Seasoned Equity Offers

Nhu Do	University of Vaasa
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The Impact of Financial Leverage on Market Reaction to Seasoned Equity Offerings Announcement

Nhu Do	University of Vaasa
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Session[D2]

11:00 - 12:40

Meeting Room 2A

Accounting, Economic and Finance

Session Chair

The Quantile Regression Analysis of Foreign Trading Activity on the Taiwan Stock Market

Hui-Lin Hsu National Kaohsiung First University of Science and Technology

Shyan- Rong Chou National Kaohsiung First University of Science and Technology

Stock Price React to Investment Region Announcement: The Case of Listed Electronic Companies

Yi-Hsien Wang Yuanpei University

Pei-Shan Syu Yuanpei University

Wan-Yi Tsai Yuanpei University

Chi-Hsin Wang Yuanpei University

Empirical Study of the Wealth Effects of Capital Reduction in Taiwan

Yi-Hsien Wang Yuanpei University

Jyun-Wei Huang Yuanpei University

Kai-Jie Li Yuanpei University

Ji-Yang Ciou Yuanpei University

Yi-Wei Lin Yuanpei University

Relationship between Insurance Development and Economic Growth: An Empirical Examination on Taiwan

Min-Sun Horng National Kaohsiung First University of Science and Technology

Yung-Wang Chang National Kaohsiung First University of Science and Technology

A Comparative Study of Environmental Accounting System Based on the Corporate Environment Reports in Korea and Japan

Mi-Young Seo Kainan University

Hung-Yi Wu Kainan University

The Effect of Market Information on the Trading Behavior of Institutional Investors and Individual Investors

Chuang Min Chao National Taipei University of Technology

Yueh Feng Lu National Taipei University of Technology

Session[E2]

11:00 - 12:40

Meeting Room 2B

Computer Science, Technology and Systems

Session Chair

A Study on Mobile Platform of On-line Rule-based Analyzer with RFID Locater for Heterogeneous Enterprise Applications

Yungchung Tsao National Central University

Chien-Hung Lee Taiwan Mobile Co., Ltd.

Yin-Te Tsai Providence University

Kevin C. Hsu National Central University

Intelligent Negotiation Agent System for B2C E-commerce

Wen Yau Liang National Changhua University of Education

Featuring Information Technology for Knowledge Transfer

Shih Lan Hsin National University of Kaohsiung

An Analytical Hierarchy Process-based Ensemble for Bankruptcy Prediction

Chihli Hung Chung Yuan Christian University

jing-Hong Chen Chung Yuan Christian University

An Attentive Text Mining Model

chihli hung Chung Yuan Christian University

Tsang-Yao Chen Chung Yuan Christian University

Global Software Development - Project Decomposition

H. Keith Edwards University of Hawaii

Ban Al-Ani University of California

Joon Hyun Kim University of Hawaii

Sangmi Park University of Hawaii

Session[F2]

11:00 - 12:40

Meeting Room 3A

Operation and Technology Management

Session Chair

Investigation of KSF in Global Logistics -- Taiwan's Perspective

Sheng-Jie Jess Hsu National Yunlin University of Science and Technology

Pei Ying Lin National Yunlin University of Science and Technology

Chun-Wei R Lin National Yunlin University of Science and Technology

Using an Efficient New Gene for Genetic Algorithm to Solve the Multi-buyer Joint Replenishment Problem

Hsian Jong Hsiau National Yunlin University of Science and Technology

R.Lin Chun Wei National Yunlin University of Science and Technology

Impacts of Culture, Technology, and Leadership Behavioral on Employee Interaction and Organization Performance in Virtual Environment

Ying-Yi Wu National University of Kaohsiung

Chien-Hsing Wu National University of Kaohsiung

Shu-Chen Kao National University of Kaohsiung

Lan-Hsin Shih National University of Kaohsiung

Jen-Don Lin National Kaohsiung First University of Science and Technology

Decision Support for Subcontractor Selection by Probabilistic Neural Network Model

Caroline T W Chan City University of Hong Kong

Hoi-Cheung Sin City University of Hong Kong

A Case Study for the Optimum Design of Manufacturing Process in Injection Molding of Automobile Headlight Base

Li-Chang Chao Diwan University

Session[G2]

11:00 - 12:40

Meeting Room 3B

Marketing

Session Chair

The Effect on Purchase Intention through the Dimensions of Brand Image and Brand of Origin

Kuang-Wen Wu Feng Chia University

Kun-Chang Wu Feng Chia University

Influences of Message Framing and Temporal Distance on Healthcare Advertising Promotion

Ya-Fen Chang National University of Kaohsiung

Chun-Tuan Chang National Sun Yat-sen University

The Impact of Advertising and Price Promotion on Brand Equity: With Product Category as a Moderator

Pi-Chuan Sun Tatung University

Ting-Shu Tang Tatung University

Chun-Yi Shih Tatung University

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

Mingchuan Pan Tatung University

Models of Customer Involvement in New Service Development Process

Chien-Chiang Lin Shih Hisn University

Lien An Hsu National Chengchi University

Yun Shan Huang Shih Hisn University

A Study on Brand Strategy, Channel Strategy and Channel Performance - An Empirical Investigation of the Bare Systems

Cheng- Ying Chang National Taipei University of Technology

Tung-Lai Hu National Taipei University of Technology

Wen-Chueh Hsieh National Taipei University of Technology

Shao-Yu Chuang National Taipei University of Technology

Li-Wu Tin National Taipei University of Technology

A Cross-cultural Study of Scratch and Save Promotions in Canada and Korea

Sungchul Choi University of Northern British Columbia

Moontae Kim Catholic University of Pusan

A Framework for Analyzing Customer Expectations within Service Science

Yen-hao Hsieh National Chengchi University

Tuesday, July 8, 2008

Session[A3]

14:00 - 15:40

Meeting Room 1A

Business and Management

Session Chair

Power Sharing in Progressive Discipline: New Rules of Engagement Arising From an Australian Perspective

John Chelliah University of Technology

Tyrone Pitsis University Technology Sydney

Religiosity as a Predictor of Consumer Ethical Behaviour: A Comparative Study Between Public and Private University Students in Malaysia

Zulkufly Ramly University of Malaya

Teck Chai Lau Universiti Tunku Abdul Rahman

Kum Lung Choe Universiti Tunku Abdul Rahman

Ethical Orientation of Future Business Leaders: An Exploratory Research

Teck Chai Lau Universiti Tunku Abdul Rahman

Kum Lung Choe Universiti Tunku Abdul Rahman

Zulkufly Ramly University of Malaya

Cohesion in Team vs. Conflict between Teams

Chieh-Wen Sheng Chihlee Institute of Technology

Yeh Chu-Li Shih Hisn University

A Multilevel Approach on The Relationship Between Hrm Practices and Employee Job Performance: A Study on Small-scale Hairdressing Organizations

Po-Chien Chang National Sun Yat-sen University

Pei-Chi Huang National Sun Yat-sen University

Shyh-Jer Chen National Sun Yat-sen University

Chia-Mei Lu Tainan University of Technology

Implemented High-Commitment HRM Practices, Employees' Perceptions of HRM Practices, and Affective Commitment: An Integrated Model

Po-Chien Chang National Sun Yat-Sen University

Pei-Chi Huang National Sun Yat-Sen University

Shyh-Jer Chen National Sun Yat-Sen University

Chia-Mei Lu Tainan University of Technology

Session[B3]

14:00 - 15:40

Meeting Room 1B

Business and Management

Session Chair

The Influence of IHRM Practices on HCNS' Job Performance: A Comparative Study of American and Japanese MNEs in Taiwan

Yin-Lin Tsai National Chi Nan University

Chia-Hsien Liao National Chi Nan University

Creating Values for Online Shoppers

Mei-Hui Chen Chia-Nan University of Pharmacy and Science

Hung-Hsuan Lee National Kaohsiung First University of Science and Technology

Sheng-Wei Lin National Kaohsiung First University of Science and Technology

Kune-Muh Tsai National Kaohsiung First University of Science and Technology

A Research on Customer Self-service Technologies Acceptance and Customer Reaction

Cedric Hsi-Jui Wu National Dong Hwa University

HR's Role in Building Individual Change Readiness: A Conceptual Study

Luan Ying Wei Takming University of Science and Technology

Fang Chung-Hsiung National Taiwan Normal University

Creating, Sharing and Integrating Organizational Knowledge: The Role of HRM

Kumudinei

Dissanayake

University of Colombo

Environmental Tobacco Smoke Avoidance in Health Care Worksite

Li-Chun Tang Tzu-Chi College of Technology

Yu-Li Lan Tzu-Chi College of Technology

Hsiang-Ming Hsu Tzu-Chi University

Session[C3]

14:00 - 15:40

Meeting Room 1C

Accounting, Economic and Finance

Session Chair

Applying Data Envelopment Analysis to Analyze Debt-paying Ability for a Shipping Industry

Wen Cheng Lin

Ching Yun University

Gin-Shuh Liang

National Taiwan Ocean University

Chin-Feng Liu

Dahan Institute of Technology

Estimating the Relationship between FDI and Corruption

Hung Yi Shiu

National Formosa University

Monthly Effect In the U.S. Commodity Futures Markets

Kuei-Chih Lee

Feng-Chia University

Hung-Gay Fung

University of Missouri

Tung Liang Liao

Feng-Chia University

Effects of Environmental Regulation on Location Decision and Entry or Exit of Firms

Ching-Chun Hsu

National Ilan University

Mergers and Acquisitions: Trends and Perspectives

Balasundram Maniam

Sam Houston State University

Josh Varnado

Sam Houston State University

Session[D3]

14:00 - 15:40

Meeting Room 2A

MIS, e-Commerce and Internet

Session Chair

Community Effect and Voluntary Participations in User Centric Internet Ventures

Tzyy Jane Lai	Yuan Ze University
Hsien-Tung Tsai	Yuan Ze University
Chih Yung Chen	Yuan Ze University

Explore the Collaborative Commerce 2.0 Concept

Jenn Tang	National Taipei College of Business
ChiaWen Hsu	National Taipei College of Business
MingYing Chung	National Taipei College of Business

Application of GHSOM on the Construction of Knowledge Maps for Identifying and Sharing Corporate Ideology and Business Strategies

Jen-Ying Shih	Chang Gung University
Shih-Chen Chen	Chang Gung University

The Study of CSFs to Collaborative Project Management

Jenn Tang	National Taipei College of Business
Peihui Chu	National Taipei College of Business
MingYing Chung	National Taipei College of Business
ChiaWen Hsu	National Taipei College of Business

The Relationship Between Information Systems Capabilities and Implementation of Information Technology Strategy: An Empirical Study

Jung-Chi Pai	Takming University of Science and Technology
Yeh-Chi Hung	National Taiwan University of Science and Technology
Gwo-Guang Lee	National Taiwan University of Science and Technology

Wal-Mart Korea: Challenges of Entering a Foreign Market

Renee B Kim	Hanyang University
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An Analysis of Factors Affecting the Adoption of Innovative Food Products in Japan

Renee B Kim	Hanyang University
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Session[E3]

14:00 - 15:40

Meeting Room 2B

Computer Science, Technology and Systems

Session Chair

Toward Authoritative Literature Recommendation

Wan-Shiou Yang National Changhua University of Education

Yi-Rong Lin National Changhua University of Education

The Diffusion Model Among 3G Mobile Phones and Adsl for Telecommunication

Industry: The Taiwan Case

Chen-Yi Kuo Providence University

Chao-Chung Kang Providence University

Implementing a Decision Support System (DSS) for Discriminating Herbal and Medicinal Plants in Myanmar Using Classification Technique

Hay Mar Hlaing Pakokku Computer University

Thida Oo Pakokku Computer University

Aung Kyaw Oo Seoul National University

Teaching Assistant Animations Design for Web-based Multimedia Content

YuPing Hsu Shu-Zen College of Medicine & Managemen

Kuen-Chen Hsu Freelancer, Multimedia Designer

Combining Neural Network with Possibility Theory in Handwritten Character Recognition Application

Bae-Muu Chang National Chung Cheng University

Hung-Hsu Tsai National Formosa University

Pao-Ta Yu National Chung Cheng University

Session[F3]

14:00 - 15:40

Meeting Room 3A

Operation and Technology Management

Session Chair

Lot Size Approximation in a Shop Wit Multi-assembly Products Using Timed Petri Net

Iraj Mahdavi Mazandaran University of Science and Technology

Navid Sahebjamnia Mazandaran University of Science & Technology

Mohammad Mahdi Mazandaran University of Science & Technology

Paydar

Maghsud Solimanpur Urmia University

Quality Control Analysis of Packaging Process in Mineral Water Industry Using Six Sigma

Tanti Irawati Muchlis Widyatama University

Rizki Budi Yanto Widyatama University

The Approximate Equations between the Weibull and Lognormal Distributions by Using MRR

CHI-CHAO LIU Takming University of Science & Technology

Phillip C. T. Willey The Institution of Engineering and Technology

Session[G3]

14:00 - 15:40

Meeting Room 3B

Non-Profit, Leisure, Social Issue and Others

Session Chair

**Correspondence Analysis in Back Pain Symptom of the Employees in the Industries,
Lampang Province, Thailand**

Kamol Sanittham Chiangmai Rajabhat University

Bandhita Plubin Chiangmai University

Putipong Chiangmai University

Bookkamana

Revisiting Willingness of Tourists for East Coast National Scenic Area in Taiwan

Wang chunhsien Ming Chuan University

Huang Wan Tran Chung Chou Institute of Technology

Ting Chung-Te Chang Jung Christian University

**Team Identification, Cognitive Congruence as the Moderators of the Relationship
Between Task Conflict and Performance**

Chiawu Lin National Dong Hwa University

Chiou-Shiu Josh Lin National Sun Yat-Sen University

Tuesday, July 8, 2008

Session[A4]

16:00 - 17:40

Meeting Room 1A

Business and Management

Session Chair

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

Kumudinei University of Colombo
Dissanayake

Why Do Your People Lack for OCB? Self-Monitoring Moderates Reactions to Time Evaluation

Yu-Chen Wei National Changhua University of Education
Syue-Ling Chen National Changhua University of Education

Well-Being, Job Engagement and Workplace Deviant Behavior: Self-Monitoring as a Moderator

Kao-Man Chang National Changhua University of Education
Yu-Chen Wei National Changhua University of Education

A Study on the Relationship between Corporate Wellness Programs and Employees' Stress, Job Satisfaction and Absenteeism

Dayang Nailul Munna Universiti Malaysia Sarawak
Abg Abdullah
Azman Ali Universiti Malaysia Sarawak
Oon Yin Lee Universiti Malaysia Sarawak

A Study on Audit Judgment Performance: The Effect of Account Ability, Effort and Task Complexity

Ria Nelly Sari University of Riau
Diani Mardisar Telekomunikasi Indonesia
Rita Anugerah University of Riau

Session[B4]

16:00 - 17:40

Meeting Room 1B

Business and Management

Session Chair

Effects of Leader Attributes on Perceived Leader Integrity

Mark Gosling National Sun Yat Sen University

Heh Huang National Sun Yat Sen University

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

Paoling Chin National Taipei University

Min-Li Hung National Taipei University

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

James K.C. Chen Asia University

Kevin C. Y. Chen Asia University

Sin-Yi Lin Asia University

Benjamin J. C. Yuan National Chiao Tung University

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

James K.C. Chen Asia University

Joe Z. Y. He Asia University

Jeff C. F. Wang Asia University

Kuo-Ching. Chen Asia University

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

Lee Yuan Duen Chang Jung Christian University

Chen Pi Ching Chang Jung Christian University

Chen Shih Hao Chang Jung Christian University

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

Yueh Chiang Lee Vanung University

Pei Ling Wen Chung Yuan Christian University

Jui Hsiang Hsu Technology and Science Institute of Northern Taiwan

Session[C4]

16:00 - 17:40

Meeting Room 1C

Accounting, Economic and Finance

Session Chair

Corporate Governance, Independent Directors and Supervisors Characteristics, and Corporate Performance: Evidence from GTSM Listed Companies in Taiwan

Hsiao-Jung Chen

Southern Taiwan University

Semdex Returns: Is There a Non-trading Period Effect?

Ushad Subadar Agathee University of Mauritius

Matthew Lamport University of Mauritius

Theories of Capital Structure: Evidence From Investment and Non-investment Firms Listed on the Stock Exchange of Mauritius

Ushad Subadar Agathee University of Mauritius

Matthew Lamport University of Mauritius

Wassila Bhujoo-Hosany University of Mauritius

Checks Identification by Magnetic Characters and Printed Characters

Rung Ching Chen Chaoyang University of Technology

Chih-Hung Lin Chaoyang University of Technology

The Role of Industry Clusters in Regional Development

Chen-Ying Tu National Sun Yat-sen University

Cher-Min Fong National Sun Yat-sen University

Session[D4]

16:00 - 17:40

Meeting Room 2A

MIS, e-Commerce and Internet

Session Chair

The empirical study of the combined effect of service quality and virtual community on customer loyalty of the bookstore website in Taiwan

Chih-Chin Yang Kainan University

Cheng Yu Cheng Kainan University

Agent-based Social Decision Mechanism for EC Service Quality Evaluation

Yung-Ming Li National Chiao Tung University

Yi-Lin Lee National Chiao Tung University

Cheng-Yang Lai National Chiao Tung University

The Research of the Technology Acceptance Model of Knowledge Repository Systems-An Empirical Study of Hospitals in Taiwan

Chung Hung Tsai Tzu Chi College of Technology

Dauw Song Zhu National Dong Hwa University

Wen Ping Wu Takming University of Science and Technology

The Application of Using Blog to Enhance the Function of Project Management

Ling-Lang Tang Yuan Ze University

Yu-Bin Chiu China University of Technology

Yuan-Hung Wang Yuan Ze University

The Empirical Study of TS16949:2002 Quality Management System Implementation for Electronics Industry

Ling-Lang Tang Yuan Ze university

Cheng-Chuang Hon Minghsin University of Science and Technology

Hsueh-Hui Lu Yuan Ze university

Exploring the Use of Podcast Technology for Supporting Asynchronous Language Learning

Shuchih Ernest Chang National Chung Hsing University

Pao-Yao Huang Tunghai University

Ying-Jiun Hsieh National Chung Hsing University

Exploratory Analysis of Business Values of It and E-Commerce Adoption in SMES: Tourism Public and Private Sector

Hyojae Joun Korea Culture and Tourism Institute

Seunghee Oh Korea Culture Information Service

Namjae Cho Hanyang University

Session[E4]

16:00 - 17:40

Meeting Room 2B

Non-Profit, Leisure, Social Issue and Others

Session Chair

Symmetric Key Generation Using Particular User Keys

ShinYan Chiou Industrial Technology Research Institute

A Research on the Learning Model---A CaseStudy of Taiwan Post Co., Ltd.

Yung Sun Lee Ming Chuan University

Shyi Biau Liou Ming Chuan University

Chung Hsin Wu Ming Chuan University

Yu Ruei Yang Ming Chuan University

Pharmaceutical Data Exclusivity in the Context of Innovation and Restrictive Competition

YU-HUA LIN Hsiuping Institute of Technology

A Case Study of Applying Human Factor on Service Industry

Tseng-Fung Ho Hsiuping Institute of Technology

Chih-Ling Lin Central Taiwan University of Science and Technology

The Design and Facilities Layout for Restaurant Business: A Case Study in Taiwan

Tseng-Fung Ho Hsiuping Institute of Technology

Chih-Ling Lin Central Taiwan University of Science and Technology

Session[F4]

16:00 - 17:40

Meeting Room 3A

Operation and Technology Management

Session Chair

Why Thai SMEs Do not Register for IPRs: A Cost-Benefit Comparison and Public Policies

Piriya Pholpirul National Institute of Development Administration

Veera Bhatiasevi Mahidol University International College

Selection of Initial Rraining Aircraft by Utilizing Entropy-based Topsis Approach

Tsung-Han Chang Kao Yuan University

Tien-Chin Wang I-Shou University

Fuzzy Weighted Average Based on Alpha-cut Extension Principle -- Review and Application on Performance Evaluation

Cheng-Chuang Hon Minghsin University of Science and Technology

Mei-Li Wu Minghsin University of Science and Technology

Ling-Lang Tang Yuan Ze university

Applying Co-Evolutionary Genetic Algorithms to Solve the Supply Chain Network Design Problems---Base on theTextile Industry in Taiwan

Ying-Hua Chang Tatung University

Fang-Pei Yu Tatung University

Hui-Sung Kao National Taipei University

Session[G4]

16:00 - 17:40

Meeting Room 3B

Marketing

Session Chair

The Impact Factors of Macau Residents' Perception Toward Gaming Industry

Hoi Ngan Loi Macao Polytechnic Institute

Matthew Tingchi Liu University of Macau

Hi-Tech Mobile Phone Adoption Intentions: An Empirical Study in China

Matthew Tingchi Liu University of Macau

Study of the Relationship between Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty

Shu-Hsien Liao Tamkang University

Retno Widowati PA Tamkang University

Da-Chian Hu Tamkang University

Investigating Brand Strategy, Brand Equity, and Channel Strategy on Market Performance - An Empirical Investigation of the Cosmetic Industry

Tung-Lai Hu National Taipei University of Technology

Shao-Yu Chuang National Taipei University of Technology

Wen-Chueh Hsieh Soochow University

Cheng- Ying Chang National Taipei University of Technology

Chih-Ming Chang Sony Taiwan Ltd

The Domestic Markets & Global Markets Corporate Key Factors Model for SMES in Taiwan

Dan-Pai Feng National Taiwan Normal University

Liang-Yuan Hsiung Kun Shan University

Mu-Hui Lai National Taiwan Normal University

Ming-Hua Chang National Taiwan Normal University

Dynamic Evaluations of Blog Search Engines

ChangKeng Lee National Taiwan University

Ling-Ling Wu National Taiwan University

Yu-Chien Lin National Taiwan University

Hsi-Peng Lu National Taiwan University of Science and Technology

Seng-Cho Chou National Taiwan University

Wednesday, July 9, 2008

Session[A5]

09:00 - 10:40

Meeting Room 1A

Business and Management

Session Chair

**MCDM Applied to The Assessment of Sustainable Development for Taiwan's
Collective Residence Environment**

Wei-Ming Wang

Chung Hua University

Moral Judgement Competence and Moral Attitudes of future Managers

Peithe Ma Salva

Far Eastern University

He Jason Huang

National Sun Yat-Sen University

Conducting Exploratory Factor Analysis in Learning Organization Research

Preeyanuch Apibunyopas

Kasetsart University

Yuraporn Suttharat

Kasetsart University

**The Relationship between a Responsible Downsizing Strategy and Firm Performance:
Are Labor Unions a Stepping Stone or a Stumbling Block?**

Philip Cheng-Fei Tsai

Wenzao Ursuline college of Languages

Chih-Ting Shih

National Pingtung Institute of Commerce

Chih-Ting Shih

National Pingtung Institute of Commerce

Investigating Employee's Disposition to Share Knowledge

Nicola Paulukat

University of Applied Sciences and Arts Hanover

**A Review of Technological and Vocational Education Upgraded in Taiwan Based on
Risk Management Education Perspective**

Li-Hua Lai

National Kaohsiung First University of Science and
Technology

Li-Ann Huang

National Kaohsiung First University of Science and
Technology

Session[B5]

09:00 - 10:40

Meeting Room 1B

Business and Management

Session Chair

Test of a Mediating Model Linking Employee's Positive and Negative Affectivity with Helping and Withdrawal Behavior

Chen Chien Cheng National Taipei University of Technology

Ying Chun Liu National Taipei University of Technology

Sun Wan Xian National Taipei University of Technology

The Mediating Role of Applicant Impression Management in The Relationship Between Interviewer Affectivity and Interview Evaluation

Chien-Cheng Chen National Taipei University of Technology

Ying-Yin Lin National Taipei University of Technology

Wei-Chih Lin National Taipei University of Technology

The Influence of Applicant Impression Management Tactics in Employment Interview: The Moderating Role of Physical Attractiveness

Chien-Cheng Chen National Taipei University of Technology

Mei-I Lee National Taipei University of Technology

Wei-Chih Lin National Taipei University of Technology

The Impact of TMT-Follower Relationship on Strategy Formulation: Exploring the Impediments to Strategy Change

Masato Suzuki Meiji University

Motokazu Udagawa Nagasaki University

The Development and Perspective of The Incubation Centers in Taiwan

Dar-Chin Rau Lunghwa University of Science and Technology

Ru-Jen Lin Lunghwa University of Science and Technology

Hwa-Ming Nieh National Taiwan Normal University

Mu-Hui Lai National Taiwan Normal University

Session[D5]

09:00 - 10:40

Meeting Room 2A

MIS, e-Commerce and Internet

Session Chair

Utilizing Analytic Hierarchy Process to Support Adaptive Learning Navigation in A Ubiquitous Learning Environment

Ting-Ting Wu National University of Tainan

On-Line Shopping Mall - The Application of GIS and Three-dimensional Scan Technologies

Ching-Hua Lin Chung Hua University

Social Network Analysis And Business Implications

Lizhong Zhang La Trobe University

Assessing e-Retail System Success: A Validation of the Delone and McLean's Information System Success

Timothy Jung Manchester Metropolitan University

Panos Louvieris University of Surrey

Dennis Jjemba Manchester Metropolitan University

Unraveling The Inhibiting Factors of M-Commerce Adoption

Ly-Fie Sugianto Monash University

Zhigang Liao Monash University

Dewi Rooslan Tojib Monash University

Session[E5]

09:00 - 10:40

Meeting Room 2B

Non-Profit, Leisure, Social Issue and Others

Session Chair

Strategic Management in the Non-Profit Organisations

Reza Shafi-Zade Islamic Azad Universiti Of Saveh Branch

Opportunities and Challenges of Pig Production in Cote D'ivoire: Slaughters and Traders Data Analysis from 1999 to 2007

Tagouelbe TIHO National Pingtung University of Science and Technology

Determine Ecological Change in Hsiangshan Wetland, Hsinchu by An Ecological Energetic Model

Ke-Chin Yen Chung Hua University

Knowledge-Sharing Dilemmas in Virtual Communities: The Impact of Anonymity

Heng-Li Yang National Cheng-Chi University

Cheng-Yu Lai National Cheng-Chi University

A Constructs for Performance Management of Coastal Wetlands in Taiwan

Ke-Chin Yen Chung Hua Universit

Seasonal Demands Impact on The Quality and Quantity of Pig Meat, in Abidjan (Cote D'ivoire) from 1999 to 2007

Tagouelbe TIHO National Pingtung University of Science and Technology

Local residents' impact on the development of the creative and cultural industries

Cheng Wei Chung Chung Hua University

Li Hsing Ho Chung Hua University

Yi Ling Hsieh Asia University

The research on the core competitive ability of standard hotels in Taiwan

Huan Tun Chen Kainan University

Hsin Yun Tu Kainan University

Cheng Wei Chung Chung Hua University

Tzu Yu Liu Kainan University

Wei Ming Wang Chung Hua University

Session[F5]

09:00 - 10:40

Meeting Room 3A

Operation and Technology Management

Session Chair

Process Quality Assurance Based on Measuring Process Expected Loss

Hung-Chin Lin Vanung University

Kun-Hung Lin Vanung University

User-Oriented Innovation-An Activity-Centered Approach

Shang Hwa HSU National Chiao Tung University

Jen Wei Chang National Chiao Tung University

N Application of Multi-Objective Programming to Process The Flow Shop Scheduling Problem in Paper Factory

Tein-Hsi Chuang Chuang Hua University

Fu Hsiang Chuang Chuang Hua University

Wei Ting Lin Chuang Hua University

Po Hsuan Chou Chuang Hua University

Application of Multiple-Goal Programming and AHP in Course Scheduling

Tein-Hsi Chuang Chuang Hua university

Hsin Jou Chuang Chung Hua University

Yu Chen Lu Chung Hua University

A Note on 'Determining The Optimal Lot Size for The Finite Production Model With Random Defective Rate, The Rework Process, and Backlogging'

Kit-Nam Francis City University of Hong Kong

Leung

Session[G5]

09:00 - 10:40

Meeting Room 3B

Marketing

Session Chair

Managing Complaints in South American Retail Banking

Fredy Valenzuela University of New England and Universidad de Talca

Jose Rojas-Mendez Carleton University

Is the Chilean Banking Industry Managing Effectively The Complaints of Its Customers?

Fredy Valenzuela University of New England and Universidad de Talca

The Impact of Attribute Balance on Consumer Choice Under Incomplete Information

Pei-Hsun Wu National Taichung Institute of Technology

Influence of Fashionable Boutique on Consumer Attitude and Purchase Intention - An example of Movie "The Devil Wears Prada"

Wan-Chun Chiu Feng Chia University

Marketing Capability and Export Performance: Evidence from Thai Agro-Based Firms

Phadett Tooksoon Rajamangala University of Technology Lanna

Osman Mohamad Universiti Sains Malaysia

Internal Customer Service Quality in The Malaysian Telecommunications Industry

Ainan Mohd Yusoff Universiti Teknologi Malaysia

Rohaizat Baharun Universiti Teknologi Malaysia

Wednesday, July 9, 2008

Session[A6]

11:00 - 12:40

Meeting Room 1A

Business and Management

Session Chair

**The Moderating Effects of Social Support on the Relationships between
Challenge-Hindrane Stressor and Well-Being**

Ing Chung Huang

National Kaohsiung University

Chin Hui Chen

National Sun Yat-Sen University

**The Moderating Effects of Self-Efficacy on the Relationships of Job Demand-Control
Model and Burnout**

Ing Chung Huang

National Kaohsiung University

Chin Hui Chen

National Sun Yat-Sen University

Yu Hwa Huang

National Sun Yat-Sen University

Chin Ann Yang

National Sun Yat-Sen University

**Factors Influencing Corporate Ownership Structure in an Emerging Market: Some
Issues on Entrepreneurship**

Omar Al Farooque

University of New England

Information Flow Between Organization Levels in Teamwork Discussion

vichita vathanophas

Mahidol University

Onanong Pilun-owad

Mahidol University

**Current Trends in the Use of Application Development Tools: A New Zealand Case
Study**

Mehdi Asgarkhani

CPIT, New Zealand

Jun Wan

CPIT, New Zealand

Session[B6]

11:00 - 12:40

Meeting Room 1B

Business and Management

Session Chair

Employee Retention: An Investigation of Operation Workers and Their Supervisors

Satsapin Borisut Thai Lube Blending
Nuttawuth Muenjohn RMIT University

The Challenges of Evolving and Developing Indigenous Management Theories and Practices in Africa

Benjamin James Inyang University of Calabar

Duplicate Entrepreneurship in Turbulent Environment

Stephen Dun-Hou Tsai National Sun Yat-Sen University
Shang Jen Li National Sun Yat-Sen University
Mansour Amjadi National Sun Yat-Sen University

Clarifying the Relationship between Competition and Employee Creativity

An-Tien Hsieh Da Yeh University
Chin-Shiow Tarnng National Taipei University

Person-Organization Fit, Leader-Member Exchange, and Cultural Differences in Predicting Employees' Work Attitudes: A Comparative Study Between Japan and Korea

Yuhee Jung Meiji University
Norihiro Takeuchi Tokyo University of Science
Masayasu Takahashi Meiji University

Session[C6]

11:00 - 12:40

Meeting Room 1C

Accounting, Economic and Finance

Session Chair

Foreign Direct Investment and Services Trade: Evidence from Malaysia and Singapore

Koi Nyen Wong Monash University

Tuck Cheong Tang Monash University

Dietrich K. Fausten Monash University

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

Cesar L Escalante University of Georgia

James E. Epperson University of Georgia

Uthra Raghunathan University of Georgia

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

Hiroyuki Aman Nagasaki University

Evaluate Performance of Commercial Bank

Zaenal Abidin Asian Banking Finance and Informatic Institute Perbanas

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

Shu-Mei Chiang Lunghwa University of Science and Technology

Shu-Fen Lin Minghsin University of Science and Technology

Shen-Chieh Lin Ta Tung Institute of Commerce and Technology

Session[E6]

11:00 - 12:40

Meeting Room 2B

Computer Science, Technology and Systems

Session Chair

E-Voting Scheme over Internet

Hasan Mohamed Al Hussein Bin Talal University
Shalabi

**Mobile Virtual Network Operator (Mvno) in Indonesia: Competitive Business Analysis
Using Porter 5 Forces Model**

Muhamad - Asvial University of Indonesia
L - Adyawardhani University of Indonesia

**Designing a New Model of Distributed Quality Control for Sub Assemble Products
Based on The Intelligent Web Information System**

Navid Sahebjamnia Mazandaran University of Science & Technology
Iraj Mahdavi Mazandaran University of Science & Technology
Namjae Cho Hanyang University

Session[F6]

11:00 - 12:40

Meeting Room 3A

Operation and Technology Management

Session Chair

Enterprise Systems Education Competing Through Supply Chain Management

David S Ang Auburn University Montgomery

Tom Griffin Auburn University Montgomery

Jane Goodson Auburn University Montgomery

A Study of Trade-related Injuries to Industries for Antidumping Investigations-An Application on Midstream Industry of Petrochemical in Taiwan

Shu Yuan Lee Chihlee Institute of Technology

Ching Cheng Chang National Taiwan University

Using Data Mining Approaches to Enhance The Credit Scoring Model

Rong-Ho Lin National Taipei University of Technology

Lee-Kuo Lin National Taipei University of Technology

Sue-Teng Huang National Taipei University of Technology

Session[G6]

11:00 - 12:40

Meeting Room 3B

Marketing

Session Chair

Exploring The Role of Peer Pressure in Adolescent Brand Loyalty: Cross-Cultural Investigation

Danny T. Kao

Shih Chien University

Lei Zhang

Xi'an JiaoTong University

Attitude Towards Organic Food: An Empirical Investigation on Egyptian Consumers

Khaled Abdel Rahman Arab Academy for Science

Gad

The Discussion of Factors on The Impact of Service Recovery from Integration Point of View

Wen-Bao Lin

National Formosa University

An Evaluating Model for Relationship Marketing Strategy

Hsu Tsuen-Ho

National Kaohsiung First University of Science and Technology

Lee Tsang-Chieh

National Kaohsiung First University of Science and Technology

Wednesday, July 9, 2008

Session[A7]

14:00 - 15:40

Meeting Room 1A

Business and Management

Session Chair

The Influence Factor for Decision-Making of Rural Industries Outsourcing to Northeast Thailand

Thongphon Promsaka Khon Kaen University
Na Sakolnkorn

A Study on Upgrade of Performance of Fund Utilization Using CIPP Evaluation Model

Ming-Hua Chang National Taiwan Normal University
Liang Yuan Hsiung Kunshan University of Science and Technology
Dar-Chin Rau Lunghwa University of Science and Technology
Shao-Tsu Chu Kunshan University of Science and Technology
Mu-Hui Lai National Taiwan Normal University

Foreign Parent Contributions, Experiences and International Joint Venture Control and Performance

Nguyen Huu Le University of Vaasa

Parent Control Dynamics and International Joint Venture Performance

Nguyen Huu Le University of Vaasa

Session[B7]

14:00 - 15:40

Meeting Room 1B

Business and Management

Session Chair

Organizational Strategic Fit And Long-Term Performance: The Sufficiency Economy Approach

Chanin Yoopetch University of the Thai Chamber of Commerce

Suthawan Chirapanda University of the Thai Chamber of Commerce

Is Corruption Conducive to Growth?

Geetanee Napal University of Mauritius

Bank Credit Card Adoption Criteria and Marketing Implications: The Case of Thailand

Suthawan Chirapanda University of the Thai Chamber of Commerce

Chanin Yoopetch University of the Thai Chamber of Commerce

The Study on the Key Success Factors of Implementing ISO 22000

Sheng Chu Su Ching Yun University

Hsiao-Fang Hsu Ching Yun University

Yu-Mei Chang Ching Yun University

Framework Development for Workforce Perception on Organizational Identity as Antecedent for Job Satisfaction and Behavioral Reactions

kwan-ling Ma Hong Kong Polytechnic University

Session[C7]

14:00 - 15:40

Meeting Room 1C

Accounting, Economic and Finance

Session Chair

Is OPEC a Dominant Firm?

Raymond Li Macquarie University

Decomposition of the Efficiency of the Chinese State-Owned Commercial Banks at the Provincial Level

Ya Ping Yin University of Hertfordshire Business School

Jian Lu Shang University of Hertfordshire Business School

Some Remarks on Crisis Forecasting

Vladimir V Prelov Russian Academy of Sciences

Causal Relationships among the Interest Rates, Real Estate Prices and Stock Prices in the U.S.

Hwey-Yun Yau National Taipei College of Business

Chun-Lin Lee National Taipei University

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

Yen-Ju Yang Tatung University

Bond Ratings and Remediation Disclosure of Internal Control Weaknesses

JOHN J. CHEH The University of Akron

Gary B. Frank The University of Akron

Session[D7]

14:00 - 15:40

Meeting Room 2A

MIS, e-Commerce and Internet

Session Chair

Knowledge Sharing, Customer Value and Customer Relationship Quality : An Empirical Study of Virtual Community

Li-Fang Sun Mingchi University of Technology

Yi-Chun Teng Mingchi University of Technology

The Study of Core Competences, Supply Chain Partners, Knowledge Sharing and Innovation Performance

Li-Fang Sun Mingchi University of Technology

You-Luen Li Mingchi University of Technology

An Exploration on the Business Application of Software Agent in Taiwan

Ming-Hsiung Hsiao Sue-Te University

Yen Kuei Ling Sue-Te University

Unraveling the Inhibiting Factors of M-Commerce Adoption

Ly-Fie Sugianto Monash University

Zhigang Liao Monash University

Dewi Rooslan Tojib Monash University

Session[E7]

14:00 - 15:40

Meeting Room 2B

Computer Science, Technology and Systems

Session Chair

Selecting Enterprise Architecture Framework Based on the Group Evidential Reasoning Approach

Faramak Zandi Alzahra University

Designing Business Processes for Business Performance : A Framework

Gianmario Motta University of Pavia

Business Process Knowledge Base

Gianmario Motta University of Pavia

Multiple Criteria Group Decision Making for Selection of It Projects

Faramak Zandi Alzahra University

Session[F7]

14:00 - 15:40

Meeting Room 3A

Operation and Technology Management

Session Chair

A Study on Process Capability Index Applied to Banking Service

Chui-Yen Chen

Chin-Min Institute of Technology

Driving the Knowledge Economy: The Impact of Regional Innovation Capacity

Benjamin Yeo

Milken Institute

**Developing a Computerized Measurement Tool for Technical Creativity Test of
Electric and Electronic**

Chien-Yun Dai

National Taiwan Normal Universit

Mu-Hui Lai

National Taiwan Normal Universit

Liang-Yuan Hsiung

Kun Shan University

Ming-Tien Hsu

National Taiwan Normal University

Session[G7]

14:00 - 15:40

Meeting Room 3B

Marketing

Session Chair

The Difference of Knowledge Quality Between Heterogeneous Virtual Communities

Yu-Chung Hung National Chung Cheng University

Chia-Ann Tsai National Chung Cheng University

Shin-Yuan Hung National Chung Cheng University

The Importance of Attitude in Mediating the Constructs of Personal Factors to the Outcomes of Internet Usages and Online Purchase Intention

C.H. Mark Ng Hong Kong Shue Yan University

C.C. Monica Law Hong Kong Shue Yan University

Unraveling the Relationship Between Employees' Perception to Organization and Turnover Intentions: Exploring the Mediating Effects of Trust to Organization

C.H. Mark Ng Hong Kong Shue Yan University

Wednesday, July 9, 2008

Session[A8]

16:00 - 17:40

Meeting Room 1A

Business and Management

Session Chair

Within-Group Diversity: A Moderating Effect Between Organizational Demography and Group Social Integration

Shih-Yung Chou Southern Illinois University Carbondale

Are Hopeful Employees More Creative: An Empirical Study

Armenio Rego University of Aveiro
Fernanda Machado Universidade de Aveiro
Susana Leal Instituto Politécnico de Santarém
Miguel Pina e Cunha Universidade Nova de Lisboa

How the Employees' Perceptions of Corporate Citizenship Predict Their Organizational Commitment

Armenio Rego University of Aveiro
Susana Leal Instituto Politécnico de Santarém
Miguel Pina e Cunha Universidade Nova de Lisboa
Jorge Faria Instituto Politécnico de Santarém

Loan Guarantees for Related Parties and Control Mechanisms

I Keng Kun-Shan University
Wen-Yi Lin Feng Chia University
Y. Angela Liu National Chung Cheng University

Mangers' Extended Working Hours: How Cognitive Dissonance Confounds Managerial Obligation and Fractures Agency

Neal William Waddell University of Queensland
Bernard Joseph University of Queensland
McKenna

The Impact of National Culture on Leadership: A Case of Servant Leadership

Andre Pekerti University of Queensland
Sen Sendjaya Monash University

Session[B8]

16:00 - 17:40

Meeting Room 1B

Business and Management

Session Chair

Curtin Graduate Attributes: An Exploratory Study on Business Graduates in Curtin Sarawak

Ng Poh Yen Curtin University of Technology

Being Expatriates in Thailand: Essential Experience and Knowledge

Matorost Singhapong Rayong
Nuttawuth Muenjohn RMIT University

Measuring Organizations' Crisis Management Performance: An Exploratory Study

Wei-Tsong Wang National Cheng Kung University

On the Determinants of Corporate Social Responsibility: International Evidence on the Financial Industry

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

Management and Strategy of Legitimacy and Reputation: Conceptual Frameworks and Methodology

Keiichi Yamada Nakamura Gakuen University

Learning Organization Dimensions on Knowledge Sharing: A Study of Faculty Members in the Private Universities in Malaysia.

Ng Poh Yen Curtin University of Technology

Session[C8]

16:00 - 17:40

Meeting Room 1C

Accounting, Economic and Finance

Session Chair

Nonlinear Dynamic Process of Basis Change of the Stock Index Futures

Hsiu-Jung Tasi	National Sun Yat-Sen University
Ming-Chi Chen	National Sun Yat-Sen University
Lih-feng Lin	National Sun Yat-Sen University

Decision Rules for Predicting Companies with Sarbanes-Oxley Act Internal Control Weaknesses

John J. Cheh	The University of Akron
Jang-Hyung Lee	Daegu University
Il-woon Kim	The University of Akron

An Investigation of Volatility Based on Dynamic Conditional Correlation Among Interest Rate, Reit, Real House Price and Stock Market

Hsiu Jung Tsai	National Sun Yat-Sen University
Ming-Chi Chen	National Sun Yat-Sen University
Lih-feng Lin	National Sun Yat-Sen University

Musharakah Mutanaqisah: A Solution to Different Interpretations by Malaysian and Middle East Scholars in Islamic Financing

Sazali Zainal Abidin	Universiti Putra Malaysia
Annuar Md. Nassir	Universiti Putra Malaysia

Diversification Benefits of Real-Estate Investment Portfolios in Urban Areas in Malaysia

Sazali Zainal Abidin	Universiti Putra Malaysia
Rohana Abdul Hamid	Universiti Putra Malaysia

Comparison of CAPM Models in Stock Exchange Thailand: Evidence in 2000 to 2006

Treerapot Kongtoranin	Assumption University
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Session[D8]

16:00 - 17:40

Meeting Room 2A

MIS, e-Commerce and Internet

Session Chair

Malay, Chinese and Internet Banking: An Exploratory Study in Malaysia

Khalil Md Nor Universiti Teknologi Malaysia

Exploring Financial Reporting Fraud

Kuo-Ying Hsu National Chengchi University

Rua-huan Tsaih National Chengchi University

Sheree S. Ma National Chengchi University

Industry e-Cluster Initiative for SMEs in Taiwan

JrJung Lyu National Cheng Kung University,

Yu-Chih Huang Tainan University of Technology

Shu-Chi Li National Cheng Kung University

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

Kyung Woo Kang University of Rhode Island

Seung Kyoon Shin University of Rhode Island

Session[E8]

16:00 - 17:40

Meeting Room 2B

Non-Profit, Leisure, Social Issue and Others

Session Chair

An Asymmetric and DCC Analysis of Two Stock Market Returns' Volatility: An Evidence Study on the Hong Kong and Japan Stock Markets

Hornng Wann Jyi Chia Nan University of Pharmacy & Science

Secure mCoupons Scheme Using NFC

Han-Cheng Hsiang National Tsing Hua University

Wei-Kuan Shih National Tsing Hua University

Public Sector Reform: Phases of Electronic Information Management and Electronic Administration

Mehdi Asgarkhani C P I T - New Zealand

The Major Determinants of Collaborative Transportation Management Adoption

Chien-Yun Yuan Chihlee Institute of Technology

Factors Impacting on Success of Asian Students in ICT Higher Education Overseas (A Case Study)

Mehdi Asgarkhani C P I T - New Zealand

Jun Wan C P I T - New Zealand

Session[F8]

16:00 - 17:40

Meeting Room 3B

Operation and Technology Management

Session Chair

A Heuristic Methodology for Multi-Criteria Evaluation of Web-Based e-Learning Systems Based on User Satisfaction

Iraj Mahdavi Mazandaran University of Science and Technology

Hamed Fazlollahtabar Mazandaran University of Science and Technology

Armaghan Heidarzade Mazandaran University of Science and Technology

Nezam Sharif University of Technology

Mahdavi-Amiri

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

Ching-Ter Chang National Changhua University of Education

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

Iraj Mahdavi Mazandaran University of Science & Technology

Shima Mohebbi K.N.Toosi University of Technology

Namjae Cho Hanyang University

Rasoul Shafaei K.N.Toosi University of Technology

Session[G8]

16:00 - 17:40

Meeting Room 3B

Marketing

Session Chair

**A Study on the Relationship Between Motivations and Behavior in Viewing MLB
Broadcasts -- Fan Identification as a Mediator**

Anne Wan-Ling Hu Taipei Physical Education College

Lin-Ru Tang Taipei Physical Education College

**The Relationship of Consumer Innovativeness and Advertising Thoughts to Brand
Attitude Formation on the Early Adoption of Innovation**

Hua-ching cheng Da-Yeh University

**Global Marketing Logistics with Collaborative Commerce: Opportunities and
Limitations**

Ungul - Laptaned University of the Thai Chamber of Commerce

[PO]

POSTER Session

Organizational Commitment of It/is Professionals in Taiwan: Focus on Organizational Cultures and Personal Characteristics

Ming-chuan Wu Chang Jung Christian University

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