

**The 2011 International Conference in Management Sciences
and Decision Making**

2011 年管理科學與經營決策國際學術研討會

May 21, 2011 (Saturday)

100 年 5 月 21 日 (星期六)

Tamkang University (Tamsui campus)

地點：淡江大學淡水校園

*Opening Ceremony: Room 712, Business and Management Building (Room 712)

開幕地點：商管大樓 B712 室(7F)

Plenary Session:

會議場次:

Session A: Room 712, Business and Management Building (Room 712)

商管大樓B712 室(7F)

Session B: Room 713, Business and Management Building (Room 713)

商管大樓B713 室(7F)

Session C: Room 708, Business and Management Building (Room 708)

商管大樓B708 室(7F)

Program

08:30~09:00	Registration: Business and Management Building (7F)		
09:00~09:15	Opening Ceremony: Dr. Gwo-hsing Yu, Vice President, Tamkang University, Taiwan, R.O.C.		
09:20~09:50	Keynote Speech: Modeling the decisions involved in high-tech manufacturing and opportunities for decision sciences Session Chair: Dr. Shu-Hsien Liao (Tamkang University, Taiwan, R.O.C.) Keynote speaker: Dr. Chen-Fu Chien, National Tsing Hua University, Taiwan, R.O.C.		
09:50~10:10	Coffee Break: Business and Management Building (7F)		
	Session A1(Room 712)	Session B1(Room 713)	Session C1(Room 708)
10:10~12:00	<p><u>Moderator: Dr. Jinn-Tsair Teng</u> (William Paterson University of New Jersey, U.S.A)</p> <p><u>Paper ID: 017</u> An Inventory Model for Increasing Demand in A Supply Chain with Upstream and Downstream Trade Credits Linked to Order Quantity Jinn-Tsair Teng (The William Paterson University of New Jersey, U.S.A.) Hui-Ling Yang (Hung Kuang University, R.O.C.)</p>	<p><u>Moderator: Dr. Amran bin Md. Rasli</u> (Universiti Teknologi Malaysia, Malaysia)</p> <p><u>Paper ID: 006</u> The Effects of Compressed Work Schedule and Standard-hours Reduction on the Labor Market: Evidence from Taiwan ROC Santanu Sarkar, PhD (XLRI Jamshedpur, School of Business and Human Resources C H Area (East), India) Yu-Cheng Lai, PhD (Shih Chien University, R.O.C.)</p>	<p><u>Moderator: Dr. Angelina Ika Rahutami</u> (Soegijapranata Catholic University, Indonesia)</p> <p><u>Paper ID: 028</u> An Evaluation Model on the Competitive Factors of Medical Tourism in Taiwan Shofang Chang (Chia-Nan University of Pharmacy & Science, R.O.C.) Chun-Yu Pu (Pingtung Christian Hospital, R.O.C.)</p>

<p>Maw-Sheng Chern (National Tsing Hua University, R.O.C.)</p> <p>Kun-Cheng Yang (National Tsing Hua University, R.O.C.)</p> <p>Paper ID: 005</p> <p>A Slacks-adjusted FDH for Discriminating Efficient Decision Making Units</p> <p>Shing-Cheng Hu (Yuan Ze University, R.O.C.)</p> <p>Yun-Kung Chung (Yuan Ze University, R.O.C.)</p> <p>Paper ID: 020</p> <p>A Framework of TRIZ-Based Decision-Making Process for Product Design Quality</p> <p>Tien-Lun Liu (St. John's University, R.O.C.)</p> <p>Wei-Lun Lee (St. John's University, R.O.C.)</p> <p>Chun-Chieh Wen (St. John's University, R.O.C.)</p> <p>Paper ID: 010</p> <p>An Integrated Parameters Optimization for Product and Process Design</p> <p>Angus Jeang (Feng Chia University, Taichung, R.O.C.)</p> <p>Ching-Yan Yin (Feng Chia University, Taichung, R.O.C.)</p> <p>Huan-Chung Li (Asia - Pacific Institute of Creativity, Miaoli, R.O.C.)</p> <p>Wei-Hau Chiou (Feng Chia University, Taichung, R.O.C.)</p> <p>Paper ID: 046</p> <p>An Integrated Inventory Model With Order-Size Dependent Trade Credit and Price-Dependent Demand Rate under Capacity Constraint</p> <p>Chia-Hsien Su (Tungnan University, R.O.C.)</p> <p>Chia-Huei Ho (Ming Chuan University, R.O.C.)</p> <p>Liang-Yuh Ouyang (Tamkang University, R.O.C.)</p>	<p>Paper ID: 070</p> <p>Attrition Costs and Retention Strategies for High Value Super Flyer Employees: A comparative Study from Insurance, Financial Service and Manufacturing Organizations of India</p> <p>Abhijit Gangopadhyay (Organization Behavior & Human Resources Management Area XLRI – School of Business and Human Resources, India)</p> <p>Paper ID: 026</p> <p>Human Resource Management Practices in the Hotel Industry in Taiwan: the Gap Between Perception and Reality</p> <p>Hui-O Yang (Wenzao Ursuline College of Languages, R.O.C.)</p> <p>Hsin-Wei Fu (I-Shou University, R.O.C.)</p> <p>Paper ID: 027</p> <p>The Relationship between Corporate Social Responsibility and Corporate Financial Performance: The Mediating Role of Intellectual Capital and the Moderating Role of Industry Type</p> <p>Chin-Shien Lin (National Chung Hsing University, R.O.C.)</p> <p>Ruei-Yuan Chang (National Chung Hsing University, R.O.C.)</p> <p>Van Thac Dang (National Chung Hsing University, R.O.C.)</p> <p>Paper ID: 049</p> <p>Does personality influence student acceptance of ERP systems?</p> <p>Chia-Ying Li (Providence University, R.O.C.)</p>	<p>Paper ID: 031</p> <p>A Study on Causal Relationships among Travel Transport Service Involvement, Service Dependence, and Service Identity: A Case of Mini-three-links</p> <p>Cheng-Shih Lin (National Quemoy University, R.O.C.)</p> <p>Tsen-I Kuo (National Quemoy University, R.O.C.)</p> <p>Pei-Hsi Lee (Chung Yuan Christian University, R.O.C.)</p> <p>Paper ID: 042</p> <p>Utilizing Web2.0 and google services to facilitate Personal Knowledge management – a conceptual framework and practice of PKM 2.0</p> <p>Wei-Chung Chang (National Chengchi University, R.O.C.)</p> <p>Paper ID: 073</p> <p>The Developing Policy of Information Services Sector in Global Market: A Taiwan Benchmark Case Study</p> <p>Shih-Ching Wang (National Taipei University of Technology, Taipei, R.O.C.)</p> <p>Ming-Kuen Chen (National Taipei University of Technology, R.O.C.)</p> <p>Paper ID: 066</p> <p>A Dynamic capabilities Perspective of World Class Supply Chain Management</p> <p>Sean HS Jiang (National Dong Hwa University, R.O.C.)</p> <p>Yu-Tsu Li (Chaoyang University, R.O.C.)</p> <p>Yen Li (National Dong Hwa University, R.O.C.)</p>
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	Mei-Chuan Cheng (Hsin Sheng College of Medical Care and Management, R.O.C.)		
12:00~13:00	Lunch: Business and Management Building (7F)		
	Session A2(Room 712)	Session B2(Room 713)	Session C2(Room 708)
13:00~14:50	<p>Moderator: Dr. Wei-Chung Chang (National Chengchi University, Taiwan, R.O.C)</p> <p>Paper ID: 061 The Harmonization Of Business Competition Regulation In ASEAN Economic Community Framework Angelina Ika Rahutami, (Soegijapranata Catholic University, Indonesia) Murti Lestari (Duta Wacana Christian University, Indonesia)</p> <p>Paper ID: 055 Using Information Visualization Tools for Patent Strategy Planning Chao-Chih Hsueh (National Pingtung University of Science and Technology, R.O.C.) Hsiao-Ting Wang (National Pingtung University of Science and Technology, R.O.C.)</p> <p>Paper ID: 086 Robust Optimization for Simultaneous Process Mean, Process Tolerance, and Product Specification Determination via Computer Simulation Angus Jeang (Feng Chia University, Taichung, R.O.C.) Huan-Chung Li (Pacific Institute of Creativity, Miaoli, R.O.C.) Jhao-Yi Man (Feng Chia University, Taichung, R.O.C.) Wei-Shang Liou (Feng Chia University, Taichung, R.O.C.)</p> <p>Paper ID: 088 Exploring Sources of Work-family Conflict in Asia: A Japan and Indonesia Comparison Study Tur Nastiti (University of Gadjah Mada, Indonesia)</p>	<p>Moderator: Dr. Santanu Sarkar, (School of Business and Human Resources, India)</p> <p>Paper ID: 040 A study on the customer-based brand equity of Taiwanese and Indonesian teenagers for a global brand Retno Widowati PA (Universitas Muhammadiyah Yogyakarta, Indonesia) Da Chian Hu (Tamkang University, Taipei, R.O.C.)</p> <p>Paper ID: 008 Consumer's Evaluation on the Price of Gift Promotion — From a Perspective of Promotion Depth Chung-Hui Tseng (Tamkang University, R.O.C.)</p> <p>Paper ID: 019 The Development of Cost/Benefit Model for Brand Marketing and Quality Management Hsu-Hua Lee (Tamkang University, R.O.C.) Ying Ju Chen (Tamkang University, R.O.C.)</p> <p>Paper ID: 058 A Value-creation Model of Passengers in Transportation Services: From the Perspectives of Relational Benefits and Relational Bonds Wen-Hai Chih (National Dong-Hwa University, R.O.C.) Hung-Jen Li (National Dong-Hwa University, R.O.C.) Chia-Ju Chou (National Dong-Hwa University, R.O.C.)</p> <p>Paper ID: 024 Empirical Study on the Relationship between Knowledge Management, and Organizational Performance: The Mediators of</p>	<p>Moderator: Dr. Ni, Yen-sen (Tamkang University, R.O.C)</p> <p>Paper ID: 023 Asymmetric Currency Exposure and Time-Varying Exchange Rate Volatility: Evidence from Taiwan Stock Market R. F. Franck VARGA (Tamkang University, Lanyang Campus, R.O.C)</p> <p>Paper ID: 041 Dynamic Relatedness Analysis of Three Exchange Rate Market Returns' Volatility: Evidence Study of Korea, Taiwan and Thailand's Countries Wann-Jyi Horng (Chia Nan University of Pharmacy & Science, Tainan, R.O.C.) Tien-Chung Hu (National Tsing Hua University, Hsinchu, R.O.C.)</p> <p>Paper ID: 043 Does Financial Restructuring Change The Relationship between Corporate Governance and the Cost Efficiency of Bank Mergers? Tung-Hao Lee (National Chengchi University, Taipei, R.O.C.) Shu-Hwa Chih (National Chengchi University, Taipei, R.O.C.)</p> <p>Paper ID: 045 The Application of the Theory of Constraints to Activity-Based Costing from Cost Perspective –an Example of Automotive Electronic Industry Shaio-Yan Huang (National Chung Cheng University, R.O.C.)</p>

	<p>Paper ID: 074 Using A Hybrid FDM-SA Approach to Established a Framework for Service Innovation of Taiwan Livelihood Sectors Shih-Ching Wang (National Taipei University of Technology, R.O.C.; Regional R&D Service Dept., Metal Industries Research and Development Centre, Taipei, R.O.C)</p> <p>Paper ID: 009 Investment under uncertainty—A case study of cosmetic firms Shu-Hsien Liao (Tamkang University, R.O.C.) Shiu-Hwei Ho (Technology and Science Institute of Northern Taiwan, R.O.C.)</p>	<p>Organizational Learning and Organizational Innovation. Chi-Chuan Wu (Tatung University, R.O.C.) Shu-Hsien Liao (Tamkang University, R.O.C.) Wen-Jung Chang (Tamkang University, R.O.C.)</p>	<p>Hsueh-Yu Chen (National Chung Hsing University, R.O.C.) An-An Chiu (National Chung Cheng University, R.O.C) Chih-Pin Chen (Feng Chia University, R.O.C)</p> <p>Paper ID: 047 Striving for Home Advantages? An Empirical Study of Currency Hedging of Taiwan's Life Insurers Shih-Chieh Chang (National Chengchi University, R.O.C.) Hau-Min Chu (National Chengchi University, R.O.C.) Su-Chu Hsu (National Chengchi University, R.O.C.)</p>
14:50~15:20	Coffee Break: Business and Management Building (7F)		
15:20~17:10	Session A3(Room 712)	Session B3(Room 713)	Session C3(Room 708)
	<p>Moderator: Dr. Yu-Chin Cheng (Institute of Political Studies, Charles University in Prague, Czech Republic)</p> <p>Paper ID: 029 Using an AI Approach to Solve a Two-Level Deteriorating Inventory Model Considering Imperfect Quality and Shortage Backordering Jonas C.P. Yu (Takming University of Science and Technology, Taipei, R.O.C) Chia-hung Wu (Takming University of Science and Technology, Taipei, R.O.C)</p> <p>Paper ID: 033 Determinants in Attracting International Students to U.S. Host States Christina Tay (Chinese Culture University, R.O.C.)</p> <p>Paper ID: 034 The Effects of Internal Service Quality, Job Stress on Job Satisfaction and Prosocial Service Behavior: A case of Taipei</p>	<p>Moderator: Dr. Abhijit Gangopadhyay (School of Business and Human Resources, India)</p> <p>Paper ID: 014 Are There any Significant Relationship and Difference between Cumulative Grade Point Average (CGPA) and Student Satisfaction? Huam Hon Tat (Universiti Teknologi Malaysia, Malaysia) Amran Rasli (Universiti Teknologi Malaysia, Malaysia) Magdalene Ang Chooi Hwa (Universiti Malaysia Sabah, Malaysia)</p> <p>Paper ID: 036 Customer Satisfaction, Brand Image and Enterprise Competiveness in Green Marketing: A Case Study on Starbucks Coffee Ing-San Hwang (Chang-Jung Christian University, R.O.C.) Cheng-Hua Wang (Chang-Jung Christian University, R.O.C.)</p>	<p>Moderator: Dr. Frank VARGA (Tamkang University, Lanyang Campus, R.O.C)</p> <p>Paper ID: 063 Consumer ethics: the roles of individualism, attitude toward business and loyalty proneness in green product buying intention Lu, Long-Chuan (National Chung Cheng University, R.O.C.) Zi-Hwaw Chang (National Chung Cheng University, R.O.C.) Hsiu-Hua Chang (National Chung Cheng University, R.O.C.)</p> <p>Paper ID: 075 The New Business Strategies: Business, Open-Source and Competitive Intelligence Yu-Chin CHENG (Charles University in Prague, Czech Republic; GHNI Criminal Law Policy Centre in Geneva, Switzerland)</p> <p>Paper ID: 089 Blog evolution: Evidence from Indonesian strategy mechanism in</p>

<p>Customs Bureau</p> <p>Su-Ching Chang (Takming University of Science and Technology, Taipei, R.O.C)</p> <p>Shu-Hsun Cheng (Takming University of Science and Technology, Taipei, R.O.C)</p> <p>Paper ID: 037</p> <p>Market uncertainty: measurement and an assessment of reliability and validity</p> <p>Shu-Hsien Liao (Tamkang University, Taipei, R.O.C.)</p> <p>Da-Chien Hu (Tamkang University, Taipei, R.O.C.)</p> <p>Wen-Jung Chang (Tamkang University, Taipei, R.O.C.)</p> <p>Paper ID: 035</p> <p>The Effects of Internal Service Quality, Emotional Labor on Job Satisfaction and Customer Orientation Behavior : A case of Retail Banking Sector in Taipei</p> <p>Su-Ching Chang (Takming University of Science and Technology, R.O.C.)</p> <p>Li-Chen Lin (Takming University of Science and Technology, R.O.C.)</p>	<p>Eu-Nan Ma (Chang-Jung Christian University, R.O.C.)</p> <p>Paper ID: 022</p> <p>The Development of Knowledge Management Performance Evaluation Index - The Perspective on Knowledge Diffusion Model</p> <p>Chih Ming Tsai (Tung Fang Design University, Taiwan R.O.C.)</p> <p>Chia Hui Huang (Tung Fang Design University, Taiwan R.O.C.)</p> <p>Paper ID: 025</p> <p>An Empirical Study on the Relationship among Organizational Capabilities, Market Orientation and Organizational Performance</p> <p>Shu-Hsien Liao (Tamkang University, Taipei, R.O.C.)</p> <p>Wen-Jung Chang (Tamkang University, Taipei, R.O.C.)</p> <p>Paper ID: 087</p> <p>TOPSIS Method Approach on the Optical Industry for Key Performance Index Development</p> <p>Shu-Hsien Liao (Tamkang University, R.O.C.)</p> <p>Pei-Yuan Hsiao (Tamkang University, R.O.C.)</p>	<p>social network</p> <p>Deni Danial Kesa (University of Indonesia, Indonesia)</p> <p>Paper ID: 089</p> <p>Paper ID: 051</p> <p>Using the Fuzzy Delphi Method Construct the House-purchasing Factors</p> <p>Chin-Tsai Lin (Ming Chuan University, R.O.C.)</p> <p>Jun-Kun Lin (Ming Chuan University, R.O.C.; Department of Land, Taipei city government, R.O.C.)</p> <p>Paper ID: 085</p> <p>Application of TOPSIS in Taiwan tourism market performance of listed Tourist Hotels</p> <p>Shu-Hsien Liao (Tamkang University, Taipei, R.O.C.)</p> <p>Kuo Fang-I (Tamkang University, Taipei, R.O.C.)</p>
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