

# Proceedings of Business And Information

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**International Conference on**  
**Business And Information (BAI 2011)**  
**Summary of Schedule**

**July 04, 2011**

16:30~19:00    Pre--Conference Registration    Lobby

**July 05, 2011**

08:20~10:00	Sessions (A1~A5)	Landmark 1~5	7F
	Session (A6)	Sukhumvit 1	3F
10:00~10:20	Tea Break		
10:20~12:00	Sessions (B1~B5)	Landmark 1~5	7F
	Session (B6)	Sukhumvit 1	3F
12:00~13:20	Lunch	Landmark Ballroom	7F
	Opening Ceremony		
	Best Papers Award Presentation		
13:20~15:00	Sessions (C1~C5)	Landmark 1~5	7F
	Session (C6)	Sukhumvit 1	3F
15:00~15:20	Tea Break		
15:20~16:30	Sessions (D1~D5)	Landmark 1~5	7F
15:30~16:30	B&I Executive	Sukhumvit 1	3F
	Committee Meeting		
16:30~16:50	Tea Break		
16:50~18:00	Sessions (E1~E5)	Landmark 1~5	7F
	Session (E6)	Sukhumvit 1	3F

**July 06, 2011**

08:20~10:00	Sessions (F1~F5)	Landmark 1~5	7F
	Session (F6)	Sukhumvit 1	3F
10:00~10:20	Tea Break		
10:20~12:00	Sessions (G1~G5)	Landmark 1~5	7F
	Session (G6)	Sukhumvit 1	3F
12:00~13:20	Lunch	Landmark Ballroom	7F
13:20~15:00	Sessions (H1~H5)	Landmark 1~5	7F
	Session (H6)	Sukhumvit 1	3F
15:00~15:20	Tea Break		
15:20~16:30	Sessions (I1~I5)	Landmark 1~5	7F
	Session (I6)	Sukhumvit 1	3F
16:30~16:50	Tea Break		
16:50~18:00	B&I Review Meeting	Landmark 1	7F
	Sessions (J2~J5)	Landmark 2~5	7F

**International Conference on**  
**Business And Information (BAI 2011)**  
**Schedule**

**Monday, July 04, 2011**

[Pre-Conference Registration]      16:30~19:00      Lobby

**Tuesday, July 05, 2011**

[Registration]      08:00~18:00      7F

**08:20~10:00 July 05, 2011**

[A1]      Session A1      Landmark 1      7F  
Strategy

[A2]      Session A2      Landmark 2      7F  
Marketing

[A3]      Session A3      Landmark 3      7F  
Management Information Systems

[A4]      Session A4      Landmark 4      7F  
Other Articles

[A5]      Session A5      Landmark 5      7F  
ISFA 1

[A6]      Session A6      Sukhumvit 1      3F  
Special track on Taiwan Business and Information Research

**10:00~10:20 July 05, 2011**

Tea Break

**10:20~12:00 July 05, 2011**

[B1]      Session B1      Landmark 1      7F  
Accounting and Finance

[B2]      Session B2      Landmark 2      7F  
Technology and Innovation Management

[B3]      Session B3      Landmark 3      7F  
Organization Behavior and Human Resource Management

[B4]      Session B4      Landmark 4      7F  
Other Articles

[B5] Session B5 Landmark 5 7F  
Operation Management and Industrial Engineering

[B6] Session B6 Sukhumvit 1 3F  
Marketing

**12:00~13:20 July 05, 2011**

Lunch, Opening Ceremony, Best Papers Award Presentation Landmark Ballroom 7F

**13:20~15:00 July 05, 2011**

[C1] Session C1 Landmark 1 7F  
Strategy

[C2] Session C2 Landmark 2 7F  
Marketing

[C3] Session C3 Landmark 3 7F  
Management Information Systems

[C4] Session C4 Landmark 4 7F  
Organization Behavior and Human Resource Management

[C5] Session C5 Landmark 5 7F  
Other Articles

[C6] Session C6 Sukhumvit 1 3F  
Other Articles

**15:00~15:20 July 05, 2011**

Tea Break

**15:20~16:30 July 05, 2011**

[D1] Session D1 Landmark 1 7F  
Accounting and Finance

[D2] Session D2 Landmark 2 7F  
Technology and Innovation Management

[D3] Session D3 Landmark 3 7F  
Organization Behavior and Human Resource Management

[D4] Session D4 Landmark 4 7F  
Other Articles

[D5] Session D5 Landmark 5 7F  
Management Information Systems

**16:30~16:50 July 05, 2011**

Tea Break

**16:50~18:00 July 05, 2011**

[E1] Other Articles	Session E1	Landmark 1	7F
[E2] Marketing	Session E2	Landmark 2	7F
[E3] Accounting and Finance	Session E3	Landmark 3	7F
[E4] Organization Behavior and Human Resource Management	Session E4	Landmark 4	7F
[E5] Technology and Innovation Management	Session E5	Landmark 5	7F
[E6] ISFA 2	Session E6	Sukhumvit 1	3F



**Wednesday, July 06, 2011**

[Registration] 08:00~18:00 7F

**08:20~10:00 July 06, 2011**

[F1] Session F1 Landmark 1 7F

Accounting and Finance

[F2] Session F2 Landmark 2 7F

Marketing

[F3] Session F3 Landmark 3 7F

Organization Behavior and Human Resource Management

[F4] Session F4 Landmark 4 7F

Other Articles

[F5] Session F5 Landmark 5 7F

Technology and Innovation Management

[F6] Session F6 Sukhumvit 1 3F

ISFA 3

**10:00~10:20 July 06, 2011**

Tea Break

**10:20~12:00 July 06, 2011**

[G1] Session G1 Landmark 1 7F

Strategy

[G2] Session G2 Landmark 2 7F

Technology and Innovation Management

[G3] Session G3 Landmark 3 7F

Management Information Systems

[G4] Session G4 Landmark 4 7F

Operation Management and Industrial Engineering

[G5] Session G5 Landmark 5 7F

Accounting and Finance

[G6] Session G6 Sukhumvit 1 3F

Other Articles

**12:00~13:20 July 06, 2011**

Lunch Landmark Ballroom 7F

**13:20~15:00 July 06, 2011**

[H1] Accounting and Finance	Session H1	Landmark 1	7F
[H2] Marketing	Session H2	Landmark 2	7F
[H3] Organization Behavior and Human Resource Management	Session H3	Landmark 3	7F
[H4] Other Articles	Session H4	Landmark 4	7F
[H5] ISFA 4	Session H5	Landmark 5	7F
[H6] Other Articles	Session H6	Sukhumvit 1	3F

**15:00~15:20 July 06, 2011**

Tea Break

**15:20~16:30 July 06, 2011**

[I1] Strategy	Session I1	Landmark 1	7F
[I2] Technology and Innovation Management	Session I2	Landmark 2	7F
[I3] Marketing	Session I3	Landmark 3	7F
[I4] Other Articles	Session I4	Landmark 4	7F
[I5] Accounting and Finance	Session I5	Landmark 5	7F
[I6] ISFA 5	Session I6	Sukhumvit 1	3F

**16:30~16:50 July 06, 2011**

Tea Break

**16:50~18:00 July 06, 2011**

[J2] Management Information Systems	Session J2	Landmark 2	7F
[J3] Other Articles	Session J3	Landmark 3	7F
[J4] Marketing	Session J4	Landmark 4	7F
[J5] Other Articles	Session J5	Landmark 5	7F



# Business and Information 2011 Agenda

Tuesday, July 05, 2011

Session [A1] 08:20 – 10:00 Landmark 1 (7F)  
Strategy  
Session Chair: Miguel P Cunha NOVA - School of Business and Economics

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## Factors Affecting Business Model for Hydrogen Energy

Chin-Yuan Hsu Feng Chia University  
Leelien Ken Huang Feng Chia University

## The Study of Product Innovation in Resource Poor Environments: A Short Past, A Promising Future

Miguel P Cunha NOVA - School of Business and Economics  
Armenio Rego Universidade de Aveiro

## Exploring the Dharma of Strategic Value

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

## Entrepreneurial Learning in Thai Enclaves

Karen Wang University of Technology Sydney  
John Chelliah University of Technology Sydney  
Chanida Kitvorametha The University of New Castle

## The Application of System Dynamics in Military Vehicle Transportation Safety Management: A Case in Taiwan

Jung-Hsiung Chen National Defense University  
Pei-Leen Liu National Defense University  
Yann-Fang Chu Chungyu Institute of Technology

## Strategies to Enhance Health Promotion Services Efficiency Based on the Health Promotion Standards of Private Hospitals in the Northeast of Thailand

Wanpen Siwarom North Eastern University  
Thanomsak Suwanno North Eastern University  
Borwornsilp Chaochuen Khon Kaen University

## Value based Pricing of Information

Pankaj Sood University of Cambridge  
Rafik Loutfy McMaster University  
Ajith Kumar Parlikad University of Cambridge

**Session [A2]** **08:20 – 10:00** **Landmark 2 (7F)**  
**Marketing**  
**Session Chair: Alvin M. Chan** **University of Western Sydney**

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**The Influence of Advertising Appeals, Advertising Spokespersons and Advertising Attitudes on Purchase Intentions**

Long-Yi Lin Aletheia University

**The Effect of Retail Store Display Atmosphere on Consumer's Attention, Perceived Values, and Purchase Intention - A Case of Grid Shop in Taiwan**

Shu-Luan Kao Hwa Hsia Institute of Technology

**An Analysis on the Customer Perception on the Quality of Service and Effectiveness of Retail Website as Marketing Tool in Ulaanbaatar, Mongolia**

Wong Siew Yoong Raffles International Institute  
Kwok Chi Hing Raffles University System  
Tuvshintugs Orgikhorloo Raffles International Institute

**Motivations of Online Photo-Sharing Promotional Games**

Li-Shia Huang Fu-Jen Catholic University  
Cheng-Hang Hsu Fu-Jen Catholic University

**Psychological Factors of Using Installment Payment on Small or Medium Bills**

Li-Shia Huang Fu-Jen Catholic University  
Yu-Ju Huang Fu-Jen Catholic University

**The Influence of Lifestyles and Money Attitudes on Purchase Decisions: The Moderating Effects of Personal Values**

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

**Measuring Ethnicity in a Multicultural Context**

Alvin M. Chan University of Western Sydney

**Session [A3]**                                      **08:20 – 10:00**                                      **Landmark 3 (7F)**  
**Management Information Systems**  
**Session Chair: Ron Johnson**                                      **North Dakota State University**

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**Study on the SME's Implementation of Green Supply Chain System for Business Process Improvement: A Case Study of Evertex Fabrinology Limited**

Li-Ling Hsu                                      National Kaohsiung First University of Science and Technology  
Chun-Chi Chen                                      National Kaohsiung First University of Science and Technology  
Robert S.Q. Lai                                      Chaoyang University of Technology  
Hsiu-Chuan Cheng                                      National Kaohsiung First University of Science and Technology

**The Cost-Benefit Analysis of the Hospital Charging Process Automation**

Lun-Hao Liao                                      Chaoyang University of Technology  
Shyi-Ching Liang                                      Chaoyang University of Technology  
Jia-Hui Hong                                      Tunghai University  
Qin-Yin Huang                                      Tunghai University  
Tung-Ying Li                                      Chaoyang University of Technology

**Impediments of E-Commerce Adoption: The Case of SMEs**

Noor Azuan Hashim                                      Universiti Kebangsaan Malaysia

**A Case Study of Implementing a Knowledge Management System in Healthcare**

In Chang                                      National Cheng Kung University Hospital  
Hsin I Lee                                      Galaxy Software Services Corporation  
Ching Hui Chou                                      National Cheng Kung University Hospital

**Continued Use of Employee Portal**

Nathalia Devina Widjaja                                      Binus International University  
Ly-Fie Sugianto                                      Monash University

**Perceived Advantages and Disadvantages of Using Office Information System (OIS) / Office Automation System (OAS) among the Top 100 Corporations in Metro Manila**

Harvey Tan Ong                                      De La Salle University - Manila

**A Hierarchical Self-Organizing Map Network for Motif Discovery**

Jinn-Yi Yeh                                      National Chiayi University  
Tai-Hsi Wu                                      National Taipei University

**Session [A4]** **08:20 – 10:00** **Landmark 4 (7F)**  
**Other Articles**  
**Session Chair: Hian Chye Koh** **SIM University**

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**Data Mining Applications in Healthcare: A Study of ADHD**

Hian Chye Koh SIM University

**Purchasing Factors of Energy-Saving and Carbon-Reducing Products - Led Lighting Products**

Chiung-Wen Hsu Feng Chia University

Ming-Siang Zeng Feng Chia University

**Instant Messaging Adoption by Customer Service Representatives of Taiwan Travel Agencies**

Yueh Chun Shih National Kaohsiung University of Hospitality and Tourism

**Risk Assessment and Post-Merger Integration: Issues and Research Agenda**

Pi Yun Chang Chihlee Institute of Technology

**Forecasting Individual Choice & the Impact of Opinion Exchange: A Business School**

**Perspective**

Sujit Mukherjee Bhavan's Institute of Management Science

Indrajit Sinha Bhavan's Institute of Management Science

Saroj Kumar Mukhopadhyay Jadavpur University & Wbut

**Technical Efficiency of Organic Vegetables Production**

Patcharin Supapunt Maejo University

Chanita Panmanee Maejo University

Nisachon Leerattanakorn Maejo University

**The Application of Quality Function Development on Embroidery Cultural Industry in Taiwan**

Li-Yu Ni Tainan University of Technology

Pei-Chih Chen Tainan University of Technology

Yi-Chung Cheng Tainan University of Technology

Wei-Fong Lin Tainan University of Technology

**The Economic Analysis of Crisis Events Impact on Tourism industry in Taiwan**

Gu-Shin Tung National Pingtung Institute of Commerce

Po-Yen Chao National Pingtung Institute of Commerce



**Session [A6]** **08:20 – 10:00** **Sukhumvit 1 (3F)**  
**Special track on Taiwan Business and Information Research**  
**Session Chair: Heng-Yih Liu Yuan Ze University**

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**Developing Competence-Based Opportunities in Outsourcing Relationships**

Heng-Yih Liu Yuan Ze University  
Feng-Hsu Liu Yuan Pei University  
Mei-Chen Hsieh Asia-Pacific Institute of Creativity

**A Study of the Influence of perceived Entrepreneurial Teamwork Quality, Entrepreneurial Orientation to Entrepreneurial Performance**

Hui-Chen Chang National Taipei University  
Ting-Ying Chen National Taipei University  
Chen-Yi Peng National Taipei University

**Building Customer-Relating Capability - A Multiple Case Study of Taiwan Hotels**

Chih-Lun Huang China University of Technology  
Ting-Ling Lin National Taipei University  
Charles Soon National Taipei University  
An-Tse Chen National Taipei University

**The Effects of Outward FDI on Home Country Investment: The Roles of Location and Industry Characteristics**

Wen Chung Hsu National Chi Nan University  
Wen Bin Chuang National Chi Nan University  
Hsin Mei Lin National Chi Nan University  
Yi Tien Shih National Chi Nan University

**The Effects of OFDI on Home Country Employment and Skill Upgrading**

Wen Chung Hsu National Chi Nan University  
Chih Ming Wu National Taipei University  
Hsin Mei Lin National Chi Nan University  
I Fan Yen National Chi Nan University

**Governing and Managing the Relationship Dynamics between Export Manufacturers and Their Foreign Customers**

Ting-Ling Lin National Taipei University  
Heng-Yih Liu Yuan Ze University  
Ching-I Chen National Chi Nan University  
Wai-Sum Siu Hong Kong Baptist University

**Tuesday, July 05, 2011**

**Session [B1]** **10:20 – 12:00** **Landmark 1 (7F)**  
**Accounting and Finance**  
**Session Chair: Chao-Hui Yeh** **I-Shou University**

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**Winning Strategy of the Stock Index Options: Selling Out of the Money Puts Strategies are More Likely to Win**

Chao-Hui Yeh I-Shou University

**Index Futures Trading and Asymmetric Volatility in the Korean Stock Market**

Yeonjeong Lee Pusan National University  
Sang Hoon Kang Pusan National University  
Hongbae Kim Dongseo University  
Seong-Min Yoon Pusan National University

**Determinants of Hong Kong's Housing Prices: A Preliminary Study**

Arnold C S Cheng Hong Kong Polytechnic University  
Michael K Fung Hong Kong Polytechnic University

**Is Housing-Price Convergence Absolute or Conditional? Evidence from Major China Cities**

Michael K Fung Hong Kong Polytechnic University  
Arnold C S Cheng Hong Kong Polytechnic University

**Estimation of Hurst Parameter for Conventional and Islamic Indices**

Hardayanna Abd Rahman Universiti Sultan Zainal Abidin  
Masnita Misiran Universiti Utara Malaysia

**Fractional Ornstein-Uhlenbeck Models: ML Estimation with Dynamic Measurement Errors and Application to Interest Rate Modeling**

Masnita Misiran Universiti Utara Malaysia  
Zudi Lu The University of Adelaide  
Changzi Wu Chongqing Normal University  
K. L. Teo Curtin University of Technology

**Malaysia's Palm Oil Exports: Does Exchange Rate Overvaluation and Undervaluation Matter?**

Noor Zahirah Mohd Sidek Universiti Teknologi Mara

**Portfolio Choice over the Life-Cycle of Investors When Asset Returns are Predictable**

Alois Geyer WU / VGSF  
Michael Hanke University of Liechtenstein  
Alex Weissensteiner University of Bolzano

**Does Debt Overhang Problem Matter to Bond Valuation?**

Chyi-Lun Chiou Fu Jen Catholic University

**Session [B2]** **10:20 – 12:00** **Landmark 2 (7F)**  
**Technology and Innovation Management**  
**Session Chair: Wong Siew Yoong** **Raffles International Institute**

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**An Empirical Investigation on the Effectiveness and Development of E-Servqual on Online Banking in Ulaanbaatar, Mongolia**

Wong Siew Yoong Raffles International Institute  
Kwok Chi Hing Raffles University System  
Badamkhand Oyunbat Raffles International Institute

**Evaluating Emerging Business Sectors with Patent Analysis**

Saku Matti Karvonen Lappeenranta University of Technology  
Tuomo Sakari Kässä Lappeenranta University of Technology

**Using a NFC-Enabled Mobile Phone to Conduct a Mobile Commerce**

Chih-Chin Yang Kainan University  
Tsun-Yen Li Kainan University

**Identifying the Adoption Factors of Photovoltaic Systems from Individual and Organizational Users**

Chiung Wen Hsu Feng Chia University  
Sheng Hsiang Lin Feng Chia University

**A Mobile-Based Novice Accident Detection and Tracking System for Bicycle**

Chuen-Min Huang National Yunlin University of Science and Technology  
Yen-Jia Chang National Yunlin University of Science and Technology

**Upgrading to New IT Platform - Business Initiative and Key Success Factors**

Naseem Jahan Rahman UUNZ Business Institution

**Business Intelligence applied to Diagnosis Related Groups**

Manuel Pedro Barrento New University of Lisbon  
Miguel de Castro Neto New University of Lisbon  
Maria Rosário Martins New University of Lisbon  
Sara S. Dias New University of Lisbon

**Predicting the Number of Software Faults When Test Phase Transitions Occur in Software Development**

Chu-Ti Lin National Chiayi University  
Cheng-Ding Chen National Chiayi University  
Pei-Shan Wang National Chiayi University  
Kai-Wei Tang National Chiayi University

**Session [B3]** **10:20 – 12:00** **Landmark 3 (7F)**  
**Organization Behavior and Human Resource Management**  
**Session Chair: Jameel Qazi** **King Fahd University of Petroleum and Minerals**

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**Hope and Positive Affect Mediating the Relationship between Authentic Leadership and Creativity**

Arménio Rego	Universidade de Aveiro
Filipa Sousa	Instituto Politécnico de Leiria
Carla Marques	Universidade de Trás-os-Montes e Alto Douro
Miguel Pina Cunha	Universidade Nova de Lisboa

**The Gap Analysis of Graduate Work Skills in Malaysia**

Arawati Agus	Universiti Kebangsaan Malaysia
Abd Hair Awang	Universiti Kebangsaan Malaysia
Ishak Yussof	Universiti Kebangsaan Malaysia
Zafir Khan Mohamed Makhbul	Universiti Kebangsaan Malaysia

**Dimensions of Culture: Understanding Thai Working and Management Styles**

Nuttawuth Muenjohn	RMIT University
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**An Investigation of the Effects of P-E Fits on Stressors-Strain and Strain-Individual-Level Outcomes Relations**

Wei-Tao Tai	Chihlee Institute of Technology
Ying-Tsui Huang	Chihlee Institute of Technology

**Globalizing Talent Management in the Bureaucracy - A Review on the Individual Performance Management Practice in the Philippine Setting**

Peithe Ma Salva	Far Eastern University
Heh Jason Huang	National Sun Yat-sen University

**The Relationship among Humor Styles, Group Conflicts and Innovative Behavior under Different Levels of Acquaintance**

Yaonan Lin	Fu Jen Catholic University
Shuyu Lin	Fu Jen Catholic University

**Self Directed Expatriates in Saudi Arabia: An Analysis of Historic, Social, Economic and Cultural Contexts**

Jameel Qazi	King Fahd University of Petroleum and Minerals
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Session [B4]

10:20 – 12:00

Landmark 4 (7F)

Other Articles

Session Chair: Fredy Roberto Valenzuela    University of New England

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**The Significance of Environmental Management Education in Kenya: Focus on Ecotourism**

Roselyne N Okech

Memorial University of Newfoundland

**A Novel Forecasting Model Based on Similarity Measure for Fuzzy Time Series**

Yi Chung Cheng

Tainan University of Technology

Sheng Tun Li

National Cheng Kung University

Hung Yi Li

National Cheng Kung University

Pei Chih Chen

Tainan University of Technology

**Misrepresentation in Business Transactions**

Susan Leung

Hong Kong Polytechnic University

**Establishing an Evaluation Model of Preference Selection with Fuzzy GMCDM - An Example of the University Marketing**

Wei-Fong Lin

Tainan University of Technology

Pei-Chih Chen

Tainan University of Technology

Yi-Chung Cheng

Tainan University of Technology

Li-Yu Ni

Tainan University of Technology

**Assessing Supply and Risk Analysis on Seafood Products: Evidence for Thailand's Exports**

Lihsien Chien

National Chung Hsing University

Chalermpon Jatuporn

National Chung Hsing University

**How do Trust and Self-Efficacy Affect Member's Intention to Participate in Professional Virtual Communities and Knowledge Sharing Behavior?**

Chih-Jou Chen

National Penghu University of Science and Technology

**Online Learning and Teaching: The Perceptions of Off-Campus Postgraduate Management Students**

Fredy Roberto Valenzuela

University of New England

Josie Fisher

University of New England

**Problem of Optimal Delivery Sizes in a Logistics System of a Manufacturing Enterprise**

Dariusz Milewski

University of Szczecin

**Session [B5]** **10:20 – 12:00** **Landmark 5 (7F)**  
**Operation Management and Industrial Engineering**  
**Session Chair: Ushio Sumita** **University of Tsukuba**

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**Supply Chain Strategic Structure in the Taiwan Textile Industry**

Ming-Kuen Chen National Taipei University of Technology  
Yen-Ling Lin National Taipei University of Technology  
Chun-Pin Fang National Taipei University of Technology

**Analysis of Collateralized Debt Obligation Scheme Applied to Newsboy Problem**

Rina Isogai University of Tsukuba  
Satoshi Ohashi University of Tsukuba  
Ushio Sumita University of Tsukuba

**Performance Evaluation Model for Reverse Logistics - the Case of Recycled Computers**

Rong-Hwa Huang Fu Jen Catholic University  
Chia-Chen Lin Fu Jen Catholic University  
Yu-Ju Cheng Fu Jen Catholic University  
Hsiang-Yuan Cheng Fu Jen Catholic University  
Chia-Yu Lee Fu Jen Catholic University  
Yu-Ju Huang Fu Jen Catholic University  
Meng-Ting Tsai Fu Jen Catholic University

**Merging Multi-Company Transportation Needs**

Sebastián Lozano University of Seville  
Belarmino Adenso-Díaz Universidad de Oviedo  
Plácido Moreno University of Seville

**Effective Governance Structure for Green Supply Chain Collaboration: A Case Study**

Rujen Lynn Lin Lunghwa University  
Chenlung Yang Chunghua University  
Chwen Sheu Kansas State University

**Value Network Analysis and Configuration Within Turbulent Environments Using Simple Vector-Based Modeling Approaches**

Corinna Engelhardt-Nowitzki Upper Austria University of Applied Sciences  
Markus Gerschberger Upper Austria University of Applied Sciences  
Franz Staberhofer Upper Austria University of Applied Sciences

**Energy Management and Energy Management Systems Standard EN 16001: 2009**

Zhu Song Chongqing University of Science and Technology  
Davorin Kralj Institut for Creative Management

**A Modified Genetic Algorithm for the Resource-Constrained Project Scheduling Problem**

Rong-Ho Lin National Taipei University of Technology  
Fang-Chi Tien National Taipei University of Technology  
Chia-Wei Liu National Taipei University of Technology

**Session [B6]** **10:20 – 12:00** **Sukhumvit 1 (3F)**  
**Marketing**  
**Session Chair: Justin Beneke** **University of Cape Town**

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**The Effect of Convenience, Trust, and Time-Consciousness on Customers' Cross-Buying Intentions**

Shih-Ping Jeng National Taiwan Ocean University  
Wei-Di Su National Taiwan Ocean University

**Market Entry Order is not Matter for Business Success**

Hyun Jung Lee Ewha Womans University  
Jae Hyeon Pae Ewha Womans University

**Characteristics and Motives of Social Network Sites Users' Electronic Word-of-Mouth Behaviors on the Internet**

Tai Ning Yang Chinese Culture University  
Yu Hsiang Lin Tungnan University  
Cheng Hsi Fang Ching-Yun University  
Liang Yu Lai Asia University

**The Impact of MIT - Smile Label on Perceived Quality, Perceived Risk and Purchase Intention**

Pi-Chuan Sun Tatung University  
Wei-Miao Hsu Tatung University  
Kuan-Cheng Wu Tatung University  
Wan-Yu Hsu Tatung University

**The Influences of Brand Conspicuousness and Attitude Function on Purchase Intention of Counterfeit Luxury Goods - With Conformity and Moral Belief as Moderators**

Mei-Fang Chen Tatung University  
Yu-Hsuan Chu Tatung University

**Referral Laddering: Conceptualization and Empirical Investigation**

Cheng-Hsi Fang Ching-Yun University  
Yu Hsiang Lin Tungnan University

**Towards a Better Understanding of Private Label Brand Image - How Consumers Respond to In-Store Extrinsic Cues and Brand Familiarity**

Justin Beneke University of Cape Town

**Factors Influencing to Intention to buy Extension Brand: Study on Banking Services**

Yudi Sutarso STIE Perbanas Surabaya  
Tetty Novianty STIE Perbanas Surabaya  
Prameswari Putri Madukara STIE Perbanas Surabaya

**Tuesday, July 05, 2011**

**Session [C1]**

**13:20 – 15:00**

**Landmark 1 (7F)**

**Strategy**

**Session Chair: Felisa Margarita Cordova    University of Santiago of Chile**

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**The Strategic Value of Targeted Knowledge Management - Case Study of an Australian Refrigeration Company.**

Sittimont Kanjanabootra                      RMIT University Australia

Brian Corbitt                                      RMIT University Australia

Miles Nicholls                                    RMIT University Australia

**Internationalization of Professional Service Firms - Addressing the Lack of Coherence in Research**

Søren Henning Jensen                      Copenhagen Business School

Flemming Poulfelt                              Copenhagen Business School

**The Antecedents of Absorptive Capacity in Innovative Firms**

Nor Liza Abdullah                              Universiti Kebangsaan Malaysia

Rosmah Mat Isa                                    Universiti Kebangsaan Malaysia

**Dynamic Evaluation of Balanced Scorecard Using Fuzzy Knowledge Based Representation**

Felisa Margarita Cordova                      University of Santiago of Chile

**New World Organizations**

Prakhyath Prasad                              Lancaster University

**Discussions of Website Contents of Vocational High Schools in Taiwan**

Dan-Pai Feng                                      National Taiwan Normal University

Yi-Chuan Ho                                        National Taiwan Normal University

**The Application of Mobile-Learning for Web 2.0 Platform**

Chien-Yun Dai                                    National Taiwan Normal University

Hsiao-Ming Chen                                National Taiwan Normal University

Tzu-Wei Chen                                    National Taiwan Normal University

Wei-Sheng Hung                                National Taiwan Normal University



**Session [C2]** **13:20 – 15:00** **Landmark 2 (7F)**  
**Marketing**  
**Session Chair: Chorng-Jian Liu** **National Taipei University**

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**To Enhance Retailer Loyalty for CPG Manufacturers: A Triadic-Perspective Analysis**

Pei Chao National Kaohsiung First University of Science and Technology

**Effects of Reference Fee on Users Choosing Mobile Phone Service Providers in Taiwan**

Yi-Fei Chuang Ming Chuan University

Yih-Ching Tsaih Ming Chuan University

**The Impacts of Strategic Experiential Modules on Customer Loyalty to Physical Music Stores - With Involvement as a Moderator**

Mei-Fang Chen Tatung University

Hui-Hsiang Su Tatung University

**Investigating the Impact of Mood State and Information Load on Consumers' Purchase Intention: A Perspective of Consumers' Heuristics**

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

Yin-Hui Cheng National Taichung University

Wan-I Chen National Kaohsiung First University of Science and Technology

**Consumer Acceptance of E-Reading Devices: An Empirical Analysis**

Sami Kajalo Aalto University School of Economics

Seppo Leminen Aalto University School of Economics

Matti Mäntymäki Turku School of Economics

Jari Salo Aalto University School of Economics

**How Relevant is the Marketing Programme to Today's Market? - A Case Study from University of Mauritius**

Hemant Kassean University of Mauritius

Mridula Gungaphul University of Mauritius

**The Effects of Brand Image and Traceability Certification on Consumer's Value Perceptions: Mediating Role of Perceived Quality and Perceived Risk**

Hui-Chiung Lo Tamkang University

Hsiao-Chien Chang Chungyu Institute of Technology

Chiao-Feng Chang Tamkang University

**Session [C3]** **13:20 – 15:00** **Landmark 3 (7F)**  
**Management Information Systems**  
**Session Chair: H. Keith Edwards** **University of Hawaii - Hilo**

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**Using TOPSIS to Select Suitable Information System Outsourcing Projects**

Chun-Chin Wei Ching Yun University  
Liang-Tu Chen National Pingtung Institute of Commerce

**Integrating Competitive Advantage with Strategic Information Systems Planning: A Review**

Abdisalam Issa-Salwe Taibah University  
Khalid Aloufi Taibah University

**An Integrative View on Cyber Threat of Global Supply Chain Management Systems**

Sung-woo Cho Sungkyunkwan University  
Myong-sop Pak Sungkyunkwan University

**Assessment of ERP Implementation Risk on Project Success: The Impact of IT Governance**

Wen-Hsien Tsai National Central University  
Sin-Jin Lin National Central University

**Knowledge Management via Ontology Development in the Motor Vehicle Industry**

Yen-Ching OuYang National Pingtung Institute of Commerce  
Yung-Cheng Liu National Pingtung Institute of Commerce

**Knowledge Gap Effect of Service Quality in a Traditional Industry Campaign**

Jau-Wen Wang Fortune Institute of Technology  
Te-Chun Lee Kaohsiung Medical University  
Wen-Chi Lee National Pingtung Institute of Commerce  
Yen-Ching OuYang National Pingtung Institute of Commerce

**Communication as a Predictor of Success in Projects involving Virtual Teams**

H. Keith Edwards University of Hawaii - Hilo  
Kim Furumo University of Hawaii - Hilo  
Emad Abu-Shanab Yarmouk University  
Khalil Md Nor Universiti Teknologi Malaysia

**Session [C4]** **13:20 – 15:00** **Landmark 4 (7F)**  
**Organization Behavior and Human Resource Management**  
**Session Chair: Tommi Mahlamäki Tampere University of Technology**

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**The Evaluation of Service Quality Performance of Outsourcing Employees: Emirates Airline, Suwarnabhumi Airport**

Jaruwan Soontornkallapakit	Emirates
Yuraporn Sudharatna	Kasetsart University
Preeyanuch Apibunyopas	Kasetsart University

**Workplace Spirituality Scale Design - From the View of Oriental Culture**

Chieh-Wen Sheng	Chihlee Institute of Technology
Ming-Chia Chen	MingDao University

**Capital Structure and Investment Behavior of Listed Companies in Vietnam: An Estimation of the Influence of Government Ownership**

Hidenobu Okuda	Hitotsubashi University
Lai Thi Phuong Nhung	Hitotsubashi University

**Perceived Service Quality and User Satisfaction with Expectation-Disconfirmation Model**

Yen-Ching OuYang	National Pingtung Institute of Commerce
Wei-Chu Hsu	National Pingtung Institute of Commerce

**In Search for Intrapreneurship: A Comparison between Sales and Purchasing Managers' Attitudes and Experience in Entrepreneurship**

Tommi Mahlamäki	Tampere University of Technology
Toni Mikkola	Tampere University of Technology

**Model Driven Business Analysis: To Facilitate Integrated Decision Making in Manufacturing Enterprises**

Oratai Vachaphol	Loughborough University
Richard H Weston	Loughborough University

**Session [C5]** **13:20 – 15:00** **Landmark 5 (7F)**  
**Other Articles**  
**Session Chair: Henrik CJ Linderoth** **University of Skövde**

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**Research on Capacities of Community of Practices to Facilitate Knowledge Transfer in Organizations**

Wei-Chung Chang National Chengchi University

**Entrepreneurial Intentions among Students in Mauritius**

Mridula Gungaphul University of Mauritius

Hemant Kumar Kassean University of Mauritius

**Analyzing Technical and Vocational Education Policies in Taiwan through Exploring EU Vocational Education and Training Policy Development Trend**

Szu-Chi Hsieh National Taiwan Normal University

Wei-Sheng Hung National Taiwan Normal University

Hsiu-Te Sung National Taiwan Normal University

**Leadership Style and Turnover Intention, Regulatory Focus as Moderator**

Ghi-Feng Yen Chung Yuan Christian University

Chun Mei Chen Chung Yuan Christian University

**Are Costs the Major Obstacle for Taking Environmental Considerations? - A Study of Swedish Building and Construction Companies**

Henrik CJ Linderoth University of Skövde

**Regional Science-Based Clusters: The Value Creation of Institutions for Collaboration (IFC)**

Toni Mikkola Tampere University of Technology

Tommi Mahlamäki Tampere University of Technology

**Self-Worth, Achievement Motivation, Emotional Reaction and Experience of Cyber Bullying in High Tech Industry**

Yu Chi Peng National Taiwan Normal University

Jon Chao Hong National Taiwan Normal University

Shu Huei Lin National Taiwan Normal University

**Session [C6] 13:20 – 15:00 Sukhumvit 1 (3F)**  
**Other Articles**  
**Session Chair: Shu-Yuan Lee Chihlee Institute of Technology**

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**Use of Information Sources for Scanning Environment by Chief Executive Officers in Singapore Travel Agent Industry**

Xue Zhang Nanyang Technological University  
Shaheen Majid Nanyang Technological University  
Schubert Foo Nanyang Technological University

**Fair Trade or to Protect the Industries: A Study of Antidumping Duty an Application on the Case of H-Steel Beam Industry in Taiwan**

Shu-Yuan Lee Chihlee Institute of Technology

**The Information Effect of Reinstatement of Former CEO on the Stock Market Reaction**

Yi-Hsien Wang Chinese Culture University  
Fu-Ju Yang Chinese Culture University  
Yang-Sheng Wang Chinese Culture University

**Characteristic of Polish Social Media Users**

Agnieszka Tomaszewicz University of Szczecin

**Experimental Demonstration of Survivable Optical CDMA Ring Networks**

Paul R Prucnal Princeton University  
Yanhua Deng Princeton University  
Zhenxing Wang Princeton University  
Konstantin Kravtsov Princeton University  
Mable P Fok Princeton University

**A Study on the Purchasing Intention and Behavior of Bio-Technology Products under Different Distribution Channels**

Yuan-Chau Liour Takming University of Science and Technology  
Chie-Bien Chen National Dong Hwa University  
Gao-Liang Wang Takming University of Science and Technology  
Chiao-Ling Huang Takming University of Science and Technology

**Tuesday, July 05, 2011**

**Session [D1]**

**15:20 – 16:30**

**Landmark 1 (7F)**

**Accounting and Finance**

**Session Chair: Sang Hoon Kang**

**Pusan National University**

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**Time-Varying Rare Disaster Risk and Stock Returns**

Henk Berkman                      Univesity of Auckland

Ben Jacobsen                      Massey University

John Byong-Tek Lee              University of Auckland

**Accounting for Forest Assets: The Case of IAS 41 and Fair Value**

Anna-Maria Jansson              Mid Sweden University

Arne Fagerström                  Åbo Akademi University

**The Relationship between Earnings Momentum and Price Momentum in Different Market -  
The Case of the China Market**

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

Mei-Yueh Huang                  Lunghwa University of Science and Technology

Wen-Feng Tsai                    National Kaohsiung First University of Science and Technology

**Dual Long Memory Properties with Skewed and Fat-Tail Distribution**

Sang Hoon Kang                  Pusan National University

Sung-Jin Cho                      Pukyong National University

Suyeol Ryu                        Andong National University

Seong-Min Yoon                  Pusan National University

**Asymmetric Volatility Transmission between Stock and Bond Markets in Korea**

Sang Hoon Kang                  Pusan National University

Hwan-Gue Cho                    Pusan National University

Sungkyun Park                    Pusan National University

Seong-Min Yoon                  Pusan National University

**Ownership Structure, Board Characteristics and Capital Structure: Evidence from Taiwan**

Shu-Mei Chiang                  Lunghwa University of Science and Technology

Chin-Piao Yeh                    Overseas Chinese University

**Session [D2] 15:20 – 16:30 Landmark 2 (7F)**  
**Technology and Innovation Management**  
**Session Chair: Murray R. Millson California State University**

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**Dimensioning Traffic Analysis on 3G Network Using Linear Least Square**

Muhamad Asvial Universitas Indonesia  
Dwika Sudrajat Universitas Indonesia  
Dicky Chandra Universitas Indonesia

**An Empirical Exploration of the New Product Process Proficiency - New Product Success Relationship**

Murray R. Millson California State University

**Group Dynamics and Techonology**

Virivada Venkata Raghava Raman Asmara College of Health Sciences  
Veena Tewari College of Business & Economics

**How the Use of Persuasive Criteria can Enhance the Response Rate of a Business Web Survey: One Empirical Validation of the Eight Persuasive Interaction Criteria**

Alexandra Nemery University of Metz  
Eric Brangier University of Metz  
Steve Kopp SAP

**Measuring the Technology Gap of APEC Integrated Telecommunications Operators**

Chun-Hsiung Liao National Cheng Kung University  
Chun-Yu Lien National Cheng Kung University





**Session [D4]** **15:20 – 16:30** **Landmark 4 (7F)**  
**Other Articles**  
**Session Chair: Maciej Czaplewski** **University of Szczecin**

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**The Use of E-Commerce by Companies Functioning on the Polish Economic Insurance Market**  
Maciej Czaplewski University of Szczecin

**The Comeback of the Swiss Watch Industry on the World Market: A Focus on the Marketing Strategy of the Swatch Group (1983-2010)**  
Pierre-Yves Donzé Osaka University

**The Public Sector Efficiency in the Education Sector**  
Roohi Ahmed University of Karachi

**The Exploration of Patent Management System of the Universities in Taiwan**  
Wei-Sheng Hung National Taiwan Normal University  
Szu-Chi Hsieh National Taiwan Normal University  
Hsiu-Te Sung National Taiwan Normal University

**An Analysis of Managerial Alignment Based on Technological Environment for High-Tech Industry in Taiwan**  
Jen-Jsung Huang National Sun Yat-Sen University  
Hsueh-Fung Wu National Sun Yat-Sen University

**Exploration of Industry-Academia Cooperation Implemented by Higher Maritime Technological and Vocational Colleges in Taiwan**  
Ru-Ping Hu National Taiwan Normal University  
Li-Jiun Hsieh National Taiwan Normal University

**Session [D5]** **15:20 – 16:30** **Landmark 5 (7F)**  
**Management Information Systems**  
**Session Chair: Chih-Chin Yang** **Kainan University**

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**Data Provenance Maintenance for Heterogeneous Database Queries**

Frank S. C. Tseng National Kaohsiung First University of Science and Technology  
Wen-Yi Hsieh National Kaohsiung First University of Science and Technology  
Annie Y. H. Chou Chinese Military Academy

**The Empirical Study of Teacher's Behavioral Intention to Adopt an E-Learning System**

Chih-Chin Yang Kainan University  
Chia-Hui Yen Kainan University  
Shu-Yuan Chen Kainan University

**The Study of TAM2 on ERP System**

Pi-Yun Chang Chung Hua University  
Mei-Lan Li China University of Technology  
Yu-Cheng Lee Chung Hua University  
Ting-Ho Huang Minghsin University of Science and Technology

**Global Practicability of the Theory of LoP to Predict Human-Related Cross-Cultural Problems in Information Security**

Tatsuo Asai Nagaoka University of Technology  
Jose L Castillo Nagaoka University of Technology

**Design of Performance Aware Service Systems**

Gianmario P Motta University of Pavia  
Thiago Barroero University of Pavia  
Giovanni Miceli University of Pavia  
Yuwei Yin Tongji University

**Tuesday, July 05, 2011**

**Session [E1]** **16:50 – 18:00** **Landmark 1 (7F)**  
**Other Articles**  
**Session Chair: Eric Kim Fai Law** **Hong Kong Institute of Education**

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**Currency Volatility: Confusion or Indecision?**

Andre Mellet North West University

**Public Perception on Government after General Election 2008: Studies in Perlis**

Hirwan Jasbir Bin Jaafar Universiti Malaysia Perlis  
Kamarudin Bin Hussin Universiti Malaysia Perlis  
Adi Anuar Bin Azmin Universiti Malaysia Perlis  
Muhammad Faisal Bin Hamidi Universiti Malaysia Perlis  
Mohammad Shariff Bin Ismail Universiti Malaysia Perlis

**The Threshold Effects of Foreign Direct Investment and Economic Development on Carbon Dioxide Emissions**

Shu-Chen Chang National Formosa University  
Hui-Ching Wang National Chung Hsing University

**Forecasting Long Run Energy Prices in Taiwan**

Pei-Ling Wen Chung Yuan Christian University

**Mainland China Students' Studying in Kinmen: Willingness and Antecedents, Construct Analysis and Scale Development**

Cheng Shih Lin National Quemoy University  
Tsen I Kuo National Quemoy University  
Lee Wen Chen National Quemoy University

**Development of Industrial Community of Practices for Small and Medium Enterprises to Meet the Challenging Knowledge Economy**

Eric Kim Fai Law Hong Kong Institute of Education

Session [E2]

16:50 – 18:00

Landmark 2 (7F)

**Marketing**

Session Chair: Tsuen-Ho Hsu

National Kaohsiung First University of Science and Technology

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**Customer Embarrassment after Courteous Service: A Cross-Cultural Study between Japan and Taiwan**

Ming-Hung Kao

Hitotsubashi University

Ichiro Furukawa

Hitotsubashi University

Yuko Yamashita

Hitotsubashi University

**Indian Tea Industry - An Analysis Using Concept of Forward Engineering**

Shweta Jain

ABES-IT Group of Institutions

**A Fuzzy Preference Programming Model for TFT-LCD TV Panel Supplier Selection**

Tsuen-Ho Hsu

National Kaohsiung First University of Science and Technology

Jia-Wei Tang

National Kaohsiung First University of Science and Technology

**Brand Perception and Relationship Quality on Purchase Intention - A Case Study of Mcdonald's**

Chia-Ying Lin

Kainan University

Cheng-Wei Chung

Shu Te University

Huan-Tun Chen

Kainan University

**Cultural Issues in International Marketing: Entering the Chinese Market - From a Foreign Perspective**

Tsai-Fong Tan

Ching Kuo Institute of Management and Health

**An Examination of Perceived Risk, Information Source and Brand Loyalty**

Hsiu-Hui Chang

Chungyu Institute of Technology

Ru-Jen Cheng

Vanung University

**Session [E3]** **16:50 – 18:00** **Landmark 3 (7F)**  
**Accounting and Finance**  
**Session Chair: Chiehwei Hung** **Feng-Chia University**

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**Entrepreneurs Accountability: Accounting or Behavioral Issues?**

Samuel PD Anantadjaya Swiss German University  
Neneng Djuaeriah Swiss German University  
Innge Handojo Swiss German University

**Creative Drafting of Bond Covenants - The Case of New Zealand**

Vasantha Noel Yahanpath Eastern Institute of Technology  
Sabjit Singh Eastern Institute of Technology

**Forecast Intervals in Fourier Transform Models: Bootstrap Method**

Yun-Huan Lee Ming Chuan University

**Investor Relations as a Determinant of the Company's Accounting Policy**

Ryszard Seweryn Kaminski University Mickiewicz Adam

**A Comparison between Financial and Non-Financial Factors for Default Risk of SMEs: A Case from Taiwan.**

Chiehwei Hung Feng-Chia University  
Wen-Hisung Chi First Bank  
Ker-Tah Hsu National Taichung University  
Li-Ming Ju CIGNA Life Insurance

**A Quantile Regression Analysis of CEO Power and Firm Performance: Evidence from Taiwan**

Hsiu-I Ting National Kaohsiung First University of Science and Technology

**Session [E4]** **16:50 – 18:00** **Landmark 4 (7F)**  
**Organization Behavior and Human Resource Management**  
**Session Chair: Detelin S Elenkov** **Angelo State University**

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**Theoretical Perspectives on Sports Business: National Culture Versus Social Psychology**

Detelin S Elenkov Angelo State University

**Test of a Mediating Model Linking Positive Affective Tone, Team-level Organizational  
Citizenship Behavior, and Team Performance**

Hsiao Hsian Lin National Taipei University of Technology  
Kai Chu Huang National Taipei University of Technology  
Chin Fen Hsu National Taipei University of Technology  
Chien Cheng Chen National Taipei University of Technology  
Shin Lai Lin National Taipei University of Technology

**The Influence of Web-Based Information on Organizational Attraction**

Kai-Chu Huang National Taipei University of Technology  
Mei-Mei Lin National Taipei University of Technology  
Chien-Cheng Chen National Taipei University of Technology  
Ching-Tzu Chen National Taipei University of Technology

**The Relationships between Career Development Opportunities, Perceived Organizational  
Support, Felt Obligation, Affective Organizational Commitment and Turnover Intention of  
Academics in Malaysia: The Organizational Support Perspective**

Tek Yew Lew Curtin University Sarawak Malaysia

**Psychological Contracts and Cultural Values: Malaysians' Perspectives**

Rasidah Arshad Universiti Kebangsaan Malaysia

**A Comparative Analysis of Stereotypes and Communication Patterns of Older and Younger  
Workers in Thailand and the USA**

Robert M. McCann UCLA Anderson School of Management  
Shaughan A. Keaton Louisiana State University

**Session [E5]** **16:50 – 18:00** **Landmark 5 (7F)**  
**Technology and Innovation Management**  
**Session Chair: Tsong-Zen Liu** **National Kaohsiung University of Hospitality and Tourism**

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**Environmental Regulation on Vertical Oligopolies with Eco-Industry under Free Entry**

Chul-Hi Park Chonnam National University

Sang-Ho Lee Chonnam National University

**A Study on the Impact of Active Knowledge Transfer, Knowledge Transfer Approaches, and Knowledge Transfer Effects to Knowledge Innovation**

Ming-Hsiung Wu China University of Science and Technology

Yu-Hsi Yuan Hwa Hsia Institute of Technology

Chi-Ming Wu Hua Nan Bank

En-Der Lee China University of Science and Technology

**Electronic Mail User Acceptance, Adoption and Assimilation: The Case of a Thai Higher Education Institution**

Suwittha Niamsorn Northumbria University

David Wainwright Northumbria University

Margaret Graham Northumbria University

**Business Diagnosis by Comparing Expectations of Owners and Customers for a Special Snack Restaurant Chain in Taiwan**

Tsong-Zen Liu National Kaohsiung University of Hospitality and Tourism

Chia-Yuan Chang National Kaohsiung University of Hospitality and Tourism

Pei-Hsien Chou National Kaohsiung University of Hospitality and Tourism

**Characteristics of Technological Environment and Innovation Modes: The Case of UMC in the Semiconductor Industry**

Jen-Jsung Huang National Sun Yat-Sen University

Hsueh-Fung Wu National Sun Yat-Sen University

**Acceptance of Technology, Related Factors in Use of Off Branch E-Banking: An Indian Case Study**

Indrajit Sinha Bharatiya Vidya Bhavan Institute of Management Science

Sujit Mukherjee Bharatiya Vidya Bhavan Institute of Management Science

Saroj Kumar Mukhopadhyay West Bengal University Technology and Jadavpur University

**Wednesday, July 06, 2011**

**Session [F1]**

**08:20 – 10:00**

**Landmark 1 (7F)**

**Accounting and Finance**

**Session Chair: Nan Yu Wang**

**Ta Hwa Institute of Technology**

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**Managerial Implications of LIFO (Last In First Out) Repeal**

Peter Harris

New York Institute of Technology

**Nonlinear Dynamics and Chaos Behavior in the Reit Industry: A Pre- and Post-1993 Comparison**

Benjamas Jirasakuldech

Slippery Rock University

Riza Emekter

Robert Morris University

**A Study on the Intellectual Capital Value Production Process using Network SBM Approach: The Case of Banks in Taiwan**

Chuang-Min Chao

National Taipei University of Technology

Ming-Miin Yu

National Taiwan Ocean University

Tsai-Chen He

National Taipei University of Technology

**The Efficiency Measurement of Korean Banks Before and After the Global Financial Crisis during 2007-2009: An Application of DEA, Window Analysis, and Malmquist Productivity Index Approach**

Chuang-Min Chao

National Taipei University of Technology

Woo-Taeck Lee

National Taipei University of Technology

**Whether an Auditor Imagination of Industry Specialist Reduce the Cost of Capital? Empirical from Taiwan**

Sheng-Te Chou

Chinese Culture University

Chia-Hsiang Chang

Chinese Culture University

**Do Equity Funds have Performance Persistence in Taiwan?**

Nan Yu Wang

Ta Hwa Institute of Technology

Ying Lin Hsu

National Chung Hsing University

Meng Feng Yen

National Cheng Kung University

**Women Empowerment through Corporate Social Responsibility**

Chaytanya Bora

Tinsukia College affiliated to Dibrugarh University



**Session [F2] 08:20 – 10:00 Landmark 2 (7F)**

**Marketing**

**Session Chair: Shu-Ching Wang Chaoyang University of Technology**

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**E-Service Quality for Iranian Internet Banking and Its Effect on e-Customer Satisfaction**

Farnaz Beheshti Zavareh	Universiti Teknologi Malaysia
Mohd Shoki Bin Md. Ariff	Universiti Teknologi Malaysia
Ahamad Zaidi Bahari	Universiti Teknologi Malaysia
Ahmad Jusoh	Universiti Teknologi Malaysia
Norhayati Mohd Zakhwan	Universiti Teknologi Malaysia
Mohsen Ashourian	Islamic Azad University
Khalid Ismail	Universiti Pendidikan Sultan Idris

**Integrate the Business Model Level and the Publish Subscription Mechanism to Construct a Cloud Market**

Shu-Ching Wang	Chaoyang University of Technology
Wen-Pin Liao	Chaoyang University of Technology
Shun-Sheng Wang	Chaoyang University of Technology
Kuo-Qin Yan	Chaoyang University of Technology
Yu-Nung Lin	Chaoyang University of Technology

**The Impact of Locus of Control and Position Framing on the Endowment Effect**

Ya-Chung Sun	Vanung University
Yueh-Chiang Lee	Vanung University
Yu-Jan Shen	Vanung University
Chiung Chiao Chang	Vanung University

**Which Destination Features Should Destination Managements Allocate Their Scarce Resources On?**

Tahir Albayrak	Akdeniz University
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**Discovering Niche Market: Consumer Preference and Willingness to Pay for Organic Pork**

Ayooth Yooyen	Maejo University
Nisachon Leerattanakorn	Maejo University

**The Effects of Congruity between Self and Brand Personality on Purchase Intention**

Tung-Lai Hu	National Taipei University of Technology
Fang-Chi Tien	National Taipei University of Technology
Shu-Che Chi	National Taipei University of Technology
Wen-Chueh Hsieh	Soochow University
Shao-Yu Chuang	Taiwan Shoufu University

**A Qualitative Study of Service Blueprint in Hairdressing Service**

Paoching Chu	ChungChou Institute of Technology
Chinhsu Chang	DaYeh University
Manli Shu	ChungChou Institute of Technology
Shumin Hsu	ChungChou Institute of Technology
Yahuei Shu	DaYeh University

Session [F3] 08:20 – 10:00 Landmark 3 (7F)  
**Organization Behavior and Human Resource Management**  
Session Chair: Kar Ling Lee INTI International College, Penang  
(Laureate International Universities)

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**A Pilot Study Focusing on Training Program of an Airline Employees in Taiwan: A View of  
Integration of Optimism of Training Program**

Peng-Jen Su Queensland University of Technology

**Burnout among Manufacturing Workers in China: The Effects of Organizational Socialization  
and Leadership Behavior**

Jennifer Hong Gao Macao Polytechnic Institute

**Perceived Cohesion in a Heterogeneous Team**

Yueh-Chiang Lee Vanung University  
Ghi-Feng Yen Chung Yuan Christian University  
Min-Te Cho Chung Yuan Christian University

**Cross Generation Management: The New Diversity**

Kar Ling Lee INTI International College, Penang (Laureate International Universities)

**Understanding Relationship between Corporate Social Responsibility and Organizational  
Performance in Cram School Industry: A Qualitative Application**

Yen-Ting Wei National Taichung University  
Jian-Hang Wang National Taichung University

**Impact of Psychological Empowerment on Organizational Commitment: A Case study with  
Reference to an Air Conditioning Organization in India**

Anitha Thomas NIS Academy  
Avijan Dutta National Institute of Technology

**Occupation Accident Effective with Work Stress and Organization Performance in the  
Construction Industry - Social Support as the Moderator.**

Yuh-Shy Chuang Ching Yun University  
Kuan-Ting Chiang Ching Yun University  
Tzy-Ning Lin Nanya Institute of Technology

Session [F4]

08:20 – 10:00

Landmark 4 (7F)

Other Articles

Session Chair:

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**Applying Grounded Theory to Realize the Quality of Care for a Specific Long-Term Facility in Southern Taiwan**

Heng-Chun Kuo

National Yunlin University of Science & Technology

Chih-Hsi Chao

National Yunlin University of Science & Technology

Cheng-Fang Hung

National Yunlin University of Science & Technology

**Fast Fault Detection Scheme Using Recent Finite Measurements**

Pyung-Soo Kim

Korea Polytechnic University

**Fault Tolerant Music Retrieval by Similar String Matching**

Yu-Lung Lo

Chaoyang University of Technology

Chien-Chi Huang

Chaoyang University of Technology

**An Automated Machine Vision System for the Histological Grading of HCC**

Shao-Kuo Tai

Chaoyang University of Technology

John Wang

Taichung Veterans General Hospital

Yee-Jee Jan

Taichung Veterans General Hospital

Shu-Chuan Lin

Taichung Veterans General Hospital

**The Erosion of U.S. Monetary Policy Management and Shadow Banking**

Andrew Sheng

University of Malaya

Kian-Teng Kwek

University of Malaya

Cho-Wai Cho

Taylor's University

**The Effects of Service Attributes on Customer Outcomes in All-Inclusive Package Tours**

Serkan Akinci

Akdeniz University

Eda Atilgan Inan

Akdeniz University

Safak Aksoy

Akdeniz University

Tahir Albayrak

Akdeniz University

Meltem Caber

Akdeniz University

**Session [F5]**

**08:20 – 10:00**

**Landmark 5 (7F)**

**Technology and Innovation Management**

**Session Chair: Salah Al Khafaji**

**Sur University College**

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**A Two-Sided Story with a Unified Framework for Micropayments**

May-Ching Ding	Feng Chia University
Charles Chien	Feng Chia University
Wan Chen Wang	Feng Chia University
Geoffrey Lasley	Feng Chia University

**Network Externalities on Social News Websites**

Shang-Yu Li	National Chiao Tung University
Chyan Yang	National Chiao Tung University

**Technology Usage, Quality Management and Service Quality in Thai Hospitals**

Nilubon Sivaborvornvatana	Sripatum University
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**Building an Enterprise Portal Based on SOA and Information Technology Governance**

Shyi-Ching Liang	Chaoyang University of Technology
Lun-Hao Liao	Chaoyang University of Technology
Tung-Ying Li	Chaoyang University of Technology

**Fuzzy Innovative Capabilities Index: An Innovative Capabilities Audit Framework**

Yu-Cheng Lin	Overseas Chinese University
Ching-Torng Lin	Da-Yeh University
Hsiu-Sen Chiang	National Taichung Institute of Technology

**Using SDLC in Educational Hypermedia Development**

Salah Al Khafaji	Sur University College
Sriram Bala Subramanian	Sur University College

**The High-Valued Strategies of the Financial Service Industry**

Jian-Hang Wang	National Taichung University
Phil Y. Yang	National Taichung University
Wang-Yin Ruan	National Taichung University
Tsai-Hui Tai	National Taichung University
Chi-Cheng Lee	National Chiayi University

**The Preference of Digital Recreation Products on Senior**

Ya-Ling Huang	Chaoyang University of Technology
Ting-Yun Cao	Chaoyang University of Technology



**Session [G2]** **10:20 – 12:00** **Landmark 2 (7F)**  
**Technology and Innovation Management**  
**Session Chair: Nor'Aini Yusof** **Universiti Sains Malaysia**

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**Demystifying Global Information Technology Skills and Enhancing Global Job Opportunities through IBM's Academia Initiative Program for Mashup Development Mania**

Nada Khatib University of Houston - Main Campus

**Security Enhancement by Cipher-Based Authentication and Key Agreement in a Cloud Computing Environment**

Kuo-Qin Yan Chaoyang University of Technology  
Shu-Ching Wang Chaoyang University of Technology  
Mao-Lun Chiang Chaoyang University of Technology  
Shun-Sheng Wang Chaoyang University of Technology  
Szu-Hao Tsai Chaoyang University of Technology

**Needs Assessment Analysis for Assistive Medical Devices in Taiwan**

Chiung-Wen Hsu Feng Chia University  
Yen-Hsun Shih Feng Chia University

**A Novel Mechanism for Updating GPS Map Data**

Chu-Hui Lee Chaoyang University of Technology  
Tzu-Cheng Chiu Chaoyang University of Technology

**Automatic Exposure Mechanism for a Region of Interesting**

Chu-Hui Lee Chaoyang University of Technology  
Jyun-Yu Liou Chaoyang University of Technology

**The Impact of Relational and Transactional Factors on Semiconductor Intellectual Property Pricing Strategy**

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

**Relationship between Organizational Culture and Innovativeness of Public Listed Housing Developers**

Nor'Aini Yusof Universiti Sains Malaysia  
Ismael Abu-Jarad Universiti Malaysia Pahang

**The Relationship between Multiple Innovative Inputs and Organizational Performance in Taiwan Semiconductor Industry**

Tsai-Hui Tai National Taichung University of Education  
Phil Y. Yang National Taichung University of Education  
Jian-Hang Wang National Taichung University of Education

**Session [G3] 10:20 – 12:00 Landmark 3 (7F)**  
**Management Information Systems**  
**Session Chair: Wachara Chantatub Chulalongkorn University**

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**To Create a Win-Win E-Commerce by Using Three-Tier Customer Relationship Management**

Shu-Ching Wang	Chaoyang University of Technology
Wen-Pin Liao	Chaoyang University of Technology
Kuo-Qin Yan	Chaoyang University of Technology
Shun-Sheng Wang	Chaoyang University of Technology
Chih-Cheng Chiang	Chaoyang University of Technology

**Integrating Unstructured and Structured Data: Approaches and Strategies**

Chang-Yang Lin	Eastern Kentucky University
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**Generating Porcess Models from Database Log**

ShingHan Li	Tatung University
Wan-Ming Hsueh	Tatung University

**A Framework for Identifying and Managing Information Quality Matrices of Corporate Performance Management System**

Kunlaya Pattanagul	Khon Kaen University
Wachara Chantatub	Chulalongkorn University
Wasu Chaopanon	Khon Kaen University

**The Schemas of Web-Users on Journey Planning: An Exploratory Study for Establishing an Intelligent Travel Community Website**

Li-Fang Sun	MingChi University of Technology
Wei-Ken Hung	MingChi University of Technology
Chia-Hung Chou	MingChi University of Technology

**Exploring Textspeak in Social Interaction: Social Presence Perspective**

Ying-Chieh Liu	Chaoyang University of Technology
Lan-Yun Wang	Chaoyang University of Technology

**An Improved Decision Tree Model for Internet Users Playing Online Games**

Kwoting Fang	National Yunlin University of Science and Technology
Chia-Ling Yeh	National Yunlin University of Science and Technology
Wen-Chi Wu	National Yunlin University of Science and Technology

**Session [G4]** **10:20 – 12:00** **Landmark 4 (7F)**  
**Operation Management and Industrial Engineering**  
**Session Chair: David S Ang** **Auburn University Montgomery**

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**Green Supply Chain of Manufacturers in Malaysia: Drivers, Practices and Performance**

Khairul Anuar Rusli                      Universiti Sultan Zainal Abidin  
Azmawani Abd Rahman                  Universiti Putra Malaysia  
Jo Ann Ho                                      Universiti Putra Malaysia

**Applying Meta-Heuristic Approach to Optimize Gas Distribution Network: A Case Study**

Amir Mohajeri                              Mazandaran University of Science and Technology  
Iraj Mahdavi                                Mazandaran University of Science and Technology  
Nezam Mahdavi-Amiri                      Sharif University of Technology  
Reza Tafazzoli                                Mazandaran Gas Company

**Complying Education Accreditation using Balanced Score Card Approach**

Dana Santoso Saroso                      University of Mercu Buana

**The Handling of Bottleneck Machines and Parts in Cellular Manufacturing**

David S Ang                                  Auburn University Montgomery

**Using Hybrid Method to Solve an Aircraft Maintenance Scheduling Problem**

Shyi-Ching Liang                          Chaoyang University of Technology  
Wen-Hua Yang                              Chaoyang University of Technology  
Chia-Yang Wu                                Chaoyang University of Technology

**An Empirical Study of Roadside Service Process Improvement Based on Fuzzy Assessment of FMEA.**

Hsiu-Jung Wu                                National Defense University  
Yann-Fang Chu                              Chungyu Institute of Technology  
Ji-Chyuan Liou                                National Defense University

**Comparing Demand Pattern Analysis Techniques**

Hubert Holland Setzler                      Francis Marion University  
Cem Saydam                                  UNCC

**The Effect of Immersed Parts on Hand Fine and Gross Dexterity**

Yu-Cheng Lin                                Overseas Chinese University  
Yuh-Chuan Shih                              National Defense University  
Yu-Jeng Lin                                    National Defense University



**Session [G5] 10:20 – 12:00 Landmark 5 (7F)**  
**Accounting and Finance**  
**Session Chair: Fauziah Binti Mahat Universiti Putra Malaysia**

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**Study on Entrepreneurial Intention among Undergraduates in Universiti Teknologi Malaysia**

Ahamad Zaidi Bahari	Universiti Teknologi Malaysia
Mohd Shoki Md Ariff	Universiti Teknologi Malaysia
Ahmad Jusoh	Universiti Teknologi Malaysia
Norhayati Mohd Zakhwan	Universiti Teknologi Malaysia
Khalid Ismail	Universiti Pendidikan Sultan Idris

**A Study on the Relationship between the Concentration Index and Mutual Funds Performances: An Application of MVS Model and Censored Quantile Regression**

Chuang-Min Chao	National Taipei University of Technology
Ming-Miin Yu	National Taiwan Ocean University
Ming-Hung Chen	National Taipei University of Technology

**A Study on the Individual Stock-Based Momentum Effect: An Application of Survival Analysis.**

Chuang-Min Chao	National Taipei University of Technology
Chung-Jung Lee	National Taipei University of Technology
Kuo-Hao Chen	National Taipei University of Technology

**The Moderating Effects of Risk Tolerance on Fund Performance**

Fauziah Binti Mahat	Universiti Putra Malaysia
Annuar Md Nassir	Universiti Putra Malaysia
Noor Azman Ali	Universiti Putra Malaysia

**Comprehensive View of the U.S. Marginal Tax Rate: Historical and Current Perspective**

Shandi Nettles	Sam Houston State University
Balasundram Maniam	Sam Houston State University

**Stock Market Reaction to ECFA Announcement in Taiwan Chemicals Listed Stock**

Jing-Jye Tzeng	Aletheia University
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**Controlling Shareholders and the Propensity to Use Dividends as Substitutes for Board Compensation**

Hong-Da Wang	National Kaohsiung First University of Science and Technology
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**The Seasonal Behaviour of Post-Earnings-Announcement Drift**

Hsiao-Peng Fu	Providence University
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**Session [G6]** **10:20 – 12:00** **Sukhumvit 1 (3F)**  
**Other Articles**  
**Session Chair: Yen-Cheng Chen** **National Chi Nan University**

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**The Preliminary Study of Taiwan's E-Competitiveness Index in the Perspective of Time Series**

Jin Gu Pan	Institute for Information Industry
Chen Yu Lo	Institute for Information Industry
Shun Pin Chuang	Institute for Information Industry
Yu Fan Lin	Institute for Information Industry

**Curricula Improvement Project of Customer Relationship Management in Polytechnic University**

Chiou-Shu Justina Hwang	Meiho University
Shih-Yu Hung	Meiho University

**A Study of Customers' Intention to Use Internet Banking: An Integrated Model**

Su-Wen Chen	National Pingtung Institute of Commerce
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**Internationalization of Small Scale Industries in India under Globalisation: Trends and Outcomes**

M H Bala Subrahmanya	Indian Institute of Science
Subhash Kasturi	Indian Institute of Science

**Responsible Leadership, African Value System, and Africa's Quest for Economic Development**

Symphorien Ntibagirirwa	Pretoria University
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**Scalability in Privacy-Preserving RFID Authentication**

Yen Cheng Chen	National Chi Nan University
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**Wednesday, July 06, 2011**

**Session [H1]**

**13:20 – 15:00**

**Landmark 1 (7F)**

**Accounting and Finance**

**Session Chair: Kotchakorn Chalermkanjana Chulalongkorn University**

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**The Effect of Financial Management Practices on Profitability of Small and Medium Enterprise in Vietnam**

Shao-Hsi Chung                      Meiho University

Jen-Hui Chuang                      Meiho University

**Disposition Effect and Taiwanese Momentum**

Hsiao-Peng Fu                      Providence University

**Industry Specialist Auditor and Disclosure of Available-for-Sale Financial Assets**

Hsiangtsai Chiang                      Feng Chia University

Shu-Lin Lin                      Feng Chia University

**Net Profit and Liquidity of Automotive Industry Company in the Stock Exchange of Thailand.**

Kotchakorn Chalermkanjana                      Chulalongkorn University

**Souvenirs, Cash Dividend and Repurchase - Evidence from Taiwan's Market**

Shu-Ying Lin                      Minghsin University of Science & Technology

Maju Wang                      National Kaohsiung First University of Science and Technology

**Session [H2]** **13:20 – 15:00** **Landmark 2 (7F)**  
**Marketing**  
**Session Chair: Ying-Yuh Huang** **Southern Taiwan University**

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**Customer Satisfaction for Chinese Agricultural Products in Korean Market**

Yong Tae Bang Paichai University

**Investigating the Relationship Selling Behaviors, Relationship Quality and Customer Loyalty -  
An Example of the Medical Device in Taiwan**

Ming-Cheng Lai National Taipei College of Business

Feng-Sha Chou National Taipei College of Business

Yu- Jen Cheung National Taipei College of Business

**Emphasizing the Role of Demographics in Tourist Motivations**

Meltem Caber Akdeniz University

**How Brand Image, Congruency between Celebrity Endorser and Brand, and Brand Attitude  
can Influence Tweens' Purchase Intention through Peer Conformity**

Li-Yu Tseng Fu Jen Catholic University

Tian-Shyug Lee Fu Jen Catholic University

**Study of Product Brand Image and Individual's Product knowledge and Perceived Risk  
Affecting on Consumer Purchasing Behavior**

Ting-Yi Lin Meiho University

Ron Chuen Yeh Meiho University

Pansy Chung Meiho University

Liarn-Rurn Wen Meiho University

Shih-Jung Chen Meiho University

**The Effects of Social Projection on Gift-Giving Behavior**

Chia-Ling Lee Soochow University

Yu-Chen Chen Soochow University

Rong-An Shang Soochow University

Cheng-Yu Hou Soochow University

**The Impact of Service Quality and Service Innovation on Technology Acceptance Model**

Ying-Yuh Huang Southern Taiwan University

Kittiya Kaewmee Southern Taiwan University

**Session [H3] 13:20 – 15:00 Landmark 3 (7F)**  
**Organization Behavior and Human Resource Management**  
**Session Chair: Rahmah Binti Ismail Universiti Kebangsaan Malaysia**

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**The Empowerment, Ongoing Limits and Consequences in Financial Services**

Reza Shafieezadehgarousi Islamic Azad University, Saveh Branch

**Retail Staffs Working Stress and Work-Family Conflict under Shifts Work System Study**

Yuh-Shy Chuang Ching Yun University

Yung-Chi Lei Ching Yun University

**The Guanxi between Supervisor and Subordinate in Chinese's QCC Team.**

Meng Yu Cheng Feng Chia University

Lee Lien Huang Feng Chia University

Yi Chen Wen Feng Chia University

Ming Chia Chiu Feng Chia University

**The Fit of Personal-Organizational Values in Mergers and Acquisitions Affecting Business Performance**

Hsiao-Chen Chang Chungyu Institute of Technology

Tsai-Mei Lin Chinese Culture University

Jung-Hui Liang Chungyu Institute of Technology

Wei-Lung Chang Chungyu Institute of Technology

**Analysis of Labour Requirement in Malaysian Services Sector**

Rahmah Binti Ismail Universiti Kebangsaan Malaysia

Ishak Bin Yussof Universiti Kebangsaan Malaysia

Noorsiah Binti Udin Economic Planning Unit

**Assessing Employees' Perception of Change Effect in the Nigerian Banking Industry: An Empirical Analysis**

Abba Abubakar Shehu Wuhan University of Technology

Oji-Okoro Izuchukwu Wuhan University of Technology

**Session [H4]** **13:20 – 15:00** **Landmark 4 (7F)**  
**Other Articles**  
**Session Chair: Paul Brewer** **University of Queensland**

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**Looking into the Future: Hofstede Long-Term and Globe Future Dimensions**

Sunil Venaik University of Queensland  
Yunxia Zhu University of Queensland  
Paul Brewer University of Queensland

**Method for Protecting Privacy for Information Systems Connected with RFID Tags**

Jing-Jang Hwang Chang Gung University  
Yi-Chang Hsu Chang Gung University  
Ying-Wen Wang Chang Gung University

**Business, Information, and Omitted Variables**

Jonathan Edward Leightner Augusta State University

**Venture Capital's Deals Decision-Making Process by Using Fuzzy AHP, Extent Analysis and TOPSIS Technique**

Cheng-Nan Chen Chung Hua University  
Li-Hsing Ho Chung Hua University  
Tien-Fu Peng Chung Hua University

**Relationship between Current Account and Fiscal Deficits: Testing Twin Deficits**

Recep Tari Kocaeli University  
Selçuk KOÇ Kocaeli University  
Tezcan Abasiz Kocaeli University

**A Study of the Influence of Sci-Fi Films on Coexistence Awareness between Humans and Technological Environments**

Ting-Sheng Weng National Chiayi University  
Chien-Kuo Li Shih Chien University

**Session [H6]** **13:20 – 15:00** **Sukhumvit 1 (3F)**  
**Other Articles**  
**Session Chair: Idris Bin Jajri** **University of Malaya**

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**Perceived Importance of e-Journals and Its Association with e-Users Satisfaction among International Post Graduate Students in the Malaysia's Public Higher Education Institution**

Mohd Shoki Md Ariff	Universiti Teknologi Malaysia
Hsiao Yen Lek	Universiti Teknologi Malaysia
Ahmad Jusoh	Universiti Teknologi Malaysia
Ahamad Zaidi Bahari	Universiti Teknologi Malaysia
Norhayati Mohd Zakhwan	Universiti Teknologi Malaysia

**Simplifying the Solution of Support Vector Machines Using Particle Swarm Optimization Algorithm**

Jih Pin Yeh	Asian-Pacific Institute of Creativity
Chiang Ming Chiang	Tamkang University

**Inter-Operation between IPV4 and IPV6 by Embedding an Agent-Oriented Technology at Cloud Computing**

Amjad Mehmood	Kohat University of Science & Technology
Muhammad Farhan Majeed	Cecos University of IT and Emerging Sciences
Noor ur Rehman	Kohat University of Science & Technology
Tanveer Sher	Kohat University of Science & Technology
Akbar Khanan	Kohat University of Science & Technology

**Institutional Reform and the Case of Guanxi**

Antony John Drew	University of Newcastle
Anton Peter Kriz	University of Newcastle

**Cultural Observations Facing Women Managers: A South African Perspective**

Evelyn Germinah Chiloane-Tsoka	University of South Africa
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**Total Factor Productivity Trends and Its Contribution to Output Growth of the Services Sector in Malaysia**

Idris Bin Jajri	University of Malaya
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**Wednesday, July 06, 2011**

**Session [I1]**

**15:20 – 16:30**

**Landmark 1 (7F)**

**Strategy**

**Session Chair: Ming-Chung Chang**

**Kainan University**

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**Capability Accumulation among Suppliers as the Source of Competitive Advantage**

Takashi Matsuo

Tokyo Metropolitan University

**The Influence of Partner Interdependence on Electronic Commerce**

Jih-Ming Lai

Tzu Chi College of Technology

Wei-Lin Hsu

Tzu Chi College of Technology

**Performance Implications of International Strategic Choice; a Longitudinal Study of Three Service Industries.**

Paul A Whitla

Lingnan University

**Eco-Labeling Policy for Government and Firm's Technology Adoption**

Ming-Chung Chang

Kainan University

Jin-Li Hu

National Chiao Tung University



**Session [I2] 15:20 – 16:30 Landmark 2 (7F)**  
**Technology and Innovation Management**  
**Session Chair: Mehdi Asgarkhani Christchurch Polytechnic Institute of Technology**

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**Design of a Novel Median-Type Filter for Noise Detection and Filtering**

Hung-Hsu Tsai National Formosa University  
Bae-Muu Chang Chienkuo Technology University  
Xuan-Ping Lin National Formosa University

**Effects of Promoting Facial Attractiveness through Adapted Facial Averaging Modeling**

Yi-Ying Chen Chang Gung University  
Shu-Yen Wan Chang Gung University

**Rural WIMAX, Cloud Technology & Solar Cyber-Kiosks: A 3-In-1 Model towards Digital Unite in Rural Asia**

Kalyan Prasad Agrawal Chandragupt Institute of Management Patna

**Successful Use of Avatar/E-Services - Powerful, but Needs a Knowledge Manager with Proper Skills**

Håkan Alm Asian Institute of Technology  
Olov Forsgren University of Borås

**A Hybrid Heuristic Algorithm for New Product Forecasting Model**

Yu-Cheng Hsiao Takming University of Science and Technology  
Pin-Yu Lin Takming University of Science and Technology  
Hui-Huang Kuo Hwa Hsia Institute of Technology

**Barriers to Effective ICT Governance**

Mehdi Asgarkhani Christchurch Polytechnic Institute of Technology

**Session [I3]**

**15:20 – 16:30**

**Landmark 3 (7F)**

**Marketing**

**Session Chair: Mei-Hua Huang**

**Hsing Kuo University of Management**

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**Firm-Created Word-of-Mouth Marketing: Using Travel Social Network Sites of Taiwan as an Example**

Fong Lin Fu	National Taiwan University of Science and Technology
Tom Meng Yen Lin	National Taiwan University of Science and Technology
Yu Hsiang Lin	Tungnan University
Chun Fang Hsiao	National Taiwan University of Science and Technology

**Professional Network and Relationship Quality**

Mei-Hua Huang	Hsing Kuo University of Management
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**Mobile Marketing as Advertising Strategy for Companies in Colima City**

Marco Antonio Barajas Figueroa	Universidad de Colima
Juan Flores Preciado	Universidad de Colima
Alma Ruth Rebolledo Mendoza	Universidad de Colima
Claudia Gutierrez Montaña	Universidad de Colima
Julio Adrian Valladares Gutierrez	Universidad de Colima

**Use of Facebook as a Tool of Positioning in Restaurants of Colima City**

Marco Antonio Barajas Figueroa	Universidad de Colima
Juan Flores Preciado	Universidad de Colima
Emeterio Franco Perez	Universidad de Colima
Christian Elihu Hernandez Toscano	Universidad de Colima
Aurora Guadalupe Acosta Valenzuela	Universidad de Colima

**Session [I4]** **15:20 – 16:30** **Landmark 4 (7F)**  
**Other Articles**  
**Session Chair: Ying-Hsun Chen** **Overseas Chinese University**

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**Importance of Corporate Social Responsibility in Iran as a Developing Country**

Zeinolabedin-Amini Sabegh Islamic Azad University, Saveh Branch

**Reengineering the Academic Unit's Research Practice: A Stages Model**

Dieter Fink Edith Cowan University

**Utilization of Local Cultural Reproduction as Tourism Resources in the Management of Recreational Agricultural Region: A Case Study from Central Taiwan**

Ying-Hsun Chen Overseas Chinese University  
Ting-Sheng Weng National Chiayi University

**Intelligent Cargo Loading System for Two-Stages Truck Loading Problem**

Bai-Sheng Chen Takming University of Science and Technology  
Yu-Fu Huang Takming University of Science and Technology

**The Study of Night Pub Culture - in Taipei Night Pub as an Example**

Gao-Liang Wang Takming University of Science and Technology  
Yu-Ting Chueh Takming University of Science and Technology

**Selection of Store Location for Starting an Enterprise - A Case Study on Business District of Shih Chien University in Taipei**

Yi Chieh Chang Takming University of Science and Technology  
Yuan Chan Liour Takming University of Science and Technology  
Ying Chien Hsiao Takming University of Science and Technology

**Session [I5]** **15:20 – 16:30** **Landmark 5 (7F)**  
**Accounting and Finance**  
**Session Chair: Fernando Zanella** **United Arab Emirates University**

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**Alternative Neural Nets Approaches for Enhancing Stock Picking using Earnings Forecasts**

Giuseppe Galloppo University of Rome Tor Vergata

Mauro Aliano University of Rome Tor Vergata

**The Technical Efficiency of Savings Groups in Hill Tribe Community**

Krisda Bhackdee Maejo University

Aree Cheamuangphan Maejo University

Roengchai Tansuchat Maejo University

Montri Singhavara Maejo University

Chanita Panmanee Maejo University

**Does Quality Certification Pays-Off? A Country Case Study**

Fernando Zanella United Arab Emirates University

**The Adjustment of Capital Structure across the Shifts in Macroeconomic Conditions: Evidence from the Electronics Industry of Taiwan**

Hsien-Hung H. Yeh National Pingtung University of Science and Technology

**Individual versus Team Measures of Auditor Expertise and Effects on Restatement**

Kuei-Fu Li Ming Chuan University

Yun-Shan Chen National Taiwan University

**Wednesday, July 06, 2011**

**Session [J2]** **16:50 – 18:00** **Landmark 2 (7F)**  
**Management Information Systems**  
**Session Chair: Wen-Jin Hwang** **Kun Shan University**

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**Enablers and Barriers for E-Commerce Success in Malaysian Small and Medium Enterprises**

Maslin Masrom University Technology Malaysia  
Roozbeh Shahbazirad University Technology Malaysia

**Examining the Effect of Alignment between Information System Strategy and Environmental Uncertainty on SCM Performance**

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

**Determinants of Using Online Customer Service Systems based on the UTAUT Model**

Jung Chi Pai Takming University of Science and Technology

**Management Education in India: A Global Perspective**

Seema Shah Indian Institute of Information Technology

**Research Issues in Facebook Usage: A Bibliometric Analysis**

Yann-Jy Yang National Cheng Chi University  
Chih-Chien Wang National Taipei University

**Session [J3]** **16:50 – 18:00** **Landmark 3 (7F)**  
**Other Articles**  
**Session Chair: Chih-Chang Shen** **Ling Tung University**

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**An Empirical Study of Multiclass Classification with Class Imbalance Problems**

Boontarika Lerteerawong Assumption University  
Maythapolnun Athimethphat Assumption University

**An Exploratory Study of the Performance of Microfinancing Institutions using the Balanced Scorecard Approach**

Gemunu Nanayakkara Griffith University  
Errol R Iselin Bond University

**Indoor LBS Based on SVM and RSSI Method**

Jih-Chung Chang Ling Tung University  
Chih-Chang Shen Ling Tung University  
Ann-Chen Chang Ling Tung University  
Yi-Cheng Chung Ling Tung University

**Managing Organizations in the "Projectized" Way**

Emerald C Hwang Wei-Yu Business Management Consulting

**Research on Selecting the Site for Casinos by Using Brainstorming - Based on Examples in Taiwan**

Yung-Cheng Chen China University of Science and Technology  
Kuo-Hsien Lu Jinwen University of Science and Technology

**Session [J4]**

**16:50 – 18:00**

**Landmark 4 (7F)**

**Marketing**

**Session Chair:**

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**Perception of Marketers on Internet Marketing in Malaysia: Study on Relationship between Communication, Transaction and Distribution Activities**

Chai Lee Goi

Curtin University

**Sustainable Development, Corporate Image, Customer Satisfaction, and Customer Loyalty - An Empirical Study of International Airlines**

Shiou-Yu Chen

National Taiwan Ocean University

Ching-Fang Hsu

National Taiwan Ocean University

**Investigating Brand Strategy, Brand Experience, Customer Satisfaction, Customer Loyalty and Brand Performance - An Empirical Investigation of the Biotechnology Medical Beauty Industry**

Shao-Yu Chuang

Taiwan Shofu University

Tung-Lai Hu

National Taipei University of Technology

Wen-Chueh Hsieh

Soochow University

Shu-Che Chi

National Taipei University of Technology

Cheng- Ying Chang

National Taipei University of Technology

**The Study of Gift-giving and Social Exchange in Romantic Relationship Development**

Shuo-Chun Chen

Soochow University

Yu-Chen Chen

Soochow University

Rong-An Shang

Soochow University

Avus Cheng-Yu Hou

Kun Shan University

**Session [J5]** **16:50 – 18:00** **Landmark 5 (7F)**  
**Other Articles**  
**Session Chair: Chorng-Shiuh Koong** **National Taichung University of Education**

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**An Analysis Production Efficiency and Technology Acceptance of Potato Cultivation**

Montri Singhavara Maejo University

Chanita Panmanee Maejo University

**Study on Chinese Investment Enviroment with IDP Approach**

Lili Dong Beijing Foreign Studies University

**Time Pressure Increases Healthcare Quality Variation but not Mean Quality Level**

Ching-I Teng Chang Gung University

Chia-Yu Chou Chang Gung University

**TBB Performance Testing Tool for Multi-Core Embedded Software**

Chorng-Shiuh Koong National Taichung University

Hung-Jui Lai National Taichung University

Chihhsiong Shih Tunghai University

Pao-Ann Hsiung National Chung Cheng University

Chih-Hung Chang Hsiuping Institute of Technology

Nien-Lin Hsueh Feng Chia University

Chao-Tung Yang Tunghai University

William C. Chu Tunghai University



[PO]

POSTER Session

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**Exploring Marketing Strategies of Online Shopping Customers' Life Cycle for Experience Goods**

Ren-Chuen Tzou

Chinese Culture University

**Business Key Success Factors in Mainland China**

Chin Ting

National Taiwan Normal University

Hung-Chen Huang

National Taiwan Normal University

Shih-Yu Chou

National Taiwan Normal University

Ya-Ping Wang

Chung Hua University

**Service Industry Development Strategy in Taiwan**

Ming-Cheng Lai

National Taipei College of Business

Ching-Chang Lee

National Taipei College of Business

Ching-Chiang Yeh

National Taipei College of Business

Yueh-Hsun Li

National Taipei College of Business

**The Relationship among Social Capital, Export Market Orientation and Export Performance: A Study of Taiwanese Small and Medium-Sized Enterprises**

Lei-Yu Wu

National Chengchi University

Chun-Ju Wang

Ming Chuan University

Kuo-Feng Huang

National Chengchi University

**A Study on Construcation of Internal Marketing in the Kindergarten in Taiwan**

Yu-Chuan Chen

National Taichung University of Education

**The Development of Contemporary Art Market Professionals to Discuss the Cultivation of the Taiwan's Market**

Ching-Hsuan Wu

Chia Nan University of Pharmacy & Science

**CSR Initiatives and Consumer Evaluations - The Moderating Effect of Psychological Distance**

Yuan-Shuh Lii

Feng Chia University

Erin Sy

Feng Chia University

**Optimal Pricing for Hybrid Production Systems with Substitutable Demand**

Yeu-Shiang Huang                      National Cheng Kung University  
Pi-He Chen                                National Cheng Kung University

**Upgrading or Discount? The Impact of Sales Frames on Consumers' Relative Preferences**

Hsin-Hsien Liu                         National University of Kaohsiung  
Yu-Yeh Chiu                              Ching Yun University

**Who is More Credible, Celebrities or Victims? Physical Attractiveness as a Moderator**

Chia-Ching Tsai                         National Yunlin University of Science and Technology

**Evaluating the Model of Customer Perceived Service Quality and Satisfaction: A Metatheory Approach**

Ting-Yueh Chang                        Southern Taiwan University

**The Influence of Blog Self-Disclosure and Popularity on Readers' Evaluations**

Li-Shia Huang                            Fu-Jen Catholic University  
Huai-Ken Tsai                            Fu-Jen Catholic University

**A Framework and Propositions for Managing the Co-Production Process**

Li-Wei Wu                                 Tunghai University  
Chung-Yu Wang                         National Kaohsiung University of Applied Sciences

**Foreign Bank Participation, Market Concentration, Competition and Banking Performance - An Empirical Study of Asian Emerging Market**

Ting-Kun Liu                                Chaoyang University of Technology

**A Study of Performance, Marketing Expense, Market Share: Evidence from Taiwan Biotechnology Industry**

Chen Yin Kuo                                Dung Fang Design University

**The Performance of Prediction Model for Financial Distress**

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

**The Power of Momentum Effect in the Individual Stock Options**

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

**Using Genetic Algorithms and Artificial Neural Networks in Forecasting the Price of Polaris Taiwan Top 50 Tracker Fund**

Jun-Biao Lin                                      National Kaohsiung First University of Science and Technology  
Mei-Yueh Huang                                Lunghwa University of Science and Technology  
Yi-Ting Lin                                        National Kaohsiung First University of Science and Technology

**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 Kaohsiung First University of Science and Technology  
Lin-Jin Chiu                                      National Kaohsiung First University of Science and Technology

**Risk Transmitting Analysis of CDO Squared**

Po-Cheng Wu                                    Kainan University  
Cheng-Kun Kuo                                National Taiwan University  
Yu-Chen Lee                                    Kainan University

**Order Imbalance, Short-Term Performance and Long-Term Performance of SEOs**

Sue-Jane Chiang                                Fu Jen Catholic University  
Chang-Lin Yang                                Fu Jen Catholic University  
Rong-Hwa Huang                                Fu Jen Catholic University  
Kun-Ming Chang                                Fu Jen Catholic University

**The Revised Investor's Reinforcement Learning during the 2007-2009 Global Financial Turmoil**

Chih-Hsiang Chang                              National University of Kaohsiung

**Does a Simplified Version of CAN SLIM Investment Strategy Benefit Naïve Investors?**

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

**Investigating CPA Signature Regulation on Audit Reports: Perspectives from Supervisory and Judicial Authorities, Investors, and Audit Partners**

Sin-Hui Yen Tamkang University  
Yu-Shan Chang Tamkang University  
Hui-Ling Chen Tamkang University

**Financial Performance and Customer Service in a Shipping Industry of Emerged Taiwan Market**

Wen-Cheng Lin National Taipei College of Business  
Wen-Shiow Hsu Ching Yun University

**Building Business Assessment Model for Security Investment Trust Business**

Sue-Jane Chiang Fu Jen Catholic University  
Chang-Lin Yang Fu Jen Catholic University  
Rong-Hwa Huang Fu Jen Catholic University  
Chi-Tsung Tsai Fu Jen Catholic University

**Liquidity Creation, Financial Development and Economic Growth**

Hsiao-Jung Chen Southern Taiwan University

**Using the Autoregressive Conditional Duration Model to Analyze the Process of Default Contagion**

Heng-Chih Chou National Taiwan Ocean University

**A Research of the Interactive Relationship among the Price of Crude Oil, Copper, Nickel and Pulp**

Mu-Fen Chao Tamkang University  
Chun-Hao Chu Tamkang University

**E-Group Learning in Higher Education Systems**

Adam Marks Embry-Riddle Aeronautical University

**The Success Factors of On-Line Collaboration among Korean Manufacturing Companies**

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**Rough Set Theory: An Alternative Rule Induction Approach Based on Incremental Object**

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Tzu-Liang (Bill) Tseng	The University of Texas at El Paso
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**Investigating the Success of Knowledge Management Systems: An Empirical Study of IS Professional in Taiwan**

Tarng-Yao Yang	Southern Taiwan University
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**Understanding the Antecedents of Effective System Development Performance: The Importance of Expertise Coordination**

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**An E-Business Diffusion Model: An Empirical Investigation of Web Functionalities and Partner Relationships**

Hsiu Fen Lin	National Taiwan Ocean University
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**Understanding User Intention to Use Mobile Social Networking Sites: Utilitarian and Hedonic Value Perspectives**

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**Evolution of Information Systems Strategic Planning in Higher Education Institutions**

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**A Mobile Monument Guide System Based on Augmented Reality and Situated Learning**

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**The Study of Semantic-Based Registration System Using Semantic Web and Jess**

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**An Evaluation of Dependence Intention on Implemented Phonetic Learning System**

Hui-Jen Yang                                   National Chinyi University of Technology  
Yun-Long Lay                                   National Chinyi University of Technology  
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**A Relative Influence of Service Quality and Relationship Quality on Customers' Loyalty for Resturants**

Hsi-Ying Hsieh                                Far East University  
Shang-Hui Li                                    Far East University

**Exploring Individuals' Loyalty towards Social Networking Sites from the Perspectives of Network Externality and Social Identification**

Chao-Min Chiu                                National Sun Yat-sen University  
Hsiang-Lan Cheng                              National Sun Yat-sen University  
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**The Effect of Interfirm Co-Development Competency on E-Service Product and Process Innovations through Technology Integration Mechanisms**

Hung-Tai Tsou                                Ming Dao University  
Hsuan-Yu Hsu                                  National Central University

**Exploring Customer's Need Attributes for Experience-Oriented Service Functions: An Empirical Study on DTV in Taiwan**

Hueiju Yu                                      Chinese Culture University  
Hsien-Tang Ko                                  Institute for Information Industry

**Innovation Strategy as a Mediator among Social Networks, Innovative Culture, and Technological Capability - An Empirical Study of the ICT Industry in Taiwan**

Shih-Chien Chien                              Shu-Te University  
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**Changing Supplier Functions in Industry Life Cycle: The Case of WLCSP, TFT-LCD, and STN-LCD**

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**Applying TRIZ Method to Product Improvement and Design of a Wireless Headphone**

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**The Effectiveness for E-Learning Materials Designers**

Hsing-Yu Hou	Transworld University
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**Perceptions of E-Learning and Placement Evaluation of Abilities among Auditors before Implementation of E-Learning - A Case Study on an International Accounting Firm in Taiwan**

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**Improving Innovative Capabilities of Taiwan's SMEs with University-Industry Research Partnerships**

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**A Social Exchange Perspective on the Determinants of Knowledge Sharing: A Multi-Level Analysis**

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**The Relationship between Logistics Services Innovation and Competitive Advantage, Business Performance: An Empirical Study of Third Party Logistics Providers**

Chien-Yun Yuan	Chihlee Institute of Technology
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**A Generalized Discrete Singular Fuzzy Model with the Blending Multiple Difference Matrices**

Chih-Peng Huang	Ling Tung University
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**Competency Analysis with DEA and DBN: The Case Study of Higher Education in Taiwan**

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**A Literature Analysis for the Development of Click-and-Mortar Business Model**

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**Impacts of Transactional and Transformational Leadership on Project Quality Performance**

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**Replacement Model with Cumulative Repair Cost Limit for a Two-Unit System under Failure Rate Interaction between Units**

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**Modeling and Analysis of a Closed-Loop Supply Chain**

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**Establishment of Modified Performance Evaluation Matrix for Quality Improvement Tools**

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**Study on Constructing a Web-Based Supplier Selection System**

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**The Research on the C2C Enterprises' Selection of the Third Party Logistics Based on the SVM-AHP Mixed Method**

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**Exploring Critical Success Factors for Web Shopping Platform Operation Using the Kano Model**

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

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**An Alternative Approach for Measuring Process Performance Based on the Third Generation Capability Index**

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**Improved Confidence Interval Bounds for Process Incapability with the Contamination of Measurement Errors**

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**A Multi-Stage Inventory Model for Multiple Suppliers with Unequal Order Quantity Allocation**

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**Minimizing the Total Completion Time for the Wafer Fabrication Photolithography Area Scheduling Problem**

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**Multi-Process Performance Analysis Based on CPK for Asymmetric Tolerances**

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**Application of TRIZ to Solve the Contractions of DFMA Guidelines**

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**A New Performance Measure to Manufacturing Cell Formation Problems**

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**An Affecting Factors Study of the Introduction of the RFID on the Freight Monitoring System**

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**The Inference of Leader-Member Exchange on Job Performance of University Librarians by Moderator of Job Autonomy**

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**Predicting HR Job Performance in Computing Environment: IT Competencies, HR Competencies, and HR Roles**

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**Culturally-Weighted Leadership in Chinese Business**

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**Application of Information Hiding Technique to Biological Gene Sequences**

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**A Fuzzy Analytic Network Process Approach to Determining Prospective Business Strategy in China: A Case Study for Multinational Biotech Pharmaceutical Enterprises**

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**Developing an Online Problem - Based Learning Model for Engineering Education**

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**A Study on the Customer Value of Social Interaction Platforms**

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**User Values in Instant Messenger**

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**Assess the Impact of Software Risk for Selecting the Software Development Processes**

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Jeng-Feng Yang                                  ChungChou Institute of Technology

**Personality Traits and Relationship Attributes in Online Communities**

Ying-Wei Shih                                    National Changhua University of Education  
Hsien-Chang Huang                              National Changhua University of Education  
Tzung-I Tang                                      National Chengchi University

**An Analytic Hierarchy Process Approach for Identifying and Ranking Critical Factors of Student Nurse Service in Clinics**

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Zhen-Guo Che                                      National Chiao Tung University  
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### **Nursing Home Evaluation by Using Analytic Hierarchy Process**

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### **A Survey on Service Quality of Taiwan High Speed Rail and Domestic Flights among Passengers Traveling between Taipei and Kaohsiung**

Han Yin Cheng	De Lin Institute of Technology
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### **Efficient Dynamic Election Mechanisms in Cloud Computing Environment**

Mao-Lun Chiang	Chaoyang University of Technology
Chuan-Bi Lin	Chaoyang University of Technology
Yen-Ru Chen	Chaoyang University of Technology
Yun-Cheng Chang	Chaoyang University of Technology

### **Design of Dispatching Schemes and Queues for Cloud Computing**

Chuan-Bi Lin	Chaoyang University of Technology
Mao-Lun Chiang	Chaoyang University of Technology
Hsin-I Lee	Chaoyang University of Technology

### **What does Male-Female Think the Key Factor of a Good Website?**

Hui-Jiun Hu	Transworld University
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### **The Market Positioning Analysis of Hybrid Travel Agencies in Taiwan - An Application of Multidimensional Scaling**

Yu-Min Wang	National Chi Nan University
Chun-Liang Hsiao	National Chi Nan University

### **(t, n) Convertible Threshold Ring Signature**

Kuo-Chang Lee	Tzu Chi College of Technology
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### **Digital Stream Signature with Error-Correcting Code**

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**Supply Chain Management using Rough Sets and Influence Diagrams**

Chia-Hui Huang                      National Taipei College of Business  
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**The Research of the Relationships between Learning Expectation and Learning Satisfaction from Business Visiting**

Mei Hua Chen                        National Changhua University of Education  
Chiou Lan Chien                    Tainan University of Technology  
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**A Study of Potential Managers in the Hospitality Industries Conceptualize with Regard to Ethical Dilemmas**

Shang-Hui Li                         Far East University  
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# International Symposium on Finance and Accounting

(ISFA 2011)

Tuesday, July 05, 2011

Session [A5] 08:20 – 10:00 Landmark 5 (7F)

ISFA 1

Session Chair: Shih-Wei Wu

National Taipei University of Technology

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## **(New) Regulation and its Effectiveness in Developed and Emerging Economies: The Case of the Securities and Network Industries**

Anastassios Gentzoglanis University of Sherbrooke

## **Timing Ability of China Mutual Fund Investors**

Kaiguo Zhou Sun Yat-Sen University

Michael C. S. Wong City University of Hong Kong

## **Who are Loyal and Who are Not? A Study on Firm-Bank Relationship in Taiwan**

Chih-Yung Wang Ming Chuan University

Ya-Huei Chang Ming Chuan University

Hsiang-Lin Cheng National Chung Cheng University

## **Earnings Management, Stock Performance, and Investors' Behavior**

Fengyi Lin National Taipei University of Technology

Shih-Wei Wu National Taipei University of Technology

## **The Survival Rate of Individuals in the Taiwan Stock Market**

Edward H. Chow National Chengchi University

Chien-Wei Chang National Chengchi University

Yu-Chen Wei National Kaohsiung First University of Science and Technology

## **The Application of Public and Private Information to the Prediction of Abnormal Return, Volatility and Portfolio Management**

Yang-Cheng Lu Ming Chuan University

Yu-Chen Wei National Kaohsiung First University of Science and Technology

Yi-Wei Lin Ming Chuan University

## **Prediction of Probability of Default with the Incorporation of Relevant Information – The Application of Text Mining and Robust Logistic Regression**

Yang-Cheng Lu Ming Chuan University

Yu-Chen Wei National Kaohsiung First University of Science and Technology

Wan-Ju Liao Ming Chuan University

## **Global Accounting Convergence and Reporting Quality: Evidence from Taiwan**

Ching-Chieh Lin I-Shou University

Chi-Yun Hua Fu Jen Catholic University

Wen-Hsiang Lin I-Shou University

Wen-Chih Lee National Kaohsiung University of Applied Sciences



**Session [E6]** **16:50 – 18:00** **Sukhumvit 1 (3F)**  
**ISFA 2**  
**Session Chair: Omar Al Farooque** **University of New England**

---

**Will China's Split Share Structure Reform Mitigate Agency Problems?**

Tzu-Yun Tseng Feng Chia University

**Whose Herding Moves the Price?**

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

**Shaping Corporate Governance System: An Analysis of the impact of Law and Culture in Selected Studies**

Omar Al Farooque University of New England

**Terrorism Insurance: A new challenge of 21st Century.**

Mohammad Ayub Islam University of Chittagong

Mohammad Nayeem Abdullah Independent University

**Asian Options with Credit Risks: Pricing and Sensitivity Analysis**

Chueh-Yung Tsao Chang Gung University

Chao-Ching Liu Chang Gung University

**Pecking Order Theory and Internationalization**

Yi-Chein Chiang Feng Chia university

Chuan-Hao Hsu Feng Chia university

Tung Liang Liao Feng Chia university

**Wednesday, July 06, 2011**

**Session [F6]**

**08:20 – 10:00**

**Sukhumvit 1 (3F)**

**ISFA 3**

**Session Chair: Ali M. Kutan**

**Southern Illinois University Edwardsville**

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**An Analysis of Short Selling, Margin Purchasing and Bid-Ask Spreads around Illegal Insider Trading: Evidence from Taiwan**

Lee-Young Cheng                      National Chung Cheng University  
Chong-Chuo Chang                      Asia University  
Dau-Yun Yi                              National Chung Cheng University

**The Long-Run and Asymmetry Relationship between the Change in VIX and TVIX**

Yen-Hsien Lee                          Chung Yuan Christian University  
Jin-Yan Huang                          Chung Yuan Christian University

**The Effect of Trading Activities by Type of Investor on Market Returns and Volatility: Evidence from Emerging Index Futures Markets**

Wen-Hsiu Kuo                          National Taichung Institute of Technology

**Capital Structure Before and After the Asian Financial Crisis of 1997-1998: Evidence from the Construction Industry of Taiwan**

Hsien-Hung Yeh                          National Pingtung University of Science and Technology

**The Relationship between Ethics, Expertise, Audit Experience, Fraud Risk Assessment and Audit Situational Factors and Auditor Professional Skepticism**

Rita Anugerah                          Universitas Riau  
Ria Nelly Sari                          Universitas Riau  
Rina Mona Frostiana                      Universitas Riau

**Firm Performance, CEO Tenure and Corporate Governance Reporting: Evidence from Indonesia**

Ria Nelly Sari                          Universitas Riau  
Rita Anugerah                          Universitas Riau  
Miranti Herly                          Universitas Riau

**Different Sources of IPOs and Idiosyncratic Risk**

Jen-Sin Lee                              I-Shou University  
Chu-Yun Wei                              I-Shou University

**Does Investor's Investment Rely on Their Confidence or Trader? A Dyad Study in Futures Market**

Suechin Yang                          Tamkang University  
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Chiayu Tu                              Ming Chuan University  
Wen Chang Fang                          National Taipei University

**Session [H5] 13:20 – 15:00 Landmark 5 (7F)**  
**ISFA 4**  
**Session Chair: Michal Jelinek University of Economics in Prague**

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**Transfer Pricing Aspects of Cost Pooling**

Michal Jelinek University of Economics in Prague

**Plan-Level and Firm-Level Attributes and Employee's Contributions in 401(k) Plans**

Hsuan-Chi Chen University of New Mexico  
Christine W. Lai National Taiwan Normal University  
Sheng-Ching Wu Da-Yeh University

**Asymmetric Price Adjustments for REITs in Asian/Pacific Markets**

Ming-Shann Tsai National Chi-Nan University

**The Fair Value Information of Derivatives and Risk Exposure**

Chuang-Yuang Lin National Taipei University  
Jun-Ting Chen National Taipei University

**Cross-Listing Decision and Governance Environment: Empirical form International Firm-Level Data**

Chao-Lung Lien National Chi Nan university  
Chien-An Wang National Chi Nan university

**The Impact of Corporate Diversification on the Long-Term Stock Return of R&D Increase Announcements**

Li-Yu Chen Fo Guang University  
Shao-Chi Chang National Cheng Kung University

**The Information Contents of the Volatility Index: The Case of the VKOSPI**

Doojin Ryu Hankuk University of Foreign Studies

**Modeling the Mortgage of Prepayment Penalties**

Chih-Hsing Hung Chaoyang University of Technology  
Po-Tsun Chen Chaoyang University of Technology  
Po-Pu Shen Chaoyang University of Technology  
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**Session [I6]** **15:20 – 16:30** **Sukhumvit 1 (3F)**  
**ISFA 5**  
**Session Chair: Yanjian Zhu** **Zhejiang University**

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**Effects of Managerial Incentives and Corporate Governance on Affiliated Firm Cash Holdings**

Ching-Chieh Tsai National Taichung Institute of Technology

**Market Expectations and Discretionary Accruals**

Chen-Hui Wu National Dong Hwa University

Li-Jin Huang National Dong Hwa University

**Tax Reform and Ex-Dividend Day Investor Behavior: Evidence from an Emerging Market**

Yun-Lan Tseng National Pingtung Institute of Commerce

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**Relative Performance among the Attractive Investment Strategies**

Yi Chein Chiang Feng Chia University

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**Are Foreign Institutions More or Less Informed? Evidence from China's Stock Markets**

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**The Role of Stock Bubbles on Stock Return Predictability: Evidence from S&P Composite Index**

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Ching-Ti Wei	Kainan University, Taiwan
Ching-Torng Lin	Da-Yeh University, Taiwan
Chow-Sing Lin	National University of Tainan, Taiwan

(to be continued)

Chung-Chang Lien	Leader University, Taiwan
Maggie Chunhui Liu	University of Winnipeg, Canada
David Ang	Auburn University Montgomery, United States
Ebenezer Bennet	Bharathidasan University, India
Emad Bataineh	Zayed University, United Arab Emirates
Ernest Johnson	University of Regina, Canada
Fahim Akhter	Zayed University, United Arab Emirates
Faramak Zandi	Alzahra University, Iran
Fredy Valenzuela	University of New England and Universidad de Talca, Australia
Gianmario Piero Antonio Motta	University of Pavia, Italy
Grace Hsu	University of Queensland, Australia
Hao Fang	Hwa Hsia Institute of Technology, Taiwan
H. Keith Edwards	University of Hawaii, United States
Hasan Mohamed Shalabi	Al Hussein Bin Talal University, Jordan
Henning Breuer	Deutsche Telekom Laboratories and Technical University Berlin, Germany
Huei-Chung Chu	Huafan University, Taiwan
Hung-Chin Lin	Vanung University, Taiwan
I Chieh Wang	Meiho Institute of Technology, Taiwan
Corwin I-Chieh Hsu	National Changhua University of Education, Taiwan
Iraj Mahdavi	Mazandaran University of Science and Technology, Iran
Jason MacVaugh	University of Gloucestershire, United Kingdom
Jin-Tan Yang	Ming Chuan University, Taiwan
Jiri Strouhal	University of Economics Prague, Czech Republic
John Chelliah	University of Technology, Sydney, Australia
Joon Ho Hwang	Korea University, South Korea
Jun Wan	Christchurch Polytechnic Institute of Technology, New Zealand
Keiichi Yamada	Nakamura Gakuen University, Japan
Khaled Abdel Rahman Gad	Arab Academy for Science & Technology, Egypt
Khalil Md Nor	Universiti Teknologi Malaysia, Malaysia
Kimberly Furumo	University of Hawaii at Hilo, United States
Kumudinei Dissanayake	University of Colombo, Sri Lanka
Kuo-An Tseng	Lunghwa University of Science and Technology, Taiwan
Kuo-Wei Su	National Kaohsiung First University of Science and Technology, Taiwan
Li Zhong Zhang	La Trobe University, Australia
Liang-Yuan Hsiung	Kun Shan University, Taiwan
Li-Hsien Chien	National Chung Hsing University, Taiwan

(to be continued)

Lun-Hao Lin	Takming University of Science and Technology, Taiwan
Ly-Fie Sugianto	Monash University, Australia
Maghsud Solimanpur	Urmia University, Iran
Marc Sim	University of Qld, Australia
Maslin Masrom	University Technology Malaysia, Malaysia
Matthew Yen	California State University, United States
Matthew T. Liu	University of Macau, China
Mehdi Asgarkhani	Christchurch Polytechnic Institute of Technology, New Zealand
Michael Steiner	University of Graz, Austria
Miguel Pina e Cunha	Universidade Nova de Lisboa, Portugal
Ming-Lang Wang	Chung-Hua University, Taiwan
Ming-Yuan Hsieh	MingDao University, Taiwan
Muhammad Jameel Qazi	King Fahd University of Petroleum and Minerals, Saudi Arabia
Nan-Hong Lin	Tatung University, Taiwan
Navid Sahebjamnia	Mazandaran University of Science & Technology, Iran
Nilubon Sivabrovornvatana	Sripatum University, Thailand
Nittaya Jariangprasert	Chiangmai University, Thailand
Nuttawuth Muenjohn	RMIT University, Australia
Omar Al Farooque	University of New England, Australia
Pei-Hsuan Lee	National Chung Cheng University, Taiwan
Peithe Ma Salva	Far Eastern University, Taiwan
Peitsang Wu	I-Shou University, Taiwan
Preeyanuch Apibunyopas	Kasetsart University, Thailand
Rich Hsu	University of South Australia, Taiwan
Ron Chuen Yeh	Meiho Institute of Technology, Taiwan
Ronald D. Johnson	North Dakota State University, United States
Satoshi Honma	Kyushu Sangyo University, Japan
Shih-Jen Liao	Shu-Te University, Taiwan
Shital Jhunjhunwala	Institute of Public Enterprise, India
Shu-Chen Chang	National Formosa University, Taiwan
Srinivas Gumparthi	SSN School of Management & Computer Applications, India
Stuart Garner	Edith Cowan University, Australia
Stuti Lal	U.P. Technical University, India
Sungchul Choi	University of Northern British Columbia, Canada
Suzana Sulaiman	University of Technology Mara, Malaysia
Ta-Tao Chuang	Gonzaga University, United States

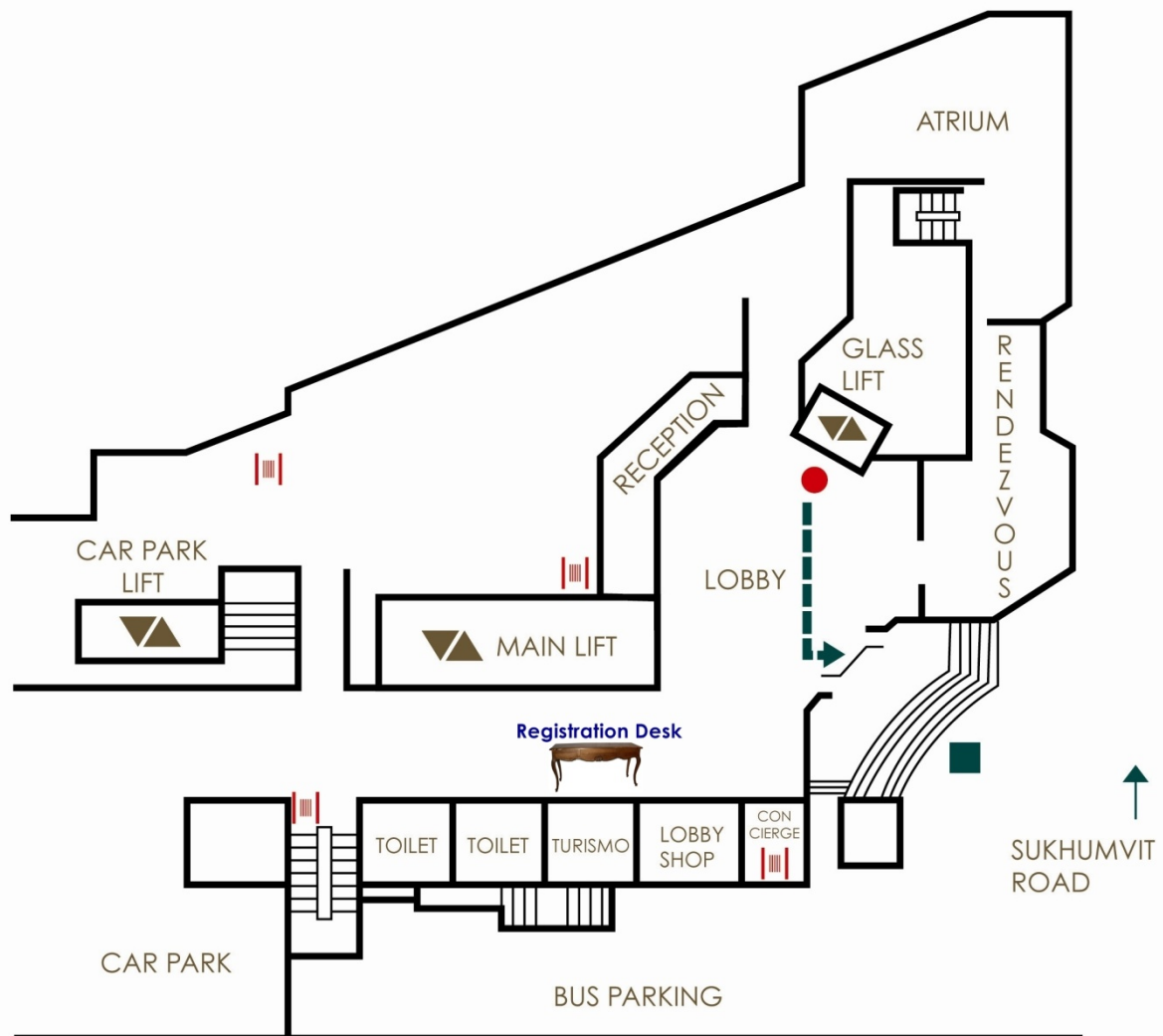
(to be continued)

Tek-Yew Lew	Curtin University of Technology Sarawak Malaysia, Malaysia
Teresa Tiaojung Hsu	Cheng Shiu University, Taiwan
Tian-Wen Song	Hsing Kuo University, Taiwan
Tsang-Kai Hung	National Changhua University of Education, Taiwan
Tseng-Fung Ho	Hsiuping Institute of Technology, Taiwan
Ushio Sumita	University of Tsukuba, Japan
Victor K. Y. Chan	Macao Polytechnic Institute, Macau
Wei-Chiang Chen	Dahan Institute of Technology, Taiwan
Wei-Lin Hsu	Tzu-Chi College of Technology, Taiwan
Wen-Bao Lin	National Formosa University, Taiwan
Wen-Bin Chuang	National Chi-Nan University, Taiwan
William Wright	University of Hawaii - Hilo, United States
Yi-Chung Cheng	Tainan University of Technology, Taiwan
Yi-Hsing Chang	Southern Taiwan University, Taiwan
Yi-Hsing Chang	Southern Taiwan University, Taiwan
Yi-Kuei Lin	National Taiwan University of Science and Technology, Taiwan
Ying Sai	Loyola Marymount University, United States of America
Yu-Chung Hung	National Chung Cheng University, Taiwan
Yu-Fen Chen	Da-Yeh University, Taiwan
Yu-Hsiang Lin	Tungnan University, Taiwan
Yu-Li Lan	Tzu-Chi College of Technology, Taiwan
Za'faran Hassan	University Teknologi MARA, Malaysia
Zaenal Abidin	Asian Banking Finance and Informatic Institute Perbanas, Indonesia

## Layout of Conference Site

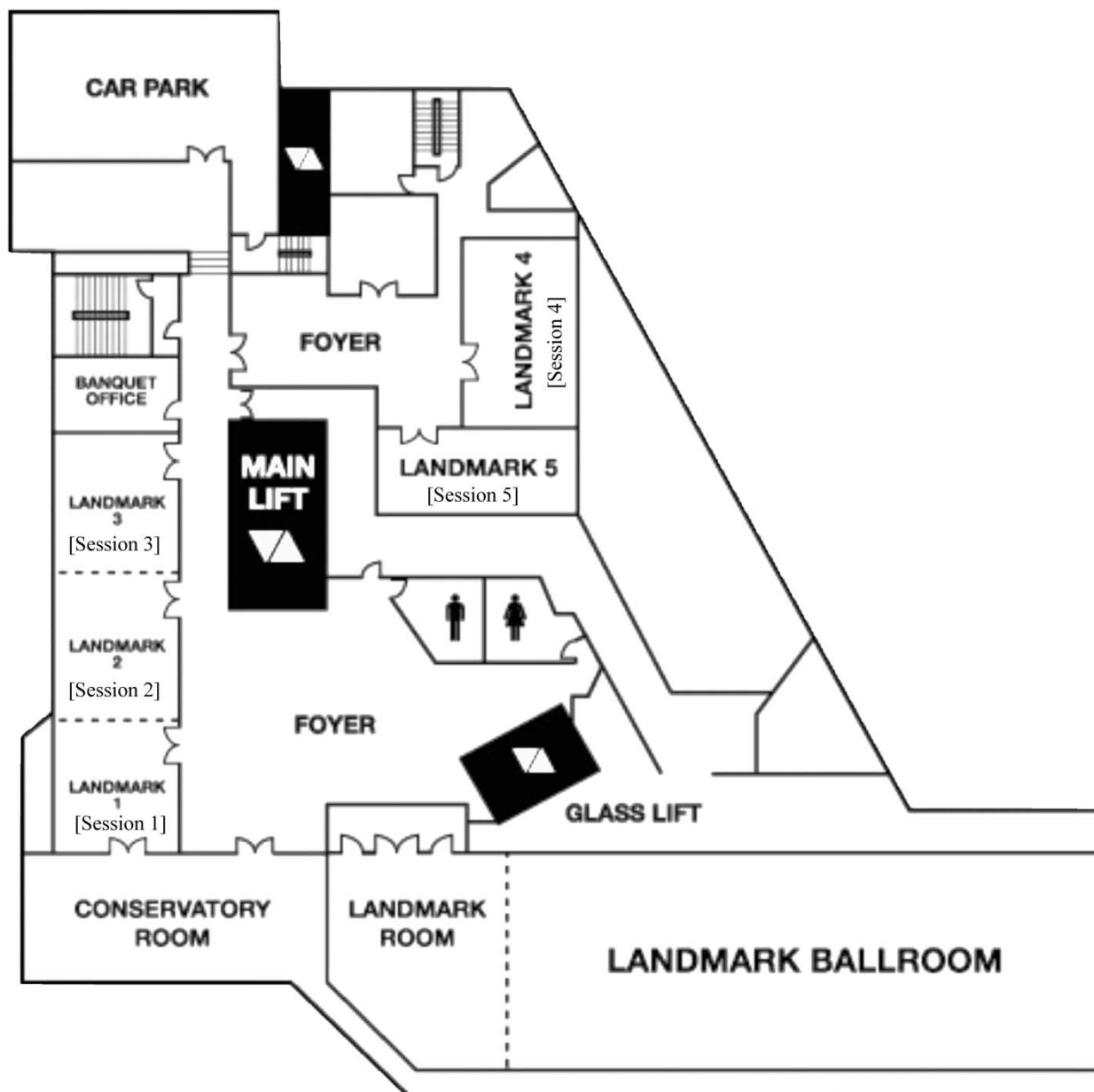
### Pre-registration

Pre-conference registration desk locate at Lobby and open in July 4 between  
16:30-19:00



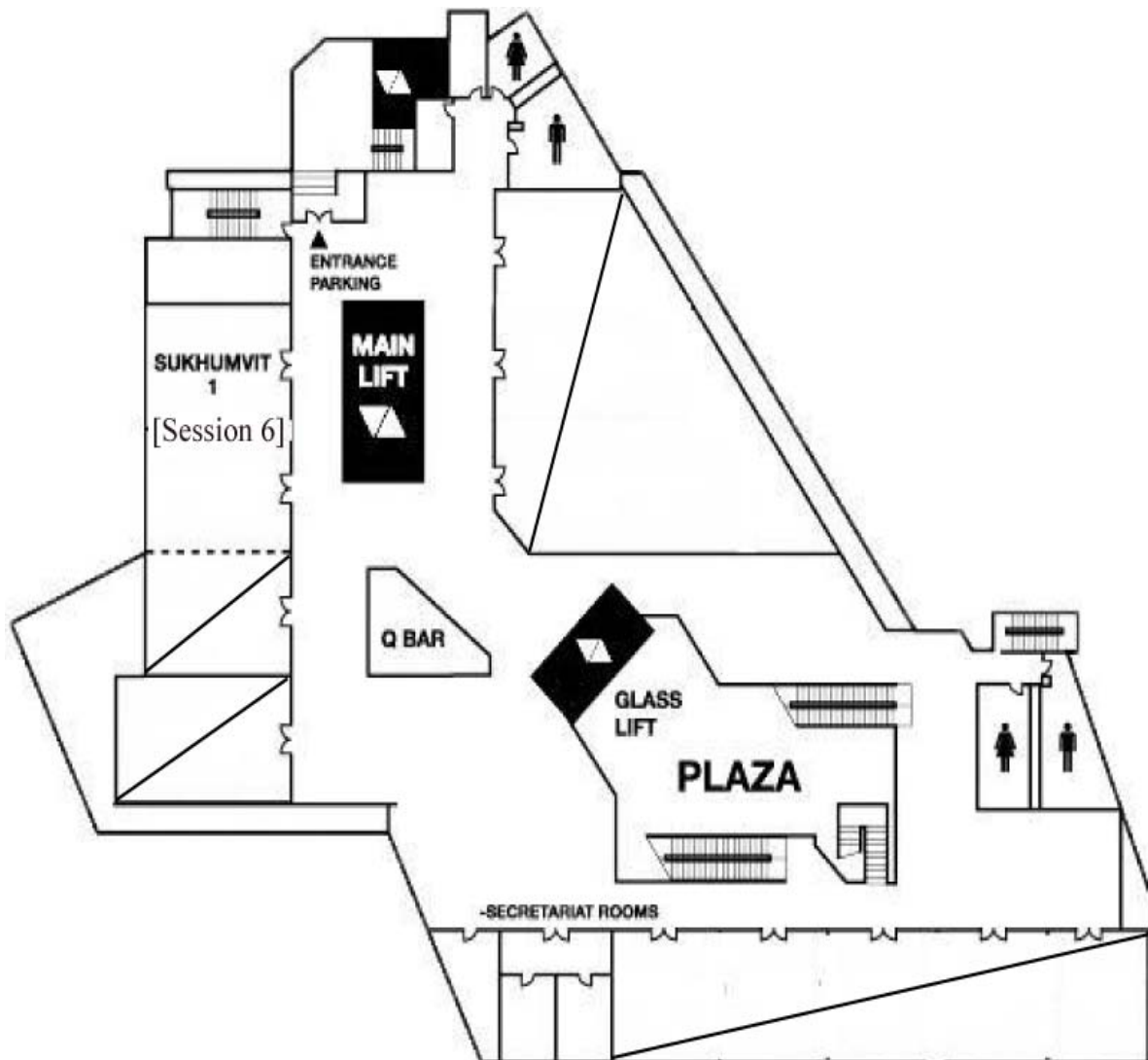
## Layout of Session 1~5

### Level 7



## Layout of Session 6

### Level 3



# BAI2011

## Hotel Transportation Information

**The Landmark Bangkok Hotel, Thailand**

138 Sukhumvit Road, Bangkok 10110, Thailand

TEL: +66 0 22540404    FAX: +66 0 2252 4221

Website: <http://landmarkbangkok.com/>





International Conference on  
**Business And Information**  
**(BAI 2011)**

## **Guide to Presenters and Session Chair**

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 AM 8:00 to PM 18:00 July 5~6, 2011.  
Pre-conference registration will be open from PM 16:30 to PM 19:00 July 04, 2011.

### **Lunch**

Six 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 12:00-13:20.