

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

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

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

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

Tuesday, July 05, 2011

Session [B1]

10:20 – 12:00

Landmark 1 (7F)

Accounting and Finance

Session Chair: Chao-Hui Yeh

I-Shou University

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**

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
Tsung-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**

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

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**

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

Tuesday, July 05, 2011

Session [C1]

13:20 – 15:00

Landmark 1 (7F)

Strategy

Session Chair: Felisa Margarita Cordova University of Santiago of Chile

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**

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**

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

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 Vacharaphol	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**

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

Tuesday, July 05, 2011

Session [D1]

15:20 – 16:30

Landmark 1 (7F)

Accounting and Finance

Session Chair: Sang Hoon Kang

Pusan National University

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

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**

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

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

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**

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**

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

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

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

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)

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:

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

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**

Demistifying 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

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

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**

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

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

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**

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

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 [I3]

15:20 – 16:30

Landmark 3 (7F)

Marketing

Session Chair: Mei-Hua Huang

Hsing Kuo University of Management

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**

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**

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

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

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:

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

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**

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

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

Sang-Kon Lee Korea University of Technology and Education
Sung-Bong Cho Korea University of Technology and Education
Ji-Yeon Lee Inha University

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

Chun-Che Huang	National Chi Nan University
Yu-Neng Fan	National Taiwan University
Horng-Fu Chuang	Da-Yeh University
Tzu-Liang (Bill) Tseng	The University of Texas at El Paso
Chih-Hua Hsu	National Chi Nan University

Investigating the Success of Knowledge Management Systems: An Empirical Study of IS Professional in Taiwan

Tarng-Yao Yang	Southern Taiwan University
Chen-Fen Huang	National United University
Mei-Hsiang Wang	Southern Taiwan University

Understanding the Antecedents of Effective System Development Performance: The Importance of Expertise Coordination

Mei-Hsiang Wang	Southern Taiwan University
Shih-Che Lin	Southern Taiwan University

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

Hsiu Fen Lin	National Taiwan Ocean University
Chen Ya Wang	Lunghwa University of Science and Technology

Understanding User Intention to Use Mobile Social Networking Sites: Utilitarian and Hedonic Value Perspectives

Kuan-Yu Lin	National Taiwan University of Science and Technology
Hsi-Peng Lu	National Taiwan University of Science and Technology

Evolution of Information Systems Strategic Planning in Higher Education Institutions

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

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

Yi Hsing Chang	Southern Taiwan University
Jen Ch'iang Liu	Southern Taiwan University

Changing Supplier Functions in Industry Life Cycle: The Case of WLCSP, TFT-LCD, and STN-LCD

Min-Sun Wuang	Fu Jen Catholic University
Tung-I Tsai	Shu-Te University
Rong-Hwa Huang	Fu Jen Catholic University
Chang-Lin Yang	Fu Jen Catholic University

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

Shu-Jen Hu	Lunghwa University of Science and Technology
Shu-Han Chuang	Lunghwa University of Science and Technology
Ru-Ping Peng	Lunghwa University of Science and Technology
Ching-Shu Chuang	Lunghwa University of Science and Technology

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

Kai-Wen Cheng	National Kaohsiung University of Hospitality and Tourism
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Improving Innovative Capabilities of Taiwan's SMEs with University-Industry Research Partnerships

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

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

Wei-Li Wu	Ching Yun University
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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
Liang-Jin Lin	Chihlee Institute of Technology

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

Han-Ying Kao National Dong Hwa University
Chia-Hui Huang National Taipei College of Business

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

Jung Chi Pai Takming University of Science and Technology

Impacts of Transactional and Transformational Leadership on Project Quality Performance

Li-Ren Yang Tamkang University

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

Min-Tsai Lai Southern Taiwan University

Modeling and Analysis of a Closed-Loop Supply Chain

Jen-Ming Chen National Central University
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Establishment of Modified Performance Evaluation Matrix for Quality Improvement Tools

Shun-Hsing Chen Yu-Da University

Study on Constructing a Web-Based Supplier Selection System

Tse-Chieh Lin Lunghwa University of Science and Technology
Chien-Yi Huang Lunghwa University of Science and Technology
Hsu-Hwa Chang National Taipei College of Business

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

Dechun Huang Hohai University
Jianqiao Lin Hohai University

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

Chang-Lin Yang	Fu Jen Catholic University
Sue-Jane Chiang	Fu Jen Catholic University
Rong-Hwa Huang	Fu Jen Catholic University
Yung-Hsien Huang	Fu Jen Catholic University

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

Yen-Wen Wang	Ching-Yun University
Chen-Hao Liu	Kai-Nan University

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

Chien-Wei Wu	National Taiwan University of Science and Technology
Mou-Yuan Liao	Yuanpei University
Y. C. Chang	Ching Yun University

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

Mou-Yuan Liao	Yuanpei University
Chien-Wei Wu	National Taiwan University of Science and Technology
Chien-Hui Yang	Yuanpei University
Chien-Hsin Yang	Overseas Chinese Institute of Technology

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

Shu-Chin Chang	Chung Yuan Christian University
Ching-Ter Chang	Chang Gung University

Two-Phase Artificial Immune System for Multi-Objective Flowshop Scheduling Problems

Chen-Hao Liu	Kai-Nan University
Yen-Wen Wang	Ching-Yun University

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

Chun-Ying Huang	Ching Yun University
Tsung-Ying Yu	National Immigration Agency Frontier Affairs Battalion
Tzu-Yun Chang	Ching Yun University

Multi-Process Performance Analysis Based on CPK for Asymmetric Tolerances

Y. C. Chang	Ching Yun University
Chien-Wei Wu	National Taiwan University of Science and Technology

Application of TRIZ to Solve the Contractions of DFMA Guidelines

Chi-Wei Lin	Feng Chia University
Sih-Sian Wu	Feng Chia University

A New Performance Measure to Manufacturing Cell Formation Problems

Tai-Hsi Wu	National Taipei University
Jinn-Yi Yeh	National Chiayi University
Chin-Chih Chang	Jen-Teh Junior College of Medicine, Nursing and Management

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

Hsien-Ming Chiu	Tamkang University
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The Inference of Leader-Member Exchange on Job Performance of University Librarians by Moderator of Job Autonomy

Yu-Ping Peng	Chung Yu Institute of Technology, Fu Jen Catholic University
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Predicting HR Job Performance in Computing Environment: IT Competencies, HR Competencies, and HR Roles

Hung-Yue Suen	National Cheng Chi University
Hsiang-En Hsiao	National Cheng Chi University
Eugenia Y. Huang	National Cheng Chi University

Culturally-Weighted Leadership in Chinese Business

Meiling Wong	National Chinyi University of Technology
Chung-Han Chan	National Chinyi University of Technology

Application of Information Hiding Technique to Biological Gene Sequences

Tzu-Chuen Lu Chaoyang University of Technology
Siang-Ru Liao Chaoyang University of Technology

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

Yun-Huei Lee Tamkang University

Developing an Online Problem - Based Learning Model for Engineering Education

Sang-Kon Lee Korea University of Technology and Education
Ji-Yeon Lee Inha University

A Study on the Customer Value of Social Interaction Platforms

Yu-Ling Lin National Chin-Yi University of Technology
Ya-Ting Yang National Chin-Yi University of Technology

User Values in Instant Messenger

Yu-Ling Lin National Chin-Yi University of Technology
Sheng-Kai Lin National Chin-Yi University of Technology

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

Rung-Ching Chen Chaoyang University of Technology
Yen-Chun Liu Chaoyang University of Technology
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

H. Y. Kuo Fu Jen Catholic University
Zhen-Guo Che National Chiao Tung University
H. S. Wang National Taipei University of Technology
Z. H. Che National Taipei University of Technology

Nursing Home Evaluation by Using Analytic Hierarchy Process

H. Y. Kuo	Fu Jen Catholic University
Tzu-An Chiang	National Taipei College of Business
Zhen-Guo Che	National Chiao Tung University
Z. H. Che	National Taipei University of Technology

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
Tzonelih Hwang	National Cheng Kung University

Digital Stream Signature with Error-Correcting Code

Kuo-Chang Lee	Tzu Chi College of Technology
Tzonelih Hwang	National Cheng Kung University
Yi-Pei Hsieh	Tzu Chi College of Technology

Supply Chain Management using Rough Sets and Influence Diagrams

Chia-Hui Huang National Taipei College of Business
Han-Ying Kao National Dong Hwa University

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

A Study of Potential Managers in the Hospitality Industries Conceptualize with Regard to Ethical Dilemmas

Shang-Hui Li Far East University
Bryan-H. Chen National Changhua University of Education

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(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

(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

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
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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
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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
Yahui Hsu	Ming Chuan University
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

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
Shyh-Weir Tzang Asia Univeristy

Session [I6] **15:20 – 16:30** **Sukhumvit 1 (3F)**
ISFA 5
Session Chair: Yanjian Zhu **Zhejiang University**

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

Shing-Yang Hu National Taiwan University

Relative Performance among the Attractive Investment Strategies

Yi Chein Chiang Feng Chia University

Yi Tzo Chung Ling Tung University

Tung Liang Liao Feng Chia University

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

Yanjian Zhu Zhejiang University

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

Kuangfu Cheng LingTung University

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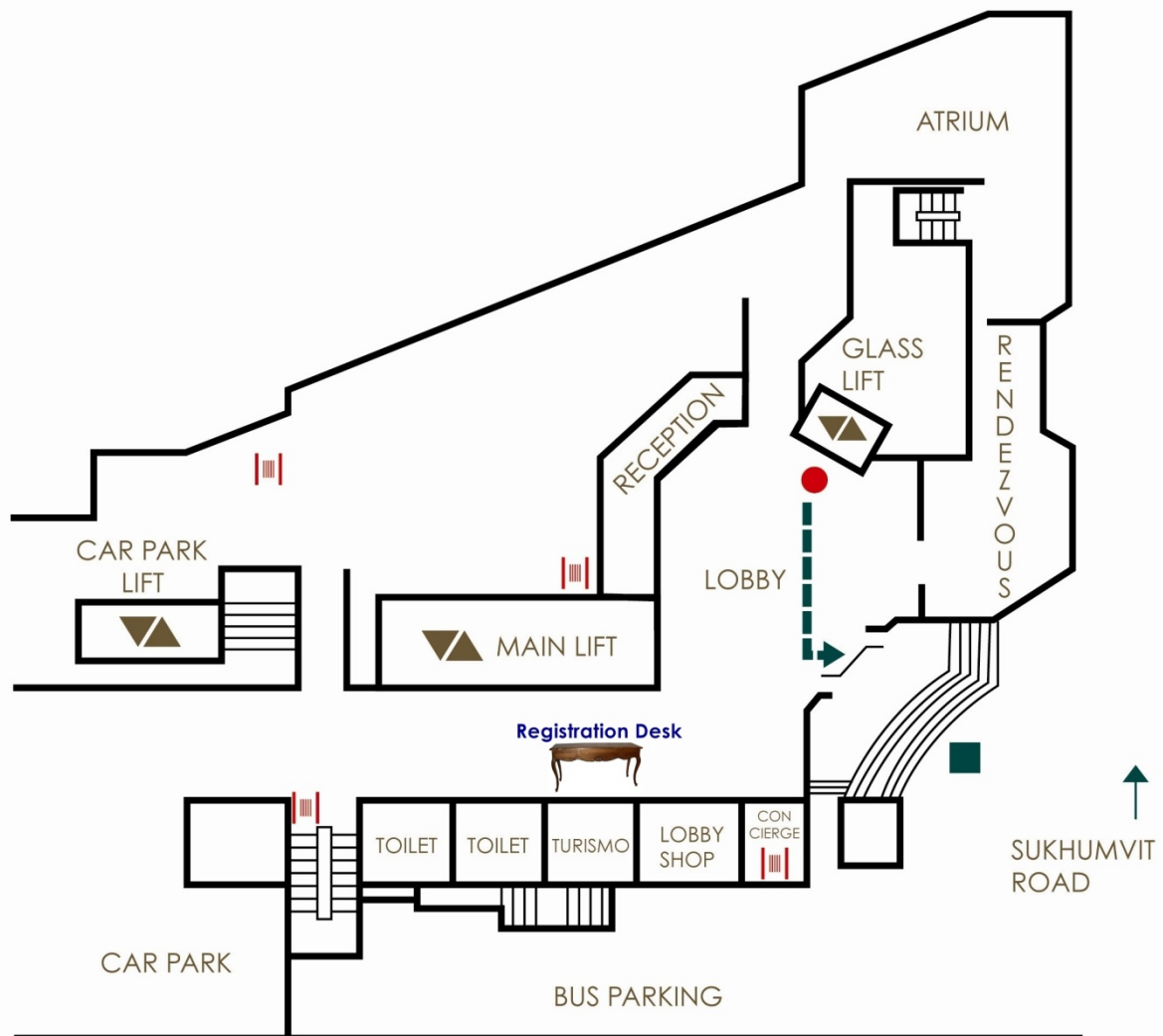
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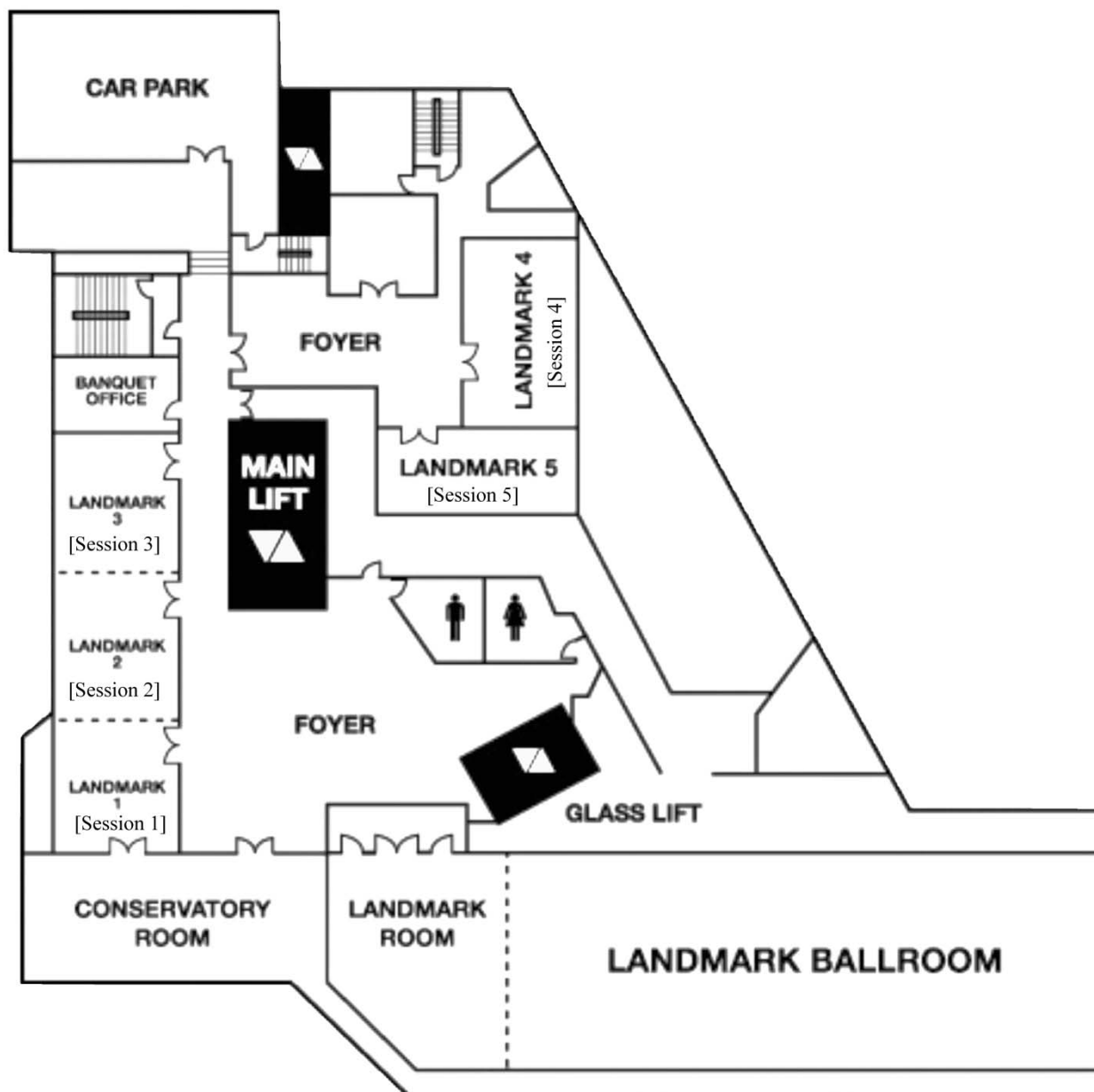
Pre-registration

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



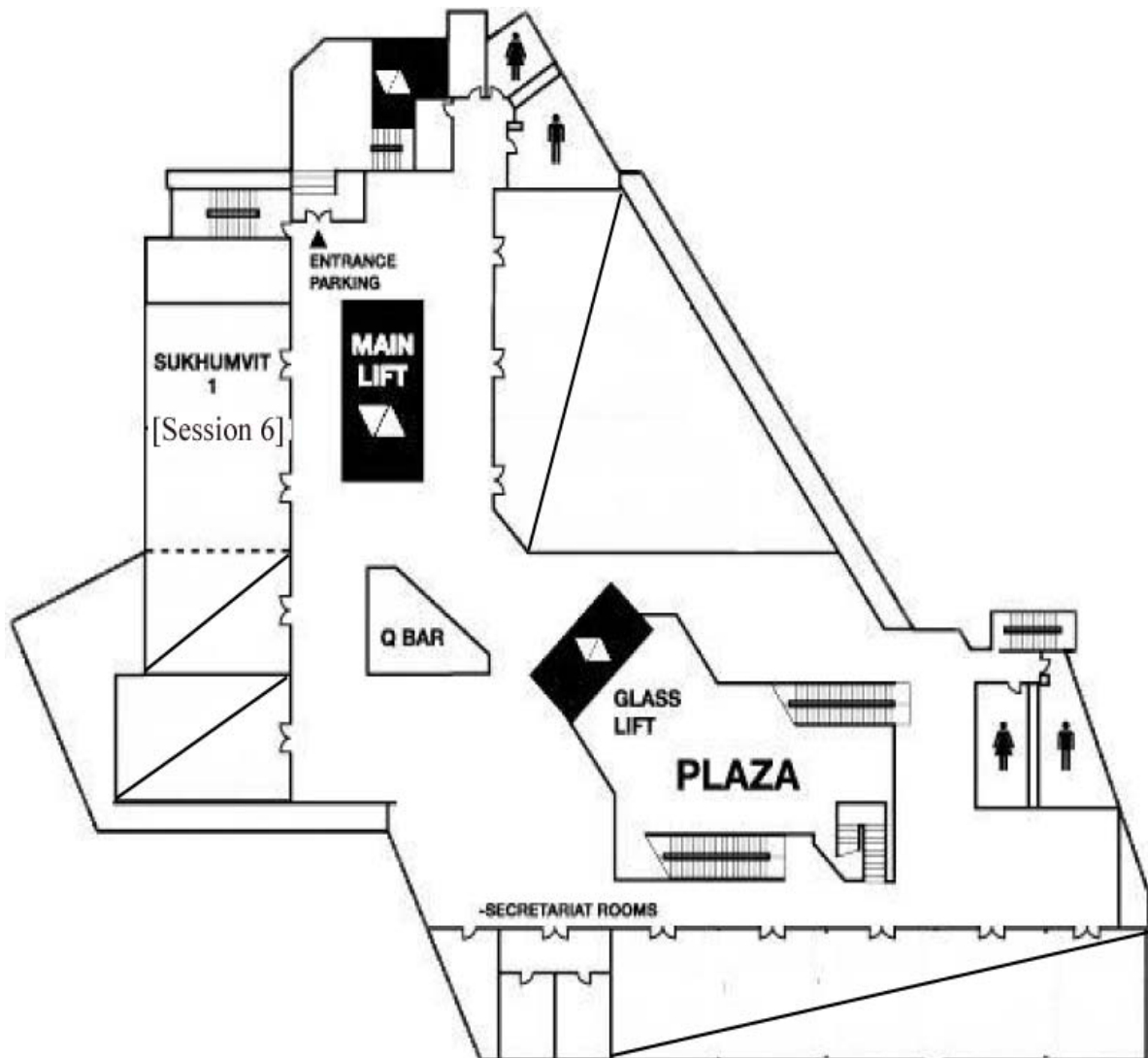
Layout of Session 1~5

Level 7



Layout of Session 6

Level 3



BAI2011

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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.