



Shu-Chi Li

National Cheng Kung University

[A2]

Session A2

Aegean (4F)

**Electronic Commerce, Technology, and Management**

**Session Chair : Patrick S. Chen      Tatung University**

**Cycle Time Estimation Under Regression Model by Recursion Approach**

Tseng-Fung Ho

Hsiuping Institute of Technology

Chih-Ling Lin

Central Taiwan University of Science and Technology

**How Well Auction Prices Reflect the Performance of Process Innovation?—A Case of Taiwan Boar Industry**

Sheng-Shyr Cheng

Chang Jung Christian University

Chung-Wei Wang

Leader University

**Is It Really Possible to Predict the Viability of New Product Ideas?**

Muammer Ozer

City University of Hong Kong

**Information System Adoption - An Efficient Planning Model**

James K. C. Chen

National Chiao Tung University

Benjamin J. C. Yuan

National Chiao Tung University

**A Study on Utilizing OTP Technique to Tackle Phishing Attack**

Patrick S. Chen

Tatung University

Chi-Hsing Tseng

Tatung University

**Business Model of TFT-LCD Industry**

Hsiao-Chi Chen

Chung Yuan Christian University

Yu-Jing Chiu

Chung Yuan Christian University

**A Research on the Critical Success Factors of Implementing ERP in the Cross-Strait Enterprises**

Patrick S. Chen

Tatung University

Fang-Ying Huang

Tatung University

Wally Su

Ministry of Economic Affairs

**The Competitive Advantage of Greening the Suppliers and Green Innovation : A Resource-Based Perspective**

Li-Fang Sun

Mingchi University of Technology

Yi-Teng Chiang

Mingchi University of Technology

[A3]

**Session A3**

**Caribbean (4F)**

**Entrepreneurship, Business, and Technology**

**Session Chair : Dar-Chin Rau      Lunghwa University of Science and Technology**

**The Development of Supply Chain Strategy Alliances**

Ya Ling Tsai                      University of Stirling  
Jenkins C. H. Chen              Far East University

**Study of the Global Virtual Team Management**

Shyue-Ping Chi                  Fu Jen Catholic University  
Ming-Hsien Yang                Fu Jen Catholic University  
Weiguang Tsaur                  Fu Jen Catholic University

**A Dynamic Model of the Entrepreneurial Process: A Human Agency Perspective**

Fu-Lai Tony Yu                      Feng Chia University

**Overseas and Domestic R&D Activities -Evidence from Taiwanese MNEs.**

Wen-Bin Chuang                  National Chi-Nan University  
Hui-Lin Lin                          National Taiwan University

**Success Factors for Small Rural Entrepreneurs Under the One District One Industry Programme in Malaysia**

Radiah Abdul Kader                University of Malaya  
Mohd Rosli Mohamad              University of Malaya  
Ab. Azid Hj Che Ibrahim            University of Malaya

**The Development and Perspective of the Small and Medium Enterprise in Taiwan**

Dar-Chin Rau                      Lunghwa University of Science and Technology  
Ru-Jen Lin                          Lunghwa University of Science and Technology  
Mu-Hui Lai                          National Taiwan Normal University  
Hwa-Ming Nieh                      National Taiwan Normal University

**Inward Activities and the Internationalization of Chinese Enterprises: A Contingent Resource Perspective**

Geng Cui                              Lingnan University  
Xiaoyan Ma                          Lingnan University

[A4]

Session A4

Adriatic (5F)

**Human Resource, Business, and Management**

**Session Chair : Yen-Yi Chung      Central Taiwan University of Science and Technology**

**Technology Development via Human Resources Exploitation: Evidence from Southeast Asian Countries**

Shih-Chien Chien

Shu-Te University

Tai-Yue Wang

National Cheng Kung University

**Ownership Structure, Interlocking Directors and Firm Performance: the Case of Taiwan**

Fu-Mei Liang

National Taipei University

**Structural Analysis of Market Structure and Performance: A New Empirical Industrial Structure Method in Competitive Analysis**

Hsin-Yu Shih

National Chi Nan University

**A Conceptual Framework of the Capabilities of Knowledge Application and Innovation Capabilities**

Shih-Chia Chang

National Taipei College of Business

Rong-Huei Chen

Chung Hua University

Hsin-Yen Tsai

National Taipei College of Business

Hsin-Chang Tsai

University of South Australia

**Factors Affecting Users' Adoption on Internet Communication Freeware: A Perspective on Perceived Value**

Nan-Chuan Chen

Meiho Institute of Technology

Chueh-Fay Tseng

Meiho Institute of Technology

Shang-Yu Liu

Meiho Institute of Technology

Nenny

University of North Dakota

Sheng-Ming Chen

Meiho Institute of Technology

**Management and Administration Transformation on Hot Spring Industry in Taiwan: A Case Study of Rainbow Outdoor Hot Spring Villa**

Shih-Jung Chen

Meiho Institute of Technology

Ron-Chuen Yeh

Meiho Institute of Technology

Nan-Chuan Chen

Meiho Institute of Technology

Ching-Hsien Soong

Meiho Institute of Technology

**Effects of Attitudes, Job Characteristics and External Market on Employee Turnover**

Lim Soh Hong

University of Malaya

Mohd Nazari Ismail

University of Malaya

**The Optimal Replenishment Policy for Integrated Vendor-Buyer Model with Permissible Delay in Payments**

Fu-Sen Kang                                      National Cheng Kung University  
Liang-Hsuan Chen                                National Cheng Kung University

[A5]

**Session A5**

**Atlantic (5F)**

**Business**

**Session Chair : Hua-Ching Cheng      Da-Yeh University**

**The Effects of Trivial Attributes, Product Involvement and Product Line Extensions Strategy on Product Evaluations**

Pi-Chuan Sun                                    Tatung University  
Chun-Ling Wei                                   Tatung University

**Enterprise Risk Management and Its Impact on Corporate Performance: - A Study on Malaysian Public Listed Companies**

Fong-Woon Lai                                 Universiti Teknologi Petronas  
Satirenjit Kaur Johl                            Universiti Teknologi Petronas  
M Fazilah Abd Samad                         University Malaya

**Applying Ontology-Based Topic Maps Approach in Building a Knowledge Base for Aviation Incidents**

Jiunn-Liang Guo                                National Cheng Kung University  
Hei-Chia Wang                                 National Cheng Kung University

**Relationship Between Personality Traits and Subjective Well-Being: Evidence from the Online Game Players**

Shui-Lien Chen                                 National Central University  
Yung-Hsin Lee                                 Hsing Wu College  
Iee-Fung Wu                                     Hsing Wu College

**A Study on Impulse Buying Behavior with the Influence of Cross-Culture on Herding in Greater China**

Hua-Ching Cheng                                Da-Yeh University  
Quan-Chang Hsieh                              Da-Yeh University

**The Impact of Relationship Management on Customer Loyalty- Using Relationship Value and Relationship Quality as Mediator**

Ying-Yuh Huang                                Southern Taiwan University of Technology  
Yi-Hung Liu                                     Southern Taiwan University of Technology

**A Study on Aggregation of Group Decisions**

Yeu-Shiang Huang                              National Cheng Kung University

Jing-Tai Liao

National Cheng Kung University

**The Impact of Intellectual Capital on Investors' Capital Gain on Shares; An Empirical Investigation in Thai Banking, Finance & Insurance Sector**

Bala Appuhamilage Ranjith Appuhami University of Sri Jayewardenepura

**10:20-12:00**

[B1]

Session B1

Amstel (4F)

**Accounting, Financial and Banking**

**Session Chair : Rich Hsu University of South Australia**

**Pricing Collateralized Debt-Commodity Obligation**

Chia-Chiem Chang

National Sun Yat-Sen University

Chin-Wen Wu

National Kaohsiung First University of Science and  
Technology

**The Association Between Management Earnings Forecast Errors and Corporate Governance Structure in IPO Firms**

Ching-Hsi Yang

National Taipei University

Hui-Sung Kao

National Taipei University

**Organizational and Occupational Culture and the Perception of Managerial Accounting Terms: An Exploratory Study Using Perceptual Mapping Techniques**

Steven Johnson

Utah Valley State College

Hian Chye Koh

SIM University

Larry Killough

Virginia Tech

**Volatility Co-Movements and Time-Varying Correlation between Us and Asia Bond Markets**

Chih-Ling Lin

Central Taiwan University of Science and Technology

Tseng-Fung Ho

Hiuping Institute of Technology

Shu-Hsien Chen

Central Taiwan University of Science and Technology

**Investors' Herding Behaviors on the Taiwan Stock Market**

Yi-Chein Chiang

Feng Chia University

Kong-Hua Jhang

Feng Chia University

**The Challenges Resulting from Banking Deregulation in Taiwan**

Rich Hsu

University of South Australia

**An Organizational Performance Measurement Model on Wealth Management Banking: AHP and Balanced Scorecard Approach**

Cheng-Ru Wu

Yuanpei University

Chin-Tsai Lin

Yuanpei University

Pei-Hsuan Tsai Yuanpei University

**The Determinants of Credit Spread in Securitization**

Torng-Her Lee National Dong Hwa University  
Yung Huei Yang China Bills Finance Corporation  
Haimin Chen Dahan Institute of Technology

**Selection of Mutual Fund Performance Evaluation by Using the Analytic Hierarchy Process**

Cheng-Ru Wu Yuanpei University  
Hsin-Yuan Chang Takming College  
Li-Syuan Wu Yuanpei University

[B2]

Session B2

Aegean (4F)

**Electronic Commerce, Information System and Technology**

Session Chair : Sung-Shun Weng Fu Jen Catholic University

**Cultural Influences on Consumption Value of Mobile Commerce**

Chia-Liang Hung National Chi Nan University  
Chun-Ya Hsieh National Chi Nan University

**The Empirical Study of the Effect of Service Quality on the Customer's Satisfaction of the Two Main C2C Auction Website in Taiwan**

Chih-Chin Yang Kainan University  
Fan-Chen Tseng Kainan University  
Shih-Hsien Huang Kainan University  
Chuan Chiang Lin Kainan University  
Shen-Chieh Chang Kainan University

**An Approach of Fitting Apparel on Line? The Application of Three-Dimensional Anthropometry**

Ching-Hua Lin Chung Hua University  
Hsin-Hung Tu Hsiuping Institute of Technology  
Fei-Hui Huang Oriental Institute of Technology

**Examining Factors Influencing Users Adoption on Internet Communication Freeware -An Empirical Study**

Ron Chuen Yeh Meiho Institute of Technology  
Shang-Yu Liu Meiho Institute of Technology  
Chueh-Fay Tseng Meiho Institute of Technology  
Nenny University of North Dakota  
Shi-Ming Wu Meiho Institute of Technology

**A Novel Information Hiding Scheme for Binary Images**

Wien Hong	Yu Da College of Business
Ya-Chun Tsai	Yu Da College of Business

**Impact of Equitization on the Profitability of Vietnamese State-Owned Enterprises**

Ron Chuen Yeh	Meiho Institute of Technology
Hien Thu Hoang	Meiho Institute of Technology
Pansy Chung	Meiho Institute of Technology

**A Study on Effect of Government Application of SMS to Communicate Information**

Li - Hsing Ho	Chung Hua University
Tai-Lin Li	Chung Hua University
Huan - Tun Chen	Kainan University
Cheng - Wei Chung	Chung Hua University

**Incorporating Contextual Information in Multidimensional Recommendation**

Sung-Shun Weng	Fu Jen Catholic University
Shang-Chia Liu	Fu Jen Catholic University
Shuenn-Ren Cheng	Cheng Shiu University

[B3]

Session B3

Caribbean (4F)

**Business, Management, and Information System**

Session Chair : Orna Lavi Steiner      University of Derby

**Selection of a City in China for an International Business Office Center Using the Grey Relational Analysis**

Pi-Fang Hsu	Yuanpei University
Mei-Hsuan Kuo	Yuanpei University

**Considering Project Risk for Outsourcing Selection of Medical Information System Based on ANP Model**

Pi-Fang Hsu	Yuanpei University
Che-Wei Chang	Yuanpei University
Cheng-Lung Wu	Yuanpei University

**Hybrid Probability-Based Ensembles for Bankruptcy Prediction**

Chihli Hung	Chung Yuan Christian University
Jing-Hong Chen	Chung Yuan Christian University
Stefan Wermter	University of Sunderland

**An Alternative Approach for Multi-Item Single Period EOQ Inventory System**

Chie-Bein Chen	National Dong Hwa University
Chin-Tsai Lin	Yuanpei University

Ying-Chan Ting                      Ming Chuan University  
Liang Kai Chen                      National Dong Hwa University

**Organizational Competitive Strategy**

Orna Lavi Steiner                      Derby University

**Development of an Assessment Tool for Measuring Person-Job Fit/Misfit for Innovation**

Muayyad Jabri                      University of New England

**Patient Safety Perspective Analysis in Performance-Based Design Operating Room**

Yen-Yi Chung                      Central Taiwan University of Science Technology  
Li-Hua Li                      Central Taiwan University of Science Technology  
Jui-Lung Tung                      Taichung Metroharbor Hospital

**The Healthcare Management of Auditory Discrimination in Grade IV and V Pupils**

Yen-Yi Chung                      Central Taiwan University of Science Technology  
Yuh-Shiow Lee                      Fong-Yuan Hospital Department of Health, Excutive Yuan  
Shang-Heng Wu                      Fong-Yuan Hospital Department of Health, Excutive Yuan

[B4]

Session B4

Adriatic (5F)

**Operations Management and Health Care Administration**

Session Chair : Woo-Tsong Lin      National Chengchi University

**Finding and Optimizing the Key Factors for the Multiple-Response Process: With an Application to Solder Paste Stencil Printing Process**

Jeh-Nan Pan                      National Cheng Kung University  
Jianbiao Pan                      California Polytechnic State University

**The Advanced TOC-Based Key Performance Index Application in Various Factories**

Tseng-Fung Ho                      Hsiuping Institute of Technology  
Chih-Ling Lin                      Central Taiwan University of Science and Technology

**An Efficiency and Effectiveness Model for International Tourist Hotels in Taiwan**

Ling-Feng Hsieh                      Chung Hua University  
Yi-Chen Huang                      Chung Hua University  
Angel Chen                      Chung Hua University

**The Historical Review and Current Trends in Swarm Intelligence by Bibliometric Approach**

Guang-Feng Deng                      National Chengchi University  
Woo-Tsong Lin                      National Chengchi University

**An Evaluating Model Between CRM and Returns for Hotel Industry**

Ling-Feng Hsieh                      Chung Hua University  
Li-Hsin Wang                      Chung Hua University



**Study for the Relationships of Materialism, Luxury Consumption and Social Value**

Ming-Cheng Lai	National Taipei College of Business
Yu-Chen Chu	National Taipei College of Business
Yi-Fan Hsieh	National Taipei College of Business

**A Preliminary Exploration on the Social Indicators of Taiwan's Green Building by Factor Analysis Method**

Wei-Ming Wang	Chung-Hua University
Ding-Tsair Chang	Chung-Hua University
Amy Hsin-I Lee	Chung-Hua University

**Perception of Insurance Tied-Agents Towards Customer Relation Management**

Li-Wen Chen	Chung-Hua University
Ko-Hsin Oh	Chung-Hua University
Jae-Man Shim	ING Antai Insurance Company

**An Extreme Value Analysis of Taiwan's Agriculture Natural Disaster Loss Data**

Li-Hua Lai	National Kaohsiung First University of Science and Technology
Pei-Hsuan Wu	National Kaohsiung First University of Science and Technology

**13:20-15:00**

[C1]

**Session C1**

**Amstel (4F)**

**Economics, Accounting, Financial and Banking**

**Session Chair : Hamid Pourjalali      University of Hawaii At Manoa**

**Technical Efficiency of Thailand Commercial Banks: Output Distance Function Approach**

Poomthan Rangakulnuwat	University of the Thai Chamber of Commerce
Hong Holly Wang	Washington State University

**Discrimination Effect of Corporate Governance on Stock Returns in Taiwan**

Yue-Fang Wen	National Ilan University
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**Theoretical Perspectives on the Outsourcing Delegate in Personal Wealth Management**

Jao-Hong Cheng	National Yunlin University of Science & Technology
Yueh-Hsiu Liao	National Yunlin University of Science & Technology
Chih-Ming Lee	Grand Canyon University
Shu-Nu Chan	National Yunlin University of Science & Technology

**Stock Recommendation and Market Reaction: the Empirical Analysis in Taiwan**

Yi-Hsien Wang	Yuanpei University
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Chin-Tsai Lin                      Yuanpei University  
Shiou-Chen Liu                    Yuanpei University

**Informative Earnings Management, Ios and the Value Relevace of Financial Statements in Taiwan**

Hung Shu Fan                      Fu Jen Catholic University

**The Effects of Knowledge on Tax Compliance Behaviours Among Malaysian Taxpayers**

Mohamad Ali Roshidi Ahmad      Universiti Pendidikan Sultan Idris  
Hajah Mustafa Mohd Hanefah      Universiti Utara Malaysia  
Mohd Asri Mohd Noor              Universiti Pendidikan Sultan Idris

**The Announcement Effects of New Drug Approval on Pharmaceutical Stock Returns**

George Yungchih Wang              National Kaohsiung University of Applied Sciences  
Hui-Min Yeh                        National Kaohsiung University of Applied Sciences

**Portfolio Diversification and Optimal Stock Holdings - A Study of Taiwan Equity Funds**

George Yungchih Wang              National Kaohsiung University of Applied Sciences  
Yu-Ting Yang                        National Kaohsiung University of Applied Sciences

**Effect of Cultural Environment and Accounting Regulation on Earnings Management: A Multiple Year-Country Analysis**

Liming Guan                        University of Hawaii At Manoa  
Hamid Pourjalali                    University of Hawaii At Manoa

[C2]

Session C2

Aegean (4F)

**Electronic Commerce, Information System and Technology**

**Session Chair : Heikki Karjaluoto      University of Oulu**

**The Effects of Digital Economy on Different Industries. A Conceptual Tool for Analyzing Digitalization**

Heikki Karjaluoto                    University of Oulu  
Jari Tapani Salo                      University of Oulu

**The Factors Influencing Satisfaction and Loyalty in Online Shopping: An Integrated Model**

Grace Tr Lin                        National Chiao Tung University  
Chia-Chi Sun                        National Chiao Tung University  
Shih-Yen Lin                        University of London

**Web Design Factors for Consumer Decisions Making in Online Shopping Environment**

Mei-Jen Chen                        National Taipei College of Business

**The Mediating Role of Sense of Community in Online Learning**

Sang-Kon Lee                        Korea University of Education and Technology



**Brand Influence on the Relationship between Customer Perceptions of Service Quality and Satisfaction in Mobile Telecommunications**

Kuo-Hung Tseng	Meiho Institute of Technology
Dino Foi	Meiho Institute of Technology
Isbeth Isela Jean Louis Bonilla	Meiho Institute of Technology

**Influences of Affect-Based Complementarity on Cause-Related Marketing**

Chun-Tuan Chang	National University of Kaohsiung
Yu-Shin Li	National University of Kaohsiung

**A Proposal for the Measurement of the Intellectual Capital in Taiwan's Incubators**

Keng Hsiang Cheng	Chung Yuan Christian University
Chien Tsai Hung	Shih Chien University
Lung Far Hsieh	Chung Yuan Christian University

**The Business Model of Web2.0 Community in Taiwan Puppet Play Industry Chains**

Dwen-Ren Tsai	Chinese Culture University
Wei-Yu Chen	Chinese Culture University
Yu-Jhao Wang	Chinese Culture University

[C4]

Session C4

Adriatic (5F)

**Marketing, Accounting, and Management**

**Session Chair : Yu-Chung Hung**      **National Chung Cheng University**

**The Influential Relationships of the Country-of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions: An Example of Insurance and Catering Services in Taiwan**

Long-Yi Lin	Aletheia University
Chun-Shuo Chen	Aletheia University

**An Exploratory Study Into the Accountancy Firms Chosen by Industrial Company IPOs in Australia from 1994 to 2004**

Luisa Lombardi	Deakin University
William Dimovski	Deakin University

**Application of Hierarchical Grey Relation Clustering Analysis to the Geographical Information Systems: A Case Study of the Hospitals in Taipei**

Chin-Tsai Lin	Yuanpei University
Wen-Hsiang Wu	Yuanpei University
Kua-Hsin Peng	Yuanpei University

**Attributes of Innovation and the Diffusion of Management Accounting Changes**

Davood Askarany	The University of Auckland
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Dussanee Songmuang                      Kasetsart University

**The Relationship Between Job Stress and Performance in Shift-Work Nursing**

Ching-Yuan Chen                      Central Taiwan University of Science Technology  
Jia-Li Huang                              Central Taiwan University of Science Technology  
Yao-Tune Lin                              Central Taiwan University of Science Technology

**The Health Care Management of Auditory Discrimination in Grade IV and V Pupils**

Ching-Yuan Chen                      Central Taiwan University of Science Technology  
Li-Chih Ying                              Central Taiwan University of Science Technology  
Yuan-Nian Hsu                              Taichung Hospital

**15:20-17:00**

[D1]

Session D1

Amstel (4F)

**Accounting, Financial and Banking**

**Session Chair : Mazni Abdullah      University of Malaya**

**The Role of Accruals in Conditional Conservatism and Debt Contract Conditions: Evidence in China's Stock Market**

Shu-Mei Chiang                      Lunghwa University of Science and Technology  
Sin-Hui Yen                              Tamkang University  
Chien-Liang Chiu                      Tamkang University  
Wei Ting                                  Tamkang University

**Disclosures and the Companies' Attributes Relationship: A Review Study**

Mazni Abdullah                      University of Malaya

**An Overview of Forensic Accounting in Malaysia**

Mohd Sarif Ibrahim                      University of Malaya  
Mazni Abdullah                      University of Malaya

**The Effect of Managerial Performance in Participative Budgetary Setting: Information Asymmetry as An Intervening Variable**

Jyh-Tay Su                              Southern Taiwan University of Technology  
Wen-Ling Lin                              Nan Kai College

**An Empirical Study on Organizational Capabilities and Performance of Target Costing**

Keun-Hyo Yook                      Pusan University of Foreign Studies  
Il-Woon Kim                              University of Akron

**Applying Group Method of Data Handling to Credit Rating Model for Loan Business**

Lee-Ing Tong                              National Chiao-Tung University  
Yung-Chia Chang                      National Chiao-Tung University

Ying-Hao Chen                      National Chiao-Tung University

**Are Individual Investors Over- or Under-Confident? A Survey on Taiwan Stock Market**

Min-Hua Kuo                      Shih Hsin University

Nai-Fong Kuo                      Shih Hsin University

Ming-Yau Zhang                      Shih Hsin University

[D2]

**Session D2**

**Aegean (4F)**

**Electronic Commerce, Marketing, and Technology**

**Session Chair : Fahim Akhter      Zayed University**

**Factors Encouraging People to Adopt Online Banking and Discouraging Adopters to Use Online Banking Services**

Chian-Son Yu                      Shih Chien University

Yen-Fen Lo                      Shih Chien University

**Factors Influencing the Adoption of E-Commerce in SMEs in Vietnam: An Empirical Study of Users and Prospectors**

Le Van Huy                      Danang University of Economics

**An Empirical Investigation into Factors Influencing the Adoption of Enterprise VoIP**

Chun-Hsing Liao                      National Cheng Kung University

Po-Shine Tseng                      National Cheng Kung University

**Selecting Tourist Destination via AHP and Fuzzy TOPSIS**

Herg-Huey Wu                      Feng Chia University

Yi-Fan Tsai                      Chung Hua University

**Security & Reliability in B2B E-Commerce: The United Arab Emirates E-Workplace**

Fahim Akhter                      Zayed University

Ayesha Ghulam                      Zayed University

Bushra Hassan                      Zayed University

Sumeyal Hammadi                      Zayed University

Sultana Awadhi                      Zayed University

**Online Channel Competition in A Vertical Relationship**

Sumi Cho                      Electronics and Telecommunications Research Institute

Sang-Ho Lee                      Chonnam National University

**An Empirical Study of the Relationships between Service Quality, Value, Satisfactory & Customer Behavior Intention – the Case of the Fixed -Network Broadband Internet Services**

Chun-Hsiung Liao                      National Cheng Kung University

Chung-Wang Tsou                      National Cheng Kung University

Ming-Yuan Sun                      National Cheng Kung University

[D3]

Session D3

Caribbean (4F)

**Entrepreneurship, Economics and International Business**

**Session Chair : Li-Zhong Zhang      La Trobe University**

**Enhancing the Competitiveness of Thai Fruit Exports: An Empirical Study in China**

Chaipong Pongpanich      Chulalongkorn University  
Pikun Phitya-Isarakul      Chulalongkorn University

**Corruption and Tourism**

Thomas Sing-Chiu Lau      The Hong Kong Polytechnic University  
Bharat Hazari      City University of Hong Kong

**Trends and Problems of E-Commerce in China**

Li-Zhong Zhang      La Trobe University

**The Factors Influencing the Implementation of Business Relationships between Panamanian and Taiwanese Small and Medium Enterprises**

Isbeth Isela Jean Louis Bonilla      Meiho Institute of Technology  
Ron Chuen Yeh      Meiho Institute of Technology  
Dino Foi      Meiho Institute of Technology

**Establishing Brand Positioning Strategy Based on the Integration MDS Tool and Radar Diagram of the Satisfaction Customer: Research with the Card Service Bank**

Ching-Yuan Huang      Shu-Te University  
Le Van Huy      Danang University of Economics, Danang, Vietnam  
Connie, C. F. Hsu      Shu-Te University  
Thi Dieu Thu Truong      Shu-Te University

**The Optimum R&D and Licensing Strategies**

Jen-Yao Lee      Kao Yuan University  
Ching-Mei Lu      Kao Yuan University  
Chin-Shu Huang      Diwan University and National Chung Cheng University

**Hybrid Versus Highbred-A New Approach to Combine Economic Models with Time-Series Analyses**

Ming-Yuan Leon Li      National Cheng Kung University

**Impact Analysis of New Product Development Under Different Supplier Relationships**

Yun-Huei Lee      National Dong Hwa University  
Shu-Chuan Wang      National Dong Hwa University  
Kung-Jeng Wang      National Taiwan University of Science and Technology



**Evaluating Suggestion System Effectiveness Through Usability**

Mohammed Arif                      The British University  
Abdullah Al Kuwaiti              The British University

**A Study of Taiwanese Executives Selected for Expatriate Assignments**

Yao-Tung Chen                      Ming Chuan University  
Hsiu-Hua Hu                        Ming Chuan University  
Hsin-Yu Chen                        Ming Chuan University

**Examining the Effect of Knowledge Creation Mode on Knowledge Performance: Goal-Free Vs. Goal-Driven**

Ping-Chieh Su                      National University of Kaohsiung  
Chien-Hsing Wu                    National University of Kaohsiung

**Action Research on Improving Research Performance and Finance at CTU in Taiwan**

Hung-Yao Pai                        Chienkuo Technology University

**A Study of the Quality of School Service in Junior Colleges and Universities/Institutes of Technology in Taiwan**

Ming-Jenn Wu                        National Taiwan Normal University

**Using Query Model with Rule-Warehouse to Support Nursing Scheduling**

Shu-Maan Chang                    Chang Gung University  
Yu-Hsing Chiu                      Chang Gung University  
P. Pete Chong                        National Taitung University  
Her-Kun Chang                      Chang Gung University

**Tuesday, July 12, 2007**

**8:20-10:00**

**[E1]**

**Session E1**

**Amstel (4F)**

**Financial and Banking**

**Session Chair : Rong-Ho Lin      National Taipei University of Technology**

**The Relationship between the Degree of R&D Leverage and the Systematic Risk of Common Stock**

Hwey-Chyi Lee                      Chang Jung Christian University  
Sheng-Shyr Cheng                  Chang Jung Christian University

**Trading Activity and the Effect of Trading Mechanism**

Mei-Hsing Cheng                      Southern Taiwan University of Technology  
Hsin-Hong Kang                      National Cheng Kung University  
Ying- Fen Fu                              Tainan University of Technology

**The Impact of Changes in Leadership Structures on the Accounting Performance, Controlling for the Firm Size Effects: Malaysian Scenario**

Amal Hayati Ahmad Khair          University of Malaya

**SVM Based Bankruptcy Prediction Model for Small & Micro Business Using Credit Card Sales Information**

Jongsik Yoon                              Dongguk University  
Young S. Kwon                              Dongguk University  
Tae Hyup Roh                              Seoul Wamen's University

**Unlevered Beta, Financial Leverage, and Diversification in the Reit Market**

Hsiou-Wei Lin                              National Taiwan University  
Ming-Hsueh Chen                      National Taiwan University

**Investment Opportunities and Stock Market Response to New Financing: Evidence from Finnish Data**

Quynh Nhu Do Thi                      Vaasa University

**Long-Run Purchasing Power Parity with Asymmetric Adjustment: Some Empirical Evidence from Sri Lanka**

Guneratne Banda Wickremasinghe      Victoria University

**Developing A Business Failure Prediction Model via RST, GRA and CBR**

Rong-Ho Lin                                  National Taipei University of Technology

Chun-Ling Chuang                      Kainan University  
Kuan-Wei Huang                      National Taipei University of Technology

**Promotion from Junior to Senior Trading Boards in Singapore: Investors' Reaction and Earnings Management**

Branson Kwok                      SIM University

**[E2]                      Session E2                      Aegean (4F)**

**Health Care Administration and Organizational Behavior**

**Session Chair : Arménio Rego      University of Aveiro**

**Organizational Citizenship Behaviors and Effectiveness: An Empirical Study in Two Small Insurance Companies**

Arménio Rego                      University of Aveiro  
Miguel Pina E Cunha              Universidade Nova De Lisboa

**Emotional Intelligence and Caring Behavior in Nursing**

Arménio Rego                      University of Aveiro  
Lucinda Godinho                  University of Aveiro  
Anne McQueen                      The University of Edinburgh  
Miguel Pina e Cunha              Universidade Nova De Lisboa

**Managing Non-Value Adding Activities in Supply Chain by A Product Design**

Sataporn Amornsawadwatana      University of the Thai Chamber of Commerce

**Optimal Dynamic Pricing and Replenishment for A Deteriorating Item over Multi-Period Planning Horizon in A Supply Chain**

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

**[E3]                      Session E3                      Caribbean (4F)**

**Business and Technology**

**Session Chair : Manuel Canave Dioquino      University of the Philippines**

**Structured/Processual Behavior Differences between Filipino and Korean Cultures and Industries**

Manuel Canave Dioquino              University of the Philippines

**A Study of National Industry Investment Portfolio in Knowledge-Based Economy**

Chia-Han Yang                      National Chiao Tung University  
Benson Chen                      National Chiao Tung University



**Developing A Model for ERP Systems Adoption by Midsize Business**

Fahd Alizai	Victoria University
Paul Hawking	Victoria University
Stephen Burgess	Victoria University
Carmine Sellitto	Victoria University

[E5]

Session E5

Atlantic (5F)

**Business, Human Resource, Management Education and Development**

**Session Chair : Kirthana Shankar      Tokyo Institute of Technology**

**The Construction of a Web-Based Production and Logistics Management Game**

Yung-Chia Chang	National Chiao Tung Univeristy
Wen-Chih Chen	National Chiao Tung Univeristy
Yung-Nien Yang	National Chiao Tung Univeristy
Hui-Cheng Chao	National Chiao Tung Univeristy
Kuo-Wei Lan	National Chiao Tung Univeristy
Phongchai Jittamai	Suranaree University of Technology

**Cross-Cultural Challenges When Managing Projects Across Japanese Shores**

Kirthana Shankar	Tokyo Institute of Technology
Kohji Tokimatsu	Tokyo Institute of Technology

**Using Data Mining to Predict Students' Future Academic Performance**

Gabriel Gervais	SIM University
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**Changing Patterns in Behavioral Integrity as Time Goes by . . .**

Peter Ma Salva	Far Eastern University
Heh Jason Huang	National Sun Yat-Sen University

**Rosettanet:Standards for E-Business**

Vacharaporn Suriyabhivadh	Chulalongkorn University
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**An Empirical Investigation on Quality Management Link to Productivity and Profitability:  
Associations and Mediating Effect**

Arawati Agus	University Kebangsaan Malaysia
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**Supply Chain Management and Performance: An Empirical Study in Malaysian  
Manufacturing Companies**

Arawati Agus	Universiti Kebangsaan Malaysia
Zulridah Mohd Noor	Universiti Kebangsaan Malaysia

**10:20-12:00**

**[F1]**

**Session F1**

**Amstel (4F)**

**Economics**

**Session Chair : Susan Margaret Belcher      Feng Chia University**

**Tourism Demand for Malaysia from Major Asian Countries: An ARDL Approach**

Norlida Hanim Mohd Salleh	Universiti Kebangsaan Malaysia
Ahmad Shuib	Universiti Putra Malaysia
Siong-Hook Law	Universiti Putra Malaysia
Zaleha Mohd Noor	Universiti Putra Malaysia
Sridar Ramachandran	Universiti Putra Malaysia

**Can Public Choice the Further Living Standard Based on Partisan Ideology? A Statewide Panel Investigation**

Chun-Ping Chang	National Sun Yat-Sen University
Yung-Hsiang Ying	National Sun Yat-Sen University

**Same Fiscal Policy Promotion Yet Different Statewide Economic Performance- What's the Role of Partisan Ideology?**

Meng-Chi Hsieh	National Sun Yat-Sen University
Yung-Hsiang Ying	National Sun Yat-Sen University
Chun-Ping Chang	National Sun Yat-Sen University

**Monetary Indicators in Five Asean Countries**

Zarinah Yusof	Universiti Malaya
Azali Mohamed	Universiti Putra Malaysia
Ahmad Zubaidi Baharumshah	Universiti Malaysia

**Energy Futures Prices and the US Dollar Exchange Rate**

Raymond Li	Macquarie University
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**Financial Development and Economic Growth in Malaysia: An Application of Ardl Approach**

Nur Azura Sanusi	University Malaysia Terengganu
Norlida HanimMohd Salleh	National University Malaysia

**The Demand of Pawnbroking Services: Evidence from Malaysia**

Mohamad Shukri Johari	University of Malaysia Terengganu
Nur Azura Sanusi	University of Technology MARA
Mohamed Ishak Badarudin Rais	University of Technology MARA

[F2]

Session F2

Aegean (4F)

**Marketing, Business, and Health Care Administration**

**Session Chair : Shefalika Ghosh Samaddar      Indian Institute of Information Technology  
Allahabad**

**Exploring the Determinants of Online Customers to Buy Legal Music**

Min-En Nieh	National Chung Hsing University
Hung-Chang Chiu	National Chung Hsing University
Yuh-May Lin	National Chung Hsing University

**A Study of Cross-Channel Free-Riding Behavior in Multi-Channel Environment**

Kuan-Jen Tseng	Soochow University
Yi-Ching Hsieh	National Central University

**Application of Telemedicine Projects in Health Care Management in the Aftermath of A  
Seismic Event: the Gujarat Experience**

Shefalika Ghosh Samaddar      Indian Institute of Information Technology Allahabad

**The Impact of Financial Holding Company System on the Operational Performance of  
Subsidiary Banks: An Empirical Study Using Frontier Efficiency Analysis**

Chu-Fen Li	National Formosa University
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**Option Pricing in Ornstein-Uhlenbeck Position Process: the Application in the Impact of  
Price Limits**

Mi-Hsiu Chiang	National Chengchi University
Wei-Kuang Chen	National Chengchi University
Chi-Hung Cheng	National Chengchi University

[F3]

Session F3

Caribbean (4F)

**Operations Management, Technology ,And Business**

**Session Chair : Deepa Mazumdar      National Institute of Bank Management**

**A Study of Supplier Selection Model for An EMS Provider**

Nai-Chieh Wei	I-Shou University
Hao-Tien Liu	I-Shou University
Li-Wun Wun	I-Shou University
Chih-Yu Chung	I-Shou University

**DEA Feature Selection in Financial Firms**

Ali Azadeh	University of Tehran
Leili Javanmardi	University of Tehran

**Strategic Sourcing : A Data Mining Approach**

Ali Azadeh	University of Tehran
Leili Javanmardi	University of Tehran
Jafar Razmi	University of Tehran

**Enhancing Genetic Algorithms by Dynamic Mutation Rate**

Chun-Hsien Chen	Chang Gung University
Ta-Wei Shih	Chang Gung University
Yung-Hsiu Lin	Chang Gung University
Her-Kun Chang	Chang Gung University

**Outsourcing Hotel Service Operations: the Case of Taiwan Hotels**

Pei-Chun Lai	Ming Chuan University
Ebrahim Soltani	University of Kent

**Integrated Evaluation of Design Task Assignment and Manufacturing Operation Distribution in A Multi-Plant Collaborative System**

Yuan-Jye Tseng	Yuan Ze University
Wan-Ping Li	Yuan Ze University
Feng-Yi Huang	Yuan Ze University

**Building Leaders for Managing Change in Indian Banks**

Deepa Mazumdar	National Institute of Bank Management
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[F4]

Session F4

Adriatic (5F)

**Management Information System**

Session Chair : H. Keith Edwards      University of Hawaii

**Job Stress, Job Satisfaction and Life Satisfaction between Managerial and Technical IS Personnel**

Jiunn-Woei Lian	Nanhua University
Tzu-Ming Lin	National Central University
Hsin-Kuan Wu	National Central University

**A Genetic Algorithm Application for Provider Selection and Task Allocation Problems in Telecommunication Networks**

Nihat Kasap	Sabanci University
Berna Tektas	Istanbul Technical University

**Post Implementation Management in Large Scale Management Information Systems: Changes, Incident Reports, Help Desk Calls, and Business Process**

H. Keith Edwards	University of Hawaii
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**Literature Taxonomy and Comparison among the Female MIS Scholars of Taiwanese and Others**

Jenn Tang	National Taipei College of Business
Tsung-Shian Hsieh	National Taipei College of Business
Wei-Chung Liu	National Taipei College of Business
Chen-Fan Xu	National Taipei College of Business

**Web2.0 Localization: A Comparative Study on Leading American and Chinese Web2.0 Companies**

Jeremy Fei Wang	Marietta College
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[F5]

Session F5

Atlantic (5F)

**Business and Management**

**Session Chair : Rodney Turner**      **Victoria University**

**A Meta-Analysis of the Effects of SHRM Practices on Performance**

Yu-Chen Wei	Ming-Chuan University
Shu-Chi Lin	National Chengchi University

**MIS Recruitment & Retention Factors: Some Preliminary Cross-Cultural Comparisons**

Rodney Turner	Victoria University
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**Combining BSC with AHP to Construct the Strategy Map - A Case Study by Gloria Beauty Center**

Sheng-Chu Su	Ching Yun University
Saio-Ting Kao	Ching Yun University

**Generalized Buffer Strategy of Management Based on Theory of Constraints**

Yu-Lung Cheng	Leader University
Ya-Hsueh Chen	National Yunlin University of Science and Technology

**The Analysis of Impact on Consumer Attitude toward the Organization Image of Sponsorship**

Chen-Ling Fang	National Taipei University
Yi-Chuan Liao	National Taipei University

**Key Factors to Consider When Marketing Industrial Products to Africa**

Johannes Arnoldus Wiid	University of South Africa
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**Analysing the Influence of the Spaza Shop on the Cash and Carry Wholesaler in the South African Distribution Channel**

Mike Cant	University Of South Africa
Louise Van Scheers	University Of South Africa

**Determining Advertising Mediums Used by Small Businesses in Soweto, South Africa**

Mike Cant

University Of South Africa

**13:20-15:00**

[G1]

**Session G1**

**Amstel (4F)**

**Marketing and Organizational Behavior**

**Session Chair : Tingyang Lewis Liu      National Kaohsiung Normal University**

**Do Consumers Feel Better While Accessing More Information in the Internet Shopping Environment?**

Chen-Yu Kao

Soochow University

Yu-Chen Chen

Soochow University

Rong-An Shang

Soochow University

**The Power of Incentivized Referral Programs: Myth or Fact?**

Patricia Yee Peng Chew

SIM University

Jochen Wirtz

National University of Singapore

Siok Kuan Tambyah

National University of Singapore

**The Relationships among Brand Personality, Brand Preferences, and Customer Perceived Value: An Empirical Study in Taiwan of the Luxury Goods Industry**

Kevin Kuan-Shun Chiu

Lunghwa University of Science and Technology

Ru-Jen Lin

Lunghwa University of Science and Technology

Charles Kuan-Yao Chiu

Shih-Hsin University

Tingo Ya-Ting Chang

Lunghwa University of Science and Technology

**Buying Is Marketing, Too, Electronically**

Jonathon Hu

University of Western Sydney

**Modeling Factors of Consumer Resistance to Mobile Banking**

Suvi Tuulikki Sinkkonen

University of Kuopio

Pekka Kari Juhani Laukkanen

University of Kuopio

Marke Talvikki Kivij?Rvi

University of Kuopio

Tommi Laukkanen

University of Kuopio

**The Factors Effecting Customer Value in the Embeddedness Context: Evidence from Online Game Players in Taiwan**

Ting-Yang Liu

National Kaohsiung Normal University

Cheng-Ying Tsai

National Kaohsiung Normal University

Lin-Yin Wei

National Kaohsiung Normal University

**A Study for Altruism among On-Line Community Members**

Ting-Yang Liu	National Kaohsiung Normal University
Chia-Chang Liu	I-Shou University
Lin-Yin Wei	National Kaohsiung Normal University

[G2]

**Session G2**

**Aegean (4F)**

**Human Resource and Health Care Administration**

**Session Chair : Kevin C. Hsu      National Central University**

**What Is Different in Japanese Health Services: An Empirical Investigation among Japanese Outpatients**

Amira Elleuch	Osaka University of Economics
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**Effects of Hospital-Based Global Budgeting Payment System in Taiwan**

Shu-Ling Chiang	Soochow University
Shu-Mei Li	Bureau of National Health Insurance

**The Application of Knowledge Management in New Product Development**

Cheng-Jen Hung	Yuh-Ing Junior College of Health Care & Management
Li -Long Young	Yuh-Ing Junior College of Health Care & Management
Chun- Huw Li	Yuh-Ing Junior College of Health Care & Management

**A Study on Agent-Based Architecture of Application of Human Resource to Solve Problems of Heterogeneous Data Source**

Yung-Chung Tsao	National Central University
Kuo-Cheng Huang	Providence University
Yin-Te Tsai	Providence University
Kevin C. Hsu	National Central University

**An Integration of Kano's Medical and Exit-Voice Theory-A Study of Medical Service in Taiwan**

Yu-Cheng Lee	Chunghua University
Hsiu-Yuan Hu	Chunghua University
Shao-I Chiu	Jen-Teh Junior College of Medicine, Nursing, Management

**Sexism in Employment Interview: Does Interview Structure Matter?**

Chien-Cheng Chen	National Taipei University of Technology
Chang-Ming Chen	National Taipei University of Technology



**A Decision Support System for Inventory Routing Problem**

Stephen C. H. Leung                      City University of Hong Kong  
Ligang Zhou                                City University of Hong Kong

**The Effect of Negotiation of International Trade Agreements**

Jung-Tsung Tu                            Chungyu Institute of Technology  
Yao-Sheng Hsu                            Diwan University  
Chen-Hsien Lin                            Diwan University  
I-Hua Lin                                    Diwan University

**Factors Affecting the Decision to Outsource Human Resource Management in Multinational Organisations**

Jason Macvaugh                          University of Gloucestershire

**Supply Chain Integration Based on the Fusion of Experts' Multi-Granularity Information**

Tsai-Yun Liao                              Chaoyang University of Technology  
Wei-Jen Chou                              Chaoyang University of Technology

**Demand-Oriented Logistics Using Fuzzy Clustering and Tabu Search Algorithms**

Tsai-Yun Liao                              Chaoyang University of Technology  
Wan-Shu Huang                            Chaoyang University of Technology  
Chai-Haw Yang                              Chaoyang University of Technology

**Applying Taiwan Trainqualiscorecard to Upgrade T&D Quality in Human Resource Development**

Pei-Yu Wu                                  National Taiwan Normal University  
Chung-Hsiung Fang                        National Taiwan Normal University

**The Team Affective Tones, Cohesion, and Efficacy: The Mediation Role of Identification**

Chia-Wu Lin                                National Dong-Hwa University  
Chiou-Shiu Lin                              National Sun Yat-Sen University

[G5]

**Session G5**

**Atlantic (5F)**

**Business and Management**

**Session Chair : Keiichi Yamada      Nakamura Gakuen University**

**Ethics and Informed Consent –Clarifying Researcher-Respondent Tacit Contracts in Qualitative Research**

Chris Dixon                                Abu Dhabi University  
Andrew Chan                                City University of Hong Kong

**The Importance of Intellectual Capital Management in Knowledge-Based Economy**

Noradiva Hamzah                        Universiti Kebangsaan Malaysia  
Mohd Nazari Ismail                        University of Malaya



**An Assessment of the Consumer Ethnocentric Scale (CETSCALE) and Consumer Attitude on Foreign Spouses in Taiwan**

Yung-Ching Ho                      National Chung-Cheng University  
Chun-Chi Chuang                  National Chung-Cheng University

**People as Transmitters: What Make A Marketing Message Contagious in Computer-Mediated Environments?**

Minxue Huang                      Wuhan University  
Alex S.L. Tsang                      Hong Kong Baptist University  
Nan Zhou                              City University of Hong Kong  
Fengyan Cai                          Chinese University of Hong Kong

[H2]

**Session H2**

**Aegean (4F)**

**Information System and Technology**

**Session Chair : Guillermo Rodriguez-Abitia      Tecnologico de Monterrey, Campus Estado de Mexico (ITESM CEM)**

**Comparison of Software-As-A-Service Model with Software-As-A-License Model**

Jiri Vorisek                          University of Economics Prague

**The Adoption of Mobile Services in Information and Communications Technologies Companies in Mexico**

Liliana Bravo-Ramirez              Hewlett-Packard Mexico  
Guillermo Rodriguez-Abitia        Tecnologico de Monterrey, Campus Estado de Mexico (ITESM CEM)

**A Novel Similarity Measure for Interval-Valued Fuzzy Numbers Based on Geometric-Mean Averaging Operator**

Shi-Jay Chen                          National United University

**Inter-Organizational Data Integration Problems**

Frank Geert Goethals              K.U.Leuven  
Monique Snoeck                      K.U.Leuven  
Wilfried Lemahieu                  K.U.Leuven  
Jacques Vandenbulcke              K.U.Leuven

[H3]

Session H3

Caribbean (4F)

**Operations Management**

**Session Chair : Iraj Mahdavi      Mazandaran University of Science and Technology**

**A Study of Batch Shipment and Common Cycle Policies for Multiple Items in A Distribution Network**

Yu-Cheng Hsiao	Takming College
Wen-Tsung Ho	Takming College
Shiang-Rong Tseng	Takming College

**A Production-Distribution Model for Green Supply Chain Planning**

Z.H. Che	National Taipei University of Technology
H.S. Wang	National Taipei University of Technology
M.C. Chuang	National Taipei University of Technology

**Applying Support Vector Machine in the Algorithms for Solving Dynamic Parallel Machine Problem**

Ming-Hsien Yang	National United University
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**The Effect of Customer Participation on Service Quality and Customer Loyalty: Application of Service Improvement Analysis**

I-Hua Lin	Diwan University
Cheng-Te Lin	National Chung-Hsing University

**Using Ant Colony Meta-Heuristic Approach for Cellular Manufacturing System**

Shahram Saeedi	Islamic Azad University of Tabriz
Iraj Mahdavi	Mazandaran University of Science and Technology

**Using Fuzzy Optimization Approach for Shortest Path Problem in Network Flow**

Iraj Mahdavi	Mazandaran University of Science and Technology
Ali Tajdin	Mazandaran University of Science and Technology
Rahele Nourifar	Mazandaran University of Science and Technology

**Using Ant Colony Optimization for Shortest Path Problem in Network Flow**

Shahram Saeedi	Mazandaran University of Science and Technology
Iraj Mahdavi	Mazandaran University of Science and Technology

**The Impact of Inter-Firm Collaboration on the Performance of Supply Chain Management**

Seung-Chul Kim	Hanyang University
Se-Hyung Cho	Konyang University
Yong-Kyun Chung	Kangwon University

[H4]

Session H4

Adriatic (5F)

**Organizational Behavior, Business, and Management**

**Session Chair : Widana Pathiranage Richard Wickramaratne University of Kelaniya**

**Exploring Cross-Cultural Differences in Safety Climate of Oil-Refinery Plants in Japan and Taiwan**

Shang Hwa Hsu	National Chiao Tung University
Chun-Chia Lee	National Chiao Tung University
Muh-Cherng Wu	National Chiao Tung University
Kenichi Takano	Central Research Institute of Electric Power Industry

**Leadership and Total Quality Management-An Empirical Investigation of ISO Certified Companies in Sri Lanka**

Widana Pathiranage Richard Wickramaratne University of Kelaniya

**The Design of A Hybrid Approach Global Optimization System**

Yen-Chen Liu	National Taipei University of Technology
Jung-Fa Tsai	National Taipei University of Technology

**Common Weight Models in DEA**

Chih-Ho Shao	National Taipei University of Technology
Jung-Fa Tsai	National Taipei University of Technology

**Passion for Expertise**

Ali Yakhlef	Stockholm University
Laurent Sié	Groupe ESC PAU

[H5]

Session H5

Atlantic (5F)

**Business and Management**

**Session Chair : Wen-Bin Chiou National Sun Yat-Sen University**

**Attributional Judgments of Passengers Concerning Complaint Handling in Airline Service: An Application of Attribution Theory**

Wen-Bin Chiou	National Sun Yat-Sen University
Chao-Chin Yang	National Kaohsiung Hospitality College
Chin-Sheng Wan	National Kaohsiung Hospitality College

**China Phenomenon and Finnish Industry: Traditional Business with New Strategy**

Tero Veikko Vuorinen University of Vaasa

**The Study on Contract Decision of Collaborative Relationship**

Scott, S.C. Lung National Kaohsiung First University of Science and Technology

Morris, H.Y. Hong

National Kaohsiung First University of Science and Technology

**A Strategy for Developing Technological and Vocational Education in Taiwan Based on Innovation Perspective**

Ru-Ping Hu

National Taiwan Normal University

**Issues in Changing Management Control Regime of A Privatized Entity: Japanese Management in SRI Lankan Context**

Chandana Rathnasiri Hewege      Monash University

**Cause-Effect among Trust, Relationship Benefit and Relationship Value: A Study of International Hotel**

Tser-Yieth Chen

National Dong Hwa University

Ying-Hsiu Lin

National Dong Hwa University







**Evaluating the Rate of Guarantee Fee: Combine Market-Based Risk Neutral Model with Insurance Actuarial Procedure**

Chau-Jung Kuo	National Sun Yat-Sen University
Chin-Ming Chen	National Sun Yat-Sen University
Chao-Hsien Sung	National Sun Yat-Sen University

**Politicization of Accounting Standard: A Critical Examination of Accounting for Stock-Based Compensation (Fasb No. 123 & 148)**

Marcos Massoud	Claremont Mckenna College
Daniel Shim	Sacred Heart University

**Market-Sensing Capability and Business Performance of Retail Entrepreneurs: A Preliminary Study**

Arto Tapio Lindblom	Helsinki School of Economics
Rami Mikael Olkkonen	Turku School of Economics
Lasse Mitronen	Kesko Corporation
Sami Kajalo	Helsinki School of Economics

[I5]

Session I5

Atlantic (5F)

**Technology and Innovation**

**Session Chair : Mehryar Nooriafshar University of Southern Queensland**

**Combining the Latest Technologies with Traditional Learning and Teaching Methods**

Mehryar Nooriafshar	University of Southern Queensland
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**Color Image Reconstruction of Missing Blocks Based on Robust Association Rules**

Chin-Feng Lee	Chaoyang University of Technology
Wan-Ting Chang	Chaoyang University of Technology

**A 3-Tier Architecture for the Adoption of RFID in Emergency Management**

Ashir Zeeshan Ahmed	Monash University
Ly-Fie Sugianto	Monash University

**Business Case for Deploying Digital Media Libraries in Multi-Service Access Networks**

Jan Van Ooteghem	Ghent University
Koert Vlaeminck	Ghent University
Didier Colle	Ghent University
Mario Pickavet	Ghent University
Filip De Turck	Ghent University

## 10:20-12:00

[J1]

Session J1

Amstel (4F)

### Information Systems, Web and Technology

Session Chair : Stuti Lal      Up Technical University

#### Knowledge Management System with Semi-Automatically Knowledge Capturing

Sheng-Tun Li	National Cheng Kung University
Fu-Ching Tsai	National Cheng Kung University
Hong-Wei Huang	National Cheng Kung University

#### Information Sharing on E-Government Based on Service-Oriented Portal

Chang-Kai Hsu	Hyweb Tech. Co., Ltd.
Dai-Yi Wang	Providence University.
Chris Chen	Hyweb Tech. Co., Ltd.

#### ERP and Changing Scenario of Corporates: Case of Osram India Limited

Stuti Lal	Up Technical University
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#### Building A DRM-Enabled Multimedia Distribution Service

Jenq-Muh Hsu	National Chung Cheng University
Yen-Shou Lai	National Chung Cheng University
Chia-Ta Yang	National Chung Cheng University

#### Continuous Database Availability as A Preconditon for Business Continuity

Drazena Tomic	University of Mostar
Brano Markic	University of Mostar
Mirela Mabic	University of Mostar

#### A Hybrid Approach for Text Recommender Systems

Te-Min Chang	National Sun Yat-Sen University
Wen-Feng Hsiao	National Pingtung Institute of Commerce
Hsin-Jie Huang	National Sun Yat-Sen University

[J2]

Session J2

Aegean (4F)

**Information Systems, Web and Technology**

**Session Chair : Chun-Di Chen      National Taipei University of Education**

**Automatic Selection of Dynamic Electrocardiogram Waveform by Knowledge Discovery Techniques**

Gang Zheng	Tianjin Univerisity of Technology
Tzung-I Tang	Kainan University
Yalou Huang	Nankai University

**Optimizing Web Search Engines Performance by User Feedback**

Akshay V. Surve	Don Bosco Institute of Technology
Manav B. Shah	Don Bosco Institute of Technology
Amiya K. Tripathy	Don Bosco Institute of Technology

**Maintaing Customized Non-Consistent Database Views**

David Chao	San Francisco State University
Robert Nickerson	San Francisco State University

**A Webpage Design of the Daily-Life Information for the Elders Community**

Chun-Di Chen	National Taipei University of Education
Yen-Ling Liu	Chang Gung University

**The Design and Implementation of A Multimedia Test Question Template System Based on An Enhanced Visual Scenario Authoring Tool**

Deng-Jyi Chen	National Chiao-Tung University
Ming-Jyh Tsai	National Chiao-Tung University
Shu-Ying Chiang	National Chiao-Tung University

**Developing a Collaborative Organizational Mobile-Commerce Model**

Saira Ashir Zeeshan	Monash University
Yen Cheung	Monash University
Helana Scheepers	Monash University

[J3]

Session J3

Caribbean (4F)

**Marketing**

**Session Chair : Passent Ibrahim Tantawi      Brunel University**

**Consumer Reactions to Other Customer's Misbehavior: An Attributional Approach**

Wen-Hsien Huang	Soochow University
Liang Kuai	National Chao-Tung University

**The Intention of Customers Use Internet Banking: An Examination of Switchers and Stayers**

Shu-Hsun Ho	Providence University
Tsai-Ying Yang	Providence University
Chiung-Hui Huang	Providence University
Cha-Ying Lin	Providence University

**Attitude Towards the Environment: An Empirical Investigation on Egyptian Consumers**

Passent Ibrahim Tantawi	Brunel University
Nicholas Jackson O'shaughnessy	Queen Mary-University of London
Khaled Abdelrahman Gad	Arab Academy for Science, Technology and Maritime Transport
Mohamed Abdel Salam Ragheb	Arab Academy for Science, Technology and Maritime Transport

**Customer Loyalty Explained by Electronic Recovery Service Quality: Implications of the Customer Relationship Re-Establishment for Consumer Electronics E-Tailers**

Kuang-Wen Wu	Feng Chia University
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**An Application of ZMET to Explore Consumers' Experience in Spokes-Character**

Wei Tung	National Chiayi University
Hung-Hsien Liu	National Chiayi University
Chin-Po Lin	National Chiayi University
Yu-Ching Wen	National Chiayi University

**Applying ZMET to Explore Consumers' Experience: A Case Study of Theme Park**

Wei Tung	National Chiayi University
Chin-Po Lin	National Chiayi University
Yu-Ching Wen	National Chiayi University

[J4]

Session J4

Adriatic (5F)

**Marketing**

**Session Chair : Kok Wei Khong      The University of Nottingham**

**The Advertising Effectiveness of Paid Placement Listing(PP) on Consumer Aspect: A Case in Taiwan**

Ching-Chang Lee	National Taipei College of Business
Ying-Tung Chen	National Taipei College of Business
Kuo-Chung Chu	Jinwen University of Science & Technology

**Exploration or Exploitation: Networking Strategies in Contemporary Business Models of SMEs**

Mika Westerlund	Helsinki School of Economics
Sami Kajalo	Helsinki School of Economics
Seppo Leminen	Laurea University of Applied Sciences
Petteri Pohto	Ltt Research Ltd.

**'Crowdsourcing' and Its Application in Marketing Activities**

Paul Whitla	Lingnan University
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**Constructing A Measurement in Service Quality for Malaysian Banks**

Kok Wei Khong	The University of Nottingham
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**The Analysis of Image Consumption in Taiwanese Female Celebrities' Stereotypes**

Chyong-Ling Lin	Lunghua Technology and Science University
Jin-Tsann Yeh	Vanung University

**The Cause-and-Effect Relation of Customer Relationship Management Resources, Customer Relationship Management Practices and Customer Voluntary Behavior: A Study of Taiwan International Airport**

Tser-Yieth Chen	National Dong Hwa University
Yu-Mei Ling	National Dong Hwa University

[J5]

Session J5

Atlantic (5F)

**Web, Management, Technology and Innovation**

**Session Chair : Aliza Ramli      Universiti Teknologi Mara**

**An Architecture Conceptual Software Design and Implementation of Web-Based Open Standard Computer Aided Design for Supporting SMEs**

Anantakul Intarapadung	Phranakhon Rajabhat University
Prasong Praneetpolgrang	Sripatum University
Pong Horadal	Phranakhon Rajabhat University

**A Quantitative Measurement Mechanism for Lyrics Evaluation: A Text Mining Approach**

Jiann-Min Yang	National Chengchi University
Cheng-Yu Lai	National Chengchi University
Yen-Hao Hsieh	National Chengchi University

**Location-Based Information Push as A Short Message Service- Its Architecture, Design, and Applications**

Jang-Ruey Tzeng	Tatung University
Patrick S. Chen	Tatung University
Wei-Hsuan Tsao	Tatung University

**A Portal for Academic Meetings and Its Applications in Information Dissemination**

Tzeng Jang-Ruey	Tatung University
Patric Chen	Tatung University
Lian-Song Hou	National Police Agency
Hung-Chi Chen	Tatung University
Zhong-Xi Lin	Tatung University

**A Case Study of Value Engineering as An Innovative Tool in A Malaysian Automotive Component Manufacturing Company**

Aliza Ramli	Universiti Teknologi Mara
Suzana Sulaiman	Universiti Teknologi Mara
Falconer Mitchell	University of Edinburgh

**The Conceptual Framework of “Moving Factory” in Global Manufacturing Environment**

Yu-Lung Cheng	Leader University
Ling-Chuan Chien	Leader University

**13:20-15:00**

**[K1]**

**Session K1**

**Amstel (4F)**

**Information System and Technology**

**Session Chair : Ying-Hua Chang      Tatung University**

**A Semantic Consumer Image Retrieval System Based on Categories-Oriented Feature**

Chu-Hui Lee	Chaoyang University of Technology
Yi-Ling Yin	Chaoyang University of Technology

**Deterministic Two-Factor High Order Fuzzy Time Series Forecasting Model**

Sheng-Tun Li	National Cheng Kung University
Yi-Chung Cheng	National Cheng Kung University
Su-Yu Lin	National Cheng Kung University
Shu-Ching Kuo	National Cheng Kung University

**Mining Fuzzy Sequential Rules of One-Day Trippers for Automatic Tourism Recommendations**

Sue-Chen Hsueh	Chaoyang University of Technology
Ming-Yen Lin	Feng Chia University
Hui-Lin Wong	Chaoyang University of Technology

**Incorporating Dynamic Programming Concept on Evolution Strategies for Production Allocation Problems**

Ying-Hua Chang	Tatung University
Young-Chang Hou	Tamkang University

**Dynamic Criteria Evaluation for Tour Scheduling Optimization**

Ying-Hua Chang	Tatung University
Hung-Wei Chang	Tatung University

[K2]

**Session K2**

**Aegean (4F)**

**Information Systems, Web and Technology**

**Session Chair : Shyi-Ching Liang      Chaoyang University of Technology**

**Adding Authority to Web Recommendation**

Wan-Shiou Yang	National Changhua University of Education
Yang-Che Wu	National Sun Yat-Sen University
Yuan-Shuenn Jan	National Changhua University of Education

**Design and Implementation of A Financial Assets and Liabilities Management Decision Support System**

Yung-Hsin Wang	Tatung University
Ta-Hua Kuo	Tatung University
Ching-Long Yeh	Tatung University

**Hybrid Meta-Heuristic for the Container Loading Problem**

Shyi-Ching Liang	Chaoyang University of Technology
Chi-Yu Lee	Chaoyang University of Technology

**Using GC-TOPSIS of Combination Weight for Evaluating the 64-Bits Dual Core Notebook**

Chien-Hua Wang	Yuan Ze University
Li-Pang Wang	Hsuan Chuang University
Yi-Chung Hu	Chung Yuan Christian University

**Relationship Human Factor in Roll Forming Process**

Abdul Talib Bon	Universiti Tun Hussein Onn Malaysia
Jean Marc Ogier	Universite De La Rochelle
Ahmad Mahir Razali	Universiti Kebangsaan Malaysia

**Intelligent Operation Research Approach to Determine Process Improvement**

Abdul Talib Bon	Universiti Tun Hussein Onn Malaysia
Jean Marc Ogier	Universite De La Rochelle
Ahmad Mahir Razali	Universiti Kebangsaan Malaysia

**The Effect of Personality on the Customer Orientation of Service Worker**

Hseuh-Fang Wang                      National Taipei University

[K3]

**Session K3**

**Caribbean (4F)**

**Marketing**

**Session Chair : Liyanage Chamila Roshani Perera      Kobe University**

**Old Songs Never Die: the Effects of Nostalgic Songs in Television Ads**

Hsuan Yi Chou                      National Taiwan University  
Nai-Hwa Lien                      National Taiwan University

**Three Types of Corporate Social Responsibility Engagement; Self Interest & Altruism on Sustainability**

Liyanage Chamila Roshani Perera      Kobe University  
Chandana Rathnasiri Hewege      Monash University

**The Effects of Collecting Motives on the Processes of Collecting Convenience Store Gifts in Taiwan**

Li-Shia Huang                      Fu-Jen Catholic University  
Yu-Hsiu Chiou                      Tak-Ming College  
Chia-Chien Chang                      Fu-Jen Catholic University

**The Influence of Reading Motives on the Behaviors of Reading Blogs**

Li-Shia Huang                      Fu-Jen Catholic University  
Yu-Jen Chou                      Aletheia University  
Che-Hung Lin                      Fu-Jen Catholic University

**Does Coupon Framing Influence Consumer Evaluation of Price Discount Promotion?**

Chun-Tuan Chang                      National University of Kaohsiung  
Shin-Kuang Fang                      National University of Kaohsiung

[K4]

**Session K4**

**Adriatic (5F)**

**Marketing and Research Methods**

**Session Chair : Ching-Ter Chang      National Changhua University of Education**

**Internal Customer Orientation in A Malaysian Telecommunications Company**

Ainan Mohd Yusoff                      Universiti Teknologi Malaysia  
Rohaizat Baharun                      Universiti Teknologi Malaysia

**A Modified Multi-Choice Goal Programming**

Ching-Ter Chang                      National Changhua University of Education

**An Analytic Model to Revitalize the Brand**

Tsuen-Ho Hsu	National Kaohsiung First University of Science and Technology
Jia-Wei Tang	National Kaohsiung First University of Science and Technology
Hsin-Hui Chen	National Kaohsiung First University of Science and Technology

**Purchasing Power Parity: the Linkages Between Goods and Assets Markets in Major Asean Countries**

Noreha Halid	Universiti Kebangsaan Malaysia
Fauzias Mat Nor	Universiti Kebangsaan Malaysia
Hawati Janor	Universiti Kebangsaan Malaysia

**[K5]**

**Session K5**

**Atlantic (5F)**

**Technology and Innovation**

**Session Chair : Paul T.Y. Tseng      Tatung University**

**The Relationship among Knowledge Transfer, Strategic Technological Alliance and Performance**

Jun-Zhi Chiu	I-Shou University
Cheng-Jen Hung	Yuh-Ing Junior College of Health Care & Management

**The Analysis for Strategy Planning of Information Communication Technology Applications in Intelligent Shop (i-shop) in Taiwan**

Paul T.Y. Tseng	Tatung University
Chen-Yen Yao	National Chengchi University
Ming-Shiou Liu	Tatung University
Yen-Hsun Shih	Tatung University

**The Case Analysis of the Application Strategy of WiMAX Mobile Commerce - Hualian County Tourist Service**

Paul T.Y. Tseng	Tatung University
Chen-Yen Yao	National Chengchi University
Chen-Ling Feng	Tatung University
Da-Ming Liu	Tatung University

**Privatization, Production, and Cost Efficiency in the Taiwan's Telecommunications Industry**

Chao-Chung Kang	Providence University
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**Ing Chi: Taiwan's International Business Rail Blazer and Entrepreneur Par Excellence**

Susan Margaret Belcher

Feng Chia University

**15:20-17:00**

[L1]

**Session L1**

**Amstel (4F)**

**Management, Business ,And Electronic Commerce**

**Session Chair : Chin-Shyh Ou      National Chung Cheng University**

**Self-Directed User Acceptance of Enterprise E-Learning System**

Tsuang Kuo	National Sun Yat-Sen University
Chung-Han Lu	Cheng Shiu University
Hsien-Tang Tsai	National Sun Yat-Sen University
Yi-Yuan Tseng	National Sun Yat-Sen University

**Amending Underemployment Measurement in Taiwan: An Empirical Analysis Based on AHP Approach**

Wei Duan	Yu Da College of Business
Hsien-Tang Tsai	National Sun Yat-Sen University
Chung-Han Lu	National Sun Yat-Sen University

**The Development of Scales About Flow Experience in Blog**

Ching-Peng Liao	National Taipei University
Kuang-Hui Chiu	National Taipei University

**The Association Between Human Resource Quality and Economic Value-Added: the Case of Taiwan Information Technology Related Industries**

Chin-Shyh Ou	National Chung Cheng University
Fang-Chun Liu	Rutgers University

**The Effects of Technical Human Capital on Firm Economic Value: The Case of Taiwan Information-Related Industries**

Chin-Shyh Ou	National Chung Cheng University
Fang-Chun Liu	Rutgers University

**The Developmental Strategy of Supplier in Supply Chain**

Tzu-Hsin Lin	National Taipei University
Kuang-Hui Chiu	National Taipei University
Wen-Chieh Wu	National Taipei University



**The Relationships of Channel Power, Channel Climate, and Solidarity in Personal Digital Assistant Firms**

Tung-Lai Hu	National Taipei University of Technology
Shao-Yu Chuang	National Taipei University of Technology
Wen-Chueh Hsieh	Soochow University
Jiuh-Biing Sheu	National Chiao Tung University

**A Study on Marketing Channel Power, Channel Climate, Partnership and Cooperation Performance: An Empirical Investigation of the Digital Camera Industry**

Shao-Yu Chuang	National Taipei University of Technology
Tung-Lai Hu	National Taipei University of Technology
Wen-Chueh Hsieh	Soochow University

**Marketing Spirit: Exploration and Exploitation on Two Dimensions**

Jaakko Aspara	Helsinki School of Economics
Erik Pontiskoski	Helsinki School of Economics
Henrikki Tikkanen	Helsinki School of Economics

**How Personal Values Determine Consumer Resistance to Mobile Banking?**

Tommi Laukkanen	University of Kuopio
Suvi Sinkkonen	University of Kuopio
Marke Kivijärvi	University of Kuopio
Pekka Laukkanen	University of Kuopio

[L4]

Session L4

Adriatic (5F)

**Management, Information System and Technology**

**Session Chair : Chang-Yang Lin** Eastern Kentucky University

**Towards XML-Based Index for Effective Search of Office Documents**

Somchai Chatvichienchai	Siebold University of Nagasaki
Jinsan Lin	Nagoya Sangyo University
Katsumi Tanaka	Kyoto University

**Family Patterns and Mba Career Success: Preliminary Evidences from China and Taiwan**

Hsien-Tang Tsai	National Sun Yat-Sen University
Yi-Ming Wei	Chinese Academy of Sciences
Chung-Han Lu	National Sun Yat-Sen University
Yu-Yi Chiang	National Sun Yat-Sen University

**Re-Examining User Acceptance of Corporate Portal: A Confirmatory Factor Analysis**

Tsuang Kuo	National Sun Yat-Sen University
Chung-Han Lu	National Sun Yat-Sen University
Hsien-Tang Tsai	National Sun Yat-Sen University

Hong-Chang Chang                      National Sun Yat-Sen University

**Migrating to Relational Systems: Problems, Methods, & Strategies**

Chang-Yang Lin                      Eastern Kentucky University

**The Effect of Computer Self-Efficacy, Personal Goal and Pre-Training Individual Difference on Computer Task Performance**

Cheng-Hsun Ho                      National Taipei University

Kuang-Hui Chiu                      National Taipei University

**Achieving Trusted Always-On Web in Wireless City by Use of Community-Oriented Connectivity Approach**

Yu-Tso Chen                      Industrial Technology Research Institute

[L5]

Session L5

Atlantic (5F)

**Marketing, Technology and Innovation**

Session Chair : I-Chung Liang      National Dong Hwa University

**Is Idiot the Seller Money Back Guarantee on Marketing?**

Chun-Yuan Huang                      National Sun Yat-Sen University

Derek M. H. Chiang                      National Chengchi University

Kuan-Ting Wang                      National Sun Yat-Sen University

**An Exploratory Study of Soho Workers of Job Characteristics in Digital Game Industry**

Ya-Chin Kang                      National Normal Taiwan Univesity

Chung-Hsiung Fang                      National Normal Taiwan Univesity

Guan-Li Chen                      National Normal Taiwan Univesity

Luan-Ying Wei                      Ching Kuo Institute of Management and Health

**Integrating Globalization and Information Perspectives: A Study of Brass Industry in India with Special Reference to Indian Exporters**

Suvijna Awasthi                      U.P.Technical University

Prachi Pathak                      U.P.Technical University

Chetna Mahaur                      U.P.Technical University

**How to Make Your Customers Satisfy**

Chen-Hsien Lin                      Diwan University

Cheng-Te Lin                      National Chung-Hsing University

I-Hua Lin                      Diwan University

**Beyond Empowerment, What A Manager is Required to Do: the Role of Coaching**

Cheng Shung Huang                      Chang Gung University

Shan Chih Chang                      Yu Da Colledge Of Business

**Managerial Coaching Behavior and Group Effectiveness: HRM Practices as a Moderator**

Cheng Shung Huang                      Chang Gung University  
Kai Chih Fan                              Chang Gung University

**Internationalization of R & D: Supportive and Non-Supportive Environment for Technology Transfer to Host Country Personnel**

Md Razib Arshad                      University Of Technology Malaysia  
Ahmad Sharifuddin Shamsuddin      University Of Technology Malaysia

**Exploration and Exploitation in Three Value Creating Configurations: A Meta Analysis**

I-Chung Liang                              National Dong Hwa University

[PO]

**Poster Session**

**Mapping the Intellectual Structure of Human Resources Management Studies: 1996-2005**

Zhenzhong Ma	University of Windsor
Kuo-Hsun Yu	Chang Jung Christian University
Yender Lee	Chang Jung Christian University
Yuan-Duen Lee	Chang Jung Christian University

**An Approach to Evaluating Agile System for Manufacturing Mass Customization Products**

Wen-Pai Wang	National Chin-Yi University of Technology
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**Imperfect Patent Valuation Using the Finite Difference Method**

Cherng-Shiang Chang	China University of Technology
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**Expiration Effects of the Singapore Exchange's Morgan Stanley Capital International Inc. Taiwan Stock Index Futures**

Chao-Hui Yeh	I-Shou University
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**Analysis of Machine Repair Optimization Problems in Fuzzy Environments**

Shih-Pin Chen	National Chung Cheng University
Yi-Ju Hsueh	Shih Hsin University

**Statistical Study of Performance Factors for A Multi-Agent Internet Auction System**

Wei-Jung Shiang	Chung Yuan Christian University
Yu-Hsin Lin	Ming-Hsin University of Science & Technology
Hsin Rau	Chung Yuan Christian University

**Applying Anp Model to Dynamic Evaluation of Dispatvhing Rules for Semiconductor Manufacturing**

Yu-Hsin Lin	Ming-Hsin University
Wei-Jung Shiang	Chung Yuan Christian University
Chang-Ting Lin	Ming-Hsin University

**Underwriting Systematic Risk and Profit Margin of the Aviation in Fuzzy CAPM and ICAPM Models**

Li-Hua Lai	National Kaohsiung First University of Science and Technology
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**Integration of Delivery Policy and Application of Multiple Objective Decision Method-A Supply Chain Collaboration Approach**

Fang-Tzu Chen	Tainan University of Technology
Victor B. Kreng	National Cheng Kung University

**Investigating Tacit Knowledge Acquisition and Tacit Knowledge Sharing within a Workgroup: A Social Relationship Perspective**

Shu-Chen Yang	National Pingtung Institute of Commerce
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Cheng-Kiang Farn                      National Central University

**A Hybrid Method for Road Sign Extraction and Identification Using the Feature-Based Matching Method**

Wen-Yen Wu                              I-Shou University  
Tsung-Cheng Hsieh                      I-Shou University  
Ching-Sung Lai                              I-Shou University

**E-Commerce Adoption, Operating Cost and Total Factor Productivity: An Empirical Study of Taiwanese Manufacturing Firms**

Ting-Kun Liu                              Chaoyang University of Technology  
Chun-Hung Chen                              Chaoyang University of Technology

**Price as a Quality or Sacrifice Cue: the Role of Goal Orientation**

Chien-Huang Lin                              National Central University  
Pei-Hsun Wu                              Ching Yun University  
Shih-Chieh Chuang                              National Chung Cheng University  
Danny T. Kao                              Shih Chien University

**An Efficient and Flexible Automotive Vehicle Management System**

Wen-Chien Yen                              National Cheng Kung University  
Shen-Chuan Tai                              National Cheng Kung University

**Measuring Mobile Computing Self-Efficacy**

Yi-Shun Wang                              National Changhua University of Education  
Hsiu-Yuan Wang                              National Changhua University of Education  
Hsin-Hui Lin                              National Taichung Institute of Technology

**Semantic-Based Laboratory Knowledge Management System**

Tian-Hsiang Huang                              National Cheng Kung University  
Jian-De Lu                              Chinese Petroleum Corporation  
Hei-Chia Wang                              National Cheng Kung University

**Personalized E-Learning System Based on Learner's Sknowledge Structure**

Ling-Hsiu Chen                              Chaoyang University of Technology  
Cheng-Hui Chen                              Kun Shan University

**Determinants of Implementation Success of E-Business Systems: Using A Technology-Organization-Environment Framework**

Hsiu-Fen Lin                              National Taiwan Ocean University  
Szu-Mei Lin                              Taipei County Leh-Lih Elementary School

**Using Homomorphism Concept to Speed Up Prototyping System Development**

Yueh-Chun Shih                              National Kaohsiung Hospitality College

**Validating and Applying User Perceived Knowledge and Information Quality as A Measure of KMS Success**

Yu-Min Wang                      National Chi Nan University  
Lung Huei                         National Yunlin University of Science & Technology

**The Study of Electronic Toll Collection Service Adoption: An Integrated Model**

Cheng-Kiang Farn                National Central University  
Yi-Wen Fan                        National Central University  
Chun-Der Chen                  National Central University

**The Anti-Commons Effect of Academic-Based Technology Commercialization on Scientific Knowledge Production**

Phil Y. Yang                      Central Taiwan University of Science and Technology  
Shu-Hsien Chen                 Central Taiwan University of Science and Technology  
Yi Chang Yang                  Shih Chien University

**An Experimental Investigation on Surprise of Service Recovery Paradox**

Tsung-Kai Lee                  Soochow University  
Tzu-Da Lin                        Soochow University

**The Joint Effect of Terminology and Consumer Knowledge in Advertising**

Shih-Chieh Chuang              National Chung Cheng University  
Chia-Ching Tsai                I-Shou University  
Shih-Chieh Chuang              National Chung Cheng University

**Order Allocation and Scheduling for Multi-Plant of Tft-Lcd Production**

Chang-Lin Yang                 Fu Jen Catholic University  
Rong-Hwa Huang                Fu Jen Catholic University  
Hsueh-Ju Wu                    Fu Jen Catholic University

**The Effects of Personality on Willingness and Behavior of Knowledge Sharing**

Chen-Ling Fang                 National Taipei University  
Wen-Chung Liu                  National Central University

**The Study on Non-Profit Organization Management-With Elementary and Junior High Schools as An Example**

Yu-Juan Chen                    National Taiwan Normal University

**Case Knowledge Characteristics and Communicayion Strategy of Professional Indedendent Contractor Fit for Communication Quality**

Shin-Peng Shiah-Hou            Fu Jen Catholic University  
Pei Ju Li                         Fu Jen Catholic University

**Interaction and Pricing Between the Taiex Call Options and Spot Market Among Different Levels of Moneyiness—Application of Bi-Egarch Model and Nuuron Algorithm**

Tien-Shih Hsieh	National Taipei University
Chen-Ling Fang	National Taipei University
Yeon-Jia Goo	National Taipei University

**A Study of the MNEs Intra-Firm Trade Effect on Industrial Competitiveness in Home and Host Countries**

Tsai-Mei Lin	Chinese Culture University
Hsu-Ju Teng	Chinese Culture University

**A Hybrid Method for Measuring Service Quality: An Empirical Investigation on Taiwan's KTV Industry**

Chih-Hsien Chen	National Taipei College of Business
Pin-Wei Lu	National Taipei College of Business
Hsu-Hwa Chang	National Taipei College of Business

**Information System Outsourcing in Government: Public and Private Sectors Long-Term Alignment**

Tai-Kuei Yu	Southern Taiwan University of Technology
Hsin-Feng Cheng	Southern Taiwan University of Technology

**The Study of Consumption Preference of Taiwan Boutique Motel by Female**

Kuo- Hsien Lu	Jin Wen University of Science Technology
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**Estimating Foreign Exchange Exposure of Taiwanese Industries**

Yi-Chein Chiang	Feng Chia University
Kuan-Ting Fang	Feng Chia University

**Coordinated Ordering and Pricing Decisions for Substitutable Products in A Dual-Sourcing Supply Chain**

Cheng-Han Wu	National Cheng Kung University
Chung-Chi Hsieh	National Cheng Kung University

**The Program of Specialization in Academic Management at the Mofet Institute: A Retrospective View of the Graduates on the Contribution of the Specialization**

Roxana Reichman	Gordon Academic College of Education
Einat Berger	Oranim Academic College of Education
Yacov Kedem	Shenkar College of Engineering and Design

**A Conceptual Model of Customer Loyalty for Mobile Commerce**

Hsin-Hui Lin	National Taichung Institute of Technology
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**Application of XCSR Model for Dynamic Portfolio Selection**

Mei-Chih Chen	Minghsin University of Science and Technology
Changli-Li Lin	National Chiao Tung University

An-Pin Chen National Chiao Tung University

**Using Task-Focus to Optimize Personal Search**

Hei-Chia Wang National Cheng Kung University

Han-Hsi Chen National Cheng Kung University

**Two-Phase Evaluation Process of A Genetic Algorithm for Improving A Back-Propagation Network**

Chien-Yu Huang She-Te University

Ching-Chung Chen Yung-Ta Institute of Technology & Commerce

Hsin-Li Pan Shu-Te University

**Why Service Employees Exhibit Customer-Oriented Behaviors?**

Ting-Yueh Chang Southern Taiwan University of Technology

**Analysis Professional Technological Transfer from View of Knowledge Evolution in Taiwan's Financial Industry**

Jao-Hong Cheng National Yunlin University of Science and Technology

Fu Mei Wu National Yunlin University of Science and Technology

Chih-Ming Lee Grand Canyon University

**Applying Text-Mining for Extracting Non-Structural Information in Corporate Financial Reports - A Study of Financial Early-Warning System**

Jiann-Min Yang National Chengchi University

Po-Huei Liang National Chengchi University

Ada Hui-Chuan Chen National Chengchi University

**A Study of the Relationship Between Corporate Culture and Core Competitive Advantages**

Wei-Long Lee National Kaohsiung University of Applied Sciences

**An Attitudinal Model of Self-Service Technology- A Case of Online Stock Trading System by Brokers**

Shu-Fang Liu National Kaohsiung University of Applied Sciences

**The Influence of the Number of Premiums, Trade-Off Conflict and Perceived Decision-Making Framing on Consumers' Emotions and Purchase Intention**

Yu-Peng Wang Shih Chien University

Ou-Yang Fang Shih Chien University

**Understanding the Unethical Intention of Software Piracy and Its Antecedents**

Chou-Kang Chiu Ching Kuo Institute of Management and Health

Chun-Yu Chen Ching Kuo Institute of Management and Health

Tsui-Feng Wang Ching Kuo Institute of Management and Health

Shin-Yi Lin Ching Kuo Institute of Management and Health

**Proposing Perceived Incentive, Service Quality and Their Consequences**

Cheng-Yuan Hsu	Chungyu Institute of Technology
Luan-Ying Wei	Ching Kuo Institute of Management & Health
Chou-Kang Chiu	Ching Kuo Institute of Management & Health

**Patients' Satisfaction on the Family Physician's Clinic and It Relative Factors in Southern Taiwan**

Chialing Hsieh	Tainan University of Technology
Weir-Sen Lin	Chia Nan University of Pharmacy and Science
Hsiao Yun Huang	Chia Nan University of Pharmacy and Science
Hui-Fang Chen	Chia Nan University of Pharmacy and Science
Yi-Chuh Chen	Chia Nan University of Pharmacy and Science

**Decision Support System for Optimal Reorder Point Variable Lead Time Inventory Model**

Li-Hsing Ho	Chung Hua University
Ching-Long Cheng	Chung Hua University
Ming-Feng Yang	Yu Da College of Business

**Joint Monitoring of Process Mean and Variability with An Extended Exponentially Weighted Moving Average Control Chart**

Shih-Hung Tai	Lunghwa University of Science & Technology
Tse-Chieh Lin	Lunghwa University of Science & Technology
Jin-Chuan Liou	Lunghwa University of Science & Technology

**A Recommendation Method for Distributing Elementary Students by Data Mining and Neural Networking**

Chin-Feng Lee	Chaoyang University of Technology
Kuan-Hua Chen	Chaoyang University of Technology

**Mining Changes of Patterns from Multi-Period Datasets**

I-Lin Wang	National Cheng Kung University
Chun-Ta Dai	National Cheng Kung University

**The Needs Analysis of the Core Competencies in the Amusement Parks in Taiwan**

Yuh-Mei Hung	Minghsin University of Science & Technology
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**The Study of Emotional Labors, Emotional Marketing, and Emotion Value Creation: The Cases of World-Chained and Taiwan Tourist Hotel**

Shang-Ping Lin	National Yunlin University
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**The Impact of Information Asymmetry and Budget Emphasis on Budgetary Participation and Slack**

Jyh-Tay Su	Southern Taiwan University of Technology
Wen-Ling Lin	Nan Kai College

**Co-Evolution Relationship of Strategic Networks and Trust-A Case Study on Goyatek Technology Inc.**

Tzu-Hsin Liu	Da Yeh University
Sung-Rung Juang	Da Yeh University

**A Study of ISMs Implementation Road Map**

Te-King Chien	National Formosa University
Wen-Ling Lai	Takming College
Wei-Chen Hsu	National Formosa University
Mei-Fang Wang	National Formosa University

**Exploring the Market Development Trend and Technological Innovation of GPS**

Benjamin J. C. Yuan	National Chiao Tung University
James K. C. Chen	National Chiao Tung University
Linda W. C. Lin	National Chiao Tung University

**Antecedents of Group and Brand-Related Behavior of Participants in Web-Based Brand Communities**

Shu-Lu Hsu	National Chiayi University
Yi-Chun Liao	National Chiayi University

**Base Rate Fallacy of Judgment: Resulting from Information Causality and Anchoring Point**

Yi-In Lee	Chungchou Institute of Technology
Ping-Ho Ting	Tunghei University
Chia-Yu Yang	National Chung Cheng University
I-Ching Chen	Chungchou Institute of Technology

**Efficiency Analysis of Data Broadcast in ZigBee Networks Under Various Network Configuration Conditions**

Tian-Wen Song	National Sun Yat-Sen University
Chu-Sing Yang	National Cheng Kung University
Ting-Ting Wu	National University of Tainan

**Partition the Ratio and Additive Scale Effect for AHP**

Rung-Wei Po	Chung Hua University
Ling-Feng Hsieh	Gradchung Yuan Christian University
Yuh-Yuan Guh	Chung Yuan Christian University

**Technology and Application of U-Learning in A Mobile Ad Hoc Network Environment**

Ting-Ting Wu	National University of Tainan
Tian-Wen Song	National Sun Yat-Sen University
Gwo-Jen Hwang	National University of Tainan
Chu-Sing Yang	National Cheng Kung University



Wenchang Fang                      National Taipei University

**Towards Xml-Based Index for Effective Search of Office Documents**

Somchai Chatvichienchai              Siebold University of Nagasaki

Jinsan Lin                              Nagoya Sangyo University

**A Preliminary Study of Chinese Medicine Patterns as the Prognostic Indicators for Stroke Patients**

Rong-Rong Chen                      Chang Gung University

Yung-Hsiu Lin                        Chang Gung University

Her-Kun Chang                        Chang Gung University

Ta-Wei Shih                            Chang Gung University

**To Categorize the Quality Attribute - A New Method**

Jih-Kuang Chen                        Chung Hua University

Yu-Cheng Lee                         Chung Hua University

**The Research Development and Prospects of Relationship Quality in Relationship Marketing**

Jay M. Wu                              I-Shou University

Dong-Jenn Yang                        I-Shou University

Jun-Ying Huang                        I-Shou University

**Effects of Students' Perception Toward Using Logistics Software on Learning Motivation in Logistics Education**

Pei-Chun Lin                            National Cheng Kung University

Su-Min Chang                         National Cheng Kung University

Jenhung Wang                        National Kaohsiung First University of Science and  
Technology

**Transaction Efficiency Analysis of An Internet Retailing Supply Chain in the Book Industry**

Pei-Chun Lin                            National Cheng Kung University

Shun-Sheng Chen                        National Cheng Kung University

Chen-Cheng Chen                        National Kaohsiung First University of Science and  
Technology

**The Relationship among Consumer Self-Concept, Vanity Trait and Materialism on Taiwan Adolescence Female Students**

Wei- Lung Chang                        Ching Yun University

Hsiang-Te Liu                            Hsuan Chuang University

Tai-An Lin                                National Chung Chang University

**An Integrated Model Linking Employee Positive Affects and Task Performance**

Chien-Cheng Chen                        National Taipei University of Technology

**Proposing the Relationships Between Brand Personality and Satisfaction in the Context of Online Games**

Chi-Sheng Chien	Vanung University
Y. H. Tsai	Chihlee Institute of Technology
Chieh-Peng Lin	Vanung University

**Modeling Online Game Loyalty and Its Antecedents**

Sheng-Wuu Joe	Vanung University
Chieh-Peng Lin	Vanung University
Y. H. Tsai	Chihlee Institute of Technology

**The Use of Knowledge Management: A Crisis Management Perspective**

Wei-Tsong Wang	National Cheng Kung University
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**An Invisible Network of Knowledge Production of Technology Management Studies : From Knowing Nothing to Knowing Something**

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