

2012 The International Conference on Organizational Innovation Agenda

DATE : JULY, 10 2012, TUESDAY

LOCATION : AIRLANGGA UNIVERSITY, SURABAYA, INDONESIA

TIME	ACTIVITY	PLACE
08 : 30 – 09 : 00	REGISTRATION	Aula Fajar,
09 : 00 – 10 : 00	<p><u>Conference Host :</u> Prof. Dr. Muslich Anshori, Dean of Faculty of Economics and Business, Airlangga University. Indonesia</p> <p><u>Conference Grand Opening Speech :</u> 1. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USD 2. Prof. Dr. Fasich, Rector of Airlangga University. Indonesia</p> <p><u>Honored Guest Speech :</u> 1. Dr. Mohd Fauzi Mohd Jani ,Director, Center of Entrepreneurship and SMEs Development, University Kebangsaan Malaysia, Malaysia. 2. Dr. Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand. 3. Dr. Alex Maritz: Swinburne University of Technology, Australian 4. Drs.UFC. Hendriks, Fontys University of Applied Sciences, Netherlands 5. Dr. Marius Potgieter, Tshwane University of Technology, South Africa 6. Dr. Chih Yuan Huang, Kao Yuan University, Taiwan 7. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic</p>	Aula Fajar @ Main Building of Faculty of Economics and Business,
10 : 00 – 10 : 30	Tea Time and Academic Exchange	Group picture
10 : 30 – 11 : 00	<p style="text-align: center;">Keynote Presentation (1)</p> <p>Speaker : Dr. Eloiza Aparecida Avila de MATOS, Brasil Topic : 67 Focus on Different Techniques of Creativity</p>	Aula Fajar
11 : 00 – 11 : 30	<p style="text-align: center;">Keynote Presentation (2)</p> <p>Speaker : Dr. Davorin Kralj, Slovenia Topic : Green" Management and Leadership for "Greenovate" Organizational Development</p>	Aula Fajar
11 : 30 – 12 : 00	<p style="text-align: center;">Keynote Presentation (3)</p> <p>Speaker : Dr. Brendan Galbraith, N. Ireland Topic : Emerging Innovation Intermediaries And Methods: The European Network Of Living Labs</p>	Aula Fajar

DATE : JULY, 10 2012, TUESDAY

**LOCATION : ROOM 101, MASTER OF MANAGEMENT,
AIRLANGGA UNIVERSITY, SURABAYA, INDONESIA**

Time	Topic of Seminar	Country/Region
	Chair : Dr. Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand	
Session 1.1 13 : 30 14 : 50	1. 12R-086: Innovative” Transformation of Scientific Institutions	Natalia Malakhova , Russia
	5. 12R-067: Entrepreneurship and Growth In Emerging Mini-Dragon Economies: A South-East Asia Perspective	Alex Maritz, Australia
	3. ICOI-15: Institutional Models of Bunaken National Park (BNP) Management to Ensure Sustainability of Ecological and Economic Functions	Kholil, Indonesia
	4. ICOI-64: How Demographics And General Economic Mood Affect Investor Risk Tolerance?	Puput Tri Komalasari, Indonesia
	5. 12R-080: The Prospects of Innovative Economies Development in the Dynamics of Globalization and Technological Progress	Denis Ushakov, Russia
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Sri Wahyuni Astuti, Universitas Airlangga, Indonesia	
Session 1.2 15 : 10 16 : 30	1. 12R-073: The Psychological and Learning Impact of Teaching Language Used in English Classes on 5-Year Junior College Students in Taiwan	I-Ying Chang, Taiwan
	2. ICOI -42: The Influences of the Big Five Personalities and Consumers Materialism to Impulsive Purchasing and Its Effect to Compulsive Purchasing: A Survey of Mall Customers in Bandung	Raeni Dwi Santy, Indonesia
	3. ICOI-46: Generation C: A TRULLY Amazing Opportunity For Small Business	Kenny Dewi Krisdiany H, Indonesia
	4. ICOI-54: A Conceptual Model of IT Investment Feasibility Analysis for Small and Medium Enterprises	Puspita Kencana Sari Indonesia
	5. ICOI-55: Globalization and Internationalization in Business & Management Education	Dyah Kusumastuti Indonesia
18 : 00	Welcoming Dinner Party	

DATE : JULY, 10 2012, TUESDAY

**LOCATION : ROOM 103, MASTER OF MANAGEMENT,
AIRLANGGA UNIVERSITY, SURABAYA, INDONESIA**

Time	Topic of Seminar	Country/Region
Session 2.1 13 : 30 14 : 50	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava Czech Republic	
	1. ICOI-45: Analysis of Fundamental Factor and Management Capability as Predictor of Financial Distress	Gatot Nazir Achmad Indonesia
	2. ICOI-47: Role of Shari'A Supervisory Board and Financial Performance as Determinants of Csr Disclosure of Islamic Banks in Indonesia	Fitriyah, Indonesia
	3. ICOI-51: Enterprise Resource Planning: A Risk Management Tool to Avoid Corporate Frauds in Financial Reporting	Astrie Krisnawati, Indonesia
	4 ICOI-66: The Impact of Liquidity to Stock Returns: Test of Liquidity Proxies	Chorry Sulistyowati, Indonesia
	5. 12R-088: The Power of Subordinated Lévy Models to Depict the Arrival of Innovative Information	Tomáš Tichý, Czech Republic
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Fitri Ismiyanti, Universitas Airlangga, Indonesia	
	1. 12R-105: The Role of an Innovative Component in Strengthening of Economic Safety of Countries in Modern Conditions of Post-Crisis Development of World Economy.	Tatiana Solod, Russia
	2. ICOI-03: Factors that Affect the Profitability of the Conventional Bank and Shariah Bank in Indonesia	Muhamad Nadrattuzaman, Indonesia
	3. ICOI-36: The Influence of Book-Tax Differences, Going Concern Opinion, and Auditor Industry Specialization on Audit Delay and the Influence of Audit Delay on Timeliness on Manufacturing Companies Listed in Indonesian Stock Exchange Period 2007-2010	Abdullah Rakhman, Indonesia
	4. ICOI-44: The Effect of Profitability, Liquidity, Leverage, Firm Size and Growth Opportunities to Dividend Policy on Firms Listed Indonesia Stock Exchange during the Period of 2006-2009	Gatot Nazir Ahmad - Indonesia
	5. ICOI-67: The Effect of Exchange Rate Fluctuations on Industrial's Stock Returns; Evidence from Indonesia	Rahmat Heru Setianto, Indonesia
18 : 00	Welcoming Dinner Party	

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**LOCATION : ROOM 105, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
Session 3.1 13 : 30 14 : 50	Chair : Drs. UFC. Hendriks, Fontys University of Applied Sciences, Netherlands	
	1. ICOI-06: Intellectual Capital Management Strategy to Enhance Indonesian Worker Unions Performance	Ahmad Rizki Sridadi, Indonesia
	2. ICOI-23: Learning Outcomes of the Japanese Language Class In the School of International Hospitality and Tourism Management (SIHTM) In the University of Baguio, Philippines	Roberto M. Arguelles, Philippines
	3. ICOI-39: Learning Style Analysis for Students of Business Management Study Program of Telecommunication and Informatics Telkom Institute of Management	Ratri Wahyuningtyas, Indonesia
	4 ICOI-58: Responding Changes of Market Requirement by Mixing Culture, Strategy and Structure in Innovative Higher Education Organization	Hermawanto, Indonesia
	5. 12R-077: A Study of Knowledge Management within the Bachelor-Master Structure in the Netherlands	Ben Hendriks, Netherlands
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Dr. Gancar Premananto, Universitas Airlangga, Indonesia	
	1. 12R-023: Innovative Strategies for Acquiring IT Applications among Selected Companies in Metro Manila, Philippines and its Benefits	Harvey T. Ong, Philippines
	2. 12R-069: The Effect of Using Metacognitive Strategies on Listening Comprehension of Iranian EFL Learners	Ali Aftekhary, Iran
	3. 12R-092: A Research on Taiwan's Own Brand LUXGEN Automobile's Innovative Strategies	Hong, Jong-Sheng, Taiwan
	4. ICOI-34: Impulse and Unplanned Buying: Comparisons of Determinants and Consequences	Gancar Candra, Indonesia
	5. ICOI -61: Narcissism As an Organizational Value: It's Impact on Corporate Deviance	Amak Mohamad Yaqoub, Indonesia
18 : 00	Welcoming Dinner Party	

DATE : JULY, 10 2012, TUESDAY

**LOCATION : ROOM 202, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
Session 4.1 13 : 30 14 : 50	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation, USA	
	1. 12R-094: An Approach for Innovative Design Based on Extension Method	Chang-Tzuoh Wu, Taiwan
	2. 12R-097: Universal Design Assessment based on Fuzzy Linguistic Techniques	Jyh-Rong Chou, Taiwan
	3. 12R-101: A Study on the Correlation between Furniture Design Information Modules and the User Need of Designers	An-Sheng Lee, Taiwan
	4. 12R-107: Application of Concurrent Design Strategy on the Design of Portable Amplifier	Yi-Hsiu Tseng, Taiwan
	5. 12R-108: Integration of Concurrent Design Strategies in the Form and Structure of the Juicer Research	Yao-Wen Kuo, Taiwan
	6. 12R-109: Using Collaborative Design Strategy at Research of the Toilet by Universal Design Concept	Chien-Wei Chen, Taiwan
	7. 12R-110: Many Layout Strategies Are Applied to the Fan Global Design of Heat Dissipation	Shih-Wen Hsiao, Taiwan
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 10 16 : 30	Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia	
	1. 12R-111: Research on Cognition Difference of Product Shape: A Case Study of Male Perfume Bottle	Yu-Ting Hsiao, Taiwan
	2. 12R-112: Research on Young People's Evaluation Perfumes	Yu Jen Chiu, Taiwan
	3. 12R-114: A Study on the Application of Constructionism and Constructivism to the Learning Efficiency of Artificial Model Assembly through Quasi-experimental Research	Chen-Cheng Lin, Taiwan
	4. 12R-128: Involvement Evaluation for Innovative Products in Remote Districts-Using Pingtung Image in Taiwan as an Example	Ying-Jye Lee, Taiwan
	5. 12R-130: Research & Development on Innovative Designs for Water Dispenser	Jui-Hung Cheng, Taiwan
	6. 12R-137: A Cognitive Research of Cultural Images in Taiwan	Jenn-Yang Lin, Taiwan
18 : 00	Welcoming Dinner Party	

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**LOCATION : ROOM 204, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
	Chair : Dr. Davorin Kralj, Faculty of Organization Studies, Slovenia	
Session 5.1 13 : 30 14 : 50	1. ICOI-26: An Exploratory Study: The Reasons Why People use Laundry by The Kg Service and Why They Choose CYARA Laundry?	Dini Turipanam, Indonesia
	2. ICOI-28: The Study of Intellectual Ability, Competence and Their Impact on the Performance's Lecture	Anis Eliyana, Indonesia
	3. ICOI-30: Lean in Healthcare Sector: Lessons from Implementing Lean in Hospital	Dewi NK-Indonesia
	4. ICOI-40: The Relationship between Job Decision Latitude, Task Demand, Commitment and Social Support with Job Satisfaction: A Study on Talented Managers in XYZ Company	Andreas Budihardjo, Indonesia
	5. 12R-034: "Green" Management and Leadership for "Greenovate" Organizational Development	Davorin Kralj, Slovenia
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Badri Munir Sukoco, Universitas Airlangga, Indonesia	
Session 5.2 15 : 10 16 : 30	1. 12R-032: The Research on the Core Competencies Indicator of Cross-Strait Air Freight Forwarder	Tsai-Chiao Wang, Taiwan
	2. 12R-102: A Study on the Sabotage Behavior from Employee Prospective	Cedric Hsi-Jui Wu, Taiwan
	3. 12R-142: Gender Variations Across: Trainee Motivation, Social Support and Goal Orientation	Norsiah Aminudin, Malaysia
	4. ICOI-41: The Effect of Fashion Involvement to Fashion Oriented Impulse Buying With Consumers Positive Emotion as a Mediating Variable	Tanti Handriana Indonesia
	5. ICOI-59: The Roles of Consumer Innovativeness and Risk Propensity in Evaluating Credibility of Social Media and Developing Initial Trust among International Backpackers	Sony Kusumasondjaya, Indonesia
18 : 00	Welcoming Dinner Party	

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**LOCATION : ROOM 209, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
Session 6.1 13 : 30 14 : 50	Chair : Dr. Eloiza Avila de Matos Universidade Tecnológica Federal do Paraná, Brazil	
	1. ICOI-02: A Team on Management Innovation How is it better than Individual Change Agent?	Michael Bigol Pasco, Philippines
	2. ICOI- 17: Innovation of Validation Model for Group Decision Support on Product Design Selection	Christiono Utomo, Indonesia
	3. ICOI-25: SHOLAT as a Means to have Innovative Thinking in Business Transformation	Popy Novita Pasaribu Indonesia
	4. ICOI -43: The Model of Competitive Advantage through Business Innovation: Design From Organizational Creativity, Entrepreneurial Competence and Market Orientation (Survey at Sme's Coastal Batik in Java)	Reniaty, Indonesia
	5. 12R-066: Influences of the Creativity Management Tools	Eloiza Avila de Matos, Brazil
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Indrianawati Usman, Universitas Airlangga, Indonesia	
	1. 12R-079: Mentality as a Factor of Innovative Model of Management in Modern Russia	Ekaterina V.Andreeva, Russia
	2. 12R-143: Development of Corporate Culture of Innovations	Gromov A. I., Russia
	3. ICOI-68: Analysis of the Factors Influencing Hr Performance of Syariah Banking through Cultural Development	Boy Iskandar Pasaribu, Indonesia
	4. ICOI-69: Industrial Development Strategy in South Sulawesi Province	Abd. Rahman Razak, Indonesia
	5. 12R-146: A Study on Online Apparel Customization: Fashion Innovativeness as a Moderator	Yun Wang, Taiwan
18 : 00	Welcoming Dinner Party	

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**LOCATION : ROOM 213, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
	Chair : Dr. Brendan Galbraith, University of Ulster, N. Ireland	
Session 7.1 13 : 30 14 : 50	1. ICOI-27: Implementing Material Requirement Planning To Increase the Efficiency of Remaining Raw Materials of Small and Middle Businesses	Yetty Dwi Lestari, Indonesia
	2. ICOI-35: Differential Equity Contributions between Partners in Joint Ventures	Badri Munir Sukoco, Indonesia
	3. ICOI -57: Critical Success Factors In the Implementation of Total Quality Management in Selected Fertilizer Companies in Cikampek Indonesia	Achmad H. Sutawidjaya, Indonesia
	4. ICOI -63: Designing Quality Improvement of Small and Medium Business Enterprises of Leather Handbags (Smes) In Sidoarjo, Indonesia by Applying Quality Function Deployment Model	Febriana Wurjaningrum, Indonesia
	5. 12R-139: Engaging Communities of Lead Users with Technology: Findings from a European Eparticipation Project	Brendan Galbraith, N. Ireland
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Siti Sulasmi, Universitas Airlangga, Indonesia	
Session 7.2 15 : 10 16 : 30	1. ICOI-11: The Effect of Conflict Toward Job Stress And Its Impact To Employees Performance: Case Study At The Public Hospital In Makassar	Wahda, Indonesia
	2. 12R-136: A Study of Students' Learning Motivation towards an English Course for Tourism Students	Wan-Yu Chang, Taiwan
	3. ICOI-50: The Influence of Affective, Continuance, And Normative Commitment towards the Turnover Intentions of Nurses at Makassar's Private Hospitals in Indonesia	Ria Mardiana Yusuf, Indonesia
	4. ICOI-53: Effect on the Performance of Employees Compensation in PLN Generating and Parent Project Network Java and Bali Nusa Tenggara Southeast	Wien Dyahrini, Indonesia
	5. ICOI-60: The Role of Electronic Human Resources to Leverage Human Resources Management as a Strategic Business Partner	Ida Bagus Gede Adi Permana, Indonesia
16 : 30	Return	

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**LOCATION : ROOM 215, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
	Chair: Dr. K. Ravichandran, New York Institute of Technology, UAE	
Session 8.1 13 : 30 14 : 50	1. 12R-095: Trade in Hosiery under Free Trade Agreements: Upgrading Performance of a Manufacturer in Taiwan	Wang, Fu-Hsing, Taiwan
	2. ICOI-14: The Effect of Experiential Marketing Implementation toward Repurchase Intention in Fast Food Restaurant at the City of Padang: Survey on the Andalas University's Student	Verinita, Indonesia
	3. ICOI-32: Information Systems Strategic Planning to Increase Competitive Advantage of Higher Education Using be Vissta Planning Methodology: Case Study SWCU Salatiga	Agustinus Fritz Wijaya, Indonesia
	4. ICOI-52: The Urgency of Communication Media (E-Commerce) In Indonesian Creative Industry as an Effort to Increase the International Business Competition: Case Study in Fashion Industry	Yuliandre Darwis, Indonesia
	5. 12R-025: An Empirical Study: Students' Perception on Service Quality –Using Malaysian HEDPERF Measurement Scale	K. Ravichandran UAE
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Dwi Ratmawati, Universitas Airlangga, Indonesia	
Session 8.2 15 : 10 16 : 30	1. ICOI-09: The Development of Entrepreneurship Character in Improving Performance: A Survey on Small Scale Entrepreneurs of Seaweed in South Sulawesi	M. Ikhwan Maulana Haeruddin, Indonesia
	2. ICOI-38: Employee Service Performance and Customer Outcomes: Evidence From a Tourist Destination	Roberto M. Arguelles, Philippines
	3. ICOI-49: Motivational Factors, Entrepreneurship, Gender, And Parental Background: Evidence From the Tailor's Guild at Sunan Giri Traditional Market, Jakarta, Indonesia	Agung Wahyu Handaru, Indonesia
	4. ICOI-56: Entrepreneurial Intentions of Students	Nuri Herachwati, Indonesia
	5. ICOI-65: The Effect of Interorganizational Network and Product Innovation Process on Marketing Performance: Evidence from the Micro Enterprises in Java from Entrepreneurial Marketing Perspective	Masmira Kurniawati, Indonesia
18 : 00	Welcoming Dinner Party	

DATE : JULY, 10 2012, TUESDAY

**LOCATION : ROOM 107, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
	Chair : Dr. Marius Potgieter, Tshwane University of Technology, South Africa	
Session 9.1 13 : 30 14 : 50	1. 12R-076: Effectiveness of Human Resource Information System on HR Functions of the Organization-A Cross Sectional Study	Shammy.Shiri, India
	2. ICOI-18: Mapping and Analysis the Operational Distribution System of Digital Multimedia Products at Pt Direct Vision	Daryono, Indonesia
	3. ICOI-19: The Application of Management Information System Based on Cloud Computing for the Export-Oriented Indonesian Small Medium Enterprises to the Emerging Markets in Japan and Taiwan	Tuwanku Aria Auliandri, Indonesia
	4. ICOI-31: The Application of Geographical Information System on The Land Management in Indonesia: A Legal Entity Perspective	Aris Armuninggar Indonesia
	5. 12R-084: South African Tour Operators' Critical Need for Marketing Information System Innovation	Marius Potgieter, South Africa
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Anis Eliyana, Universitas Airlangga, Indonesia	
Session 9.2 15 : 10 16 : 30	1. ICOI-04: Application of Garch Model for Index Lq45 and Jii Period 2000 – 2011	Irni Yunita, Indonesia
	2. ICOI-05: Option Value Estimation of Lq45 and Jii Index Using Garch Model in Determining Volatility	Irni Yunita, Indonesia
	3. ICOI-12: Improving Hotel Performance through Active Supply Chain Risk Management: A Preliminary Model	Suryadi Hadi, Australia
	4. ICOI-22: Food Choice Determinants in Fast Food Restaurants	Roberto M. Arguelles, Philippines
	5. ICOI -62: Entrepreneurial Research University: An Experience of Universities Airlangga for Synergizing Industry-Government- University	Arif Firmansyah, Indonesia
18 : 00	Welcoming Dinner Party	

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**LOCATION : ROOM 109, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
Session 10.1 13 : 30 14 : 50	Chair : Dr. Madeline Berma, University Kebangsaan Malaysia, Malaysia	
	1. 12R-074: Mixed Oligopoly and Technology Licensing	Yi-Wen Chen, Taiwan
	2. 12R-093: Pricing Strategies of Upstream and Technology Licensing	Wan-Ting Huang, Taiwan
	3. ICOI-08: The Influence of the Mechanism of Good Corporate Governance on the Company's Performance through Corporate Social Responsibility Disclosure on Manufacturing Companies Listed in the Indonesia Stock Exchange on 2007 – 2009	Calvina, Indonesia
	4. ICOI-37: Governance Score to Determine Efficiency in Corporate Governance Practices	Fitri Ismiyanti, Indonesia
	5. ICOI-48: Corporate Social Responsibility Programs as a Business Sustainability Support	Indrianawati Usman, Indonesia
14 : 50 15 : 00	Tea Time	
Session 10.2 15 : 10 16 : 30	Chair : Dr. Shamshubaridah Ramlee, University Kebangsaan Malaysia, Malaysia	
	1. 12R-090: Evaluating Brand Equity from the View of the Customers in Banking	Hassan Danae, Iran
	2. ICOI-07: Customer Relationship Management Increasing the Customer Loyalty and Equity	Surachman Surjaatmadja, Indonesia
	3. ICOI-024: Exploring Socio-Technical Factors to Successful Collaborative Design in Product Development: A Review	Yani Rahmawati, Indonesia
	4. ICOI-33: Measuring Performance of Indonesian Cellular Telecommunication Industry from Customer Perspective	Ummu Hani Indonesia
	5. 12R-085: Financing Gap in Malaysian Small-Medium Enterprises: A Supply-Side Perspective	Shamshubaridah Ramlee, Malaysia
18 : 00	Welcoming Dinner Party	

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**LOCATION : ROOM 101, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
Session 1.3 09 : 00 10 : 20	Chair : Shieh, Chich-Jen, Chang Jung Christian University, Taiwan	
	1. 12R-056: Effects of E-Learning on Learning Performance – A Case Study on Students in Tourism Department in Taiwan	Wan-Yu Chang, Taiwan
	2. 12R-103: The Relationship of Customer-employee from Self-Image Congruence Prospective	Cedric Hsi-Jui Wu, Taiwan
	3. 12R-116: The Prominent Roles on the Strategic Alliances Performance - Procedural Justice, Knowledge Absorptive Capacity and Trust	Hui-Chun Chan, Taiwan
	4. 12R-134: Influential Factors that Affect the Purchasing of Hybrid Cars – Across Nation Stud”	Yi-Chang Chen, Taiwan
	5. 12R-141: Effects of Perceived Corporate Sponsorship	Cheng-Che Chiang, Taiwan
10 : 20 10 : 30	Tea Time	
Session 1.4 10 : 30 12 : 00	Chair : Dr. Shih-Wen Hsiao, National Cheng-Kung University	
	1. 12R-075: Local Wisdom Priority in Budget Decision Making Process: An Exploration Universal Value in Decentralized Decision Making- Case Study in East Java Province	Didied Affandy, Indonesia
	2. 12R-082: Research on Organizational Fields and Competitive Advantage---Based on the Case Study of Eastman Kodak Company and Apple Inc	Tse Lin, Taiwan
	3. 12R-118: The Study on Service Quality, Customer Satisfaction and Loyalty of the Restaurant Industry	Lin, Hsiu-Min, Taiwan
	4. 12R-121: Assessing Student Dormitory Service Quality by Integrating Kano Elaborative Mode with Quality Function Deployment Method - a Case Study in a Hospitality College in Southern Taiwan	Liu , Mean-Shen, Taiwan
	5. 12R-125: Explore the Relationship between Service Quality and Customer Loyalty, Brand Equity as Moderator and Marketing Tools as Mediator	Yu-Jia Hu, Taiwan
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Time	Topic of Seminar	Country/Region
Session 2.3 09 : 00 10 : 20	Chair : Dr. Jui-Min, Hsiao, National Ilan University, Taiwan	
	1. 12R-012: Volatility-Credit Nexus in Taiwan as a SME-based Economy	Shu-hen, Chiang, Taiwan
	2. 12R-040: Evolution of Technological Innovation and Development of China's Innovative Economics	Yu Pei, Taiwan
	3. 12R-048: Identifying Key Success Factors of E-Learning in Travel Agents	Shang-Pao Yeh, Taiwan
	4. 12R-098: Adult and Youth Students' Perceptions of Online Courses Effectiveness: A Comparative Study	Kuo-Ming Chu, Taiwan
	5. 12R-117: Impact of International capital flow on China's Current Account: Adjustment from Trade and Financial Channels	Cheng Yao, Taiwan
10 : 20 10 : 30	Tea Time	
Session 2.4 10 : 30 12 : 00	Chair : Dr. Shang-Pao Yeh, I-Shou University, Taiwan	
	1. 12R-007: Implementing Blue Ocean Strategy in the Ecotourism Industry	Amin Faghieh Kia, Canada
	2. 12R-022: A Study of the Demand for Domestic Tourism by Taiwan Households Using Almost Ideal Demand System Model	Sheng-Ju Huang, Taiwan
	3. 12R-047: Establishment of Effect Model of Participation Experience in Enterprise Sports Games on Leisure Benefits and Organizational Commitment	Chi-Ming Huang, Taiwan
	4. 12R-100: Measuring Value Chain Efficiency of Tourist Hotels in Taiwan	Chung-Te Ting, Taiwan
	5. 12R-119: The Study on the Association between the Service Quality of Tourist Hotel and Customer Satisfaction	Lin, Xian-Hui, Taiwan
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LOCATION : ROOM 105, MASTER OF MANAGEMENT,

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Time	Topic of Seminar	Country/Region
	Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan	
Session 3.3 09 : 00 10 : 20	1. 12R-017: Isn't the IUCN reflecting the Environmental Organizational Behavior? A Close Look	Noor Mohammad, Malaysia
	2. 12R-038: A Study on Learning Motivation of Preschool Children Receiving Classics-Reciting Education toward Learning Outcomes	Ming-Chen Shih, Taiwan
	3. 12R-065: Studying the Effect of Hospitality Interns' Personality Traits and Their Emotional Labor over Organization Citizenship Behavior	Yi-Min Li, Taiwan
	4. 12R-138: The Application of the Ipad on Children's Play-based on Brain Science Theory	Mei-Ju Chou, Taiwan
	5. 12R-147: Design and Exploration of Mobile Navigation and Teaching Activity Based on Integrating Learning and TAM Models – A Study of the Ecological Course	Tzong-Song Wang, Taiwan
10 : 20 10 : 30	Tea Time	
	Chair : Dr. Shu-hen, Chiang , Chung-Yuan Christian University, Taiwan	
Session 3.4 10 : 30 12 : 00	1.12R-030: How does Divergence of Opinion Affect the Relative Trading Activity and Information Content in Option and Stock Prior to Takeover Announcement?	Han-Ching Huang, Taiwan
	2.12R-036: Integrating Human Resource Management and Knowledge Management—From the Viewpoint of Core Employees and Organizational Performance	Tung Chiu Me, Taiwan
	3. 12R-050: A Study the Performance on Human Resource Management Strategy in Tourism Industry	Kai-Ping Huang, Australia
	4.12R-060: Strategy of Board Structure on Financial Performance : The Empirical Analysis of Chinese Companies with Issued ADRS	Hsiu-Jen Fu, Taiwan
	5. 12R-126: Constructing an Outpatient Medicare Demand Model for Respiratory Diseases with Opportunity Cost of Medical Treatment-An Application of the Travel Cost Method	Chiung-Ying Li, Taiwan
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**LOCATION : ROOM 202, MASTER OF MANAGEMENT,
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Time	Topic of Seminar	Country/Region
Session 4.3 09 : 00 10 : 20	Chair : Prof. Jenn-Yang Lin, Nan Hua University, Taiwan	
	1. 12R-037: A Study on the Physical Response and Behavior of Infants with Disabled Left Hand in In-line Skate Learning	Len-Chen Shih, Taiwan
	2. 12R-053: An Analysis of Large and Small Group Peer Led Teaching for Basic Sciences Medical Students	Chandrashekar CN, Antigua
	3. 12R-070: Simulation of Stability and Instability Criteria of Current-Voltage Characteristics in the Negative Differential Conductance Region of a Resonant Tunneling Diode	Chih Yuan Huang, Taiwan
	4. 12R-132: Performance Evaluation of Chinese Power Supply Firms	Tien-Hui Chen, Taiwan
	5. 12R-122: A Research Regarding Consumer Preferences to Sweet Potato Cake and Purchase Intention by Using Sensour Evaluation	Shang-Hui Li,
10 : 20 10 : 30	Tea Time	
Session 4.4 10 : 30 12 : 00	Chair : Dr. Ying-Jye Lee, Kaohsiung University of Applied Sciences, Taiwan	
	1. 12R-044: Study on the Development of Corporate Brand Image	Jane Tung Taiwan
	2. 12R-058: Developing Perturbation Rate of the Rough Set Theory to Evaluate the Electronic Transaction Quality of On-Line Shopping	Weiping Hu, Taiwan
	3. 12R-072: Accumulating Destination Knowledge Management through Social Network Perspective	Ho, Chia Hui, Taiwan
	4. 12R-115: Marketing of Financial Services by Islamic Banking Institutions in Iran	Hamed Haghtalab, Iran
	5. 12R-145: An Innovative Design of Chatbot System Development and Learners' Performance Evaluation	Sheng-Wen Hsieh, Taiwan
16 : 30	Return	

DATE : JULY, 11 2012, WEDNESDAY

**LOCATION : ROOM 204, MASTER OF MANAGEMENT,
AIRLANGGA UNIVERSITY, SURABAYA, INDONESIA**

Time	Topic of Seminar	Country/Region
	Chair: Dr. Chih Yuan Huang, Kao Yuan University, Taiwan	
Session 5.3 09 : 00 10 : 20	1. 12R-045: Application of Integrated Robust Designation Methodology in Multi-Objective Optimization	Kuo-Wei Lin, Taiwan
	2. 12R-078: Applied the Malmquist Productivity Index to Evaluate the Cross Year Efficiency on the Non-profit Hospitals in Taiwan	Ching-Kuo Wei, Taiwan
	3. 12R-081: Technological Opportunities across Different Industries	Bum-Hoan Kim, Korea
	4. 12R-124: The Study on the Relationship between Interior Space Design of Restaurants and Customer Satisfaction	Wu Yan, Taiwan
	5. 12R-140: Using Weighted Attributes of the Rough Set Model to Balance Construction and Service Quality Costs for Local Supply Chain Management	Mei-Li Chou, Taiwan
10 : 20 10 : 30	Tea Time	
	Chair: Dr. Ho, Chia Hui, Far East university, Taiwan	
Session 5.4 10 : 30 12 : 00	1. 12R-041: DEA Approach for the Operating Efficiency Measurement: Assessment of Taiwanese Solar Cell Companies	Jui-Min Hsiao, Taiwan
	2. 12R-054: Effect of Recreational Involvement on Stress Relief and Job Performance in Restaurant Workers: The Moderating Role of Psychological Contract	Chih-Yun Yang, Taiwan
	3. 12R-062: The Effect of Competency Promotion on Organizational Performance in Public Sectors	Luke H. C. Hsiao, Taiwan
	4. 12R-064: The Effect of Network Relationship on Organizational Performance in Public Sectors	Hong-Cheng Liu, Taiwan
	5. 12R-144: Biofuels, Ammonia and the Three E Policy Goals	Dermawan, Yulius, Indonesia
16 : 30	Return	