

2010 International Conference
on
Asia Pacific Business Innovation &
Technology Management

2010 APBITM

Schedule

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Program

January 24-26, 2010
Cebu, Philippines

2010 APBITM Schedule

Date	Jan. 24(Sunday)	Jan. 25(Monday)	Jan.26(Tuesday)
08:45~09:45		Opening ceremony Keynote Speech 1	Session T1
09:45~10:00		Tea time	Tea time
10:00~11:00		Welcome Speech Keynote speech 2	Session T2
11:00~12:00		Keynote speech 3	Session T3
12:00~13:00		Lunch	Lunch
13:00~14:00		Session M1	Session T4
14:00~15:00		Session M2	Session T5
15:00~15:15		Tea time	Tea time
15:15~16:15		Session M3	Session T6
16:15~17:15		Session M4	Session T7
17:15-18:15		Session M5	Session T8
19:00-20:30	Welcome Dinner Speech	Banquet (Gala Dinner) Philippine Cultural Dance	APBITM Society Board Meeting

2010 APBITM Program

Welcome Dinner

Jan 24, 2010

Welcome Dinner Speech

Dr. Anna Bella Manalang

UNEP Resource Efficiency Management

Open Ceremony

Session	Jan. 25, 2010
08:45~09:45	Opening Ceremony Prof. Anthony SF Chiu Prof. Lawrence W. Lan Pres. Vicente Co (PIIE) Keynote Speech (1) Prof. John Groth Human Capital, Creativity, Technology & Innovation
09:45~10:00	Tea Time

Keynote Speaker (2)

10:00~11:00	Welcome Speech Keynote Speech (2) Prof. Joseph Sarkis Green Supply Chain Management
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Keynote Speaker (3)

11:00~12:00	Keynote Speech (3) Prof. Tomohiko Sakao Product Service System
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M1 Session

M1	M1-1 Applied Innovation	<p>Chair: Anna Bella Manalang</p> <ul style="list-style-type: none"> I Sustainability of Lean Practice: The Case of Walsgrave Hospital, UK Eppie Estanislao-Clark I Managing the Urban Health Systems in the National Capital Region Anna Bella D., Siriban-Manalang, Edgar Doña, and Ruben S. Siapno I Product Design of the Lateral Turning Bed and its Market Acceptability Eppie Estanislao-Clark, and Nilo Bugtai
	M1-2 Applied Innovation	<p>Chair: Jazmin Tangsoc</p> <ul style="list-style-type: none"> I A Study on Consumer Behavior Leading to Packaging Innovation of Medicine Bottles Charlyn Iza Choa, Justine Gliceria Mundin, Vida Hazel Nodque, and Jazmin Chong Tangsoc I X-Engineering the Printing Industry: A Case Study Rumel V. Atienza I Maximizing Resource Productivity for Japanese Manufacturing Company Subsidiaries in the Philippines Michael Angelo A. Cortez
	M1-3 Theoretical Innovation	<p>Chair: Willy Zalatar</p> <ul style="list-style-type: none"> I Measuring the Relationship between Consumers' Personality Type and Product Quality Perception Willy F. Zalatar I How do Entrepreneurs Respond to Uncertainty? Empirical Evidence from Indonesian SMEs R. Herani I Total Quality through Forecasting and Optimization of Human Resource in Public Organization Dr. Nadeem Ehsan, Sameer Ahmed, and Hammad Raza

M2 Session

M2	M2-1 Green Innovation	<p>Chair: Anna Bella Manalang</p> <ul style="list-style-type: none"> I Innovating Knowledge Management With Usability Concepts Ronaldo V. Polancos I Applicability of Standards for Pakistani R&D Organizations Ilyas Mahmood A Qureshi, Khalid Mahmood, Nadeem Ehsan, and Ebtisam Mirza I Up Gradation Project for New Services of Core Networks in Local Telecom Company Nadeem Ehsan, Shahzad Gul, Abdul Basit, and Ebtisam Mirza
	M2-2 Applied Innovation	<p>Chair: Jazmin Tangsoc</p> <ul style="list-style-type: none"> I Technology and Innovation in High Education Orna Lavi Steiner I The Patterns and Factors of Farming Innovation in Taiwan Wan-Tran Huang, Ya-Hsuan Hsu, Hsin-Yi Lin, and Wanping Chen I A Competitive Analysis of “Quality of Software Product” Using” House of Quality Matrix” Nadeem Ehsan, Bilal Mehmood, Khurram Raiz, and Ebtisam Mirza
	M2-3 E-Learning	<p>Chair: Willy Zalatar</p> <ul style="list-style-type: none"> I An Investigation on Telecommunication Staff’s Acceptance of E-Learning Technology Ya-Yu Chu, and Kuo-Hung Huang I Explore the Learning Effect of a Mastery-Based E-Formative Test for Statistic Course Yu-fen Chen, Kei-wen Cheng, and Huai-en Mo I Importance of Emotional Intelligence in Technical Outfit of Military Establishment Nadeem Ehsan, Usman Ghani, Shafqat Malik, and Hasan Sikandar Rana

M3 Session

M3	M3-1 Applied Innovation	<p>Chair: Eppie Clark</p> <ul style="list-style-type: none"> I Analysis of the Linkages between Environmental Policy and Technology Innovation: The Japanese Experience Helmut Yabar, Michinori Uwasu, Keishiro Hara, and Haiyan Zhang I An Innovative Teaching Strategy in Accounting Education: Creative Problem Solving Strategy on Web-Based Cooperative Learning Kai Wen Cheng I Identification of Road Traffic Congestion using GSM Network Nadeem Ehsan, Zeeshan Rabbani, and Muhammad. Khalil
	M3-2 Quantitative Innovation	<p>Chair: Richard Li</p> <ul style="list-style-type: none"> I Fuzzy Logic Control on L-Infinity Space Using Fuzzy Number Instead of Premise Variables in IF-THEN rules Mitsuishi T., and Shidama Y. I Fostering Education in Service Innovation Management Supachart Iamratanakul I Using a Innovation Method for Consulting the Production and Management on Agricultural Improvement Wan-Tran Huang, Yi-Chun Chen, and Zhao-Hao Chen
	M3-3 Innovation Consumer Behavior	<p>Chair: Rolando Polancos</p> <ul style="list-style-type: none"> I The Relationship between Consumer Consumption Frequency and Customer Loyalty Ying-Ping Liang I The Innovative Shortcut of Competitive Alliance Strategy in A Global Hypercompetitive Era Ming-Yuan Hsieh, and Ching-Te Wang I Applying ANP to Evaluate the Economic Value Added of Innovative Interface Technologies in Current Cyber Commerce Environment Ming-Yuan Hsieh

M4 Session

M4	M4-1 Organization Learning	<p>Chair: Eppie Clark</p> <ul style="list-style-type: none"> I A Dynamic Model for Inbound Ordering and Shipping, and Outbound Dispatching with Delivery Time Windows Woon-Seek Lee I Optimal Delivery Service Strategy for High-Tech Product Manufacturers with Time and Spatial Dependent Demand H. C. Li, and C. I. Hsu I Corporate Governance Practices: Transparency and Disclosure: Evidence from the Egyptian Exchange Abdelmohsen M. Desoky, and Gehan A. Mousa
	M4-2 Innovation of approach	<p>Chair: Richard Li</p> <ul style="list-style-type: none"> I Some Discussion on Bimodal Distribution and Its Maximum Likelihood Estimators Sha-Lin Guo I Analysis of MMFF Inventory Models with General Lead Time Ho Woo Lee, Min Ho Noh, and Tae Jin Hwang I Deteriorating Manufacturer-retailer Channel Strategy Yi-Li Chen, and Hui Ming Wee
	M4-3 Others	<p>Chair: Rolando Polancos</p> <ul style="list-style-type: none"> I The Economic Development of North Korea-After Correction Ruei Weng Shen I Analysis Future and Obstacle of Solar Building Substance Shiu-Yi Chen, Cheng Feng Cheng, and Gene Sheu I On the Background Knowledge for English Reading Comprehension Lin-Mei Pan

M5 Session

M5	M5-1 Innovation Management	<p>Chair: Yuan Hsu Lin</p> <ul style="list-style-type: none"> I The Impact of Power and Relationship Commitment on External Integration: Evidence from Taiwan Jen-Ying Shih I Identifying Causes of Material Wastage on Construction Sites in Vietnam Soo-Yong Kim, and Van Truong Luu I The Factors Influencing Consumer Online Resale Behavior Hsunchi Chu
	M5-2 Quantitative Innovation	<p>Chair: Chih-Horng Liao</p> <ul style="list-style-type: none"> I Management Perception of Total Quality Service among Semiconductor Companies of the Philippines Jerome Palaganas I Empirical Validation of the Determinants of Sustainable Supply Chain Management: Stakeholder and Resource-based Perspectives Su-Yol Lee I A Resource-Based Perspective on the Relationship Between Environmental Strategies and Organizational Capabilities in SMEs: The Case of Small and Medium-Sized Restaurants in Manila Maria Victoria P. Tibon
	M5-3 Marketing Innovation	<p>Chair: Rolando Polancos</p> <ul style="list-style-type: none"> I The Relationship between Financial Performance and Default Risk in Taiwan's Financial Institution Yen-Hsien Lee, and Tung-Yueh Pai I Tick-Size Change and Spread Components on the Taiwanese Stock Market Tzung-Yuan Hsieh, Ching-Chung Lin, and Yung-Ming Shiu I Revenue Sharing Contract with Price Markdown Option Gede Agus Widyadana, and Hui Ming Wee

T1 Session

Session	Jan. 26, 2010	
T1	T1-1 Marketing Innovation	<p>Chair: Ellis Finkelstein</p> <p>I A Study of Factors Affecting Tourist Choice of Destinations—Using Chihkan Tower in Taiwan as an Example Kai Wen Cheng</p> <p>I A Study of the Correlations between Customer Complaints, Fairness Handling and Customer Behavior Intentions Chu, Y., Tsuifang Hsieh, and Yung-Kun Chen</p> <p>I Exploration for Job Satisfaction of Military Basic-Level Finance Personnel: An Explorative Study with R.O.C. Armed Force as One Example Ming-Lang Wang, and Kang-Wei Wang</p>
	T1-2 Marketing Research	<p>Chair: Erwin T. J. Lin</p> <p>I Performance evaluation: implementing a network-balanced scorecard in uncertainty Ching- Fan Lee and Ming-Lang Tseng</p> <p>I Can Layoffs and Pay Cuts Prop up Weak Companies? A. S. Shia, M. M. Lo, T. L. Wang, and P. S. Chen</p> <p>I Perceptions of Fast Food Restaurants in Pakistan: What Affects Customer’s Satisfaction? Nadeem Ehsan, Ebstisam Mirza, and Afshan Naseem</p>
	T1-3 Marketing Management	<p>Chair: Ming-Lang Wang</p> <p>I Marketing Strategies of Small Appliance Industry -A Case Study of SH Company in Taiwan A. S. Shia, and M. M. Lo</p> <p>I A Channel Change of Small Appliance Industry: A Case study of SiangLee Company in Taiwan A. S. Shia, M. M. Lo, M. S Yang, and P. S. Chen</p> <p>I The Analysis of the Internship System of Tourism Students Wang Chen-Hui</p>

T2 Session

T2	T2-1 Environment Management	<p>Chair: Chih Horng Liao</p> <ul style="list-style-type: none"> I The Study of Evaluating the Performance of 360 Degree Feedback System in Insurance Industry – The CIPP evaluation model Ming-Lang Wang, and Hsing – Fu Lin I Endogenous Entry and Pigouvian Tax for Polluting Firms Sang-Ho Lee I Research The Causes Into Hot Spring Hotel Owner To Take Marketing Strategic Alliances In Taiwan Yen- Chao Chen
	T2-2	<p>Chair: Ming-Lang Wang</p> <ul style="list-style-type: none"> I Exploring the Factors Influencing the Entrepreneurship of Small & Medium Enterprises in Taiwan Li-Ming Chuang, Chun-Chu Liu, and Wen-Chia Tsai I A Study of Diabetic Patients’ Satisfaction on Diabetes Care Network and Its Technical Applications Hao-Feng Chang, Tung-Liang Chen, and Ruey-Juen Chen I Is E-Commerce a Royal Road of New Opportunities for Physical Stores? M. S. Yang, and A. S. Shia
	T2-3 Special Session: Respect & Deference	<p>Chair: Ellis Finkelstein</p> <ul style="list-style-type: none"> I Differentiating Respect and Deference: A Challenge to Organizational Management and Development Ellis Finkelstein I Application of Industry-Academia Cooperation on R&D Education: Conducting The R&D Capital Network Chun-Chi, Lan I Instant Messaging Using Behavior on Industrial Employee Chun-Fua Chen, and Hsin-Yun Hu

T3 Session

T3	T3-1 Product Development & Measures	<p>Chair: Chih-Horng Liao</p> <ul style="list-style-type: none"> I The Impact of Presidential Election on the Trading Durations of Traders on Taiwan Futures Market Chien-Liang Chiu, Yen-Hsien Lee, and Yi-Ping Chien I Measuring Performance and Corporate Governance of Taiwan Biotechnological Industry application of DEA and TOBIT regression Chien-Liang Chiu, Yen-Hsien Lee, and Chien-Han Hung I Travel Product Development in the Aging Trend Ya-Ling Huang, and In-Fun Lee
	T3-2 Finance Innovation	<p>Chair: Romeo Manalo</p> <ul style="list-style-type: none"> I Grey –Artificial and Neural Network Stochastic Volatility Model Hsiao-Fen Hsiao I Activity-Based Strategic Management Romeo G. Manalo, and Marivic V. Manalo I Corporate Governance Attributes as Determinantsof Internet Investor Relations – Evidence from Bahrain Abdelmohsen M. Desoky, and Gehan A. Mousa
	T3-3 Strategic Management	<p>Chair: Ming Yuan Hsieh</p> <ul style="list-style-type: none"> I Applying Fuzzy-Delphi Method to Explore the Key Successful Operation Factors of Survival Firms in Declining Industries Chun-Chih Yeh, Shyh-Ching Yang, and Yi-Heng Shih I A Research on Constructing Competitive Advantages of Hypermarkets in Taiwan A. S. Shia, and C. W. Chen I The Study of the Management Competence Gap Analysis- Top and middle Manager of Taipei 101 Chin-Cheh Yu, Pei-Wen Liao, Chia-Chi Chao, and Chin-Shin Chang

T4 Session

T4	T4-1 Finance Innovation	<p>Chair: Jerome Palaganas</p> <ul style="list-style-type: none"> I Stock Turning Points Detection by Particle Swarm Optimization clustering and Support vector Machine decision system Chin-Yuan Fan, Pei-Shu Fan, and Chia-Huei Wu I No Arbitrage Pricing of Cross Currency Moving Average Exchange Options Chia-Chou Chiu, Chien-Shan Han, and Ya-Chu Chuang I A Preliminary Evaluation of Insurance Information System: A Case Study on UL123 Investment Linked Product Software Yu-Chieh Tang, Ray Chen, Wei-Hung Chen, and Yiing-Luen Sim
	T4-2 R&D	<p>Chair: Maria Tibon</p> <p>:</p> <ul style="list-style-type: none"> I International R&D Interaction: A New Dynamic Perspective Shan-Ying Chu, and Jin-Huei Yeh I Artificial Immune Algorithm Based Machine Learning Model for Auto Correlated Pattern Recognition of Control charts Hui-Ping Cheng I Understanding the Needs of Headquarters and Regions in R&D Hub Organizations: An Asian–European Case Study Johanna Anzengruber, and Herwig Palme
	T4-3 Human Resource	<p>Chair: Michael Cortez</p> <ul style="list-style-type: none"> I Innovative Organization in Public Sector Patthera Ruenpitak I From Rhetoric towards a Practical Model of Knowledge Management for the Life Insurance Business Li-Su Huang, Mohammed Quaddus, Anna Rowe, and Cheng-Po Paul Lai I An Analysis of Investment in Identity Theft Countermeasures Indranil Bose

T5 Session

T5	T5-1 System Evaluation	<p>Chair: Jerome Palaganas</p> <ul style="list-style-type: none"> I Using a Risk Assessment Diagnostic System Approach to Supply Chain Risk Management Mauricio F. Blos , Simon Wu, and H. M. Wee I Measuring the Input Congestion for Firm’s Production: Three-Stage DEA Approach Erwin T. J. Lin, Lawrence W. Lan, and J.C. Chen I Measuring Firm-specific Technical Efficiency with Bayesian Stochastic Distance Function: Case of European Railway Erwin T. J. Lin, and Lawrence W. Lan
	T5-2 Finance	<p>Chair: Maria Tibon</p> <ul style="list-style-type: none"> I Volatility and Trading Activity: An Application of Component- GARCH in Asian Futures Markets Chia-Hao Lee, and Szu-Hsien Lin I The Roles of Stock Market in the Finance-Growth Nexus: Time Series Cointegration and Causality Evidence from Taiwan Su-Yin Cheng, and Han Hou I Risk-Based Tool Planning for Semiconductor Wafer Manufacturing Yai Hsiung
	T5-3 Marketing Strategy	<p>Chair: Michael Cortez</p> <ul style="list-style-type: none"> I Marketing Strategy Development for Taiwan FGMP Certified Functional Foods in Domestic and International Markets Kuei-Jung Huang I Factors Influencing the Choice of Franchising as Entry modes: The Study of Taiwan Hui-Heng Chen I Location Attractiveness for the Medical Tourism Destination Ya-Ling Huang, Chin-Tsai Lin, and In-Fun Lee

T6 Session

T6	T6-1 Sustainable Issues	<p>Chair: Li-Su Huang</p> <ul style="list-style-type: none"> Standardized Innovation Management: Innovation Network Reference Model (InnoNet) Komgrich Prakobtham Auditor's Perception towards Information Technology Islahuzzaman B. Score Normalization in Voice Biometrics: Comparison of Different Techniques Used for Score Normalization in Speaker Verification and its Application in Pakistan Nadeem Ehsan, Sameer Ahmed, Farah Akhtar, and Ebtisam Mirza
	T6-2 Applied Innovation	<p>Chair: Zeng Shen Lin</p> <ul style="list-style-type: none"> Predicting Students' Intentions to Use Information-Based E-Learning: Using Technology Acceptance Model Chih-Horng Liao Using PLS Path Modeling for the TGVTP Satisfaction Analysis Wei-Wen Wu, and Yu-Ting Lee Value of Information and Communication Technology on the Financial Industry in Taiwan Chih-Cheng Chen
	T6-3 New Product Management	<p>Chair: Hsin Chih Chu</p> <ul style="list-style-type: none"> Optimal Product Parameter Values for Quality Improvement and Cost Reduction Chien-Ping Chung Evaluation of New Product Development in a Firm's Knowledge Management Capability: A Novel Approach M.L. Tseng, and Wei-ting Hsu Development of TBL and IOA Tool towards PSS Shift in Business Model Balbuena GC, Du JP, Surbano EM, Li R, Chiu ASF, and Benghui D

T7 Session

T7	<p>T7-1 Innovation Management</p>	<p>Chair: Ming-Lang Tseng</p> <ul style="list-style-type: none"> I Strategic Competitiveness of Green Performance Using Network BSC in Uncertainty Ming-Lang Tseng, and Anthony SF Chiu I A Strategic Make-or-Buy Decision-supporting Process: Qualitative Assessment Robert A. Goehlich I Commercializing the Research Results and the Twenty Year Prospective Document of the Iran Mohammad Sarirafraz
	<p>T7-2 Supply Chain Management</p>	<p>Chair: Ellis Finkelstein</p> <ul style="list-style-type: none"> I A Case Study of Implementing Taiwan TrainQuality System(TTQS) Chieh-Ling Lo, Chun-Chi Lan, Keng-Hao Chen, Yu-Hsuan Chien, Chun-Yi Li, Pei-Huan Tsai, Chen-Yin Yeh I A New Production-Distribution Network Model with Item Substitution for Centralized, Two-Echelon Supply Chains Hung-Yi Chen, and Shu-Zhen Chen I A Multi-Label Text Classifier With Modified One-Against One Mechanism Tai-Yue Wang
	<p>T7-3 Knowledge Management</p>	<p>Chair: Ming-Lang Tseng</p> <ul style="list-style-type: none"> I Estimation the economic value of the Internet services Zheng-Sheng Lin I The Adoption of Knowledge Management Systems: An Organizational Citizenship Behavior Perspective Andrew Yiu-Wing WAT I Evaluation of E-Learning Criteria in Uncertainty-Importance Performance Analysis Ray Wang

T8 Session

T8	T8-1 Performance Management	<p>Chair: Hui-Ping Cheng</p> <p>I A Fuzzy-Nuro Performance Evaluation Model for the International Logistic Companies Chun-Wei Remen Lin, C-Y. Chen, Neng-Shu Bob Yang, and L-Z Tsai</p> <p>I The Relationship between Market Orientation, Innovative Culture and Knowledge-Based Customer Relationship Management Implementation Li Yueh, Andy Chen, Ying Lee, and Yu-Hsiang Lin</p> <p>I Achieving Outsourcing Performance Using Fuzzy QFD Approach Yuanhsu Lin, and I-Li Cheng</p>
	T8-2 Environment Management	<p>Chair: Chun Chih Lan</p> <p>I Automatic Web Services Composition H.C. Wang</p> <p>I The Challenges of Science & Technology Policy Making In Iran's National Innovation System B. K. Shahamat</p> <p>I Relationship between Talent Aggregation and Industrial Cluster Development Chen Jianan Mao Guanfeng</p>
	T8-3 Other Topics	<p>Chair: Chih-Cheng Chen</p> <p>I Organization Learning and Learning Organization Henry Yeh</p> <p>I CEO Duality, Organizational Slack and Firm Performance Tzu Yun Tseng</p>



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