

2013 The International Conference on Organizational Innovation Agenda

DATE : July, 2 2012, Tuesday

LOCATION : Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| TIME | ACTIVITY | PLACE |
|-----------------|--|---------------|
| 08 : 30—09 : 00 | REGISTRATION | |
| 09 : 00—10 : 00 | <p><u>Conference Host :</u> Prof. Dr. Krongthong Khairiree, Director of International College, Suan Sunandha Rajabhat University, Thailand</p> <p><u>Conference Grand Opening Speech :</u> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. Luedech Girdwichai, President of Suan Sunandha Rajabhat University, Thailand 3. Prof. Dr. Krongthong Khairiree, Suan Sunandha Rajabhat University, Thailand</p> <p><u>Honored VIP Speech :</u> 1. Dr. Muslich Anshori, Airlangga University, Indonesia 2. Dr. Brian C. Gozun, De La Salle University (DLSU) Manila, Philippine 3. Dr. Alex Maritz: Swinburne University of Technology, Australian 4. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 5. Dr. Sydney Engelberg Hebrew University, Jerusalem, Israel 6. Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan, R.O.C 7. Dr. Chih Yuan Huang, Kao Yuan University, Taiwan</p> | Rama V |
| 10 : 00—10 : 30 | Tea Time and Academic Exchange | Group picture |
| 10 : 30—11 : 15 | <p style="text-align: center;">Keynote Presentation (1)</p> <p>Speaker : Dr. Sergey Ivanov Topic: Innovation, Feararchy, and the Next Great Shift</p> | Rama V |
| 11 : 15—12 : 00 | <p style="text-align: center;">Keynote Presentation (2)</p> <p>Speaker : Dr. Marius Potgieter Topic: Innovation: A National Priority in South Africa</p> | Rama V |
| Lunch | | |

DATE : July, 2 2013, Tuesday

LOCATION : Rama V-A, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|--|----------------------------------|
| Session 1.1 13 : 00 14 : 20 | Chair : Dr. Frederick Dembowski, President of IAIOI USA | |
| | 1. 13R-159: The Developing Design of Breast Implant Postoperative Underwear Assistive Device | Mao-Nien Wang, Taiwan |
| | 2. 13R-150: A Study on the Application of Concurrent Design Strategy on Pumping Devices of Bicycles | Yu-Ting Hsiao, Taiwan |
| | 3. 13R-158: The Study of the Aged people Use the interface of Multi Media Kiosks in Convenience Store | Chu-Hsuan Lee, Taiwan |
| | 4. 13R-157: The Analysis of Appearance Aesthetic Measure of High/Vocational School Students in Taiwan | Chen-Yin Liu, Taiwan |
| | 5. 13R-106: The Next Level Of Business Intelligence: Knowledge Management Integration | Thilini Ariyachandra, USA |
| Tea Time | | |
| Session 1.2 14 : 30 15 : 50 | Chair : Dr. Frederick Dembowski, President of IAIOI USA | |
| | 1. 13R-A05: The Effect of Satisfaction on Loyalty Moderated By Certainty -Study on the Seed Brand Multi Global Agrindo | Danas Avianto Nugroho, Indonesia |
| | 2. 13R-A07: Application of Target Costing In Food Industry | Ferryanto Ari Iskandar Indonesia |
| | 3. 13R-A14: Analysis of Factors Affecting the Role Of Women In Domestic Economy Needs Of Fishermen Family- Case Study In Coastal Sayung Demak | Himawan Arif Sutanto Indonesia |
| | 4. 13R-A18: "Abandon the Ship" – Transition and Succession Planning in Family Farming Business: A Case Study in Small Medium Rice Mill Businesses in Kabupaten Lampung Tengah | Andiana Rosyid, Indonesia |
| | 5. 13R-A68: The Effect of the Online Social Network Structure Characteristic toward Cognitive and Affective Involvement, And Its Implication toward Purchase Intention: Buzzing Product on Twitter | Sunardi S Brahmana Indonesia |
| Tea Time | | |
| Session 1.3 16 : 00 17 : 20 | Chair : Dr. Badri Munir Sukoco, Airlangga University, Indonesia | |
| | 1. 13R-A51: Interorganizational Imitative and Different Behavior: A Contingency Approach | Badri Munir Sukoco Indonesia |
| | 2. 13R-A60: The Innovation of Micro, Small, and Medium Enterprises: A Case Study of Laweyan Batik Village – Indonesia | Oscar Nugroho Indonesia |
| | 3. 13R-A73: Relationship Analysis Among Customer Orientation, Service Orientation And Job Satisfaction In Banking Sector - Case Study At Pt Bank Jateng Semarang, Central Java - Indonesia | Fitri Lukiastuti, Indonesia |
| | 4. 13R-A74: Understanding Impulse Buying With Mix Methods | Gancar C. Premananto Indonesia |
| | 5. 13R-097: Customer Retention: A case Study of Stakeholder Analysis in Higher Education | Jay Somasundaram , Australia |

DATE : July, 2 2013, Tuesday

LOCATION : Rama V-B, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|--|--|
| Session 2.1 13 : 00 14 : 20 | Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic | |
| | 1. 13R-090: Semi-automatic Technology Opportunity Development (TOD) System Based on Firm's Technology Capability, | Changseok kim Korea |
| | 2. 13R-104: Hybrid Vehicle Diffusion and Vehicle Market Structure in Korea | Yongseung Lee, Korea |
| | 3. 13R-A77: Relationships of CSR Activity, Customer Value and Customer Trust: Altruistic Value as moderator variables | Sri Hartini Indonesia |
| | 4. 13R-A81: Queue and Service Quality Evaluation to Increase Customer Satisfaction | Yetty Dwi Lestari Indonesia |
| | 5. 13R-119: Efficiency Analysis of Several EU Stock Markets: Mean-Risk Efficient Portfolios | Tomáš Tichý, Czech Republic |
| Tea Time | | |
| Session 2.2 14 : 30 15 : 50 | Chair : Dr. K. Jayaraman, Universiti Sains, Malaysia | |
| | 1. 13R-A02: Innovation and Economic Behavior of Chinese Ethnic Entrepreneurs in Improving Competitiveness of Small and Medium Scale Food Industry | Stefanus Yufra M. Taneo Indonesia |
| | 2. 13R-A09: The Influence of Motivation, Perception, Learning and Memory against The Decision Process To Invest In Capital Market | Bambang Hadi Santoso Indonesia |
| | 3. 13R-A94: The Role of Habit on Repurchase Intention in Modern Grocery Retailing | Diyah Tulipa Indonesia |
| | 4. 13R-A95: The Consumer behavior Model of Switching Process From Premium Fuel to Pertamina | Budhi Haryanto, Indonesia |
| | 5. 13R-087: Determinants of The Intention to Use a Natural Gas Vehicle as An Alternative to A Petrol Car: An Empirical Study in Malaysia | K. Jayaraman Malaysia |
| Tea Time | | |
| Session 2.3 16 : 00 17 : 20 | Chair : Dr. Anis Eliyana, Airlangga University, Indonesia | |
| | 1. 13R-089: Measuring Human Potential in Organizations: Challenges and Innovative Solutions | Bettina Stevanovic Australia |
| | 2. 13R-A26: The Influence of Job Satisfaction Factors toward Affective Organizational Commitment with Gender as a Moderator Variable | Edwin Pandu Pradana Indonesia |
| | 3. 13R-A52: Are Capital Market Integrated? An Empirical Test between Indonesian Capital Market and ACFTA'S Members (Singapore, Malaysia, Philippines, and China) | Raras Palupi Astarini, Indonesia |
| | 4. 13R-A67: Analysis Performance Portfolio Can Slim Evidence in Indonesia Capital Market | Nidya A, Indonesia |
| | 5. 13R-A88: The Role of Training Need Analysis to Leverage Human Capital Competence, in Order to Gain Competitive Advantage | Ida Bagus Gede Adi Permana Indonesia |

DATE : July, 2 2013, Tuesday

LOCATION : Rama V-C, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|--|---------------------------------------|
| Session 3.1 13 : 00 14 : 20 | Chair : Dr. Marius Potgieter, Tshwane University of Technology, South Africa | |
| | 1. 13R-025: Fundamental Principles of the State Policy: A Global Perspective | Noor Mohammad, Malaysia |
| | 2. 13R-A49: Comprehensive and Integrated Innovation in the Implementation of E-Government in Indonesia | Tuwanku Aria Auliandri, Indonesia |
| | 3. 13R-A54: Role of Culture and Behavior Intention to Quality Service of Maranatha Christian University Bandung | Sondang Mariani Rajagukguk, Indonesia |
| | 4. 13R-A64: Innovative Method of Universities In Preparing Accounting Graduates To The "Real World" | Sondang Mariani Rajagukguk Indonesia |
| | 5. 13R-003: Innovate or Stagnate' – A Choice South African Tour Operators Have To Make | Marius Potgieter, South Africa |
| Tea Time | | |
| Session 3.2 14 : 30 15 : 50 | Chair : Dr. Dwi Ratmawati, Airlangga University, Indonesia | |
| | 1. 13R-A30: Entrepreneurial Competencies and the Competitiveness of Agribusiness in East Java, Indonesia | Y. Lilik Rudianto Indonesia |
| | 2. 13R-A32: The Influence of Entrepreneurial Ability on the Performance Of Online Businesswomen And Situational Factor As The Moderating Variable | Marhayanie Iskandar Indonesia |
| | 3. 13R-A33: Entrepreneurship in State Finance Management in Indonesia | Mila Mumpuni Indonesia |
| | 4. 13R-A72: Employee Stock Ownership Plan, Productivity, and Performance with Size as moderating variable | Dwi Ratmawati Indonesia |
| | 5. 13R-058: A Study on the collective Leadership Skills of Forsspac's department Heads, Particularly on the Aspect of Team Leadership and People Development | Stephan Earl S. Chow Philippines |
| Tea Time | | |
| Session 3.3 16 : 00 17 : 20 | Chair : Dr. Tri Siwi Agustina, Airlangga University, Indonesia | |
| | 1. 13R-A17: The Influence of Goal Orientation on Junior Auditor Job Performance through Self Efficacy at Public Accountant Firms In Surabaya | Praptni Yulianti Indonesia |
| | 2. 13R-A20: Impact of Foreign Seafreight Cost at The EPC Contract (Engineering, Procurement & Construction) 4th Project of SMGR | Effnu Subiyanto Indonesia |
| | 3. 13R-A40: Entrepreneur Role Stress, Emotional Intelligence and Momprenneur's Innovative behavior | Tri Siwi Agustina Indonesia |
| | 4. 13R-A96: Examining Entrepreneurial Social Support among Undergraduates | Jenny Lukito Setiawan Indonesia |
| | 5. 13R-118: Organizational Behavior of Employees in Manufacturing Environment | Igor Stankovic Saudi Arabia |

DATE : July, 2 2013, Tuesday

LOCATION : Rama VI, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|---|----------------------------------|
| Session 4.1 13 : 00 14 : 20 | Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia | |
| | 1. 13R-A44: Influence of Macro Economic Factors, Banking Industry Factor, Bank Specific Factor on Bank Profitability in Indonesia: Panel Data Analysis | I Made Surya Negara S. Indonesia |
| | 2. 13R-A70: Comparative Analysis of the People'S Business Credit/Kredit Usaha Rakyat (Kur) in Mandiri Sharia Bank Depok and Mandiri Sharia Bank Ciputat | Amalia, Indonesia |
| | 3. 13R-A97: Lecturers' Entrepreneurial Competencies: Students' View | Christina Indonesia |
| | 4. 13R-146: Poverty and Environmental Degradation: The Case of Turkey | Esra Banu Sipahi, Turkey |
| | 5. 13R-155: E-Democracy, Social Media and E-Participation within the Context Of New Participation Opportunities Of The Internet | Erhan Ö rselli Turkey |
| Tea Time | | |
| Session 4.2 14 : 30 15 : 50 | Chair : Dr. Indrianawati Usman, Airlangga University, Indonesia | |
| | 1. 13R-A76: Family Financial Literacy in Surabaya, Indonesia | Meliza Silvi, Indonesia |
| | 2. 13R-A78: The Application of Overall Equipment Effectiveness Method through Six Big Losses Analysis in Improving Production Effectiveness | Indrianawati Usman Indonesia |
| | 3. 13R-A79: Comparative Analysis on Stock Intrinsic Value With Estimation of Stock Value and Stock Market Value For Decision Making "Buy, Sell, or Hold" In Telecommunication Sector at Quarter I Of 2013 | Norita, , Indonesia |
| | 4. 13R-A82: Governance Performance Testing Of Information Technology Using Cobit Framework for Accounting Transaction Security On Rural Banking (Bpr) In West Java | Nanang Sasongko Indonesia |
| | 5. 13R-082: Contractual Employees' Perception & Organizational Commitment: A Case on Enerthrust Inc. | Triviño, Jyro B., Philippines |
| Tea Time | | |
| Session 4.3 16 : 00 17 : 20 | Chair : Dr. Fitri Ismiyanti, Airlangga University, Indonesia | |
| | 1. 13R-027: Impact of Service Quality on Customer Satisfaction in Indian Banking Sector | Suhas B. Pakhare, India |
| | 2. 13R-031: Motivation for Small and Medium-Sized Entrepreneurs for Internationalization of the Indian Market | Sudarshan Giramkar, India |
| | 3. 13R-A22: Slack Resource Theory and Good Management Theory on Corporate Social Performance | Fitri Ismiyanti, Indonesia |
| | 4. 13R-A62: The Effects of Creativity and Innovation to Business Performance (Survey on the Smes Trusmi Batik Center, Cirebon) | Raeni Dwi Santy Indonesia |
| | 5. 13R-A92: Investor Reaction Analysis to Reverse Stock Event at Company in Indonesia Stock Exchange Period 2001 – 2011 | Irni Yunita Indonesia |

DATE : July, 2 2013, Tuesday

LOCATION : Rama VII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|---|---|
| Session 5.1 13 : 00 14 : 20 | Chair : Dr. Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand | |
| | 1. 13R-A11: The Role of Spirituality and Creative Process Engagement for Service Employee Performance | Ardian Adhiatma Indonesia |
| | 2. 13R-A45: Iron Maiden with a Soft Heart a Qualitative Study on Woman Leadership within the Context of Family Business | Lusy Tanaya Indonesia |
| | 3. 13R-A59: Job Redesign and Employee Performance | Nuri Herachwati, Indonesia |
| | 4. 13R-A83: The Model of Factors Affecting Collaboration Practice in Indonesian Small-Medium Enterprises Supply Chain | Amak Mohamad Yaqoub, Indonesia |
| | 5. 13R-123: Problems and Strategies for National Innovative Climate Formation -The Case Of Thailand | Denis Ushakov, Thailand |
| Tea Time | | |
| Session 5.2 14 : 30 15 : 50 | Chair : Dr. Emilina R. Sarreal, De La Salle University, Philippines | |
| | 1. 13R-A61: Competitiveness Improvement of National Logistics Service Providers Industries through Collaboration, Perspective of Consumer Goods Manufacturer in East Java, Indonesia | Puspandam Katias Indonesia |
| | 2. 13R-A75: The Role of Knowledge Creation Mechanism toward Marketing Performance | Masmira Kurniawati Indonesia |
| | 3. 13R-A80: Foreign Entry and Banks Efficiency in Indonesia | Rahmat Heru Setianto Indonesia |
| | 4. 13R-A43: Design of Improvement Priorities in Service Quality Dimensions Using Analytic Hierarchy Process Approach in Small and Medium Enterprises of Culinary Field in Surabaya-Case Study in Wapo Restaurant, Gotri Restaurant and SAS Restaurant | Febriana Wurjaningrum Indonesia |
| | 5. 13R-094: Frontiers of Entrepreneurship Education in the Academic Entrepreneurship Ecosystem of RVR College of Business | Emilina R. Sarreal, Philippines |
| Tea Time | | |
| Session 5.3 16 : 00 17 : 20 | Chair : Dr. Sony Kusumasondjaja, Airlangga University, Indonesia | |
| | 1. 13R-A53: The Effectiveness Use of Internet and Intranet in Educational Institution | Lina Anatan, Indonesia |
| | 2. 13R-A89: An Implementation of Material Requirement Planning (MRP) as Inventory Cost Control in Cigarette Manufacturer | Baling Kustriyono, Indonesia |
| | 3. 13R-A12: The Use of Information and Communication Technology (ICT) to improve the performance of Agricultural Extension in Central Java | Sucihatningsih Dian Wisika Prajanti , Indonesia |
| | 4. 13R-A56: Altruisme and Online Negative Word-Of-Mouth -An Indonesian Perspective | Dien Mardhiyah Indonesia |
| | 5. 13R-A65: The Effect of Relationship Quality and Trust on Relationship Commitment in High-Contact Membership-Based Services | Sony Kusumasondjaja Indonesia |

DATE : July, 2 2013, Tuesday

LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|---|-------------------------------------|
| Session 6.1 13 : 00 14 : 20 | Chair : Dr. Sydney Engelberg Hebrew University Jerusale, Israel | |
| | 1. 13R-A16: The Influence of Competency and Commitment to Organizational Citizenship Behavior and Its Impact to Employee Productivity Based On Perception of Supervisors- A Survey at Star Hotels in West Java | Asep Kurniawan Indonesia |
| | 2. 13R-A23: Non Performing Financing: Macroeconomics and Microeconomics Analysis | Mutamimah Indonesia |
| | 3. 13R-A35: The Influence of Employee Ability, Hospital's ethic and Leadership to Satisfaction through the Employee Commitment: A Study on Indonesian Type a Government Hospital | Ria Mardiana Yusuf Indonesia |
| | 4. 13R-A87: The Legal Protection for Transaction on Online Airline Ticket Reservation in Indonesia | Aris Armuninggar Indonesia |
| | 5. 13R-026: Organizational Myths: How Organizational Change is misunderstood and Why It is so rarely Successful | Sydney Engelberg , Israel |
| Tea Time | | |
| Session 6.2 14 : 30 15 : 50 | Chair: Dr. Noor Mohammad, Universiti Kebangsaan Malaysia | |
| | 1. 13R-A10: Brand Community Integration toward Customer Brand Attitude- Study of IM3 School Community Bandung, Indonesia | Jurry Hatammimi Indonesia |
| | 2. 13R-A39: The Role of Donor Gratitude in Relationship Marketing | Tanti Handriana, Indonesia |
| | 3. 13R-A46: User Experience Blackberry vs iOS | Osa Omar Sharif, Indonesia |
| | 4. 13R-A85: Information Asymmetry and Herding Behavior | Puput Tri Komalasari Indonesia |
| | 5. 13R-063: Potentialities and Constraints towards Postgraduate Supervision and Learning Environment in Malaysia: An Overview | Noor Mohammad, Rohimi, Malaysia |
| Tea Time | | |
| Session 6.3 16 : 00 17 : 20 | Chair : Dr. Aida L. Velasco, De La Salle University, Philippines, | |
| | 1. 13R-A13: A Qualitative Study on Linking Organizational Trust and Task Characteristic | Izzati Khoirina Indonesia |
| | 2. 13R-A50: The Influence of Product Innovation and Market Orientation to Competitive Advantage (A Survey on Smes Batik Deden Tasikmalaya) | Raeni Dwi Santy Indonesia |
| | 3. 13R-A58: Analysis of Market Potential of Traffic Lights in Print Media Based Geographic Information System (GIS) | Marsudi Lestariningsih Indonesia |
| | 4. 13R-A66: The Influence of Brand Awareness, Perceived Quality, and Brand Association Brand to Customer's Purchase Intention Decision | Trio Aji Indonesia |
| | 5. 13R-136: The Role Innovation Actors in Philippine Business Incubation | Aida L. Velasco, Philippines |

DATE : July, 2 2013, Tuesday

LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|--|--------------------------------|
| Session 7.1 13 : 00 14 : 20 | Chair : Dr. Sergey Ivanov, University of the District of Columbia, USA | |
| | 1. 13R-028: Who are Necessity and Opportunity Entrepreneurship? A Closer Look on an Expanded Span | Dafna Kariv, Israel |
| | 2. 13R-A36: Building a Knowledge Sharing Culture in Private Universities through Learning Organization | Rina Anindita Indonesia |
| | 3. 13R-A55: An Influence of Organizational Culture and Knowledge Management to the Intellectual Capital | Ernie Tisnawati Sule Indonesia |
| | 4. 13R-A71: Antecedent Knowledge Management and The Relationship with Job Satisfaction | Arif Firmansyah Indonesia |
| | 5. 13R-088: Courage vs. <i>Feararchy</i> : Does Asia Need a New Organizational Paradigm? | Sergey Ivanov USA |
| Tea Time | | |
| Session 7.2 14 : 30 15 : 50 | Chair : Dr. Deseré Kokt , Central University of Technology, South Africa | |
| | 1. 13R-A48: Entrepreneurial Competencies, Market Orientation and Its Effect on Business (Survey of Small and Medium Enterprises (SMEs) of Cibaduyut Shoes Bandung, West Java, Indonesia) | Raeni Dwi Santy Indonesia |
| | 2. 13R-A28: Acquisition Motive of Indonesian Public Firms | Djoni Budiardjo Indonesia |
| | 3. 13R-A69: The Influence of Brand Credibility toward Customer Perceived Value, Customer Satisfaction, Customer Loyalty, and its Impact to Generate Word of Mouth Recommendation- Case in Bank Mandiri Jakarta | Yudi Pramudiana Indonesia |
| | 4. 13R-169: An Innovation in Avatar Program to Promote the Response Rate of Online Teaching | Sohail Ahmed Malaysia |
| | 5. 13R-023: Assessing the Knowledge Management Practices of Tourism Management Programs at South African Universities | Deseré Kokt South African |
| Tea Time | | |
| Session 7.3 16 : 00 17 : 20 | Chair : Hermawanto, Airlangga University, Indonesia | |
| | 1. 13R-A15: Human Resource Management: Strategic Theoretical Perspective | Dyah Sawitri Indonesia |
| | 2. 13R-A37: Analysis of Marketing Strategy for Port Competitiveness in Indonesia | RUMAJI Indonesia |
| | 3. 13R-A57: The Role of Information and Service Quality on Customer Satisfaction | Hartikayanti, Indonesia |
| | 4. 13R-A91: Equifinality-Based Fit of Strategy, System, Structure, and Culture Contributed To Good Performance in the Service Organization | Hermawanto Indonesia |
| | 5. 13R-176: Who Influenced Inflation Persistence in China: A Comparative Analysis of the Standard Cia Model And Cia Model With Endogenous Money | Ying Liao China |

DATE : July, 3 2013, Wednesday

LOCATION : Rama V-A, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country |
|---|--|------------------------------------|
| Session 1.4 09 : 00 10 : 20 | Chair : Dr. Frederick Dembowski, President of IAIOI USA | |
| | 1. 13R-043: Factors Affecting Location Based Marketing: Using Small and Medium Enterprises in Taiwan as an Example | I-Chun Hsieh, Taiwan |
| | 2. 13R-044: Exploratory Factor Analysis of Leisure Constraint for Playing Online Game through Mobile Phone | Shui Lien Chen, Taiwan |
| | 3. 13R-055: Thailand and New Technological Innovation: a Social Sciences Perspectives | Darma R. Khairiree, Thailand |
| | 4. 13R-056: Innovative Blended-Learning Approach Through The Usage of Modern Education Technologies -The Case Of International College At Suan Sunandha Rajabhat University-Thailand | Nalin. Simasathiansophon, Thailand |
| | 5. 13R-057: Modern Factors of Leisure Quality as an Innovative Approach to Wage Increasing: the Case of Thailand | Siriwan Saksiriruthai Thailand |
| Tea Time | | |
| Session 1.5 10 : 30 12 : 00 | Chair : Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan, ROC | |
| | 1. 13R-165: Clarifying the Effect of Investment Type on Firm Performance in Two Environmental Contexts | Chiayu Tu Taiwan |
| | 2. 13R-129: Project Management as Practical Solution for Long-Term Care Service | Chun-Hsien Su Taiwan |
| | 3. 13R-130: Incorporating Innovation Concept into ISO 9001 Quality Management System (QMS) | Chwen-Ming Chang, Taiwan |
| | 4. 13R-160: Offshore Outsourcing of Manufacturing SMES and Developing Organizational Dynamic Capabilities | Muhammad Mohiuddin, Canada |
| | 5. 13R-173: The Study on Ballroom Service Quality to Affect Customer Satisfaction | Lin, Hsiu-Min Taiwan |
| Lunch | | |
| Session 1.6 13 : 00 14 : 20 | Chair: Dr. Hong-Cheng Liu, I-Shou University, Taiwan, ROC | |
| | 1. 13R-040: An Empirical Test on Asymmetric Volatility: Using the EGARCH Model | Szu-Hsien Lin Taiwan |
| | 2. 13R-061: Exploring the Servicing Effectiveness of Social Media in Customers' Electronic Word Of Mouth (eWOM) | Li-Shan Chen Taiwan |
| | 3. 13R-100: Risk Catered Model for Business Transformation with E-Business: Base on a Developing Country | Kasuni Weerasinghe, Sri Lanka |
| | 4. 13R-115: Effects of Personality Traits on Staff Performance of Employees in Betel Nut Industry - Leadership Style as the Moderator | Hui-Yao Lin Taiwan |
| | 5. 13R-172: A Study on the Factors to Affect the Satisfaction of Web Shopping | Lin, Hsiu-Min Taiwan |

DATE : July, 3 2013, Wednesday

LOCATION : Rama V-B, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country |
|---|--|--------------------------------------|
| Session 2.4 09 : 00 10 : 20 | Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia | |
| | 1. 13R-045: Factors Affecting Differentiation from the Perspective of Foreign Tourists: A Case Study of Taiwan Leisure Farm | Ho Yu Wu, Taiwan |
| | 2. 13R-046: The Effects of Subjective Pricing Tactics Persuasion Knowledge and Value Equity on Purchase Intention of Social Media Game | Yen-Tsen Chen Taiwan |
| | 3. 13R-062: The Best Customer Selection of Cloud Computing Services in B2B Industry | June-Hong Chen, Taiwan |
| | 4. 13R-121: The Effects of Environmental Factors and Territorial Attitudes on Perceived Homogeneity in a Heterogeneous Urban Neighbourhood | Aldrin Abdullah Malaysia |
| | 5. 13R-147: PHYSICAL FORM OF TERENGGANU WOODCARVING Principal form and layout, type of incision and perforation, type of motif and design principles in contemporary design applications | Nejira Salihbasic Malaysia |
| Tea Time | | |
| Session 2.5 10 : 30 12 : 00 | Chair: Dr. Cheng-Jui Tseng, Asia University, Taiwan, ROC | |
| | 1. 13R-035: Measurement of SCM Performance Based on a Combined Model of Information Entropy and OWGA: An Exploratory Analysis | Cheng-Yi Liu Taiwan |
| | 2. 13R-054: The Impact of the Internet on Service Quality in the Banking Sector | Qazi Muhammad Moinuddin, Pakistan |
| | 3. 13R-060: The Influence of Advancement Systems on Employee Loyalty in the Service Industry | Tzu-Ming Huang Taiwan |
| | 4. 13R-067: Shift-share Analysis and Independences | Shu-Hen Chiang, Taiwan |
| | 5. 13R-142: Evaluating a Consumer Behavior Model: A Structure Equation Modeling Case Study of Retail Chain Stores in South of Taiwan | Yu-Jia Hu Taiwan |
| Lunch | | |
| Session 2.6 13 : 00 14 : 20 | Chair : Dr. Shang-Pao Yeh, I-Shou University, Taiwan, ROC | |
| | 1. 13R-075: Change Management- Illustrating Senge's Notion of Learning Organization in Taiwan's Culture | Chao-Hua Li , Taiwan |
| | 2. 13R-083: The Effect of Perceived Social Distance on Variety Seeking Behavior | Pei-Hsun Wu Taiwan |
| | 3. 13R-084: The Determinants of Length of Stay of Senior Inbound Travelers in Taiwan | Hsiao-I Kuo Taiwan |
| | 4. 13R-095: The Relationships between Service Entrepreneur, Capabilities, and Business Overall Performance | Hui-Ling Huang Taiwan |
| | 5.13R-102: Occupational Stress of Branch Managers' in State Commercial Banks of Sri Lanka | WRPK Fernando Sri Lanka |

DATE : July, 3 2013, Wednesday

LOCATION : Rama V-C, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|---|------------------------------------|
| Session 3.4 09 : 00 10 : 20 | Chair : Dr. Sergey Ivanov, University of the District of Columbia, USA | |
| | 1. 13R-051: Extroversion, Team Helping, and the Performance of Demographically Diverse Teams | Hsi-An Shih Taiwan |
| | 2. 13R-081: Implementation of Decision Tree Learning Method (Id3) Web-Based For Production Optimization- Case Study of Towels Apparel Company | YoulliaIndrawaty N., Indonesia |
| | 3. 13R-099: The implementation of KANO METHOD for defining features in Information System of Food Inventory | Mira Musrini Barmawi, Indonesia |
| | 4. 13R-021: Re-Thinking the Future of Learning: The Possibilities and Limitations of Technology in Education in the 21 st Century | Raysa Leer, USA |
| | 5. 13R-022: A Deeper Look into Education from the U.S.A. ,Toamman, Jordan | Sana J. Kifafi, USA |
| Tea Time | | |
| Session 3.5 10 : 30 12 : 00 | Chair : Dr. Shieh, Chich-Jen, Chang Jung Christian University, Taiwan, ROC | |
| | 1. 13R-066: Exploring the Relationship between Service Quality and Consumer Behaviors-A Case Study of 85°C Bakery Café from Taiwan | Chao-Hua Li, Taiwan |
| | 2. 13R-068: A Survey and Analysis of Consumer Perceptions of the Service Quality of Housing Repair/Refurbishment Service Providers in Taiwan | Sung-Lin Hsueh , Taiwan |
| | 3. 13R-076: Social Capital and Knowledge Creation- A case study of a Healthcare Organization from Taiwan | Chao-Hua Li Taiwan |
| | 4. 13R-137: Compare the different International Tourist Hotels on Niche Theory | Chao-Yuen Cheng Taiwan |
| | 5. 13R-148: Effects of Overseas Adaption on Job Satisfaction of Expatriates in Textile Industry | Shieh, Chich-Jen Taiwan |
| Lunch | | |
| Session 3.6 13 : 00 14 : 20 | Chair : Dr. Aleksey Kuskov, International Public Tourism Academy, Saratov, Russia | |
| | 1. 13R-069: The Research for Exploring Design Issues by Co-Related Marketing and Design Strategy | Yen Hsu Taiwan |
| | 2. 13R-103: A Study on the Competencies of Hotel Butler | Peir-Yuan Patrick Li Taiwan |
| | 3. 13R-107: A Study of Shape Generation by Parameterization of Product Features | Chi-Hung Lo Taiwan |
| | 4. 13R-108: A Study of the Complexity of Operation Interface Layouts of Products | Ya-Chuan Ko |
| | 5. 13R-072: Innovative Modernization of the Tourism Production and Mega-Trends of the Tourist Consumption | Aleksey Kuskov, Russia |

DATE : July, 3 2013, Wednesday

LOCATION : Rama VI, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|--|------------------------------|
| Session 4.4 09 : 00 10 : 20 | Chair : Dr. Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand | |
| | 1. 13R-041: The Role of <i>Kerapatan Adat Desa</i> (Rural Institution) in Developing the Rural Area (Case Study in Padang Pariaman District, West Sumatera Province) | Wedy Nasrul Malaysia |
| | 2. 13R-140: Research of the Tourists' Satisfaction with Hot Springs Resort – A case study of Reikei Hot Springs Resort in Guanziling, Tainan, Taiwan | Wan-Yu Chang Taiwan |
| | 3. 13R-120: Innovation Approaches to Tourist Industry Management in Russia in The Context of Social and Cultural Specificity. | Andreeva Ekaterina Russia |
| | 4. 13R-164: A study of MICE Attendees' Lodging Choice Factor: an empirical case of 2013 Taipei International Cycle Show | I-Ying Chang Taiwan |
| | 5. 13R-166: User Preferences for Seating Objects In Putra Perdana Public Park, Malaysia | Perumal Velu Malaysia |
| Tea Time | | |
| Session 4.5 10 : 30 12 : 00 | Chair : Dr. Chi-Hung Lo, Tunghai University, Taiwan, ROC | |
| | 1. 13R-149: A Music Retrieval System Based On Emotional Dimension of Thayer's Model | Shih-Kai Chen Taiwan |
| | 2. 13R-151: A Study on the Corporate Identity System Design for Cognition and Aesthetic Measures | Zhen-Yang Lin Taiwan |
| | 3. 13R-152: An Application for Form and Structure of Hairdryer Based on Concurrent Design Strategy | Chien-Yu Lin Taiwan |
| | 4. 13R-153: Concurrent Design Method For Developing A New Toaster | Zhang-Chen Tian, Taiwan |
| | 5. 13R-154: Concurrent Design Strategy in Modeling and Structure of Dehumidifier Research | Hua-Cheng Kao, Taiwan |
| Lunch | | |
| Session 4.6 13 : 00 14 : 20 | Chair : Dr. Shu-Hen, Chiang , Chung-Yuan Christian University, Taiwan, ROC | |
| | 1. 13R-065: An Empirical Study on Intra-year Shifts in Earnings Distribution and Earnings Management in Taiwan | Li-Hua Lin, Taiwan |
| | 2. 13R-077: Exploring Knowledge Sharing Through the Internal Processes and Difference among Communities of Practices | Chao-Hua Li Taiwan |
| | 3. 13R-080: Performance Evaluation Practices in Public Sector Enterprises in India: an edge of Balance Scorecard over MoU | Seema Gupta India |
| | 4. 13R-117: Study on motivation with Consumers' Intention to Continue Using Community Websites | Szu-Yuan Sun Taiwan |
| | 5. 13R-138: Supportive or Defensive One- Which Communication Climate Prevails In Higher Education Institutions of Pakistan? | Munazza Ambreen Pakistan |

DATE : July, 3 2013, Wednesday

LOCATION : Rama VII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|--|------------------------------------|
| Session 5.4 09 : 00 10 : 20 | Chair : Prof. Hsien-Bin Wang, TransWorld University, Taiwan, ROC | |
| | 1. 13R-030: Innovation Management: A New Proposal for a Researcher's Innovative Capacity Enhancement Model | Nophadon Luangpirom Thailand |
| | 2. 13R-096 : The Impacts of Social Intelligence, Emotional Intelligence and Personality Fit on Physician-Patient Relationship : The Views of Physicians and Patients | Hung-Chih Lai Taiwan |
| | 3. 13R-116: Tourism Research and Development Center of Knowledge Transfer and Innovation | Tsai-Chiao Wang, Taiwan |
| | 4. 13R-163: A Study on Structural Equation Modeling of How Customer Motivation, Hostel Service Environment, and Customer Experience Affect Customer Loyalty | Chun-Shuo Hsu Taiwan |
| | 5. 13R-167: Exchange Rate Pass-Through and it's Impact on Inflation: A Comparative Study for Australia, China and India with Disaggregated Data | Shrabani Saha Australia |
| Tea Time | | |
| Session 5.5 10 : 30 12 : 00 | Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan, ROC | |
| | 1. 13R-047: Job Stress towards Organizational Change: A Study of Textile Industries of Northern India | Anis Ahmad, India |
| | 2. 13R-086: Strategy for Application of ICT Business Innovation Technology in Retailing | Hsiang-Ting Su Taiwan |
| | 3. 13R-134: A New Approach of Building an SoC Design Laboratory | Chih Yuan Huang, Taiwan |
| | 4. 13R-161: Application of Data Envelopment Analysis to the Performance Appraisal of E-Learning in Public Sectors | Hong-Cheng Liu, Taiwan |
| | 5. 13R-175: Pilot Study of an Innovative Ontology-based Approach on Learning Performance of Different-Achieving Secondary School Students | Yao-Chien Hsieh Taiwan |
| Tea Time | | |
| Session 5.6 13 : 00 14 : 20 | Chair : Prof. Jenn-Yang Lin, Far East University, Taiwan, ROC | |
| | 1. 13R-078: Problems Faced by Female Entrepreneurs: A Case from Sindh Pakistan | Pir Roshan Shah Rashdi Pakistan |
| | 2. 13R-085: A Study on the Establishment of Creative Model for Expanding Cultural Imagery to Cultural Product Design | Chung-hung Lin |
| | 3. 13R-133: Applying TRIZ and Life Cycle Engineering to Eco-innovation Product Design: A Practice Case | Jyh-Rong Chou Taiwan |
| | 4. 13R-156: Multi-Dimensions Evaluation of Cultural Creativity Products in Remote Districts | Ying-Jye Lee Taiwan |
| | 5. 13R-162: Effect of Web-Based Training on Corporate Performance – Evidence from Hotel Industry | Cheng-Jui Tseng Taiwan |

DATE : July, 3 2013, Wednesday

LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|---|---------------------------------------|
| Session 6.4 09 : 00 10 : 20 | Chair : Dr. Ying-Jye Lee, Kaohsiung University of Applied Sciences, Taiwan, ROC | |
| | 1. 13R-064: How to Evaluate the Performance of the Home -Delivery Depot'S Operation? | Chin-Wei Liu Taiwan |
| | 2. 13R-122: Tweets, Retweets for Oreo Touchdown | Vimviriya Limkangvanmongkl, USA |
| | 3. 13R-139: Corporate Social Responsibility in Apparel Industry of Sri Lanka | W R P K Fernando, ,Sri Lanka |
| | 4. 13R-174: A Concept Map-Oriented Gesture-based Learning System in Earth Science course | Sheng-Wen Hsieh, Taiwan |
| | 5. 13R-171: A Study on the Acceptability to Pumpkin Regimen Bread among Preseniors- Taking the Preseniors on Tainan for Example | Liu, Mean-Shen Taiwan |
| Tea Time | | |
| Session 6.5 10 : 30 12 : 00 | Chair : Dr. Shih-Mao Lin, National Kaohsiung University of Applied Sciences, Taiwan | |
| | 1. 13R-109: Benefits of Horticultural Therapy and Its Impact on Caregiver's Burden | Chia-Hui Lin Taiwan |
| | 2. 13R-110: A Study of First Adopter Behavior of E-readers Among Chinese College Students in Taiwan | Sheng Chung Lo Taiwan |
| | 3. 13R-111: Paternalistic Leadership and Ethical Judgment in Chinese Management: Confucian and Collectivism Approaches | Kai-Ping Huang, Taiwan |
| | 4. 13R-112: Parenting Styles and Teachers' Act Strategies in Classroom Interactions on Preschoolers' Emotion Regulation Competence | Yi-Chan Tu, Taiwan |
| | 5. 13R-113: Affective Commitment, Interactional Justice, Parent-Child Participation, Satisfaction and Loyalty in B & B Services | Ming-Yuan Wang, Taiwan |
| Tea Time | | |
| Session 6.6 13 : 00 14 : 20 | Chair : Dr. Mei-Ju Chou, Early Childhood Education Department, Taiwan Shoufu University, Taiwan | |
| | 1. 13R-126: Nostalgia, Perceived Value, Satisfaction, and Loyalty of Cruise Travel | Ming-Yuan Wang Taiwan |
| | 2. 13R-144: Competitiveness Analysis on Taiwan Wafer Foundry Industry | Ping -Sen Pao Taiwan |
| | 3. 13R-168: The Effects of Music Technology Curriculum on Young Children's Learning: From the Perspective of Creativity Capability and Aesthetic Appreciation Development | Chia-Hui, Ko Taiwan |
| | 4.13R-177: Internationalisation of Family Firms: The Effects of Entrepreneurial Orientation and Generational Involvement | Sheng Chung Lo, Taiwan |
| | 5. 13R-178: Managerial Behavior in Emerging Economics- A Study on Guanxi and Ethical Judgement in Chinese Management in China | Jane Tung Taiwan |

DATE : July, 3 2013, Wednesday

LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

| Time | Topic of Seminar | Country/Region |
|---|--|---------------------------------|
| Session 7.4 09 : 00 10 : 20 | Chair: Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC | |
| | 1. 13R-024: Resources and Capabilities Development of Musicians: The Case of the School of Higher Sacred Music of the Archdioceses of Guadalajara | José G. argas-Hernández, México |
| | 2. 13R-033: Using Mystery Shopper Method to Explore the External Stimulus Factors of Amusement Park | Hsien-Bin Wang, Taiwan |
| | 3. 13R-038: Exploring the Relationships among Corporate Social Responsibility, Service Quality, Corporate Image and Purchase Intentions Evidenced from Taiwanese Convenience Store Consumers | Ching-Sing You Taiwan |
| | 4. 13R-053: Co-Creation for the Promotion of Organizational Strategically Innovation and NPD Performance | Yen Hsu, Taiwan |
| | 5. 13R-179: An Exploratory Study of Entrepreneurship in Taiwan – A Multi Case Examination | Wen-Chia Tsai Taiwn |
| Tea Time | | |
| Session 7.5 10 : 30 12 : 00 | Chair : Dr. Oleg V. Lokota, National Economy and Public Administration, Russia | |
| | 1. 13R-135: A Deployment of an ERP System: A Case Study of a Small Taiwan Tea Factory | Cheng-Ju Hsu, Taiwan |
| | 2. 13R-145: Applying Zaltman Metaphor Elicitation Technique to Concretize Abstract Cultural Elements of Baishatun Matsu | Ying-Jye Lee Taiwn |
| | 3. 13R-073: Innovations in Governance Development Due To the Business Virtualization | Oleg V. Lokota, Russian |
| | 4. 13R-059: Key Success Factors of Dispatched Personnel in Enterprises | Hsin-Hsi Lai Taiwan |
| End | | |