Learning from OEM Relationship: The Building of Taiwanese Suppliers' Product Development Capabilities
Yen-Tsung Huang  Tunghai University

Optimal Operating Policies for a Multinational Company under Varying Market Economics
Shu-Chen Chang  National Formosa University
Hung-Yi Shiu  National Formosa University

Bundling Decisions by Multi-Sided Software Platforms of the Personal Computer Industry
To-Han Chang  Nanhua University

Interfirm Relationship in the Telecommunications Industry: Characteristics and Typology
Noriaki Shiraishi  Tokyo Institute of Technology
Junichi Iijima  Tokyo Institute of Technology

Relationship among Personality Traits, Leadership Behavior, and Job Stress in Nurses in Yunlin, Taiwan
Chen-Min Chao  National Yunlin University
Bor-Wen Cheng  National Yunlin University

Evaluation of Operating Efficiency by Firm Value Based on Intellectual Capital and Corporate Governance Using DEA
Hung-Yi Wu  Kainan University
Mi-Young Seo  Kainan University

The Paradox of Threat and Organizational Inertia
Chen-yi Tsai  I-Shou University
Julia L. Lin  I-Shou University
Shih-Chieh Fang  National Cheng-Kung University

Exploring the Core Components of Dynamic Capabilities
Jia-Jeng Hou  National Chiayi University
Hong-Jung Chang  National Chiayi University
Tuesday, July 8, 2008
Session[A2] 11:00 - 12:40 Meeting Room 1A
Business and Management

The Typology of Intellectual Capital and Knowledge Management in Malaysian Hotel Industry
Rosmah Mat Isa  Universiti Kebangsaan Malaysia
Nor Liza Abdullah  Universiti Kebangsaan Malaysia
Noradiva Hamzah  Universiti Kebangsaan Malaysia
Rasidah Arshad  Universiti Kebangsaan Malaysia

Virtual Integration and Profitability: An Empirical Study from Taiwan Integrated Circuit Industry
Po-Young Chu  National Chiao Tung University
Chia-Yi Chen  National Chiao Tung University
Mei-Jane Teng  National Chin-Yi University of Technology
Jing-Min Chung  National Chiao Tung University

The Relations Between Perceived Loafing, Revenge Motive and Counterproductive Work Behavior
Tsang-Kai Hung  National Changhua University of Education

Use of Fit Perception in Employee Behavioral Criteria in Taiwan IT Industry
Ming-Cheng Lai  National Taipei College of Business
Shih-Liang Fan  National Taipei College of Business

The Impacts of Motivating Language on Subordinates' Attitudes and Performance - The Moderating Effect of Leader-member Exchange
Pi-Chuan Sun  Tatung University
Di-Li Yang  Tatung University
Wan-Ju Liao  Tatung University
Shih-Min Wang  Tatung University

Uncertainty, Learning and Error Elimination: Taiwanese Entrepreneurs in Mainland China
Fu-Lai Tony Yu  Feng Chia University

Revisiting Willingness of Tourists for East Coast National Scenic Area in Taiwan
Wan Tran Huang  Chung Chou Institute of Technology
Chun Hsien Wang  Ming Chuan University
Chung-Te Ting  Chang Jung Christian University
Tuesday, July 8, 2008

Session [A3]  14:00 - 15:40  Meeting Room 1A
Business and Management

Religiosity as a Predictor of Consumer Ethical Behaviour: A Comparative Study between Public and Private University Students in Malaysia
Zulkufly Ramly  Universiti of Malaya
Teck Chai Lau  Universiti Tunku Abdul Rahman
Kum Lung Choe  Universiti Tunku Abdul Rahman

Ethical Orientation of Future Business Leaders: An Exploratory Research
Teck Chai Lau  Universiti Tunku Abdul Rahman
Kum Lung Choe  Universiti Tunku Abdul Rahman
Zulkufly Ramly  Universiti of Malaya

Cohesion in Team vs. Conflict between Teams
Chieh-Wen Sheng  Chihlee Institute of Technology
Chu-Li Yeh  Shih Hisn University

A Multilevel Approach on the Relationship between Hrm Practices and Employee Job Performance: A Study on Small-scale Hairdressing Organizations
Po-Chien Chang  National Sun Yat-sen University
Pei-Chi Huang  National Sun Yat-sen University
Shyh-Jer Chen  National Sun Yat-sen University
Chia-Mei Lu  Tainan University of Technology

Implemented High-Commitment HRM Practices, Employees' Perceptions of HRM Practices, and Affective Commitment: An Integrated Model
Po-Chien Chang  National Sun Yat-Sen University
Pei-Chi Huang  National Sun Yat-Sen University
Shyh-Jer Chen  National Sun Yat-Sen University
Chia-Mei Lu  Tainan University of Technology
Tuesday, July 8, 2008

Session [A4] 16:00 - 17:40 Meeting Room 1A
Business and Management

Breaking through the Knowledge Traps for Creating Knowledge: The Impact of Organizational Rationality
Kumudinei Dissanayake  University of Colombo

Why Do Your People Lack for OCB? Self-Monitoring Moderates Reactions to Time Evaluation
Yu-Chen Wei  National Changhua University of Education
Syue-Ling Chen  National Changhua University of Education

Well-Being, Job Engagement and Workplace Deviant Behavior: Self-Monitoring as a Moderator
Kao-Man Chang  National Changhua University of Education
Yu-Chen Wei  National Changhua University of Education

A Study on the Relationship between Corporate Wellness Programs and Employees' Stress, Job Satisfaction and Absenteeism
D. Abg Abdullah  Universiti Malaysia Sarawak
Azman Ali  Universiti Malaysia Sarawak
Oon Yin Lee  Universiti Malaysia Sarawak

A Study on Audit Judgment Performance: The Effect of Account Ability, Effort and Task Complexity
Ria Nelly Sari  University of Riau
Diani Mardisar  University of Riau
Rita Anugera  University of Riau
Wednesday, July 9, 2008

Session[A5] 09:00 - 10:40  Meeting Room 1A

Business and Management

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**MCDM Applied to the Assessment of Sustainable Development for Taiwan’s Collective Residence Environment**
Wei-Ming Wang  Chung Hua University

**Moral Judgement Competence and Moral Attitudes of Future Managers**
Peithe Ma Salva  National Sun Yat-Sen University
He-Jason Huang  National Sun Yat-Sen University

**Conducting Exploratory Factor Analysis in Learning Organization Research**
Preeyanuch Apibunyopas  Kasestsart University
Yuraporn Suttharat  Kasestsart University

**The Relationship between a Responsible Downsizing Strategy and Firm Performance: Are Labor Unions a Stepping Stone or a Stumbling Block?**
Philip Cheng-Fei Tsai  Wenzao Ursuline College of Languages
Chih-Ting Shih  National Pingtung Institute of Commerce

**Investigating Employee’s Disposition to Share Knowledge: An Empirical –Analytical and Qualitative Approach-Considering the Aspects of Personality, National Culture Corporate Culture, and Management**
Nicola Paulukat  University of Applied Sciences and Arts Hanover

**A Review of Technological and Vocational Education Upgraded in Taiwan Based on Risk Management Education Perspective**
Li-Hua Lai  National Kaohsiung First University of Science and Technology
Li-Ann Huang  National Kaohsiung First University of Science and Technology
Wednesday, July 9, 2008  
Session [A6] 11:00 - 12:40  
Meeting Room 1A  
Business and Management

The Moderating Effects of Social Support on the Relationships between Challenge-Hindrance Stressor and Well-Being  
Ing-Chung Huang  
National Kaohsiung University  
Chin-Hui Chen  
National Sun Yat-Sen University  
Yu-Hwa Huang  
National Sun Yat-Sen University  
Chin-Ann Yang  
National Sun Yat-Sen University

The Moderating Effects of Self-Efficacy on the Relationships of Job Demand-Control Model and Psychological Well-being  
Ing Chung Huang  
National Kaohsiung University  
Chin Hui Chen  
National Sun Yat-Sen University  
Yu Hwa Huang  
National Sun Yat-Sen University  
Chin Ann Yang  
National Sun Yat-Sen University

Factors Influencing Corporate Ownership Structure in an Emerging Market: Some Issues on Entrepreneurship  
Omar Al Farooque  
University of New England

Information Flow Between Organization Levels in Teamwork Discussion  
Vichita Vathanophas  
Mahidol University  
Onanong Pilun-owad  
Mahidol University

Current Trends in the Use of Application Development Tools: A New Zealand Case Study  
Mehdi Asgarkhani  
Christchurch Polytechnic Institute of Technology  
Jun Wan  
Christchurch Polytechnic Institute of Technology
Wednesday, July 9, 2008
Session [A7] 14:00 - 15:40 Meeting Room 1A
Business and Management

The Influence Factor for Decision-Making of Rural Industries Outsourcing to Northeast Thailand
Thongphon P. Na Sakolnkorn Khon Kaen University
Suranart Khamanarong Khon Kaen University
Kimaporn Khamanarong Khon Kaen University
Virasit Imtawil Khon Kaen University

A Study on Upgrade of Performance of Fund Utilization Using CIPP Evaluation Model
Ming-Hua Chang National Keelung Vocational School of Commerce & Technology
Liang Yuan Hsiung Kunshan University of Science and Technology
Ta-Chin Jao Lungwa University of Science and Technology
Shao-Tsu Chu Kunshan University of Science and Technology
Mu-Hui Lai National Taiwan Normal University

Foreign Parent Contributions, Experiences and International Joint Venture Control and Performance
Nguyen Huu Le University of Vaasa

Parent Control Dynamics and International Joint Venture Performance
Nguyen Huu Le University of Vaasa

Impact of Hris Based Hiring for the Organizations/Universities In Pakistan
Amjad Mehmood Mehmood Kohat University of Science & Technology
Attiya Zafar Kohat University of Science & Technology
Naveed Khan Kohat University of Science & Technology

Developing a Computerized Measurement Tool for Technical Creativity Test of Electric and Electronic
Chien-Yun Dai National Taiwan Normal University
Mu-Hui Lai National Taiwan Normal University
Liang-Yuan Hsiung Kun Shan University
Ming-Tien Hsu National Taiwan Normal University
Wednesday, July 9, 2008

Session[A8]     16:00 - 17:40    Meeting Room 1A
Business and Management

**Within-Group Diversity: A Moderating Effect Between Organizational Demography and Group Social Integration**
Shih-Yung Chou  Southern Illinois University Carbondale

**Are Hopeful Employees More Creative? An Empirical Study**
Armenio Rego  Universidade de Aveiro
Fernanda Machado  Universidade de Aveiro
Susana Leal  Instituto Politécnico de Santarém
Miguel Pina e Cunha  Universidade Nova de Lisboa

**How the Employees' Perceptions of Corporate Citizenship Predict Their Organizational Commitment**
Armenio Rego  Universidade de Aveiro
Susana Leal  Instituto Politécnico de Santarém
Miguel Pina e Cunha  Universidade Nova de Lisboa
Jorge Faria  Instituto Politécnico de Santarém

**Managers' Extended Working Hours: How Cognitive Dissonance Confounds Managerial Obligation and Fractures Agency**
Neal William Waddell  University of Queensland
Bernard McKenna  University of Queensland

**The Impact of National Culture on Leadership: A Case of Servant Leadership**
Andre A. Pekerti  University of Queensland
Sen Sendjaya  Monash University
A Study on the Governmental Role in Building Infrastructure for Creating and Facilitating Initial Growth of Small-and-Medium Sized IT Venture Companies
Ji-Dong Yang Information and Communications University
Chanhoo Song Information and Communications University

Technology Diffusion and Intellectual Property Rights-Evidence from Taiwanese MNEs
Wen-Bin Chuan National Chi-Nan University

SMEs Duration After Outsider-based Training in Mozambique
Ron Chuen Yeh Meiho Institute of Technology
A. P. M. dos Santos Meiho Institute of Technology
Pansy Chung Meiho Institute of Technology
Kuo-Hung Tseng Meiho Institute of Technology
Shih-Jung Chen Meiho Institute of Technology

Government Policy toward SME in Taiwan and Mozambique
Ron Chuen Yeh Meiho Institute of Technology
A. P. M. dos Santos Meiho Institute of Technology
Pansy Chung Meiho Institute of Technology
Wan-Ju Tsai Meiho Institute of Technology

Interfirm Adaptation and Interfirm Knowledge Transfer in Supply-Chain Network Context
Yio-Eih Shih Cheng-Shiu University

Entrepreneurship and Regional Competitive Advantages: The Case of South Africa
Bernard Matsoso University of South Africa

Should MNEs Listen Fully or Partly to the Public Opinion? New Source of Institutional Pressure for MNEs
Ching-Hsiang Chen I-Shou University
I-Pin Lu I-Shou University
Shih-Chieh Fang National Cheng Kung University
Powering New California with CTE
Matthew Yen California State University

The Relationships among Performance Management, Organizational Learning and Organizational Identification: An Empirical Study of Public Officers in National University
Yu-Fang Yvonne Yen National Kinmen Institution of Technology
Jong-Fon Tsang National Kaohsiung University

Development and Verification of a Team Learning Intervention Model
Hsiu-Pi Lin Chia Nan University of Pharmacy & Science
Jen-Shou Yang National Yunlin University of Science and Technology
Pi-Chin Liu National Yunlin University of Science and Technology

Incorporate Personality Trait with Support Vector Machine to Acquire Quality Matching of Personnel Recruitment
Yung-Ming Li National Chiao Tung University
Cheng-Yang Lai National Chiao Tung University
Chien-Pang Kao National Chiao Tung University

The Relationship between Spiritual Capital and Work-family Balance
Huo-Tsan Chang National Changhua University of Education
Wei-Hao Yang National Changhua University of Education
Yi-Chun Lin National Changhua University of Education

Gender Diversity and Organizational Performance - Contingency Theory
Yi-Chun Lin National Changhua University of Education
I-Chieh Hsu National Changhua University of Education
Session[B3]  14:00 - 15:40  Meeting Room 1B
Business and Management

**Power Sharing in Progressive Discipline: New Rules of Engagement Arising from an Australian Perspective**
John Chelliah  University Technology Sydney
Tyrone Pitsis  University Technology Sydney

**The Influence of IHRM Practices on HCNS' Job Performance: A Comparative Study of American and Japanese MNES in Taiwan**
Yin-Lin Tsai  National Chi Nan University
Chia-Hsien Liao  National Chi Nan University

**Creating Values for Online Shoppers**
Mei-Hui Chen  National Kaohsiung First University of Science and Technology
Hung-Hsuan Lee  National Kaohsiung First University of Science and Technology
Sheng-Wei Lin  National Kaohsiung First University of Science and Technology
Kune-Muh Tsai  National Kaohsiung First University of Science and Technology

**HR's Role in Building Individual Change Readiness: A Conceptual Study**
Luan-Ying Wei  Takming University of Science and Technology
Chung-Hsiung Fang  National Taiwan Normal University

**Creating, Sharing and Integrating Organizational Knowledge: The Role of HRM**
Kumudinei Dissanayake  University of Colombo

**Environmental Tobacco Smoke Avoidance in Health Care Worksite**
Li-Chun Tang  Tzu-Chi College of Technology
Yu-Li Lan  Tzu-Chi College of Technology
Hsiang-Ming Hsu  Tzu-Chi University
Session[B4] 16:00 - 17:40  Meeting Room 1B

Business and Management

**Effects of Leader Attributes on Perceived Leader Integrity**
Mark Gosling  National Sun Yat Sen University
Heh Huang  National Sun Yat Sen University

**Consequence of Psychological Contract Breach: The Moderating Role of Adversity Quotient, Professional Training and Tenure**
Pao-Ling Chin  National Taipei University/Chihlee Institute of Technology
Min-Li Hung  National Taipei University

**Build Project Resources Allocation Model for Infusing Information Technology into Instruction with De Novo Programming**
James K.C. Chen  Asia University
Kevin C. Y. Chen  Asia University
Sin-Yi Lin  Asia University
Benjamin J. C. Yuan  National Chiao Tung University

**Perspective of Green Innovation, Green Supplier Capacity Explore Competitive Advantages with Green Supply Chain Management**
James K.C. Chen  Asia University
Joe Z. Y. He  Asia University
Jeff C. F. Wang  Asia University
Kuo-Ching. Chen  Asia University

**A Study of the Relationship Model between Servant Leadership and Employee's Organizational Trust - An Empirical Research of Service Industry in Taiwan**
Yuan-Duen Lee  Chang Jung Christian University
Pi-Ching Chen  Chang Jung Christian University
Shih-Hao Chen  Chang Jung Christian University

**Exploring the Growth Strategy of Taiwanese Industry from Resource-based Theory**
Yueh Chiang Lee  Vanung University
Pei Ling Wen  Chung Yuan Christian University
Jui Hsiang Hsu  Technology and Science Institute of Northern Taiwan
Test of a Mediating Model Linking Employee's Positive and Negative Affectivity with Helping and Withdrawal Behavior
Chien-Cheng Chen National Taipei University of Technology
Ying-Chue Liu National Taipei University of Technology
Wan-Xian Sun National Taipei University of Technology

The Mediating Role of Applicant Impression Management in The Relationship Between Interviewer Affectivity and Interview Evaluation
Chien-Cheng Chen National Taipei University of Technology
Ying-Yin Lin National Taipei University of Technology
Wei-Chih Lin National Taipei University of Technology

The Influence of Applicant Impression Management Tactics in Employment Interview: The Moderating Role of Physical Attractiveness
Chien-Cheng Chen National Taipei University of Technology
Mei-I Lee National Taipei University of Technology
Wei-Chih Lin National Taipei University of Technology

The Top Manager-Adviser Relationship in Strategic Decision Making during Executive Life Cycle: Exploring the Impediments to Strategic Change
Masato Suzuki Meiji University
Motokazu Udagawa Nagasaki University

The Development and Perspective of The Incubation Centers in Taiwan
Dar-Chin Rau Lunghwa University of Science and Technology
Ru-Jen Lin Lunghwa University of Science and Technology
Hwa-Ming Nieh National Taiwan Normal University
Mu-Hui Lai National Taiwan Normal University

Duplicate Entrepreneurship in Turbulent Environment
Stephen Dun-Hou Tsai National Sun Yat-Sen University
Shang-Jen Li National Sun Yat-Sen University
Mansour Amjadi National Sun Yat-Sen University
Session[B6]  11:00 - 12:40  Meeting Room 1B

Business and Management

**Employee Retention: An Investigation of Operation Workers and Their Supervisors**
Satsapin Borisut  Thai Lube Blending
Nuttawuth Muenjohn  RMIT University

**The Challenges of Evolving and Developing Indigenous Management Theories and Practices in Africa**
Benjamin James Inyang  University of Calabar

**Person-Organization Fit, Leader-Member Exchange, and Cultural Differences in Predicting Employees’ Work Attitudes: A Comparative Study Between Japan and Korea**
Yuhee Jung  Meiji University
Norihiko Takeuchi  Tokyo University of Science
Masayasu Takahashi  Meiji University

**Information Technology and Rural Marketing: Case Study in Iran**
Farhad Lashgarara  Islamic Azad University
Jamal Farjolah Hosseini  Islamic Azad University
Mehdi Mirdamadi  Islamic Azad University
**Organizational Strategic Fit And Long-Term Performance: The Sufficiency Economy Approach**
Chanin Yoopetch  
University of the Thai Chamber of Commerce  
Suthawan Chirapanda  
University of the Thai Chamber of Commerce

**Is Corruption Conducive to Growth?**
Geetanee Napal  
University of Mauritius

**Bank Credit Card Adoption Criteria and Marketing Implications: The Case of Thailand**
Suthawan Chirapanda  
University of the Thai Chamber of Commerce  
Chanin Yoopetch  
University of the Thai Chamber of Commerce

**The Study on the Key Success Factors of Implementing ISO 22000**
Hsiao-Fang Hsu  
Ching Yun University  
Yu-Mei Chang  
Ching Yun University  
Sheng-Chu Su  
Ching Yun University

**Framework Development for Workforce Perception on Organizational Identity as Antecedent for Job Satisfaction and Behavioral Reactions**
Kwan-Ling Ma  
Hong Kong Polytechnic University  
Ivan Ka-Wai Lai  
Macau University of Science and Technology
**Curtin Graduate Attributes: An Exploratory Study on Business Graduates in Curtin Sarawak**  
Poh Yen Ng  
Curtin University of Technology

**Being Expatriates in Thailand: Essential Experience and Knowledge**  
Matorost Singhapong  
Rayong  
Nuttawuth Muenjohn  
RMIT University

**Measuring Organizations' Crisis Management Performance: An Exploratory Study**  
Wei-Tsong Wang  
National Cheng Kung University

Hsiang-Lin Chih  
National Taipei University  
Hsiang-Hsuan Chih  
National Dong Hwa University  
Tzu-Yin Chen  
National Taipei University

**Management and Strategy of Legitimacy and Reputation: Conceptual Frameworks and Methodology**  
Keiichi Yamada  
Nakamura Gakuen University

**Learning Organization Dimensions on Knowledge Sharing: A Study of Faculty Members in the Private Universities in Malaysia.**  
Poh Yen Ng  
Curtin University of Technology
**Financial Holding Company in Bancassurance Alliance Models is Preferable? Applying AHP and GRA**  
Cheng-Ru Wu  
Yuanpei University  
Chin-Tsai Lin  
Yuanpei University  
Yu-Fan Lin  
Yuanpei University

**Marketing and Operational Efficiency of Financial Holding Companies in Taiwan: The Application of Slacks-Based Measure**  
Cheng-Ru Wu  
Yuanpei University  
Ya-Mei Wang  
Yuanpei University  
Che-Wei Chang  
Yuanpei University  
Hsin-Yuan Chang  
Takming University of Science and Technology

**A Simple Test of the CAPM Model in Bull and Bear Market Conditions: Thailand Experience**  
Phassawan Suntraruk  
Assumption University

**Should Banks Diversify in Taiwan? Loans and Incomes Perspectives**  
Yi-Chen Lin  
National University of Kaohsiung  
Yi-Kai Chen  
National University of Kaohsiung

**The Relationship between the Collateralized Shares, Credit Risk Management and Performance in the Taiwanese Banking Industry**  
Ming-Hsuan Hsieh  
National University of Kaohsiung  
Yi-Kai Chen  
National University of Kaohsiung

**China Effect on Crowding out of FDI from ASIA - A Case of Japanese FDI**  
Nimesh Salike  
Waseda University
An Empirical Investigation of the Effects of Mandated Market Risk Disclosure on the Quality of Analysts' Earnings Forecasts
Branson Kwok Chi Hing  SIM University
Lim Chee Yeow  Nanyang Technological University
Patricia Chew  SIM University

Dynamic Conditional Correlation of High Frequency Intraday Stock Returns: Evidence from Taiwan Stock Indices
Lih-Feng Lin  National Sun Yat-Sen University
Chau-Jung Kuo  National Sun Yat-Sen University
Liang-Ann Tai  National Sun Yat-Sen University
Hsiu-jung Tsai  National Sun Yat-Sen University

The Research on the Effects on Capital Structure on Firm Performance and Evidence from the Non-financial Industry of Taiwan 50 and Taiwan Mid-Cap 100 from 1987 to 2007
Shyan- Rong Chou  National Kaohsiung First University of Science and Technology
Chen-Hsun Lee  National Kaohsiung First University of Science and Technology

Relationship of Exchange Rate and Stock Price: The Application of Quantile Regression
Lih-Feng Lin  National Sun Yat-Sen University
Chau-Jung Kuo  National Sun Yat-Sen University
Hsiu-Jung Tsai  National Sun Yat-Sen University

Investment Opportunities and the Long-Run Performance of Seasoned Equity Offers
Nhu Do  University of Vaasa and GSF

The Impact of Financial Leverage on Market Reaction to Seasoned Equity Offerings Announcement
Nhu Do  University of Vaasa and GSF
Session[C3] 14:00 - 15:40 Meeting Room 1C
Accounting, Economic and Finance

**Applying Data Envelopment Analysis to Analyze Debt-paying Ability for a Shipping Industry**
Wen-Cheng Lin  Ching Yun University
Gin-Shuh Liang  National Taiwan Ocean University
Chin-Feng Liu  Dahan Institute of Technology

**Estimating the Relationship between FDI and Corruption**
Hung-Yi Shiu  National Formosa University
Shu-Chen Chang  National Formosa University

**Monthly Effect in the U.S. Commodity Futures Markets**
Kuei-Chih Lee  Feng-Chia University
Hung-Gay Fung  University of Missouri
Tung Liang Liao  Feng-Chia University

**Mergers and Acquisitions: Trends and Perspectives**
Balasundram Maniam  Sam Houston State University
Josh Varnado  Sam Houston State University

**Causal Relationships among the Interest Rates, Real Estate Prices and Stock Prices in the U.S.**
Hwey-Yun Yau  National Taipei College of Business
Chun-Lin Lee  National Taipei University
Session[C4]     16:00 - 17:40    Meeting Room 1C

Accounting, Economic and Finance

**Corporate Governance, Independent Directors and Supervisors Characteristics, and Corporate Performance: Evidence from GTSM Listed Companies in Taiwan**
Hsiao-Jung Chen  Southern Taiwan University

**Semdex Returns: Is There a Non-trading Period Effect?**
Ushad Agathee Subadar  University of Mauritius
Mathew Lamport  University of Mauritius

**Theories of Capital Structure: Evidence From Investment and Non-investment Firms Listed on the Stock Exchange of Mauritius**
Ushad Agathee Subadar  University of Mauritius
Mathew Lamport  University of Mauritius
Wassila Bhujoo-Hosany  University of Mauritius

**Checks Identification by Magnetic Characters and Printed Characters**
Rung-Ching Chen  Chaoyang University of Technology
Chih-Hung Lin  Chaoyang University of Technology

**The Role of Industry Cluster in Regional Development**
Chen-Ying Tu  National Sun Yat-sen University
Cher-Min Fong  National Sun Yat-sen University
A Common Wealth with Private Value?
Li-Hsien Chien National Chung Hsing University
ChiaHua Sung National Chung Hsing University

Should the Risk Attitude to Avian Flu for Poultry Producers Matter?
Li-Hsien Chien National Chung Hsing University
MeiHsiu Yeh National Chung Hsing University

Determinants of Subcontracting in Lao Garment Industry
Xayphone Kongmanila Hiroshima University
Yoshi Takahashi Hiroshima University

Research Proposal: Market Reactions of The Sarbanes-Oxley Act at the Levels of a Market, an Industry and a Firm
Hong S. Pak California State Polytechnic University

Price Pressure Around Exchange Listings
Tsai-Ling Liao Providence University
Foreign Direct Investment and Services Trade: Evidence from Malaysia and Singapore
Koi Nyen Wong Monash University
Tuck Cheong Tang Monash University
Dietrich K. Fausten Monash University

Is There Gender Bias in U.S. Federal Farm Lending Decisions?
Cesar L Escalante University of Georgia
James E. Epperson University of Georgia
Uthra Raghunathan University of Georgia

The Firm-Specific Volatility of Stock Returns, Credibility of Management Forecasts, and Media Coverage: Evidence from Japanese Firms
Hiroyuki Aman Nagasaki University

Evaluate Performance of Commercial Bank
Zaenal Abidin Asian Banking Finance and Informatic Institute Perbanas

Risk and Information Efficiency: The Euro/Dollar Spot versus Futures
Shu-Mei Chiang Lunghwa University of Science and Technology
Shu-Fen Lin Minghsin University of Science and Technology
Shen-Chieh Lin TaTung Institute of Commerce and Technology
Is OPEC a Dominant Firm?
Raymond Li  Macquarie University

Decomposition of the Efficiency of the Chinese State-Owned Commercial Banks at the Provincial Level
Jian-Lu Shang  University of Hertfordshire Business School
Ya-Ping Yin  University of Hertfordshire Business School

Prediction of Time-Series Data by Integration of Regression Tree and Artificial Neural Network -- Take Taiwan Stock Index Futures and Gross National Product as Examples
Yen-Ju Yang  Tatung University

Bond Ratings and Remediation Disclosure of Internal Control Weaknesses
John J. Cheh  The University of Akron
Gary B. Frank  The University of Akron
Nonlinear Dynamic Process of Basis Change of the Stock Index Futures
Hsiu-Jung Tasi  National Sun Yat-Sen University
Ming-Chi Chen  National Sun Yat-Sen University
Lih-feng Lin  National Sun Yat-Sen University

Decision Rules for Predicting Companies with Sarbanes-Oxley Act Internal Control Weaknesses
John J. Cheh  The University of Akron
Jang-Hyung Lee  Daegu University
Il-woon Kim  The University of Akron

An Investigation of Volatility Based on Dynamic Conditional Correlation Among Interest Rate, Reit, Real House Price and Stock Market
Hsiu Jung Tsai  National Sun Yat-Sen University
Ming-Chi Chen  National Sun Yat-Sen University
Lih-feng Lin  National Sun Yat-Sen University

Musharakah Mutanaqisah: A Solution to Different Interpretations by Malaysian and Middle East Scholars in Islamic Financing
Sazali Zainal Abidin  Universiti Putra Malaysia
Annuar Md. Nassir  Universiti Putra Malaysia
Puteri F. F. Khoderun  Universiti Putra Malaysia

Diversification Benefits of Real-Estate Investment Portfolios in Urban Areas in Malaysia
Sazali Zainal Abidin  Universiti Putra Malaysia
Rohana Abdul Hamid  Universiti Putra Malaysia

Evaluating the Performance of Thai Equity Funds
E. Boonchuaymetta  Assumption University

Comparison of CAPM Models in Stock Exchange Thailand: Evidence in 2000 to 2006
Treerapot Kongtoranin  Assumption University
## Session [D1]
### Marketing

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<td>09:00 - 10:40</td>
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### Construction and Evaluation of a Multimedia Mobile Classroom Feedback System
- Wen-Chen Huang  
  National Kaohsiung First University of Science and Technology
- Shih-Chieh Sung  
  National Kaohsiung First University of Science and Technology

### The Assessment of Experts' Knowledge Quality on Repertory Grids
- Yi-Chung Cheng  
  National Cheng Kung University
- Sheng-Tun Li  
  National Cheng Kung University
- Chih-Chuan Chen  
  National Cheng Kung University

### The Impacts of Relationship Marketing on Relationship Quality and E-loyalty-taking
- Nan-Hong Lin  
  Tatung University
- I-Chun Chung  
  SKYtech

### Internet-based Search-experience-credence Products as an Example
- Le-Hui Chen  
  National Chengchi University
- Woo-Tsong Lin  
  National Chengchi University

### A Reputation-Based Model for Selecting Collaborative Partners with High Level of Initial Trust
- Hsing-Yu Hou  
  National Yunlin University of Science and Technology
- Tung-Hsu Hou  
  National Yunlin University of Science and Technology
- Chiu-Yao Ting  
  National Yunlin University of Science and Technology

### The Research of Personal Characters and Creative Performance in E-learning
- Vincent F. Yu  
  National Taiwan University of Science and Technology
- Meng-Hsiang Hsu  
  National Kaohsiung First University of Science and Technology
- Chun-Ming Chang  
  National Kaohsiung First University of Science and Technology
- Chia-Hui Yen  
  Kainan University

### A Vector Forecasting Model for Fuzzy Time Series
- Shu-Ching Kuo  
  National Cheng Kung University
- Yi-Chung Cheng  
  Diwan College of Management
- Sheng-Tun Li  
  Tainan University of Technology
- Shih-Mini Chien  
  National Cheng Kung University

### Concept of Trust and Risk in Internet Privacy and Security
- Ernest Johnson  
  University of Regina
The Quantile Regression Analysis of Foreign Trading Activity on the Taiwan Stock Market
Hui-Lin Hsu National Kaohsiung First University of Science and Technology
Shyan- Rong Chou National Kaohsiung First University of Science and Technology

Stock Price React to Investment Region Announcement: The Case of Listed Electronic Companies
Yi-Hsien Wang Yuanpei University
Pei-Shan Syu Yuanpei University
Wan-Yi Tsai Yuanpei University
Chi-Hsin Wang Yuanpei University

Empirical Study of the Wealth Effects of Capital Reduction in Taiwan
Yi-Hsien Wang Yuanpei University
Jyun-Wei Huang Yuanpei University
Kai-Jie Li Yuanpei University
Ji-Yang Ciou Yuanpei University
Yi-Wei Lin Yuanpei University

The Demand for Non-Life Insurance in Taiwan
Min-Sun Horng National Kaohsiung First University of Science and Technology
Yung-Wang Chang National Kaohsiung First University of Science and Technology

A Comparative Study of Environmental Accounting Systems Based on the Corporate Environment Reports in Korea and Japan
Mi-Young Seo Kainan University
Hung-Yi Wu Kainan University

The Effect of Market Information on the Trading Behavior of Institutional Investors and Individual Investors
Chuang Min Chao National Taipei University of Technology
Yueh Feng Lu National Taipei University of Technology
Community Effect and Voluntary Participations in User Centric Internet Ventures
Tzyy-Jane Lai  Yuan Ze University
Hsien-Tung Tsai  Yuan Ze University
Chih-Yung Chen  Yuan Ze University

Explore the Collaborative Commerce 2.0 Concept
Jenn Tang  National Taipei College of Business
Chia-Wen Hsu  National Taipei College of Business
Ming-Ying Chung  National Taipei College of Business

Application of GHSOM on the Construction of Knowledge Maps for Identifying and Sharing Corporate Ideology and Business Strategies
Jen-Ying Shih  Chang Gung University
Shih-Chen Chen  Chang Gung University

The Study of CSFs to Collaborative Project Management
Jenn Tang  National Taipei College of Business
Peihui Chu  National Taipei College of Business
Ming-Ying Chung  National Taipei College of Business
Chia-Wen Hsu  National Taipei College of Business

The Relationship between Information Systems Capabilities and Implementation of Information Technology Strategy: An Empirical Study
Jung-Chi Pai  Takming University of Science and Technology
Yeh-Chi Hung  National Taiwan University of Science and Technology
Gwo-Guang Lee  National Taiwan University of Science and Technology

Wal-Mart Korea: Challenges of Entering a Foreign Market
Renee B Kim  Hanyang University

An Analysis of Factors Affecting the Adoption of Innovative Food Products in Japan
Renee B Kim  Hanyang University
Session[D4]  16:00 - 17:40  Meeting Room 2A
MIS, e-Commerce and Internet

The Empirical Study of the Combined Effect of Service Quality and Virtual Community on Customer Loyalty of the Bookstore Website in Taiwan
Chih-Chin Yang  Kainan University
Yu-Cheng Cheng  Kainan University

Agent-based Social Decision Mechanism for EC Service Quality Evaluation
Yung-Ming Li  National Chiao Tung University
Yi-Lin Lee  National Chiao Tung University
Cheng-Yang Lai  National Chiao Tung University

The Research of the Technology Acceptance Model of Knowledge Repository Systems-An Empirical Study of Hospitals in Taiwan
Chung Hung Tsai  Tzu Chi College of Technology
Dauw Song Zhu  National Dong Hwa University
Wen Ping Wu  Takming University of Science and Technology

The Application of Using Blog to Enhance the Function of Project Management
Ling-Lang Tang  Yuan Ze University
Yu-Bin Chiu  China University of Technology
Yuan-Hung Wang  Yuan Ze University

Ling-Lang Tang  Yuan Ze University
Cheng-Chuang Hon  Minghsin University of Science and Technology
Hsueh-Hui Lu  Yuan Ze University

Exploring the Use of Podcast Technology for Supporting Asynchronous Language Learning
Shuchih Ernest Chang  National Chung Hsing University
Pao-Yao Huang  Tunghai University
Ying-Jiun Hsieh  National Chung Hsing University

Exploratory Analysis of Business Values of IT and E-Commerce Adoption in SMES: Tourism Public and Private Sector
Hyojae Joun  Korea Culture and Tourism Institute
Seunghee Oh  Korea Culture Information Service
Namjae Cho  Hanyang University
Utilizing Analytic Hierarchy Process to Support Adaptive Learning Navigation in A Ubiquitous Learning Environment
Ting-Ting Wu  National University of Tainan

On-Line Shopping Mall - The Application of GIS and Three-dimensional Scan Technologies
Ching-Hua Lin  Chung Hua University

Social Network Analysis And Business Implications
Li-Zhong Zhang  La Trobe University

Assessing e-Retail System Success: A Validation of the Delone and McLean's Information System Success Model
Timothy Jung  Manchester Metropolitan University
Panos Louvieris  University of Surrey
Dennis Jjemba  Manchester Metropolitan University

Unraveling The Inhibiting Factors of M-Commerce Adoption
Ly-Fie Sugianto  Monash University
Zhigang Liao  Monash University
Dewi Rooslani Tojib  Monash University
Reporting for Securities under IFRS: Some Issues from Transitional Economies (Evidence from Czech)
Jiri Strouhal University of Economics Prague

Financial Reporting in Czech: Czech GAAP vs IFRS (Collision Course)
Jiri Strouhal University of Economics Prague

Trust, Alliances and Discretionary Accruals
Marc Sim The University of Queensland

Technical and Scale Efficiencies of Thai Commercial Banking Industry after the 1997 Financial Crisis
Li Li University of the Thai Chamber of Commerce

Revisiting Money Demand in Malaysia: Simple-sum versus Divisia Monetary Aggregates
Chin-Hong Puah Universiti Malaysia Sarawak
Choi-Meng Leong Universiti Malaysia Sarawak
Shazali Abu Mansor Universiti Malaysia Sarawak
Evan Lau Universiti Malaysia Sarawak
An Exploration on the Business Application of Software Agent in Taiwan
Ming-Hsiung Hsiao    Sue-Te University
Kuei Ling Yen        Sue-Te University

Unraveling the Inhibiting Factors of M-Commerce Adoption
Ly-Fie Sugianto      Monash University
Zhigang Liao         Monash University
Dewi Rooslani Tojib  Monash University

Use Biometric Techniques in Combating Identity Theft
Yury Bochkov         Loyola Marymount University
Julie Chiem          Loyola Marymount University
Ying Sai             Loyola Marymount University

The Difference of Knowledge Quality Between Heterogeneous Virtual Communities
Chia-Ann Tsai        National Chung Cheng University
Shin-Yuan Hung       National Chung Cheng University
Yu-Chung Hung        National Chung Cheng University
Malay, Chinese and Internet Banking: An Exploratory Study in Malaysia
Khalil Md Nor Universiti Teknologi Malaysia

Exploring Financial Reporting Fraud
Kuo-Ying Hsu National Chengchi University
Rua-huan Tsaih National Chengchi University
Sheree S. Ma National Chengchi University

Industry e-Cluster Initiative for SMEs in Taiwan
JrJung Lyu National Cheng Kung University,
Yu-Chih Huang Tainan University of Technology
Shu-Chi Li National Cheng Kung University

Anonymity, Virtual Network Structure, and Knowledge Intentions: Perceived Network Structure as Antecedents of Knowledge Intentions in Virtual Knowledge Communities
Kyung Woo Kang University of Rhode Island
Seung Kyoon Shin University of Rhode Island
The Viable Measure for Hospitals?  Healthcare Expenditure Forecasting under the Global Budget System
Yu-Hau Yan  National Kaohsiung First University of Science and Technology
Shuofen Hsu  National Kaohsiung First University of Science and Technology
Shih-Chieh Fang  National Cheng Kung University

Software Development Process Design by Using an Integrated Design for Lean Six Sigma Approach
Che-Ming Chang  Minghsin University of Science and Technology

The Effect of Confidant Relationship on Turnover Intention and Moderated by Employee's Job Involvement
Tsang-Kai Hung  National Changhua University of Education
I-Jung Tsai  National Changhua University of Education

The Impact of Leadership Styles on Job Stress and Turnover Intention - Taiwan Insurance Industry as an Example
Hsien-Che Lee  Tatung University
Tsai-Hua Chuang  Tatung University

The Effects of Blog Product Placement Type and Source Credibility on the Attitudes toward Product Placement in Taiwan
Yu-Hsiu Chiou  Takming University of Science and Technology
Ming-Hui Chen  Takming University of Science and Technology
Li-Shia Huang  Fu-Jen Catholic University
Li-Rong Huang  Takming University of Science and Technology
Shih-Ru Hu  Takming University of Science and Technology

The Impact of Emotional Intelligence on Physicians' Affective Delivery in Medical Encounter
Hui-Ching Weng  I-Shou University
Hung-Chi Chen  I-Shou University
Han-Jung Chen  I-Shou University
Shu-Ching Chi  I-Shou University
Intelligent Negotiation Agent System for B2C E-commerce
Wen-Yau Liang National Changhua University of Education

Featuring Information Technology for Knowledge Transfer
Lan-Hsin Shih National University of Kaohsiung
Shu-Chen Kao Kun Shan University of Technology
Chien-Hsing Wu National University of Kaohsiung
Ying-Yi, Wu National University of Kaohsiung
Jen-Don Lin National Kaohsiung First University of Science and Technology

An Analytical Hierarchy Process-based Ensemble for Bankruptcy Prediction
Chihli Hung Chung Yuan Christian University
Jing-Hong Chen Chung Yuan Christian University

An Attentive Text Mining Model
Chihli Hung Chung Yuan Christian University
Tsang-Yao Chen Chung Yuan Christian University

Global Software Development - Project Decomposition and Task Allocation
H. Keith Edwards University of Hawaii
Ban Al-Ani University of California
Joon Hyun Kim University of Hawaii
Sangmi Park University of Hawaii
Session[E3]  14:00 - 15:40  Meeting Room 3B

Computer Science, Technology and Systems

**Toward Authoritative Literature Recommendation**
Wan-Shiou Yang  National Changhua University of Education
Yi-Rong Lin  National Changhua University of Education

**The Diffusion Model Among 3G Mobile Phones and ADSL for Telecommunication Industry: The Taiwan Case**
Chen-Yi Kuo  Providence University
Chao-Chung Kang  Providence University

**Implementing a Decision Support System (DSS) for Discriminating Herbal and Medicinal Plants in Myanmar Using Classification Technique**
Hay Mar Hlaing  Pakokku Computer University
Thida Oo  Pakokku Computer University
Aung Kyaw Oo  Seoul National University

**Teaching Assistant Animations Design for Web-based Multimedia Content**
Yu-Ping Hsu  Shu-Zen College of Medicine & Management
Kuen-Chen Hsu  Freelancer, Multimedia Designer

**Combining Neural Network with Possibility Theory in Handwritten Character Recognition Application**
Bae-Muu Chang  National Chung Cheng University
Hung-Hsu Tsai  Chienkuo Technology University
Pao-Ta Yu  National Formosa University
Symmetric Key Generation Using Particular User Keys
ShinYan Chiou Industrial Technology Research Institute

A Research on the Learning Model—A Case Study of Taiwan Post Co., Ltd.
Yung-Sun Lee Ming Chuan University
Shyi-Biau Liou Ming Chuan University
Chung-Hsin Wu Ming Chuan University
Yu-Ruei Yang Ming Chuan University

Pharmaceutical Data Exclusivity in the Context of Innovation and Restrictive Competition
Yu-Hua Lin Hsiuping Institute of Technology

A Case Study of Applying Human Factor on Service Industry
Tseng-Fung Ho Hsiuping Institute of Technology
Chih-Ling Lin Central Taiwan University of Science and Technology

The Design and Facilities Layout for Restaurant Business: A Case Study in Taiwan
Tseng-Fung Ho Hsiuping Institute of Technology
Chih-Ling Lin Central Taiwan University of Science and Technology
Strategic Management in the Non-Profit Organisations
Reza Shafi-zade Islamic Azad University of Saveh Branch

Opportunities and Challenges of Pig Production in Cote D'ivoire: Slaughters and Traders Data Analysis from 1999 to 2007
Tagouelbe Tiho National Pingtung University of Science and Technology
Wen-Chi Huang National Pingtung University of Science and Technology
Noufou Coulibaly National Polytechnic Institute Felix Houphouet Boigny

Determine Ecological Change in Hsiangshan Wetland, Hsinchu by An Ecological Energetic Model
Ke-Chin Yen Chung Hua University

Knowledge-Sharing Dilemmas in Virtual Communities: The Impact of Anonymity
Heng-Li Yang National Cheng-Chi University
Cheng-Yu Lai National Cheng-Chi University

A Constructs for Performance Management of Coastal Wetlands in Taiwan
Ke-Chin Yen Chung Hua University

Seasonal Demands Impact on The Quality and Quantity of Pig Meat, in Abidjan (Cote D'ivoire) from 1999 to 2007
Tagouelbe Tiho National Pingtung University of Science and Technology
Wen-Chi Huang National Pingtung University of Science and Technology
Noufou Coulibaly National Polytechnic Institute Felix Houphouet Boigny

Resodont’s Influence to the Development of Culture Creative Industry in Taiwan
Cheng-Wei Chung Chung Hua University
Li-Hsing Ho Chung Hua University
Yi-Ling Hsieh Asia University

A Research on Core Competitive of the General Hotels in Taiwan
Huan-Tun Chen Kainan University
Hsin-Yun Tu Kainan University
Cheng-Wei Chung Chung Hua University
Tzu-Yu Liu Kainan University
Wei-Ming Wang Chung Hua University
Session[E6]  11:00 - 12:40  Meeting Room 2B
Computer Science, Technology and Systems

E-Voting Scheme over Internet
Hasan Al-Shalabi  Al Hussein Bin Talal University

Mobile Virtual Network Operator (MVNO) in Indonesia: Competitive Business Analysis Using Porter 5 Forces Model
D. Sirat  University of Indonesia
Muhamad Asvial  University of Indonesia
L. Adyawardhani  University of Indonesia

Designing a New Model of Distributed Quality Control for Sub Assemble Products Based on The Intelligent Web Information System
Navid Sahebjamnia  Mazandaran University of Science & Technology
Iraj Mahdavi  Mazandaran University of Science & Technology
Namjae Cho  Hanyang University

A Study of Trade-related Injuries to Industries for Antidumping Investigations-An Application on Midstream Industry of Petrochemical in Taiwan
Shu Yuan Lee  Chihlee Institute of Technology
Ching Cheng Chang  National Taiwan University
Selecting Enterprise Architecture Framework Based on the Group Evidential Reasoning Approach
Faramak Zandi Alzahra University

Designing Business Processes for Business Performance: A Framework
Gianmario Motta University of Pavia
Giovanni Pignatelli University of Pavia

Business Process Knowledge Base
Gianmario Motta University of Pavia
Giovanni Pignatelli University of Pavia

Multiple Criteria Group Decision Making for Selection of IT Projects
Faramak Zandi Alzahra University
Asymmetric and DCC Analysis of the Stock Market Correlations: An Evidence Study on the Hong Kong and Japan Stock Markets
Wann-Jyi Horng Chia Nan University of Pharmacy & Science
Ming-Chi Huang Chia Nan University of Pharmacy & Science

Secure mCoupons Scheme Using NFC
Han-Cheng Hsiang National Tsing Hua University
Wei-Kuan Shih National Tsing Hua University

Public Sector Reform: Phases of Electronic Information Management and Electronic Administration
Mehdi Asgarkhani CPIT - New Zealand

The Major Determinants of Collaborative Transportation Management Adoption
Chien-Yun Yuan Chihlee Institute of Technology

Factors Impacting on Success of Asian Students in ICT Higher Education Overseas (A Case Study)
Mehdi Asgarkhani CPIT- New Zealand
Jun Wan CPIT- New Zealand
Session[F1]  09:00 - 10:40  Meeting Room 3A
Operation and Technology Management

**Flexibility Planning for Innovative R&D Projects**
Juite Ray Wang  National Chung Hsing University

**The Study of Employees' Health Care in Para Wood-product Factories in Lampang Province, Thailand**
Putipong Bookkamana  Chiangmai University
Kamol Sanittham  Chiangmai Rajabhat University
Bandhita Plubin  Chiangmai University

**Identifying the Key Success Factors of R&D Project Management Using The Analytic Hierarchy Process: Information Technology Industry as an Example**
Kun-Huang Yeh  Tatung University
Hui-Ching Lee  Tatung University

**To Estimate the Stage Completion Time and the Internal Due Date of Job with Dynamic Arrival for a Two-stage Flexible Flow Shop**
Ming-Hsien Yang  National United University
Shu-Hsing Chung  National Chiao Tung University
Ching-Kuei Kao  National Chiao Tung University

**Modular or Materials Innovation: the Case of Taiwan's Photovoltaic Industry**
Jin-Li Hu  National Chiao Tung University
Fang-Yu Yeh  National Chiao Tung University
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<th>11:00 - 12:40</th>
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**A Study on Mobile Platform of On-line Rule-based Analyzer with RFID Locator for Heterogeneous Enterprise Applications**  
Yung-Chung Tsao  National Central University  
Chien-Hung Lee  Taiwan Mobile Co., Ltd.  
Yin-Te Tsai  Providence University  
Kevin C. Hsu  National Central University

**Investigation of KSF in Global Logistics -- Taiwan's Perspective**  
Sheng-Jie Jess Hsu  National Yunlin University of Science and Technology  
Pei-Ying Lin  National Yunlin University of Science and Technology  
Chun-Wei R. Lin  National Yunlin University of Science and Technology

**Using an Efficient New Gene for Genetic Algorithm to Solve the Multi-buyer Joint Replenishment Problem**  
Chun-Wei R. Lin  National Yunlin University of Science and Technology  
Hsian-Jong Hsiau  National Yunlin University of Science and Technology

**Impacts of Culture, Technology, and Leadership Behavioral on Employee Interaction and Organization Performance in Virtual Environment**  
Ying-Yi Wu  National University of Kaohsiung  
Shu-Chen Kao  National University of Kaohsiung  
Chien-Hsing Wu  National University of Kaohsiung  
Lan-Hsin Shih  National University of Kaohsiung  
Jen-Don Lin  National Kaohsiung First University of Science and Technology

**Decision Support for Subcontractor Selection by Probabilistic Neural Network Model**  
Caroline T W Chan  City University of Hong Kong  
Hoi-Cheung Sin  City University of Hong Kong

**A Case Study for the Optimum Design of Manufacturing Process in Injection Molding of Automobile Headlight Base**  
Li-Chang Chao  Diwan University
A Study on Process Capability Index Applied to Banking Service
Chui-Yen Chen Chin-Min Institute of Technology

Lot Size Approximation in a Shop Wit Multi-assembly Products Using Timed PetriNet
Iraj Mahdavi Mazandaran University of Science and Technology
Navid Sahebjamnia Mazandaran University of Science & Technology
Mohammad M. Paydar Mazandaran University of Science & Technology
Maghsud Solimanpur Urmia University

Quality Control Analysis of Packaging Process in Mineral Water Industry Using Six Sigma
Tanti Irawati Muchlis Widyatama University
Rizki Budi Yanto Widyatama University

The Approximate Equations between the Weibull and Lognormal Distributions by Using MRR
Chi-Chao Liu Takming University of Science & Technology
Phillip C. T. Willey The Institution of Engineering and Technology

Using Data Mining Approaches to Enhance the Credit Scoring Model
Rong-Ho Lin National Taipei University of Technology
Lee-Kuo Lin National Taipei University of Technology
Sue-Teng Huang National Taipei University of Technology

Correspondence Analysis in Back Pain Symptom of the Employees in the Industries, Lampang Province, Thailand
Kamol Sanittham Chiangmai Rajabhat University
Bandhita Plubin Chiangmai University
P. Bookkamana Chiangmai University

Team Identification, Cognitive Congruence as the Moderators of the Relationship Between Task Conflict and Performance
Chia-Wu Lin National Dong Hwa University
Chiou-Shiu Josh Lin National Sun Yat-Sen University
Why Thai SMEs Do not Register for IPRs: A Cost-Benefit Comparison and Public Policies
Piriya Pholphirul National Institute of Development Administration
Veera Bhatiasevi Mahidol University International College

Selection of Initial Training Aircraft by Utilizing Entropy-based Topsis Approach
Tsung-Han Chang Kao Yuan University
Tien-Chin Wang I-Shou University

Fuzzy Weighted Average Based on Alpha-cut Extension Principle - Review and Application on Performance Evaluation
Cheng-Chuang Hon Minghsin University of Science and Technology
Mei-Li Wu Minghsin University of Science and Technology
Ling-Lang Tang Yuan Ze university

Applying Co-Evolutionary Genetic Algorithms to Solve the Supply Chain Network Design Problems—Base on the Textile Industry in Taiwan
Ying-Hua Chang Tatung University
Fang-Pei Yu Tatung University
Hui-Sung Kao National Taipei University
Session[F5]     09:00 - 10:40    Meeting Room 3A

Operation and Technology Management

**Process Quality Assurance Based on Measuring Process Expected Loss**
Hung-Chin Lin    Vanung University
Kun-Hung Lin    Vanung University

**User-Oriented Innovation-An Activity-Centered Approach**
Shang Hwa HSU    National Chiao Tung University
Jen-Wei Chang    National Chiao Tung University

**Application of Multiple-Goal Programming and AHP in Course Scheduling**
Tein-Hsi Chuang    Chuang Hua university
Hsin Jou Chuang    Chung Hua University
Yu Chen Lu    Chung Hua University

**A Note on 'Determining The Optimal Lot Size for The Finite Production Model With Random Defective Rate, The Rework Process, and Backlogging'**
Kit-Nam Francis Leung    City University of Hong Kong
Exploring The Role of Peer Pressure in Adolescent Brand Loyalty: Cross-Cultural Investigation
Danny T. Kao Shih Chien University
Lei Zhang Xi'an JiaoTong University

Attitude Towards Organic Food: An Empirical Investigation on Egyptian Consumers
Khaled A. R. Gad Arab Academy for Science

The Discussion of Factors on The Impact of Service Recovery from Integration Point of View
Wen-Bao Lin National Formosa University

An Evaluating Model for Relationship Marketing Strategy
Tsuen-Ho Hsu National Kaohsiung First University of Science and Technology
Tsang-Chieh Lee National Kaohsiung First University of Science and Technology

Enterprise Systems Education Competing Through Supply Chain Management
David S Ang Auburn University Montgomery
Tom Griffin Auburn University Montgomery
Jane Goodson Auburn University Montgomery
### The Importance of Attitude in Mediating the Constructs of Personal Factors to the Outcomes of Internet Usages and Online Purchase Intention

C.H. Mark Ng, Hong Kong Shue Yan University  
C.C. Monica Law, Hong Kong Shue Yan University

### Unraveling the Relationship Between Employees' Perception to Organization and Turnover Intentions: Exploring the Mediating Effects of Trust to Organization

C.H. Mark Ng, Hong Kong Shue Yan University

### Knowledge Sharing, Customer Value and Customer Relationship Quality: An Empirical Study of Virtual Community

Li-Fang Sun, Mingchi University of Technology  
Yi-Chun Teng, Mingchi University of Technology

### The Study of Core Competences, Supply Chain Partners, Knowledge Sharing and Innovation Performance

Li-Fang Sun, Mingchi University of Technology  
You-Luen Li, Mingchi University of Technology

### Driving the Knowledge Economy: The Impact of Regional Innovation Capacity

Benjamin Yeo, Milken Institute
A Heuristic Methodology for Multi-Criteria Evaluation of Web-Based e-Learning Systems Based on User Satisfaction
Iraj Mahdavi  Mazandaran University of Science and Technology
Hamed Fazlollahtabar  Mazandaran University of Science and Technology
Armaghan Heidarzade  Mazandaran University of Science and Technology
N. Mahdavi-Amiri  Sharif University of Technology

Supply Chain Coordination Systems for Variable Demand and Variable Interval Delivery Problems
Ching-Ter Chang  National Changhua University of Education

Hierarchical Coordination Mechanism: The Impact on Buyer-Supplier Negotiation in Supply Network
Iraj Mahdavi  Mazandaran University of Science & Technology
Shima Mohebbi  K.N.Toosi University of Technology
Namjae Cho  Hanyang University
Rasoul Shafaei  K.N.Toosi University of Technology
Session[G1]     09:00 - 10:40
Meeting Room 3B

Marketing

**China's Economic Growth and Government's Motivating Mechanism**
Lei Zhang            Xi'an JiaoTong University
Danny T. Kao          Shih Chien University

**A Study on the Relationship of Corporate Culture Type, Public Relations Strategy and Organizational Performance**
Long-Yi Lin          Aletheia University
Mi-Shu Lai           Aletheia University

Long-Yi Lin          Aletheia University
Yi-Yun Shang         Aletheia University

**The Joint Moderating Impact of Moral Intensity and Moral Judgment on Consumer's Pirated Software Use Intention**
Mei-Fang Chen        Tatung University
Ching-Ti Pan         Tatung University

**The Moderating Effects of Perceived Lack of Facilities and Implementation Performance of Policies on Consumers' Recycling Intensions**
Mei-Fang Chen        Tatung University
Pei-Ju Tung          Tatung University

**Are Supplementary Services More Important than Games? Explore the Role of Services in the Asia Gambling Market**
Hoi-In Fong          Macau University of Science and Technology
Ip Kin Anthony Wong  Macau University of Science and Technology

**Consumer Ethnocentrism in Service Encounter**
IpKin Anthony Wong  Macau University of Science and Technology
Yu-Ying Huang        Macau University of Science and Technology
Hoi-In Fong          Macau University of Science and Technology

**The Perceived Benefits of Internet International Marketing**
Li-Ling Hsu          National Kaohsiung First University of Science and Technology
Tzu-Chuan Chou       National Taiwan University of Science and Technology
The Effect on Purchase Intention through the Dimensions of Brand Image and Brand of Origin
Kuang-Wen Wu  Feng Chia University
Kun-Chang Wu  Feng Chia University

Influences of Message Framing and Temporal Distance on Healthcare Advertising Promotion
Chun-Tuan Chang  National Sun Yat-sen University
Ya-Fen Chang  National University of Kaohsiung

The Impact of Advertising and Price Promotion on Brand Equity: With Product Category as a Moderator
Pi-Chuan Sun  Tatung University
Ting-Shu Tang  Tatung University
Chun-Yi Shih  Tatung University

The Impacts of the Number of People Front or Rear, and Perceived Waiting Time on the Mood States
Ming-Chuan Pan  Tatung University

Models of Customer Involvement in New Service Development Process
Chien-Chiang Lin  Shih Hisn University
Lien-An Hsu  National Chengchi University
Yun-Shan Huang  Shih Hisn University

A Study on Brand Strategy, Channel Strategy and Channel Performance - An Empirical Investigation of the Bare Systems
Cheng-Ying Chang  National Taipei University of Technology
Tung-Lai Hu  National Taipei University of Technology
Wen-Chueh Hsieh  Soochow University
Shao-Yu Chuang  National Taipei University of Technology
Li-Wu Tin  National Taipei University of Technology

A Cross-cultural Study of Scratch and Save Promotions in Canada and Korea
Sungchul Choi  University of Northern British Columbia
Moontae Kim  Catholic University of Pusan

A Framework for Analyzing Customer Expectations within Service Science
Yen-Hao Hsieh  National Chengchi University
Yi-Syuan Chen  National Chengchi University
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<tr>
<th>Name</th>
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<tr>
<td>Yu-Ting Lin</td>
<td>National Chengchi University</td>
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The Impact Factors of Macau Residents’ Perception toward Gaming Industry
Edmund Loi Hoi Ngan  Macao Polytechnic Institute
Matthew Tingchi Liu  University of Macau

Hi-Tech Mobile Phone Adoption Intentions: An Empirical Study in China
Matthew Tingchi Liu  University of Macau

Study of the Relationship between Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty
Shu-Hsien Liao  Tamkang University
Retno Widowati PA  Tamkang University
Da-Chian Hu  Tamkang University

Tung-Lai Hu  National Taipei University of Technology
Shao-Yu Chuang  National Taipei University of Technology
Wen-Chueh Hsieh  Soochow University
Cheng-Ying Chang  National Taipei University of Technology
Chih-Ming Chang  Sony Taiwan Ltd

The Domestic Markets & Global Markets Corporate Key Factors Model for SMES in Taiwan
Dan-Pai Feng  National Taiwan Normal University
Liang-Yuan Hsiung  Kun Shan University
Mu-Hui Lai  National Taiwan Normal University
Ming-Hua Chang  National Taiwan Normal University

Dynamic Evaluations of Blog Search Engines
Chang-Keng Lee  National Taiwan University
Ling-Ling Wu  National Taiwan University
Yu-Chien Lin  National Taiwan University
Hsi-Peng Lu  National Taiwan University of Science and Technology
Seng-Cho Chou  National Taiwan University
Managing Complaints in South American Retail Banking
Fredy Valenzuela  University of New England and Universidad de Talca
Jose Rojas-Mendez  Carleton University

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