

Schedule

July 7, 2010 (Wednesday) 08:30-17:00 Registration		
Room	Salon I (Level 2)	Salon II (Level 2)
09:00-10:30	Session A1	Session A2
10:30-10:50	Coffee Break	
10:50-12:20	Session B1	Session B2
12:20-13:30	Lunch (G Cafe, Ground floor)	
13:30-15:00	Session C1	Session C2
15:00-15:20	Coffee Break	
15:20-16:50	Session D1	Session D2

July 8, 2010 (Thursday) 08:30-17:00 Registration		
Room	Salon I (Level 2)	Salon II (Level 2)
09:00-10:30	Session E1	Session E2
10:30-10:50	Coffee Break	
10:50-12:20	Session F1	Session F2
12:20-13:30	Lunch (G Cafe, Ground floor)	
13:30-15:00	Session G1	Session G2
15:00-15:20	Coffee Break	
15:20-16:50	Session H1	Session H2

July 9, 2010 (Friday) 08:30-17:00 Registration		
Room	Salon I (Level 2)	Salon II (Level 2)
09:00-10:30	Session I1	Session I2
10:30-10:50	Coffee Break	
10:50-12:20	Session J1	Session J2
12:20-13:30	Lunch (G Cafe, Ground floor)	
13:30-15:00	Session K1	Session K2
15:00-15:20	Coffee Break	
15:20-16:50	Session L1	Session L2

July 10, 2010 (Saturday)		
Whole Day	Free Activities	

Schedule

Agenda

July 7, 2010 (Wednesday)

Session A1

09:00-10:30

Room: Salon I

Session Chair: Cheng-Ping Shih

National Taiwan Normal University

The Impact of Intellectual Capital on Profit in Innovative Industries: A Case Study on Taiwanese Design Industry

Cheng-Ping Shih	National Taiwan Normal University
Melton Morrison	National Taiwan Normal University
Wen-Chih Chen	National Taiwan Normal University
Peter-Jean Paul	National Taiwan Normal University

Plans, Policies, Budget And Expenditure In Human Resource Development

Haslinda Abdullah	University Putra Malaysia
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Effect of Organizational Justice on Job Satisfaction and Organizational Commitment in a Non-Western Setting

Abdallah M. Elamin	King Fahd University of Petroleum and Minerals
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Culture Influences on Workforce Management in Multinational Corporations in South Asia: The Case of Bangladesh

ABM Abdullah	University of South Australia
Stephen Boyle	University of South Australia
Carmen Joham	University of South Australia

Integrated HR Scorecard and Fuzzy ANP on Measurement of HRD Performance - A Case Study on PT Ecco Indonesia

Arman Hakim Nasution	Institute Technology Sepuluh Nopember (ITS) Surabaya
Miftakhul Fikri	Institute Technology Sepuluh Nopember (ITS) Surabaya
Syarifa Hanoum	Institute Technology Sepuluh Nopember (ITS) Surabaya

Exploratory Findings: Focus Group Discussions with Accountancy Trainees

Ruzita Selamat	University Teknologi Malaysia Skudai
Norhalimah Idris	University Teknologi Malaysia Skudai

Agenda

July 7, 2010 (Wednesday)

Session A2

09:00-10:30

Room: Salon II

Session Chair: Su-Houn Liu

Chung Yuan Christian University

Factors Influencing Attitudes Toward Advertising: An Emperical Examination in Saudi arabia

M. Sadiq Sohail

King Fahd University of Petroleum & Minerals

Abdelrahman M. Al-Gwaiz

Saudi Arabian Oil Company

A Sustainable Collaboration Model within business-to-Business Marketing: An Empirical Example

Ya Ling Tsai

Southern Taiwan University

Factors Affecting Consumers' Online Shopping Intentions

Narges Delafrooz

University Putra Malaysia

Laily H. Paim

University Putra Malaysia

Ali Khatibi

Management and Science University

Antecedents and Consequences of the Relational Governance Mechanisms in Taiwanese Manufacturer Supply Chain

Ying-Pin Yeh

Yu Da University

The Effectiveness of Product Placement Marketing On the Internet

Hsiu-Li Liao

Chung Yuan Christian University

Su-Houn Liu

Chung Yuan Christian University

Hui-Ju Chen

Chung Yuan Christian University

Agenda

July 7, 2010 (Wednesday)

Session B1

10:50-12:20

Room: Salon I

Session Chair: Hui-Ming Wee

Chung Yuan Christian University

An Innovative Heuristic for Joint Replenishment Problem with Deterministic and Stochastic Demand

Yugowati Praharsi

Satya Wacana Christian University

Hindriyanto Dwi Purnomo

Satya Wacana Christian University

Hui-Ming Wee

Chung Yuan Christian University

A Fuzzy Rule-based Inference Model to Predicate Service Failure

Kuan-Yu Hu

Tajen University

A Collaborative Deteriorating Inventory System with Imperfect Quality and Shortage Backordering

Jonas C.P. Yu

Takming University

Forecasting Gross Domestic Product by the Nonlinear Grey Bernoulli Model

Pei-Han Hsin

Cheng Shiu University

Shu-Ching Wang

Lin Yan Senior High School

Chun-I Chen

I -Shou University

Procurement and Supply Chain Management in a Petroleum Company in Indonesia: A Case Study

Danurwendo Arief Setio

Southern Taiwan University

Wicaksono

J. Chung-Cheng Huang

Southern Taiwan University

Application of Critical Path Method for Improving the Lead-time of Merchandising in Apparel Supply Chain

Gnanavinthan Thavanayagam

International Design and Trade Clothing (Pvt) Ltd

S A D Senanayake

The Open University of Sri Lanka

T Mathiventhan

The Eastern University of Sri Lanka

S Anusooya

The University of Auckland

Agenda

July 7, 2010 (Wednesday)

Session B2

10:50-12:20

Room: Salon II

Session Chair: C. K. Farn

National Central University

How Intrusiveness Online Advertising Formats and Promotional Messages Are?

Shao-Cheng Cheng	Chinese Culture University
Heng-Li Chang	Chinese Culture University
Hsueh-Ching Wang	Chinese Culture University
Yu-Huan Kao	Chinese Culture University

Managing the Targeted and Non-Targeted Customers by Understanding the Their Perceptual Differences

Bang Nguyen	Oxford Brookes University
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Interrelationships between Consumer Decision Making and Consumer Confidence for Group Buying in Taiwan

Wan-Tran Huang	Chung Chou Institute of Technology
Wei Wei Wang	Chung Chou Institute of Technology
Ya-Hsuan Hsu	Chung Chou Institute of Technology

Towards a Model of e-Convenience: Impact on Satisfaction and Loyalty in e-Shopping

Fen-Hui Lin	National Sun Yat-sen University
Yi-Hsin Chang	National Sun Yat-sen University

Persuasion Effect of Word-of-Mouth Quantity on Web--Moderating Effect of Message Involvement and Consumption Motives of Web Users

Shu-Fang Liu	National Kaohsiung University of Applied Sciences
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Agenda

July 7, 2010 (Wednesday)

Session C1

13:30-15:00

Room: Salon I

Session Chair: Syming Hwang

National ChengChi University

Innovative Design for Industrial Products

Ruilin Lin Chienkuo Technology University

Jingchen Xie Chienkuo Technology University

Computer Forensics Research and Implementation Based on Windows Platform

Huei-Chung Chu Huafan University

Wen-Chin Wu National Chengchi University

A Subjective Evaluation of Attitudes towards E-health

Banna S. University of Wollongong

Hasan H. University of Wollongong

Kartiwi M. International Islamic University Malaysia

Meloche J. University at Buffalo

Learning Management for Increase the Potential Capacity of Human Resource to Enhance the Economic and Society of Chiang Mai Rural and Urban Areas

Kanchana Sura Chiang Mai Rajabhat University

A Study of Types of Morality and Management of Local Administrative Organizations Affecting the Local Socio-Economic Development

Wirasak Somyana Chiang Mai Rajabhat University

Sufficiency Economy: Knowledge, Morality with Agricultural Community Economic Development

Kamolthip Kamchai Chiang Mai Rajabhat University

Intrusion Detection and Prevention (IDP) Mechanism of SIP in SCM Networks

Henry Ker-Chang Chang Chang Gung University

Hung-Lin Wei Chang Gung University

Agenda

July 7, 2010 (Wednesday)

Session C2

13:30-15:00

Room: Salon II

Session Chair: Zulnaidi Yaacob

University Sains Malaysia

Is the Intensity of Continuous Improvement Practice a Matter for Customer Satisfaction?

Zulnaidi Yaacob

University Sains Malaysia

A Study on the Model of the International Franchising Standardization Strategy-The Application of Grounded Theory

Hui-Heng Chen

Fortune Institute of Technology

A Fuzzy AHP Approach to Exploring the Critical Success Factors of B2B E-commerce Adoption

Hsin-Pin Fu

National Kaohsiung First University of Science and
Technology

Sheng-Wei Lin

Shih Chien University

Nascent Entrepreneurial Typology on Entrepreneurial Intentions: Motivation as a Moderating Factor

Hsin-Hsin Lee

National Sun Yat-sen University

Chang-Yung Liu

I-Shou University

Agenda

July 7, 2010 (Wednesday)

Session D1

15:20-16:50

Room: Salon I

Session Chair: Su-Houn Liu

Chung Yuan Christian University

The Creative Teaching with Points, Lines, and Planes

Ruilin Lin

Chienkuo Technology University

Jingchen Xie

Chienkuo Technology University

Innovation Productivity and Competitiveness: A Case Study of Pakistan' Textile Industry

Khadija Bari

Institute of Business Administration

Applications of Planned Behavior Theory (TPB) on Internet Banking Services Adoption (IBSA) in Jordan: Structural Equation Modeling (SEM) Approach

Malek Al-Majali

University Utara Malaysia

Nik. Kamariah Nik Mat

University Utara Malaysia

Integrating Fuzzy Delphi Analytic Hierarchy Process and Grey Relational Analysis to Study the New Product Development Strategy on Hydrogen and Fuel Cell Industry

Yungkun Chen

Chung Chou Institute of Technology

Tsuifang Hsieh

Taiwan Hospitality & Tourism College

The 'Right' Thing to do: A Preliminary Study of Internet Participations

Su-Houn Liu

Chung Yuan Christian University

Hsiu-Li Liao

Chung Yuan Christian University

Qi-Dong Peng

Chung Yuan Christian University

The Impact of Activity Theory on Managing Technology Contest

Jon Chao Hong

National Taiwan Normal University

Chi Min Tsai

National Taiwan Normal University

Chunhakitpaisan Kiat

National Taiwan Normal University

Min Hsien Li

National Taiwan Normal University

Agenda

July 7, 2010 (Wednesday)

Session D2

15:20-16:50

Room: Salon II

Session Chair: Syming Hwang

National ChengChi University

Effects of Internationalization and Market Timing on Foreign Financing

Meijui Sun

Ming Chuan University

Integrated Growth Model of Ownership and Management Control of Family Business: A Case Study

Zhao-Dong Wen

National Cheng-Chi University

Li-Chung Chang

National Cheng-Chi University

Duan-Xun Koh

National Taipei University

Hao-Jun Chuang

National Cheng-Chi University

Integrating ANP and GSDM to Evaluate Marketing Strategy

Cheng-Shiung Wu

Chia Nan University of Pharmacy and Science

Hung-Hsuan Lee

National Kaohsiung First University of Science and
Technology

Hui-hsiung Huang

Chia Nan University of Pharmacy and Science

The Study on Factors Influencing Recruitment and Training Performance: An AHP Analysis

Cheng-Chin Lu

National Taipei University of Technology

Chih-Chou Chiu

National Taipei University of Technology

Hsin-Pin Fu

National Kaohsiung First University of Science and
Technology

Agenda

July 8, 2010 (Thursday)

Session E1

09:00-10:30

Room: Salon I

Session Chair: Zulnaidi Yaacob

University Sains Malaysia

Usage of Self-Service Technologies (SSTs): A Case Study of E-Debit System at Bursary UiTM Shah Alam

Fauziah Esman

Polytechnic Sultan Haji Ahmad Shah

Roslani Embi

Universiti Teknologi MARA, Shah Alam

Rohayati Jusoh

Universiti Teknologi MARA, Dungun

Multi-tasking Media Consumption Behavior in Taiwan

Chien-Chou Su

Shih-Hsin University

The Effect of Strategy, Structure and MAS Configuration between Environmental Uncertainty and Performance

Chung Shao-Hsi

Meiho Institute of Technology

Pham Hoang Trung

Meiho Institute of Technology

Information Indicators and Order Submission Strategy: Evidences from IPOs

Pei-Han Hsin

Cheng Shiu University

The Difference between Within- versus Across-Family Mergers on Mutual Fund

Jia-Hui Lin

Tainan University of Technology

Does Rating Change Announcement Have Signaling Effect on Stock Returns? An Empirical Study in China

Lee-Hsuan Lin

Yuan-Ze University

Hen-Chen Lin

Yuan-Ze University

Agenda

July 8, 2010 (Thursday)

Session E2

09:00-10:30

Room: Salon II

Session Chair: Syming Hwang

National ChengChi University

The Influence of Organization Infrastructure on Knowledge Management Process, Innovation Capability and Performance

Gou-Fong Liaw

Fu Jen University

Zong-Wei Zhu

China University of Technology

Su-Lee Tsai

Fu Jen University

A Research on User Satisfaction of Running Enterprise Resource Planning for Small and Median Enterprises in Taiwan

Zong-Wei Zhu

China University of Technology

Albert Kuo-Chung Mei

China University of Technology

Roger Prestwich

Metropolitan State University

Su-Mei Lin

China University of Technology

Management of Human Resources in Africa Challenges for the Third Millennium

Gbolahan Fatai Atanda

University of Portharcourt

Using the Case Method on the Innovation of Creative System - The Study of Global Supply Chain Management of Western Fast Food

Yu Ling Hsu

National Taipei University of Technology

Ming Kuen Chen

National Taipei University of Technology

Chin Yen Lin

National Taipei University of Technology

The Demand Analysis of Human Resource Performance System in Crane Firms

Ming-Shiun Chen

National Taipei University

Shu-Pin Yu

Ming-Chi University of Technology

High Performance Store Managers Required Competencies for Retailing Business Based on MCDM Combining DEMATEL with ANP

Su-Mei Lin

China University of Technology

Gwo-Hshiung Tzeng

National Chiao Tung University

Shan-Lin Huang

Kainan University

Agenda

Agenda

July 8, 2010 (Thursday)

Session F1

10:50-12:20

Room: Salon I

Session Chair: C. K. Farn

National Central University

A Preliminary Study on Drift Effect of Digital Capital and Digital Divide: A Comparative Study of Youth Online Behaviors across Taiwan Straits

Ying-Chi Chen

Chihlee Institute of Technology

Diagnosing the Gap in IT - Business Strategic Alignment: A Qualitative Analysis among Public Shareholding Firms in Jordan

Dmaithan Al majali

University Utara Malaysia

Zulkhairi Md Dahlin

University Utara Malaysia

A Study on Consumers' Continuing to Use Online Group-Buying Platforms

Eric T.G. Wang

National Central University

Yi-Wen Fan

National Central University

Mei-Hsia Chiang

National Central University

Jhih-Yuan Wang

Hsing Wu College

Integrating Fuzzy Query and Cluster Analysis in the Development of Customer Information System

Chui-Yu Chiu

National Taipei University of Technology

I-Ting Kuo

National Taipei University of Technology

Chih-Fan Lin

National Taipei University of Technology

Ho-Chun Ku

National Taipei University of Technology

PET Bottle Recycling Models in Taiwan: DAAI Technology Co., LTD.

Kuang-Hui Chiu

National Taipei University

Ru-Jen Cheng

Vanung University

Antecedents and Consequences of Lead User Participation in Brand Community: The Case of Microsoft MVPs

Pai Cheng Shih

National Central University

Hsin-Yun Hu

National Central University

Cheng-Kiang Farn

National Central University

Agenda

Agenda

July 8, 2010 (Thursday)

Session F2

10:50-12:20

Room: Salon II

Session Chair: James T. Lin

National Tsing-Hua University

The Influence of Environmental Ethics upon Green Relationship Learning and Green Innovation

Yu-Shan Chen

National Taipei University

A Study of Relationship among Product Quality, Service Quality, Mobile Value, and Customer Satisfaction on Mobile Added-Value Services

Kuo-Hsien Lu

Jinwen University of Science and Technology

Yung-Cheng Chen

China University of Science and Technology

Yan-Kai Fu

China University of Science and Technology

A Hierarchical Planning in TFT-LCD Industry: Framework and Review

James T. Lin

National Tsing-Hua University

Tzu-Li Chen

National Tsing-Hua University

Benchmarking, Benchlearning and Innovation A Literature Review and a Research Agenda

Masoomeh Zeinalnezhad

Universiti Kebangsaan Malaysia(UKM)

Muriati Mukhtar

Universiti Kebangsaan Malaysia(UKM)

Shahnorbanun Sahran

Universiti Kebangsaan Malaysia(UKM)

Towhid Pourrostan

Universiti Kebangsaan Malaysia(UKM)

Particle Swarm Optimization Techniques for the Traveling Routing Problem

Chung-Ling Yen

Kun Shan University

Shih-Tang Lo

Kun Shan University

An Application of AHP and Delphi Methods on Constructing Green Product Assessment - A Preliminary Study

Thu-Hua Liu

Ming Chi University of Technology

Chun-Ming Yang

Ming Chi University of Technology

Ching-Han Kao

Ming Chi University of Technology

Hsing-Tzu Wang

Ming Chi University of Technology

July 8, 2010 (Thursday)

Session F2

10:50-12:20

Room: Salon II

Session Chair: James T. Lin

National Tsing-Hua University

The Influence of the Headquarter Establishes on the Procurement Process to Supply Chain

Yao Chin Lin

Yuan-Ze University

Ping Heng Tsai

Yuan-Ze University

Agenda

July 8, 2010 (Thursday)

Session G1

13:30-15:00

Room: Salon I

Session Chair: C. K. Farn

National Central University

Time Series Forecasting Using Support Vector Machines and Particle Swarm

Algorithm

Tung-Chen Huang Leader University

Li-Lin Ku Leader University

The Creation of a Framework for Acquiring Technological Knowledge among Technology Transfer Recipients - A Perspective from a Radar Manufacturing Firm in Malaysia

Thanaletchumi Sathasivam University Technology Malaysia

Zuraini Ismail University Technology Malaysia

Ahmad Rahman Songip University Technology Malaysia

A Preliminary Study of Lean Product Development Approach

JrJung Lyu National Cheng Kung University

Li-Ying Chang National Cheng Kung University

Molding Intellectual Property Culture into the Entrepreneurial University

Nasiibah Ramli National University Malaysia

Zinatul Ashiqin Zainol National University Malaysia

The Syncretism between Knowledge Management and Competitive Intelligence

Afrooz Momeni Iran University of Science and Technology

Mohammad Fathian Iran University of Science and Technology

Peyman Akhavan Iran University of Science and Technology

A Preference Based Similarity Measure for Collaborative Filtering Recommendation

Li-Hua Li Chaoyang University of Technology

Fu-Ming Lee Chaoyang University of Technology

Mei-Huei Tsai Chaoyang University of Technology

Tsung-Jen Pu Chaoyang University of Technology

Agenda

July 8, 2010 (Thursday)

Session G2

13:30-15:00

Room: Salon II

Session Chair: Syming Hwang

National ChengChi University

Scenario Analysis on Development Strategy of Digital Convergence Industries in Taiwan

Jyh-Yih Hsu	National Chung Hsing University
Yu-Yi Chen	National Chung Hsing University
Yu-Shiuan Cheng	National Chung Hsing University
Chien-Ta Ho	National Chung Hsing University
Yu-Shan Lin	National Chung Hsing University

Empowering Malaysian SMEs through Intellectual Property Management

Abdullaah Jalil	Islamic Science University of Malaysia
Suraiya Osman	National University of Malaysia
Zinatul Ashiqin Zainol	Islamic Science University of Malaysia

An Anti-Collision Protocol for Mobile Tags in RFID Systems

Yen-Wen Lin	National Taichung University
Wei-Ting Syu	National Taichung University
Jhih-Siang Wang	National Taichung University
Fang-Yu Syu	National Taichung University
Cheng-Chi Liang	National Taichung University
Guo-Tang Huang	National Taichung University
Jie-Min Shen	National Taichung University

How to Achieve Effective Learning Effects in a Blended Course: An Approach of Online Self-regulated Learning and Collaborative Learning with Initiation

Chia-Wen Tsai	Ming-Chuan University
Pei-Di Shen	Ming-Chuan University
Yen-Ting Lin	Ming-Chuan University
Huei-Jhe Huang	Ming-Chuan University

July 8, 2010 (Thursday)

Session G2

13:30-15:00

Room: Salon II

Session Chair: Syming Hwang

National ChengChi University

A Multilayered Network Security Framework for Managing Malware - Managing People not Machines

Christine Simfukwe

University Technology Malaysia

Zuraini Ismail

University Technology Malaysia

Agenda

July 8, 2010 (Thursday)

Session H1 (Mandarin)

15:20-16:50

Room: Salon I

Session Chair: Ruey-Shiang Shaw

Tamkang University

A Design of RFID Information Management System for Gaming Industry

Yu Chih Huang

Tainan University of Technology

The Impact of Electronic Readers on the Publishing Industry

Heng-Che Hsiao

National Taipei University

Wen-Ling Wang

National Taipei University

Jiin-Tarn Shieh

National Taipei University

Analysis of Generation Y Employees' Personality Trait in Taiwan - Application of Personal Personality Searching System

Chia-Hsuan Wu

National Taipei University

Pin-Wei Hsieh

National Taipei University

An Investigation Study of Information Technology Governance of Taiwan's Enterprises

Ruey-Shiang Shaw

Tamkang University

Shu-Ling Peng

Tamkang University

Che-Pin Cheng

Tamkang University

How Do Dentists Utilize Medical Resources Under Global Budget in Taiwan: Perspectives of Institutional Theory and Agency Theory

Hailun Chao

Chung Hwai University of Medical Technology

Wen Hsiao

National Sun Yat-Sen University

Exploring Determinants of Knowledge Sharing Behavior in Professional Virtual Communities: From the Perspective of Social Cognitive Theory

Ya-Hui Hu

Chang Gung University

Li-Ting Huang

Chang Gung University

July 8, 2010 (Thursday)

Session H1 (Mandarin)

15:20-16:50

Room: Salon I

Session Chair: Ruey-Shiang Shaw

Tamkang University

Study on the Core Competence of a Cook of Catering Suppliers certified by HACCP

--A Case on School Lunch Contractors of National Elementary School in Taipei

Fu Jin Wang

Aletheia University

Chia-Jen Hung

Nanya Institute of Technology

Wen-Po Li

Nanya Institute of Technology

Chin-Yung Pong

Taipei College of Maritime Technology

Agenda

July 8, 2010 (Thursday)

Session H2 (Mandarin)

15:20-16:50

Room: Salon II

Session Chair: Cheng-Hsun Ho

National Taipei University

Factors Affecting Development of Internet Banking Services among Foreign Banks in China

Kuo-Tung Tung	National Taipei University
Tzu-Man Hung	National Taipei University
Jiin-Tarnng Shieh	National Taipei University

The Development and Prospect of Taiwan's Banking Industry

Chien-Ying Chen	National Taipei University
Shih-Peng Hsu	National Taipei University
Jiin-Tarnng Shieh	National Taipei University

The Relationships among Salary Equity, Job Involvement and Job Characteristics - The Case of A Local Bank of Taiwan

Ming-Shiun Chen	National Taipei University
Yi-Pang Chen	National Taipei University
Sheng-Kai Yang	National Taipei University

Study on Acceptance Intention to NIMBY Facility from Equity Theory and Theory of Reasoned Action - Case of User Piping Connection to Sewage Infrastructure in Taipei County

Fu-Hsien Chang	National Taipei University
Ssu-Fang Chen	National Taipei University
Kuang-Hui Chiu	National Taipei University

Web Information Richness Influences Perceived Risks - Involvement as Moderating Variable

Pei Chuan Lee	National Taipei University
Kuang-Hui Chiu	National Taipei University

July 8, 2010 (Thursday)

Session H2 (Mandarin)

15:20-16:50

Room: Salon II

Session Chair: Cheng-Hsun Ho

National Taipei University

Separation of Drug Prescribing and Dispensing: Prohealthcare Franchise

Kuang-Hui Chiu National Taipei University

Chin-Fen Liu National Taipei University

Hui-Ju Chen National Taipei University

The Customer Satisfaction Impact on Customer Loyalty: Switching Cost as Moderator Variable

I-Ling Lin National Taipei University

Kuang-Hui Chiu National Taipei University

Agenda

July 9, 2010 (Friday)

Session II

09:00-10:30

Room: Salon I

Session Chair: C. K. Farn

National Central University

Will Character Has Negative Attitude Toward Product Placed in TV Programs or Films?

Chia-Lin Chang	National Taipei University
Kuang-Hui Chiu	National Taipei University
Tsai Chen	National Taipei University

The Research on Channel Development in the Industry of Biotech Nutraceuticals-the case of J Biotech Company

Chien-Chih Lee	Kao Yuan University
Jie-Wei Huang	Jojia Bio-tech Co., LTD.

Taxi Business Types and Passenger Intention Relationship: The Mediation Role of Perceived Safety

Ming-Kuei Huang	National Taipei University
Chun-Lin Lee	National Taipei University
Kuang-Hui Chiu	National Taipei University

An Analysis of Initial Trust Building based on the Theory of Constraints: A Case Study on the Establishment of a Drug Dispensary Service for Repeat Prescription for Chronic Medication

Kuang-Hui Chiu	National Taipei University
Sze-hsun Sylcien Chang	National Taipei University

The Impact on Implementing ISO/IEC 27001 to I.T. Department

Yao Chin Lin	Yuan Ze University
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Application of Lean Six Sigma for Business Process Improvement-A Case Study

JrJung Lyu	National Cheng Kung University
Chun Chin Chen	National Cheng Kung University
Chia Wen Chen	National Cheng Kung University

July 9, 2010 (Friday)

Session I1

09:00-10:30

Room: Salon I

Session Chair: C. K. Farn

National Central University

Using the Monte Carlo Method to Perform Model-Simulation for the Characteristics of MLCC

JrJung Lyu

National Cheng Kung University

Ming-Hsien Hsu

National Cheng Kung University

Agenda

July 9, 2010 (Friday)

Session I2

09:00-10:30

Room: Salon II

Session Chair: Syming Hwang

National ChengChi University

Acceptance of Practices: Case Bioactive Innovations in Health Care Market

Ismo Alakärppä	University of Lapland
Anu Valtonen	University of Lapland
Heli Alakulju	University of Lapland
Heidi Härmä	University of Lapland

An Innovative View on the Development of Virtual Reality and Virtual World

Yiching Liou	National Chin-Yi University of Technology
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Innovation Management as the E-Commerce Competitiveness Tool- Matzu Temple as the Example

Yu-Hui Liao	Chung Hua University
Pi-Yun Chang	Chihlee Institute of Technology

Knowledge Creation -Tradition and Innovation of S.L. Towel Industrial Tourism and Explore Factory

Chun-Ju Lee	Providence University
Pin-Tzu Chen	Providence University
Ying-Sui Lin	S.L. Towel

Project Complexity in R&D Ecosystem: An Overview

Muhammad Fiaz	Northwestern Polytechnical University
Naiding Yang	Northwestern Polytechnical University

Agenda

July 9, 2010 (Friday)

Session J1 (Mandarin)

10:50-12:20

Room: Salon I

Session Chair: Mei-Chen Lin

National Taipei University

A Framework for Solving Stochastic Lot-Sizing Problem by Simulation and Artificial Intelligence

Jui-Tsung Wong

Shih Chien University

Kuei-Hsien Chen

Nan Jeon Institute of Technology

The Dynamics of Individual and Institutional Trading in the TAIEX Futures Markets

Mei-Chen Lin

National Taipei University

Multi-Criteria Decision Making Based on Fuzzy TOPSIS Method

Jia-Wen Wang

Nanhua University

Jing-Wen Chang

Nanhua University

Web-based E-Learning System for MSP430 Laboratories

Ben-Li Wang

Ming Chi University of Technology

Ming-Chung Tang

Ming Chi University of Technology

Le PARMLabs 2.0: An ARM based Embedded Teaching Platform for Distance Learning

Ding-An Yang

Ming Chi University Of Technology

Ming-Chung Tang

Ming Chi University Of Technology

Agenda

July 9, 2010 (Friday)

Session J2 (Mandarin)

10:50-12:20

Room: Salon II

Session Chair: Wen-Chieh Wu

National Taipei University

Measuring the Production and Marketing Efficiency of Global Major TFT-LCD

Companies

Jin-Shyang Roan

Soochow University

Rong-Tsu Wang

Vanung University

Innovative Strategies of the Funeral and Interment Facilities Management Industry in Taiwan

Shinn-Jong Lin

Shu-Te University, Taiwan

Hsi-Hsien Lee

Shu-Te University

A Matching Approach to M&A, R&D, and Patents: Evidence from Taiwan's Listed Companies

Jwu-Rong Lin

Tunghai University

Chen-Jui Huang

Tunghai University

Hsieh-Lung Liu

Tunghai University

The Effects of Centrifugal and Centripetal Forces on the ERP Project Management: How Does Efficacy Mentoring Functions?

Shih-Wen Chien

National Kaohsiung University of Applied Sciences

Hui-Lan Chiu

National Pingtung Institute of Commerce

Agenda

July 9, 2010 (Friday)

Session K1

13:30-15:00

Room: Salon I

Session Chair: C. K. Farn

National Central University

Online Relationship Activities in Taiwan: Motivations and Consequences

Chih-Chien Wang National Taipei University

Yi-Ting Wang National Taipei University

Hsiang Chen National Taipei University

The Role of Customer Relationship Management (CRM) in Explaining with Customer Satisfaction

Alireza farrokhbakht foomani Islamic Azad University

Mohammad kazmi rad Islamic Azad University

Elham forouzanfar Islamic Azad University

Applying Semantic Social Tagging to Improve the Quality of Content Search

Shiu-Li Huang Ming Chuan University

Sheng-Cheng Lin Tunghai University

Yung-Chun Chan Ming Chuan University

The Facilitators on Intensity of E-business Adoption: the Empirical Study of Taiwanese Small and Medium Enterprises

Chao-Hui Hsu Chienkuo Technology University

Qamar Rehamni Argosy University

A Study on Collaboration Supply Chain Model from the View of Transaction Cost Theory - A Case Study in Taiwan Aerospace Industry

Jau-Shin Hon Tunghai University

Song-Jwu Chu Tunghai University

Miin-Jyh Wang Tunghai University

Agenda

July 9, 2010 (Friday)

Session K2

13:30-15:00

Room: Salon II

Session Chair: Chih-Chien Wang

National Taipei University

A Research of the Relationship between Employee Effort and Customer Loyalty Behavior in Hair-Beauty Service Industry

Hui-Chen Chang National Taipei University

Ting-Ying Chen National Taipei University

Wan-Chien Tsai National Taipei University

Online Retailing Service Failure Recovery and Consumer Loyalty

Yi-Wen Fan National Central University

Cheng-Chieh Wu National Central University

Wei-Ting Wu National Central University

A Study on the Impact of Cartoon Spokes - Character on Consumers' Credit Card Holding Willingness

Chiachi Tsan Lunghwa University of Science and Technology

Cingmei Huang Lunghwa University of Science and Technology

Yihsin Liu Lunghwa University of Science and Technology

Scepticism about Blog Product Reviews: The Influence of Knowledge and Involvement

Chih-Chien Wang National Taipei University

Hung-Yu Chien National Taipei University

The Relationship between Fund Performance and Fund Flow in Taiwan Fund Market

Feng-Huei Chang National Taipei University

Yeong-Jia Goo National Taipei University

Consumer Value of Group-Buying Website being built through Means-end Chain

Hsin-Yi Tsai National Taipei University

Li-Chen Huang National Taipei University

Kuang-Hui Chiu National Taipei University

Agenda

July 9, 2010 (Friday)

Session L1

15:20-16:50

Room: Salon I

Session Chair: Jen-Ruei Fu National Kaohsiung University of Applied Sciences

Personality and Organizational Outcomes - Organizational Culture as a Moderator

Jawwad Ahmad	COMSATS Institute of Information Technology
Mazhar Hussain	International Islamic University
Hafiz Muhammad Ishaq	Federal Urdu University
Amer Rajput	COMSATS Institute of Information Technology

Is Information Technology Career Unique? Exploring Differences in Career Commitment and its Determinants among IT and non-IT Employees

Jen-Ruei Fu National Kaohsiung University of Applied Sciences

The Effects of Entrepreneurial Personality, Entrepreneurial Orientation and Social Capital on Entrepreneurial Performance: An Empirical Study of Enterprises in Taiwan

Ming-Chien Chiu	Gudeng Precision Industrial Co., Ltd
Kuang-Hui Chiu	National Taipei University

The Effectiveness of e-Learning for Blended Courses in Colleges: A Multi-level Empirical Study

Wen-Chieh Wu	National Taipei University
Lan-Yin Hwang	National Chengchi University

You Decide the Service Quality You May Get! The Linkage of Customers' Factors, Service-Oriented Organizational Citizenship and Person-to-Person Service Quality.

Wen-Chieh Wu	National Taipei University
Kuang-Hui Chiu	National Taipei University
Wen-Yin Lin	National Taipei University
Chia-Chun Li	National Taipei University

July 9, 2010 (Friday)

Session L1

15:20-16:50

Room: Salon I

Session Chair: Jen-Ruei Fu National Kaohsiung University of Applied Sciences

The Impact of Negative Affectivity, Job Satisfaction and Interpersonal Justice on Workplace Deviance in Private Organizations

Mazni Alias Multimedia University

Roziah Mohd Rasdi University Putra Malaysia

Al-Mansor Abu Said Multimedia University

The Relationship between Transformational Leadership and Organization Performance using Human Capital as a Mediator

Yeong-Jia Goo National Taipei University

Shu-hui Lee National Taipei University

Agenda

July 9, 2010 (Friday)

Session L2 (Mandarin)

15:20-16:50

Room: Salon II

Session Chair: Kuang-Hui Chiu

National Taipei University

An Empirical Investigation of e-Learning Continuance Intention: Toward an Integrated Model

Cheng-Hsun Ho

National Taipei University

A Study of How Customer Perceived Value Impacts Customer Satisfaction and Consumer Loyalty: A Case of Bed and Breakfast in Wulai, Taiwan

Victor Chou

The Sherwood Taipei

Chia-Wei Tsao

ASIR International Co.

Charles Soon

National Taipei University

The Developing Approach for Community Channel

Chang-Jia Liou

Gooden asset-management Consultant Ltd

Muh-Lin Tsai

Takming University of Science and Technology

The Influence of eWOM within The Online Community on Consumers' Purchasing Intentions-The Case of The Eee PC

Fang-Mei Tseng

Yuan Ze University

Fang-Yu Hsu

Yuan Ze University

The Relationship among Money Attitude, Buying Motives, and Compulsive Online Buying

Wei-Lung Chang

Chungyu Institute of Technology

Tai-An Lin

National Chung Cheng University

Kuang-Yu Chang

Ching Yun University

Implementing a Consolidated Platform for Integrated Distributed Databases Case Study: 3C Enterprise

Lian-sheng Liu

Asia University

Shyh-Chang Tsaur

National Chin-Yi University of Technology

Iuon-Chang Lin

National Chung Hsing University

July 9, 2010 (Friday)

Session L2 (Mandarin)

15:20-16:50

Room: Salon II

Session Chair: Kuang-Hui Chiu

National Taipei University

Effect of Commitment and Trust towards Micro-blogs on Consumer Behavioral

Intention: A Relationship Marketing Perspective

Chien-Lung Hsu

Perfect Elite Co., LTD.

Yuan-Duen Lee

Chang Jung Christian University

Poster

Is the Present Value Model of Current Account Valid for Taiwan? Evidence from a Structural VAR Approach

Chen-Yin Kuo

Tung Fang Institution of Technology

The Validity of Residual Income Model in Taiwan: Evidence from a VAR-based Cross Equation Test

Chen Yin Kuo

Tung Fang Institution of Technology

Effects of Supporting Policies, Marketing Strategies, and practical influence in the Tea Industry - Chushang Farmers' Association as the Example

Shao-Kai Chou

Ling Tung University

Chi-Hsiang Ting

Hsing-Yun Culture Creation Association

The Indicators of Core Competency for Public Relations Practitioner in Healthcare Organizations

Tain-Fung Wu

Asia University

Kwang-Han Chang

China Medical University Hospital

Chi-Hsiang Ting

Asia University

Ling-Yu Chang

Hsing-Yun Culture Creation Association

An Application of the Analytic Hierarchy Process (AHP) for a Competence Analysis of Marketing Personnel in Taiwan

Shu-Ning Liou

Hsiuping Institute of Technology

Chi-Kuang Chen

National Chin-Yi University of Technology

Shao-Lung Tung

National Chin-Yi University of Technology

Employee Satisfaction Inventory after Introduction of Knowledge Management System

Hailun Chao

Chung Hwa University of Medical Technology

Wen-Sheng Tzeng

Chi Mei Medical Center

Weir-Sen Lin

Chia Nan University of Pharmacy & Science

Yu-Jen Chen

Chia Nan University of Pharmacy & Science

A Decision Model for Self-Production and Outsourcing under Limited Production Capacity

Poster

Yu-Teng Chang Yu-Da University
Chih-Yao Lo Yu-Da University
Cheng-Chi Yeh Yu-Da University

Empirical Analysis of Internet Users Reaction to the Avatar Make-up Websites

Wen-Yu Tsao National Chin-Yi University of Technology

The Construction of Enterprise Content in Intellectual Capital

Chih-Chin Yang National Kaohsiung Marine University

Practical Study on Small-Medium Enterprises Using ICT in Taiwan

Jung-Hui Liang Chungyu Institute of Technology
Chen-Yean Huang Taoyuan Computer Association
Kuo-Yan Wang Tamkang University

The Sustainability of Service Innovation - Learning from Award Winning Cases

Essence Hsu National Chengchi University

Economic Studying about Marketing Problems of Mohammadi Flower Case Study: Darab Small Province

S.Mohammad reza Akbari Marvdasht Islamic Azad University
Mozafar jabari Marvdasht Islamic Azad University
Mohammad Hasan tarazkar Shiraz University
Javad Torkamani Marvdasht Islamic Azad University

Exploring the Relationships among Consumer Motivation and Information Search Costs in the Attraction of Travel Exhibitions in Taiwan

Ting-Ting Fang TaTung Institute of Commerce and Technology