

BAI / ISTEEL 2015 Winter Session

Schedule

Wednesday, February 04, 2015		
14:30~16:00 Registration		
Time		
14:40~15:00	Poster Session & Coffee Break	
15:00~16:00	Keynote Speech Keynote Speaker: H. Keith Edwards Keynote Title: "Crowdsourcing: Directions and Dangers" Best Paper Award Ceremony	

Thursday, February 05, 2015		
08:00-16:30 Registration		
Time		
08:30~10:00	Session A1	Session A2
10:00~10:30	Coffee Break	
10:30~12:00	Session B1	Session B2
12:00~13:30	Lunch	
13:30~15:00	Session C1	Session C2
15:00~15:30	Coffee Break	
15:30~17:00	Session D1	Session D2

Friday, February 06, 2015		
08:00-12:00 Registration		
Time		
08:30~10:00	Session E1	Session E2
10:00~10:30	Coffee Break	
10:30~12:00	Session F1	Session F2
12:00~13:30	Lunch	

BAI | Session: A1 | 08:30-10:00, Thursday, February 05, 2015 | Naupaka I

Session Chair: Jongkun Jun, Hankuk University of Foreign Studies

Continuous Disruptive Innovation and Innovative Sustainable Operating Models in Social Enterprise Projects

Marilyn Chee, Stott's Colleges

Corporate Social Capital and Taiwanese Semiconductor Spin-offs

Chiyang James Chou, Riant Biotech Corporation

Yen-Chun Lee, National Chiao Tung University

Grace T. R. Lin, National Chiao Tung University

Holly T. Itoga, National Chiao Tung University

Use of Social Media among Korean Small and Medium Enterprises and Its Effectiveness

Jongkun Jun, Hankuk University of Foreign Studies

Cheol Park, Korea University

Thaemin Lee, Chungbuk National University

Mining Location Based Social Networks for Point-of-Interest Recommendation

Wan-Shiou Yang, National Changhua University of Education

Yun Sha, National Changhua University of Education

BAI | Session: A2 | 08:30-10:00, Thursday, February 05, 2015 | Naupaka II

Session Chair: Mitsunori Hirogaki, Kushiro Public University

Lucky Products as Gifts: The Influence of Consumer Superstitious Beliefs and Relationship Strength

Li-Shia Huang, Fu Jen Catholic University

Tzu-Ru Han, Fu Jen Catholic University

Retail Formats for an Aging Society: Findings from Japan

Mitsunori Hirogaki, Kushiro Public University

Yield Management as a Pricing Techniques

Claude Feh Njimondikam, Jonkoping University

BAI | Session: B1 | 10:30-12:00, Thursday, February 05, 2015 | Naupaka I

Session Chair: Wansuk Ko, Hankuk University of Foreign Studies

Innate Accruals Quality, Accounting Conservatism, and Capital Structure

Yan-Yi Chiou, National Taipei University

Yin-Shao Hsin, National Taipei University

Chunghuey Huang, National Taipei University

Agency Conflicts, Earnings Quality, and Choice of Industry Specialist Auditors for IPO Companies

Li-Jen He, Asia University

Hsiang-Tsai Chiang, Feng Chia University

Economic Impact on Companies Called Intermediate Regime in Mexico to Cover the Costs of Migration of a Traditional System to an Electronic Invoice

Alma Delia Inda, Universidad Autonoma de Baja California

Gloria Muñoz Del Real, Universidad Autonoma de Baja California

Sandra Julieta Saldivar Gonzalez, Universidad Autonoma de Baja California

Social Responsibility Investing (SRI) Firms, Their Market Performance and Earnings Management

Wansuk Ko, Hankuk University of Foreign Studies

ISTEL | Session: B2 | 10:30-12:00, Thursday, February 05, 2015 | Naupaka II

Session Chair: Freimut Bodendorf, University of Erlangen-Nuremberg

Saudi College Students' Perception of Mathematics Online Courses at Aljouf University

Bakheet Wasel Alrehaili, Al Jouf University

Collaborative Case Management Platform for Explorative E-Learning

Freimut Bodendorf, University of Erlangen-Nuremberg

Conducting Needs Analysis of Fitness-based English Material Design for Context-Aware Ubiquitous Language Learning (CAULL)

Gi-Zen Liu, National Cheng Kung University

The Impact of Science Teachers' Beliefs on Teaching Science: The Case of Saudi Science Teachers

Saleh Abdullah Alabdulkareem, King Saud University

BAI | Session: C1 | 13:30-15:00, Thursday, February 05, 2015 | Naupaka I

Session Chair: Timur Keskinturk, Istanbul University School of Business

Business Logistics Performance Measurement in the Third-Party Logistics: An Empirical Analysis of the Australian Courier Firms

Michael Wang, RMIT University

Ferry Jie, RMIT University

Ahmad Abareshi, RMIT University

Touring n Sequenced Spheres in R3

Chang-Chien Chou, Lunghwa University of Science and Technology

Total Tardiness Load Balancing in Parallel Machines

Timur Keskinturk, Istanbul University School of Business

Mehmet Bayram Yildirim, Wichita State University

Mehmet Barut, Wichita State University

Genetic Algorithm Approach for Routing Winter Service Vehicles

Ibrahim Zeki Akyurt, Istanbul University

Çağatay Kalkancı, Istanbul Metropolitan Municipality

The Impact of Cross-Straits Financial MOU on Taiwan Listed Market Prices - A Study of the Listed Financial Sectors in Taiwan

Mu-Fen Chao, Tamkang University

Chien-Kuo Li, Shih Chien University

Ya-Ting Lee, Tamkang University

ISTEL | Session: C2 | 13:30-15:00, Thursday, February 05, 2015 | Naupaka II

Session Chair: Ayse Nazlihan Coskun, Okan University

Shifting to Competency-Based Training in Saudi Universities

Abdullah Alwazrah, Al-Imam Muhammad Bin Saud Islamic Univeristy

Education in Hybrid Media Culture: The Problematic of Digital Immigrants Teaching Digital Natives

Ayse Nazlihan Coskun, Okan University

Zehra Yıldız, Okan University

Development of Managerial Skills of Faculty Members

Ibrahim Sulaiman Alaudah, Imam University

Psychological Views of Learners Concerning Language Studies

Yousef Ogl Almarshad, Aljouf University

The Role of Facebook in Building Youth Students Social Capital: The Case of Unity University, Ethiopia

Gedion Tafere Kebede, Debre Birhan University

BAI | Session: D1 | 15:30-17:00, Thursday, February 05, 2015 | Naupaka I

Session Chair: Craig Wilson, University of Saskatchewan

Job Standardization and Newcomers' Organization-Based Self-Estee: Evidence from Hotel Industry

Li-Chan Chen, Minghsing University

Peng-Chou Chen, Minghsing University

The Building of Enterprise Culture Chinese Based on Traditional Culture

Yan Shaobing, Dongbei University of Finance and Economics

The Active Role of Teacher's in Managing Effective Classroom Environment for High School Students from the Viewpoint of the Teachers

Majda Ibrahim Aljaroudi, King Saud University

Jwahr Mohammed Alburake, King Saud University

Political Connections and Industrial Pollution: Evidence Based on State Ownership and Environmental Levies in China

Min Maung, University of Saskatchewan

Craig Wilson, University of Saskatchewan

Xiaobo Tang, Zhejiang Gongshang University and University of Manitoba

Deadbeats in Virtual Teams: Ubiquitous, Underreported, and Mostly Male

Emmeline De Pillis, University of Hawaii at Hilo

Kimberly Furumo, University of Hawaii at Hilo

Kerrilyn Higa, University of Hawaii at Hilo

Hannah Furumo, University of Hawaii at Hilo

BAI | Session: D2 | 15:30-17:00, Thursday, February 05, 2015 | Naupaka II

Session Chair: Gloria Muñoz, Universidad Autónoma de Baja California

Combining Group Trust and User Weighting to Recommend Documents for Task-Based Groups

Chin-Hui Lai, Chung Yuan Christian University

Yu-Chieh Chang, Chung Yuan Christian University

Entrepreneurship, Element Required for the Application of Technology in Production of Pig Farms

Gloria Muñoz Del Real, Universidad Autónoma de Baja California

Alma Delia Inda, Universidad Autónoma de Baja California

Verónica Guadalupe De La O Burrola, Universidad Autónoma de Baja California

Mónica Claudia Casas Páez, Universidad Autónoma de Baja California

The Virtue of Vultures

Robert W. Kolb, Loyola University Chicago

Developing Business Skills; A Case Study in a Problem Based Learning Approach for a Finnish Bachelor of Business Program

Sven A Bergstrom, Stott's Colleges

BAI | Session: E1 | 08:30-10:00, Friday, February 06, 2015 | Naupaka I

Session Chair: Yu-Shan Chen, National Taipei University

A Strange Alliance of Sciences: Technology and Metaphysical Entrepreneurial Opportunities

Kathleen Marino, Georgian Court University

Kathleen Reddick, College of St. Elizabeth

The Effect of Green Organizational Culture on Green Product Innovation Performance: The Mediation Role of Corporate Social Responsibility

Ching-Hsun Chang, Tamkang University

The Association between Patents and Intangible Assets

Yu-Shan Chen, National Taipei University

Yu-I Lee, Far East University

Application of Social Media in the Enterprise

Ching-Heng Chiang, Chung Yuan Christian University

Session Chair: Denise Maria Margonari, UNESP Araraquara

**Improvement of critical thinking ability: Islamic Perceptions of the Elementary Schools
Preservice Teacher Education Programs**

Mesfer Ahmad Alwadai, King Khalid University

Humor in Brazilian Educational Settings: teaching and learning English as a foreign language

Denise Maria Margonari, UNESP Araraquara

**The Essential of Interpretation of Learning Activity Via Web 2.0 in Classroom, Learning
Theory to Determine the Act, Behaviour and Knowledge**

Mohammed I Alhojailan, King Saud University

**Instrumentations and Data Resources for Evaluating Science Teachers' Professional
Development Programs: High School Teachers' Perceptions**

Saeed M. Alshamrani, King Saud University

Saeed A Alghamedi, Jouf University

Abdulwali H Aldahmash, King Saud University

Nasser S Mansour, Tanta University

Saed A Sabah, Hashemite University

BAI | Session: F1 | 10:30-12:00, Friday, February 06, 2015 | Naupaka I

Session Chair: Chung-Chu Liu, National Taipei University

Employees' Perception Types of Information Security by Q Methodology: An Empirical Research

Chung-Chu Liu, National Taipei University

Leadership Behaviour, Creativity and Innovative Behaviour: Instrument Development Inquiry

Ashkan Khalili, RMIT University

Nuttawuth Muenjohn, RMIT University

Adela McMurray, RMIT University

The Liability of Renewal: The Impact of Changes in Organizational Capability, Performance, Legitimacy and Pressure for Change

Sultan Mohammed Alshehri, Kwansai Gakuin University

ISTEL | Session: F2 | 10:30-12:00, Friday, February 06, 2015 | Naupaka II

Session Chair: Edwin Ralph, University of Saskatchewan

Defining Mental Health in the South African School Context

Connie Haasbroek, University of South Africa

Teacher Qualifications in Values Education

Ismail Hakan Yanik, Air Force/Officer

Soft Computation and Machine Learning on Portfolio Construction

Liang-Hong Wu, University of Shanghai for Science and Technology

Liang-Chuan Wu, National Chung Hsing University

Chia-Yo Chiang, National Chung Hsing University

A New Applied Learning Method in Engineering Education: An Experimental Gaming Model

Zehra Yıldız, Okan University

Ayşe Nazlıhan Coskun, Okan University

Advertising Effectiveness of Online Video Platform: A Case of YouTube

Shih-Ming Pi, Chung Yuan Christian University

Hao-Wen Chen, Chung Yuan Christian University

Users' Continuous Purchase Intention in Value-added Service of APP Game

Shih-Ming Pi, Chung Yuan Christian University

Wei-Lun Liu, Chung Yuan Christian University

Family Succession and Corporate Diversification: Evidence from China

Hsinyi Chi, National Chung Hsing University

Tzu-Ching Weng, FengChia University

Management Legal Liability and Investment Decision

Chun-Ho Chen, National Chung Hsing University

Hsinyi Chi, National Chung Hsing University

CEO Equity Incentive: A Motivation Behind Share Repurchases

Chao-Jung Chen, Chung Yuan Christian University

A Study on Factors Influencing User's Continuance Intention of Smartphone

Kuan-Yu Lin, Ling Tung University

Shaping Tablet Computer Owners' Intentions to Repurchase the Same Brand

Ying-Wei Shih, National Changhua University of Education

Meng-Hsu Hsu, National Chung Hsing University

The Application of Big Data for Teaching and Learning

Hsu-Hui Chen, Chung Yuan Christian University

Big Data in Education: Exploring the Application of Massive Open Online Courses

Shih-Ming Pi, Chung Yuan Christian University

Jia-Ying Chang, Chung Yuan Christian University

Motivation of Banks Employees and the Effect of Culture.

Abdullah Mohammed Alwehabie, Qassim University

Critical Thinking Skills in Activities Included in 11th Grade Chemistry Textbook -An Analytical Study

Sozan Hussain Omar, King Saud University

Luluah Ahmad Aljabr, King Saud University

Compliance with Electronic Medical Records Privacy Policy by Hospital Information Technology Staff

Kuang-Ming Kuo, I-Shou University

Ching-Wen Yang, Taichung Veterans General Hospitals

Paul C. Talley, I-Shou University

An Efficient Ontology Integration Model for Distributed Inference in Surveillance System

Soomi Yang, The University of Suwon

Dynamic Economics of a Closed Loop Supply Chain for a Perishable Item

Liang-Tu Chen, National Pingtung University

Chun-Chin Wei, Chien-Hsin University

A Project Using LEGO® to Teach Healthcare Innovation

Minli Yeh, Oriental Institute of Technology

AUTHOR / CHAIR SCHEDULE INDEX

A		Chen, Peng-Chou	[D1]
Abareshi, Ahmad	[C1]	Chen, Yu-Shan	[E1]
Akyurt, Ibrahim Zeki	[C1]	Chi, Hsinyi	[PO]
Alabdulkareem, Saleh Abdullah	[B2]	Chiang, Chia-Yo	[F2]
Alaudah, Ibrahim Sulaiman	[C2]	Chiang, Ching-Heng	[E1]
Alburake, Jwahr Mohammed	[D1]	Chiang, Hsiang-Tsai	[B1]
Aldahmash, Abdulwali H	[E2]	Chiou, Yan-Yi	[B1]
Alghamedi, Saeed A	[E2]	Chou, Chang-Chien	[C1]
Alhojailan, Mohammed I	[E2]	Chou, Chiyang James	[A1]
Aljabr, Luluah Ahmad	[PO]	Coskun, Ayse Nazlihan	[C2]
Aljaroudi, Majda Ibrahim	[D1]	Coskun, Ayse Nazlihan	[F2]
Almarshad, Yousef Ogla	[C2]		
Almohaini, Abdulrahman	[NA]	D	
Alrehaili, Bakheet Wasel	[B2]	De La O Burrola, Verónica	
Alshamrani, Saeed M.	[E2]	Guadalupe	[D2]
Alshehri, Sultan Mohammed	[F1]	De Pillis, Emmeline	[D1]
Alwadai, Mesfer Ahmad	[E2]	Del Real, Gloria Muñoz	[B1]
Alwazrah, Abdullah	[C2]		
Alwehabie, Abdullah Mohammed	[PO]	F	
		Furumo, Hannah	[D1]
B		Furumo, Kimberly	[D1]
Barut, Mehmet	[C1]		
Bergstrom, Sven A	[D2]	H	
Bodendorf, Freimut	[B2]	Haasbroek, Connie	[F2]
		Han, Tzu-Ru	[A2]
C		He, Li-Jen	[B1]
Casas Páez, Mónica Claudia	[D2]	Higa, Kerrilyn	[D1]
Chang, Ching-Hsun	[E1]	Hirogaki, Mitsunori	[A2]
Chang, Jia-Ying	[PO]	Hsin, Yin-Shao	[B1]
Chang, Yu-Chieh	[D2]	Hsu, Meng-Hsu	[PO]
Chao, Mu-Fen	[C1]	Huang, Chunghuey	[B1]
Chee, Marilyn	[A1]	Huang, Li-Shia	[A2]
Chen, Chao-Jung	[PO]		
Chen, Chun-Ho	[PO]	I	
Chen, Hao-Wen	[PO]	Inda, Alma Delia	[B1]
Chen, Hsu-Hui	[PO]	Inda, Alma Delia	[D2]
Chen, Liang-Tu	[PO]	Itoga, Holly T.	[A1]
Chen, Li-Chan	[D1]		

AUTHOR / CHAIR SCHEDULE INDEX

J

Jie, Ferry [C1]
Jun, Jongkun [A1]

K

Kalkancı, Çağatay [C1]
Kebede, Gedion Tafere [C2]
Keskinturk, Timur [C1]
Khalili, Ashkan [F1]
Ko, Wansuk [B1]
Kolb, Robert W. [D2]
Kuo, Kuang-Ming [PO]

L

Lai, Chin-Hui [D2]
Lee, Thaemin [A1]
Lee, Ya-Ting [C1]
Lee, Yen-Chun [A1]
Lee, Yu-I [E1]
Li, Chien-Kuo [C1]
Lin, Grace T. R. [A1]
Lin, Kuan-Yu [PO]
Liu, Chung-Chu [F1]
Liu, Gi-Zen [B2]
Liu, Wei-Lun [PO]

M

Mansour, Nasser S [E2]
Margonari, Denise Maria [E2]
Marino, Kathleen [E1]
Maung, Min [D1]
Mcmurray, Adela [F1]
Muenjohn, Nuttawuth [F1]
Muñoz Del Real, Gloria [D2]

N

Njimondikam, Claude Feh [A2]

O

Omar, Sozan Hussain [PO]

P

Park, Cheol [A1]
Pi, Shih-Ming [PO]

R

Ralph, Edwin [F2]
Reddick, Kathleen [E1]

S

Sabah, Saed A [E2]
Saldivar Gonzalez, Sandra Julieta [B1]
Sha, Yun [A1]
Shaobing, Yan [D1]
Shih, Ying-Wei [PO]

T

Talley, Paul C. [PO]
Tang, Xiaobo [D1]

W

Wang, Michael [C1]
Wei, Chun-Chin [PO]
Weng, Tzu-Ching [PO]
Wilson, Craig [D1]
Wu, Liang-Chuan [F2]
Wu, Liang-Hong [F2]

Y

Yang, Ching-Wen [PO]
Yang, Soomi [PO]
Yang, Wan-Shiou [A1]
Yanik, Ismail Hakan [F2]
Yeh, Minli [PO]
Yildirim, Mehmet Bayram [C1]
Yıldız, Zehra [C2]

AUTHOR / CHAIR SCHEDULE INDEX

Yıldız, Zehra

[F2]