

The 2014 International Conference in Management Sciences
and Decision Making

2014 年管理科學與經營決策國際學術研討會

May 17, 2014

103 年 5 月 17 日 (星期六)

Tamkang University

地點：淡江大學淡水校園

Opening Ceremony: Room B712, Business and Management Building

開幕地點：商管大樓 B712 室(7F)

Plenary Session: **Session A:** Room B712, Business and Management Building

商管大樓 B712 室(7F)

Session B: Room B713, Business and Management Building

商管大樓 B713 室(7F)

The best award papers in each session will be declared
in B713 when all the sessions have been finished.

08:30~09:00	<i>Registration: Corridor, near the entrance of 7F elevator, Business and Management Building</i>	
09:00~09:15	Opening Ceremony : Dr. Po-Yuan Kao, Vice President for Administrative Affairs (Tamkang University, R.O.C.)	
09:20~09:50	Keynote Speech: Guided decision processes Speaker: Dr. Sarin, Rakesh (UCLA Anderson School of Management,U.S.A.) Session Chair: Dr. Ruey-Chyn Tsaur (Tamkang University, R.O.C.)	
09:50~10:10	<i>Taking photos at the 3F entrance of Business and Management Building</i>	
	<i>Coffee Break: Corridor, near the entrance of 7F elevator, Business and Management Building</i>	
10:10~12:00	Session A1 (Room B712)	Session B1 (Poster, Room B713)
	Moderator: Dr. Huan-Jyh Shyur (Tamkang University, R.O.C.) Paper ID: 017 Reliability evaluation for stochastic computer network with retransmission mechanism under latency Chih-Li Pan (National Taiwan University of Science and Technology, R.O.C.) Cheng-Fu Huang (National Taiwan	Paper ID: 001 Simplified simplex method Hung-ping Tsao (U.S.A.) Chung-Yi Chang (R.O.C.)

	<p>University of Science and Technology, R.O.C.) Yi-Kuei Li (National Taiwan University of Science and Technology, R.O.C.)</p> <p><u>Paper ID: 020</u></p> <p>Conceptual Framework for Strategic Partner Selection from Resource-Based Perspective Min-Ren Yan (Chinese Culture University, R.O.C.) Permata Ayu Widyasari (Chinese Culture University, Indonesia)</p> <p><u>Paper ID: 039</u></p> <p>The Impact of Relevance of Mobile Advertising on Users' Responses—Contextual Marketing and Disposition to Trust as Moderators Ai-Hwa Chang (National Chengchi University, R.O.C.) Chung-Hui Tseng (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 042</u></p> <p>Advance sales system with price-dependent demand and appreciation period under trade credit Mei-Chuan Cheng (Hsin Sheng College of Medical Care and Management, R.O.C.) Liang-Yuh Ouyang (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 044</u></p> <p>Analyzing Economic Performance of ASEAN Plus 3 Countries Using DEA Models M. Adam Jerusalem (National Taiwan University of Science and Technology, Indonesia) Zuan Andri Wijayanto (National Taiwan University of Science and Technology, Indonesia) Shi-Woei Lin (National Taiwan University of Science and Technology, R.O.C.)</p>	<p><u>Paper ID: 043</u></p> <p>The Relative Efficiency of Computer-Guided Dental Implant Systems I-Fei Chen (Tamkang University, R.O.C.) Yu-Chin Kao (Tamkang University, R.O.C.) Po-Cheng Ho (National Sun Yat-Sen University, R.O.C.)</p> <p><u>Paper ID: 048</u></p> <p>Multinational Enterprises (MNEs) Resources, Internationalization, and Firm Performance Chin-Chun Hsu (University of Nevada Las Vegas, U.S.A.)</p> <p><u>Paper ID: 049</u></p> <p>Using Data Mining Analysis to discover customer behavior for Medical Beauty Clinic Chia-Ling Ho (Taipei Chengshih University of Science and Technology, R.O.C.)</p> <p><u>Paper ID: 050</u></p> <p>Green Performance Assessment for Retail Industry in Taiwan Ruey-Chyn Tsaur (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 051</u></p> <p>Fuzzy Portfolio Model with Application to Business Cycles Analysis Ruey-Chyn Tsaur (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 052</u></p> <p>The Adolescent Consumers Innovativeness as A Moderate Variable to Analyze Online Buying Behavior in Technology Acceptance Model Han-Jen Niu (Tamkang University, R.O.C.)</p>
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	<p><u>Paper ID: 019</u></p> <p>Fuzzy Data Envelopment Analysis with Common Weights</p> <p>Cheng-Kai Hu (Kao Yuan University, R.O.C.)</p> <p>Fung-Bao Liu (I-Shou University, R.O.C.)</p> <p>Cheng-Feng Hu (I-Shou University, R.O.C.)</p>	
12:00~13:00	<i>Lunch: Room B708 · B709, Business and Management Building</i>	
	Session A2 (Room B712)	Session B2, B3 (Student paper awards competition, Room B713)
13:00~14:50	<p><u>Moderator: Dr. Santanu Sarkar</u> (Xlri Jamshedpur School of Business and HR, India)</p> <p><u>Paper ID: 009</u></p> <p>Explore the Measure Scale of Business CEO Personal Brand</p> <p>Hai-Ming Chen (Tamkang University, R.O.C.)</p> <p>Hsin-Mei Chung (Jinwen University of Science and Technology, R.O.C.)</p> <p><u>Paper ID: 010</u></p> <p>The relationship among brand awareness, perceived quality, brand trust and purchase intention toward green product</p> <p>Retno Widowati PA (Universitas Muhammadiyah Yogyakarta, Indonesia)</p> <p>Niken Permatasari (Universitas Muhammadiyah Yogyakarta, Indonesia)</p> <p><u>Paper ID: 033</u></p> <p>Factors Affecting Organizational Culture Change: An Empirical Study of China Government-Owned Enterprise</p> <p>Hsu-Chun Sun (Nankai University, China)</p> <p>Ben-Jeng Wang (Tunghai University, R.O.C.)</p>	<p><i>We will draw lots to decide the order of presentation in the thesis competition. If you are included in this competition, please come back to room B713 by 10:00 A.M.. The absent will be decided by organizer.</i></p> <p><u>Moderator: Dr. Rakesh Sarin</u> <u>Dr. Wo-Chiang Lee</u> <u>Dr. Cheng-Feng Hu</u></p> <p><u>Paper ID: 004</u></p> <p>Application of TOPSIS on Shift Arrangement of a Contingency Response Unit</p> <p><u>Paper ID: 005</u></p> <p>On Capital Reduction for Covering Losses or Paying Cash Dividends: Evidence from Taiwan</p> <p><u>Paper ID: 006</u></p> <p>The effects of Second Generation National Health Insurance supplementary premium on stock prices</p> <p><u>Paper ID: 011</u></p> <p>Investing Strategies for Star Industry</p>

	<p><u>Paper ID: 041</u> The Analysis of Moderating Effect of Formalism on Role Stressors and Work Anxiety- The Viewpoint from Oriental Administration Hsiang-Te Liu (Ming Chuan University, R.O.C.)</p> <p><u>Paper ID: 045</u> Cost/ benefit model development of service management with profit design Hsu-Hua Lee (Tamkang University, R.O.C.)</p>	<p><u>Paper ID: 013</u> A Framework for Human Resource Strategies Applicable in Different International Situations: A Contingent Perspective</p> <p><u>Paper ID: 015</u> The Monitoring Effect of Information Disclosure: Institutional and Retail Investors</p> <p><u>Paper ID: 022</u> Marketing Performance Evaluation Framework for Insurance Companies Using Fuzzy AHP and Improved Fuzzy TOPSIS</p> <p><u>Paper ID: 023</u> Development of a Risk Management Mechanism of Enterprise Resource Planning Systems based on Work System Method</p> <p><u>Paper ID: 028</u> The certifications Strategies affect the GDP of the country and the profit, risk and quality cost of the organization: The Nature of certification work</p> <p><u>Paper ID: 032</u> Application of TOPSIS Method to Assist Students in Enrolling in Courses</p> <p><u>Paper ID: 036</u> Selection of a cleaning system for engine maintenance use Graph Theory and Matrix Approach</p>
14:50~15:20	Coffee Break: Corridor, near the entrance of 7F elevator, Business and Management Building	
	Session A3 (Room B712)	
15:20~17:10	<p><u>Moderator: Dr. Jeng-Yan Tsai</u> (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 002</u> Proposed measurement items for empirical testing: Macro determinants of market entry for education service providers Christina Tay (Chinese Culture University, R.O.C.)</p> <p><u>Paper ID: 012</u> Determinants and Antecedents of Workplace Violence in India Santanu Sarkar (Xlri Jamshedpur School of Business and HR, India)</p> <p><u>Paper ID: 016</u> An Analysis of Relationship between Oil Price and Stock Market: Empirical Study of Thailand Stock Exchange Benchawan Tauvarodama (Chinese Culture University, Thailand) Yi-Hsien Wang (Chinese Culture University, R.O.C.) Fu-Ju Yang (Chinese Culture University, R.O.C.)</p>	

Paper ID: 018

Determinants of Traffic Fatalities in Taiwan

Glen Vorel (National University of
Kaohsiung, Czech Republic)

Chien-Hsing Wu (National University of
Kaohsiung, R.O.C.)

Chuan-Chun Wu (I-Shou University,
R.O.C.)

Paper ID: 027

Does better destination image influence tourist
intention? The discussion of SCT and TPB

Tsai-Fa Yen (Fortune University, R.O.C.)

Paper ID: 037

The role of exchange rate fluctuations in the
volatility and correlations in emerging markets

Alan T. Wang (National Cheng Kung
University, R.O.C.)

I-Ming Jiang (Yuan Ze University, R.O.C.)

Horng-Jinh Chang (Tamkang University,
R.O.C.)

Po-Yuan Chen (Jinwen University, R.O.C.)