

The 2016 International Conference in Management Sciences and Decision Making

2016 年管理科學與經營決策國際學術研討會

May 14, 2016

105 年 5 月 14 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 712, Business and Management Building

商管大樓 B712 室(7F)

Session B: Room 713, Business and Management Building

商管大樓 B713 室(7F)

The best award papers in each session will be declared in B712 when all the sessions have been finished.

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| 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. Ruey-Chyn Tsaur (Tamkang University, R.O.C.) | |
| 09:20~09:50 | Keynote Speech: On the Addition of Practicalities and a Third Criterion to Standard Mean-Variance Markowitz Portfolio Selection Speaker: Dr. Ralph E. Steuer (Department of Finance University of Georgia, U.S.A.) Session Chair: Dr. Ruey-Chyn Tsaur (Tamkang University, R.O.C.) | |
| 09:50~10:10 | <i>Taking Photos</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 (Room B713) |
| | Moderator: A11, A12 <u>Paper ID: 011</u> Assessing the Optimal Potential Industrial Customers of Cloud Services in the Manufacturing and Services Sectors <u>Paper ID: 025</u> Reused Smartphones Pricing Analysis — A Duopoly Model Analysis with respect to Apple and Samsung Smartphones | Moderator: B11, B12 <u>Paper ID: 010</u> On Normal Approximation of Binomial Distribution <u>Paper ID: 030</u> Retailer's optimal ordering policy for non-deteriorating products with product returns and advance sales under trade credit |

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| | <p><u>Paper ID: 026</u> Analysis the brand performance in smartphone market using hybrid multicriteria decision methods</p> <p><u>Paper ID: 031</u> An Examination of Some Unexpected Results in AHP</p> <p><u>Paper ID: 040</u> Evaluation of Women Business Community Development through the Revolving Loan Fund Recipients from Upk Spp in Bantul Regency, Yogyakarta Indonesia</p> | <p><u>Paper ID: 036</u> Reliability Evaluation For An Intermittent Production System Cosidering Time Constraint</p> <p><u>Paper ID: 038</u> Simulated Annealing for Blood Pick-up Routing Problem</p> <p><u>Paper ID: 042</u> Inventory policies for fresh products when the demand depends on freshness, stock level and expiration date</p> |
| 12:00~13:00 | <i>Lunch: Room B708 and B709, Business and Management Building</i> | |
| 13:00~14:50 | Session A2 (Room B712) | Session B2 (Room B713) |
| | <p>Moderator: A21 , A22</p> <p><u>Paper ID: 001</u> Performance evaluation and improvement of Taiwan's semiconductor - Applications Hybrid DEA</p> <p><u>Paper ID: 016</u> The Asymmetric Effect of Inventory and Basis toward Hedge Performance</p> <p><u>Paper ID: 017</u> Revisiting the Role of Gold: Hedging or Safe-Haven?</p> <p><u>Paper ID: 018</u> Maturity-Day Effect of Taiwan Stock Index in Different Settlement Systems</p> <p><u>Paper ID: 019</u> A barrier option framework for bank default risk with loan portfolio swap hedging: evidence from Taiwan</p> <p><u>Paper ID: 023</u></p> | <p>Moderator: B21 , B22</p> <p><u>Paper ID: 002</u> How Brand-centered HRM Influences Brand Citizenship Behavior ? Mediated by Brand Commitment and Moderated by Brand Knowledge</p> <p><u>Paper ID: 003</u> The Causal Model Analysis of Job Demand-Control-Support, Job Strain and Job Satisfaction: The Samples from Correctional Officers in Taiwan</p> <p><u>Paper ID: 007</u> Decoding Complexity of Higher Education Governance in face of Internal and External Obstacles</p> <p><u>Paper ID: 008</u> The Evolution of Performance Appraisal of Teachers in Compulsory Education after Gradual Collapse of Family Educational Functions</p> <p><u>Paper ID: 013</u></p> |

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| | Do Corporate Performance and Default Risk Impact on Corporate Social Responsibility in China? | Effects of Paid Parental Leave Allowance on Labour Market Outcomes in Taiwan <u>Paper ID: 024</u> The impact of university reputation, organization socialization and P-O Fit on student learning |
| 14:50~15:20 | <i>Coffee Break: Corridor, near the entrance of 7F elevator, Business and Management Building</i> | |
| | Session A3 (Room B712) | Session B3 (Room B713) |
| 15:20~17:10 | Moderator: A31 , A32 <u>Paper ID: 014</u> Empirical Study of Factors Effecting RMB Internationalization <u>Paper ID: 015</u> The Study on The Marketing Strategy for The Insurance Broker Company. <u>Paper ID: 021</u> The Correlation Between Trading Volume and Big Order in Stock Market <u>Paper ID: 033</u> The Effect of the Free Cash Flow, Managerial Ownership, Institutional Ownership on Debt Policy <u>Paper ID: 034</u> Relationship between Customer Satisfaction and Corporate Investment Policies <u>Paper ID: 037</u> Key Factors to Affect the Adoption of Mobile Banking in the Philippines | Moderator: B31 , B32 <u>Paper ID: 012</u> Antecedents and Moderating Effects on Individuals Intention to Use Cloud Computing Services <u>Paper ID: 022</u> Exploring the Relationship among Hedonic Shopping Motivation, Impulsive Buying, Post-Purchase Regret, and Coping <u>Paper ID: 028</u> Word of mouth, system service, green consciousness, brand impression and user purchasing analysis for reused iphone market <u>Paper ID: 032</u> Mapping the implementation of IT-based intervention model to increase SMEs marketing performance: Case study at Handicraft industry in Bantul Yogyakarta, Indonesia <u>Paper ID: 041</u> Mediating Effects of Relational Capital in Foreign-Invested Enterprise Performance |

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| 17:20- | The Special Issue Awarding |
| | Session C1 (<u>Poster</u> , Room 708) |
| <u>Poster</u> Room 708 | <p><u>Paper ID: 029</u> A Couple of Probability Problems</p> <p><u>Paper ID: 043</u> Analysis of Administrative effects of Chinese Arrivals in Taiwan</p> <p><u>Paper ID: 044</u> A Hybrid ELECTRE III Method using Kano model for Optimizing Smartphone Selection</p> |