

## Schedule

Tuesday, July 07, 2015				
Time				
08:30	Registration			
09:00-10:30	A1 (p. 6)	B1 (p. 7)	C1 (p. 8)	D1 (p. 9)
10:30-10:45	Poster Session I (p. 38) & Coffee Break			
10:45-12:00	Opening Ceremony, Best Paper Award (p. 51) & Keynote Speech (p. 4)			
12:00-13:30	Poster Session II (p. 40) & Lunch			
13:30-15:00	A2 (p. 10)	B2 (p.11)	C2 (p. 12)	D2 (p. 13)
15:00-15:30	Poster Session III (p. 42) & Coffee Break			
15:30-17:00	A3 (p. 14)	B3 (p. 15)	C3 (p. 16)	D3 (p. 17)
17:00-19:00	Welcome Party			

Wednesday, July 08, 2015				
Time				
08:30	Registration			
09:00-10:30	A4 (p. 18)	B4 (p. 19)	C4 (p. 20)	D4 (p. 21)
10:30-10:45	Poster Session IV (p. 44) & Coffee Break			
10:45-12:00	Workshop: How to publish in top business academic journals (p. 5)			
12:00-13:30	Poster Session V (p. 46) & Lunch			
13:30-15:00	A5 (p. 22)	B5 (p. 23)	C5 (p. 24)	D5 (p. 25)
15:00-15:30	Poster Session VI (p. 48) & Coffee Break			
15:30-17:00	A6 (p. 26)	B6 (p. 27)	C6 (p. 28)	D6 (p. 29)

Thursday, July 09, 2015				
Time				
08:00	Registration			
08:30-10:00	A7 (p. 30)	B7 (p. 31)	C7 (p. 32)	D7 (p. 33)
10:00-10:30	Poster Session VII (p. 50) & Coffee Break			
10:30-12:00	A8 (p. 34)	B8 (p. 35)	C8 (p. 36)	D8 (p. 37)

**Session: A1 | 09:00-10:30, Tuesday, July 07, 2015 | Meeting Room: A**  
**Operation Management and Industrial Engineering**

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**The Application and Evaluation of Intelligent Agents**

Wen-Yau Liang, National Changhua University of Education

**Understanding of Workers Grouping in Group Technology**

David Ang, Auburn University Montgomery

Johnny C Ho, Columbus State University

**The Indirect Effect in Multiple Mediators Model by Structural Equation Modeling**

Li-Ju Chen, Far East University

Hsiang-Chin Hung, I-Shou University

**Social Commerce, Quality Management and Profitability: Future Research Directions?**

Hugo K. S. Lam, Hong Kong Polytechnic University

Jacky K. P. Hau, Hong Kong Polytechnic University

Andy C. L. Yeung, Hong Kong Polytechnic University

**Session: B1 | 09:00-10:30, Tuesday, July 07, 2015 | Meeting Room: B**  
**Macau Conference on Hospitality, Leisure, Sports, and Tourism Management**

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**A Study of Relative Variance of Cadences Frequency of Cycling under Differential Saddle Heights**

Wing-Chun Yeung, China Medical University

Sz-Ming Fang, China Medical University

Wen-Dien Chang, China Medical University

**A Study on the Benefits and Impacts Influencing the Sustainability of Road Race Events in Taiwan**

Chao Chin Liu, Meiho University

Shu Min Chang, Universiti Teknologi MARA

Chun Yi Chang, National Hsinchu University

Che Jen Chuang, Vanung University

**Structured Framework for Designing 360 degree Tourism Experience**

Ashis Dutta, CCE Software P Ltd

**Practicing Sustainability as a Tourist: Conscious Choice or Unintended Outcome?**

Benjamin Lucca Iaquinto, University of Melbourne

**Weekday and Weekend Patterns of Objectively Measured Stepping and Sleeping in a Sample of University Students**

Ho Huang, China Medical University

Shuya Chen, China Medical University

Wen-Dien Chang, China Medical University

Yi-Ru Zheng, China Medical University

Peng Shih-Chieh, China Medical University

Yu-Ching Lan, China Medical University

**The Potential Impact of Casino Gambling on Grenada's Economy**

Naline Thelana Ramdeen- Joseph, St. George's University

**Session: C1 | 09:00-10:30, Tuesday, July 07, 2015 | Meeting Room: C**  
**Accounting and Finance**

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**Industry Bubbles**

Kuang-Fu Cheng, Ling Tung University

**A Metafrontier Analyze Financial Institutions in Taiwan on Profit efficiency, Technical Efficiency and Allocative Efficiency**

Chuang-Min Chao, National Taipei University of Technology

Ming-Miin Yu, National Taiwan Ocean University

Yu-Jung Yeh, National Taipei University of Technology

**The Optimum Portfolio of Mutual Fund Investment - An Application of MVS Model**

Chuang-Min Chao, National Taipei University of Technology

Ming-Min Yu, National Taiwan Ocean University

Yu-Fang Peng, National Taipei University of Technology

**IPO Pricing and Allocation to Individual Investors: Evidence from Japan**

Yoji Takahashi, Gifu Shotoku Gakuen University

**Seasonal Affective Disorder and Investors' Response to Earnings News**

Mei-Chen Lin, National Taipei University

**Session: D1 | 09:00-10:30, Tuesday, July 07, 2015 | Meeting Room: D  
Management Information Systems**

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**Study on Applying Agile Project Management and UML for Website Development-E-Flower Store as Example**

Wei-Ming Ma, Cheng Shiu University

James Lee, Cheng Shiu University

**Combining Cognitive Maps and MCDA Techniques to Assist in Estimating Residential Housing Values**

Fernando A. F. Ferreira, ISCTE Business School | University Institute of Lisbon

Ronald W. Spahr, University of Memphis

Mark A. Sunderman, University of Memphis

**Evaluating the Degree of Specific Objectives Achievement from the Perspective of Public Institution in the Republic of Ecuador**

Elena Popovici, Escuela Superior Politecnica de Chimborazo

**Using Auditing Software to Derive Usage Patterns and Analytic Measures of Mobile Patient Support Systems**

H. Keith Edwards, University of Hawaii - Hilo

Duane Bender, Mohawk College

Justin Fyfe, Mohawk College

Adam Sutch, Mohawk College

Paul Brown, Mohawk College

**Session: A2 | 13:30-15:00, Tuesday, July 07, 2015 | Meeting Room: A  
Strategy**

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**The Paradigm Innovation of Syinlu Social Welfare Foundation**

Jau-Rong Chen, Ming Chi University of Technology

Lu-Ya Wang, Ming Chi University of Technology

**The Exploration of Performance Evaluation Framework for Social Enterprise**

Yi-Ching Liaw, Ming Chi University of Technology

Wei Chao, Ming Chi University of Technology

**A Holistic Conception of Sustainable Banking: Adding Value With Fuzzy Cognitive Mapping**

Daniela Carlucci, University of Basilicata

Fernando A. F. Ferreira, ISCTE Business School | University Institute of Lisbon

Giovanni Schiuma, University of the Arts London

Marjan S. Jalali, ISCTE Business School | University Institute of Lisbon

Nelson J. S. António, ISCTE Business School | University Institute of Lisbon

**What are the Important Outward Investment Factors from Developing Countries and Their Industries?**

Chih-Hua Lin, National Chengchi University

**Session: B2 | 13:30-15:00, Tuesday, July 07, 2015 | Meeting Room: B**  
**Marketing**

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**Investigating the Role of Government Policy and Environment Quality on Visitors' Loyalty to Music Festivals: A Test of the Moderating Effects of Revisit Reason and Occupation Type**

Yao-Kuei Lee, Tajen University

Fang-Tsen Chung, Tajen University

**Towards a Better Understanding of Multichannel Retailing: Consumer Attitudes Towards Traditional, Online and Multichannel Retailing in Finland**

Sami Kajalo, Aalto University

Arto Lindblom, Aalto University

Mika Skippari, University of Tampere

**The Relationship among Motivation, Communication Pleasure, Perceived Freedom in Leisure and Benefits of Leisure in Twitch Participants**

Chu-Hsing Yang, Shu-Te University

Yi-Chun Wu, Shu-Te University

**Exploring Factors Impact Users Attraction of Line in Smart Phone**

Han-I Chang, National Taipei University of Technology

**Session: C2 | 13:30-15:00, Tuesday, July 07, 2015 | Meeting Room: C**  
**Accounting and Finance**

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**Is Representativeness Heuristic Really Present in Magazines Financial Experts? Evidence from Taiwan**

Yih Wenn Laih, Ling Tung University

**Threshold Model of Japan, U.K. and Canada Stock Market Volatility in Asia Market: Empirical Study of Hong Kong Market**

Huang Ming Chi, Chia Nan University

Horng Wann Jyi, Chia Nan University

Chang Jui Chen, Nanhua University

**The Operational Efficiencies of Securities Firms in Taiwan and East Asia –Three Stage DEA with Metafrontier Model**

Chuang-Min Chao, National Taipei University of Technology

Ming-Miin Yu, National Taiwan Ocean University

Che-Yu Lin, National Taipei University of Technology

**Corporate Social Responsibility Practices in Banks**

Raymond Wong, The Chinese University of Hong Kong

Helen Wong, The Hong Kong Polytechnic University

**Financial Performance and Corporate Social Performance of the Securities Companies in Taiwan**

Chuang-Min Chao, National Taipei University of Technology

Ming-Miin Yu, National Taiwan Ocean University

Jia-Kai Lin, National Taipei University of Technology



**Session: D2 | 13:30-15:00, Tuesday, July 07, 2015 | Meeting Room: D**  
**Macau Conference on Engineering, Technology, and Applied Science**

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**Aggregation Characteristics of Sub-Micron Environmental Particles**

Menghau Sung, Tunghai University

Chia-Chi Tsao, Tunghai University

Chia-Hung Hou, National Taiwan University

Hsin-Lung Lien, National University of Kaohsiung

**Recovery of Diesel Oil from Soil-Washing Emulsion Wastewater by Phase Inversion Treatment**

Menghau Sung, Tunghai University

Te-Wei Chou, Tunghai University

**Minimax Theorems under Rainbow-like Structure**

Yen-Cherng Lin, China Medical University

**Petrology of Metavolcanites in Tappetagh (North of Tabas - Iran)**

Seyed Mohammad Hashemi, Islamic Azad University, Mashhad Branch

**Assessing Ventilation and Pollutant Dispersion in Residencial Community with Different Building Layouts**

Cuie Duan, City University of Hong Kong

Wei-Zhen Jane Lu, City University of Hong Kong

**Session: A3 | 15:30-17:00, Tuesday, July 07, 2015 | Meeting Room: A**  
**Organization Behavior and Human Resource Management**

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**A Study of Generation “Z” and Organizational Commitment- from a Psychological Contract**

Jau-Rong Chen, Ming Chi University of Technology

Yi-Jyun Jiang, Ming Chi University of Technology

**Continuous Training in Small and Medium-Sized Enterprises: An Industrial Case Analysis**

Guillermo O. Pérez-Bustamante, University of Oviedo

Carla S. E. Marques, University of Trás-os-Montes e Alto Douro

Marjan S. Jalali, ISCTE Business School | University Institute of Lisbon

Fernando A. F. Ferreira, ISCTE Business School | University Institute of Lisbon

**Is Culture Universal or National? An Empirical Examination using the GLOBE National Culture Dimensions**

Sunil Venaik, University of Queensland Business School

Paul Brewer, University of Queensland Business School

**Session: B3 | 15:30-17:00, Tuesday, July 07, 2015 | Meeting Room: B  
Technology and Innovation Management**

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**Single Image Dehazing Based on the Concept of Codebook**

Shen-Chuan Tai, National Cheng Kung University

Ting-Chou Tsai, National Cheng Kung University

Jui-Chiang Wen, National Cheng Kung University

Fang-Chun Lin, National Cheng Kung University

**Development and Validation of Security Door Access Control Systems Project Management  
Constructs**

Brenda Chan, University of Macau

Chi Tong Lei, Sands China Limited

**On-line Customization Selection System for Road Racing Bike**

Tai Shen Huang, Chaoyang University of Technology

Wen Chih Chou, Chaoyang University of Technology

Chia Chi Chang, Chaoyang University of Technology

**The Moocs in Taiwan**

Wen Chi Lin, National Taichung University of Education

Yu Chuan Chen, National Taichung University of Education

**Session: C3 | 15:30-17:00, Tuesday, July 07, 2015 | Meeting Room: C**  
**Multidisciplinary articles**

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**Security Threat Analysis Case Study: Using non-malicious Mobile Game and Messenger Applications**

Hyun Soo Chang, Ajou University

Seokjun Lee, Ajou University

Taeshik Shon, Ajou University

**Effects of Experiential Learning in Mobile Commerce and Lego Robot on Secondary School Students' Perceptions of Vocational Education**

Yao-Kuei Lee, Tajen University

Yuh-Sheng Su, Tajen University

Fang-Tsen Chung, Tajen University

**Analyzing Cause-and-Effect Relationships among Key Determinants of Bank Customer Loyalty Using Fuzzy Cognitive Maps**

Fernando A. F. Ferreira, ISCTE Business School | University Institute of Lisbon

João J. M. Ferreira, University of Beira Interior

Cristina I. M. A. S. Fernandes, Portucalense University

Ieva Meidutė-Kavaliauskienė, Vilnius Gediminas Technical University

Marjan S. Jalali, ISCTE Business School | University Institute of Lisbon

**Software Implementation of Quantum Key Distribution with Six-State Systems**

Gabriela Mogos, Escuela Superior Politecnica de Chimborazo

**Green School – Construct the Behavior Intention Model for College Student to Participate in Energy Conservation and Carbon Reduction by the Theory of Planned Behavior**

Cheng-Wei Chung, Shu-Te University

Jiunn-Ching Chen, Shu-Te University

He-Chih Ou Yang, Shu-Te University

Che-Wei Chang, National Kaohsiung University of Applied Sciences

**Session: D3 | 15:30-17:00, Tuesday, July 07, 2015 | Meeting Room: D**  
**Macau Conference on Psychology, Education, and Learning**

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**Message Framing and Personality Traits on the Communication Effects of Smoking cessation**

Dong Jenn Yang, I-Shou University

Kai Wen Lee, I-Shou University

**A Way Forward for Halal Food Supply Chain in Hong Kong**

Lau Yui Yip, Hong Kong Community College

**The Importance and Differences among the Leadership Dimensions of the American Building Level Standards Perceived by the Chinese Principals**

Mingchu Neal Luo, Emporia State University

Paul Bland, Emporia State University

Edward Church, Emporia State University

**Constructivist Approaches to Teacher Preparation: A Case in Hong Kong**

Shirley Sze Yin Yeung, Hong Kong Institute of Education

**The Effect of a Telephone-Based Cognitive Behavioral Therapy on Quality of Life**

Fei Wan Ngai, The University of Hong Kong

**Session: A4 | 09:00-10:30, Wednesday, July 08, 2015 | Meeting Room: A  
Strategy**

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**Testing Vwap Strategy by Data Snooping: Evidence by Taiwan Stock Market**

Ren-Her Wang, Tamkang University

**Study on Service Quality of B&B Industry in Taiwan**

Hsiung Shen Jung, Aletheia University

Jui Lung Chen, National Chin-Yi University of Technology

**Real Needs and Wants of the Poor People in Daily Life in Philippines and the Desirable  
Activities of NGO/NPO: Based on the Field Survey in Bagong Silang**

Keiichi Yamada, Nakamura Gakuen University

**A Study on the Impact of Regional Environments Between Vietnam and Taiwan to Taiwanese  
Manufacturing Firms' R&D Locational Choices**

Wen-Bin Chuang, National Chi-Nan University

Cheng-Dao Tsai, National Chi-Nan University

**Financial Crisis and the Corporate Value Relevance of Intellectual Capital and Business  
Strategy**

Kuo-An Tseng, Lunghwa University of Science and Technology

Ching-I Lin, Lunghwa University of Science and Technology

Yu-Wen Lan, Lunghwa University of Science and Technology

**Session: B4 | 09:00-10:30, Wednesday, July 08, 2015 | Meeting Room: B**  
**Multidisciplinary articles**

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**Effectiveness of Library Guides and Library Instruction: Students' Perceptions and Use of Library Resources for Capstone Business Class**

Xiaomei Gong, Western Connecticut State University

Mohinder Dugal, Western Connecticut State University

**A Relevant Economics Curriculum for a Dynamic World - Moving from Content to Concepts**

Prashan Karunaratne, Macquarie University

**The Influence of Teaching Style on Learning Attitude and Learning Performance: Take the Interior Design Industry in Taiwan as Example**

Kuei-Yuan Cheng, Chung Hua University

Yao-Hsien Lee, Chung Hua University

Zong-Wei Zhu, China University of Technology

**Does Adaptive Learning Improve Online Learning Effectiveness for Management Students?**

Lin Zhao, Purdue University Calumet

**Soft Skills Readiness Evaluation: From Preparation to Profession**

Maria Rhodora Resuma Austria, Malayan Colleges Laguna

Eric Jayson Yatco Gagni, Malayan Colleges Laguna

Ira Divina Fernandez Alilio, Malayan Colleges Laguna

Sunshine Joy Garchitorena San Miguel, Malayan Colleges Laguna

**Session: C4 | 09:00-10:30, Wednesday, July 08, 2015 | Meeting Room: C  
Accounting and Finance**

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**Corporate Governance and Information Effect of Spin-Off Enterprises**

Fu-Ju Yang, Chinese Culture University

Yi-Hsien Wang, Chinese Culture University

Yu-Ting Mai, Chinese Culture University

**An Analysis of College Students' Financial Perception and Financial Planning: A University as an Example**

Wan-Rung Lin, Chinese Culture University

Fu-Ju Yang, Chinese Culture University

Hsuan-Chi Chang, Chinese Culture University

**Corporate Policies and Legal Representative CEO**

S. Cheung-Sum Lu, Tamkang University

**Bivariate Volatility Forecasts: Evidence from the Aluminum-based Metal Portfolios**

Jung-Bin Su, China University of Science and Technology

**Motives for Asset Revaluation: An Empirical Analysis with South Korean Data**

Hyungkee Young Baek, Nova Southeastern University

Hsuehen Hsu, The International College of Xiamen University

Dong Young Lee, Wonkwang University and Nova Southeastern University

**Storage, Weather, News Release and the Natural Gas Futures Price Volatility**

Song-Zan Chiou-Wei, National Kaohsiung University of Applied Sciences

Sheng-Hung Chen, Nanhua University

Zhen Zhu, University of Central Oklahoma



**Session: D4 | 09:00-10:30, Wednesday, July 08, 2015 | Meeting Room: D**  
**Technology and Innovation Management**

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**Developments in Research on Innovation in Family Businesses: Examining the Inventory**

Matthias Filser, University of Liechtenstein

Sascha Kraus, University of Liechtenstein

Alexander Brem, University of Southern Denmark

Johanna Gast, Montpellier Business School

Malvine Komorek, Lappeenranta University of Technology

**The Development and Promotion of Refined Innovative Curriculum in Quality Agriculture**

Ming-Hsiung Wu, China University of Science and Technology

Hsin Cheng Chen, China University of Science and Technology

Chi Eh Wu, China University of Science and Technology

Kuo Shu Hsu, National Tao-yuan Agricultural & Industrial Vocational High School

Min Lian Kuo, National Tao-yuan Agricultural & Industrial Vocational High School

**Using Learning Styles to Develop a Collaborative and Game-based Learning System**

Chia-Chen Lin, Providence University

Hsien-Yun Huang, Providence University

Kuo-Yu Liu, Providence University

**Using Technology Acceptance Model to Explore Learning Effectiveness of Collaborative Game-based Learning**

Chia-Chen Lin, Providence University

Jia-Li Shou, Providence University

Kuo-Yu Liu, Providence University

**Applied Hybrid Machine Learning & Data Mining Methods in Patent Quality Management --  
Take Led Industry for Example**

Chin Yuan Fan, National Applied research Labs

Shu-Hao Chang, National Applied research Labs

**Session: A5 | 13:30-15:00, Wednesday, July 08, 2015 | Meeting Room: A**  
**Operation Management and Industrial Engineering**

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**Quality Control Study of Solar Power Generation System**

Gwo-Luh Lee, Vanung University

Jin-Yinn Wang, Vanung University

Horng-Jyh Lin, Vanung University

**An Efficient Algorithm for the Single-Item Capacitated Lot Sizing Problem with Minimum Order Quantities and Piecewise Linear Costs**

Hsin-Der Chen, Providence University

Yi-Chiuan Lai, Providence University

**Using MRP and JIT Techniques in Materials Planning and Procurement: A Case of a Restaurant in New Zealand**

Ram Roy, Eastern Institute of Technology

**Session: B5 | 13:30-15:00, Wednesday, July 08, 2015 | Meeting Room: B  
Marketing**

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**The Relationship between Health Foods Product Function, Involvement, and Consumers' Purchase Intention**

Hsiao Chen Chang, Chinese Culture University

Fu Ju Yang, Chinese Culture University

Shu Yen Chiang, Chinese Culture University

Chun Lin Lin, Chinese Culture University

**The Impact of Price Level on Purchase Intentions for All-inclusive Package Tours: The Moderating Role of Brand Awareness**

Hsiu-Hui Chang, Chinese Culture University

Chien-Ting Lin, Chinese Culture University

Wen-Ling Chou, Chungyu Institute of Technology

Yin-Ru Hsieh, Da-Yeh University

**Investigating the Influence of Prior Knowledge and Propensity to Accept Messages on Electronic Word of Mouth Effect.**

Shin Heejae, Osaka University

Wirawan Dony Dahana, Osaka University

**The Relationships Among Self-Congruity, Emotional Brand Attachmen, Customer Satisfaction and Repurchase Intention**

Pi-Chuan Sun, Tatung University

Pei-Hua Chung, Tatung University

Yu-Lun Tsai, Tatung University

**The Effects of the Regulatory Fit between Product Name and Product Appealing on Consumer Persuasion**

Lee Wen Hsuan, Ming Chi University of Technology

Ming-San Chen, Ming Chi University of Technology

**Massage Type, Website Traffic and Conversion Rate: The Case Study of Webike Taiwan Fan Page**

Li-Fang Sun, Ming Chi University of Technology

Jyun-Wei Hu, Ming Chi University of Technology

**Session: C5 | 13:30-15:00, Wednesday, July 08, 2015 | Meeting Room: C**  
**Accounting and Finance**

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**Announcement Effect of Strategic Alliances and Mergers and Acquisition: Competitor Analysis Perspective**

Wan-Rung Lin, Chinese Culture University

Fu-Ju Yang, Chinese Culture University

Yi-Hsien Wang, Chinese Culture University

Ya-Feng Chang, Chinese Culture University

**The Relationship between Corporate Social Responsibility and Financial Performance of Taiwan Banking Industry**

Fu-Ju Yang, Chinese Culture University

Yi-Hsien Wang, Chinese Culture University

Hsiao-Chen Chang, Chinese Culture University

Chia-Wen Yeh, Chinese Culture University

**Stock Market Integration, Structural Breaks and Arbitrage Opportunities**

Ya-Chung Sun, Vanung University

**Directors' and Officers' Liability Insurance, Corporate Diversification and Firm Innovation Capability**

Yi-Sheng Lien, National Taichung University of Science and Technology

Cheng-Hwai Liou, National Taichung University of Science and Technology

**The Relationship between Political Connection, Family Firms and Earnings Quality**

Cian-Kun Hsu, National Taichung University of Science and Technology

Lin-Ju Cheng, St. John's University

Cheng-Hwai Liou, National Taichung University of Science and Technology

**Corporate Hedging and Firm Focus**

Bei Zeng, Hawaii Pacific University

Peihwang Wang, University of New Orleans

**Session: D5 | 13:30-15:00, Wednesday, July 08, 2015 | Meeting Room: D  
Management Information Systems**

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**Digital Archives and Preservation in Cloud for the Intangible Cultural Heritage**

Chiou-Shu Justina Hwang, Meiho University

**A Size Decision Policy for Scheduling Malleable Mesh Tasks**

Jiann-Fu Lin, Takming University of Science and Technology

**Predicting Consumer Intention to Use Online Third-Party Service**

Jen-Tsung Huang, National Sun Yat-sen University

Yu-Ching Lin, National Sun Yat-sen University

**Checkpoint-Based Bidding for Spot Instances of Amazon EC2: Strategies for Small and Medium Enterprises (SMEs)**

Debashis Saha, Indian Institute of Management - Calcutta

**How Self-consciousness and Conformity Moderate the Effect from Online Word-of-Mouth to Consumer Purchase Intention**

Chian-Son Yu, Shih Chien University

Wen-Chang Fang, National Taipei University

**Session: A6 | 15:30-17:00, Wednesday, July 08, 2015 | Meeting Room: A**  
**Operation Management and Industrial Engineering**

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**Two-Stage Multi-Project Scheduling with Minimum Crash Cost under Limited Resource**

Calvin K Yu, Ming Chi University of Technology

Ching-Chin Liao, Liying Construction Co., Ltd.

Hsin-Hui Tung, Ming Chi University of Technology

**Cost-Minization Analysis of Machine Repair Problem**

Tsung-Yin Wang, National Taichung University of Science and Technology

Jau-Chuan Ke, National Taichung University of Science and Technology

**The Optimization of Periodic Review Inventory Routing Problem with Simultaneous Delivery and Return by Applying Heuristic-Tabu Combination Method**

Gia-Shie Liu, Lunghwa University of Science and Technology

**Cost Optimization of an Unreliable Server Queue with Working Breakdowns under the N-Policy**

Jia-Yu Chen, National Chung-Hsing University

Kuo-Hsiung Wang, Providence University

Shin-Pyng Sheu, National Chung-Hsing University

**Session: B6 | 15:30-17:00, Wednesday, July 08, 2015 | Meeting Room: B  
Marketing**

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**The Price Valuation Analysis of Metropolitan Apartment**

Hsiao Chen Chang, Chinese Culture University

Fu Ju Yang, Chinese Culture University

Hung Yi Liu, Chinese Culture University

Yu Shan Lin, Chinese Culture University

**City Branding: Macao**

Padma Panchapakesan, ISCTE-Instituto Universitario de Lisboa

Alvaro Rosa, ISCTE-Instituto Universitario de Lisboa

Marta Carvalho, ISCTE-Instituto Universitario de Lisboa

**The Relationship among Brand Experience, Satisfaction, Country-of-Origin Affinity and Loyalty-Taking Starbucks Coffee as an Example**

Pi-Chuan Sun, Tatung University

Ya-Fang Huang, Tatung University

Yu-Han Cheng, Tatung University

Kuang-Cheng Wang, Tatung University

**Coffee or Tea? Consumer Decision Dependence in Online Consumer Forum**

Etta Y. I. Chen, Yuan Ze University

**Shopping Value, Involvement and Purchase Intention of Transnational Purchasing Service**

Li-Fang Sun, Ming Chi University of Technology

Chia-Hua Liu, Ming Chi University of Technology

**Session: C6 | 15:30-17:00, Wednesday, July 08, 2015 | Meeting Room: C  
Accounting and Finance**

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**A Study on Applying the Theory of Innovation Diffusion to Select the Best Websites of Wealth Management Bank**

Wan-Rung Lin, Chinese Culture University

Yi-Hsien Wang, Chinese Culture University

Yi-Min Hung, Chinese Culture University

**Evaluating the Performance of Securities Industry in Taiwan Based on Two-stage DEA Model**

Wei-Chuan Wang, Chinese Culture University

Chun-Yueh Lin, Chinese Culture University

Chien-Yu Lee, Chinese Culture University

**Information Content of Volatility Index: Evidence from U.S., European and Asian Stock Markets**

Jung-Hsien Chang, National Chi Nan University

**Political Connection, Firm Life Cycle and Capital Structure**

Wen-Ming Chang, National Taichung University of Science and Technology

Ching-Chieh Tsai, National Taichung University of Science and Technology

Cheng-Hwai Liou, National Taichung University of Science and Technology

**The Effect of Audit Committee on Management Earnings Forecasts**

Jen-Wei Chiang, National Taichung University of Science and Technology

Jo-Lan Liu, National Taichung University of Science and Technology

Chun-Hsi Wang, National Taichung University of Science and Technology

**Threshold Model of Japan and U.S. Stock Volatility in Asia Two Stock Markets: Empirical Study of Taiwan and Korea's Markets**

Chen Ching Huei, Chia Nan University

Horng Wann Jyi, Chia Nan University



**Session: D6 | 15:30-17:00, Wednesday, July 08, 2015 | Meeting Room: D**  
**Organization Behavior and Human Resource Management**

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**The Influence of Job Stress on Turnover Intentions: The Moderated Mediation Models by Self-Efficacy**

Jianfeng Li, Hubei University

Hongping Liu, Central China Normal University

**Knowledge Loss or Driving the Knowledge Creation Process? The Knowledge Creation Process under the Influence of Employee Turnover in China**

Jia Song, Hokkaido University

Atsushi Tsujimoto, Hokkaido University

Naoya Ito, Hokkaido University

**The Gap between Physical and Virtual Service Quality for End-Life- Vehical Recycling Industry**

Yen-Ching Ouyang, National Pingtung University

Te-Chun Lee, Kaohsiung Medical University

**The Moderating Effect of Employee Perception of Responsible Downsizing on Job Satisfaction and Innovation Commitment**

Philip Cheng-Fei Tsai, Wenzao Ursuline University of Languages

Yu-Fang Yen, National Quemoy University

**Session: A7 | 08:30-10:00, Thursday, July 09, 2015 | Meeting Room: A**  
**Operation Management and Industrial Engineering**

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**A Closed-Form General Solution for the Distance of One Point and One Ellipse**

Chang-Chien Chou, Lunghwa University of Science and Technology

Chia-Jui Yeh, Lunghwa University of Science and Technology

Chia-Li Chen, Lunghwa University of Science and Technology

**The Shortest Path among Parabolas**

Chang-Chien Chou, Lunghwa University of Science and Technology

Chia-Jui Yeh, Lunghwa University of Science and Technology

Chia-Li Chen, Lunghwa University of Science and Technology

**Interfering Job Sets Scheduling with Energy Concern**

Cheng-Hsiang Liu, National Pingtung University of Science and Technology

Zhi-Ting Lin, National Pingtung University of Science and Technology

**Using Multi-choice Goal Programming Approach to Support Supplier Selection in Eco-design**

Jiun-Shiung Lin, Ming Chi University of Technology

Huang-Mu Chen, Yuan Ze University

Pei-Fang Han, Ming Chi University of Technology

Yu-Chia Chang, Ming Chi University of Technology

**Session: B7 | 08:30-10:00, Thursday, July 09, 2015 | Meeting Room: B  
Marketing**

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**Complementarity of the Freebie Promotion and the Value-Discounting Effect**

Hsin-Hsien Liu, National University of Kaohsiung

I-Ting Wang, National University of Kaohsiung

**The Important Role of Percieved Value between Service Recovery and Satisfaction – 3C Retail Stores Example in Taiwan**

Chi-Chuan Wu, Tatung University

Tzu-Chi Yeh, Tatung University

**The Strategy for Private Label and National Brand with Infant Specially Shop in Taiwan- A Dynamic View of Business Model Canvas**

Ting-Lin Lee, National University of Kaohsiung

Yen-Hung Chen, National University of Kaohsiung

**Motivation to Participate in Virtual Travel Community**

Sai-Keong Chan, Infrastructure University Kuala Lumpur

Fei-Nee Lee, Ministry of Education, Malaysia

**Session: C7 | 08:30-10:00, Thursday, July 09, 2015 | Meeting Room: C**  
**Multidisciplinary articles**

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**A Study on the Tourists' Consumption Behavior Model: A Case of Kinmen Island**

Li-Hui Chang, National Quemoy University

Cheng-Shih Lin, National Quemoy University

Liang Tsai, National Quemoy University

**Tourism Information Services of Local Governments with Regard to Original Donjons of Castles in Japan**

Sadaya Kubo, Setsunan University

**The Effect of Information for Foreign Tourists to Japan**

Haruna Yamahara, Setsunan University

Sadaya Kubo, Setsunan University

**Enterprising Social and Healthcare Services through Community Care Depots -- Social Innovation for Social Enterprise Business Models from a Sustainable and Accountable Premiere**

Ruey-Fa Lin, FengChia University

Wen-Jing Yang, Xia Men University of Science and Technology

**Session: D7 | 08:30-10:00, Thursday, July 09, 2015 | Meeting Room: D**  
**Management Information Systems**

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**The Study of Parents' Attitude towards School Adopting E-Learning**

Chih-Chin Yang, Kainan University

**Exploring Big Data Opportunities and Challenges from Business Ecosystems Perspective**

Chien-Hung Liu, National Chengchi University

Sheng-Chi Chen, National Chengchi University

Chuan-Chen Lu, Macau University of Science and Technology

**Value-Added Evaluation of Colleges of Business in Taiwan - An Application of Students Performance Attributable Hierarchical Linear Modeling**

Ching Wen Li, Dong Hwa University

**Perceptions Impact after Opening Taitung Puyuma East Tour on Leisure Tourism**

Ching Wen Li, Dong Hwa University

Hai-Min Chen, Dahan Institute of Technology

**Consumer Switching Behavior among Web Browsers: Learning from Thai, Turkish and Taiwanese Surveys**

Chian-Son Yu, Shih Chien University

Wachara Chantatub, Chulalongkorn University

Basak Mendi, Istanbul Bilim University

Wen-Chang Fang, National Taipei University

**Session: A8 | 10:30-12:00, Thursday, July 09, 2015 | Meeting Room: A**  
**Organization Behavior and Human Resource Management**

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**The Impact Relationship of Work-Life Balance in the between Personality Traits and Organizational Commitment**

Hung-Hui Li, Yuan Ze University

Lina Hsieh, The London School of Economics and Political Science

Hsiu-Li Huang, Yuan Ze University

**An Exploratory Study on Formerly Third-Culture Kids and Current Self-Initiated Expatriates in Saudi Arabia**

Muhammad Jameel Qazi, King Fahd University of Petroleum and Minerals

**Evaluating the Recreational Value of the Forest Park in Taiwan**

Wan Yu Liu, Aletheia University

Chien-Chiu Sun, National Taipei University of Education

Sheng-Chih Chen, National Chengchi University

**A Study of the Impacts of Career Adaptability, Promotability, and Career Satisfaction on Turnover Intention**

Xin Mai, University of Macau

Joanne S. H. Chan, University of Macau

**The Study of Using System Dynamics to Analyze the Demand and Supply Crisis of Nursing Staffs in Taiwan**

Ting-Lin Lee, National University of Kaohsiung

Chih-Tung Hsiao, Tunghai University

Yung-Chen Cheng, National University of Kaohsiung

**Session: B8 | 10:30-12:00, Thursday, July 09, 2015 | Meeting Room: B  
Marketing**

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**Student Groups Use Smartphone Lifestyle Research-By Q Method and Person**

Ting-Lin Lee, National University of Kaohsiung

Yu-Hsiang Hsiao, National University of Kaohsiung

**A Study of Antecedents and Consequences of Consumer Confusion in Taiwanese Convenience Store Industry**

Jerry Yuwen Shiu, Tajen University

Chih Chiang Hwang, Tajen University

Wilson Vanthac Dang, National Chung Hsing University

**The Effect of Medical Cost Control Policy on the Medication Usage Intention**

Shu-Fang Lin, Yuanpei University of Medical Technology

Chia-Long Yang, Yuanpei University of Medical Technology

**How the Comparability between the Fogone and Current Promotional Formates Influences the Inaction Interia**

Hsin-Hsien Liu, National University of Kaohsiung

Chien-Yu Huang, National University of Kaohsiung

**Session: C8 | 10:30-12:00, Thursday, July 09, 2015 | Meeting Room: C**  
**Accounting and Finance**

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**Predicting Defaults Using the Discrete-Time Competing Risk Hazard Model with Dynamic Frailty**

Jhao-Siang Siao, National Dong Hwa University

Tzu-Hao Wang, National Dong Hwa University

Ruey-Ching Hwang, National Dong Hwa University

Chih-Kang Chu, National Dong Hwa University

**Computation of Operational Risk for Financial Institutions**

Ming-Tao Chung, National Chengchi University

Ming-Hua Hsieh, National Chengchi University

**Inter-Firm Linkages and the Loan Spreads of Financial Distress Along Director Network**

Jia-Yu Chen, Jinwen University of Science and Technology

Chu-Huei Gao, Jinwen University of Science and Technology

**BRICs Stock Market Integration**

Kai Chiung Peng, Chien Hsin University of Science and Technology

Chia Wen Chang, Chihlee Institute of Technology

Chung Jen Hsieh, Chien Hsin University of Science and Technology



**Session: D8 | 10:30-12:00, Thursday, July 09, 2015 | Meeting Room: D**  
**Technology and Innovation Management**

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**A Motivation Enhanced Sentiment Classification Model for Word-of-Mouth**

Chihli Hung, Chung Yuan Christian University

Hsuan Yu Ku, Chung Yuan Christian University

**Visualization of Technology Evolution Using Growing Cell Structure**

Ssu-Han Chen, Ming Chi University of Technology

**Using an Oberrservatation Protocol on Creavtivity in a Culinary School Setting**

Te Shyang Tan, Chung Hua University

Tung-Liang Chen, Chung Hua University

**Technology and Knowledge Transfers between Thai Multinational Firms and CLMV: A Case-Study Approach**

Fabio Murgia, Thammasat University

Palm Soansa-Ard, Thammasat University

Pornpimol Chongphaisal, Thammasat University

**A Study of the Influences of Social Network on the Learning of 3D Modeling**

Ting-Sheng Weng, National Chiayi University

Chien-Kuo Li, Shih Chien University

**Creativity and Entrepreneurial Bricolage in High Tech Startups**

Chiayu Tu, Ming Chuan University

Suechin Yang, Tamkang University

**The Impact of Different Product Formats on the Inaction Inertia**

Hsin-Hsien Liu, National University of Kaohsiung

Hsuan-Yi Chou, National Sun Yat-sen University

**An Internal Marketing Service Innovative Model for Department Store**

Ming-Kuen Chen, National Taipei University of Technology

Yen-Ling Lin, Fo Guang University

**State Ownership and Performance During the 2007-2008 Financial Crisis**

Ming-Chun Wang, National Kaohsiung First University of Science and Technology

Hsiu-I Ting, National Taipei University of Technology

Yi-Ling Chen, National University of Kaohsiung

**Corporate Governance and Political Connections**

Yi-Ling Chen, National University of Kaohsiung

Ming-Chun Wang, National Kaohsiung First University of Science and Technology

**Preventing ERP Implementation Failure: Project Management and Consultant Selection**

Wen-Hsien Tsai, National Central University

Yu-Shan Shen, National Central University

Pei-Ling Lee, National Central University

Ya-Fen Lee, National Central University

**A High-Semantic Process Modeling Approach**

Yeh-Chun Juan, Ming Chi University of Technology

**Analyses of Legibility in Toilet Signs under Various Design Combinations**

Yi-Lang Chen, Ming Chi University of Technology

Cai-Cin Sie, Ming Chi University of Technology

**Aerobic Exercise on the Blood Pressure in Patients with Hypertension**

Chien-Tsung Tsai, Da-Chien General Hospital

Ping-Tung Lai, Da-Chien General Hospital

Wing-Chun Yeung, China Medical University

Wen-Dien Chang, China Medical University

**To Study on Internet Marketing Strategies and Effects of Teacher Education Department Brand**

Yu-Chuan Chen, National Taichung University of Education

**The Idea of Leisure Activity - A Case Study of Fitness Walking**

Hsien-Hsiang Liu, National Hsinchu University of Education

Ji-Hui Wang, Zhejiang Normal University

**The Influence of Technology Readiness on Satisfaction and Behavioral Intension toward Electronic Medical Records**

Ju-Ling Hsiao, Chia Nan University of Pharmacy and Science

Ting-Hung Chen, Chia Nan University of Pharmacy and Science

Rai-Fu Chen, Chia Nan University of Pharmacy and Science

**Using Sales Comparison Approach Combined with Data Mining in Taipei City House Prices Prediction Model**

Wei-Ping Lee, Chung Yuan Christian University

Hsueh-Wei Liu, Chung Yuan Christian University

**Build an Eye Protection Tools for Browser**

Tefen Lin, Lunghwa University of Science and Technology

Chun-Ying Lin, Lunghwa University of Science and Technology

Xian Pan, University of Mass Lowell

**Analytical Model for Industrial MAP Network using Renewal Theory**

Jih-Hsin Ho, Taiwan Shoufu University

**Correlation and Difference in Production Efficiency and Innovation of Regions: A Dynamic Agglomeration Approach**

Ming-Ju Pan, Jinwen University of Science and Technology

Li-Yu Chan, Jinwen University of Science and Technology

Chu-Huei Gao, Jinwen University of Science and Technology

**High Performance Double-Gate Poly-Si Thin Film Transistor with Gate Overlapped Lightly Doped and Raised Source Drain Structure.**

Chih-Ping Hung, University of Feng Chia

Xian-Zhi Chen, University of Feng Chia

Feng-Tso Chien, University of Feng Chia

**The Study on Performance Evaluation of University Merger: A Case of University of Technology in Taiwan**

Chu Hsin Ying, National Taichung University of Education

Lin Jeng Yi, National Taichung University of Education

**Reasons for Word-Of-Mouth Failure**

Meng-Yen Tom Lin, National Taiwan University of Science and Technology

Sue-Ting Chang, National Taiwan University of Science and Technology

Wan-Ting Hsieh, National Taiwan University of Science and Technology

**The Effects of Asset Securitization to Financial Stability of Taiwanese Banking System**

Shih-Jen Liao, Shu-Te University

Shao-Wei Zhu, Shu-Te University

**The Study of the Shortest Distance of HSL for Dither**

Tefen Lin, Lunghwa University of Science and Technology

Su-Ling Hsu, Lunghwa University of Science and Technology

Bo-Hao Liao, University of Mass Lowell

Xian Pan, University of Mass Lowell

**The Research and Design of Glasses-Hanging Headphones**

Shu-Jen Hu, Lunghwa University of Science and Technology

Shao-Feng Lu, Lunghwa University of Science and Technology

Yi-Lin Tsai, Lunghwa University of Science and Technology

**Constructing GWMA Control Chart System to Detect Small Shifts**

Tse-Chieh Lin, Lunghwa University of Science and Technology

Hsu-Hwa Chang, National Taipei University of Business

Mei-Chun Su, National Chiao Tung University

**A Study of the Elderly Recreational Sports Club Network – The application of Social Network Analysis Technique**

Chun Yi Chang, National Hsinchu University

Wang Ji Hui, Zhejiang Normal University

Chang Shu Min, Universiti Teknologi MARA

Liu Chao Chin, Meiho University

**Ultra High Breakdown Voltage Poly-Si Thin Film Transistor With Resistive Multi-Gate Design**

Xian-Zhi Chen, Feng Chia University

Chih-Ping Hung, Feng Chia University

Feng-Tso Chien, Feng Chia University

**The Research of EMG Pattern Analysis by Throwing after Practice**

Chiu Wen Hsin, National Hsin Chu University of Education

Wang Ji Hui, Zhejiang Normal University

Lien Jen Chang, National Hsin Chu University of Education

**Corporate Social Responsibility and Competitive Advantage -- Utilizing Matching to Overcome Self-Selection Bias**

Mei-Jane Teng, National Chin Yi University of Technology

Shih-Ying Wu, National Tsing Hua University

**Relationship between Attributes, Benefits, and Personal Value: the Example of MMORPGs**

Yu-Ling Lin, National Chin-Yi University of Technology

Hong-Wen Lin, National Taiwan University of Science and Technology

Ya-Cing Jhan, National Taiwan University of Science and Technology

**Exploratory Factor Analysis of Service Quality Dimensions for Low Cost Carriers**

Hsiu-Fen Lin, National Taiwan Ocean University

Chia-Chun Chen, National Taiwan Ocean University

**CEO Compensation in Dual-class Firms**

Pavinee Manowan, Chulalongkorn University

Ling Lin, University of Massachusetts Dartmouth

**The Effectiveness of Implementing e-Prescription in an Emergency Department of a Medical Center**

Bey-Jing Yang, National Taiwan University Hospital

Jiann-Fu Lin, Takming University of Science and Technology

Chia-Yi Lee, National Taiwan University Hospital

**Taiwan MICE Satellite Account**

Jin-Duan Lai, Jin-Wen University of Science and Technology

Li-Lin Shang, Jin-Wen University of Science and Technology

**Corporate Citizenship and Public Communication on the Websites: Exploring Public Perception of Corporate Reputation and Relationship Building**

Yie Jing Yang, Shih Hsin University



**Design of an Intraoral Device based on Permanent Magnetic Articulography**

Jie Bai, University of Hull

Lam A. Cheah, University of Hull

Stephen R. Ell, Castle Hill Hospital

James M. Gilbert, University of Hull

**A Study of Reverse Mortgage in Taiwan: Prepayment Option Valuation and Lending Risk Evaluation**

Chin-Ming Chen, National Kaohsiung First University of Science and Technology

Yi-Hsi Lee, National Kaohsiung First University of Science and Technology

**Commercial Real Estate Value**

Hung Chih Hsing, National Kaohsiung First University of Science and Technology

Tzang Shyh Weir, Asia University

**The Effect of Customer Perceived Value on Trust, Satisfaction and Repurchase Intention**

Lee Wan I, National Kaohsiung First University of Science and Technology

Chen Chun Chi, National Kaohsiung First University of Science and Technology

Tsai Yuan Pin, National Kaohsiung First University of Science and Technology

**The Development of Mobile Sleep Quality Assessment and Alarm System**

Hsiu-Sen Chiang, National Taichung University of Science and Technology

Yi-Chiang Liu, National Taichung University of Science and Technology

Chien-Yuan Lai, Dong Wu Vocational High School

**The Development of a Social Website in Home Care Service**

Fang-Tz Ma, Lunghwa University of Science and Technology

Kun-Cheng Tsai, Lunghwa University of Science and Technology

**Recommending Subject Categories for Journal Articles**

Yu Feng Wang, National Central University

Ping Yu Hsu, National Central University

Ming Shien Cheng, Ming Chi University of Technology

**Quantitative and Qualitative Comparisons of SentiWordNet and SenticNet**

Chihli Hung, Chung Yuan Christian University

Yi-Hsuan Lou, Chung Yuan Christian University

**A Manufacturer and Multiple Retailers Coordinate Production, Inspection and Sales Pricing Strategies with Rework and Inspection Errors**

Ya-Hui Lin, Asia-Pacific Institute of Creativity

Jui-Chin Sun, Tungnan University

Yan-Chun Chen, Tungnan University

Chien-Kuo Sung, Tungnan University

**The Study of Influences of Education and Training on University Administration and Organization Change in Taiwan**

Liu Yu Tsun, National Taichung University of Education

Lin Jheng Yi, National Taichung University of Education

**The Impact of Corporate Social Responsibility on Financial Performance in the North American Financial Industry**

Yu Shan Wang, National Kaohsiung First University of Science and Technology

Yi-Jun Kuo, Yuanta Securities

**Developing a Dynamic Project Portfolio System with Fuzzy Cognitive Maps**

Shu-Ching Kuo, Taiwan Shoufu University

Chih-Chuan Chen, Taiwan Shoufu University

Hung-Jen Wang, Taiwan Shoufu University

Sheng-Tun Li, National Cheng Kung University

**Web-based Gamification Learning System for Circuit Unit Courseware of Elementary School**

Yi-Yang Hsu, National Taichung University of Education

Zong-Jung Pan, National Taichung University of Education

Chorng-Shiuh Koong, National Taichung University of Education

**On the Role of Social Control in C2C e-commerce**

Ying-Wei Shih, National Changhua University of Education

Chia-Lin Chien, National Chi Nan University

**Enhancing Service Delivery Co-Innovation in Creating Competitive Advantage: The Perspective from Partner Selection**

Hung-Tai Tsou, Ming Dao Univeristy

Hsuan-Yu Hsu, Tatung University

**A Multi-Objective Programming for Time-Driven ABC Product Mix Model With Capacity Expansion and Outsourcing**

Shu-Chin Chang, Chung Yuan Christian University

Zheng-Yun Zhuang, Zhejiang University

**Building Image Registration**

Wei-Yen Hsu, National Chung Cheng University

**A Manifold Learning Based Facial Shape Classification Method**

Jiann-Shu Lee, National University of Tainan

Pin-Pin Wu, National University of Tainan

**Information Transfer in Competitive Industries: Evidence from Taiwan's IDTRS**

Hui-Yu Yu, Takming University of Science and Technology

Chunghuey Huang, National Taipei University

**Session: Poster VII | 10:00, Thursday, July 09, 2015**

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**Strategic Alliances Partners Selection for Cultural and Creative Industry**

Chung-Min Wu, National Taipei University of Technology

Ching-Lin Hsieh, National Taipei University of Technology

**How Bonding Behaviors Drive Learning from Conflict in Marketing Channel Relationships:  
The Distributor Perspective**

Kuo-Hsiung Chang, Tunghai University

**Diagnosing Organizational Knowledge Flow through Social Network Analysis: the Korean  
GRIs Integration Supporting Center for SMEs**

Sang Kon Lee, Korea Tech

**Identifying Epitopes of Accident Event Aviso Category Using Comparative Classification  
Models**

You-Shyang Chen, Hwa Hsia University of Technology

**Understanding Training Transfer and Its Effect on Self-Actualization**

Yu Ting Tsai, National Taichung University of Education

Shinyi Lin, National Taichung University of Education

**Primary Concerns for Baggage Use: An Investigation into the Use of Baggage Value by Using  
the Means-end Chain Approach**

Yu-Ling Lin, National Chin-Yi University of Technology

Hong-Wen Lin, National Taiwan University of Science and Technology

Jen-Hao Chen, National Chin-Yi University of Technology

Ya-Cing Jhan, National Taiwan University of Science and Technology

**Novel Quality of Service Measure for Multiple Web Transactions Environment**

Yong-Jin Lee, Korea National University of Education

**The Trend of IT Outsourcing- An Example of Conference Management System**

Fang Ping Chen, Chihlee Institute of Technology