

## Schedule

Thursday, July 03, 2014				
13:00-17:00 Registration				
Time	Room A	Room B	Room C	Room D
13:00~14:30	Session A1	Session A2	Session A3	Session A4
14:30~15:00	Poster Session [P1] and Coffee Break			
15:00~16:30	Session B1	Session B2	Session B3	Session B4

Friday, July 04, 2014								
08:00-18:00 Registration								
Time	Room A	Room B	Room C	Room D	Room 1	Room 2	Room 3	Room 4
08:30~10:00	Session C1	Session C2	Session C3	Session C4	Session C5	Session C6	Session C7	Session C8
10:00~10:30	Poster Session [P2] and Coffee Break							
10:30~12:00	Session D1	Session D2	Session D3	Session D4	Session D5	Session D6	Session D7	Session D8
12:00~13:30	Opening Ceremony and Lunch Keynote Speaker: Scott D. Johnson Dean of the School of Management at the University of Michigan-Flint Topic: Insisting on Relevance: Valuing the Teaching Scholar in Business Education							
13:30~15:00	Session E1	Session E2	Session E3	Session E4	Session E5	Session E6	Session E7	Session E8
15:00~15:15	Coffee Break							
15:15~16:15	Best Paper Session							
	Session F1	Session F2	Session F3	Session F4	Session F5	Session F6	Session F7	
16:15~16:30	Coffee Break							
16:30~18:00	Session G1	Session G2	Session G3	Session G4	Session G5	Session G6	Session G7	Session G8

## Schedule

Saturday, July 05, 2014								
08:30-16:00 Registration								
Time	Room A	Room B	Room C	Room D	Room 1	Room 2	Room 3	Room 4
09:00~10:30	Session H1	Session H2	Session H3	Session H4	Session H5	Session H6	Session H7	Session H8
10:30~11:00	Poster Session [P3] and Coffee Break							
11:00~12:30	Session I1	Session I2	Session I3	Session I4	Session I5	Session I6	Session I7	Session I8
13:00~14:30	Session J1	Session J2	Session J3	Session J4	Session J5	Session J6	Session J7	Session J8
14:30~14:45	Coffee Break							
14:45~16:15	Session K1	Session K2	Session K3	Session K4	Session K5	Session K6	Session K7	Session K8

# **Business and Information 2014 Agenda**

**13:00-14:30, Thursday, July 03, 2014**

## **Session [A1]-[A4]**

Session [A1]	Strategy	Meeting Room A
Session [A2]	Marketing	Meeting Room B
Session [A3]	Accounting and Finance	Meeting Room C
Session [A4]	Management Information Systems	Meeting Room D



Session [A2]

13:00 – 14:30

Meeting Room B (2F)

Marketing

Session Chair: Lisa Y. Chen

I-Shou University

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**The Moderating Effect of Product Familiarity on the Endowment Effect**

Ya-Chung Sun Vanung University

Pi-Hsia Yen Vanung University

Ying-Pin Nick Cheng Vanung University

**Determinants of Persuasive EWOM Messages: A Study in China's Social Media Context**

Shasha Teng Taylor's University

Kok Wei Khong Taylor's University

Wei Wei Goh Taylor's University

**B2B E-Marketing Strategies to Improve Furniture Industries- A Case Study of Poh Huat, Vietnam**

Ming Hsiu Liu Meiho University

**How Does Co-Production Facilitate Supplier Innovation in International Buyer-Seller Relationships? The Mediating Effect of Jojint Learning**

Kuo-Hsiung Chang Tunghai University

**Exploring the Effects of E-Cash Coupons on User Behavioral Intention by Using TAM Model**

Lisa Y. Chen I-Shou University

Jyi-Chang Tsai I-Shou University

Chia-Shin Guo I-Shou University

Yi-Hsiu Chen I-Shou University

Session [A3]

13:00 – 14:30

Meeting Room C (2F)

Accounting and Finance

Session Chair: Chii-Shyan Kuo

National Cheng Kung University

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**The Effects of Entry Modes and Multinationality on Bank Performance**

Hsin-Yu Liang

Feng Chia University

Hsiangping Tsai

Yuan Ze University

Yuanchen Chang

National Chengchi University

**Lending for Growth? An Analysis of Banking in China**

Fredrik NG Andersson

Lund University

Katarzyna Burzynska

Lund University

Sonja Oppen

Lund University

**A Study of Institutional Investors on Earnings Management: Some Empirical Evidence from the United States and Taiwan**

Fengyi Lin

National Taipei University of Technology

Sheng-Fu Wu

National Taipei University of Technology

Kwo-Liang Chen

Ministry of Economic Affairs

Tzu-Yi Fang

National Taipei University of Technology

**A Study to Find the Optimal Manager's Discretion Strength by Using Efficiency Maximization**

Chin-Chen Yeh

Tamkang University

Fengyi Lin

National Taipei University of Technology

Chia-Ming Wu

National Chiao Tung University

**Market Valuation of Imputation Credit Account: Evidence from Taiwan**

Chii-Shyan Kuo

National Cheng Kung University

Ji-Liang Xue

Deloitte Taiwan

Session [A4] 13:00 – 14:30 Meeting Room D (2F)  
Management Information Systems  
Session Chair: Mung Ling Voon Swinburne University of Technology

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**The Effect of Knowledge Management Capability and Customer Knowledge Gaps on Corporate Performance**

Shu-Mei Tseng I-Shou University

**Identify the Fake Reviews with Rumor Detection**

Ming Shien Cheng Ming Chi University of Technology  
Pingyu Hsu National Central University

**A Decision Support System of Inventory-Routing Problem with Simultaneous Pickup and Delivery for the Publishing Logistics Company**

Wen-Hsaun Hsu Lunghwa University of Science and Technology  
Gia-Shie Liu Lunghwa University of Science and Technology  
Kuo-Ping Lin Lunghwa University of Science and Technology

**On Research of Image Emotion Identification Method**

Yuh-Min Chen National Cheng Kung University  
Cho-Wei Shih National Cheng Kung University  
Peng-Ying Yang National Cheng Kung University

**Ontology Maintenance for Information Systems in Organizations**

Ihsan Tolga Medeni Middle East Technical University  
Tunc Medeni Yıldırım Beyazıt University  
Firat Akba Hacettepe University

**Live Migration Strategy of Virtual Machines over the Wide Area Networks**

Chia-Ying Tseng Tatung University  
Shao-Shaon Hsu Tatung University





# **Business and Information 2014 Agenda**

**15:00-16:30, Thursday, July 03, 2014**

## **Session [B1]-[B4]**

Session [B1]	Technology and Innovation Management	Meeting Room A
Session [B2]	Operation Management and Industrial Engineering	Meeting Room B
Session [B3]	Organization Behavior and Human Resource Management	Meeting Room C
Session [B4]	Multidisciplinary articles	Meeting Room D

Session [B1]

15:00 – 16:30

Meeting Room A (2F)

Technology and Innovation Management

Session Chair: Maciej Czaplewski

University of Szczecin

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**A Virtual Allocation Mechanism for Square-Shaped Tasks Assignment in a Distributed Computing Environment**

Jiann-Fu Lin

Takming University of Science and Technology

**A Study on the Role of Universal Pension System in the Tendency to Adopt Risky Projects**

Yao-Tung Chen

Ming Chuan University

Yuh-Ju Lan

Ming Chuan University

Yuh-Yao Lin

Ming Chuan University

**An Explorative Study on University Students' Novelty Seeking, Sensational Learning and E-Learning Loyalty**

Yueh Shiu Lee

National Penghu University of Science and Technology

Jun Ren Wang

National Taiwan Sport University

Lu Ting Lee

Taipei Sanmin Junior High School

**E-Commerce Impact on the Market Position of Buyers**

Maciej Czaplewski

University of Szczecin

**The Investigation of Taiwanese Retailers' Innovation during the Years of Global Financial Crisis**

Ching-Rong Lee

National Open University

Miao-Hsueh Lin

Fu Jen Catholic University

Session [B2]

15:00 – 16:30

Meeting Room B (2F)

**Operation Management and Industrial Engineering**

Session Chair: Armoni Adi

The College of Management

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**Measuring the Efficiency of Taiwan Listed Semiconductor Companies by Data Envelopment Analysis**

Jung-Fa Tsai	National Taipei University of Technology
Yuan Chia Chang	National Taipei University of Technology
Ming-Hua Lin	Shih Chien University
Chian-Son Yu	Shih Chien University

**A New Fuzzy DEMATEL Method for Selecting Evaluation Criteria of Selection Strategic Alliance Partners in the Airline Industry**

Ming-Shin Kuo	Kainan University
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**Efficiency and Total Factor Productivity Analyses of Highland Saving Groups**

Kasem Kunasri	Chiang Mai Rajabhat University
Sombat Singkharat	Chiang Mai Rajabhat University

**A Study on the Design and Functioning of Performance Platform for Science Technology Programs**

Fang-Yu Yeh	Science & Technology Policy Research and Information Center
Jin-Li Hu	National Chiao Tung University
Yun-Chih Tsai	CPC Corporation

**A Hybridized Ant Conlony Optimization with Simulated Annealing Algorithm Fighting Premature Convergence for the Traveling Salesmen Problem**

Jih-Pin Yeh	Chung-Shan Institute of Science and Technology
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Session [B3]

15:00 – 16:30

Meeting Room C (2F)

**Organization Behavior and Human Resource Management**

Session Chair: Heri Yuliyanto

Universitas Indonesia

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**Exploring the Mediating Mechanisms of the Relationship between Employee Positive Affectivity and Creative Performance**

Bo-Chian Chen

National Taipei University of Technology

Chien-Cheng Chen

National Taipei University of Technology

**Services Innovation in the Internal Marketing of Department Stores Based on the TRIZ Approach**

Ming-Kuen Chen

National Taipei University of Technology

Yen-Ling Lin

National Taipei University of Technology

**An Organizational Memory System Required in the Thai Bank Industry: Research Progress Report**

Yuraporn Sudharatna

Kasetsart University

Sirijin Wongjarupun

Kasetsart University

Korakot Wichitpong

Kasetsart University

**Influence of Leadership Styles on Academicians Commitment to Change in Malaysian Public Universities.**

Mung Ling Voon

Swinburne University of Technology

Kwang-Sing Ngui

Swinburne University of Technology

May-Chiun Lo

Universiti Malaysia Sarawak

**Multidimensional Construct of Academic Dishonesty: Academics and Contextual Factors Associated with Academic Dishonesty Behaviour**

Heri Yuliyanto

Universitas Indonesia

Eva Septiana Barlianto

Universitas Indonesia

Arthaingan Helmina Mutiha

Universitas Indonesia

Session [B4]

15:00 – 16:30

Meeting Room D (2F)

Multidisciplinary articles

Session Chair: Aree Cheamuangphan

Maejo University

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**Extending the User Action Notation (UAN) for Specifying Interfaces with Persona based Traveler's Emotion and Experience Presentation**

Feng-Liang Lee

Chia Nan University of Pharmacy and Science

Yu-Hsuan Lin

Chia Nan University of Pharmacy and Science

**Performance Efficiency Increase of Saving Groups for Self-Dependence on Economic and Social in Agriculture Community Follow in Philosophy of Sufficiency Economic**

Aree Cheamuangphan

Maejo University

Krisda Bhackdee

Maejo University

Chumpol Rinkam

Maejo University

**Bamboo Carbon Sequestration of Indigenous Reserved Land in Taiwan**

Hui-Fang Chen

National Chiayi University

Jiunn-Cheng Lin

Taiwan Forestry Research Institute

Jun-Yen Lee

National Chiayi University

**Applying Kano's Model and Importance-Performance Analysis to Evaluate the Medical Service Quality**

Ying-Chun Li

National Sun Yat-Sen University

Chun-Ze Lin

National Sun Yat-Sen University



# **Business and Information 2014 Agenda**

**08:30-10:00, Friday, July 04, 2014**

## **Session [C1]-[C8]**

Session [C1]	Strategy	Meeting Room A
Session [C2]	Marketing	Meeting Room B
Session [C3]	Accounting and Finance	Meeting Room C
Session [C4]	Management Information Systems	Meeting Room D
Session [C5]	Technology and Innovation Management	Meeting Room 1
Session [C6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [C7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [C8]	Leisure Management	Meeting Room 4

Session [C1]

08:30 – 10:00

Meeting Room A (2F)

Strategy

Session Chair: Faizal Yahya

National University of Singapore

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**From a Sore-Focused Data Warehouse Powerhouse to an Integrated Marketing Application & Service Provider- A Case Study of Teradata's Metamorphosis**

Chien-Hung Liu

National Chengchi University

**Market Structure in the Home Furnishings Retail Industry: Case Study of IKEA in Singapore**

Faizal Yahya

National University of Singapore

**Evaluating the Key Successful Factors of International Market Development in Tramp Shipping Industry**

Hsiu-Fen Lin

National Taiwan Ocean University

Kai-Lin Chang

National Taiwan Ocean University

**The Effects of Mandatory Corporate Social Responsibility Policy on the Asymmetric Timeliness of Earnings**

Chia-Ling Cheng

Fu Jen Catholic University

Fan-Hua Kung

Tamkang University



Session [C2]

08:30 – 10:00

Meeting Room B (2F)

Marketing

Session Chair: Chia-Yi Chen

National Pingtung University of Science and Technology

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**How the Product Assortments in the Bundle Impact the Consumption of Hedonic Product**

Hsin-Hsien Liu

National University of Kaohsiung

Min-Tai Chi

National University of Kaohsiung

**Numberosity Effect Impact on Hedonic Attribute**

Hsin-Hsien Liu

National University of Kaohsiung

Yu-Ting Wang

National University of Kaohsiung

**Re-Examining the Impact of Recovery Voice on Customer Satisfaction from the Perspective of Perceived Control**

Chia-Yi Chen

National Pingtung University of Science and Technology

**Influence of Website Design on Consumers' Emotions and Purchase Intention in Travel Websites**

Yi-Fen Chen

Chung Yuan Christian University

Chia-Jung Wu

Chung Yuan Christian University

**The Need for the Development of a Service Quality Model for the Electricity Market**

Toon Larsson

Maelardalen University

Session [C3]

08:30 – 10:00

Meeting Room C (2F)

Accounting and Finance

Session Chair: Yu-Chung Hung

National Chung Cheng University

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**Idiosyncratic Risk, Expected Returns and Corporate Governance**

Wan-Hsiu Cheng

TamKang University

Yi-Pin Tzou

TamKang University

**Internal Control and Revenue Accounting in E-Commerce Company: A Case Study at deal.co.id**

Stepani Sisca Wulandari

Perbanas Institute

Efriani Sukiaky Siagian

Perbanas Institute

**Puzzles on the Asset Growth Effect**

Chu-San Edward Wang

National Taipei University

**Pay-to-Performance Sensitivity, Stock Repurchases, and Performance**

Yin-Shao Hsin

National Taipei University

Yen-Yi Chiu

National Taipei University

Chunghuey Huang

National Taipei University

**Do Enhanced Index Funds Really Enhance Their Performance? Evidence from China Market**

Yin-Che Weng

Harbin Institute of Technology

Rui Wang

Harbin Institute of Technology

Session [C4]

08:30 – 10:00

Meeting Room D (2F)

Management Information Systems

Session Chair: Rommel Pilapil Sergio

Canadian University of Dubai

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**Discovery of the Frequent Pre-Emergency Department Care-Seeking Patterns Based on Patient's Severity**

Chien-Lung Chan

Yuan Ze University

Hsin-Tsung Huang

National Health Insurance Administration

**Factors of Implementation Desktop Virtualization Infrastructure in Business**

Chih-Chun Chiang

Chung Yuan Christian University

**An Effective Deterministic Forecasting Model for Fuzzy Time Series**

Pei-Chih Chen

Tainan University of Technology

Chih-Chuan Chen

Taiwan Shoufu University

Yi-Chung Cheng

Tainan University of Technology

Sheng-Tun Li

National Cheng Kung University

Wei-Fong Lin

Tunghai University

**A Study of Digital Reading Behavioral Intention of High School Students- An Application of UTAUT**

Mei\_Lee Hwang

I-Shou University

Chao-Wei Chou

I-Shou University

Rong Jeng

I-Shou University

Hsiu Ching Lin

Ren Wu High school

**Innovation Adoption of Software-As-A-Service: The Effect of Technology Frames and Relational Norm**

Yu-Chieh Chang

Shu-Te University

**Pressing Facebook's Like Button from the Perspective of Social Capital Theory**

Yu-Hung Chiang

National Cheng Kung University

Hei-Chia Wang

National Cheng Kung University

Session [C5]

08:30 – 10:00

Meeting Room 1 (3F)

Technology and Innovation Management

Session Chair: Uthai Tanlamai

Chulalongkorn University

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**A Study of Investigating Factors Influencing Physicians' Attitudes toward Cross-Hospital Exchange of Electronic Medical Records: An Elaboration Likelihood Model**

Rai-Fu Chen

Chia Nan University of Pharmacy and Science

Ju-Ling Hsiao

Chia Nan University of Pharmacy and Science

Chin-Yu Chen

Chi-Mei Medical Center

**Using Multiscale Entropy (MSE) Profile to Construct the Monitoring System in Balance**

Chih-Hung Jen

Lunghwa University of Science and Technology

Chien-Chih Wang

Ming-Chi University of Technology

Bernard C. Jiang

National Taiwan University of Science and Technology

Yin-Sung Chen

Yuan Ze University

**Group's Situational Cognition and Mixed Reality Visualization**

Uthai Tanlamai

Chulalongkorn University

Thanachart Ritbumroong

Chulalongkorn University

Phannaphatr Savetpanuvong

King Mongkut's University of Technology Thonburi

**How Hidden Champion Constructs Agile Supply Chain**

Li-Fang Sun

Ming Chi University of Technology

Ying Hsuan Wu

Ming Chi University of Technology

**LinkedIn Optimization as a Professional Site Network for Indonesian Business**

Bulan Prabawani

Diponegoro University

Session [C6]

08:30 – 10:00

Meeting Room 2 (3F)

**Operation Management and Industrial Engineering**

Session Chair: Roengchai Tansuchat

Chiang Mai University

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**Coordinated inspection and on-site rework policy in a two-stage supply chain**

Chih-Chung Chiu

National Cheng Kung University

Chung-Chi Hsieh

National Cheng Kung University

**Enhancing Advanced Planning and Scheduling System with Multidimensional and Visualized Output**

Yeh-Chun Juan

Ming Chi University of Technology

Yung-Chang Chen

Ming Chi University of Technology

**HCODEQ for Economic Dispatch Problems**

Ji-Pyng Chiou

Ming Chi University of Technology

Chung-Fu Chang

WuFeng University

Chong-Wei Lo

Ming Chi University of Technology

**Emergy Analysis and System Dynamics of the Science Park: A Case of Hsinchu Science Park, Taiwan.**

TingLin Lee

National University of Kaohsiung

HsinLun Hsieh

National University of Kaohsiung

**Business Opportunities and Treats in Logistics and Supply Chain Management of Thai Fruits in India Market**

Roengchai Tansuchat

Chiang Mai University

Suthep Nimsai

Mae Fah Luang University

Session [C7]

08:30 – 10:00

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Yariv Itzkovich

Kinneret Academic College

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**Exploring the Human Resource Development of Cloud Computing in Taiwan**

Sheng-Chi Chen

National Chengchi University

Cheng-Chieh Wu

Institute for Information Industry

**The Victim Perspective of Incivility: The Role of Negative Affectivity, Hierarchical Status and Their Interaction in Explaining Victimization.**

Yariv Itzkovich

Kinneret Academic College

**Why Would Extraverts Be Productive Workers?- The Mediating Roles of Job Involvement and Social Support**

Hui-Fang Chang

National Taipei University of Technology

Chien-Cheng Chen

National Taipei University of Technology

**Scale Development of Aesthetic Labor of the Tour Leaders**

Chih-Hung Wang

National Taichung University of Education

Yu-Ting Chen

National Taichung University of Education

**The Study of the Relationship between Power Distance and Organizational Performance**

I-Ting Tsai

Chung Yuan Christian University

Yao-Sian Cai

Chung Yuan Christian University

Yen-Po Lin

Chung Yuan Christian University

Yu-Ming Chang

Chung Yuan Christian University

Wei-Ting Shih

Chung Yuan Christian University

Tzu-Ling Huang

Chung Yuan Christian University

**Designing a Vocational Training Program for Persons with Intellectual Disability in Sheltered Workshops: A Case Study of Syinlu Social Welfare Foundation in Taiwan**

Jau-Rong Chen

Ming Chi University of Technology

Yueh-Ling Lee

Ming Chi University of Technology

Lu-Ya Wang

Ming Chi University of Technology

Session [C8]

08:30 – 10:00

Meeting Room 4 (3F)

Leisure Management

Session Chair: Stephanie Lee

The Hong Kong Polytechnic University

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**Study on Relationship between Visitor Value, Degree of Satisfaction and Loyalty in Musical Festival Activity**

Cheng-Wei Chung	Shu Te University
Wei-Ming Wang	Chung Hua University
Che-Wei Chang	Shu Te University
Jie-Ya Huang	Shu Te University

**Analysis of Factors Influencing Multinational Hotel Groups' Locational Strategies of Investment in China**

Stephanie Lee	The Hong Kong Polytechnic University
Hanqin Qiu Zhang	The Hong Kong Polytechnic University
Bill Xu	The Hong Kong Polytechnic University

**Neither Modern nor Postmodern: Theoretical Difficulties in Tackling Online Collaborative Networks Based on the Example of Couchsurfing**

Karolina Mikolajewska	Kozminski University
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**Travel Information Needs in Urban Tourism: An Empirical Study of Urban Visitor in Taipei**

Li-Fang Sun	Ming Chi University of Technology
Yuanli Wang	Ming Chi University of Technology





# **Business and Information 2014 Agenda**

**10:30-12:00, Friday, July 04, 2014**

## **Session [D1]-[D8]**

Session [D1]	Strategy	Meeting Room A
Session [D2]	Marketing	Meeting Room B
Session [D3]	Accounting and Finance	Meeting Room C
Session [D4]	Management Information Systems	Meeting Room D
Session [D5]	Technology and Innovation Management	Meeting Room 1
Session [D6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [D7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [D8]	Accounting and Finance	Meeting Room 4

Session [D1]

10:30 – 12:00

Meeting Room A (2F)

Strategy

Session Chair: Mike Fung

Hong Kong Polytechnic University

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**Do Ocean Freight Rates Respond Asymmetrically to Fuel Cost Changes? Empirical Evidence on the United States Trade Routes**

Mike Fung

Hong Kong Polytechnic University

**Purchasing Investment-Oriented Insurance: Who, When, and Where**

Jing-Mai Lai

Feng Chia University

Wen-Wu Chang

Aletheia University

**The Impact of Corporate Social Responsibility on Corporate Performance and Firm Risk: The Moderating Role of Corporate Governance**

Meijui Sun

Ming Chuan University

Li-Ting Chen

Ming Chuan University

**How Culture Distance Influences IJV' Governance Structures: The Contingent Role of Host Country's Governance Quality**

Yi-Chieh Chang

St. John's University, Taipei Campus

**Does Success Matter? A Comparative Study of the Media's News Tenor of Entrepreneurs under Success and Failure Situation**

Teng-Hu Su

Shu-Te University

Session [D2]

10:30 – 12:00

Meeting Room B (2F)

Marketing

Session Chair: Ching-Jui Keng

National Taipei University of Technology

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**Analysis of Competitive Structure of Smartphone Game Applications**

Kento Kawai University of Tsukuba

Keigo Murata University of Tsukuba

Ushio Sumita University of Tsukuba

**Development of an Algorithm for Predicting Number of Downloads of Smartphone**

**Applications: Markov Chain Approach**

Satoshi Mizusawa University of Tsukuba

Masaki Ogino University of Tsukuba

Maiko Takano University of Tsukuba

Ushio Sumita University of Tsukuba

**Evaluating the Critical Successful Factors of Low Cost Carriers Acceptance in Passengers**

Hsiu-Fen Lin National Taiwan Ocean University

Yi-Wen Huang National Taiwan Ocean University

**The Advertising Effects of Mere Virtual Presence with Product Experience and Social Virtual Product Experience**

Ching-Jui Keng National Taipei University of Technology

Chia-Chien Liu National Taipei University of Technology

**Exploring Factors Influencing Middle-Elder and Seniors Adoption of Line through a Means-End Chain Approach**

Yi-Fen Chen Chung Yuan Christian University

Wei-Hung Lai Chung Yuan Christian University

**International Business Travel Builds Sales and Stress**

Michael Segalla HEC Paris

Catalin Ciobanu Carlson Wagonlit Travel

Dominique Rouzies HEC Paris

Vincent Lebunetel Carlson Wagonlit Travel

Session [D3]

10:30 – 12:00

Meeting Room C (2F)

Accounting and Finance

Session Chair: Evan Gatev

Simon Fraser University

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**An Empirical Study on the NBP Hypothesis of the Taiwan Derivative Markets During Financial Crisis**

Yu Wen Lan

Lunghwa University of Science and Technology

Hsiao En Ju

National Central University

**Causes and Consequences of Firms' Decision to Stop Providing Non-GAAP Earnings Disclosure in Earnings Releases**

Yen-Jung Lee

National Taiwan University

Cheng-Ping Chu

National Taiwan University

**The Puzzle of 16 Days between the Ex-Dividend Date and the Payment Date**

Jen-Chang Liu

Takming University of Science and Technology

Mark Yeats

Takming University of Science and Technology

Jui-Lin Chang

First Commercial Bank

**Hedge Funds as International Liquidity Providers: Evidence from Convertible Bond Arbitrage in Canada**

Evan Gatev

Simon Fraser University

Mingxin Li

Simon Fraser University

**Stock Performance Following Private Placement: Evidence from Listed Firms in Taiwan and China**

Dar-Hsin Chen

National Taipei University

Ying-Hsin Lee

National Taipei University

Guan-Yu Lin

National Taipei University

Session [D4]

10:30 – 12:00

Meeting Room D (2F)

Management Information Systems

Session Chair: Shih-Ming Pi

Chung Yuan Christian University

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**Intuitionistic Type-II Fuzzy Inference System**

Kuo-Ping Lin

Lunghwa University of Science and Technology

Chia-Hao Chang

Lunghwa University of Science and Technology

Yu-Ming Lu

Lunghwa University of Science and Technology

**Exploring the Behavioral Intention of Using Social Media for Managers: Evidences from Facebook**

Yu-Chung Hung

National Chung Cheng University

Yu-Fong Yen

National Chung Cheng University

**User Satisfaction and Work Impact of Using Business Intelligence Systems**

Shih-Ming Pi

Chung Yuan Christian University

Chih-Yi Lu

Chung Yuan Christian University

**Capacitor Placement System by HCODEQ Method**

Ji-Pyng Chiou

Ming Chi University of Technology

Chung-Fu Chang

WuFeng University

Chao-Ching Wang

Ming Chi University of Technology

**Design and Analysis of Indoor Localization Based on Received Signal Strength Indicator of Bluetooth Low Energy Devices**

Ping Yeh Chu

National Taipei University of Technology

Session [D5]

10:30 – 12:00

Meeting Room 1 (3F)

Technology and Innovation Management

Session Chair: Elizabeth Brown

Bentley University

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**Anonymous and Efficient Authentication Protocol Based on Lagrange Approach for Multi-Server Environment**

Po-Wei Shih National Yunlin University of Science and Technology

Wen-Chung Kuo National Yunlin University of Science and Technology

Lih-Chyau Wu National Yunlin University of Science and Technology

Yu-Chih Huang Tainan University of Technology

**Protecting Trade Secrets in a Global Economy**

Elizabeth Brown Bentley University

**Constructing a Value-added Social Enterprise: A Study of LOHAS BIOTECH**

Jau Rong Chen Ming Chi University of Technology

Yu Hsuan Lee Ming Chi University of Technology

**Observing Innovation Trends from Journal Articles: An Example of Research Policy**

Ting-Lin Lee National University of Kaohsiung

Chun-Wei Li National University of Kaohsiung

Session [D6]

10:30 – 12:00

Meeting Room 2 (3F)

**Operation Management and Industrial Engineering**

Session Chair: Ram Roy

Eastern Institute of Technology

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**Productivity Analysis, Operations and Supply Chain Issues of a Large Poultry Farm**

Ram Roy

Eastern Institute of Technology

**General Solution for the Shortest Path of One Point and One Ellipse**

Chang-Chien Chou

Lunghwa University of Science and Technology

**The Investigation for the Influences of Revenue Sharing and Quantities Discount on the Retailer Decision Making in the Decentralized Supply Chain**

Shih-Hung Cheng

Ming Chi University of Technology

**Object Representation Using Line Segments and Circular Arcs**

Wen-Yen Wu

I-Shou University

Session [D7]

10:30 – 12:00

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Philip Cheng-Fei Tsai

Wenzao Ursuline University

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**The Study of Immigrant Wives' Person-Environment Fit, External Locus of Control and Affective Commitment in Taiwan**

Philip Cheng-Fei Tsai

Wenzao Ursuline University

**An Integrative Model Linking Leader-Member Exchange Relationship and Job Performance**

Szu-Yin Kuo

National Taipei University of Technology

Chien-Cheng Chen

National Taipei University of Technology

**A Study of Talent Attraction Strategies on Social Enterprise**

Kai-Yun Liang

Yuan Ze University

Min-Ping Huang

Yuan Ze University

**Emotional Intelligence, Work/Family Conflict, and Work Values among Customer Service Representatives: Basis for Organizational Development**

Rommel Pilapil Sergio

Canadian University of Dubai

Luzelle Anne Gonzales-Lim Ormita

Far Eastern University

Antonette Lazaro Dungca

University of the Philippines

Liza Macasukit-Gernal

Canadian University of Dubai

**From Job-Hunter to Business Professional: Challenges Facing Japanese Women on the Management Track**

Melanie Czarnecki

Rikkyo University

Nerys Rees

Rikkyo University



Session [D8]

10:30 – 12:00

Meeting Room 4 (3F)

Accounting and Finance

Session Chair: Shih-Wei Wu

National Taipei University of Technology

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**Conservatism Management, Underpricing, and the Performance of Seasoned Equity Offerings**

Gil S. Bae

Korea University

Seung Uk Choi

Korea University

**The Impact of the Financial Policies on Firm Performance: An Empirical Analysis of the U.S. Insurance Industry before and after the Global Financial Crisis**

Chih-Ping Yu

Central Taiwan University of Science and Technology

Han Hou

Lunghwa University of Science and Technology

Su-Yin Cheng

Kainan University

**Financial Expertise of Board and the Corporate Derivatives Hedging Behavior**

Po-Kai Huang

Shih Hsin University

**Investor Conference Call and Information Diffusion Effect**

Yu-Wei Wang

Yuanpei University

Lee-Young Cheng

National Chung Cheng University

**Framing Effects in Taiwan Stock Market Investors**

Shih-Wei Wu

National Taipei University of Technology

Chih-Chun Chuang

National Taipei University of Technology

**Is Fear Mood Contagious? Evidence from the European Stock Markets**

Shumei Chiang

Lunghwa University of Science and Technology



# **Business and Information 2014 Agenda**

**13:30-15:00, Friday, July 04, 2014**

## **Session [E1]-[E8]**

Session [E1]	Strategy	Meeting Room A
Session [E2]	Marketing	Meeting Room B
Session [E3]	Accounting and Finance	Meeting Room C
Session [E4]	Management Information Systems	Meeting Room D
Session [E5]	Technology and Innovation Management	Meeting Room 1
Session [E6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [E7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [E8]	Economics and General Management	Meeting Room 4

Session [E1]

13:30 – 15:00

Meeting Room A (2F)

Strategy

Session Chair: Keiichi Yamada

Nakamura Gakuen University

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**Integrated Business Competition Model in the TFT-LCD Industry**

Chang-Chien Chou

Lunghwa University of Science and Technology

Bui Quoc Duy

Lunghwa University of Science and Technology

**What's the Difference of the Investment between DC and LDC?**

Chih-Hua Lin

National Chengchi University

**Five Stage Model for Endogenous and Self-Reliant Development of the Poor People: How NGO/NPO and Social/BOP Business can Support it**

Keiichi Yamada

Nakamura Gakuen University

**Information Governance: A Stakeholder-Centric Approach**

Vaïté Maillard

Paris Dauphine University

**Venture Capital's Deals Decision-Making Process for Early Stage Investing**

Cheng-Nan Chen

Chung Hua University

Li-Hsing Ho

Chung Hua University

Session [E2]

13:30 – 15:00

Meeting Room B (2F)

Marketing

Session Chair: Dominique Rouzies

HEC Paris

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**A Research of Consumers' Preference of Positive and Negative Feedback in an E-Learning Context**

Chung Hui Tseng

Tamkang University

**Effects of Product Package Color on the Differential Threshold of Customers Perceived Price**

Ming Hsu Chang

National Kaohsiung University of Hospitality and Tourism

**A Study of Household Travel Expenditure under Different Preference: Baby Boomer Senior Households in Taiwan**

Ching-Lung Lu

Taipei Chengshih University of Science and Technology

Hsiao-I Kuo

Chaoyang University of Technology

Ching-Kai Hsiao

Dayeh University

**The Reduce Consumption in Buffet Restaurant: The Moderating Effect of Corporate Social Responsibility**

Chi-Shiun Lai

National Yunlin University of Science and Technology

Chin-Fang Yang

Da-Yeh University

Tzu-Yun Chiu

National Yunlin University of Science and Technology

**The Role of Fairness in Sales Organization**

Vincent Onyemah

Babson College

Dominique Rouzies

HEC Paris

Dawn Iacobucci

Vanderbilt University

Bart Weitz

University of Florida

Session [E3]

13:30 – 15:00

Meeting Room C (2F)

Accounting and Finance

Session Chair: H. Keith Edwards

University of Hawaii at Hilo

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**Stock Market Volatility Forecasts Using the Volatility Demand from Option Markets**

Morgan Liu

Takming University of Science and Technology

**Constructing a Novel Processes for Measuring the Optimal Hedge Strategy in Exchange Risk for IT Industry**

Yi-Hsien Wang

Chinese Culture University

Fu-Ju Yang

Chinese Culture University

Chun-Yueh Lin

Chinese Culture University

Rui-Lin Tseng

Chinese Culture University

**The Effect of Media Coverage on Trading and Return Patterns**

Chen-Hui Wu

National Dong Hwa University

**CEO Compensation and Acquired and Acquiring Companies in Large Corporate Acquisitions**

Simon Yang

Adelphi University

**Assessment of Financial Feasibility for Implementing Technology Changes in a Small University Environment**

H. Keith Edwards

University of Hawaii at Hilo

Meghan Makanani

University of Hawaii at Hilo

Session [E4]

13:30 – 15:00

Meeting Room D (2F)

**Management Information Systems**

Session Chair: David Ang

Auburn University Montgomery

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**The Antecedents and Consequents of Trust in Mobile Payment Context**

Chih-Chin Yang

Kainan University

Yen-Chi Li

Kainan University

**Customer Value and Customer Roles on Social Media: A Case of Travel Service**

Ming-Hsien Yang

Fu Jen Catholic University

Chang-Tang Chiang

Fu Jen Catholic University

Ya-Yun Cheng

Fu Jen Catholic University

Chin-Chuan Huang

Ming Chuan University

**How to Increase the ROI of a Software Development Lifecycle by Managing the Risk Using Monte Carlo and Discrete Event Simulation- A Case Study**

David Ang

Auburn University Montgomery

Mehmet Sahinoglu

Auburn University Montgomery

William Kramer

Auburn University Montgomery

**The Study of MapReduce Based Genetic Algorithm on Tour Planning**

Sung-Shun Weng

National Taipei University of Technology

Hao Yang

National Taipei University of Technology

**Time-Varying RSA Cryptosystem for Local Area Network**

Te-Kwei Wang

Ming Chi University of Technology

Chih-Ming Lin

Ming Chi University of Technology

Yu-Hsun Lin

Ming Chi University of Technology

Jia-Ming Sie

Ming Chi University of Technology

Session [E5]

13:30 – 15:00

Meeting Room 1 (3F)

Technology and Innovation Management

Session Chair: Mehdi Asgarkhani

Christchurch Polytechnic Institute of Technology

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**Qualitative Approaches Examining Customer-Oriented Service Design from a Process Perspective**

Ting-Lin Lee

National University of Kaohsiung

Tai-Ling Wu

National University of Kaohsiung

**Standardizing IT Skills for Effective Development of Skilled IT Workforce**

Mehdi Asgarkhani

Christchurch Polytechnic Institute of Technology

**A Study Investigating the Influence of Web Game on Interpersonal Relationship**

Ting-Sheng Weng

National Chiayi University

Chien-Kuo Li

Shih Chien University

**A Study on the Use of Image Serving Technology for High Precision Mechanical Positioning**

Kuo-Jung Lai

National Taichung University of Science and Technology

Chuen-Horng Lin

National Taichung University of Science and Technology

Jr-Wei Chen

National Taichung University of Science and Technology

Chih-Chin Wen

Metal Industries Research and Development Centre

Hau-Wei Lee

Industrial Technology Research Institute



Session [E6]

13:30 – 15:00

Meeting Room 2 (3F)

**Operation Management and Industrial Engineering**

Session Chair: Ushio Sumita

University of Tsukuba

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**Development of Detailed Simulation Model for Optimal Production Scheduling in Wafer Manufacturing**

Keisuke Morimoto                      University of Tsukuba

Ushio Sumita                              University of Tsukuba

Miki Zago                                  University of Tsukuba

**Development of Two-Stage Segmentation Algorithm for Detecting Wafer Defects in Semi-Conductor Manufacturing**

Megumi Fujimoto                      University of Tsukuba

Satoshi Mizusawa                      University of Tsukuba

Ushio Sumita                              University of Tsukuba

Maiko Takano                            University of Tsukuba

**Support Vector Regression with Genetic Algorithm Applied to Reduce Inaccuracies of Blood Pressure Measurement**

An Kao                                      University of Taipei

Jui-Chung Hung                        University of Taipei

Chih-Peng Huang                        University of Taipei

**Integrating SERVQUAL and Kano's Model into QFD for Teaching Performance Evaluation and Service Quality Improvement**

Calvin K Yu                                Ming Chi University of Technology

Xing-Yuan Ma                              Ming Chi University of Technology

**Preliminary Modeling for Project Selection of Architecture Development Using ANP with BOCR**

Wei-Ming Wang                          Chung Hua University

Session [E7]

13:30 – 15:00

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Arménio Rego

Universidade de Aveiro

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**Measuring Managers' Attitudes toward Older Workers**

Arménio Rego

Universidade de Aveiro

Andreia Vitória

Universidade de Aveiro

Miguel Pina Cunha

Nova School of Business and Economics

António Tupinambá

Universidade Federal do Ceará

**Approaching Corporate Governance through Ubuntu**

Symphorien Ntibagirirwa

International Leadership University

**How Privacy Management Rules of Control, Trust, and Privacy Invasion Experiences Influence Individuals' Willingness toward the Continuous Use of Facebook Check-In?**

Hsiu-Chia Ko

Chaoyang University of Technology

Min-Tung Liu

Chaoyang University of Technology

Jhong- Yan Jhan

Chaoyang University of Technology

**Exploring Boundaries of the Effects of Applicant Ingratiation Tactics on Person-Organization Fit**

Hsu-Mei Lee

Dayeh University

Li-ho Chen

Dayeh University

Yan-Ling Lai

Dayeh University

**The Mediating Mechanisms of the Effects of Applicant Resume Quality and Physical Attractiveness on Interviewer Decision**

Wei-Ru Chen

National Taipei University of Technology

Chien-Cheng Chen

National Taipei University of Technology

**Migrant Workers or Blue Collar Self-Initiated Expatriates?**

Muhammad Jameel Qazi

King Fahd University of Petroleum and Minerals

Session [E8]

13:30 – 15:00

Meeting Room 4 (3F)

**Economics and General Management**

**Session Chair: Kar Yan Tam**

**The Hong Kong University of Science and Technology**

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**Examining Income Distribution in Taiwan**

Yuh-Yau Lin

Ming Chuan University

**Energy Consumption Analysis of Mobile Network Sharing on Android Smartphone**

Wei Jung Yang

National Taipei University of Technology

**Developing the Risk-Alert Index for Suspicious Illegal Logging Imported Wood Products in Taiwan**

Su-Fen Tsai

National Chiayi University

Jiunn-Cheng Lin

Taiwan Forestry Research Institute

Jun-Yen Lee

National Chiayi University

**Effects of Domestic Macroeconomic Environment on Major Grain Trade Prices in Two Open Economies**

Lihsien Chien

National Chung Hsing University

Tanchanok Khamkaew

Maejo University

Elva Jan

National Chung Hsing University



# **Business and Information 2014 Agenda**

**15:15-16:15, Friday, July 04, 2014**

## **Session [F1]-[F7]**

### **Best Paper Session**

Session [F1]	Strategy	Meeting Room A
Session [F2]	Marketing	Meeting Room B
Session [F3]	Accounting and Finance	Meeting Room C
Session [F4]	Accounting and Finance	Meeting Room D
Session [F5]	Technology and Innovation Management	Meeting Room 1
Session [F6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [F7]	Organization Behavior and Human Resource Management	Meeting Room 3

**Session [F1]**

**15:15 – 16:15**

**Meeting Room A (2F)**

**Best Paper Session**

**Session Chair: Cheng-Hwai Liou      National Taichung University of Science and Technology**

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**The Effects of Corporate Social Responsibility on Customer Loyalty and Corporate Value: A Cross Level Research**

Fur-Hsing Wen

Soochow University

Po-Yuan Chen

Jinwen University of Science and Technology

**A Strategic Approach to Sustainable Information Technology**

Mehdi Asgarkhani

Christchurch Polytechnic Institute of Technology

Session [F2]

15:15 – 16:15

Meeting Room B (2F)

**Best Paper Session**

Session Chair: Chien-Kuo Li

Shih Chien University

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**Examining Export Market Orientation: Antecedents, Consequences, and Moderator**

Yong-Sheng Chang

Tamkang University

Chiao-Jung Chang

Tamkang University

**The Determinant Mechanism of Consumer Action Brand Loyalty to Continuously Use Present Smartphone**

Xinping Shi

Hong Kong Baptist University

Yan-Keung Hui

Hong Kong Baptist University

K. K. Allan Chan

Hong Kong Baptist University

**An Importance-Performance Analysis of Franchisors' Support in Taiwan and China: As Foodservice Industry**

Ching-Shu Su

Ming Chuan University

Henry Tsai

The Hong Kong Polytechnic University

Session [F3]

15:15 – 16:15

Meeting Room C (2F)

**Best Paper Session**

**Session Chair: Chien-Chang Chen**

**Tamkang University**

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**Does Disclosure of Related-Party Transactions Provide Value-Relevant Information?**

Raymond M. K. Wong

City University of Hong Kong

Jeong-Bon Kim

City University of Hong Kong

Agnes W. Y. Lo

Lingnan University

**The Influence of Team Norms on External Auditors' Whistle Blowing Intentions in Barbados**

Mohammad Hudaib

Adam Smith Business School

Philmore Alleyne

University of the West Indies

Ros Haniffa

Heriot-Watt University

**Building Stock Trading Strategies by Independent Component Analysis with Data**

**Envelopment Analysis Approach**

Ling-Jing Kao

National Taipei University of Technology



Session [F4]

15:15 – 16:15

Meeting Room D (2F)

**Best Paper Session**

Session Chair: Chih-Chien Wang

National Taipei University

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**Financial Liberalization, Insurance Market, and the Likelihood of Financial Crises**

Chien-Chiang Lee

National Sun Yat-sen University

Chun-Wei Lin

National Sun Yat-sen University

**Attracting Foreign Direct Investment: An Analysis of Vietnam's Location Advantages in Comparison with Other ASEAN Countries**

Hoa Thanh Le

RMIT University

On Kit Tam

RMIT University

**Shareholder Wealth Effects of Tax Aggressiveness Transfers**

Travis Chow

Singapore Management University

Yanju Liu

Singapore Management University

Kenneth Klassen

University of Waterloo

Session [F5]

15:15 – 16:15

Meeting Room 1 (3F)

**Best Paper Session**

Session Chair: Chen-Ling Fang

National Taipei University

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**Effects of Technology Flows on Industrial Performance: The Contingent Role of Diversity of R&D Human Capital**

Jun-You Lin

National Open University

**The Circular Link Path Problem in a Simple Polygon**

Chang-Chien Chou

Lunghwa University of Science and Technology

**Innovative Service Business Models and International Market Resistance: Insights from Service-Dominant Logic**

Joerg Freiling

University of Bremen

Kathrin Dressel

University of Bremen

Session [F6]

15:15 – 16:15

Meeting Room 2 (3F)

**Best Paper Session**

Session Chair: Ron Johnson

North Dakota State University

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**A Genetic Algorithm for Route Optimization in Public Transportation Problem**

Shahram Saeidi

Islamic Azad University

**A Revised Benevolent Model for Finding the Most Efficient Decision Making Unit in Data Envelopment Analysis**

Kim Fung Lam

City University of Hong Kong

**Operational Efficiency and TFP Change of Major Cambodian Financial Institutions: A Data Envelopment Analysis during the 2006-2011 Period**

Hidenobu Okuda

Hitotsubashi University

Session [F7]

15:15 – 16:15

Meeting Room 3 (3F)

**Best Paper Session**

Session Chair: Ta-Wei Hung

Shih Chien University

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**When the Feeling of Being Humble Is Not Humble: Exploring (IM) Modesty Effects on Leaders**

Arménio Rego

Universidade de Aveiro

Miguel Pina Cunha

Universidade Nova de Lisboa

Ace Volkmann Simpson

University of Technology, Sydney

**The Moderating Effects of PDM and Voice Climate upon the Relationship between Regulatory Focus and Promotive Voice: A Multi-Level Model**

Chi-Tung Tsai

National Changhua University of Education

Jui-Chih Ho

National Changhua University of Education

**Effect of Service Workers' Emotional Intelligence and Their Customer Interaction Types on Emotion Regulation Strategies and Emotional Exhaustion**

Young-Jae Kim

Korea Advanced Institute of Science and Technology

Chanho Song

Korea Advanced Institute of Science and Technology

# **Business and Information 2014 Agenda**

**16:30-18:00, Friday, July 04, 2014**

## **Session [G1]-[G8]**

Session [G1]	Marketing	Meeting Room A
Session [G2]	Marketing	Meeting Room B
Session [G3]	Accounting and Finance	Meeting Room C
Session [G4]	Management Information Systems	Meeting Room D
Session [G5]	Technology and Innovation Management	Meeting Room 1
Session [G6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [G7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [G8]	Accounting and Finance	Meeting Room 4

Session [G1]

16:30 – 18:00

Meeting Room A (2F)

Marketing

Session Chair: Chih-Jou Chen

National Penghu University of Science and Technology

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**Does Customer Participation Enhance Repurchase Intent? An Empirical Study of Financial Insurance Services**

Chih-Jou Chen

National Penghu University of Science and Technology

Ju-Chuan Wu

Feng Chia University

**The Influence of Service Innovation on Service Quality in Banking Industry**

Hsiao-Chen Chang

Chinese Culture University

Fu-Ju Yang

Chinese Culture University

Shih Cheng Kuo

Chinese Culture University

**Estimating Asian Senior International Travelers' Length of Stay to Taiwan**

Hsiao-I Kuo

Chaoyang University of Technology

Ching-Lung Lu

Taipei Chengshih University of Science and Technology

**The Impact of Ambience and Consumer Emotions on Impulse Buying in Tourism Factories**

Chu-Hsing Yang

Shu-Te University

Lung-Chih Hsu

Shu-Te University

Hui-Lien Lin

Shu-Te University

Jian-Yu Wen

Shu-Te University

**Analysing Raw Data and Preparing Them for Statistical Analysis: A Test on Brand Attitude's Influence on Purchase Intention**

Namasivayam Karuppiyah

Institute Technogy Brunei

Md. Zabid Abdul Rashid

University Tun Abdul Razak

Ravindran Ramasamy

University Tun Abdul Razak

Anbalagan Krishnan

Curtin University

**Examining the Role of Viral Effect, Shopping Enjoyment and Trust on Purchase Intention of Social Commerce Sites in Malaysia**

Samuel Hao Suan Lee

Taylor's University

Kok Wei Khong

Taylor's University

Jer Lang Hong

Taylor's University

Session [G2]

16:30 – 18:00

Meeting Room B (2F)

Marketing

Session Chair: Aurathai Lertwannawit

Thammasat University

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**A Structural Relationship among Domestic Tourist Satisfaction, Trust, Switching Barriers, and Retention**

Aurathai Lertwannawit

Thammasat University

Nak Gulid

Srinakharinwirot University

**The Airport-Related Employees' Perception and Satisfaction of Service Quality on Staff Restaurants at Taoyuan Airport**

Shiaw-Wuu Perng

Kainan University

Chia-Chuan Chow

Kainan University

Yu Chieh Cho

Kainan University

Ching-Yi Hsieh

Kainan University

**A Moderated Mediation Model of Brand Management System in Business Service Market**

Chih-Jen Chiu

Shu-Te University

**The Experiential Marketing of Leisure Farm- From a LOHAS Perspective**

Yung-Lin Wu

Chinese Culture University

**Death Threat and Hedonic Consumption: The Moderating Effect of Coping Behavior**

I-Ling Ling

National Chiayi University

Session [G3]

16:30 – 18:00

Meeting Room C (2F)

Accounting and Finance

Session Chair: Travis Chow

Singapore Management University

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**Analysis of Efficiency and Value at Risk: Taiwan's Construction Industries as an Example**

Kai-Chiung Peng

Chien Hsin University of Science and Technology

Chia-Wen Chang

Chihlee Institute of Technology

Yu-Ting Hsiao

Chien Hsin University of Science and Technology

**The Impact of Renminbi Misalignment on Exports- Does It Spill toward Asian Countries?**

Pei-Fen Chen

National Chi-Nan University

Chien-Chiang Lee

National Sun Yat-sen University

Jih-Hong Zeng

National Sun Yat-sen University

**Price Discovery of Stock Index Futures and Tracker Fund in Taiwan Stock Exchange: Do Institutional Traders Matter?**

Jui-Cheng Hung

Chinese Culture University

Han-Yu Tsai

Chinese Culture University

Yi-Ru Huang

Chinese Culture University

**The Real Effects of International Tax Planning Incentives: Evidence from Domestic Acquisitions**

Travis Chow

Singapore Management University

Ken Klassen

University of Waterloo

**Trade Openness and Environmental Quality**

Shu-Chen Chang

National Formosa University

Wan-Tran Huang

Asia University

**The Volatility and Foreign Institutional Ownership Impact on the Value Firm with the Investment Opportunities**

Yen-Hsien Lee

Chung Yuan Christian University

Ya-Ling Huang

Chaoyang University of Technology

Yu-Shan Lin

Tamkang University



Session [G4]

16:30 – 18:00

Meeting Room D (2F)

Management Information Systems

Session Chair: Veera Bhatiasevi

Mahidol University International College

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**A Hybrid Mobile Library Book Recommender System Based on MapReduce Techniques**

Sung-Shun Weng

National Taipei University of Technology

Ta-Wei Kuo

National Taipei University of Technology

**An Empirical Study of User Loyalty in Mobile Instant Message Context: From the Perspective of Deconstructing Customer Perceived Value**

Chih-Chin Yang

Kainan University

Tzu-Yu Cheng

Kainan University

**Combine the Context Information and Location Based Service of the Restaurant Recommendation**

Sung-Shun Weng

National Taipei University of Technology

Sz-Wu Guan

National Taipei University of Technology

**IT Investment and Constraints in Developing Countries: Evidence from Thai Manufacturers**

Veera Bhatiasevi

Mahidol University International College

**Study on Relationship between Information Involvement, Information Reliance, Information Satisfaction and Information Fidelity-with B&B Industry as an Example**

Cheng-Wei Chung

Shu Te University

Jiun-Ching Chen

Shu Te University

Te-Fu Yen

Shu Te University

Huan-Tun Chen

Kainan University

Session [G5]

16:30 – 18:00

Meeting Room 1 (3F)

Technology and Innovation Management

Session Chair: Hui-Hua Ou-Yang

Chien Hsin University of Science and Technology

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**The Factors Affecting the Availability of Mobile Payments**

Ching-Wen Lin Chinese Culture University

Fu-Ju Yang Chinese Culture University

Hsiao-Chen Chang Chinese Culture University

Yi- Ju Wu Chinese Culture University

**Dynamic Load Balancing among Virtual Machines**

Kuen-Fu Huang Chaoyang University of Technology

Yuan-Liang Tang Chaoyang University of Technology

**Perceived Interactivity and Perceived Playfulness Impact the Usage of QR Codes**

Guan-Jie Lien National Taiwan Sport University

Jun-Ren Wang National Taiwan Sport University

**Facilitating Knowledge Generation and Sharing Through Virtual Communities of Practice- A Case Study Approach**

Isabella Gaafke University of Bremen

Joerg Freiling University of Bremen

Martin Krikken University of Bremen

**Where the Innovations Occurs in IDF Complex Project**

Hui-Hua Ou-Yang Chien Hsin University of Science and Technology

Hsiao-Yu Chang National Sun Yat-sen University

Session [G6]

16:30 – 18:00

Meeting Room 2 (3F)

**Operation Management and Industrial Engineering**

Session Chair: On Kit Tam

RMIT University

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**The Effects of Product Quality and Service Quality on Consumer Satisfaction and Loyalty-Taking Auto Industry as an Example**

Kun-Huang Yeh	Tatung University
Pei-Ching Wu	Tatung University
Han-Wei Liang	Tatung University
Jui-Chou Shih	Tatung University

**The Effect of Screen Size, Brightness, Watching Distance and Time Period of Using Smartphone on Vision**

Ching Hua Lin	Chung Hua University
Yu Chu Chan	Chung Hua University
Ching Min Yang	Chung Hua University

**Scheduling in Multi-Product Assembly Lines with Multiple Objectives**

Calvin K Yu	Ming Chi University of Technology
Chien-Yi Ho	Ming Chi University of Technology

**Rectifying Sampling Inspection Plans in a Multi-Stage Serial Production Process**

Calvin K Yu	Ming Chi University of Technology
Tzu-Jen Hsu	Ming Chi University of Technology

**Fuzzy Reasoning Inference Associated with Genetic Algorithm Applied to a Two-Wheeled Self-Balancing Robot of Lego Mindstorms NXT**

Che-Ying Lin	University of Taipei
Chih-Peng Huang	University of Taipei
Jui-Chung Hung	University of Taipei

Session [G7]

16:30 – 18:00

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Alma Delia Inda

Universidad Autonoma de Baja California

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**Constructing the Kafkaesque Bureaucracy: The Interplay of Meaning, Practice, and Emotion Work**

Miguel Pina Cunha	Universidade Nova de Lisboa
Stewart Clegg	University of Technology, Sydney
Arménio Rego	Universidade de Aveiro
Marta Oom de Sousa	Universidade Nova de Lisboa

**The Effects of Abusive Supervision on Job Satisfaction and Organizational Commitment**

Kun-Huang Yeh	Tatung University
Chen-Mei Chang	Tatung University
Wen Szetu	Tatung University
Wan-Yu Chang	Tatung University

**Applying Information Technology to Facilitate Job Accommodation of the Disabled Employees in Service Industry**

Chang-Tang Chiang	Fu Jen Catholic University
Ya-Yun Cheng	Fu Jen Catholic University
Chin-Chuan Huang	Ming Chuan University
Ming-Hsien Yang	Fu Jen Catholic University

**The Interviewee's Tactics in Impression Management Effect to the Interview's Grade: Organizational Culture as a Moderator**

Chih-Yang Chao	Ling Tung University
Pei-Yu Ku	National Changhua University of Education
Yen-Hui Lin	National Changhua University of Education
Jia-Wen Liou	Ling Tung University

**The Antecedents of Ethical Leadership: The Moderating Effects of Self-Monitoring**

Chin-Fang Yang	Da-Yeh University
Chi-Shiun Lai	National Yunlin University of Science and Technology
Shu-Li Chang	National Yunlin University of Science and Technology

**The Effectiveness of Different Types of Fisheries Organization in the State of Baja California, México.**

Alma Delia Inda	Universidad Autonoma de Baja California
Gloria Muñoz del Real	Universidad Autonoma de Baja California
Cinthia Irene Carrazco Soto	Universidad Autonoma de Baja California

Session [G8]

16:30 – 18:00

Meeting Room 4 (3F)

Accounting and Finance

Session Chair: Tantatape Brahmasrene

Purdue University North Central

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**Assessing Dynamic Relationship between Stock Prices and Exchange Rates in Korea**

Jung Wan Lee

Boston University

Tantatape Brahmasrene

Purdue University North Central

**The Dual Roles of Institutional and Insider's Ownership in Accrual and Real Earnings Management**

Ming-Feng Hsu

National Chiayi University

Kehluh Wang

National Chiao Tung University

**The Effect of Implementation of IFRS on Performance in Taiwanese Commercial Banks- A Network SBM Approach**

Chuang-Min Chao

National Taipei University of Technology

Ming-Miin Yu

National Taiwan Ocean University

Nan Hsing Hsiung

National Taipei University of Technology

**The Relationship between Mergers' Corporate Governance and Financial Performance**

Kuang-Hsun Shih

Toko University

Fu-Ju Yang

Chinese Culture University

Yi-Hsien Wang

Chinese Culture University

Chen-Ting Yen

Chinese Culture University

**Ranking Hedging Instrument and Comparing Hedge Effectively between Vertical Integration and Virtual Integration Model in Taiwan Semiconductor Industry**

Wan-Rung Lin

Chinese Culture University

Kuang-Hsun Shih

Chinese Culture University

Yi-Hsien Wang

Chinese Culture University

Ping-Hui Huang

Chinese Culture University

**The Momentum Strategy and Trading Behavior of Broker Branches in Taiwan Stock Market**

Yen-Hsien Lee

Chung Yuan Christian University

Kuan-Hung Liu

Tamkang University

Tzu-Hui Chen

Chung Yuan Christian University



# **Business and Information 2014 Agenda**

**09:00-10:30, Saturday, July 05, 2014**

## **Session [H1]-[H8]**

Session [H1]	Strategy	Meeting Room A
Session [H2]	Marketing	Meeting Room B
Session [H3]	Accounting and Finance	Meeting Room C
Session [H4]	Management Information Systems	Meeting Room D
Session [H5]	Technology and Innovation Management	Meeting Room 1
Session [H6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [H7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [H8]	Accounting and Finance	Meeting Room 4

Session [H1]

09:00 – 10:30

Meeting Room A (2F)

Strategy

Session Chair: Masaaki Kuboniwa

Hitotsubashi University

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**The Relevance Study of Elderly Health Depreciation and Medical Care Demand: The Application of Qualitative Response Model**

Ching-Yu Chen

Tunghai University

Jwu Rong Lin

Tunghai University

Shuo-Chun Weng

National Yang-Ming University

**Fair Trade Study of Taiwan**

Chang-Lin Yang

Fu Jen Catholic University

Yan-Ling Chen

Fu Jen Catholic University

Cheng-Tao Hsu

Fu Jen Catholic University

Yu-Yi Chien

Fu Jen Catholic University

**A Time-Honored Branded Restaurant: How It Can Survive?**

Bill Xu

The Hong Kong Polytechnic University

Stephanie Lee

The Hong Kong Polytechnic University

**Global Trade Network in Light of Value Chains among BRICs, the USA, the EU and Japan**

Masaaki Kuboniwa

Hitotsubashi University



Session [H2]

09:00 – 10:30

Meeting Room B (2F)

Marketing

Session Chair: Matthew Liu

University of Macau

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**Social Exclusion and Consumption Pattern: An Experimental Study**

Matthew Liu University of Macau

Eunice Chu University of Macau

**Effect of Brand Experience on Loyalty: The Role of Satisfaction and Affective Commitment**

Pi-Chuan Sun Tatung University

Yen-Ting Wu Tatung University

An-Yi Wang Tatung University

**Counteractive Contrual on the Purchase Intention**

Ming-Chuan Pan Tatung University

Jian-Kai Luo Tatung University

You-Ming Liou Tatung University

Hsiu-Yuan Cheng Tatung University

**The Effects of Consumer Persuasion Knowledge on the Attitude toward Superstitious Products- Taking Three Situations as Moderators**

Li-Shia Huang Fu Jen Catholic University

Tsai-Ling Wu Fu Jen Catholic University

**The Antecedents of Website Users' Continued Usage: The Automatic Perspective**

Chih-Hao Lien Chaoyang University of Technology

Hsiu-Hua Cheng Chaoyang University of Technology

**Factors Affecting Environmental Benefits for Consumers to Accept a Hybrid Vehicle**

Chien-Wen Chen Feng Chia University

Pei-Hsin Yu Feng Chia University

Chiang-Yu Cheng Chaoyang University of Technology

Session [H3]

09:00 – 10:30

Meeting Room C (2F)

Accounting and Finance

Session Chair: Lee-Young Cheng

National Chung Cheng University

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**Operating Capital Management and Corporate Performance: Global Evidence**

Chong-Chuo Chang

Asia University

**Covering Activity and Stock Returns**

An-Sing Chen

National Chung Cheng University

Chong-Chuo Chang

Asia University

Lee-Young Cheng

National Chung Cheng University

Hau-Tze Hsu

National Chung Cheng University

**The Effectiveness of Problem-Based Learning in the Accounting Course**

Wei-Hung Lai

Tamkang University

Chih-Shun Hsu

Tamkang University

Sin-Hui Yen

Tamkang University

**Mortality Indexes: Construction and Applications to Securitization**

Johnny Siu-Hang Li

University of Waterloo

**Deviations from Put-Call Parity and Corporate Bond Yield Spreads**

Chyi-Lun Chiou

Fu Jen Catholic University

Mao-Wei Hung

National Taiwan University

**Is It Smart to Bet Against Rational Speculators in the Small Market? It Depends**

Hui-Huang Tsai

National United University

Ting-Pi Wu

National Central University

Session [H4]

09:00 – 10:30

Meeting Room D (2F)

Management Information Systems

Session Chair: Esben Karmark

Copenhagen Business School

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**Application of Kernel ICA and DEA in Assessing Corporations' Operating Performance**

Tai-Feng Chen

Natioanl Chi Nan University

Ming-Chieh Wang

Natioanl Chi Nan University

**The Application of FMEA & Data Mining- Building up a Company Online Maintenance Platform**

Pin-Yang Liu

National Sun Yat-sen University

I-Cheng Lee

National Sun Yat-sen University

Wei-Kai Lai

National Sun Yat-sen University

**Study on Implement of the Personal Information Protection Act Architecture for an University**

Wei-Ming Ma

Cheng Shiu University

**Shaping Evolving Structures for Agility of IT Governance: A Study Based on Platform Organizing Logic**

Chia-Ming Sun

National Yunlin University of Science and Technology

Yen-Yao Wang

Michigan State University

**Web User Clustering Model for Mining Evolving User Profiles**

Guang-Feng Deng

Institute for Information Industry

Session [H5]

09:00 – 10:30

Meeting Room 1 (3F)

Technology and Innovation Management

Session Chair: Chiou-Shu Justina Hwang

Meiho University

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**Does Technology Sourcing Strategy Really Enhance Firm's Performance?**

Chun-Jung Peng

National Chi-Nan University

Wen-Bin Chuang

National Chi-Nan University

**IP Traceback and Combined with MAC on Cloud DoS Security Defense Mechanism**

Hong-Bang Lyu

Chaoyang University of Technology

Sue-Chen Hsueh

Chaoyang University of Technology

**A Case Study of Full Anonymous Rule-Based Web Authentication System**

Hsien-Wen Tseng

Chaoyang University of Technology

Hui-Shih Leng

Chaoyang University of Technology

Wei-Shiang Chen

Chaoyang University of Technology

**Investigation of SME Needs in Mobile Signoff Documents APP**

Chiou-Shu Justina Hwang

Meiho University

**Innovation Business Process of Information Technology Project**

Vipakorn Vadhanasin

Chulalongkorn University

Suthas Ratanakuakangwan

Chulalongkorn University

**An Image-Based Learning Process for Sharing Learning Experience in Society Network**

Jian-Wei Li

Chaoyang University of Technology

Yi-Chun Chang

Hungkuang University

Session [H6]

09:00 – 10:30

Meeting Room 2 (3F)

**Operation Management and Industrial Engineering**

Session Chair: Rong-Hwa Huang

Fu Jen Catholic University

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**A Two-Period Pricing Game between Brand and Generic Manufacturers in the Presence of Consumer Memory**

Cheng-Han Wu

National Yunlin University of Science and Technology

Guang-Jhih Chen

National Yunlin University of Science and Technology

**Effects of Background Music on Attention, Mood and Learning Effect for People with Developmental Disabilities**

Leemen Lee

Fu Jen Catholic University

Rong-Hwa Huang

Fu Jen Catholic University

Ya-Ting Zhan

Fu Jen Catholic University

**Psychophysically Determining Maximum Acceptable Weight of Lift for Irregular Objects**

Yi-Lang Chen

Ming Chi University of Technology

Yin-Sheng Ou

Ming Chi University of Technology

Ting-Kunag Ho

Ming Chi University of Technology

**The Influence of Background and Product Color Combination on Perceived Price**

Rong-Hwa Huang

Fu Jen Catholic University

Wen Ban

Fu Jen Catholic University

Yao-Chin Wang

Fu Jen Catholic University

Ting-Ya Yang

Fu Jen Catholic University

Meng-Tzu Ho

Fu Jen Catholic University

**A Novel Evolutionary Algorithm for Network Reconfiguration of Distribution Systems**

Ji-Pyng Chiou

Ming Chi University of Technology

Chung-Fu Chang

WuFeng University

Jyun-Siang Jhang

Ming Chi University of Technology

Session [H7]

09:00 – 10:30

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Raphassorn Kongtanajaruanun

Maejo University

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**A Study on the Weighting of Evaluation Indicators for Training Quality System: The Case of TTQS**

Yen-Hui Liu

National Taiwan Normal University

**People's Sustainability of Life Quality through Philosophy of Sufficiency Economy in Kunlayaniwattana District, Chiang Mai, Thailand**

Raphassorn Kongtanajaruanun Maejo University

Patcharin Supapunt Maejo University

Chat Pongsiwat Maejo University

**The Effect of Students' Personality Traits on Learning Performance and the Moderating Effect of Advisers' Leadership Style**

Chin-Tarn Lee National Sun Yat-sen University

Jen-Tsung Huang National Sun Yat-sen University

Yu-Ching Lin National Sun Yat-sen University

**A Job or a Career? An Exploratory Study of Flight Attendants' Perceptions of Job and Career.**

Jui-Chih Peng National Changhua University of Education

Kay H Chu Tunghai University

Chi-Tung Tsai National Changhua University of Education

**The Relationships among Workplace Bullying, Organizational Cynicism, Organizational Socialization and Psychological Contract**

Yaonan Lin Fu Jen Catholic University

Shu Ching Chiu Fu Jen Catholic University

**Abusive Supervision in Rugby Football Team Training**

Chang-Lien Ho National Taiwan Sport University

Wan-Ting Shih Taipei Chengshih University of Science and Technology

Ying-Ti Shih Hsin Sheng College of Medical Care and Management

Session [H8]

09:00 – 10:30

Meeting Room 4 (3F)

Accounting and Finance

Session Chair: Craig Wilson

University of Saskatchewan

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**Family Involvement, Earnings Smoothing, and Information Asymmetry**

Shujun Ding	University of Ottawa
Gloria Y. Tian	University of New South Wales
Craig Wilson	University of Saskatchewan
Zhenyu Wu	University of Manitoba
Fan Yang	University of Saskatchewan

**The Insurance-Growth Nexus and the Role of Stock Market Liquidity**

Han Hou	Lunghwa University of Science and Technology
Chih-Ping Yu	Central Taiwan University of Science and Technology
Su-Yin Cheng	Kainan University

**The Construction of Yield Curve for Interest- Sensitive Type of Life Insurance**

Jung-Bin Su	China University of Science and Technology
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**Herd Behavior and Idiosyncratic Volatility: Evidence of Taiwan Equity Market**

Tung-Hsiao Yang	National Chung Hsing University
Teng-Ching Huang	National Chung Hsing University
Bing-Huei Lin	National Chung Hsing University

**Can Professional Skepticism Reduce the Influence of Halo Effect in Auditors' Fraud Judgment?**

Suzy Noviyanti Budhiono	Satya Wacana Christian University
Astrini Diar Pramesthi	Satya Wacana Christian University
Serly Vionita Santoso	Satya Wacana Christian University
Victoria Yovita Purwadi	Catholic University of Soegijopranoto





# **Business and Information 2014 Agenda**

**11:00-12:30, Saturday, July 05, 2014**

## **Session [I1]-[I8]**

Session [I1]	Accounting and Finance	Meeting Room A
Session [I2]	Marketing	Meeting Room B
Session [I3]	Accounting and Finance	Meeting Room C
Session [I4]	Management Information Systems	Meeting Room D
Session [I5]	Technology and Innovation Management	Meeting Room 1
Session [I6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [I7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [I8]	Economics and General Management	Meeting Room 4

Session [I1]

11:00 – 12:30

Meeting Room A (2F)

Accounting and Finance

Session Chair: Nan-Yu Wang

Ta Hwa University of Science and Technology

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**An Application of the Multi-activity Dynamic Network DEA Model: The Case of Banks in Taiwan**

Chuang-Min Chao

National Taipei University of Technology

Ming-Miin Yu

National Taiwan Ocean University

Yun-Ting Lee

National Taipei University of Technology

**Stock Market Returns, Corporate Characteristics, and Corporate Governance in Overall Stock Market Slump**

Chuang-Min Chao

National Taipei University of Technology

Shih-Wei Wu

National Taipei University of Technology

Ching-I Chen

National Taipei University of Technology

**The Relationship between Mutual Fund Investors and Performance Based on Liquidity**

Nan-Yu Wang

Ta Hwa University of Science and Technology

Yen-Hsi Lee

Chaoyang University of Technology

Chia-Yi Lin

Chaoyang University of Technology

**An Empirical Investigation of Intellectual Capital**

Zhong-Fu Yu

North China Electric Power University

Lu He

North China Electric Power University

**Politically Connected Firms and Market Liquidity: Evidence from China**

Mingfa Ding

Lund University

Session [I2]

11:00 – 12:30

Meeting Room B (2F)

Marketing

Session Chair: Nan-Hong Lin

Tatung University

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**Customer Satisfaction on the Service Quality of International Cruise Lines**

Yueh Chiu Wang

National Penghu University

**The Effects of Social Projection on Gift Selection and Satisfaction**

Yu Chen Chen

Soochow University

Rong-An Shang

Soochow University

Chia-Ling Lee

Soochow University

Chung-Kuang Lin

Soochow University

Chun-Ting Chang

Soochow University

**A Study of the Impact of Salespersons' Capacity in Telecommunication Industry on Relationship Quality and Customer-based Customer-Relationship-Management Performance-Taking Small and Medium-Sized Enterprises as Examples**

Nan-Hong Lin

Tatung University

Yi-Lin Chen

Tatung University

Han Yu

Tatung University

Lan-Hsun Wang

Tainan University of Technology

**Recovering Group Service Failures: Insights from Two Studies**

Sze Lung Alex Tsang

Hong Kong Baptist University

Yuanyuan Zhou

Hua Zhong University of Science and Technology

Minxue Huang

Wuhan University

Nan Zhou

City University of Hong Kong

Chenting Su

City University of Hong Kong

**E-Commerce on Retail Chain Marketing Analysis**

Hsiang-Ting Su

National Kaohsiung First University of Science and Technology

**The Influence of Brand Experience to the Brand Preference and Purchase Intention in England Tea**

Hui-Chen Chang

National Taipei University

Wen-Chieh Cheng

National Taipei University

Lin-Ju Cheng

St. John's University

Session [I3]

11:00 – 12:30

Meeting Room C (2F)

Accounting and Finance

Session Chair: Wansuk Ko

Hankuk University of Foreign Studies

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**Combining Value Averaging and Bollinger Band for an ETF Trading Strategy**

Hung-Cheng Lai

Overseas Chinese University

Tseng-Chan Tseng

Nan Kai University of Technology

Sz-Chi Huang

Overseas Chinese University

**Capital Structure Choices: Evidence from Taiwanese Small- And-Medium Enterprises**

Shu-Ling Cheng

Far East University

**How Should We Recognize Assets and Revenue in the Rate-Regulated Industry?**

Wansuk Ko

Hankuk University of Foreign Studies

**The Determinants of Compensation Committee Quality**

Chin-Yuan Chang

Kao Yuan University

**Equity Fund Manager Performance: Factor Specialization and the Impact of Financial Crisis**

Annamaria D'Arcangelis

University of Tuscia Viterbo

Giuseppe Galloppo

University of Tuscia Viterbo

Session [I4]

11:00 – 12:30

Meeting Room D (2F)

Management Information Systems

Session Chair: Suzy Noviyanti Budhiono

Satya Wacana Christian University

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**Using SEM and CART to Construct a Computer-Aided Diagnosis System for Breast Cancer**

Jinn-Yi Yeh

National Chiayi University

Tai-Hsi Wu

National Taipei University

**Content-Based Classification of Alpha Wave Music**

Yu-Lung Lo

Chaoyang University of Technology

Zih-Yin Lai

Chaoyang University of Technology

**The Use of Conjoint Analysis to Construct a Healthcare App Assessment Model**

Hsueh-Yi Lu

National Yunlin University of Science and Technology

Yi-Hua Lin

National Yunlin University of Science and Technology

**An Analysis of Factors Affecting the Adoption of Cloud Service Based on TOE Framework**

Hsin-Pin Fu

National Kaohsiung First University of Science and Technology

**A Real Time Three-Tier Smart Video Surveillance System**

Chen-Chiung Hsieh

Tatung University

Session [I5]

11:00 – 12:30

Meeting Room 1 (3F)

Technology and Innovation Management

Session Chair: Atsushi Inuzuka

Nagoya University

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**Offshore R&D Strategy and Firm's Productivity- Evidence from Taiwanese Firms in Manufacturing Industry**

Wen-Bin Chuang

National Chi-Nan University

**Quality Enhancement of P2P by Using Candidate Node Election Mechanism in the Interest-Group Based P4P**

Shu-Ching Wang

Chaoyang University of Technology

Hsin-Hung Pan

Asia University

**Performance Enhancement of Service Oriented Internet of Things by Using Management of Service Requests**

Shu-Ching Wang

Chaoyang University of Technology

Lun-Hao Liao

Chaoyang University of Technology

**The Impact of R&D Department's Core Rigidity and Collective Efficacy on Innovative Performance**

Liang-Yang Lin

National Kaohsiung Normal University

Ming-Hsueh Chen

Chien Hsin University of Science and Technology

Yi-Chin Hsieh

Retail Support International

**The Technology Flows via an Automobile Company**

Atsushi Inuzuka

Nagoya University

Session [I6]

11:00 – 12:30

Meeting Room 2 (3F)

**Operation Management and Industrial Engineering**

Session Chair: Johnny Li

University of Waterloo

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**Impact of Background Music on Attention and Mood for Workers with Developmental Difficulties**

Leemen Lee Fu Jen Catholic University

Rong-Hwa Huang Fu Jen Catholic University

Chang-Ta Liu Fu Jen Catholic University

**Developing a Process-Oriented Mechanism Using Quality Function Deployment for Modularity Analysis in New Product Development**

Jiun-Shiung Lin Ming Chi University of Technology

Jen-Huei Chang Tungnan University

Chung-Hsien Wu Ming Chi University of Technology

Jia-Hong Wong Ming Chi University of Technology

**Investigation and Analysis of Risks for Manual Handling Tasks of Gas Cylinders**

Yi-Lang Chen Ming Chi University of Technology

Cho-Yang Chiang Ming Chi University of Technology

Chiao-Ying Yu Ming Chi University of Technology

**Two-Stage Unrelated Multiprocessor Flow Shop Scheduling with Batch and Dynamic Job Arrival**

Rong-Hwa Huang Fu Jen Catholic University

Chang-Lin Yang Fu Jen Catholic University

Jia-Rong Li Fu Jen Catholic University

Session [I7]

11:00 – 12:30

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Pi-Chuan Sun

Tatung University

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**An Empirical Study on the Learning Motivation and Learning Performance for People Who Attend the Vocational Rehabilitation Course in Taiwan**

Neng-Tang Huang

National Taiwan Normal University

Shih-Ting Chen

National Taiwan Normal University

**Psychological Crisis Intervention of International Experience and Enlightenment of the Significant Emergent Events**

Shao-Bing Yan

Dongbei University of Finance and Economics

**The Effects of Leadership Styles on Trust, Affective Commitment and Performance**

Pi-Chuan Sun

Tatung University

Chun-Ming Huang

Tatung University

Dai Omote

Tatung University

Sheng-Chieh Lin

Tatung University

**Understanding Drivers of Hotel Employee Retention in Thailand and Philippines: A Manager's Perception**

Kumutinee Jaroenrat

Burapha University

Worasuwan

Karen Miranda Fernandez

Imus Institute

**A Research of the Relationship between Sleep Quality and Deviant Behavior: The Mediation Effect of State Hostility**

Chi-Tung Tsai

National Changhua University of Education

Hsin-Tzu Chen

National Changhua University of Education

Chih-Jung Hsu

National Changhua University of Education

**Transforming Cultural Identity: Danish Culture in a Japanese Company. The Case of the Andersen Bakery Group**

Esben Karmark

Copenhagen Business School



Session [I8]

11:00 – 12:30

Meeting Room 4 (3F)

Economics and General Management

Session Chair: Ching-Yu Chen

Tunghai University

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**An Innovative Business Model for the Balance of Sustainable Environments, Community Building and Economical Developments**

Kai-I Huang Tunghai University

Sue-Ming Hsu Tunghai University

Wei-Che Hsu Tunghai University

Wei-Ling Hu Tunghai University

**The Types of Property Management Service Contracts in Taiwan: A Comparison of Standard and Consultant Contracts**

Chin-Tai Kuo Fortune Institute of Technology

Shih-Hsiung Chou National Chiayi University

Bor-Ming Hsieh Chang Jung Christian University

Ping Yi Kao Chang Jung Christian University

**A Study of the Relation between Corporate Environmental Performance and Economic Growth**

Shou-Lin Yang National Cheng Kung University

Ming-Tse Tsai National ChengChi University

Chiung-Ying Lee Chang Jung Christian University

Tzu-Hung Huang Chang Jung Christian University

**Rich-to-Poor Diaspora Ventures- How do They Survive?**

Aki Harima University of Bremen

Joerg Freiling University of Bremen

Maria Elo University of Turku



# **Business and Information 2014 Agenda**

**13:00-14:30, Saturday, July 05, 2014**

## **Session [J1]-[J8]**

Session [J1]	Strategy	Meeting Room A
Session [J2]	Marketing	Meeting Room B
Session [J3]	Accounting and Finance	Meeting Room C
Session [J4]	Management Information Systems	Meeting Room D
Session [J5]	Technology and Innovation Management	Meeting Room 1
Session [J6]	Operation Management and Industrial Engineering	Meeting Room 2
Session [J7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [J8]	Accounting and Finance	Meeting Room 4

**Session [J1]** **13:00 – 14:30** **Meeting Room A (2F)**  
**Strategy**  
**Session Chair: Ron Chuen Yeh** **Meiho University**

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**Business Development Strategy of Vietnam Airlines Corporation for Year 2015**

Ron Chuen Yeh Meiho University

Pansy Chung Meiho University

**An Empirical Study of Operating Performance in Taiwan's Tourism Hotel Industry**

Jwu Rong Lin Tunghai University

Ching-Yu Chen Tunghai University

Yen-Hsiu Chen Tunghai University

**The Generic Roles of Oversea Branches for Product/ Service Innovation in Financial Industry**

Yi-Ting Wang National Taiwan Normal University

Min-Ping Kang National Taiwan Normal University

**Becoming Cultural Products: Actor-Network Theory Perspective of Entrepreneurship**

Jung-Chih Hung National Sun Yat-sen University

Tai-Hua Tuan Taipei College of Maritime Technology

**Upgrading the Potential of Organic Arabica Coffee Growers in Thailand: Value Chain Perspective**

Chanita Panmanee Maejo University

Amarin Keereekeaw Maejo University

Session [J2]

13:00 – 14:30

Meeting Room B (2F)

Marketing

Session Chair: Anupong Avirutha

Sripatum University

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**The Relationship between Social Media Usage by Thai SMEs and Business Opportunity**

Anupong Avirutha

Sripatum University

**Negative Brand Publicity in International Markets and Its Impact on Domestic Reputation.**

Paul Whitla

Lingnan University

**Facebook Behavior: The Influence of Perceived Identity Verification and Interrole Conflict on Proactive Facebook Use**

Yi-Chun Liu

National Taiwan Normal University

Shih-Ju Wang

National Taiwan Normal University

Hsien-Tung Tsai

National Taipei University

**An Integrated Model of Visitors' Behavioral Intentions Formation in Tourism Night Markets**

Su-Ching Chang

Takming University of Science and Technology

Session [J3]

13:00 – 14:30

Meeting Room C (2F)

Accounting and Finance

Session Chair: Kanibhatti Niitrojntanad

Chulalongkorn University

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**Threshold Model of Gold and Oil Price Volatility in Southeast Asia Two Stock Markets:  
Empirical Study of Thailand and Malaysian's Countries**

Wann-Jyi Horng

Chia Nan University of Pharmacy and Science

Ming-Chi Huang

Chia Nan University of Pharmacy and Science

**Reconsidering the Disposition Effect by VIX: The Case of Taiwan and China Fund Investors**

Pi-Hsia Yen

Vanung University

Ya-Chung Sun

Vanung University

Ying-Pin Nick Cheng

Vanung University

**The Dynamics of Renminbi Exchange Rate Convergence: Evidence from Rolling Cointegration  
Analysis**

Chun-Chie Huang

National Chi Nan University

Pei-Fen Chen

National Chi Nan University

**Working Capital Management and Internationalization**

Yi-Chein Chiang

Feng Chia University

Pi-Chung Chang

Feng Chia University

**An Analysis of the Effects of Shareholders Structure and Accounting Information on Security  
Returns of Listed Companies in the Stock Exchange of Thailand**

Kanibhatti Niitrojntanad

Chulalongkorn University

Nantana Jaengsawang

Rajabhat Thepsatri University

Session [J4]

13:00 – 14:30

Meeting Room D (2F)

Management Information Systems

Session Chair: Chang-Yang Lin

Eastern Kentucky University

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**A Mobile Cloud Monument Learning System Based on Adaptive Learning**

Yi-Hsing Chang

Southern Taiwan University of Science and Technology

Chung-Wei Chung

Southern Taiwan University of Science and Technology

**Toward Effective Records Management for Automating e-Discovery**

Chang-Yang Lin

Eastern Kentucky University

**A Mobile Social Support Mechanism for Product Purchasing Decision-Making**

Lien-Fa Lin

National Chiao Tung University

Yung-Ming Li

National Chiao Tung University

**When Digital Natives Meet New Immigrants- A New Perspective for Digital Divide**

Cecilia I C Lin

Chia Nan University of Pharmacy and Science

**Power Relations in an A-Hierarchical Open Collaboration Community of Wikipedia**

Dariusz Jemielniak

Kozminski University

Session [J5]

13:00 – 14:30

Meeting Room 1 (3F)

Technology and Innovation Management

Session Chair: Ming-Hsiung Wu

China University of Science and Technology

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**The Study of Virtual Machines Allocation on the Open Source Cloud Computing Platform- An Example of Openstack**

Shu-Ching Wang

Chaoyang University of Technology

Guang-Yan Zheng

Institute for Information Industry

**To Achieve Data Security by a Security Level Agreements Underlying the IoT Environment**

Shu-Ching Wang

Chaoyang University of Technology

**Purchasing Recommendations by Mining Sliding-window based Clicking Sequences**

Rong-Huei Chen

Chaoyang University of Technology

Sue-Chen Hsueh

Chaoyang University of Technology

**A Follow-Up Study of Effects of the National Technology Creativity Cultivation and Competition Activity in Taiwan on Vocational High School Students**

Ming-Hsiung Wu

China University of Science and Technology

Pei-Chun Shih

China University of Science and Technology

Hsin-Cheng Chen

China University of Science and Technology

Kuei-Miao Lin

China University of Science and Technology

Chien-Hung Chen

Dahan Institute of Technology

**A Proposal to Develop a Digital Media Platform for Colombia's 21st Century Agriculture Economy**

Timothy Snipes

Southern Connecticut State University



Session [J6]

13:00 – 14:30

Meeting Room 2 (3F)

**Operation Management and Industrial Engineering**

Session Chair: Aim-orn Jaikengkit

Chulalongkorn University

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**A Negotiation Model for C2B E-Commerce**

Wen-Yau Liang

National Changhua University of Education

**A Process-Oriented Mechanism with Two-Stage Method for Supplier Selection in New Product Development**

Jiun-Shiung Lin

Ming Chi University of Technology

Jen-Huei Chang

Tungnan University

Min-Che Kao

Ming Chi University of Technology

Pei-Fang Han

Ming Chi University of Technology

**Minimizing a Linear Objective Function Subject to Fuzzy Relational Inequalities with Addition-Min Composition**

Chia-Cheng Liu

Vanung University

Yung-Yih Lur

Vanung University

Yan-Kuen Wu

Vanung University

**Solving Intra-Department Medical Staff Scheduling Problems**

Ping-Shun Chen

Chung Yuan Christian University

Tsung-Huan Chiang

Chung Yuan Christian University

Ming-Han Lin

Chung Yuan Christian University

Session [J7]

13:00 – 14:30

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Baruch Shimoni

Bar-Ilan University

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**Integrating Theory of Practice into Process Consultation: Habitus-Oriented Organizational Intervention**

Baruch Shimoni

Bar-Ilan University

**The Impact of High Commitment Human Resource Practices on Organizational Commitment**

Chien-Chung Lu

Ming Chi University of Technology

**Former Employee's Cooperative Behavior and Its Antecedents**

Yoshiaki Takao

Tokyo Metropolitan University

**How Do Transformational Leaders Influence Employee Feedback Seeking Behavior: The Moderating Impact of Leader-Member Exchange (LMX)**

Tso-Jen Chen

Tainan University of Technology

Yuan-Duen Lee

Chang Jung Christian University

Hsing-Chau Tseng

Chang Jung Christian University

Chi-Min Wu

Chia Nan University of Pharmacy and Science

Ting-Fei Chen

Chang Jung Christian University

**Relationship between Career Barriers and Job Satisfaction of Female Tour Leaders**

Chih-Hung Wang

National Taichung University of Education

Pei-Fen Kao

National Taichung University of Education

**The Impact of Entrepreneurship of Entrepreneurs of Small-And-Medium-Sized Enterprises on Organizational Innovation: The Mediating Roles of Firm Intellectual Capital and Job Engagement of Employees**

Huo-Tsan Chang

National Changhua University of Education

I-Chieh Hsu

National Changhua University of Education

Shu-Chuan Chang

National Changhua University of Education

Hsin-Jung Tsai

National Changhua University of Education

**Session [J8]** **13:00 – 14:30** **Meeting Room 4 (3F)**  
**Accounting and Finance**  
**Session Chair: Hsiaowen Wang** **National Central University**

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**The Effect of the Company's Industry Characteristics and Management Style of Corporate Governance on the Stock Returns**

Chuang-Min Chao National Taipei University of Technology  
Chung-Jung Lee Ming Chuan University  
Hsing-Wei Huang National Taipei University of Technology

**The Causal Relationship between TAIFEX, the Open Interest, and the Net Buy/Sell of Major Investors in Taiwan Stock Exchange**

Chuang-Min Chao National Taipei University of Technology  
Chung-Jung Lee Ming Chuan University  
Yu-Ting Yen National Taipei University of Technology

**The Effect of Split-Share Structure Reform on Audit Fee in China**

Hsiaowen Wang National Central University

**Corporate Governance and Environmental Disclosure in Mining Industry**

Terri Trireksani Murdoch University  
Hadrian G. Djajadikerta Edith Cowan University



# **Business and Information 2014 Agenda**

**14:45-16:15, Saturday, July 05, 2014**

## **Session [K1]-[K8]**

Session [K1]	Marketing	Meeting Room A
Session [K2]	Marketing	Meeting Room B
Session [K3]	Accounting and Finance	Meeting Room C
Session [K4]	Management Information Systems	Meeting Room D
Session [K5]	Technology and Innovation Management	Meeting Room 1
Session [K6]	Accounting and Finance	Meeting Room 2
Session [K7]	Organization Behavior and Human Resource Management	Meeting Room 3
Session [K8]	Multidisciplinary articles	Meeting Room 4

Session [K1]

14:45 – 16:15

Meeting Room A (2F)

Marketing

Session Chair: Rong-Ho Lin

National Taipei University of Technology

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**How Naming International Brands Affects Chinese Consumers' Evaluations**

Ching-Wei Ho Feng Chia University

May-Ching Ding Feng Chia University

Yuan-Shuh Lii Feng Chia University

**The Intention to Pay for Value-Added Services for Digital Cable Television in Taiwan**

Te-Tsai Lu Kun-Shan University

Tai-Ho Yang Kun-Shan University

Li-Mei Wong Kun-Shan University

**The Impacts of Manufacturer's Relative Power on the Conflict Resolution Strategies: The Influences of Network Structural Embeddedness of Dealer**

Guang-Ling Zhang Wu Han University

Hui Wang Wu Han University

Zhi-Fang Zhan HuNan University of Commerce

Nan Zhou City University of Hong Kong

**Interaction of Consumer Affection and Comparative Advertising Intensity**

Ching-I Teng Chang Gung University

Pei-Yuan Ho Chang Gung University

Ju Lu Chang Gung University

**The Influence of Impulse Buying Tendency and Non-Interactive Social Influence with Price Discount on Impulse Buying Intention**

Chun-Ling Chuang Kanan University

Hong-Lin Tian National Taipei University of Technology

Rong-Ho Lin National Taipei University of Technology

Fang-Chih Tien National Taipei University of Technology

**Effect of Tourist Knowledge on the Consumer Evaluation of Group Package Tour**

Shih-Jie Lin National Taichung University of Education

Chih-Hung Wang National Taichung University of Education

Session [K2]

14:45 – 16:15

Meeting Room B (2F)

Marketing

Session Chair: Chi-Chuan Wu

Tatung University

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**Impact of Advertisements on the Fast Food Industry: The Sultanate of Oman**

Veena Tewari

Majan College

Mastan Vali

IBRI College of Business and Technology

**Effects of Brand Name and Price on Purchase Intentions for Group Package Tours**

Hsiu-Hui Chang

Chungyu Institute of Technology

Wen-Ling Chou

Chungyu Institute of Technology

Chih-Wei Chiu

Chungyu Institute of Technology

Yin-Ru Hsieh

Da-Yeh University

**Improvement on Market Share of Activites in Vietnam LPG Co., Ltd (VT-Gas)**

Pansy Chung

Meiho University

**The Empirical Study of Promotion Methods, Brand Equity and Purchase Intention- An Example of Taiwan Convenient Stores**

Chi-Chuan Wu

Tatung University

Hsin-Yi Lee

Tatung University

Kai-Yung Chang

Tatung University

**Mobile Shopping App Quality Influences Shopping Values and Repurchase Intentions**

Wen-Kuo Chen

Chaoyang University of Technology

Wei-Hsun Hsu

Chaoyang University of Technology

Szu-Ting Liu

Chaoyang University of Technology

Hsuan Lin

Chaoyang University of Technology

Pi-Ying Hsu

Chaoyang University of Technology

Ying-Hsun Hung

Hwa-Hsia Institute of Technology

**To Explore the Relationships between Female Body Image, Attitude Belief, Social Norms and the Intention of Medical Cosmetology in Taiwan**

Shu-Luan Kao

Hwa Hsia Institute of Technology

Chung-Chien Wang

Shih Hsin University

Session [K3]

14:45 – 16:15

Meeting Room C (2F)

Accounting and Finance

Session Chair: Shih-Ti Yu

National Tsing Hua University

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**Firm Performance in the Global Financial Crisis: Evidence of China**

Mei-Ping Chen	National Taichung University of Science and Technology
Cheng-Hwai Liou	National Taichung University of Science and Technology
Shaio Yan Huang	National Chung Cheng University
Hsueh-Ju Chen	National Chung Hsing University

**Using A Simultaneous Equation Tobit Model to Investigate the Market Valuation of Disclosed Employee Stock Option Expense: The Symmetrically Least Squares Estimator Approach**

Shih-Ti Yu	National Tsing Hua University
Chii-Shyan Kuo	National Cheng Kung University

**The Impact of Different Trader Types on Price Efficiency in Commodity Futures**

Yu-Lun Chen	Chung Yuan Christian University
Ya-Kai Chang	National Chengchi University

**Determinants of Emerging-to-Listed Stock Market Transfer in Consideration of Unobserved Heterogeneity**

Chang-Chun Cheng	Ming Chuan University
Chung-Jung Lee	Ming Chuan University

**Insider Trading around Earnings Announcement, Family Firms and Block Ownership: Evidence from Thailand**

Nopmanee Tepalagul	Chulalongkorn University
Aim-orn Jaikengkit	Chulalongkorn University



Session [K4]

14:45 – 16:15

Meeting Room D (2F)

**Management Information Systems**

**Session Chair: Shou-Cheng Tseng    National Kaohsiung First University of Science and Technology**

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**The Concept of Social Warehousing for On-Line Social Networking Management of  
Synecological Business Intelligence**

Frank Shou-Cheng Tseng                      National Kaohsiung First University of Science and Technology

Annie Yun-Huan Chou                      ROC Military Academy

**Application of Near Field Communication in Mobile Learning**

Yung-Hsin Wang                      Tatung University

Wei-Ming Chiu                      Tatung University

**Implementation of Collaborative Video Streaming on Mobile Device by Using Bluetooth**

Ching-Yi Cheng                      National Taipei University of Technology

Session [K5]

14:45 – 16:15

Meeting Room 1 (3F)

**Technology and Innovation Management**

Session Chair: Supawadee Photiyarach

Kasetsart University

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**The Quality of Services Improvement for the E-Commerce Underlying IoT by Using Context-Aware Sensing Messages and Information Feedback Mechanism**

Shu-Ching Wang

Chaoyang University of Technology

Chih-Ming Chang

Chaoyang University of Technology

**Taiwan TranQuali System Importation- A Case Study on a Transmission Components Factor in the Central Region of Taiwan**

Shu-Ching Wang

Chaoyang University of Technology

Kuo-Qin Yan

Chaoyang University of Technology

**The Research and Development of Inquiry Teaching and Innovative Teaching in the Field of Quality Agriculture Technologies at Vocational High Schools**

Ming-Hsiung Wu

China University of Science and Technology

Hsin-Cheng Chen

China University of Science and Technology

Man-Yu Hsu

China University of Science and Technology

Pei-Chun Shih

China University of Science and Technology

Kuei-Miao Lin

China University of Science and Technology

Heng-Lin Li

National Long-Tan High School

Chuan-Jie Sheen

National Long-Tan High School

Chao-Yaoc Chang

National Long-Tan High School

Hsin-Yi Lin

National Long-Tan High School

Hui-Lan Kuo

National Long-Tan High School

**How Does Cultural Diversity Affect International Joint Venture Performance in Thailand?**

Supawadee Photiyarach

Kasetsart University

Pornlapas Suwannarat

Maharakham University

Naowarut Meejun

Silpakorn University

Session [K6]

14:45 – 16:15

Meeting Room 2 (3F)

Accounting and Finance

Session Chair: Torng-Her Lee

National Dong Hwa University

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**VaR Computation with Range-based and Return-based GARCH Model**

Ren-Her Wang

Tamkang University

**Financial Crises Contagion among BRIC and PIIGS Countries**

KuangFu Cheng

Ling Tung University

**The Relationship among Auditor's Characteristics, Firm Size and Audit Quality**

Sheng-Te Chou

Chinese Culture University

Lu-Jui Chen

Ming Chuan University

**Who Takes the Lead to Advocate for International Financial Reporting Standards, the G20 or the G8**

Judith Anne Kamnikar

Auburn University at Montgomery

Edward Gerald Kamnikar

Public CFO Solutions

Keren Hill Deal

Auburn University at Montgomery

**Market Risk of Coal: A Value at Risk Measurement**

Torng-Her Lee

National Dong Hwa University

Hai-Min Chen

Dahan Institute of Technology

Chin-Ping Tsai

Ho Ping Fire Power Plant

Session [K7]

14:45 – 16:15

Meeting Room 3 (3F)

**Organization Behavior and Human Resource Management**

Session Chair: Kar Ling Lee

INTI International College, Penang

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**Comparison Analysis on Safety Culture between the Executives and the Operators: A Case Study of Aircraft Manufacturer in Taiwan**

Wen-Chen Hwang

National Taiwan Normal University

Yu-Hsi Yuan

Yuanpei University

Yu-Jui Huang

National Taipei University of Education

**Cross Generation Decision Making: Similarities and Differences between Gen X and Gen Y Employees**

Kar Ling Lee

INTI International College, Penang

Shyamala A/P Murugesan

INTI International College, Penang

**The Moderating Effects of Self-Efficacy on the Relationship between Applicant Faking Intention and Faking Behavior**

Hsu-Mei Lee

Dayeh University

Chun-Hua You

Dayeh University

You-Hsuan Chang

Dayeh University

**Service Climate and Service Effort of Frontline Employees in the Tourist Hotels**

Chih-Hung Wang

National Taichung University of Education

Fan-Yu Liu

National Taichung University of Education

**How HR Managers Learn and Gain Wisdom: A Multicultural Perspective**

Kuo-Hung Tseng

Meiho University

Li-Chung Chang

Meiho University

Ron Chuen Yeh

Meiho University

Yi-Cheng Chen

National Taitung University

**Executive Leadership Development in Knowledge-Based Economy- A Study on Transformational Leadership**

Wei-Chung Chang

National Chengchi University

Session [K8]

14:45 – 16:15

Meeting Room 4 (3F)

Multidisciplinary articles

Session Chair: Ying Ying Liao

Xi'an Jiaotong-Liverpool University

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**A Study on the Patient Satisfaction with Case Manager: Outcome Measurement of Oncology Case Management Model**

Shu-Hui Chuang

Taiwan Shoufu University

Hsiu-Hui Lee

National Cheng Kung University Hospital

Hui-Chin Liu

National Cheng Kung University Hospital

Po-Kai Chang

Taiwan Shoufu University

Jung-Kai Su

Taiwan Shoufu University

**Effects of Illumination Conditions and Chromaticity Contrast on Reading Performance**

Chin-Chiuan Lin

Kun-Shan University

**Investigation on the Stabilizations of the Farmers' Nominal Income and Farm Prices: A Target Zone Perspective**

Meng-Yi Tai

Fo Guang University

Shih-Wen Hu

Feng Chia University

**An Application of the Pose Recognition System in the Contactless Cryptosystem**

Chih-Ming Lin

Ming Chi University of Technology

Te-Kwei Wang

Ming Chi University of Technology

Yu-Hsun Lin

Ming Chi University of Technology

Cheng-Yi Chu

Ming Chi University of Technology

**An Investigation into the Global Supply Chain Quality Management: Mutual Vulnerability versus Unilateral Invincibility**

Ebrahim Soltani

Hamdan Bin Mohammed Smart University

Ying Ying Liao

Xi'an Jiaotong-Liverpool University

Janakiraman Moorthy

Institute of Management Technology



# **Business and Information 2014 Agenda**

## **Poster Session [P1]-[P3]**

Session [P1] 14:30-15:00, Thursday, July 03, 2014

Session [P2] 10:00-10:30, Friday, July 04, 2014

Session [P3] 10:30-11:00, Saturday, July 05, 2014

Session [P1]  
Strategy

14:30 – 15:00

July, 03

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**A Study on the Important Factors of Attracting Tourists Visiting Tourism Factories: A Case Study on a Certain Tile Factory**

Chien-Yun Lee

Chihlee Institute of Technology

**Research on the Application of Balanced of Scorecard as Key Performance Indicator of the College Administration Departments in Northern Taiwan**

Shin Chyang Lee

Chihlee Institute of Technology

Yu Fen Chen

Chihlee Institute of Technology

Feng Yu Lin

Chihlee Institute of Technology





**Foreign Direct Investment in Vietnam: Does ASEAN+3 really matter?**

Anti Lee

National Chinyi University of Technology

Chien-Ping Chen

University of Houston-Victoria

**Designing a Problem-Solving Instruction in a Web-Based Cooperative Learning Environment for an Accounting Course**

Kai-Wen Cheng

National Kaohsiung University of Hospitality and Tourism

**Directors' and officers' Liability Coverage and Earnings Management**

Hsin-Yi Chi

National Chung Hsing University

Tzu-Ching Weng

Feng Chia University

Chun Ho Chen

National Chung Hsing University

Yun Sheng Hsu

National Chung Hsing University

**Corporate Social Responsibility and Operational Performance: Hints from the Experiences of Taiwan CSR Companies During the Financial Tsunami 2008**

Keng-Shen Chen

Lung Hua University of Technology and Science

Mei-Yu Hsu

Chein Hsin University of Science and Technology

**Does Temporary Trading Halt Mechanism for New Shares on the First Day of Trading Help Curb Speculations?**

Kai Shi

Northeast Normal University

**The Study of Macroeconomic Impact on Housing Price in Taiwan**

Hsin-Fu Chen

Lunghwa University of Scienc and Technology

Ming-Kun Lin

Lunghwa University of Scienc and Technology

**The Analysis and Design of Volleyball Injury Protection Information System**

Ya-Fen Lin	National Chung Hsing University
Iuon-Chang Lin	National Chung Hsing University
Chin-Fa Chen	National Chung Hsing University

**Construction and Assessment of Nurse Schedule Staffing System Using Rasch Model**

Ting-Yao Wu	Chi Mei Hospital Chiali
Tsair-Wei Chien	Chi Mei Medical Center
Yu-Cheng Chen	Chia Nan University of Pharmacy and Science

**Age and Gender Difference in the Effect of Consumer Value and Consumer-Brand Identification on Brand Loyalty: A Smartphone Case in Taiwan**

Yi-Shun Wang	National Changhua University of Education
Ching-Hsuan Yeh	National Changhua University of Education
Yi-Wen Liao	Chia Nan University of Pharmacy and Science

**Real Time Domain Knowledge Base Construction Method**

Hei Chia Wang	National Cheng Kung University
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**A Virtualized Distributed Computing Environment for Simulation**

Chih-Pin Chan	Takming University of Science and Technology
Jiann-Fu Lin	Takming University of Science and Technology

Session [P1]

14:30 – 15:00

July, 03

Technology and Innovation Management

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**A Study of Green Innovation and Performance- Dynamic Capability View**

Jing-Wen Huang

National Pingtung University of Education

Yong-Hui Li

National Pingtung Institute of Commerce

**On the Mechanism of the Innovative Climate Formation in the Regions of Present-Day Russia**

Nelly Epifanova

Astrakhan State Technical University

Raisa Akmaeva

Astrakhan State University

**The Collaboration between Own Brand Vendor and ODM in New Product Development**

**Process: A Case Study of the Product Complexity of Telecom Industry in Taiwan**

Min-Sun Wuang

Fu Jen Catholic University

Tung-I Tsai

Chung Hwa University of Medical Technology

Tzu-Lun Chiu

Fu Jen Catholic University

**Operation Management and Industrial Engineering**

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**A Lot Scheduling Problem with Divisible Orders**

Wen-Hung Kuo	National Formosa University
Yung-Tsung Hou	National Formosa University
Dar-Li Yang	National Formosa University

**Integration of One Manufacturer and Multiple Retailers Coordinate Production, Inspection and Sales Pricing Strategies**

Yan-Chun Chen	Tungnan University
Jui-Chin Sun	Tungnan University
Ya-Hui Lin	Asia-Pacific Institute of Creativity
Chien-Kuo Sung	Tungnan University

**Channel Coordination with Consideration of Piracy for Motion Pictures**

Yeu-Shiang Huang	National Cheng Kung University
Wei-Jeh Huang	National Cheng Kung University

**Select Suppliers for Taiwanese Notebook Manufacturers Using Fuzzy Delphi Method and Analytic Hierarchy Process**

Ching-Lin Hsieh	National Taipei University of Technology
Chung-Min Wu	National Taipei University of Technology

**Supply Chain Network Design for Product Recovery and Remanufacturing**

Tsai-Yun Liao	National Chiayi University
Min-Chen Wu	National Chiayi University

Session [P1]

14:30 – 15:00

July, 03

**Organization Behavior and Human Resource Management**

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**A Relational View of the Government's Administration**

Chi-Ho Chiou

Chien Hsin University

**A Resource-Based View of Health Promoting Hospitals Development**

Chu-Chang Choua

Asia University

Se-Yen Lin

National Taipei University of Nursing and Health Sciences

Pei-Ling Tsai

National Chung Cheng University

**The Impacts of Abusive Supervision on Subordinates' Work-Family Conflict: Negative Affect as a Mediator**

Shu-Chen Chen

Ming Chuan University

**Using Task Technology Fit to Examine Effectiveness of In-Service Training**

Wan Lun Wang

National Taichung University of Education

Shinyi Lin

National Taichung University of Education

**The Mediating Mechanisms of the Relationship between Positive Affectivity and Work-Family Conflict**

Chien-Cheng Chen

National Taipei University of Technology

Hsiu-Ching Wang

St. John's University

Ching-Yen Ho

National Taipei University of Technology

**Facebook Giveth and Taken Away: Reminders of Social Networking Sites Alleviates the Pain of Social Exclusion and Mitigates the Desirability of Offline Pleasures**

Wen-Bin Chiou

National Sun Yat-sen University

Yevvon Yi-Chi Chang

Tunghai University

**Blind Subspace-Based Channel Estimation Using Independent Component Analysis for OFDM System under Unknown Noises**

Ann-Chen Chang

Ling Tung University

**Does Behavior of Selection Lottery Numbers Affect Lotto Sales**

Shih Chin Lee

Chihlee Institute of Technology

**Impact of a Health-Promoting Lifestyle on Public E-Health Literacy**

Mei-Chia Cheng

Chia Nan University of Pharmacy and Science

Yen-Ting Chang

Chia Nan University of Pharmacy and Science

Han-Yi Lin

Chia Nan University of Pharmacy and Science

Sheng-Hong Lu

Chia Nan University of Pharmacy and Science

Ting-Yi Tu

Chia Nan University of Pharmacy and Science

Ju-Ling Hsiao

Chia Nan University of Pharmacy and Science

**Effect of a Health Claim and Personal Characteristics on Consumer Acceptance of Flavored Wood Ear (*Auricularia Auricula-Judae*) Juices**

Fuh-Juin Kao

Ming Chuan University

Session [P2]  
Strategy

10:00 – 10:30

July, 04

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**Application QFD and AHP Methods to Improve Service Quality**

Shun-Hsing Chen

Yu-Da University of Science and Technology

**Exploring the Formations of Organizational Agglomeration in Primary Health Care in Taiwan**

Hung-Che Fang

Taipei City Hospital Yang-Ming Branch



**Conceptual Framework of a Cross-Language Study on the Persuasive Effects of Typeface Shapes**

Yi-Fen Liu National Kaohsiung First University of Science and Technology

**Investigating the Carbon-Reducing Effects of Low-Carbon Transportation for Recreation Area**

Chih-Wen Yang National Taichung University of Science and Technology

Cheng-Chih Chang National Taichung University of Science and Technology

Yi-Ling Ho National Taichung University of Science and Technology

Chi-Hwa Chen Ministry of Transportation and Communications

Tung-Ling Wu Ministry of Transportation and Communications

**The Influence of Consumer Persuasion Knowledge and Bloggers' Characteristic on Consumers' Responses to Product Review Blogs**

Li-Shia Huang Fu Jen Catholic University

An-Chieh Lin Fu Jen Catholic University

**The Structure of Value Perception for Console Game from the Perspective of Gamers**

Yu-Ling Lin National Chin-Yi University of Technology

Hong-Wen Lin National Taiwan University of Science and Technology

Ya-Ting Yang National Chin-Yi University of Technology

Ya-Cing Jhan National Taiwan University of Science and Technology

**Group Power- Factors Influencing Online Group Buying Behavior from a Conformity Perspective**

Yi-Fen Chen Chung Yuan Christian University

Bi-Chu Chen Fu-Jen Catholic University

Hui-Fen Lu Chung Yuan Christian University

**The Asymmetric Impact of Financial Intermediary Development in Developed and Developing Countries**

Ya-Kai Chang	National Chengchi University
Chi-Chun Yang	National Chengchi University
Chen-Chung Wang	National Chengchi University

**Client Importance and Audit Partner Independence: Evidence from Affiliated Business Groups in Taiwan**

Yu-Shan Chang	Tamkang University
Li-Lin Sunny Liu	California State University, Dominguez Hills
Chia-Yu Chiang	National Changhua University of Education
Dana A. Forgione	University of Texas at San Antonio

**Auditor Choice under Client Information Uncertainty**

Chien-Heng Jennifer Chang	Tamkang University
Ling-Tai Lynette Chou	National Chengchi University

**Herding and Systematic Trading Behavior: An Empirical Study of the TAIEX Options Market**

Ming-Chun Wang	National Kaohsiung First University of Science and Technology
Whei-May Fan	China University of Technology

**Predicting the Purchase Behaviors from Social Media**

Kuan-Yu Lin	Ling Tung University
Yu-Chen Chang	Providence University
Hui-Chiu Chang	Ling Tung University

**A Probabilistic Approach for General Friendly Threshold Visual Cryptography**

Kai-Hui Lee	Ming Chuan University
Pei-Ling Chiu	Ming Chuan University

**Exploring Determinants of Shared Decision-Making in Online Communities**

KaiChih Cheng	National Taichung University of Education
Shinyi Lin	National Taichung University of Education

**An Efficient Dispatching Mechanism for Load Balancing among Proxy Servers**

Hsin-Hua Wu	Takming University of Science and Technology
Jiann-Fu Lin	Takming University of Science and Technology

**A Novel Application about the Driver's Status Using Mobile EEG Sensor**

Ning-Han Liu	National Pingtung University of Science and Technology
Cheng-Yu Chiang	National Pingtung University of Science and Technology

**Using Cellular Automata to an MOTV Society in Mobile Environment**

Chih-Lun Chou	Ming Chuan University
Gwo-Jiun Horng	Fortune Institute of Technology

**A Look at How Technological and Market Uncertainty Play a Unified Role in Venture Success**

Clinton Anthony Ball

University of Waterloo

**Application of the Grey Verhulst Model in Forecasting Internet Diffusion: The Case of Taiwan**

Ting-Chu Hsieh

WuFeng University

Ching-Wen Ho

WuFeng University

Szu-Wei Yen

WuFeng University

**The Business Model Innovation of Mechanical and Electrical Engineering Industry- A Case Study**

Yau-Sheng Tsai

National Taipei University of Technology

Chien-Cheng Chen

National Taipei University of Technology

Yung-Chih Wang

National Taipei University of Technology

**Application of Information Systems Success Model and Technology Acceptance Model to Explore the Key Factors of Nurses Using Digital Learning System**

Chien Wen Hung

Chia-Nan University of Pharmacy and Science

**Depth Camera on Fingertip Detection and Its Applications**

Tai-Wen Yue

Tatung University

Ping-Tsung Kuo

Tatung University

**A Comparative Study of Process Capability Evaluation Methods for Non-normal Data**

Ying Chung Chang

Chien Hsin University of Science and Technology

**Optimizing the Buses Control Policies in Bus Station: A Case Study of Tapei Bus Station**

Yiyo Kuo

Ming Chi University of Technology

Cheng Yan Hua

Ming Chi University of Technology

**Robust Design of Dynamic Operating Window Experiments**

Hsu-Hwa Chang

National Taipei College of Business

Tse-Chieh Lin

Lunghwa University of Science and Technology

Jui-Yen Yen

National Taipei College of Business

**A Model and Solution Method for the Stochastic Taxi Pooling Problem**

Chun-Ying Chen

Kainan University

Shangyao Yan

National Central University

Yi-Siang Wu

National Central University

**An Application of Genetic Algorithm to Optimize Bearing Locations of Spindle-Bearing Systems**

Chi-Wei Lin

Feng Chia University

**Using Hybrid Meta-Evolutionary Computation Approach for Leukemia Classification of Microarray Data**

Ta-Cheng Chen

National Formosa University

Peng-Sheng You

National Chiayi University

Yi-Chih Hsieh

National Formosa University

Chien-Han Chen

National Formosa University

Session [P2]

10:00 – 10:30

July, 04

**Organization Behavior and Human Resource Management**

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**Psychological Contract Breach and Workplace Deviance: Investigating Mediating Mechanisms and Moderating Roles**

Na-Ting Liu

Ming Chuan University

**The Effects upon Salespersons of Emotional Intelligence and Organizational Citizenship Behaviors**

Ying-Ying Chang

Yuanpei University

**A Bootstrap Method of Addressing Unbalanced Class Problems in the Healthcare Service**

You-Shyang Chen

Hwa Hsia Institute of Technology

**A Study in Comparison with Performance for Rehabilitate-Operate-Transfer Regional Hospital in Southern Taiwan**

Li-Jung Peng

Tainan Municipal Hospital

Chin-Chung Chen

Tainan Municipal Hospital

Tsung-Chin Wu

Tainan Municipal Hospital

Chii-Jye Chen

Tainan Municipal Hospital

Yu-Hsia Wang

Tainan Municipal Hospital

**A Study to Explore Factors Affecting Primary Home Caretakers' Intentions of Caring for Ventilator-dependent Patients**

Chin Li Lin

Chia-Yi Christian Hospital

Weir-Sen Lin

Chia Nan University of Pharmacy and Science

Chialing Hsieh

Tainan University of Technology

**A Novel Product Recommendation Based on the Integration of Social Interaction and Trust Relationships**

Chin-Hui Lai

Chung Yuan Christian University

Hung-Ling Huang

Chung Yuan Christian University

Wei-Ping Lee

Chung Yuan Christian University

**The Study on the Relationship between Physical Fitness and Academic Achievement of University Student. The Case of Chihlee Institute of Technology**

Pi-Yun Chang

Chihlee Institute of Technology

Tzu-Yang Lin

Chihlee Institute of Technology

**Rasch Analysis of Performance Evaluation for Patient in Dementia**

Mei-Lien Lin

Chi Mei Medical Center

Tsair-Wei Chien

Chi Mei Medical Center

Session [P3]  
Strategy

10:30 – 11:00

July, 05

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**A Study of the Diversified Operation and Management of the Taiwan Irrigation Association**

Ya-Ching Chen	National Changhua University of Education
Farn-Shing Chen	National Changhua University of Education
Hu-Pin Lu	National Changhua University of Education

**An Integrated Model for Competitive Advantage and Corporate Social Responsibility as Adopted by Mobile Operators**

Wen-Hsien Tsai	National Central University
Elliott T.Y. Hwang	Chung Yuan Christian University
Hsueh-Wei Lo	National Central University



**Do Middleborn Consumers Respond to External Opportunities More Quickly?**

Shin-Shin Chang

Chung Yuan Christian University

**Exploring the Factors Influencing Buying Behavior on Private Brand Products**

Shu Fang Lin

Yuanpei University

**Social Influence on Purchase Intention in Online Games**

Fang-Ling Lin

Lunghaw University of Science and Technology

Yu-San Luo

Lunghaw University of Science and Technology

**The Influences of Advertising Music Evaluation and Product Involvement on the Advertising Attitude- Gender Roles as a Moderator**

Yu-Tse Lin

Fu Jen Catholic University

Wei-Chung Wu

Fu Jen Catholic University

Yu-Hsien Chu

Fu Jen Catholic University

**The Study of the Moderating Effect of Adaptive Sales Behavior on Customer Relationship Investment and its Performance- A Case of Taiwan Banking Industry**

Hui-Chen Chang

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