

The 2015 International Conference in Management Sciences and Decision Making
2015 年管理科學與經營決策國際學術研討會

May 16, 2015

104 年 5 月 16 日 (星期六)

Tamkang University

地點：淡江大學淡水校園

Opening Ceremony: Room 712, Business and Management Building

開幕地點：商管大樓 B712 室(7F)

Plenary Session: **Session A:** Room 712, Business and Management Building

商管大樓 B712 室(7F)

Session B: Room 713, Business and Management Building

商管大樓 B713 室(7F)

Session C: Room 708, Business and Management Building

商管大樓 B708 室(7F)

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

08:30~09:00	<i>Registration: Corridor, near the entrance of 7F elevator, Business and Management Building</i>		
09:00~09:15	Opening Ceremony : Dr. Flora Chia-I Chang (President University, R.O.C.)		
09:20~09:50	Keynote Speech: Measuring Environmental and Social Impacts in Supply Chain Speaker: Dr. Charles J. Corbett (UCLA Anderson School of Management U.S.A.) Session Chair: Dr. Ruey-Chyn Tsaur (Tamkang University, R.O.C.)		
09:50~10:10	<i>Taking Photos</i>		
	<i>Coffee Break: Corridor, near the entrance of 7F elevator, Business and Management Building</i>		
	Session A1 (Room 712)	Session B1 (Room 713)	Session C1 (Room 708)
10:10~12:00	Moderator: Charles J. Corbett (UCLA Anderson School of Management, U.S.A.)	Moderator: Gwo-Hshiung Tzeng (National Taipei University, R.O.C.)	Moderator: Hung-Chun Liu (Minghsin University of Science and Technology, R.O.C.)

	<p>Jei-Zheng Wu (Soochow University, R.O.C.)</p> <p><u>Paper ID: 002</u></p> <p>Hybrid Approach of Constraint Programming and Harmony Searching for Solving Resource Availability Cost Problems</p> <p>Yun-Zhu Lin (Chung Yuan Christian University, R.O.C.)</p> <p>Wei-Ching Lee (Luchu City Office, R.O.C.)</p> <p><u>Paper ID: 006</u></p> <p>Finding multiple Pareto optimal solutions of a multiobjective linear program</p> <p>Yar-lin Kuo (National Yunlin University, R.O.C.)</p> <p>You-Hsuan Chen (National Yunlin University, R.O.C.)</p> <p>Chen-Yuan Huang (National Yunlin University, R.O.C.)</p> <p><u>Paper ID: 029</u></p> <p>Operations Scheduling in the Presence of Multitasking and Symmetric Switching Cost</p> <p>John Sum (National Chung Hsing University, Britain)</p> <p>Kevin I.-J. Ho (Providence University, R.O.C.)</p> <p><u>Paper ID: 033</u></p> <p>Research on the optimal model of Cold chain transportation</p> <p>Dong-shi Sun (Dalian</p>	<p>Wei-Chiang Hong (Oriental Institute of Technology, R.O.C.)</p> <p><u>Paper ID: 022</u></p> <p>The Use of KANO Model and IPA in Discovering Patient Demand on Cloud Healthcare Service in Taiwan</p> <p>Kuan-Yu Lai (National Chung Hsing University, R.O.C.)</p> <p>Jung-Yu Lai (National Chung Hsing University, R.O.C.)</p> <p><u>Paper ID: 024</u></p> <p>Finding Key Factors in Low Carbon Logistics Using DEMATEL and ANP</p> <p>Peng Jiang (Chung Yuan Christian University, China)</p> <p>Yi-Chung Hu (Chung Yuan Christian University, R.O.C.)</p> <p>Heitmann-Yen, Feng Ghi (Chung Yuan Christian University, R.O.C.)</p> <p><u>Paper ID: 043</u></p> <p>The Operating Efficiency of Public and Private High Schools in Xindian District of New Taipei City :Three Models in DEA</p> <p>Fu-Hsiang Kuo (Chaoyang University of Technology, R.O.C.)</p> <p>Hsiang-Hsi Liu(National Taipei University, R.O.C.)</p> <p>Li-Hua Li (Yuda University of Science & Technology,</p>	<p>Yi-Hsien Wang (Chinese Culture University, R.O.C.)</p> <p><u>Paper ID: 025</u></p> <p>Relationships among the Qualitative Characteristics of Accounting Information</p> <p>Yun-Ting Lai (Tamkang University, R.O.C.)</p> <p>Sin-Hui Yen (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 039</u></p> <p>What is the Effect of Human Resource Input in Enterprise Risk Management</p> <p>Chien-Ming Huang (Chien Hsin University, R.O.C.)</p> <p>Hsin-Mei Su (CPC Corporation, R.O.C.)</p> <p>Tung-Kuan Lin (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 050</u></p> <p>Investor Sentiment and ETF Liquidity: Evidence from Asia Markets</p> <p>Yung-Ching Tseng (Tamkang University, R.O.C.)</p> <p>Wo-Chiang Lee (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 051</u></p> <p>The Effects of Financial Leverage Changes on Stock Returns: A Study of Exchange Rate Volatility</p> <p>Chin-Shan Wu (Tamkang University, R.O.C.)</p> <p>Ming-Chih Lee (Tamkang University, R.O.C.)</p> <p>Chien-Liang Chiu</p>
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	<p>Neusoft Institute of Information, China) Qing-qi Liu (Dalian Neusoft Institute of Information, China) Hao-yuan Li (Dalian Neusoft Institute of Information, China)</p> <p>Paper ID: 042 An inventory model for deteriorating items with appreciation period and price-dependent demand under two-phrase advance sales</p> <p>Liang-Yuh Ouyang (Tamkang University, R.O.C.) Mei-Chuan Cheng (Hsin Sheng Junior College, R.O.C.)</p> <p>Paper ID: 027 Analysis and optimization of unreliable M/M/c queueing-inventory systems with spares</p> <p>Fong-Fan Wang (Hsiuping University of Science and Technology, R.O.C.)</p>	<p>R.O.C.) Paper ID: 045 From Preference Information to Preference Model: Remarks about TOPSIS Ranking Method</p> <p>Dmitry Podkopaev (Polish Academy of Sciences, Belarus) Hsu-Shih Shih (Tamkang University, R.O.C.)</p> <p>Paper ID: 056 A study of behavioral considerations based on prospect theory for group decision making</p> <p>Yuan-Sheng Lee (Tamkang University, R.O.C.) Hsu-Shih Shih (Tamkang University, R.O.C.)</p>	<p>(Tamkang University, R.O.C.) Paper ID: 052 The Disposition Effect, Escalation of Commitment and Herding Behavior of Mutual Fund: Empirical study of the mutual fund market in Taiwan</p> <p>Yu-En Lin (Wenzhou University, R.O.C.) Hsiang-Hsuan Chih (National Dong Hwa University, R.O.C.) Chia-Hsien Tang (KC Cottrell Taiwan Co., Ltd., R.O.C.) Ming-Chih Lee (Tamkang University, R.O.C.)</p>
12:00~13:00	<i>Lunch: Room 708 ~ 709, Business and Management Building</i>		
13:00~14:50	Session A2 (Room 712)	Session B2 (Room 713)	Session C2 (Room 708)
	<p>Moderator: Ming-Sung Cheng (National Central University, R.O.C.) Mohammad Shadab Khalil (National Dong Hwa University, R.O.C.)</p>	<p>Moderator: Santanu Sarkar (XLRI, Xavier School of Management, India) Ching-Yi Hsu (Ming Chuan University, R.O.C.)</p>	<p>Moderator: Jui-Cheng Hung (Chinese Culture University, R.O.C.) Jer-Shiou Chiou (Shih Chien University, R.O.C.)</p>

	<p><u>Paper ID: 001</u> Effects of Product Scarcity: The Mediating Role of Consumer Need for Uniqueness and Conformity Paul C. S. Wu (Aletheia University, R.O.C.) Wei-Kang Lo (Aletheia University, R.O.C.)</p> <p><u>Paper ID: 007</u> How can we be more imaginative? Discovering the cultivation methods of marketing imagination Kai-Hung Liao (National Taiwan University, R.O.C.) Chaoyun Liang (National Taiwan University, R.O.C.)</p> <p><u>Paper ID: 014</u> The Impact of Korean Wave on Thai Teenage Consumer Behaviour Sutida Amornchaiyapituk (Chinese Culture University, Thai) Ying-Yueh Su (Chinese Culture University, R.O.C.)</p> <p><u>Paper ID: 018</u> The application of Internet advertising appeals on SEC Products Bo-Shian Chen (National Chung Hsing University, R.O.C.) Fei-Fei Cheng (National Chung Hsing University, R.O.C.)</p> <p><u>Paper ID: 057</u> Analysis of brand switching</p>	<p><u>Paper ID: 034</u> An Empirical Research of Mobile Apps User Experience Tien-Ping Liu (Nankai University, R.O.C.) Pei Sun (National Taipei University of Education, R.O.C.) Xiao-Yun Wu (Nankai University, China) Hsueh-Wu Wang (National Taipei University of Education, R.O.C.)</p> <p><u>Paper ID: 010</u> Breakthrough Organizational Learning: Linking to Values, Attitudes, Cognition and Behavior. Hornng-Jinh Chang (Tamkang University, R.O.C.) Whe-Min Wang (Oriental Institute of Technology, R.O.C.)</p> <p><u>Paper ID: 011</u> How to create service innovation in customer-oriented organizations? Pao-Ching.Lin (JinWen University, R.O.C.) Hai-Ming Chen (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 031</u> Perceived organizational change, affective commitment, and employees' Service-oriented</p>	<p><u>Paper ID: 040</u> The Development and Challenges of Formosa Bond Market Chiang-Feng Lin (Tamkang University, R.O.C.) Tsai-Chia Chen (Lunghwa University, R.O.C.)</p> <p><u>Paper ID: 046</u> Corporate Social Responsibility and Business Operations-An Empirical Analysis of Banking Industry Hsin-Mei Su (The Institute of Energy Economics, R.O.C.) Chien-Ming Huang (Chien Hsin University, R.O.C.) Ting-Huei Liao (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 047</u> Monetary Environments and Real Estate Investment Trusts Market Chien-Liang Chiu (Tamkang University, R.O.C.) Chien-Ming Huang (Chien Hsin University, R.O.C.) Wen-Hu Tsao (China University, R.O.C.)</p> <p><u>Paper ID: 048</u> The predictive power and market efficiency of technical trading strategies with liquidity -Evidence from the Taiwan Stock Market</p>
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	<p>behavior in purchasing mobile simcard gsm cellular: A study in Yogyakarta, Indonesian</p> <p>Retno Widowati (Universitas Muhammadiyah Yogyakarta, Indonesian)</p> <p>Venny Resti Fachlovi (Universitas Muhammadiyah Yogyakarta, Indonesian)</p>	<p>OCB</p> <p>Pi-Wen Yeh (Fushsing Elementary School of Miaoli County, R.O.C.)</p> <p>Ben-Roy Do (National Central University, R.O.C.)</p> <p>Paper ID: 035 The Moderating Effect of Formalism on the Relationship between Job Demand and Work Bullying</p> <p>Hsiang-Te Liu (Ming Chuan University, R.O.C.)</p> <p>Paper ID: 061 Implementation of Organization Culture to drive Unified Knowledge Sharing</p> <p>Ika Nurul Qamari (Universitas Muhammadiyah Yogyakarta, Indonesia)</p>	<p>Chuan-Shun Lee (Tamkang University, R.O.C.)</p> <p>Wo-Chiang Lee (Tamkang Universit, R.O.C.)</p> <p>Paper ID: 049 The Volatility Behavior and Dependence Structure of WTI Crude Oil Spot and Future Price</p> <p>Kuan-Ying Chen (KGI Securities Co., Ltd, R.O.C.)</p> <p>Wo-Chiang Lee (Tamkang University, R.O.C.)</p>
14:50~15:20	Coffee Break: Corridor, near the entrance of 7F elevator, Business and Management Building		
	<p>Session A3 (Room 712)</p>	<p>Session B3 (Room 713)</p>	<p>Session C3 (Poster, Room 708)</p>
15:20~17:10	<p>Moderator: Dmitry Podkopaev (System Research Institute, Poland)</p> <p>Te-Sheng Li (Minghsin University of Science and Technology, R.O.C.)</p> <p>Paper ID: 003 The research of satisfaction and service quality of mystery shopper</p> <p>Hui-Chun Sung (Tamkang University, R.O.C.)</p> <p>Hsu-Hua Lee (Tamkang</p>	<p>Moderator: Retno Widowati (Universitas Muhammadiyah Yogyakarta, Indonesia)</p> <p>Xiu-Tuan Cao (National Chung Hsing University, R.O.C.)</p> <p>Paper ID: 044 On Efficiency Prediction of Mobility Solutions in Direct Selling Businesses of Mainland China</p> <p>Ta-Ching Lee (Stark</p>	<p>Paper ID: 053 Jail cell/office room mathematics</p> <p>Hung-Ping Tsao (None, Retired)</p> <p>Paper ID: 054 Generalization of Famous Numbers</p> <p>Hung-Ping Tsao (None, Retired)</p> <p>Paper ID: 055 Powered sum formulas</p> <p>Hung-Ping Tsao (None,</p>

	<p>University, R.O.C.)</p> <p><u>Paper ID: 020</u></p> <p>The promotional strategies in social networking sites: the example of restaurant industry Facebook fan pages</p> <p>Yung-Ching Nien (National Chung Hsing University, R.O.C)</p> <p>Fei-Fei Cheng (National Chung Hsing University, R.O.C)</p> <p><u>Paper ID: 017</u></p> <p>An Investigation of Quality Management within Frozen Food Chain: A Case Study in China</p> <p>Qingqi Liu (Dalian Neusoft University, China)</p> <p><u>Paper ID: 019</u></p> <p>Linking absorptive capacity, cross-functional collaboration, and firm performance: Empirical examination of a conditional process model</p> <p>Shu-Yi Yang (Ming Chi University of Technology, R.O.C)</p> <p>Kuen-Hung Tsai (National Taipei University, R.O.C)</p> <p><u>Paper ID: 030</u></p> <p>Text Mining Framework of Analyzing Customer Feedback To Enhance Customer Satisfaction</p> <p>Yu-Pin Cheng (National Tsing Hua University, R.O.C.)</p> <p>Ron Chueng (National</p>	<p>Technology In, R.O.C.)</p> <p>Horng-Jinh Chang (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 009</u></p> <p>Determinants influencing fast food consumption behaviors of college students in Ho Chi Minh city, Vietnam: an application of theory of planned behaviors.</p> <p>Tran Thi Thuy Dung (Chinese Culture University, Vietnamese)</p> <p>Chi-Yu Chang</p> <p><u>Paper ID: 023</u></p> <p>The Impact of Mobile Advertising on Strengthening the Relationship Quality between Enterprise and Consumer</p> <p>Yen-Chen Ho (National Chung Hsing University, R.O.C.)</p> <p>Jung-Yu Lai (National Chung Hsing University, R.O.C.)</p> <p><u>Paper ID: 028</u></p> <p>Missing Components in Operations and Service Management</p> <p>Yu-Yun Lee (National Chung Hsing University, R.O.C)</p> <p>Mao-Song Huang (National Chung Hsing University, R.O.C)</p> <p>John Sum (National Chung Hsing University, Britain)</p>	<p>Retired)</p> <p><u>Paper ID: 059</u></p> <p>Smartphone Market Analysis Using Dynamic SMART Method</p> <p>Ruey-Chyn Tsaur (Tamkang University, R.O.C.)</p> <p>I-Fei Chen (Tamkang University, R.O.C.)</p> <p>Yin-Cheng Chen (Tamkang University, R.O.C.)</p> <p><u>Paper ID: 060</u></p> <p>Grey Support Vector Autoregression Model with Application to iPhone Demand Forecasting</p> <p>Ruey-Chyn Tsaur (Tamkang University, R.O.C.)</p> <p>Jyun-Yan Lin. (Tamkang University, R.O.C.)</p>
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	<p>Tsing Hua University, Malaysia)</p> <p>Kuo-Yi Lin (National Tsing Hua University, R.O.C.)</p> <p>Chen-Fu Chien (National Tsing Hua University, R.O.C.)</p>	<p><u>Paper ID: 005</u></p> <p>Do firms in industries with higher foreign presence in india pay more resulting in productivity dispersion?</p> <p>Santanu Sarkar (Xlri Jamshedpur School, Indian)</p> <p>Yu-Cheng Lai (Shih Chien University, R.O.C.)</p>	
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