Chair’s Message

The committees of the 2010 International Conference on Innovation and Management (IAM 2010) are pleased to welcome you to this meeting held at Penang, Malaysia on July 7-10, 2010. On behalf of the organizers, I express my delight in sharing the time with the delegates from all around the world and hope you will have good stay here.

With the rapid development in e-business and technology, enterprises are now facing fiercer threaten and vague opportunity. How to assist enterprises in gaining competitive advantages through technological and managerial innovation has become a crucial issue to the industrial and academic societies. The main objective of IAM 2010 is to provide a venue where business stakeholders, researchers and experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote business innovation and management. We believe it is of immense significance to have an opportunity to share the knowledge from all participants.

Among 228 excellent manuscript submissions, 152 of them have been further selected for presentation in the conference. These papers provide unique insights and are regarded as the research forefront of the key areas including applications of innovation and management in selected industries, innovative systems and knowledge management, contemporary business behavior and data. We would like to express our gratitude to all those who contributed in helping deliver quality content of IAM 2010.

Looking forward to your participation again in IAM2011, Tokyo, Japan.

Conference Chair
## Schedule

### July 7, 2010 (Wednesday)
**08:30-17:00 Registration**

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<td>Coffee Break</td>
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<td>10:50-12:20</td>
<td>Session B1</td>
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<td>12:20-13:30</td>
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<td>13:30-15:00</td>
<td>Session C1</td>
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<td>15:20-16:50</td>
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### July 8, 2010 (Thursday)
**08:30-17:00 Registration**

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### July 9, 2010 (Friday)
**08:30-17:00 Registration**

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### July 10, 2010 (Saturday)
**Whole Day**

**Free Activities**
Agenda

July 7, 2010 (Wednesday)

**Session A1** 09:00-10:30  
**Room: Salon I**

**Session Chair:** Cheng-Ping Shih  
National Taiwan Normal University

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**The Impact of Intellectual Capital on Profit in Innovative Industries: A Case Study on Taiwanese Design Industry**

Cheng-Ping Shih  
National Taiwan Normal University
Melton Morrison  
National Taiwan Normal University
Wen-Chih Chen  
National Taiwan Normal University
Peter-Jean Paul  
National Taiwan Normal University

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**Plans, Policies, Budget And Expenditure In Human Resource Development**

Haslinda Abdullah  
University Putra Malaysia

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**Effect of Organizational Justice on Job Satisfaction and Organizational Commitment in a Non-Western Setting**

Abdallah M. Elamin  
King Fahd University of Petroleum and Minerals

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**Culture Influences on Workforce Management in Multinational Corporations in South Asia: The Case of Bangladesh**

ABM Abdullah  
University of South Australia
Stephen Boyle  
University of South Australia
Carmen Joham  
University of South Australia

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**Integrated HR Scorecard and Fuzzy ANP on Measurement of HRD Performance - A Case Study on PT Ecco Indonesia**

Arman Hakim Nasution  
Institute Technology Sepuluh Nopember (ITS) Surabaya
Miftakhul Fikri  
Institute Technology Sepuluh Nopember (ITS) Surabaya
Syarifa Hanoum  
Institute Technology Sepuluh Nopember (ITS) Surabaya

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**Exploratory Findings: Focus Group Discussions with Accountancy Trainees**

Ruzita Selamat  
University Teknologi Malaysia Skudai
Norhalimah Idris  
University Teknologi Malaysia Skudai
<table>
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<th>Session A2</th>
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<td>Session Chair: Su-Houn Liu</td>
<td>Chung Yuan Christian University</td>
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### Factors Influencing Attitudes Toward Advertising: An Empirical Examination in Saudi Arabia
- M. Sadiq Sohail, King Fahd University of Petroleum & Minerals
- Abdelrahman M. Al-Gwaiz, Saudi Arabian Oil Company

### A Sustainable Collaboration Model within business-to-Business Marketing: An Empirical Example
- Ya Ling Tsai, Southern Taiwan University

### Factors Affecting Consumers' Online Shopping Intentions
- Narges Delafrooz, University Putra Malaysia
- Laily H. Paim, University Putra Malaysia
- Ali Khatibi, Management and Science University

### Antecedents and Consequences of the Relational Governance Mechanisms in Taiwanese Manufacturer Supply Chain
- Ying-Pin Yeh, Yu Da University

### The Effectiveness of Product Placement Marketing On the Internet
- Hsiu-Li Liao, Chung Yuan Christian University
- Su-Houn Liu, Chung Yuan Christian University
- Hui-Ju Chen, Chung Yuan Christian University
Agenda

July 7, 2010 (Wednesday)

Session B1  10:50-12:20  Room: Salon I

Session Chair: Hui-Ming Wee  Chung Yuan Christian University

An Innovative Heuristic for Joint Replenishment Problem with Deterministic and Stochastic Demand
Yugowati Praharsi  Satya Wacana Christian University
Hindriyanto Dwi Purnomo  Satya Wacana Christian University
Hui-Ming Wee  Chung Yuan Christian University

A Fuzzy Rule-based Inference Model to Predicate Service Failure
Kuan-Yu Hu  Tajen University

A Collaborative Deteriorating Inventory System with Imperfect Quality and Shortage Backordering
Jonas C.P. Yu  Takming University

Forecasting Gross Domestic Product by the Nonlinear Grey Bernoulli Model
Pei-Han Hsin  Cheng Shiu University
Shu-Ching Wang  Lin Yan Senior High School
Chun-I Chen  I-Shou University

Procurement and Supply Chain Management in a Petroleum Company in Indonesia: A Case Study
Danurwendo Arief Setio  Southern Taiwan University
Wicaksono
J. Chung-Cheng Huang  Southern Taiwan University

Application of Critical Path Method for Improving the Lead-time of Merchandising in Apparel Supply Chain
Gnanavinthan Thavanayagam  International Design and Trade Clothing (Pvt) Ltd
S A D Senanayake  The Open University of Sri Lanka
T Mathiventhal  The Eastern University of Sri Lanka
S Anusooya  The University of Auckland
Agenda (update)

July 7, 2010 (Wednesday)

Session B2 10:50-12:20 Room: Salon II
Session Chair: C. K. Farn National Central University

How Intrusiveness Online Advertising Formats and Promotional Messages Are?
Shao-Cheng Cheng Chinese Culture University
Heng-Li Chang Chinese Culture University
Hsueh-Ching Wang Chinese Culture University
Yu-Huan Kao Chinese Culture University

Managing the Targeted and Non-Targeted Customers by Understanding the Their Perceptual Differences
Bang Nguyen Oxford Brookes University

The Effectiveness of e-Learning for Blended Courses in Colleges: A Multi-level Empirical Study
Wen-Chieh Wu National Taipei University
Lan-Yin Hwang National Chengchi University

Towards a Model of e-Convenience: Impact on Satisfaction and Loyalty in e-Shopping
Fen-Hui Lin National Sun Yat-sen University
Yi-Hsin Chang National Sun Yat-sen University

Persuasion Effect of Word-of-Mouth Quantity on Web—Moderating Effect of Message Involvement and Consumption Motives of Web Users
Shu-Fang Liu National Kaohsiung University of Applied Sciences

Consumer Value of Group-Buying Website being built through Means-end Chain
Hsin-Yi Tsai National Taipei University
Li-Chen Huang National Taipei University
Kuang-Hui Chiu National Taipei University
## Agenda

### July 7, 2010 (Wednesday)

**Session C1**  13:30-15:00  **Room: Salon I**  
**Session Chair:** Syming Hwang  National ChengChi University

### Innovative Design for Industrial Products
- Ruilin Lin  Chienkuo Technology University
- Jingchen Xie  Chienkuo Technology University

### Computer Forensics Research and Implementation Based on Windows Platform
- Huei-Chung Chu  Huafan University
- Wen-Chin Wu  National Chengchi University

### A Subjective Evaluation of Attitudes towards E-health
- Banna S.  University of Wollongong
- Hasan H.  University of Wollongong
- Kartiwi M.  International Islamic University Malaysia
- Meloche J.  University at Buffalo

### Learning Management for Increase the Potential Capacity of Human Resource to Enhance the Economic and Society of Chiang Mai Rural and Urban Areas
- Kanchana Sura  Chiang Mai Rajabhat University

### A Study of Types of Morality and Management of Local Administrative Organizations Affecting the Local Socio-Economic Development
- Wirasak Somyana  Chiang Mai Rajabhat University

### Sufficiency Economy: Knowledge, Morality with Agricultural Community Economic Development
- Kamolthip Kamchai  Chiang Mai Rajabhat University

### Intrusion Detection and Prevention (IDP) Mechanism of SIP in SCM Networks
- Henry Ker-Chang Chang  Chang Gung University
- Hung-Lin Wei  Chang Gung University
Agenda

July 7, 2010 (Wednesday)
Session C2  13:30-15:00  Room: Salon II
Session Chair: Zulnaidi Yaacob  University Sains Malaysia

Is the Intensity of Continuous Improvement Practice a Matter for Customer Satisfaction?
Zulnaidi Yaacob  University Sains Malaysia

A Study on the Model of the International Franchising Standardization Strategy-The Application of Grounded Theory
Hui-Heng Chen  Fortune Institute of Technology

A Fuzzy AHP Approach to Exploring the Critical Success Factors of B2B E-commerce Adoption
Hsin-Pin Fu  National Kaohsiung First University of Science and Technology
Sheng-Wei Lin  Shih Chien University

Nascent Entrepreneurial Typology on Entrepreneurial Intentions: Motivation as a Moderating Factor
Hsin-Hsin Lee  National Sun Yat-sen University
Chang-Yung Liu  I-Shou University
# Agenda

**July 7, 2010 (Wednesday)**

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| **The Creative Teaching with Points, Lines, and Planes** |
| Ruilin Lin | Chienkuo Technology University |
| Jingchen Xie | Chienkuo Technology University |

| **Innovation Productivity and Competitiveness: A Case Study of Pakistan' Textile Industry** |
| Khadija Bari | Institute of Business Administration |

| **Applications of Planned Behavior Theory (TPB) on Internet Banking Services Adoption (IBSA) in Jordan: Structural Equation Modeling (SEM) Approach** |
| Malek Al-Majali | University Utara Malaysia |
| Nik. Kamariah Nik Mat | University Utara Malaysia |

| Yungkun Chen | Chung Chou Institute of Technology |
| Tsuifang Hsieh | Taiwan Hospitality & Tourism College |

| **The 'Right' Thing to do: A Preliminary Study of Internet Participations** |
| Su-Houn Liu | Chung Yuan Christian University |
| Hsiu-Li Liao | Chung Yuan Christian University |
| Qi-Dong Peng | Chung Yuan Christian University |

| **The Impact of Activity Theory on Managing Technology Contest** |
| Jon Chao Hong | National Taiwan Normal University |
| Chi Min Tsai | National Taiwan Normal University |
| Chunhakitpaisan Kiat | National Taiwan Normal University |
| Min Hsien Li | National Taiwan Normal University |
### Agenda

**July 7, 2010 (Wednesday)**

**Session D2**  
15:20-16:50  
**Room: Salon II**

**Session Chair:** Syming Hwang  
National ChengChi University

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**Effects of Internationalization and Market Timing on Foreign Financing**  
Meijui Sun  
Ming Chuan University

**Integrated Growth Model of Ownership and Management Control of Family Business: A Case Study**  
Zhao-Dong Wen  
National Cheng-Chi University  
Li-Chung Chang  
National Cheng-Chi University  
Duan-Xun Koh  
National Taipei University  
Hao-Jun Chuang  
National Cheng-Chi University

**Integrating ANP and GSDM to Evaluate Marketing Strategy**  
Cheng-Shiung Wu  
Chia Nan University of Pharmacy and Science  
Hung-Hsuan Lee  
National Ksohsiuang First University of Science and Technology  
Hui-hsiung Huang  
Chia Nan University of Pharmacy and Science

**The Study on Factors Influencing Recruitment and Training Performance: An AHP Analysis**  
Cheng-Chin Lu  
National Taipei University of Technology  
Chih-Chou Chiu  
National Taipei University of Technology  
Hsin-Pin Fu  
National Kaohsiung First University of Science and Technology
Agenda

July 8, 2010 (Thursday)

Session E1  09:00-10:30  Room: Salon I
Session Chair: Zulnaidi Yaacob  University Sains Malaysia

Usage of Self-Service Technologies (SSTs): A Case Study of E-Debit System at Bursary UiTM Shah Alam
Fauziah Esman  Polytechnic Sultan Haji Ahmad Shah
Roslani Embi  Universiti Teknologi MARA, Shah Alam
Rohayati Jusoh  Universiti Teknologi MARA, Dungun

Multi-tasking Media Consumption Behavior in Taiwan
Chien-Chou Su  Shih-Hsin University

The Effect of Strategy, Structure and MAS Configuration between Environmental Uncertainty and Performance
Chung Shao-Hsi  Meiho Institute of Technology
Pham Hoang Trung  Meiho Institute of Technology

Information Indicators and Order Submission Strategy: Evidences from IPOs
Pei-Han Hsin  Cheng Shiu University

The Difference between Within- versus Across-Family Mergers on Mutual Fund
Jia-Hui Lin  Tainan University of Technology

Does Rating Change Announcement Have Signaling Effect on Stock Returns? An Empirical Study in China
Lee-Hsuan Lin  Yuan-Ze University
Hen-Chen Lin  Yuan-Ze University
Agenda (Update)

July 8, 2010 (Thursday)

Session E2  09:00-10:30  Room: Salon II
Session Chair: Syming Hwang  National ChengChi University

The Influence of Organization Infrastructure on Knowledge Management Process, Innovation Capability and Performance
Gou-Fong Liaw  Fu Jen University
Zong-Wei Zhu  China University of Technology
Su-Lee Tsai  Fu Jen University

A Research on User Satisfaction of Running Enterprise Resource Planning for Small and Median Enterprises in Taiwan
Zong-Wei Zhu  China University of Technology
Albert Kuo-Chung Mei  China University of Technology
Roger Prestwich  Metropolitan State University
Su-Mei Lin  China University of Technology

Management of Human Resources in Africa Challenges for the Third Millennium
Gbolahan Fatai Atanda  University of Portharcourt

Using the Case Method on the Innovation of Creative System - The Study of Global Supply Chain Management of Western Fast Food
Yu Ling Hsu  National Taipei University of Technology
Ming Kuen Chen  National Taipei University of Technology
Chin Yen Lin  National Taipei University of Technology

The Demand Analysis of Human Resource Performance System in Crane Firms
Ming-Shiun Chen  National Taipei University
Shu-Pin Yu  Ming-Chi University of Technology

High Performance Store Managers Required Competencies for Retailing Business Based on MCDM Combining DEMATEL with ANP
Su-Mei Lin  China University of Technology
Gwo-Hshiung Tzeng  National Chiao Tung University
Shan-Lin Huang  Kainan University
July 8, 2010 (Thursday)

Session E2  09:00-10:30  Room: Salon II
Session Chair: Syming Hwang  National ChengChi University

An Anti-Collision Protocol for Mobile Tags in RFID Systems
Yen-Wen Lin  National Taichung University
Wei-Ting Syu  National Taichung University
Jhih-Siang Wang  National Taichung University
Fang-Yu Syu  National Taichung University
Cheng-Chi Liang  National Taichung University
July 8, 2010 (Thursday)
Session F1  10:50-12:20  Room: Salon I
Session Chair: C. K. Farn  National Central University

A Preliminary Study on Drift Effect of Digital Capital and Digital Divide: A Comparative Study of Youth Online Behaviors across Taiwan Straits
Ying-Chi Chen  Chihlee Institute of Technology

Diagnosing the Gap in IT - Business Strategic Alignment: A Qualitative Analysis among Public Shareholding Firms in Jordan
Dmaithan Al majali  University Utara Malaysia
Zulkhairi Md Dahlin  University Utara Malaysia

A Study on Consumers' Continuing to Use Online Group-Buying Platforms
Eric T.G. Wang  National Central University
Yi-Wen Fan  National Central University
Mei-Hsia Chiang  National Central University
Jhih-Yuan Wang  Hsing Wu College

Integrating Fuzzy Query and Cluster Analysis in the Development of Customer Information System
Chui-Yu Chiu  National Taipei University of Technology
I-Ting Kuo  National Taipei University of Technology
Chih-Fan Lin  National Taipei University of Technology
Ho-Chun Ku  National Taipei University of Technology

PET Bottle Recycling Models in Taiwan: DAAI Technology Co., LTD.
Kuang-Hui Chiu  National Taipei University
Ru-Jen Cheng  Vanung University

Antecedents and Consequences of Lead User Participation in Brand Community: The Case of Microsoft MVPs
Pai Cheng Shih  National Central University
Hsin-Yun Hu  National Central University
Cheng-Kiarg Farn  National Central University
July 8, 2010 (Thursday)

Session F2  10:50-12:20  Room: Salon II

Session Chair: James T. Lin  National Tsing-Hua University

The Influence of Environmental Ethics upon Green Relationship Learning and Green Innovation
Yu-Shan Chen  National Taipei University

A Study of Relationship among Product Quality, Service Quality, Mobile Value, and Customer Satisfaction on Mobile Added-Value Services
Kuo-Hsien Lu  Jinwen University of Science and Technology
Yung-Cheng Chen  China University of Science and Technology
Yan-Kai Fu  China University of Science and Technology

A Hierarchical Planning in TFT-LCD Industry: Framework and Review
James T. Lin  National Tsing-Hua University
Tzu-Li Chen  National Tsing-Hua University

Benchmarking, Benchlearning and Innovation A Literature Review and a Research Agenda
Masoomeh Zeinalnezhad  Universiti Kebangsaan Malaysia(UKM)
Muriati Mukhtar  Universiti Kebangsaan Malaysia(UKM)
Shahnorbanun Sahran  Universiti Kebangsaan Malaysia(UKM)
Towhid Pourrostam  Universiti Kebangsaan Malaysia(UKM)

Particle Swarm Optimization Techniques for the Traveling Routing Problem
Chung-Ling Yen  Kun Shan University
Shih-Tang Lo  Kun Shan University

An Application of AHP and Delphi Methods on Constructing Green Product Assessment - A Preliminary Study
Thu-Hua Liu  Ming Chi University of Technology
Chun-Ming Yang  Ming Chi University of Technology
Ching-Han Kao  Ming Chi University of Technology
Hsing-Tzu Wang  Ming Chi University of Technology
July 8, 2010 (Thursday)

Session F2 10:50-12:20 Room: Salon II

Session Chair: James T. Lin National Tsing-Hua University

The Influence of the Headquarter Establishes on the Procurement Process to Supply Chain

Yao Chin Lin Yuan-Ze University
Ping Heng Tsai Yuan-Ze University
Agenda

July 8, 2010 (Thursday)
Session G1  13:30-15:00  Room: Salon I
Session Chair: C. K. Farn  National Central University

Time Series Forecasting Using Support Vector Machines and Particle Swarm Algorithm
Tung-Chen Huang  Leader University
Li-Lin Ku  Leader University

The Creation of a Framework for Acquiring Technological Knowledge among Technology Transfer Recipients - A Perspective from a Radar Manufacturing Firm in Malaysia
Thanaletchumi Sathasivam  University Technology Malaysia
Zuraini Ismail  University Technology Malaysia
Ahmad Rahman Songip  University Technology Malaysia

A Preliminary Study of Lean Product Development Approach
JrJung Lyu  National Cheng Kung University
Li-Ying Chang  National Cheng Kung University

Molding Intellectual Property Culture into the Entrepreneurial University
Nasiibah Ramli  National University Malaysia
Zinatul Ashiqin Zainol  National University Malaysia

The Syncretism between Knowledge Management and Competitive Intelligence
Afrooz Momeni  Iran University of Science and Technology
Mohammad Fathian  Iran University of Science and Technology
Peyman Akhavan  Iran University of Science and Technology

A Preference Based Similarity Measure for Collaborative Filtering Recommendation
Li-Hua Li  Chaoyang University of Technology
Fu-Ming Lee  Chaoyang University of Technology
Mei-Huei Tsai  Chaoyang University of Technology
Tsung-Jen Pu  Chaoyang University of Technology
Agenda

July 8, 2010 (Thursday)

Session G2  13:30-15:00  Room: Salon II

Session Chair: Syming Hwang  National ChengChi University

Scenario Analysis on Development Strategy of Digital Convergence Industries in Taiwan
Jyh-Yih Hsu  National Chung Hsing University
Yu-Yi Chen  National Chung Hsing University
Yu-Shiuang Cheng  National Chung Hsing University
Chien-Ta Ho  National Chung Hsing University
Yu-Shan Lin  National Chung Hsing University

Empowering Malaysian SMEs through Intellectual Property Management
Abdullaah Jalil  Islamic Science University of Malaysia
Suraiya Osman  National University of Malaysia
Zinatul Ashiqin Zainol  Islamic Science University of Malaysia

An Anti-Collision Protocol for Mobile Tags in RFID Systems
Yen-Wen Lin  National Taichung University
Wei-Ting Syu  National Taichung University
Jhih-Siang Wang  National Taichung University
Fang-Yu Syu  National Taichung University
Cheng-Chi Liang  National Taichung University
Guo-Tang Huang  National Taichung University
Jie-Min Shen  National Taichung University

How to Achieve Effective Learning Effects in a Blended Course: An Approach of Online Self-regulated Learning and Collaborative Learning with Initiation
Chia-Wen Tsai  Ming-Chuan University
Pei-Di Shen  Ming-Chuan University
Yen-Ting Lin  Ming-Chuan University
Huei-Jhe Huang  Ming-Chuan University
A Multilayered Network Security Framework for Managing Malware - Managing People not Machines

Christine Simfukwe
University Technology Malaysia

Zuraini Ismail
University Technology Malaysia
Agenda

July 8, 2010 (Thursday)

Session H1 (Mandarin) 15:20-16:50  Room: Salon I
Session Chair: Ruey-Shiang Shaw  Tamkang University

A Design of RFID Information Management System for Gaming Industry
Yu Chih Huang  Tainan University of Technology

The Impact of Electronic Readers on the Publishing Industry
Heng-Che Hsiao  National Taipei University
Wen-Ling Wang  National Taipei University
Jiin-Tarng Shieh  National Taipei University

Analysis of Generation Y Employees' Personality Trait in Taiwan - Application of Personal Personality Searching System
Chia-Hsuan Wu  National Taipei University
Pin-Wei Hsieh  National Taipei University

An Investigation Study of Information Technology Governance of Taiwan's Enterprises
Ruey-Shiang Shaw  Tamkang University
Shu-Ling Peng  Tamkang University
Che-Pin Cheng  Tamkang University

How Do Dentists Utilize Medical Resources Under Global Budget in Taiwan: Perspectives of Institutional Theory and Agency Theory
Hailun Chao  Chung Hwai University of Medical Technology
Wen Hsiao  National Sun Yat-Sen University

Exploring Determinants of Knowledge Sharing Behavior in Professional Virtual Communities: From the Perspective of Social Cognitive Theory
Ya-Hui Hu  Chang Gung University
Li-Ting Huang  Chang Gung University
July 8, 2010 (Thursday)

Session H1 (Mandarin) 15:20-16:50 Room: Salon I
Session Chair: Ruey-Shiang Shaw Tamkang University

Study on the Core Competence of a Cook of Catering Suppliers certified by HACCP
--A Case on School Lunch Contractors of National Elementary School in Taipei

Fu Jin Wang Aletheia University
Chia-Jen Hung Nanya Institute of Technology
Wen-Po Li Nanya Institute of Technology
Chin-Yung Pong Taipei College of Maritime Technology
**Factors Affecting Development of Internet Banking Services among Foreign Banks in China**
Kuo-Tung Tung National Taipei University
Tzu-Man Hung National Taipei University
Jiin-Tarng Shieh National Taipei University

**The Development and Prospect of Taiwan's Banking Industry**
Chien-Ying Chen National Taipei University
Shih-Peng Hsu National Taipei University
Jiin-Tarng Shieh National Taipei University

**The Relationships among Salary Equity, Job Involvement and Job Characteristics - The Case of A Local Bank of Taiwan**
Ming-Shiun Chen National Taipei University
Yi-Pang Chen National Taipei University
Sheng-Kai Yang National Taipei University

**Study on Acceptance Intention to NIMBY Facility from Equity Theory and Theory of Reasoned Action - Case of User Piping Connection to Sewage Infrastructure in Taipei County**
Fu-Hsien Chang National Taipei University
Ssu-Fang Chen National Taipei University
Kuang-Hui Chiu National Taipei University

**Web Information Richness Influences Perceived Risks - Involvement as Moderating Variable**
Pei Chuan Lee National Taipei University
Kuang-Hui Chiu National Taipei University
July 8, 2010 (Thursday)
Session H2 (Mandarin) 15:20-16:50  Room: Salon II
Session Chair: Cheng-Hsun Ho  National Taipei University

Separation of Drug Prescribing and Dispensing: Prohealthcare Franchise
Kuang-Hui Chiu  National Taipei University
Chin-Fen Liu  National Taipei University
Hui-Ju Chen  National Taipei University

The Customer Satisfaction Impact on Customer Loyalty: Switching Cost as Moderator
Variable
I-Ling Lin  National Taipei University
Kuang-Hui Chiu  National Taipei University
Agenda (Update)

July 9, 2010 (Friday)  
Session II 09:00-10:30  Room: Salon I
Session Chair: C. K. Farn  National Central University

A Fuzzy Rule-based Inference Model to Predicate Service Failure  
Kuan-Yu Hu  Tajen University

How Do Dentists Utilize Medical Resources Under Global Budget in Taiwan: Perspectives of Institutional Theory and Agency Theory  
Hailun Chao  Chung Hwai University of Medical Technology  
Wen Hsiao  National Sun Yat-Sen University

The Research on Channel Development in the Industry of Biotech Nutraceuticals-the case of J Biotech Company  
Chien-Chih Lee  Kao Yuan University  
Jie-Wei Huang  Jojia Bio-tech Co., LTD.

A Preliminary Study of Lean Product Development Approach  
JrJung Lyu  National Cheng Kung University  
Li-Ying Chang  National Cheng Kung University

Integrating ANP and GSDM to Evaluate Marketing Strategy  
Cheng-Shiung Wu  Chia Nan University of Pharmacy and Science  
Hung-Hsuan Lee  National Kaohsiung First University of Science and Technology  
Hui-hsiung Huang  Chia Nan University of Pharmacy and Science

A Fuzzy AHP Approach to Exploring the Critical Success Factors of B2B E-commerce Adoption  
Hsin-Pin Fu  National Kaohsiung First University of Science and Technology  
Sheng-Wei Lin  Shih Chien University
Session II Agenda

July 9, 2010 (Friday)  
Session II  09:00-10:30  Room: Salon I
Session Chair: C. K. Farn  National Central University

The Study on Factors Influencing Recruitment and Training Performance: An AHP Analysis
Cheng-Chin Lu  National Taipei University of Technology  
Chih-Chou Chiu  National Taipei University of Technology  
Hsin-Pin Fu  National Kaohsiung First University of Science and Technology

The Impact on Implementing ISO/IEC 27001 to I.T. Department
Yao Chin Lin  Yuan Ze University

Application of Lean Six Sigma for Business Process Improvement-A Case Study
JrJung Lyu  National Cheng Kung University  
Chun Chin Chen  National Cheng Kung University  
Chia Wen Chen  National Cheng Kung University

Using the Monte Carlo Method to Perform Model-Simulation for the Characteristics of MLCC
JrJung Lyu  National Cheng Kung University  
Ming-Hsien Hsu  National Cheng Kung University
Agenda (Update)

July 9, 2010 (Friday)
Session I2 09:00-10:30 Room: Salon II
Session Chair: Syming Hwang National ChengChi University

Will Character Has Negative Attitude Toward Product Placed in TV Programs or Films?
Chia-Lin Chang National Taipei University
Kuang-Hui Chiu National Taipei University
Tsai Chen National Taipei University

Taxi Business Types and Passenger Intention Relationship: The Mediation Role of Perceived Safety
Ming-Kuei Huang National Taipei University
Chun-Lin Lee National Taipei University
Kuang-Hui Chiu National Taipei University

Acceptance of Practices: Case Bioactive Innovations in Health Care Market
Ismo Alakärppä University of Lapland
Anu Valtonen University of Lapland
Heli Alakulju University of Lapland
Heidi Härmä University of Lapland

An Analysis of Initial Trust Building based on the Theory of Constraints: A Case Study on the Establishment of a Drug Dispensary Service for Repeat Prescription for Chronic Medication
Kuang-Hui Chiu National Taipei University
Sze-hsun Sylcien Chang National Taipei University

An Innovative View on the Development of Virtual Reality and Virtual World
Yiching Liou National Chin-Yi University of Technology

Innovation Management as the E-Commerce Competitiveness Tool- Matzu Temple as the Example
Yu-Hui Liao Chung Hua University
Pi-Yun Chang Chihlee Institute of Technology
July 9, 2010 (Friday)

Session I2  09:00-10:30  Room: Salon II

Session Chair: Syming Hwang  National ChengChi University

Knowledge Creation - Tradition and Innovation of S.L. Towel Industrial Tourism and Explore Factory
Chun-Ju Lee  Providence University
Pin-Tzu Chen  Providence University
Ying-Sui Lin  S.L. Towel

Project Complexity in R&D Ecosystem: An Overview
Muhammad Fiaz  Northwestern Polytechnical University
Naiding Yang  Northwestern Polytechnical University
Agenda

July 9, 2010 (Friday)

Session J1 (Mandarin)  
10:50-12:20  
Room: Salon I

Session Chair: Mei-Chen Lin  
National Taipei University

A Framework for Solving Stochastic Lot-Sizing Problem by Simulation and Artificial Intelligence
Jui-Tsung Wong  
Shih Chien University
Kuei-Hsien Chen  
Nan Jeon Institute of Technology

The Dynamics of Individual and Institutional Trading in the TAIEX Futures Markets
Mei-Chen Lin  
National Taipei University

Multi-Criteria Decision Making Based on Fuzzy TOPSIS Method
Jia-Wen Wang  
Nanhua University
Jing-Wen Chang  
Nanhua University

Web-based E-Learning System for MSP430 Laboratories
Ben-Li Wang  
Ming Chi University of Technology
Ming-Chung Tang  
Ming Chi University of Technology

Le PARMLabs 2.0: An ARM based Embedded Teaching Platform for Distance Learning
Ding-An Yang  
Ming Chi University Of Technology
Ming-Chung Tang  
Ming Chi University Of Technology
Agenda

July 9, 2010 (Friday)
Session J2 (Mandarin) 10:50-12:20 Room: Salon II
Session Chair: Wen-Chieh Wu National Taipei University

Measuring the Production and Marketing Efficiency of Global Major TFT-LCD Companies
Jin-Shyang Roan Soochow University
Rong-Tsu Wang Vanung University

Innovative Strategies of the Funeral and Interment Facilities Management Industry in Taiwan
Shinn-Jong Lin Shu-Te University, Taiwan
Hsi-Hsien Lee Shu-Te University

A Matching Approach to M&A, R&D, and Patents: Evidence from Taiwan's Listed Companies
Jwu-Rong Lin Tunghai University
Chen-Jui Huang Tunghai University
Hsieh-Lung Liu Tunghai University

The Effects of Centrifugal and Centripetal Forces on the ERP Project Management: How Does Efficacy Mentoring Functions?
Shih-Wen Chien National Kaohsiung University of Applied Sciences
Hui-Lan Chiu National Pingtung Institute of Commerce
July 9, 2010 (Friday)

Session K1  13:30-15:00  Room: Salon I

Session Chair: C. K. Farn  National Central University

Online Relationship Activities in Taiwan: Motivations and Consequences
Chih-Chien Wang  National Taipei University
Yi-Ting Wang  National Taipei University
Hsiang Chen  National Taipei University

The Role of Customer Relationship Management (CRM) in Explaining with Customer Satisfaction
Alireza farrokhbakht foomani  Islamic Azad University
Mohammad kazmi rad  Islamic Azad University
Elham forouzanfar  Islamic Azad University

Applying Semantic Social Tagging to Improve the Quality of Content Search
Shiu-Li Huang  Ming Chuan University
Sheng-Cheng Lin  Tunghai University
Yung-Chun Chan  Ming Chuan University

The Facilitators on Intensity of E-business Adoption: the Empirical Study of Taiwanese Small and Medium Enterprises
Chao-Hui Hsu  Chienkuo Technology University
Qamar Rehamni  Argosy University

A Study on Collaboration Supply Chain Model from the View of Transaction Cost Theory - A Case Study in Taiwan Aerospace Industry
Jau-Shin Hon  Tunghai University
Song-Jwu Chu  Tunghai University
Miin-Jyh Wang  Tunghai University
Agenda (Update)

July 9, 2010 (Friday)

Session K2 13:30-15:00 Room: Salon II

Session Chair: Chih-Chien Wang National Taipei University

A Research of the Relationship between Employee Effort and Customer Loyalty Behavior in Hair-Beauty Service Industry
Hui-Chen Chang National Taipei University
Ting-Ying Chen National Taipei University
Wan-Chien Tsai National Taipei University

Online Retailing Service Failure Recovery and Consumer Loyalty
Yi-Wen Fan National Central University
Cheng-Chieh Wu National Central University
Wei-Ting Wu National Central University

A Study on the Impact of Cartoon Spokes - Character on Consumers' Credit Card Holding Willingness
Chiachi Tsan Lunghwa University of Science and Technology
Cingmei Huang Lunghwa University of Science and Technology
Yihsin Liu Lunghwa University of Science and Technology

Scepticism about Blog Product Reviews: The Influence of Knowledge and Involvement
Chih-Chien Wang National Taipei University
Hung-Yu Chien National Taipei University

Interrelationships between Consumer Decision Making and Consumer Confidence for Group Buying in Taiwan
Wan-Tran Huang Chung Chou Institute of Technology
Wei Wei Wang Chung Chou Institute of Technology
Ya-Hsuan Hsu Chung Chou Institute of Technology

The Relationship between Fund Performance and Fund Flow in Taiwan Fund Market
Feng-Huei Chang National Taipei University
Yeong-Jia Goo National Taipei University
Agenda

July 9, 2010 (Friday)

Session L1 15:20-16:50  Room: Salon I

Session Chair: Jen-Ruei Fu  National Kaohsiung University of Applied Sciences

Personality and Organizational Outcomes - Organizational Culture as a Moderator
Jawwad Ahmad  COMSATS Institute of Information Technology
Mazhar Hussain  International Islamic University
Hafiz Muhammad Ishaq  Federal Urdu University
Amer Rajput  COMSATS Institute of Information Technology

Is Information Technology Career Unique? Exploring Differences in Career
Commitment and its Determinants among IT and non-IT Employees
Jen-Ruei Fu  National Kaohsiung University of Applied Sciences

The Effects of Entrepreneurial Personality, Entrepreneurial Orientation and Social
Capital on Entrepreneurial Performance: An Empirical Study of Enterprises in
Taiwan
Ming-Chien Chiu  Gudeng Precision Industrial Co., Ltd
Kuang-Hui Chiu  National Taipei University

The Effectiveness of e-Learning for Blended Courses in Colleges: A Multi-level
Empirical Study
Wen-Chieh Wu  National Taipei University
Lan-Yin Hwang  National Chengchi University

You Decide the Service Quality You May Get! The Linkage of Customers' Factors,
Service-Oriented Organizational Citizenship and Person-to-Person Service Quality.
Wen-Chieh Wu  National Taipei University
Kuang-Hui Chiu  National Taipei University
Wen-Yin Lin  National Taipei University
Chia-Chun Li  National Taipei University
July 9, 2010 (Friday)
Session L1 15:20-16:50 Room: Salon I
Session Chair: Jen-Ruei Fu National Kaohsiung University of Applied Sciences

The Impact of Negative Affectivity, Job Satisfaction and Interpersonal Justice on Workplace Deviance in Private Organizations
Mazni Alias Multimedia University
Roziah Mohd Rasdi University Putra Malaysia
Al-Mansor Abu Said Multimedia University

The Relationship between Transformational Leadership and Organization Performance using Human Capital as a Mediator
Yeong-Jia Goo National Taipei University
Shu-hui Lee National Taipei University
Agenda

July 9, 2010 (Friday)
Session L2 (Mandarin) 15:20-16:50 Room: Salon II
Session Chair: Kuang-Hui Chiu National Taipei University

An Empirical Investigation of e-Learning Continuance Intention: Toward an Integrated Model
Cheng-Hsun Ho National Taipei University

A Study of How Customer Perceived Value Impacts Customer Satisfaction and Consumer Loyalty: A Case of Bed and Breakfast in Wulai, Taiwan
Victor Chou The Sherwood Taipei
Chia-Wei Tsao ASIR International Co.
Charles Soon National Taipei University

The Developing Approach for Community Channel
Chang-Jia Liou Gooden asset-management Consultant Ltd
Muh-Lin Tsai Takming University of Science and Technology

The Influence of eWOM within The Online Community on Consumers' Purchasing Intentions-The Case of The Eee PC
Fang-Mei Tseng Yuan Ze University
Fang-Yu Hsu Yuan Ze University

The Relationship among Money Attitude, Buying Motives, and Compulsive Online Buying
Wei-Lung Chang Chungyu Institute of Technology
Tai-An Lin National Chung Cheng University
Kuang-Yu Chang Ching Yun University

Implementing a Consolidated Platform for Integrated Distributed Databases Case Study: 3C Enterprise
Lian-sheng Liu Asia University
Shyh-Chang Tsaur National Chin-Yi University of Technology
Iuon-Chang Lin National Chung Hsing University
July 9, 2010 (Friday)
Session L2 (Mandarin) 15:20-16:50 Room: Salon II
Session Chair: Kuang-Hui Chiu National Taipei University

Effect of Commitment and Trust towards Micro-blogs on Consumer Behavioral Intention: A Relationship Marketing Perspective
Chien-Lung Hsu Perfect Elite Co., LTD.
Yuan-Duen Lee Chang Jung Christian University
Is the Present Value Model of Current Account Valid for Taiwan? Evidence from a Structural VAR Approach
Chen-Yin Kuo Tung Fang Institution of Technology

The Validity of Residual Income Model in Taiwan: Evidence from a VAR-based Cross Equation Test
Chen Yin Kuo Tung Fang Institution of Technology

Effects of Supporting Policies, Marking Strategies, and practical influence in the Tea Industry - Chushang Farmers' Association as the Example
Shao-Kai Chou Ling Tung University
Chi-Hsiang Ting Hsing-Yun Culture Creation Association

The Indicators of Core Competency for Public Relations Practitioner in Healthcare Organizations
Tain-Fung Wu Asia University
Kwang-Han Chang China Medical University Hospital
Chi-Hsiang Ting Asia University
Ling-Yu Chang Hsing-Yun Culture Creation Association

An Application of the Analytic Hierarchy Process (AHP) for a Competence Analysis of Marketing Personnel in Taiwan
Shu-Ning Liou Hsiuping Institute of Technology
Chi-Kuang Chen National Chin-Yi University of Technology
Shao-Lung Tung National Chin-Yi University of Technology

Employee Satisfaction Inventory after Introduction of Knowledge Management System
Hailun Chao Chung Hwa University of Medical Technology
Wen-Sheng Tzeng Chi Mei Medical Center
Weir-Sen Lin Chia Nan University of Pharmacy & Science
Yu-Jen Chen Chia Nan University of Pharmacy & Science

A Decision Model for Self-Production and Outsourcing under Limited Production Capacity
Poster

Yu-Teng Chang  Yu-Da University
Chih-Yao Lo  Yu-Da University
Cheng-Chi Yeh  Yu-Da University

Empirical Analysis of Internet Users Reaction to the Avatar Make-up Websites
Wen-Yu Tsao  National Chin-Yi University of Technology

The Construction of Enterprise Content in Intellectual Capital
Chih-Chin Yang  National Kaohsiung Marine University

Practical Study on Small-Medium Enterprises Using ICT in Taiwan
Jung-Hui Liang  Chungyu Institute of Technology
Chen-Yean Huang  Taoyuan Computer Association
Kuo-Yan Wang  Tamkang University

The Sustainability of Service Innovation - Learning from Award Winning Cases
Essence Hsu  National Chengchi University

Economic Studying about Marketing Problems of Mohammadi Flower Case Study: Darab Small Province
S.Mohammad reza Akbari  Marvdasht Islamic Azad University
Mozafar jabari  Marvdasht Islamic Azad University
Mohammad Hasan tarazkar  Shiraz University
Javad Torkamani  Marvdasht Islamic Azad University

Exploring the Relationships among Consumer Motivation and Information Search Costs in the Attraction of Travel Exhibitions in Taiwan
Ting-Ting Fang  TaTung Institute of Commerce and Technology