Chair’s Message

The committees of the 2011 International Conference on Innovation and Management (IAM 2011) are pleased to welcome you to this meeting held at Kuala Lumpur, Malaysia on July 12-15, 2011. Since March 11, 2011 earthquake in Japan, IAM 2011 change the venue from Tokyo, Japan to Kuala Lumpur, Malaysia. IAM 2011 committees would like to thank all the friends strongly supported and participated. 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 International Conference 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 317 excellent manuscript submissions, 156 of them come from 17 countries 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 2011.

Looking forward for your participation again in IAM 2012.

Conference Chair

Chair’s Message
# Schedule

## July 12, 2011 (Tuesday)

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## July 14, 2011 (Thursday)

### 09:00-17:00 Registration

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## July 15, 2011 (Friday)

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Agenda

July 13, 2011 (Wednesday)

Session A1  10:00-12:00  Room: STARHILL 6
Session Chair: Syed Abidi  Dalhousie University

Promoting the Innovative capabilities of Taiwan's Manufacturing Industries: Case Studies of University-Industry Projects
Wen-Shiow Hsu  Ching Yun University
Shu-Ming Tsaur  Ching Yun University
Wen-Cheng Lin  National Taipei College of Business

Exploring Industry Innovation and Competitive Advantages from Management of Technology and Research & Development Manpower Cultivation by a SME
Albert Kuo-Chung Mei  China University of Technology
Zong-Wei Zhu  China University of Technology
Su-Mei Lin  China University of Technology

R&D Intensity and Business Environment on Firm Performance
Ming-Liang Yeh  National Chi Nan University
Peter S. Sher  National Chi Non University
Yu-Hui Chen  National Chi Non University

Dose Job Satisfaction Enhance Innovation Behavior in Service Industry
Han-Jen Niu  Tamkang University
Li-Chieh Chen  Tamkang University
Chin-Yu Hsieh  Tamkang University

Design an e-Pedigree Service for Healthcare Environment using Cloud Computing Technology
Cherng-Min Ma  Ming Chi University of Technology
Yen-Hung Chiu  Chang Gung University
Chung-Chun Chen  Chang Gung University
Ronlon Tsai  Chang Gung University
Software Selection and Conceptual Design of Innovative Performance Management Tool for SME in Thailand
Pramoul Nurach Chulalongkorn University
Damrong
Thawesaengskulthai Chulalongkorn University
Emeritus Achara Chulalongkorn University
Chandrachai

Factors Affected the Individual Innovative Capacity in Thai Firm
Prajak Chertchom Chulalongkorn University
Pongpun Anuntavoranich Chulalongkorn University
Pakpachong Vadhanasindhu Chulalongkorn University

A Semantic Web based E-Science Framework for Ocean Knowledge Management
Syed Abidi Dalhousie University

An Ontology Framework for Modeling Ocean Data and E-Science Semantic Web Services
Samina Abidi Dalhousie University
Agenda

July 13, 2011 (Wednesday)

Session A2  10:00-12:00  Room: STARHILL 7

Session Chair: Gwo-Guang Lee  National Taiwan University of Science and Technology

A Service Development Model of Service Experience Engineering
Tung-Hsiang Chou  National Kaohsiung First University of Science and Technology
Jau-Jiun Liao  National Kaohsiung First University of Science and Technology

Investigating Dropout Intention of Virtual Community Members by Viewpoint of Serious Leisure
Sheng-cheng Lin  Tunghai University
Yin-lin Yang  Tunghai University

Trading Patterns in the TAIEX Futures Markets: Information- or Behavioral-Based Trades?
Mei-Chen Lin  National Taipei University

Designing an Expert Location System Combing Semantic Similarly and Social Capital
Shiu-Li Huang  Ming Chuan University
Ren-Jie Hsieh  Ming Chuan University
Sheng-Cheng Lin  Tunghai University

Cloud Computing Conceptual Model: The View of Knowledge Management System
Chin-Nung Liao  China University of Science and Technology
Kuo-Hsien Lu  National Taipei University
Yan-Kai Fu  China University of Science and Technology

Empowering leadership and User Acceptance of Knowledge Management System
ren-zong kuo  Tzu Chi College of Technology
Wei-Lin Hsu  Tzu Chi College of Technology
Jhin-Ming Lai  Tzu Chi College of Technology
Gwo-Guang Lee  National Taiwan University of Science and Technology
Session A2  10:00-12:00
Session Chair: Gwo-Guang Lee
National Taiwan University of Science and Technology

July 13, 2011 (Wednesday)
Room: STARHILL 7

Reseaches on Internet Co-dependence Scales
Tung-Yun Chi  National Taipei University
Kuang-Hui Chiu  National Taipei University

A Review of ERP Implementation Failure Factors in China - Understanding ERP Vendors, Consultancy, and ERP Clients
Jiachen Hou  University of Strathclyde
**Agenda**

**July 13, 2011 (Wednesday)**

**Session A3** 10:00-12:00  
**Room: STARHILL 9**

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

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**An Integrated Approach for Selection of Outsourcing Provider**  
James J.H. Liou  
National Taipei University of Technology  
H.S. Wang  
National Taipei University of Technology  
C.C. Hsu  
Tamkang University

**Information Communication Technology Support in the Development of Logistics Clusters Involving Sea Port Locations**  
Adrian E Coronado  
Royal Holloway University of London  
Mondragon  
Christian E Coronado  
Marine Institute of Memorial University of Newfoundland  
Mondragon

**New Method for Mining Customer's Knowledge**  
Shu-Hsien Liao  
Tamkang University  
Yin-Ju Chen  
Tamkang University  
Shiu-Hwei Ho  
Tamkang University

**Using an Innovation & Economic Design of VSI X-Bar Control Charts**  
Shu-Fan Liu  
Yuanpei University

**Project Reliability: Probability of a Project Meets its Quality-Cost-Time Target under Uncertainty**  
Yudha Andrian Saputra  
Institut Teknologi Sepuluh Nopember (ITS) Surabaya  
Ode Siti Andini Ladamay  
BBPJN X, Ministry of Public Works Republic Indonesia

**Supply Chain Issues in Mergers and Acquisitions: A Review in Indian Context**  
Sanjay Jharkharia  
Indian Institute of Management Kozhikode (India)
Session A3 Agenda

July 13, 2011 (Wednesday)
Session A3  10:00-12:00  Room: STARHILL 9
Session Chair: James T. Lin  National Tsing Hua University

Simulation-based Optimization for an Automated Material Handling System
Dispatching Problem
James T. Lin  National Tsing Hua University
Chao-Jung Huang  National Tsing Hua University
Agenda

July 13, 2011 (Wednesday)

Session B1 (Mandarin) 14:00-16:00 Room: STARHILL 6
Session Chair: Wenchieh Wu Chung Yuan Christian University

The Influences of National Images on Marketing Performance: A Mediated Model
Link
Arthur J. Lin National Taipei University
Chien-Lung Hsu National Taipei University
Tsui-Hsu Tsai (Tracy) DaYeh University

The Effects of Spiritual Leadership on Organizational Citizenship Behavior with Multi-Sample Analysis
Chin-Yi Chen National Yunlin University of Science & Technology
Chin-Fang Yang Da-Yeh University

Speedup AdaBoost Face Detection by Skin Color Detection
Shu-Lin Hwang Ming Chi University Of Technology
Chuang-Jan Chang Ming Chi University Of Technology
Chih-Hao Chen Ming Chi University Of Technology

MSP430-Microcontroller based E-Laboratory Learning System with Robot and Labview
Wen-Hao Chang Ming Chi University Of Technology
Yu-Feng Tsai Ming Chi University Of Technology
Ming-Chung Tang Ming Chi University Of Technology

Web-Based ARM7 Teaching Platform for E-learning with Moodle
Yi Sheng Wang Ming Chi University Of Technology
Ding-An Yang Ming Chi University Of Technology
Ming-Chung Tang Ming Chi University Of Technology

Development of English E-learning Platform for Mobile Devices
Hong-Ze Kuo Ming Chi University of Technology
Ming-Chung Tang Ming Chi University of Technology
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Session Chair: Meijui Sun  
Ming Chuan University  
Room: STARHILL 7

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<td>Meijui Sun, Chien-chou Su, Chien-yu Chen</td>
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<td>Ming Chuan University, Shih-Hsin University, Ming Chuan University</td>
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<td><strong>Consumer's Willingness to Use Functional Foods in Taiwan - The Joint Moderating Effect of Health Consciousness and Healthy Lifestyle</strong></td>
<td>Mei-Fang Chen, Tatung University</td>
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<td><strong>The Effect of Internet Addiction on Purchasing Behavior - with Flow Theory as a Moderator</strong></td>
<td>Han-Jen Niu, Chin-Yu Hsieh, Li-Chieh Chen</td>
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<td>Tamkang University, Tamkang University, Tamkang University</td>
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<td><strong>Satisfactory Level on Mobile Applications in Malaysia: A Comparative Study between Maxis, Celcom and Digi</strong></td>
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<td>Curtin University, University of Canterbury</td>
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<td><strong>Key Issues for Bank-Customer Commitment and Trust in an e-Banking Era</strong></td>
<td>David H. Wong, Patria Laksamana, Russel P. J. Kingshott, Fatimah Muchtar</td>
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<td>Curtin University, ABFI Institute Perbanas, Curtin University, University of Indonesia</td>
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<td><strong>The Impact of Animated Spokes-Characters and Production Involvement on Advertising Effect</strong></td>
<td>Wen-Shin Huang, Tsuifang Hsieh, Han-Shen Chen</td>
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<td>Chaoyang University of Technology, Taiwan Hospitality &amp; Tourism College, Chung Shan Medical University</td>
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Session B2 Agenda

July 13, 2011 (Wednesday)
Session B2 14:00-16:00 Room: STARHILL 7
Session Chair: Meijui Sun Ming Chuan University

Constructing a Purchase Intention Model for Foreign Banks Operating within Indonesia
Russel PJ Kingshott Curtin University
Agenda

July 13, 2011 (Wednesday)

Session B3 14:00-16:00 Room: STARHILL 9
Session Chair: Syming Hwang National ChengChi University

The Impact of Social Network on Expatriates Career Advancement
Kuang-Man Wan National Kaohsiung University of Hospitality and Tourism

Building Brand for Universities through Interactive Information Kiosk System
Tzu-Ching Lin TransWorld University
Nuntasaree Sukato Dhurakij Pundit University
Raponcel D Abueg TransWorld University

The Effect of Impression Management on Hiring Recommendation: Applicant Self-Promotion, Ingratiation, and Gender
Lee Hsu-Mei Da-Yeh University
Chien Tien-Chen Da-Yeh University

Effects of Psychological Empowerment on Employee Involvement and Work Attitudes: The Moderation of Psychological Climate
Chun-Hsi Vivian Chen National Central University
Wei-Chieh Chang National Central University

The Identity-Based Organizational Socialization Scale
Ming Nick Yan Hong Kong Baptist University
Yulan Amy Zheng Fuzhou University

Innovation through Learning, Unlearning: Directions for Future Research on Project Management Professional Development
muneera esa University of Malaya
Zulkiflee Abdul Samad University of Malaya

The Effect of Expatriate Manager's Overseas Adaptation and Competence on Job Performance in China
Chen wei yu Feng Chia University
Chung Mei Yane Feng Chia University
Session B3 Agenda

July 13, 2011 (Wednesday)

Session B3  14:00-16:00  Room: STARHILL 9

Session Chair: Syming Hwang  National ChengChi University

Implication of Human Attitude Factors Toward Information Security Awareness in Malaysia Public University
Abdul Rahman Ahlan  International Islamic University Malaysia
Yusri Arshad  International Islamic University Malaysia
Muharman Lubis  International Islamic University Malaysia

Review of Responsible Behavior of Managers Relationship with Job Satisfaction and Organizational Commitment
Farshad Moshiri  Islamic Azad University Torbat-e-Jam branch
Hashem Pazhouhesh  Islamic Azad University Torbat-e-Jam branch
Mehdi Darini  Islamic Azad University Torbat-e-Jam branch
Mohammad asghari  Industrial Management Organization Khorasan Branch
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July 14, 2011 (Thursday)
Session C1 (Mandarin) 10:00-12:00 Room: STARHILL 6
Session Chair: Cheng-Hsun Ho Shih Chien University

Knowledge Management Processes: Cultural Antecedents and Performance Outcomes
Shu-Mei Tseng I-Shou University
Chun-I Wu National Formosa University
Jui-Min Hsiao Kun Shan University

Maturing the Knowledge Creation Capability of Suppliers through Supplier Development Programs
Chun-I Wu National Formosa University
Shu-Mei Tseng I-Shou University
Jui-Min Hsiao Kun Shan University

Modeling the Relationships among Continuance Intention and Its Antecedents towards Online Games
Shih-Chih Chen Tatung University
Huei-Huang Chen Tatung University
Chia-I Pan National Sun Yat-Sen University
Cheng-Jen Mao Tatung University

Competition Strategy and Technological Policies of Taiwan's Photovoltaic Industries
Tsai Shui An Chunghua Energy Saving Alliance Technology Corporation
Chang Li China University of Science and Technology

A Human Machine Interaction Study of 3D Rehabilitation System
Tzu Chuan Huang National Central University
Shih Ching Yeh National Central University
Wu Yuan Huang National Central University
Yu Tsung Chen National Central University
Wen Kung Liu National Central University
July 14, 2011 (Thursday)

Session C1 (Mandarin)  10:00-12:00  Room: STARHILL 6
Session Chair: Cheng-Hsun Ho  Shih Chien University

Feasible Ubiquitous Technology of Innovative Service for Taiwan Resort Industry
Huan-Tun Chen  Kainan University
Peggy Chang  Kainan University
Hong-Bin Chen  Chihlee Institute of Technology
I-Hua Lee  Kainan University

The Role of Consumer Innovativeness in the Relationship between New Product Attributes and Adoption Intention
Cheng-Hsun Ho  Shih Chien University
Hsin-Yi Tsai  National Taipei University
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**July 14, 2011 (Thursday)**

**Session C2**  
10:00-12:00  
Room: STARHILL 7

**Session Chair:** Chui-Yu Chiu  
National Taipei University of Technology

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<td>Hairul A. Hashim, School of Medical Science University Science Malaysia</td>
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<td>A Study on E-Commerce Competency Standard and Programs for International Personnel</td>
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July 14, 2011 (Thursday)

Session C2 10:00-12:00 Room: STARHILL 7
Session Chair: Chui-Yu Chiu National Taipei University of Technology

An Intelligent Categorization Model for Patent Documents
Chui-Yu Chiu National Taipei University of Technology
Pei-Ting Huang National Taipei University of Technology
Agenda

July 14, 2011 (Thursday)

Session C3 10:00-12:00 Room: STARHILL 9

Session Chair: Siohong Tih Universiti Kebangsaan Malaysia

Towards a General Understanding of the Targeted and Non-Targeted Customers: Investigating Distinctive Consumer Perceptions
Bang Nguyen Oxford Brookes University

Promotion Strategies for Digital Chinese Learning
Su-man Wang Takming University of Science and Technology
Pi-feng Hsieh Takming University of Science and Technology
Yi-chun Chen Takming University of Science and Technology

Retaliation and Emotional Episodes: Negative Online Word-of-Mouths after Service Failure
Chih-Chien Wang National Taipei University
Yi-Huan Wu National Taipei University
Yolande Yun-Hsiou Yang National Taipei University

The Impact of Seller Expertise and a Refund Guarantee on Auction Outcome: Evidence from an Online Field Experiment of Camera Lens Market
Jen-Ruei Fu National Kaohsiung University of Applied Science

Green Product Purchase Intention: Differences between Male and Female
SioHong Tih Universiti Kebangsaan Malaysia
Sahar Hosseinikhah Universiti Kebangsaan Malaysia
Choshaly

Social Marketing as Media Public Awareness in the Field of Taxation
Rima Ranintya Yusuf Gadjah Mada University

The Effect of Television Dramas on Tourism - Taiwan Dramas on Singapore or Malaysia Viewer as the Example
Yi-Hsuan Tsai National Taipei University
Kuang-Hui Chiu National Taipei University
Session C3 Agenda
A Speculator's Confessions of Investing Taiwan Stock Index Options
Chao-Hui Yeh I-Shou University

Balanced Scorecard Implementation in Jordan: An Initial Analysis
Fawzi Ata Al Sawalqa Murdoch University
David Holloway Murdoch University
Manzurul Alam Murdoch University

Banking Education and Practice - The Challenge of Relevance
Hummayoun Naeem Foundation University, Islamabad

The Effect of Fund Size and Security Concentration on Fund Managers' Behavior
Hung-Cheng Lai Overseas Chinese University
Chun-An Li National Kaohsiung First University of Science and Technology

Do Firms Sell Stocks When Overvalued? Evidence from Subsidiary Selling in Taiwan Stock Markets
Chu-San Edward Wang National Taipei University

Earnings Management in Non-Profit Hospitals - Evidence from Taiwan
Hui-Fang Tan Chang Jung Christian University/Feng Chia University
Session D2 Agenda

July 14, 2011 (Thursday)

Session D2: 14:00-16:00
Room: STARHILL 7
Session Chair: Shin Tien Chen  Mingchi University of Technology

General and Special Competences in Crisis Management
Drago Dubrovski  International School for Social and Business Studies

Problems in Sociological and Management Research: A Case of Developing Countries with Special Focus on Pakistan
Hamad ullah Kakepoto  University of Sindh

Voice Behavior to LMX, LMX to Employee's Engagement - The Moderator Role of Supervisor Attribution
Jen-Wei Cheng  National Taiwan University of Science and Technology
Kuo-Ming Lu  National Taiwan University of Science and Technology
Jyh-Hoei Kuo  Cheng Shiu University
Kang-Min Chien  National Taiwan University of Science and Technology
Brenda Bernal  National Taiwan University of Science and Technology

What are the Expectations of Parents from School Administration?
ATİLA YILDIRIM  Selcuk University

The Effects of Knowledge Characteristics and Absorptive Capacity on the Performance of Knowledge Transfer for Small and Medium Enterprises: The Moderation Views of Organizational Structure
Shin Tien Chen  Mingchi University of Technology
Bao Guang Chang  Tamkang

Effects of Supervisor Support, Job Self-efficacy, and Role Overload on Work Engagement
Chui-Yan Yap  Universiti Malaysia Pahang
June M. L. Poon  Universiti Kebangsaan Malaysia
July 14, 2011 (Thursday)
Session D2  14:00-16:00  Room: STARHILL 7
Session Chair: Shin Tien Chen  Mingchi University of Technology

The Effect of Team's Intellectual Capital on Innovative Performance
Chien-Chung Lu  Mingchi University of Technology
Kuo-Wei Hung  National Defense University

Are Negative Moods Bad? - Exploring the Mediating Effect of Different Negative Moods on Organizational Injustice and Employee Performance
Hsiu-Tsu Cho  Nan Kai University of Technology
Tsung-Yuan Lee  Feng Chia University

The Correlation of Working Environment to Job Competence, Job Satisfaction and Job Stress in Selected Call Center Companies in Philippines
ISAIAS LAGSA BORRES  OUR LADY OF FATIMA UNIVERSITY
Session D3 Agenda

July 14, 2011 (Thursday)
Session D3  14:00-16:00  Room: STARHILL 9
Session Chair: Ching-Wen Chen  National Kaohsiung First University of Science and Technology

Systems Integration for Complex and Modular Technological Innovations: A Case in the Automotive Sector
Christian Coronado  Marine Institute of Memorial University of Newfoundland
Adrian Coronado  Royal Holloway, University of London

Intellectual Property and Technology Management in Agricultural Research Institutes under National Agricultural Research System (NARS), India: Initiatives of a Zonal Institute
Leela Edwin  Central Institute of Fisheries Technology (Indian Council of Agricultural Research)
Razia Mohamed A.  Central Institute of Fisheries Technology (Indian Council of Agricultural Research)
Nitin Singh  Central Institute of Fisheries Technology (Indian Council of Agricultural Research)
Vineeth Kumar P.  Central Institute of Fisheries Technology (Indian Council of Agricultural Research)
Ravishankar C.N  Central Institute of Fisheries Technology (Indian Council of Agricultural Research)

Water Desalination by Distillation Techniques Under Conditions of Vacuum Pressure
Alaa Husaeeen Wadie  Babylon University / College of Engineering
Al-Fatlawi
Jawad Kadhim Abood  AL-Mussaib Technical Institute / Babylon - Iraq
Al-Rifai

Software Piracy Research from Asia Countries
chen chien chen  Hsiuping institute of technology
July 14, 2011 (Thursday)

Session D3 14:00-16:00 Room: STARHILL 9

Session Chair: Ching-Wen Chen National Kaohsiung First University of Science and Technology

Technology Uncertainty and Opportunism: Effects of Relationship Governance on Industrial Procurement
Ying Chan Tang National Chiao Tung University
Min Hua Wu National Chiao Tung University
Meng Ting Huang National Chiao Tung University

The Management of Patent Attorneys during University Patenting: An Exploratory Study from University Professors' Perspective in the Biotechnology Sector in Taiwan
Chung-Yuan Tsay National PingTung University of Science and Technology
Teh-Yuan Chang Alethelia University

Technological Innovations and its Impact on the Growth of Auto Components SMEs in Bangalore
K N Krishnaswamy University: Indian Institute of Science
Muthu Mathirajan University: Indian Institute of Science
M H Bala Subrahmanya University: Indian Institute of Science

Exploring the Drivers of Innovation to Obtain Competitive Advantage: An Aquaculture Case Study
Ching-Wen Chen National Kaohsiung First University of Science and Technology
Richard Weng National Kaohsiung First University of Science and Technology
Session E1 Agenda

July 15, 2011 (Friday)
Session E1 10:00-12:00 Room: STARHILL 6
Session Chair: Jessica H.F. Chen National Chi-Nan University

Value Co-creation and the Emergence of CSR 2.0 via Web 2.0
Kuang-Hui Chiu National Taipei University
Cheng-Hsun Ho Shih Chien University
I-Yin Yu National Taipei University

Innovation in Small Businesses: A Comparative Analysis between Indian and Taiwanese SME's
APARAJEETA GAUHATI UNIVERSITY
BORKAKOTY GAUHATI UNIVERSITY
DARSHANA GOSWAMI GAUHATI UNIVERSITY
DEKA

Sharing Feelings with Others after Service Failure: Negative Emotion and Online Word of Mouth
Chih Chien Wang National Taipei University
Yolande Yun-Hsiou Yang National Taipei University
Hsuan Ju Chiu National Taipei University

Proposing a Model to Develop the Strategy in Multi-Business Companies (with Case Study)
samaneh alipour Islamic Azad University - Firoozkoo Branch
toraj mojibi Islamic Azad University - Firoozkoo Branch

The Struggle for Existence: A Case Study of Bottom-up Organization Change
Jessica H.F. Chen National Chi-Nan University
Justin H.W. Yeh National Chi-Nan University
July 15, 2011 (Friday)

Session E1 10:00-12:00 Room: STARHILL 6
Session Chair: Jessica H.F. Chen National Chi-Nan University

Explore the Using Intention of Knowledge Management System
Hai Lun Chao Chung Hwa University of Medical Technology
Yu Jen Chen Chia Nan University of Pharmacy & Science
Wen Sheng Tzeng Chi Mei Medical Center
Ming Nan Chen Nan Jeon Institute of Technology

The Antecedents of a Firm's Environmental Strategy Using Partial Least Square
Huang Cheng Li Tamkang University
Wu Kun Shan Tamkang University
TsaiJu Lan Tamkang University

Environmental and Economical Effects of Houses' Electricity Generators on Karbala City/Iraq
Ali Jaleel Chabuk Babylon
Agenda

July 15, 2011 (Friday)

Session E2  10:00-12:00  Room: STARHILL 7
Session Chair: JrJung Lyu  National Cheng Kung University

Online Video Clustering with Dynamic Themes from Description Text
Ping Ju Hung  National Central University
Ping Yu Hsu  National Central University
Ming Shien Cheng  Ming Chi University of Technology

Integrating AHP and Simulation in Post Sales Strategies to Enhance Service Quality -
A Case Study on Automobile maintenance
Ping-Yu Chang  Mingchi University of Technology
Chao-Kai Jan  Mingchi University of Technology
Kuentai Chen  Mingchi University of Technology

Organizational Learning as a Determinant of Firm Innovation capability
Islam Mohamed Salim  International Islamic University
Mohamed Sulaiman  International Islamic University

Usability Analysis for e-Service Quality - Framework and Evaluation System
An-Che Chen  Mingchi University of Technology
Yi-Hsien Liao  Mingchi University of Technology

Applying Process Mining to Clinical Pathway Analysis of Chest Pain in Emergency Room
Hsiang-Ming Hung  Huafan University
Tzu-Ching Lu  Ming Chi University of Technology
Mei-Chuan Chang  Chang-Gung Memorial Hospital
Yeh-Chun Juan  Ming Chi University of Technology

Using the SFMEA and C&E Matrix to Assess Service Gaps
Chien Chih Wang  Ming Chi University of Technology
Jyun Yu Lin  Ming Chi University of Technology
July 15, 2011 (Friday)

Session E2 10:00-12:00 Room: STARHILL 7

Session Chair: JrJung Lyu National Cheng Kung University

Investigating Electronic Learning and Presenting a Proposed Framework to Develop Electronic Teaching in Iran

Ali Yaghoubipoor Sirjan Branch, Islamic Azad University
Mohammad Hossain Nekouei Sirjan Branch, Islamic Azad University
Ong Puay Tee Multimedia University
Elsadig Musa Ahmed Multimedia University
Session E3 10:00-12:00  Room: STARHILL 9

Session Chair: Szu-Yuan Sun  National Kaohsiung First University of Science & Technology

Supply Chain Management Practice-Performance Link in Malaysian Electronic Manufacturing Services Industry: The Moderating Role of Gender
Thoo Ai Chin  Universiti Teknologi Malaysia
Huam Hon Tat  Universiti Teknologi Malaysia
Abu Bakar Abdul Hamid  Universiti Teknologi Malaysia
Amran Rasli  Universiti Teknologi Malaysia

Informal Relationship of Human Resource Managers and Interorganizational Transactions of Taiwan's Hospitals
Hsieh-Hua Yang  Oriental Institute of Technology
Fen Fen Huang  Oriental Institute of Technology
Yi-Horng Lai  Oriental Institute of Technology
Chien-Chang Yang  Far Eastern Memorial Hospital

Online Game Literature Review Using Bibliometric Methodology
Yi-Ching Lee  N.C.C.U
Qing-Feng Lin  N.C.C.U
Heng-Li Yang  N.C.C.U

Analysis on Development Status of Logistics Platform in Taiwan
Ming-Kuen Chen  Taipei University of Technology
Yen-Ling Lin  Taipei University of Technology
Ya-Chu Chang  Taipei University of Technology

Barriers to the Adoption of Health Information Technology
Saliya Nugawela  Queensland University of Technology
Tony Sahama  Queensland University of Technology
The Impact of Environmental Turbulence and Adaptability on Organizational Performance: The Case of Hotel Industry

Szu-Yuan Sun  
National Kaohsiung First University of Science & Technology

Szu-Tsung Lee  
National Kaohsiung First University of Science & Technology

Chia-Wei Sun  
Metal Industries Research & Development Centre

A Survey of Students' Attitudes and Perception about Teaching Ethics in Marketing

Niaz Ahmad Bhutto  
IBA Sukkur

Imran Arshad  
IBA Sukkur

Falahuddin Butt  
IBA Sukkur

Irshad Hussain Sarki  
IBA Sukkur
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July 15, 2011 (Friday)

Session F1 14:00-16:00  Room: STARHILL 6

Session Chair: Syming Hwang  National ChengChi University

Opportunities for the Private Healthcare Sector in Hemodialysis Services: Kingdom of Saudi Arabia
Zuber Mujeeb Shaikh  Dr.Sulaiman Al Habib Medical Group
Gazala Khan  Sancheti Institute for Orthopedics and Rehabilitation
Soleiman Al-Towyan  Dr.Sulaiman Al Habib Medical Group
Sharon Lee Mayhew  Dr.Sulaiman Al Habib Medical Group

Design and Analysis of an Operation Model of Moving Services
Cherng-Min Ma  Ming Chi University of Technology
Cheng-Jie Lin  Ming Chi University of Technology
Wen-Ping Li  Ming Chi University of Technology
Dai-Jun Lin  Ming Chi University of Technology
Jie-Ru Li  Ming Chi University of Technology

Factor Analysis of Service Quality in the Fastener Surface Treatment Industry in Taiwan
Tien-Hsiang Chang  National Kaohsiung University of Applied Sciences
Hsin-Pin Fu  National Kaohsiung First University of Science and Technology
Hung-Hsuan Lee  National Kaohsiung First University of Science and Technology
Shang-Jia Yeh  National Kaohsiung First University of Science and Technology

Risk Assessment Concerned to Chemical and Microbial Contaminants of Water Supply System: Case Study
Alaa Husaeen Wadie  Babylon University
Sundus Saleh Nehaba  Babylon University
July 15, 2011 (Friday)
Session F1 14:00-16:00
Room: STARHILL 6
Session Chair: Syming Hwang National ChengChi University

Large-Scale Economic Dispatch Considering Valve Point Effect by M-VSHDE
Ji Pyng Chiou Ming Chi University of Technology
Jen Chieh Cheng Ming Chi University of Technology

The Analysis of Power Domination Number and 1-Fault-Tolerant Power Domination Number on General Graphs
Kung Jui Pai Mingchi university of technology
Ro Yu Wu Lunghwa University of Science and Technology

An AHP Approach in Synthesizing the Preference Weights for Decision Support System
WURONG SHIH Southern Taiwan University

How To Improve Cardiac Surgery Decision Making? In Data Warehousing Perspective
Pubudika Kumari Queensland University of Technology
Mawilmada
Tony Sahama Queensland University of Technology
Susan Smith The Prince Charles Hospital

Using Healthcare Failure Mode Effect Analysis (HFMEA) to Improve Healthcare Quality of Hospital - A Case Study of the Department of Radiology
JrJung Lyu National Cheng Kung University
Hai-Lun Chao Chung Hwa University of Medical Technology
Chih-Chien Liu National Cheng Kung University
Chia-Wen Chen National Cheng Kung University
Using Association Rules to Make Cross-Selling and Peer Recommendation - The Recom Online Store as the Example
MinTzu Wang
WeiKai Huang
WeiLi Huang
YangCheng Zhang
HsihChun Lin
XiaoWei Chen
Technology and Science Institute of Northern Taiwan
Technology and Science Institute of Northern Taiwan
Technology and Science Institute of Northern Taiwan
Technology and Science Institute of Northern Taiwan
Technology and Science Institute of Northern Taiwan
Technology and Science Institute of Northern Taiwan

A Bedside ICT Service Scheme for the Elder Care Center
Kuen-Min Lee
Wei-Guang Teng
Jiun-Ren Ding
Chien-Nan Lin
Ting-Wei Hou
Industrial Technology Research Institute
National Cheng Kung University
Industrial Technology Research Institute
St. Martin De Porres Hospital
National Cheng Kung University

A Framework of Applying Normalized Mutual Information to Identify the Causal Relationships in Service Quality Attributes
Jiunn-I Shieh
Hsin-Hung Wu
Asia University
National Changhua University of Education

Time Factored Prediction Method for Mobile Movie Purchasing
Bayarmaa Dashnyam
National Central University

The Effects of Customer Satisfaction and Switching Barrier on Users' Intention to Switch in Using Mobile Social Network Sites
Yu-Lung Wu
Yu-Hui Tao
Ching-Pu Li
Sheng-Yuan Wang
I-Shou University
National University of Kaohsiung
I-SHOU University
I-Shou University
July 15, 2011 (Friday)

Session F2 14:00-16:00 Session Chair: Jiunn-I Shieh
Room: STARHILL 7 Asia University

Measuring the Organizational Innovation Competency of Casa Pellas Company in Nicaragua

Cheng-Ping Shih National Taiwan Normal University (NTNU)
Jocelynn I. Gutierrez Diaz National Taiwan Normal University (NTNU)

Evaluation of Selected Trace Metals Concentration in Shatt Al- Hilla River

Ali Jaleel Chabuk Babylon
Alaa Hussein Al-Fatlawi Babylon
Jabbar H. Al- Baidhany Babylon
# Agenda

**July 15, 2011 (Friday)**

**Session F3**  
14:00-16:00  
**Room:** STARHILL 9  
**Session Chair:** C. K. Farn  
National Central University

| Project Management Performance In ICT Project: The Influence of Project Life Cycle and Key Performance Indicators | Norshima Humaidi  
University Technology MARA (UiTM)  
Noor Azzah Said  
University Technology MARA |
| --- | --- |
| A New Approach for Classrooms in the School: The Teacher/Branch Classroom Application | Ömer Beyhan  
Selçuk University Education Faculty |
| How Learning Organisation, TQM Influences Staffs' Perception of Service Quality | Yafang Tsai  
Chung Shan Medical University  
Shih-Wang Wu  
Chia Nan University of Pharmacy & Science |
| Information Accountability for Online Healthcare Social Networks | Randike Gajanayake  
Queensland University of Technology  
Renato Iannella  
Semantic Identity  
Tony Sahama  
Queensland University of Technology |
| Adapting Postponement Strategies with Respect to the Profiles of Environment | Chia-Hua Chang  
Southern Taiwan University |
| A Grounded Theory Study on the Business Model Structure of Google | Yu-De Lin  
Beauty88.com  
Yea-Huey Su  
National Central University |
| Risks Assessment in Food Supply Chain | Kuan-Yu Hu  
Shu-Te University |
| Dust Deposits Quantity in Babylon Governorate/Iraq during Years 2008-2010 | khalid Safaa Al-Khalidy  
Babylon University |
July 15, 2011 (Friday)

Session F3 14:00-16:00
Room: STARHILL 9

Session Chair: C. K. Farn
National Central University

By Business Intelligence Methods to Construct Six Sigma and Supply Chain Management Framework

Tien-Hsiung Chu  China University of Science and Technology
Chia-Wen Chen  China University of Science and Technology
Kou-Huang Chen  China University of Science and Technology
Poster

The Service Stress Influences Customer Behavior
fen fen Huang  Oriental Institute of Technology
Hsieh Hua Yang  Oriental Institute of Technology
Yi Horng Lai  Oriental Institute of Technology

Long Yi Lin  Aletheia University
Chun Shuo Chen  National Taipei University
Tuan Hoon Koh  National Taipei University

The Roles of Regulatory Focus, Goal Attribute and Framing Effect in Persuasion
Danny Tengti Kao  National Hsinchu University of Education

Configuration of School Social Structure in Learning and School Management
Chih Chin Yang  National Kaohsiung Normal University

The Effects of E-Commerce on Productivity: A Micro-approach to the Taiwanese Industries
Kuang-Hsien Wang  Ming Chuan University

CMMI-Based for CGMH Research Project Life Cycle Study
Jui-Jen Chen  Chang Gung Memorial Hospital, Kaohsiung Medical Center, Chang Gung University College of Medicine
Yung-Cheng Huang  Chang Gung Memorial Hospital, Kaohsiung Medical Center, Chang Gung University College of Medicine
Pei-Wen Wang  Chang Gung Memorial Hospital, Kaohsiung Medical Center, Chang Gung University College of Medicine
Hung-Chi Yen  Chang Gung Memorial Hospital, Kaohsiung Medical Center, Chang Gung University College of Medicine

A Genetic-Algorithms-Based Approach for Modular Design Evaluating in Product Development Stage
Hwai-En Tseng  National Chin-Yi University of Technology
The Productivity Review of Virtual Community - A Bibliometric Analysis
Lin Chien-Liang  National Cheng Chi University
Yen Wan-Chu  National Cheng Chi University
Yang Jiann-Min  National Cheng Chi University

The End User Computing Competence and HR Job Performance
Hung-Yue Suen  National Chengchi University
Hsiang-En Hsiao  National Chengchi University

Applying the Unified Theory of Acceptance and Use of Technology to Study Effect of Customer Intention and Its Relevant Factors on the Online Florists
Yann-Jong Hwang  Chinese Culture University
Hui-Yi Ho  Chinese Culture University
Chien-Hua Yuan  Chinese Culture University

A Study of the Domestic Tourism Demand for Taiwan Households
Huang Sheng Ju  Lung Hwa University of Science and Technology
Shih-Wen Tai  Lung Hwa University of Science and Technology

A Productivity Study of Outsourcing Literatures Using Bibliometrics Methodology
Kuang-Li Hung  National Cheng Chi University
Jiann-Min Yang  National Cheng Chi University

Exploiting the 2-Tuple Fuzzy Linguistic Approach for Constructing QFD-Based Failure Modes and Effects Analysis
Wen-Chang Ko  Kun Shan University
Liang-Hsuan Chen  Cheng Kung University

Examining Psychological Safety in R&D Teams
Chi-Cheng Huang  Aletheia University
Pin-Chen Jiang  Chang Jung Christian University
University's Role on Entrepreneur Development
Ramzan Jahanian  Islamic Azad University
Tahereh Bagherpour  School of Medical Science University Science Malaysia

The Design of Wireless Physiological Sensor Network: Take U-Healthcare as Example
Tzu Chuan Huang  National Central University
Shih Ching Yeh  National Central University
Wu Yuan Huang  National Central University
Wen Kung Liu  National Central University
Yen Po Hung  National Central University

Partner Analysis on Impact of Performance: Examples of Taiwanese Corporate Synergy Development Center Firms
Sher Shih Shue  Feng Chia University
Liang Ju Ching  University Chinese Academy of Sciences

The Study of Business Model Innovation of Vietnamese Service SMEs
Lung Shih Chang  National Kaohsiung First University of Science and Technology
Chen Shih Chih  Tatung University
Liu Kuo Shean  Tatung University
Nguyen Thu Trang  National Kaohsiung First University of Science and Technology

Governing the Email Services: Case Study of UNITEN
NOR IZZATI HANIFI  UNITEN
ALIZA ABDUL LATIF  UNITEN
MARINI OTHMAN  UNITEN

A Holistic Strategic Framework on ARM
JrJung Lyu  National Cheng kung University
Yun-Yao Cheng  Tatung Institute of Commerce and Technology
Cindy Liu  National Cheng kung University
Chia-Wen Chen  National Cheng kung University