Chair’s Message

The committees of the International Conference on Innovation and Management (IAM 2012) are pleased to welcome you to this meeting held at Koror, Republic of Palau on July 15-18, 2012. 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 198 excellent manuscript submissions from 12 countries, 145 of them come from 9 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 2012.

Looking forward for your participation again in IAM 2013.

Conference Chair
Chair’s Message
# Schedule

## July 15, 2012 (Sunday)

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## July 16, 2012 (Monday)

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**Agenda**

**July 16, 2012 (Monday)**

**Session A1**  
10:00-12:00  
Room: Executive Board Room

**Session Chair:** Petr Polak  
Universiti Brunei Darussalam

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**Traditional and Emerging Challenges: What Matters Today in the Corporate Treasurer's Role**  
Petr Polak  
Universiti Brunei Darussalam  
David C. Robertson  
Treasury Strategies, Inc.

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**Does IFRS Adoption Matter? The Effects on Financial Transparency and Earnings Management in the Banking Industry: Evidence from Four Asian Countries**  
Tze-Yu Yen  
National Chung Cheng University  
minglei chang  
Yuan Ze University  
Hsiao-Chian Yeh  
National Chung Cheng University

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**Cross-Region Contagion Effect of PIIGS-US**  
Yi-Chen Wang  
National Kaohsiung First University of Science and Technology  
Ching-Wen Wang  
National Kaohsiung First University of Science and Technology  
Shyan-Rong Chou  
National Kaohsiung First University of Science and Technology

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**The Relationship between Residual Income, and Earnings Growth**  
Chao-Hui Yeh  
I-Shou University  
Ti-Ling Wang  
Kao Yuan University
Session A2 Agenda

July 16, 2012 (Monday)

Session A2  10:00-12:00  Room: Ming’s VIP Room
Session Chair: Yuehjen E. Shao  Fu Jen Catholic University

Two-Echelon Inventory Models Considering Outsourcing Policies
Hui-Ming Teng  Chihlee Institute of Technology
Ping-Hui Hsu  De Lin Institute of Technology

Revisiting An Economic Order Quantity (EOQ) for Items with Imperfect Quality and Inspection Errors
Ping-Hui Hsu  De Lin Institute of Technology
Hui-Ming Teng  Chihlee Institute of Technology
Hui Ming Wee  Chung Yuan Christian University

A Conceptual Model for Mitigating SC Risks
Marivic Villanueva Padilan  Chung Yuan Christian University
Hui Ming Wee  Chung Yuan Christian University

A Study on Change Point Identification for an Attribute Process
Yuehjen E. Shao  Fu Jen Catholic University

Innovative Nurse Scheduling Method for Impartial Schedules
Feng-Cheng Yang  National Taiwan University
Wei-Ting Wu  National Taiwan University

An Integrated Production-Inventory Model with Imperfect production Processes for Products Sold with Warranty
Kuo-Lung Hou  Overseas Chinese University
Yung-Fu Huang  Chaoyang University of Technology
Li-Chiao Lin  National Chinyi University of Technology

2-rainbow Domination Number on General Graphs
Kung Jui Pai  Ming Chi University of Technology
Cherngh Min Ma  Ming Chi University of Technology
Ro Yu Wu  Lunghwa University of Science and Technology
Agenda

July 16, 2012 (Monday)

Session A3  10:00-12:00  Room: Palau 101
Session Chair: Chien-Lung Hsu  Takming University of Science and Technology

The Reverse Logistic Management and Performance: The Effect of Organization Antecedent and External Environmental Factors
Chien-Lung Hsu  Takming University of Science and Technology
Yi-Chuan Liao  National Taipei University

To Explore Consumer Perspective of Leisure Behaviour on the Temple Innovation Marketing Strategy for Festival Activity
Ying-Yi Lu  Aletheia University
Mei-Ling Chung  Aletheia University

Exploring High-Value Customers from Website Logs - A Case Study on the "Baby and Mother" Website
Yu-Chin Liu  Shih Hsiu University
Yen-Hung Liu  Shih Hsiu University

Volatile Behavior in Taiwan's Foreign Exchange Market during the US Sub-prime Crisis
Ruey-Shan Wu  National Taipei University
Tsai-Wei Chen  National Taipei University

Design of Smart Phone Based Physical Activity Self-management Assistance System for Diabetes
Chi-Yu Huang  Chang Gung University
Jia-Rong Yang  Chang Gung University
Sophie Huey-Ming Guo  Chang Gung University
Her-Kun Chang  Chang Gung University
Agenda

July 16, 2012 (Monday)

Session A3  10:00-12:00

Session Chair: Chien-Lung Hsu

Room: Palau 101
Takming University of Science and Technology

A hybrid fuzzy matrix modeling for fuzzy time series forecasting
Kuo Shu Ching  Taiwan Shoufu University
H.J. Wang  Taiwan Shoufu University
C.C. Chen  Taiwan Shoufu University
P.L. Huang  National Cheng Kung University
S.T. Li  National Cheng Kung University

The Impact of Entrepreneur's Personal Risk Preference on Opportunities for Value Innovation and New Product Development - Food Manufacturing Industry as the Example
Lee Wei Long  National Kaohsiung University of Applied Science
Hsieh Hsiang Sheng  National Kaohsiung University of Applied Science

Correlation between Employee Bonus and Company Performances: The Case on SEC of Electronic in Taiwan
teresa tzulan kuo  National Taipei University
Kuang-Hui Chiu  National Taipei University

On Exploring the Overall Service Quality of the Type II Telecommunications Service Providers in Taiwan, Using Importance and Satisfaction Model: Taking One Telecommunications Company as an Example
MONICA HSIU CHIN  National Taipei University
SHEN
Kuang-Hui Chiu  National Taipei University
Agenda

July 16, 2012 (Monday)
Session B1 14:00-16:00 Room: Executive Board Room
Session Chair: JrJung Lyu National ChengKung University

Goal-Oriented and Behavior-Oriented Metamotivational States on Facebook
Chorng-Shyong Ong National Taiwan University
Shu-Chen Chang National Taiwan University

Collaborative Design: State of the Art and Future
Yeong-Dong Hwang University of Kang Ning
Chyuan Perng National Quemoy University
JrJung Lyu National Cheng Kung University
Li-Ying Chang National Cheng Kung University

An Empirical Study to Explore the Using Attitude of Knowledge Management System at Hospital Staffs
Wen-Sheng Tzeng Chi Mei Medical Center Department of Medical Imaging
JrJung Lyu National ChengKung University
Chia-Wen Chen National ChengKung University
Hai-Lun Chao Chung Hwa University of Medical Technology
Yu-Jen Chen Chi Mei Medical Center Department of Medical Imaging

A Novel Fuzzy Inference Forecasting Model for Fuzzy Time Series
Yi-Chung Cheng Tainan University of Technology
Pei-Chih Chen Tainan University of Technology
Sheng-Tun Li National Cheng Kung University
Wei-Fong Lin Tainan University of Technology

Experimental Study on the Possibility of DDoS Attack in Mobile Network
Kyoungju Kwak Sungkyunkwan University
Dongho Won Sungkyunkwan University
Agenda

July 16, 2012 (Monday)

Session B1  14:00-16:00  Room: Executive Board Room
Session Chair: JrJung Lyu  National ChengKung University

Facebook Application and the Addictive Behavior
Pi-Chu Wu  China University of Technology
Ming-Way Lee  China University of Technology
Hsiu-Hui Chang  Chungyu Institute of Technology

The Impacts of Consumption Values, Satisfaction, and Character Identification on Intention to Purchase the Virtual Goods in Online Games.
Cheng-Hsun Ho  National Taipei University
Ting-Yun Wu  National Taipei University
Session B2 Agenda

July 16, 2012 (Monday)

Session B2  14:00-16:00  Room: Ming’s VIP Room
Session Chair: Anna Agnieszka Rakowska

Effects of Personality Trait and Perception of Innovative Climate on Innovation Behavior of R&D Personnel - The Mediating Effect of Creative Self-efficacy
Hsi-Chi Hsiao  Cheng-Shiu University
Shih-Wen Huang  National Changhua University of Education
Chin-Pin Chen  National Changhua University of Education
Ya-Ling Tu  National Changhua University of Education

A Human Capital Development Perspective to Build a Competency-based Performance Development Map
Hsiu-Hua Hu  Ming Chuan University

A study on Leadership, Culture and Safety Performance on the example of Silesian coal mines in Poland
Anna Agnieszka Rakowska  University of Marie Curie Sklodowskiej in Lublin

Organizational Capital and Service Innovation Behavior: Mediating Effect of Innovation Climate
Chien-Chung Lu  Ming Chi University of Technology
HUNG-JUI HSU  Ming Chi University of Technology

Culture Dimensions of Innovation
Agnieszka Elzbieta  Maria Curie-Sklodowska University
Sitko-Lutek

Reducing Competence Gap in Polish Enterprises in the Light of Scientific Research
Urszula Malgorzata  Maria Curie-Sklodowska University
Skurzynska-Sikora
Session B3 Agenda

July 16, 2012 (Monday)  

Session B3 14:00-16:00  
Room: Palau 101  

Session Chair: Wurong Shih  
Southern Taiwan University

Local Technology Embeddedness and Subsidiary Capability Does Institutional Quality Matter?  
Wen-Bin Chuang  
National Chi-Nan University  
Chun-Chie Huang  
National Chi-Nan University

Factors That Affecting Thai Consumer Behavior in Milk Consumption: Case of Bangkok Area  
Wurong Shih  
Southern Taiwan University  
Krissapon Apinyaupatum  
Southern Taiwan University

A Case-Based Refinement of Conceptual Knowledge  
Chih-Chuan Chen  
Taiwan Shoufu University  
Shu-Ching Kuo  
Taiwan Shoufu University  
Chiao Ting Chien  
National Cheng Kung University  
Yi-Chung Cheng  
Tainan University of Technology  
Sheng-Tun Li  
National Cheng Kung University

Integrating Case-Based Reasoning and LCA for Eco Design  
Tsai Chi Kuo  
Chung Yuan Christian University

The Influence of Social Relationship Factors and Social Presence on Continuance Intention in Social Networking Sites  
Kai Wang  
National University of Kaohsiung  
Kai-Wen Cheng  
National University of Kaohsiung

An Investigation of Applying Project Management Practice into the Simulation of Campus Commodity Exhibition  
H. W. Ker  
Chihlee Institute of Technology  
S. M. Ho  
Chihlee Institute of Technology  
S. Y. Lee  
Chihlee Institute of Technology
Agenda

July 16, 2012 (Monday)

Session B3  14:00-16:00  Room: Palau 101
Session Chair: Wurong Shih  Southern Taiwan University

An Exploratory Study on Determinants of Franchising Strategy: Intrapreneurial Franchising or External Franchising

Yu-Shih Lee  Chung Yuan Christian University
Wenchieh Wu  St. John's University
Tsung-Yao Lee  Chung Yuan Christian University
Agenda

July 17, 2012 (Tuesday)
Session C1  10:00-12:00   Room: Executive Board Room
Session Chair: Kuo-Qin Yan   Chaoyang University of Technology

Strategic Hospital Service Product Management: A Step towards Success
Sanjay Bhalerao   Devi Ahilya University
Rajendra Singh   IICA

The New Territory of Digital Marketing
Kuo-Qin Yan   Chaoyang University of Technology
Yu-Fu Yang   Chaoyang University of Technology
Shu-Ching Wang   Chaoyang University of Technology
Shun-Sheng Wang   Chaoyang University of Technology

Impact of Market Orientation on Brand Relationship: Evidence from the Registered Recreation Farms in Taiwan.
LO CHUN YANG   Tamkang University
Shui Lien Chen   Tamkang University
Ju-Hung Cheng   Tamkang University
I-Chun Hsieh   Tamkang University

Effects of Screen Sharing and Customization on Millennial's Intent to Purchase Online Vacation Travel
Arnold Kamis   Suffolk University
Jonathan Frank   Suffolk University

Impact of endorser expertise and attractiveness on customer WOM: Evidence from 2010 Taipei International Flora Exposition
Wei-Hung Hsu   Tamkang University
Shui-Lien Chen   Tamkang University
Hao-Hsiang Tsao   Tamkang University
Yu-Ping Chang   Tamkang University
Agenda

July 17, 2012 (Tuesday)

Session C1  10:00-12:00  Room: Executive Board Room
Session Chair: Kuo-Qin Yan  Chaoyang University of Technology

The Influences of the Preventive Function of Counterfactual Thinking on Repurchase Intentions
Yu-Huang Huang  Central Taiwan University of Science and Technology
Hui-Chuan Shih  Chaoyang University of Technology

Investigating Factors Influencing Blog Advertising Effectiveness
Fu Jen-Ruei  National Kaohsiung University of Applied Sciences
Chen H.F. Jessica  National Chi Nan University

CEO Power and Firm Performance: Evidence from Taiwan
Hsiu-I Ting  National Kaohsiung First University of Science and Technology
Hsiao-Yun Liu  National Kaohsiung First University of Science and Technology
Agenda

July 17, 2012 (Tuesday)

Session C2  10:00-12:00  Room: Ming’s VIP Room

Session Chair: James T. Lin  National Tsing Hua university

Performance Evaluation of Rigid PCB Firms in Taiwan
Wen-Kung Lin  Vanung University
Shu-Huan Ko  Vanung University
Rong-Tsu Wang  Vanung University

Construction of a Novel Quality Management Model of High-Quality Process Control
Chart for Improving Detection Capability
JrJung Lyu  National Cheng Kung University
YiHeng Lin  Himax Technologies, Inc
Mingnan Chen  Nan Jeon Institute of Technology

An Initial Study of Multi-period Replenishment Decision in a Supply Chain
Chun Chin Wei  Ching Yun University
Liang-Tu Chen  National Pingtung Institute of Commerce

The Estimated Expected Test Time of Two-Parameter Extreme-Value Distribution under Progressive Censoring with Binomial Removals
Chin-Chuan Wu  Tamkang University
Shu-Fei Sophy Wu  Tamkang University
Huang-Yu Chan  Tamkang University

Simulation Optimization Based Hybrid PSO Application of Resources Allocation Problem in Manufacturing Line
James T. Lin  National Tsing Hua university
Chun-Chih Chiu  National Tsing Hua university
Chao-Jung Huang  National Tsing Hua university

A Data Hiding Method Using Pixel-Value Difference Based on the Perfect Square Number
Hui Shyh Leng  Chaoyang University of Technology
Hsien Wen Tseng  Chaoyang University of Technology
Session C2 Agenda

Agenda

July 17, 2012 (Tuesday)

Session C2  10:00-12:00  Room: Ming’s VIP Room
Session Chair: James T. Lin  National Tsing Hua university

Using Floating Parameter to Achieve Adaptive Facial Feature Detection
Yang Kai-Lin  Chaoyang university of technology
Chen Rong-Chung  Chaoyang university of technology

A Simulated Annealing Heuristic for the Open Location Routing Problem
Vincent F. Yu  National Taiwan University of Science and Technology
Shin-Yu Lin  National Taiwan University of Science and Technology
Agenda

July 17, 2012 (Tuesday)

Session C3  
10:00-12:00  
Room: Palau 101

Session Chair: Yi-Wen Fan  
National Central University

Content-Based Multi-Feature Music Classification
Yu-Lung Lo  
Chaoyang University of Technology
Yi-Chang Lin  
Chaoyang University of Technology

Green Corporate Behavior: Determinants of WTA -Green Cosmetics as the Example
Hsiang-Ling Huang  
Tamkang University
Yung-Hsin Lee  
National Taiwan University of Science and Technology
Yen-Tsen Chen  
Tamkang University
Shui-Lien Chen  
Tamkang University

Effect of Electronic Word-of-Mouth on Consumer Purchase Intention: The Perspective of Gender Differences
Yi-Wen Fan  
National Central University
Yi-Feng Miao  
National Central University
Cheng Kiang Farn  
National Central University

An Analysis of Taiwan's Response to the Surge in Chinese Tourists
Hsiung-shen Jung  
Aletheia University

The Impacts of Environmental Knowledge on Green Consumption
Yi-Wen Fan  
National Central University, Taiwan
Yu-Hsien Fang  
National Central University, Taiwan
Jay-Zen Cer  
National Central University, Taiwan

A Credit Card Holder Behavioral Scoring Model Using Residual Correction Fourier GM(1,1)
Che-Min Lin  
Tamkang University
I-Fei Chen  
Tamkang University
Agenda

July 17, 2012 (Tuesday)

Session C3  10:00-12:00  Room: Palau 101

Session Chair: Yi-Wen Fan  National Central University

The Relationship between Information Technology Governance and Information Technology Performance of the Financial Enterprises in Taiwan
Ruey-Shiang Shaw  Tamkang University

Secure and Anonymous Transactions of an E-invoice System Using Cloud Services
Sue Chen Hsueh  Chaoyang University of technology
Jing Yen Lin  Chaoyang University of technology
Agenda

July 17, 2012 (Tuesday)

Session D1  14:00-16:00  Room: Executive Board Room
Session Chair: Ming-Hsien Yang  Fu Jen Catholic University

Investigating Collaborative Commerce System from the Perspective of Collaborative Relationship
Ming-Hsien Yang  Fu Jen Catholic University
Jason C. H. Chen  Gonzaga University
Cheng-Lun Tsai  Fu Jen Catholic University
Hung-Yi hao  Fu Jen Catholic University

An Investigation of Cloud Computing Value System and Market Strategies
Wei-Hsiu Weng  National Chengchi University
Woo-Tsong Lin  National Chengchi University

Investigating the Growth Pattern of Virtual Communities Based on the Perspective of Latent Growth Model
Sheng-cheng Lin  Tunghai University
Yu-Chin Huang  Tunghai University

Gaining Rent from Information Technology Sourcing Alliance: Inter-organization Learning and Control
Jessica Chen  National Chi-Nan University
Jen-Ruei Fu  National Kaohsiung University of Applied Sciences

Effects of Social Capital and Information Systems on Knowledge Sharing: Empirical Evidence from New Product Development Teams
Shiuann Shuoh CHEN  National Central University
PEI YI Chen  National Central University
Yu Wei Chuang  National Central University

Explore Internet Lurking Behavior: An Integrated Perspective of Desired Factors and Cognitive Dissonance
Hsiu-Hua Cheng  Chaoyang University of Technology
Chi-Wei Chen  Chaoyang University of Technology
Agenda

July 17, 2012 (Tuesday)

Session D1  14:00-16:00 Room: Executive Board Room
Session Chair: Ming-Hsien Yang Fu Jen Catholic University

The Impact of Environmental Sustainability Implementation on the Green Business Management
Shwn-meei Lee Hsiuping University of Science and Technology

The Impacts of Emotional Intelligence and Problematic Mobile Game Apps on Preference of Adolescents.
Cheng-Hsun Ho National Taipei University
Ai-Ni Li National Taipei University
Session D2 Agenda

July 17, 2012 (Tuesday)

Session D2  14:00-16:00  Room: Ming’s VIP Room

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

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Reaching Consensus underlying Fallible Cluster-based Wireless Sensor Network
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Shu-Ching Wang  Chaoyang University of Technology
Chin-Ling Ho  Chaoyang University of Technology
Shun-Sheng Wang  Chaoyang University of Technology
Kuo-Qin Yan  Chaoyang University of Technology

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The High Speed and Long Range RFID Technology for Vehicle Management System
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PeiShu Fan  China University of Science and Technology
YeaJou Shiau  China University of Technology
KouHuang Chen  China University of Science and Technology

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HDDS: Hybrid Data DeDuplication Strategy over Cloud Storage
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Shu-Ching Wang  Chaoyang University of Technology
Shun-Sheng Wang  Chaoyang University of Technology
Kuo-Qin Yan  Chaoyang University of Technology
Bo-Wei Chen  Chaoyang University of Technology

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Atomic Recession-based Adjustable File Replication in the Cloud Computing Environment
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Shu-Ching Wang  Chaoyang University of Technology
Shun-Sheng Wang  Chaoyang University of Technology
Kuo-Qin Yan  Chaoyang University of Technology
Sheng-Zhong Chen  Chaoyang University of Technology

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The Status Quo Bias in System Adoption: A Meta-Analytic Review
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Chun-Der Chen  Ming Chuan University
Yi-Wen Fan  National Central University
Cheng-Chieh Wu  National Central University
**Agenda**

**July 17, 2012 (Tuesday)**  
**Session D2**  
14:00-16:00  
**Room:** Ming’s VIP Room  
**Session Chair:** Ching-Wen Chen  
National Kaohsiung First University of Science and Technology

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<tr>
<td>Adoption of Innovative Smartphones with the Consideration of Conformity</td>
<td>Ching-Wen Chen, Richard Weng</td>
<td>National Kaohsiung First University of Science and Technology / Institute for Information Industry</td>
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<td>A Study on the Impacts of Perceived Organizational Support and Empowerment on Customer Orientation - Based on the Example of Comprehensive Travel Agencies in Taipei</td>
<td>CEDRIC HSI-JUI WU, CHIEH-HEN SHEN</td>
<td>NATIONAL DONG HWA UNIVERSITY</td>
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July 17, 2012 (Tuesday)

Session D3  14:00-16:00  Room: Palau 101
Session Chair: Cheng-Hsun Ho  National Taipei University

Study of the Effect of Bed and Breakfast Atmosphere on Customer Behavior
JUI-LUNG CHEN  Yuanpei University

Assessment Model for National Innovation System Structural Model
Shu-Hao Chang  Science and Technology Policy Research and Information Center, NARL
Pin-Hua Lin  Science and Technology Policy Research and Information Center, NARL

A Secure Remote User Authentication Scheme
Ren Junn Hwang  TamKang University

Data Hiding Method Base on Division Arithmetic
Wen-Chung Kuo  National Yunlin University of Science & Technology
Yu Chih Huang  Tainan University of Technology
Yi Heng Chen  National Formosa University

An Empirical Study on the Intentions of Adopting Electronic Health Records Combine with Cloud Computing
Ting-Yuan Chang  National Chin-Yi University of Technology
Jia-Le Xu  National Chin-Yi University of Technology
Chih-Hung Tseng  National Chin-Yi University of Technology

Special Instrument Development Corporation (SiDC): From OEM to OBM
Yi-Long Jaw  National Taiwan university
Pin Luarn  National Taiwan University of Science and Technology
I-Jen Chen  Vanung University
Min-Der Hsieh  National Taiwan University
Agenda

July 17, 2012 (Tuesday)
Session D3  14:00-16:00
Room: Palau 101
Session Chair: Cheng-Hsun Ho
National Taipei University

The Application of the Study Results on City Dwellers' Lifestyle to the Design of Indoor Planting Products

Jo Han Chang  National Taipei University of Technology
Chun Wang  Chung Yuan Christian University
Chia Chun Hung  Chung Yuan Christian University
# Agenda

**Session E1**  
**July 18, 2012 (Wednesday)**  
**Session Chair:** C. K. Farn  
**Room:** Executive Board Room  
**10:00-12:00**  

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<tr>
<td>Evaluate Financial Performance of Shipping Industry in Emerged Taiwan Market</td>
<td>Wen-Cheng Lin, Sabrina, Shi-Shang Wang</td>
<td>National Taipei College of Business</td>
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<td>Global Energy Trends and Analysis of Energy Policy in Taiwan</td>
<td>Jerry J.R. Ou, Kuo-Pin Chang, Chih-Tung Hsiao</td>
<td>Southern Taiwan University, Ming Chi University of Technology, Tunghai University</td>
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<td>The Effect of the Consumers' Housing Decisions on Feng Shui</td>
<td>Chi Hsiang Ting, Tain Fung Wu, Ching Lien Chang</td>
<td>Asia University</td>
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<td>Impact of the Subprime Crisis on Commercial Banks' Financial Performance</td>
<td>Hwey-Yun Yau</td>
<td>National Taipei College of Business</td>
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<td>Taiwan Fund Investors' Reaction to Fund Performance</td>
<td>Feng-Huei Claire Chang, Yeong-Jia Goo, C. Edward Wang</td>
<td>China University of Technology, National Taipei University</td>
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<td>The Impact of Shopping Orientations on Mobile Shopping Adoption</td>
<td>Wenchieh Wu, Ta-Chih Chin, Kuang-Hui Chiu</td>
<td>St. John's University, National Taipei University</td>
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Session E2 Agenda

July 18, 2012 (Wednesday)

Session E2  10:00-12:00  Room: Ming’s VIP Room
Session Chair: Su-Houn Liu  Chung Yuan Christian University

Using Data Mining in Customer Relationship Management - A Case of Hairdressing Industry
Hsin-Hung Wu  National Changhua University of Education
Jo-Ting Wei  National Sun Yat-Sen University
Hsuan-Kai Chen  Chaoyang University of Technology
Ming-Chun Lee  National Changhua University of Education

Uncertainty and an Innovative Economics
Anton Igorevich Mosalev  Murom Institute of Vladimir State University named after A.G. and N.G. Stoletovs

Construct the ICT Integrated Capability Assessment Model of the Tourism Industry
Wen Chih Chiou  National Chin-Yi University of Technology

Applying Dual Importance Diagram-based on Shapley Value with Respect to Shannon Interaction Information to Evaluate Service Quality
Jiunn-I Shieh  Asia University
Hsin-Hung Wu  National Changhua University of Education

Social Capital and Service Innovation: The Mediating Role of Knowledge Sharing
Ta-Wei Tang  Asia University
Chao-Hua Li  TransWorld University

Exploring Social Capital as a Learning Strategy from a Knowledge-based Perspective
Chao-Hua Li  TransWorld University
Ta-Wei Tang  Asia University

A Study on the Retention Intention of MIS Students for Service-Learning Courses
Su-Houn Liu  Chung Yuan Christian University
Hsiu-Li Liao  Chung Yuan Christian University
Zhi-Yu Jin  Chung Yuan Christian University
## Agenda

### July 18, 2012 (Wednesday)

**Session E3**  
10:00-12:00  
**Room:** Palau 101

**Session Chair:** Wernhuar Tarng  
National Hsinchu University of Education

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**Factors Determining Purchase Intention in Online Digital Music: A Technology Innovation Perspective**  
Chi-Ying Chou  
Tamkang University  
Cheng-Hsun Ho  
National Taipei University

**Adaptive Real Estate Prices Forecasting Model in the United States Based on Grey Theory**  
Li-Hua Huang  
National Taipei College of Business

**Innovation Development and the Role of Psychological Capital**  
mohammad ziaaddini  
Islamic Azad University  
fatemeh nasri  
Islamic Azad University  
mohammad nazemi  
Islamic Azad University

**A Novel Cloud and P2P Hybrid Platform for Internet TV with Seamless Switching Channels Mechanism**  
Hong-Yi Chang  
National Chiayi University  
Chih-Chun Lai  
National Chiayi University  
Yuan-Wei Lin  
Industrial Technology Research Institute

**A Comparison Analysis on the Intention to Continued Use of a Lifelong Learning Website**  
Hsiu-Li Liao  
Chung Yuan Christian University  
Su Houn Liu  
Chung Yuan Christian University

**Applications of Wireless Sensor Networks in Residential Activity Monitoring and Fall Detection for Senior People**  
Wernhuar Tarng  
National Hsinchu University of Education  
Chia-Hwei Lin  
National Hsinchu University of Education  
Hsin-Hun Liou  
National Central University
 Session F1 Agenda

Agenda

July 18, 2012 (Wednesday)
Session F1  14:00-16:00  Room: Executive Board Room
Session Chair: Wenchieh Wu  St. John's University

Small Group Dynamics - from Individual Level to Group Level: Relationships among Familiarity, Task Complexity, Affective Commitment, and Satisfaction
Hui-Chuan Shih  Chaoyang University of Technology
Yu-Huang Huang  Central Taiwan University of Science and Technology

A Study of the Influential Factors of R&D Work Performance - Expectancy Theory and P-E Fit Perspectives
ShangPing Lin  National Yunlin University of Science and Technology
YinYing Wang  National Yunlin University of Science and Technology
ShangChi Liu  National Yunlin University of Science and Technology

Grooming Distinguished Hospitality Concierges - An Essential Competencies Assessment of the Hotel Les Clefs d'Or
Peir-Yuan Patrick Li  Aletheia University

A Study of the Relationships among Organizational Justice, Organizational Identification and Socialization Effectiveness: A Comparison between Regular and Dispatched Employees
I-Chen Lee  Chang Gung Universitsty
Szu-Ting Wang  Chang Gung Universitsty

Organizational Trust as a Factor Creating a Proinnovative Culture in an Organization
Dagmara Lewicka  AGH University of Science and Technology
Katarzyna Krot  Bialystok University of Technology

The Importance of Dimensions of Trust in Managers-Employees Relationship: Study on of Polish Lingerie Company
Katarzyna Krot  Bialystok University of Technology
Dagmara Lewicka  AGH University of Science and Technology
Agenda

July 18, 2012 (Wednesday)

Session F2  14:00-16:00
Room: Ming’s VIP Room
Session Chair: Syming Hwang  National ChengChi University

The Influence of Negative Firm's Corporate Social Responsibility Event on Consumer Behavior
Long Yi Lin  Aletheia University
Chih Ching Yu  National Taipei University
Chun Shuo Chen  National Taipei University
Duan Xun Koh  National Taipei University

How to Retain Customers in Service Failures?
Li-Chun Hsu  National Dong Hwa University

The Impact of Generational Influences and Interactive Mechanism on Young Adult Behavior of Brand Switch
Shu-Fang Luo  Tainan University of Technology
Chun-Ming Chien  Tainan University of Technology

A Survey of South African Tour Operators' Information System Choices: 'Adapt -or-Die'
Marius Potgieter  Tshwane University of Technology
Johan W de Jager  Tshwane University of Technology
Neels H van Heerden  Tshwane University of Technology

The Study of Members' Participation in Brand Community - LEGO as the Example
Kuang-Hui Chiu  National Taipei University
Hui Ying Lin  National Taipei University
Agenda

July 18, 2012 (Wednesday)

Session F3  
13:00-15:00  
Room: Palau 101

Session Chair: Yuan-Chu Hwang  
National United University

Interaction Pattern Based Service Innovation
Shiou Tian Hsu  
National Chengchi University
Soe-Tsyr Yuan  
National Chengchi University

Service Innovation - A Semantic Perspective of Cultural Experiential Modeling
Hua Cheng Tai  
National Chengchi University
Soe Tysr Yuan  
National Chengchi University

Towards Motive Driven Story Generation for Encouraging SMEs Innovation
Peng-Wei Chiu  
National Chengchi University
Soe-Tsy Yuan  
National Chengchi University

IT-Enabled Co-Development of Service Innovation Imagery
Ching Fang Hsieh  
National Chengchi University
Soe Tsyr Yuan  
National Chengchi University

Reframing the Value Network for Design a Public Welfare-Driven Recycling Service Model
Yuan-Chu Hwang  
National United University

Interactive Prototyping for Service Innovation Inspiration with Imagery-Based Story
Jung-Chen Liu  
National Chengchi University
Soe-Tsyr Yuan  
National Chengchi University
Determination of the Optimal Time for Adopting New Technology
Yeu-Shiang Huang National Cheng Kung University
Tsun-Lin Hsueh National Cheng Kung University

A Bibliometric Analysis of Virtual Worlds Literature in the Social Sciences Citation (SSCI) Index Database
Hung-Yue Suen National Cheng Chi University
Hsiang-En Hsiao National Cheng Chi University
Johannes K. Chiang National Cheng Chi University

Develop a Customer Clustering Model Based on Green Consumer and Functionality Needs - Using Wireless Broadband Router as an Example
Tzu-An Chiang National Taipei College of Business
Z. -H. Che National Taipei University of Technology
Mao-Hsiung Yeh National Taipei University of Technology

An Alternative Sampling Plan by Variables Inspection Based on Taguchi Capability Index
Chien-Wei Wu National Taiwan University of Science and Technology

Organizational Commitment, Job Satisfaction, Work Stress, and Job Performance in Funeral Service Industry
Yih-Yeong Lin Hsiuping University of Science and Technology
Yu-Ching Huang Hsiuping University of Science and Technology
Ruey-Gwo Chung Hsiuping University of Science and Technology

What are Mature Travelers Looking for in Hotel Establishments?
Shun-Chuan Lin Southern Taiwan University
Chia-Kai Su Southern Taiwan University
Wei-Hsiung Chang Cheng Shiu University
Hui-Ling Chen Southern Taiwan University
Mei-Hsiang Yu Southern Taiwan University
Enhancing SMEs' Responsiveness Through IT-enabled Collaboration
Daniel Yen Shueh National Cheng-Chi University
Hsin-Lu Chang National Cheng-Chi University

The Relationship among Technological, Organizational, and Environmental Factors and The Information Technology Capability of E-businesses
Chi Hung Yeh National Taiwan University of Science and Technology
Gwo Guang Lee National Taiwan University of Science and Technology
Chen-Hui Lin Taipei College of Maritime Technology

The Impact of R&D and Spillovers on Productivity-The Empirical Study of Taiwanese Optoelectronic Industry
Ting-Kun Liu Chaoyang University of Technology

Using the Feature Selection Method to Improve the IC Packaging Classification Accuracy
Yung-Hsiang Hung National Chin-Yi University of Technology
Mei-Ling Huang National Chin-Yi University of Technology
Shu-Ning Chen National Chin-Yi University of Technology
Chung-Pang Huang National Chin-Yi University of Technology

Effects of Message Framing on Advertising Effectiveness of Low Sugar Food-Gender as the Moderate Variable
Mei Hsiang Yu Southern Taiwan University
Shun Chuan Lin Southern Taiwan University
Hui Ling Chen Southern Taiwan University
Chia Kai Su Southern Taiwan University

The 2-Tuple Linguistic Representational Approaches for Constructing House of Quality in Quality Function Deployment
Wen-Chang Ko Kun Shan University
Factors Influencing Destination Loyalty
Hui-Ling Chen  Southern Taiwan University
Chia-Kai Su  Southern Taiwan University
Shun-Chuan Lin  Southern Taiwan University

Interactions between Burnout Syndrome, Learning Styles and Traits of Personality among Polish Managers
Katarzyna Agnieszka Iwanicka  Warsaw University

The Country of Origin Image and Service Evaluation in the Post-ECFA Era - The Case of Land Bank, Taiwan and China Construction Bank
Chiachi Tsan  Lunghwa University
Hsin_Fu Chen  Lunghwa University

The Effect of Customer Relationship Management on Relationship Benefits and Customer Loyalty: A Customer Assessment Approach
YIPING LIN  National Kaohsiung Marine University
YUCHUAN TUNG  National Kaohsiung University of Applied Sciences

Cross-level Effects of Work Group Diversity on Person-group Fit under Organizational Restructuring
Yu Chuan Tung  National Kaohsiung University of Applied Science
Yi Ping Lin  National Kaohsiung Marine University
Hsiao Ling Hung  Maeda Corporation Taiwan Office

The Effects of Brand Extension on Portal Site Service
CEDRIC HSI-JUI WU  National Dong Hwa University
HSIAO-CHUN LIAO  National Dong Hwa University
CHIEH-HEN SHEN  National Dong Hwa University
Poster

An Empirical Study on Member Classification for Electronic Commerce Websites Utilizing Decision Tree
Shui-Shun Lin National Chin-Yi University of Technology
Ying-Shen Juang Chung-Hua University
Chien-Jen Wang National Chin-Yi University of Technology

Modeling the Vehicle Dispatch Problem of Cement Silos with Fuzzy Multi-objective Linear Programming
Tai-Sheng Su National Pingtung University of Science and Technology
Hsin-Ting Chen National Pingtung University of Science and Technology
Chin-Chun Wu I-Shou University

A Genetic Algorithm for Nurse Rostering Problem
Tai-Hsi Wu National Taipei University
Yueh-Min Lee AU Optronics

Perceived Quality as a Key Factor in Users' Continuance Intention on Mobile Commerce
Hsiang-Ming Lee Ching Yun University
Tsai Chen Fo Guang University

Using Technology Acceptance Model to Explore Intergenerational Differences on the Impact Factors of Using iLMS
Yih-Yeong Lin Hsiuping University of Science and Technology
Ruey-Gwo Chung Hsiuping University of Science and Technology
Yu-Ching Huang Hsiuping University of Science and Technology