Chair’s Message

The committees of the International Conference on Innovation and Management (IAM2013 Winter) are pleased to welcome you to this meeting held at Sapporo, Japan on Jan. 28-31, 2013. 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 210 excellent manuscript submissions from 23 countries, 132 of them come from 11 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 IAM2013W.

Looking forward for your participation again in our next event.

Conference Chair
Chair’s Message
# Schedule

## January 28, 2013 (Monday)

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## January 29, 2013 (Tuesday)

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## January 30, 2013 (Wednesday)

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## January 31, 2013 (Thursday)

### 09:00-17:00 Registration (3rd Floor)

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January 29, 2013 (Tuesday)

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Session Chair: Chien-Lung Hsu  Takming University of Science and Technology / National Chi Nan University

Optimal Ordering Policy under Unbalanced Two-Level Trade Credit in Supply Chain
Yung-Fu Huang  Chaoyang University of Technology
Kuo-Lung Hou  Overseas Chinese University

The Optimal Production and Inspection Strategy for the Integration of Manufacturers and Retailers
Yan Chun Chen  Tungnan University
Ya Hui Lin  Asia-Pacific Institute of Creativity

Linking Transformational Leadership and Employees' Service Innovation Behavior: The Mediating Roles of Creative Self-Efficacy and Expected Image Outcomes
Ping-Jen Kao  National Taipei University
Jun Yu Zhong  National Taipei University
Jean Yi Chen  National Taipei University
Hsien Tung Tsai  National Taipei University

Research of Stroke Health Innovative Management Services - Base on Information System Success Model
Chien-Lung Hsu  Takming University of Science and Technology / National Chi Nan University

The Influence of Media Richness and Values on Purchase Intention on Facebook Fan Pages
Wen-Kuo Chen  Chaoyang University of Technology
Mann-Hsuan Chien  Chaoyang University of Technology
Yu-Sung Huang  Chaoyang University of Technology
Chien-Wen Chen  Feng Chia University
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January 29, 2013 (Tuesday)

Session A2  10:00-12:00 Room: Syrah

Session Chair: Huang Chia-Hsing  SolBridge International School of Business

Clinical Information System in improving Surgery Patient Care
NAN CHEN HSIEH  National Taipei University of Nursing and Health Sciences
JUI FA CHEN  Tamkang University
HSIN CHE TSAI  Tamkang University

Non Parametric Simulations of the Standardized Return as Disturbances
Huang Chia-Hsing  SolBridge International School of Business
Wang Yi-Hsien  Chinese Culture University
Lin Shu-Shian  Chinese Culture University

Application of an Innovative Transparent Response System on Hospital Incident Reporting Management
Ying-Chun Li  National Sun Yat-Sen University
Szuchang Wang  Kaohsiung Veterans General Hospital
Hung-Chi Huang  Kaohsiung Veterans General Hospital

With and Without IFRS Adoption a Comparison between European Union and the U.S. Life Insurance Industry
Liang-Feng Lin  National Chengchi University
Yu-Jou Chen  University of Washington

A Nest Logit Model of Travel Mode Choice for Planned Special Events
Mei-Shiang Chang  Chung Yuan Christian University
Pei-Rong Lu  Chung Yuan Christian University

Simulation Optimization for Execution Level Capacity Planning and Scheduling in Semiconductor Backend Manufacturing
James T Lin  National Tsing Hua University
Chien-Ming Chen  National Tsing Hua University
Does Managerial Overconfidence Drive the Increasing Debt Ratios over Corporate Life Cycle? Evidence from Taiwanese Public Firms

Chu-San Edward Wang  National Taipei University
Chuan-Ying Hsu  Da-Yeh University
Wang-Ting Huang  Deloitte Taiwan
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January 29, 2013 (Tuesday)

Session A3  10:00-12:00 Room: Niagara
Session Chair: PAO-TIAO CHUANG National University of Kaohsiung

Producing a Feature-based Summary of Opinions on Products using Chinese Sentence Patterns
Shiu-Li Huang National Taipei University
Wen-Chi Cheng Ming Chuan University

Open Innovation Climate and Job Satisfaction: Empirical Study of Cosmetology Businesses in Taiwan
Yen-Cheng Chen Mackay Medicine Nursing and Management College/Fu Jen Catholic University
Ching-Sung Lee Fu Jen Catholic University
Ben-Chang Shia Fu Jen Catholic University

Building the Customer Satisfaction Forecasting Model for Coffee Chain Stores: A View from Service Quality, Customer Value and Brand Equity
Shih-Chien Chien Shu Te university

Collaboration on Corporate Social Responsibility in a Three-tier Supply Chain
Che-Fu Hsueh Chien Hsin University of Science and Technology

Applying QFD and AD To Seek Lean Service Design—The Case Of Taiwan High Speed Rail
PAO-TIAO CHUANG National University of Kaohsiung

A Novel Consumer e-Loyalty Evaluation Model: B2C Service Management by Fuzzy MCDM Techniques
Yuching Chern National Chiao Tung University
Gwo-Hshiung Tzeng National Chiao Tung University / Kainan University
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Session Chair: Long-Sheng Chen  Chaoyang University of Technology

Clarifying Users' Continuous intention to Get Healthcare Information Online - A Study Based on the Behavior Model of Health Service Utilization
Hsiu-Ju Chen  I-Shou University

Using a Hybrid Model to Select a Service Provider
Lee Hsin Yi  National Taipei University of Technology
Lo Huai Wei  National Taipei University of Technology
Fan Ya Lin  National Taipei University of Technology
Liou James J.H  National Taipei University of Technology

Improving the Performance of Classifying Review Manipulation in E-commerce
Long-Sheng Chen  Chaoyang Univ. of Tech.
Ching-Yun Hsueh  Chaoyang Univ. of Tech.
Chun-Chin Hsu  Chaoyang Univ. of Tech.

Understanding IS Consulting Service from the Perspective of Service Science
Jessica HF Chen  National Chi-Nan University

Outcome Measurement of Oncology Case Management Model: From Medical Care Term Member Satisfaction to Cancer Case Manager Perspective
Shu-Hui Chuang  Taiwan Shoufu University

The Influence of Virtual Experience on Destination Marketing for Remote Area
Su-Houn Liu  Chung Yuan Christian University
Hsiu-Li Liao  Chung Yuan Christian University
Chi-Wen Lin  Chung Yuan Christian University
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Session B2  14:00-16:00  Room: Syrah
Session Chair: Gwowen Shieh  National Chiao Tung University

Job Satisfaction and Turnover: Literature Review
talal ratyan alanazi  University Technology Malaysia
Dhaifallah Obaid Almutairi  University Technology Malaysia
Amran Mohd Rasli  University Technology Malaysia

A Model of Leadership Development for Deputy Director of Nursing and Public Health Colleges: A Case Study of the Ministry of Public Health, Thailand
Saengchom Tanomsingh  Ministry of Public Health
Patcharee Dumrongsumtornchai  Ministry of Public Health

Investigating the Influence of Internet Self-efficacy (ISE) and Trust in Information Security (TIIS) of Employment Website Users on Their Attitudes Towards Using the Site
Jon Chao Hong  National Taiwan Normal University
Pei Hsin Lin  National Taiwan Normal University
Chih Lin Wang  National Taiwan Normal University

A Note on the Sample Size Requirements for Interval Estimation of the Strength of Association Effect Sizes in Multiple Regression Analysis
Gwowen Shieh  National Chiao Tung University
Show-LI Jan  Chung Yuan Christian University

Coworker Support and Organisational Commitment amongst Thai Cabin Attendants: An Empirical Examination of the Moderating Role of Organisational Culture
Thanawut Limpanitgul  Kasetsart University
Pattana Boonchoo  Thammasat University

Human Resource Management Challenges in Nigeria under a Globalised Economy
MICHAEL UDOCHIPRINCE  GLOBAL FORUM FOR PEACE JUSTICE & HUMAN RIGHTS
ONYEAMA
Agenda

January 29, 2013 (Tuesday)

Session B2  14:00-16:00  Room: Syrah
Session Chair: Gwowen Shieh  National Chiao Tung University

EMMANUEL YOMI  GLOBAL FORUM FOR PEACE JUSTICE & HUMAN RIGHTS
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January 29, 2013 (Tuesday)

Session B3  14:00-16:00  Room: Niagara

Session Chair: Syming Hwang  National ChengChi University

Modeling Eco-design Method for Innovative Product Management
Ko Yao Tsung  Tunghai University
Kuo Ping Hong  Tunghai University
Chen Ming Shih  Tunghai University

Exploration of Innovative Values of RFID Industry
Pei Shu Fan  China University of Science and Technology
Cheng Chin Tsao  China University of Science and Technology
Chin Yuan Fan  National Applied Research Laboratories
Kou Huang Chen  China University of Science and Technology

Research on Garments Management by RFID
Li Chun Wu  China University of Science and Technology
Chung Kuang Wu  China University of Science and Technology
Pei Shu Fan  China University of Science and Technology
Lan Fang Kao  China University of Science and Technology

The Development of Knowledge Portal: Case study: Phetchabun Rajabhat University and National University of Laos
Sakchai Tangwannawit  King Mongkut's University Of Technology North Bangkok
Panana Tangwannawit  Phetchabun Rajabhat University

Innovative Potable Water Treatment Device Using in Flooding Situation: Conceptual Framework
Tadchula Kalantapura  Chulalongkorn University

Value Co-Creation with Customers at High-Tech Industry B2B Market
Chang Hyun Park  Sungkyunkwan University
Heesang Lee  Sungkyunkwan University
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**January 29, 2013 (Tuesday)**

**Session B3** 14:00-16:00  
**Room:** Niagara

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

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**Reduce Energy Consumption as Social Responsibility: Towards Sustainable Energy Supply**

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<td>Ateneo de Naga University - Philippines</td>
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<td>Jennifer Sabiniano Florida</td>
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January 30, 2013 (Wednesday)

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Session Chair: Wenchieh Wu  St. John's University

A Multi-Stage Inventory Model with Multiple Suppliers: A Multi-Objective Method
S.C. Chang  Chung Yuan Christian University
C.T. Chang  Chang Gung University
C.Y. Li  National Changhua University of Education

An Exploration of the Tourism Industry Cooperation Strategy between Taiwan and WTSEZ using the Game Theory
Li-Yang Hsieh  China University of Technology
Hsiang-Sheng Lin  Chung Hua University
Yao-Hsien Lee  Chung Hua University
Sheu-Chin Kung  Chung Hua University

Solving Optimal Match-up Problem with Heuristics Algorithm: A Simulation-Based Investigation
Tsung-Sheng Chang  National Chung Cheng University
Cheng-Yuan Ku  National Chung Cheng University
Hsin-Pin Fu  National Kaohsiung First University of Science and Technology

Does DSS Work for Taiwan’s Large Enterprises: Ten Major Concerns for IS Managers
Wei-Hung Hsiao  National Chung Cheng University

Constructing Knowledge Maps and Knowledge Documents of Department Affairs in Universities by Focus Group Interviews
Kuang-Hui Chiu  National Taipei University
Yao-Chung Yu  National Taipei University
Session C2 Agenda


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January 30, 2013 (Wednesday)

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Session Chair: Calvin S. Weng  Takming University of Science and Technology

A Novel Data Hiding Method Using 3-Axis in 2D
Hui-Shih Leng  Changhua University of Education
Hsien-Wen Tseng  Chaoyang University of Technology

Information Framework for Integrating Design and Manufacturing
Tien-Hsiung Chu  China University of Science and Technology

Double Embedding Scheme Using 3-Axis in 2D
Hui-Shih Leng  Chaoyang University of Technology
Hsien-Wen Tseng  Chaoyang University of Technology

The Intellectual Property Rights of Insurance Industry
Calvin S. Weng  Takming University of Science and Technology

Technology Dependence and Alliance Relationship within Semiconductor Companies
Chun-Chieh Wang  National Taiwan University
Mu-Hsuan Huang  National Taiwan University
Dar-Zen Chen  National Taiwan University

Embedding Innovation DNA and Harnessing Ambidexterity
Rajaram Venkataraman  Infosys Ltd
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<td>National University of Kaohsiung</td>
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### Toward an Intelligent Sea and Air Freight Logistics Information Services Platform: A Coordination Theory Perspective
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Chi-Hwa Chen  
Ja-Ching Chou  
Paul Lin  
Glendy Kuan  
Marisa Wang  
Cheng-Kiang Farn
National University of Kaohsiung  
Institute of Transportation, Ministry of Transportation and Communications  
Institute of Transportation, Ministry of Transportation and Communications  
Prolink Solutions Co. Ltd.  
Prolink Solutions Co. Ltd.  
Prolink Solutions Co. Ltd.  
National Central University

### A Study of Gender Difference in Playing Online Games: Using the IQA Approach
Chwen-Yea Lin  
Chien-Chung Tu  
Kwoting Fang
Tatung Institute of Commerce and Technology  
Transworld University/National Yunlin University of Science and Technology  
National Yunlin University of Science and Technology

### The Influence of Introduction Strategies for Product Upgrades on Consumer Purchasing Decisions
Ming Te Liu  
Pi Chu Wu
China University of Technology  
China University of Technology

### The Effects of Guanxi on the Relationship Performance: The Moderating Effects of Organizational Learning Capability
Chin-Fang Yang  
Chi-Shiun Lai  
Wei-Yuan Guh
Da-Yeh University  
National Yunlin University of Science & Technology  
Nan Kai University of Technology
Development of an e-wealth management "Zyberspeedwealth" for Thai Depositors
Vachirasak Chungsathaporn Assumption University

Option Pricing and Hedging with Nonlinear Volatility Functions
I-Yuan Chuang Chung Cheng University
Hsiun-Yi Tzeng Chung Cheng University

The Relationships among Emotional Labor, Job Performance and Job Satisfaction:
Moderating Roles of Social Support
Mei-Ling Wang Hungkuang University
From Technology and the Humanities to Explore the Sense of the Packaging Design Quality Experience to Create
Lin Yu Ju  
Chen Wei Han  
Lin Rung Tai  
Taipei College of Maritime Technology  
National Taiwan University of Art  
National Taiwan University of Art

The Innovative Design of Cultural and Creative Products - The National Palace Museum Commodity
Han Wei Chen  
Yu Ju Lin  
Taipei College of Maritime Technology  
Taipei College of Maritime Technology

Critical Success Factors on Brand Management by Analytic Network Process
Liang Shou-Shu  
Tsai Shuo-Chang  
Wu Tain-Fung  
Lee Shu-Chen  
Department of Construction Engineering, Chaoyang University of Technology  
Department of Business Administration Asia University  
Department of Business Administration Asia University  
Taiwan Cement Co., Ltd.

A Study on the Construction of Professional Competence Indicators for Property Managers
Lee Shu-Chen  
Tsai Shuo-Chang  
Wu Tain-Fung  
Liang Shou-Shu  
Taiwan Cement Co., Ltd.  
Department of Business Administration Asia University  
Department of Business Administration Asia University  
Department of Construction Engineering, Chaoyang University of Technology

A Review of M-Learning Research through Bibliometric Analyzing
Chia-Chang Liu  
National Chengchi University
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Session D1  14:00-16:00  Room: Rosario
Session Chair: Cheng-Hsun Ho  National Taipei University

Relationships among Internal Marketing, Job Satisfaction and Job Performance: A Study of Insurance Brokerage Industry

Ming-Chien Chiu  National Chengchi University
Terry Chen  National Chengchi University
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Session Chair: Yen-Chun Jim Wu  National Sun Yat-Sen University

Profiting from Technical Analysis in Taiwan Equity Markets
Ti-Ling Wang  Kao Yuan University
chao-hui yeh  I-Shou University

A Collaborative Research Dialogue between Practitioners and Academics
Yen-Chun Jim Wu  National Sun Yat-Sen University
Wen-Hsiung Wu  Kaohsiung Medical University
Chun-Yu Chen  Meiho University

Conflict of Interest of Investment Banks: Evident from Their Stock Recommendation and Trades
Mei-Chen Lin  National Taipei University
Jyun-Hao Hsiao  National Taipei University

Body Control Factors of Presence for Interacting in Virtual Environment with Microsoft Kinect
Huey-Min Sun  Chang Jung Christian University

Are Older Employees More Prone to Organizational Politics: Evidence from Pakistan
Muhammad Abbas  Riphah International University
Farooq Ahmed Jam  University of Central Punjab
Inam Ul Haq  University of Central Punjab

Transformational Leadership, Trust, Organizational Cultures, and Knowledge Sharing Willingness: A Multi-Level Theoretical Framework
Wenchieh Wu  St. John's University
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Session D3 14:00-16:00 Room: Niagara
Session Chair: C. K. Farn National Central University

The Application of Metaheuristics to Solving Location Routing Problem with Time Windows
Meilinda Fitriani Nur National Taiwan University of Science and Technology
Maghfiroh
Anak Agung Ngurah Perwira National Taiwan University of Science and Technology
Redi
Vincent F. Yu National Taiwan University of Science and Technology

Proposed Framework in Developing an Efficient Electronic Supply Chain
Mukul Jain G L Bajaj Institute of Management and Research, Greater Noida
Asit Bandyopadhayay Jaypee Business School, Noida

Comparing the Decision Tree Approaches for the Models Assessing Costs for Risks and Determining the Optimal Number of Suppliers
Ching-Ter Chang Chang Gung University
Zheng-Yun Wayne Zhuang Chang Gung University

Economic Design of a Short-run CSP-1 Plan Based on Quality Investment
Chung-Ho Chen Southern Taiwan University of Science and Technology

Using DEMATEL-Based ANP Method to Analyze Critical Infrastructures
James Liou National Taipei University of Technology
Yen-Ching Chuang National Taipei University of Technology
Chun-Nen Huang Central Police University
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January 31, 2013 (Thursday)
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Session Chair: Cheng-Hsun Ho  National Taipei University

Study on Environmental Consciousness and Energy Saving Behaviors of Taipei Metropolitans
YI-TING CHEN  National Dong Hwa University
Chi-Ming Hsieh  National Dong Hwa University
Chun-Hung Lee  National Dong Hwa University

Evaluation of Economic Benefits under National Park Recreation Impact Program – A Case of Taroko National Park in Taiwan
CHIEH-TING YANG  National Dong Hwa University
Chun-Hung Lee  National Dong Hwa University
Chi-Ming Hsieh  National Dong Hwa University

Evaluation of Economic Benefits from Visitor’s Quality Improvement Programs for Ecotourism - A Case Study of Meqmegi
Yu-Jui Ho  National Dong Hwa University
Chun-Hung Lee  National Dong Hwa University

Evaluation of Economic Benefits from Quality Improvement Programs in Historical & Cultural Site - A Case of Taiwan
Chun Hung Lee  National Dong Hwa University
Chi-Ming Hsieh  National Dong Hwa University

A Study on Relationship Marketing Progress and Relationship Outcomes in Hairdressing Industry
Mei-Ying Lee  ST. MARY’S MEDICINE , NURSING AND MANAGEMENT COLLEGE
Chun-Yu Chen  Vanung University College of Tourism and Design
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### January 31, 2013 (Thursday)

**Session E2**  
10:00-12:00  
**Room: Syrah**

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

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<td>Patria Laksamana, David Wong, Russell P.J. Kingshott, Fatimah Muchtar</td>
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<td>The Adolescent Consumers Innovativeness as a Moderate Variable to Analyze Online Buying Behavior in Technology Acceptance Model</td>
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<td>Parental Influence on Adolescent Online Purchase Behavior - A Consumer Socialization Model</td>
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<td>Explaining and Predicting Website Satisfaction: The Webreep Model</td>
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<td>University of Melbourne</td>
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<td>The Effect of Animated Spokes-Character Type upon On-line Advertisements -The Moderating Role of Product Type</td>
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January 31, 2013 (Thursday)

Session E2  
10:00-12:00  
Room: Syrah

Session Chair: Syming Hwang  
National ChengChi University

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Sou-Chein Wu  
National Chengchi University

The Evaluation of Logistics Service Quality on Store-to-Store Delivery Service for Online Auction
Yu-kai Huang  
Nanhua University
Cheng-Chi Chung  
National Taiwan Ocean University
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January 31, 2013 (Thursday)

Session E3 10:00-12:00 Room: Niagara
Session Chair: Yuehjen Eric Shao Fu Jen Catholic University

A Study of Applying ARIMA and Multiple Regression Models to Volume of Currency Issued Prediction
Yuehjen Eric Shao Fu Jen Catholic University

Strategic Alliances Mechanism between Developed and Developing Country Based Firms: Australia-Malaysia Model
Ahmad Bashawir Abd. Ghani University Utara Malaysia
Muhammad Subhan University Utara Malaysia

Partner Selection and Alliance Performance: An Empirical Study for Taiwan’s Alliances
Shih-Chieh Fang National Cheng Kung University
Yunyao Cheng Tatung Institute of Commerce and Technology

Does Surprise Still Work? - The Effect of Surprise and the Moderating Role of Status Consumption
Su-Yueh Chu National Pingtung Institute of Commerce
Wang-Yun Tseng National Taipei University
Wenchang Fang National Taipei University

The Impact of Green Product Knowledge and Involvement with the Environment on Purchase Intention-The Moderating Effect of Guilt Appeals
Pei-hsuan Hsiao National Taipei University
Kuang-Hui Chiu National Taipei University
Session F1 Agenda

January 31, 2013 (Thursday)
Session F1  14:00-16:00 Room: Rosario

Session Chair: DR. ISAIAS LAGSA BORRES
Our Lady of Fatima University / University of Caloocan City

Delivering and Performing Customer Service for Customer Satisfaction in Selected Restaurants in the Philippine Setting
DR. ISAIAS LAGSA BORRES
OUR LADY OF FATIMA UNIVERSITY / UNIVERSITY OF CALOOCAN CITY

An Investigation of the Performances of the Regional Center and Traditional Branches: Evidence from Taiwanese Banks
Su-Lien Lu National Pingtung University of Science and Technology
Kuo-Jung Lee National Pingtung Institute of Commerce
Yung-Fu Huang National Pingtung University of Science and Technology

Valuation of Franchise Investments in an Option Games Analysis
Kuo-Jung Lee National Pingtung Institute of Commerce

R&D Innovations and Stock Returns in Strategic Alliances
Weiju Young Chaoyang University of Technology

Earnings Management and Institutional Ownership around SEOs
Junming Hsu National Chung-Hsing University

The Design of Physical Games for Learning the Lotus Effect
Wernhuar Tarng National Hsinchu University of Education
Chih Ming Lin National Hsinchu University of Education
Chi-Young Lee National Tsing Hua University
Shih-Hsien Tsai National Hsinchu University of Education
Hsin-Hun Liou National Central University
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January 31, 2013 (Thursday)
Session F2 14:00-16:00 Room: Syrah
Session Chair: Su-Mei Lin China University of Technology

Lead User Participation in Brand Community: The Case of Chinese Microsoft MVPs
Hsin-Yun Hu Hsin Sheng College of Medical Care and Management
Pai Cheng Shih Brand Karma
Cheng-Kiang Farn National Central University

Applying Self-Determination Theory to Realize the Childbearing Intention of Taiwan University Students
Yao Hsiao Ping National Taiwan Normal University

The Effects of Gender and Self-monitoring on Consumers’ Decision Making in Choice for Others
Hung-Chou Lin Hungkuang University
Sheng-Hsien Lee Yu Da University

Using Artificial Fish Swarm Algorithm to Optimize Service Satisfaction Performance and Characteristic Model for Mainland Tourist in Taiwan
Su-Mei Lin China University of Technology
Zong-Wei Zhu China University of Technology

The Evaluation and Selection for Key Factors of Bus Service Quality-Exemplified by Joint Buses in the Taipei Area
Chia-Hao, Chang Takming University of Science and Technology
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Inter-Project Learning among Project-Based Firms in the United Arab Emirates: An Exploratory Study
Wise Mainga Ajman University of Science & Technology
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**January 31, 2013 (Thursday)**

**Session F3**  
14:00-16:00  
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National Central University  
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**The Study of R&D Personnel Innovation Behavior - Organizational Innovation**  
**Climate as Moderate Variable**

Han-Jen Niu  
Chin-Yu Hsieh  
Hsyao-Yunn Lee  
Po-Ying Chen  
All from Tamkang University

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**A Study of Evolving Ethnic Issues in the Five Central Asian Republics of the Commonwealth of Independent States**

CHOU KENG SHENG  
Mackay Medicine, Nursing and Management College

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**Debate on the Rise of the Taiwan New Literature Movement**

FANG LI CHUAN  
Mackay Medicine, Nursing and Management College

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**The Discussion of the Flow of Talent on Cultivated Long-Term Care Professionals**  
**Capital in Aging Society: The Reflections on the Experiential Development of Japan, Germany and Britain**

Ssu Chiu Lan  
Chang, Hao-Feng  
Both from Mackay Medicine Nursing and Management College  
Chung-Hua University

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**Variable Scaling Hybrid Differential Evolution for Power System Applications**

Ji-Pyng Chiou  
Chung-Wei Lo  
Chung-Fu Chang  
Ming Chi University of Technology  
Wufeng University

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**Enhanced DES Cryptosystem For Local Area Network**

Te Kwei Wang  
Ming Chi University of Technology (MCUT)
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Effects of Computer-mediated Communication Factors on Cyberbullying Behavior among Middle School Students
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Control, Trust, and Uncertainty in Virtual Learning Communities: A Research Model
Ying-Wei Shih National Changhua University of Education

Determinants of Entrepreneurial Intentions among College Students in the Department of Hospitality and Tourism Management
Hsi-Chi Hsiao Cheng-Shiu University
Ya-Ling Tu National Changhua University of Education

Job Performance and Job Satisfaction: Roles of Organizational Commitment and Psychological Contract
Pei-Ling Tsui National Taitung College/National Taipei University of Technology
Yi-Shyuan Lin National Taipei University of Technology
Tung-Han Yu Fu Jen Catholic University

A Study on Evaluating Hotel Spa Atmosphere
Tung-Han Yu Fu Jen Catholic University
Yen-Cheng Chen Mackay Medicine Nursing and Management College/Fu Jen Catholic University
Pei-Ling Tsui National Taitung College/National Taipei University of Technology
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Yun-Long Lay National Chin-Yi University of Technology
Justin S. Lay Tung-Hai University
Chiau-Tien Lay National Taichung University of Science and Technology

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Hui-Jen Yang National Chin-Yi University of Technology
Che-Wei Lin National Chin-Yi University of Technology
Justin S. Lay Tung-Hai University

Team Learning In New Product Project: Transactive Memory View
Jing-Wen Huang National Pingtung University of Education
Yong-Hui Li National Pingtung Institute of Commerce

Does It Work? An Empirical Study of the Effect on Organizational Commitment by Internal Marketing and Job Satisfaction of Nurses in Taiwan
Ting-Chung Huang Ching Kuo Institute of Management and Health
Wen-Ching Huang Ching Kuo Institute of Management and Health

Factors Influence on Supplier and Reseller Future Collaboration- Moderating Effects of Brand Reputation
Hao Hsiang Tsao TamKang University
Shui Lien Chen TamKang University
Yuh-Neu Chiang Hsing Wu University

Antecedents of Intention to Use CUSS System: Moderating Effects of Self-Efficacy
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Shui-Lien Lily Chen Tamkang University
Shuan-Hua Liu Hsing Wu University

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Chun-Yuan Cheng  Chaoyang University of Technology
Mei-Ling Liu  National Taipei University of Technology/Chaoyang University of Technology

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Fuw-Yi Yang  Chaoyang University of Technology
Chun-Chin Hsu  Chaoyang University of Technology

A New Electromagnetism-Like Mechanism for Identical Parallel Machine Scheduling with Family Setup Times
Chao-Tang Tseng  Chaoyang University of Technology

Internal Control Quality, Marketization, and Analyst Forecast Behavior: Evidence from China
Mei-Feng Lin  National Changhua University of Education
L-C Chan  National Chengchi University
Chen-Lung Chin  National Chengchi University