

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

Schedule

July 12, 2011 (Tuesday)	
15:00-17:00	Registration (Lobby)

July 13, 2011 (Wednesday)			
09:00-17:00 Registration			
Room	Starhill 6 (Level 4)	Starhill 7 (Level 4)	Starhill 9 (Level 4)
09:00-10:00	Social Time (Refreshment)		
10:00-12:00	Session A1	Session A2	Session A3
12:00-14:00	Lunch (FEAST VILLAGE, LG Level)		
14:00-16:00	Session B1	Session B2	Session B3
16:00-17:00	Social Time (Refreshment)		

July 14, 2011 (Thursday)			
09:00-17:00 Registration			
Room	Starhill 6 (Level 4)	Starhill 7 (Level 4)	Starhill 9 (Level 4)
09:00-10:00	Social Time (Refreshment)		
10:00-12:00	Session C1	Session C2	Session C3
12:00-14:00	Lunch (FEAST VILLAGE, LG Level)		
14:00-16:00	Session D1	Session D2	Session D3
16:00-17:00	Social Time (Refreshment)		

July 15, 2011 (Friday)			
09:00-17:00 Registration			
Room	Starhill 6 (Level 4)	Starhill 7 (Level 4)	Starhill 9 (Level 4)
09:00-10:00	Social Time (Refreshment)		
10:00-12:00	Session E1	Session E2	Session E3
12:00-14:00	Lunch (FEAST VILLAGE, LG Level)		
14:00-16:00	Session F1	Session F2	Session F3
16:00-17:00	Social Time (Refreshment)		

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

July 13, 2011 (Wednesday)

Session A1

10:00-12:00

Room: STARHILL 6

Session Chair: Syed Abidi

Dalhousie 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
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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

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

Researches 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

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
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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	BBPJK 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)
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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

Agenda

July 13, 2011 (Wednesday)

Session B2

14:00-16:00

Room: STARHILL 7

Session Chair: Meijui Sun

Ming Chuan University

Profiling Simultaneous Media Behavior in Taiwan

Meijui Sun	Ming Chuan University
Chien-chou Su	Shih-Hsin University
Chien-yu Chen	Ming Chuan University

Consumer's Willingness to Use Functional Foods in Taiwan - The Joint Moderating Effect of Health Consciousness and Healthy Lifestyle

Mei-Fang Chen	Tatung University
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The Effect of Internet Addiction on Purchasing Behavior - with Flow Theory as a Moderator

Han-Jen Niu	Tamkang University
Chin-Yu Hsieh	Tamkang University
Li-Chieh Chen	Tamkang University

Satisfactory Level on Mobile Applications in Malaysia: A Comparative Study between Maxis, Celcom and Digi

Chai Lee Goi	Curtin University
Poh Yen Ng	University of Canterbury

Key Issues for Bank-Customer Commitment and Trust in an e-Banking Era

David H. Wong	Curtin University
Patria Laksamana	ABFI Institute Perbanas
Russel P. J. Kingshott	Curtin University
Fatimah Muchtar	University of Indonesia

The Impact of Animated Spokes-Characters and Production Involvement on Advertising Effect

Wen-Shin Huang	Chaoyang University of Technology
Tsuifang Hsieh	Taiwan Hospitality & Tourism College
Han-Shen Chen	Chung Shan Medical University

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

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

Agenda

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

Agenda

July 14, 2011 (Thursday)

Session C2

10:00-12:00

Room: STARHILL 7

Session Chair: Chui-Yu Chiu

National Taipei University of Technology

A Comparative Study of Innovative Milieu in Two Semiconductor Clusters- Hsin Chu Science Park in Taiwan and Shanghai Zhangjiang High-Tech Park in China

Chi Han Ai

EHESS (Graduate School of Advanced Studies in Social Sciences)

To Evaluate the Supplier's Risk Management by Using the Cost of Quality

Tsai Chi Kuo

Chung Yuan Christian University

A Study on the Design of Technical Testing Tools for an Information Security Management System

Ruey-shiang Shaw

Tamkang University

Science Management in Modern Organization

Tahereh Bagherpour

Islamic Azad University Damghan branch

Ramzan Jahanian

Islamic Azad University Karaj branch

Hairul A. Hashim

School of Medical Science University Science Malaysia

The Study of Critical Functions for PDM System - A Case Analysis of a Taiwanese Precision Machinery Manufacturer

Shiang Wei Jung

Chung Yuan Christian University

Lin Yu Hsin

Ming-Hsin University of Science & Technology

Chen Yi Hsuan

Ming-Hsin University of Science & Technology

A Study on E-Commerce Competency Standard and Programs for International Personnel

Wenchieh Wu

Chung Yuan Christian University

Jia-Wen Jhan

National Taipei University

Kuang-Hui Chiu

National Taipei University

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

Agenda

July 14, 2011 (Thursday)

Session D1

14:00-16:00

Room: STARHILL 6

Session Chair: Chu-San Edward Wang

National Taipei University

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

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?

ATILA 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

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 Husaeen 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

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

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

Tsai Ju Lan

Tamkang University

Environmental an 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

Agenda

July 15, 2011 (Friday)

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

July 15, 2011 (Friday)

Session E3

10:00-12:00

Room: STARHILL 9

Session Chair: Szu-Yuan Sun

National Kaohsiung First University
of Science & 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

Agenda

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

Agenda

July 15, 2011 (Friday)

Session F2

14:00-16:00

Room: STARHILL 7

Session Chair: Jiunn-I Shieh

Asia University

Using Association Rules to Make Cross-Selling and Peer Recommendation - The Recom Online Store as the Example

MinTzu Wang	Technology and Science Institute of Northern Taiwan
WeiKai Huang	Technology and Science Institute of Northern Taiwan
WeiLi Huang	Technology and Science Institute of Northern Taiwan
YangCheng Zhang	Technology and Science Institute of Northern Taiwan
HsihChun Lin	Technology and Science Institute of Northern Taiwan
XiaoWei Chen	Technology and Science Institute of Northern Taiwan

A Bedside ICT Service Scheme for the Elder Care Center

Kuen-Min Lee	Industrial Technology Research Institute
Wei-Guang Teng	National Cheng Kung University
Jiun-Ren Ding	Industrial Technology Research Institute
Chien-Nan Lin	St. Martin De Porres Hospital
Ting-Wei Hou	National Cheng Kung University

A Framework of Applying Normalized Mutual Information to Identify the Causal Relationships in Service Quality Attributes

Jiunn-I Shieh	Asia University
Hsin-Hung Wu	National Changhua University of Education

Time Factored Prediction Method for Mobile Movie Purchasing

Bayarmaa Dashnyam	National Central University
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The Effects of Customer Satisfaction and Switching Barrier on Users' Intention to Switch in Using Mobile Social Network Sites

Yu-Lung Wu	I-Shou University
Yu-Hui Tao	National University of Kaohsiung
Ching-Pu Li	I-SHOU University
Sheng-Yuan Wang	I-Shou University

July 15, 2011 (Friday)

Session F2

14:00-16:00

Room: STARHILL 7

Session Chair: Jiunn-I Shieh

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

The Influence of Country-of-Origin Image, Country-of-Manufacture Image, Brand Awareness, and Product Involvement on Consumer Purchase Intention

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

Poster

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

Poster

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

