

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

Schedule

January 28, 2013 (Monday).	
15:00-17:00	Registration (Lobby, 1 st Floor)

January 29, 2013 (Tuesday)			
09:00-17:00 Registration (3rd Floor)			
Room	Rosario (3 rd Floor)	Syrah (3 rd Floor)	Niagara (3 rd Floor)
09:00-10:00	Social Time (Refreshment, 3 rd Floor)		
10:00-12:00	Session A1	Session A2	Session A3
12:00-14:00	Lunch (Restaurant Vigne, 1 st Floor)		
14:00-16:00	Session B1	Session B2	Session B3
16:00-17:00	Social Time (Refreshment, 3 rd Floor)		

January 30, 2013 (Wednesday)			
09:00-17:00 Registration (3rd Floor)			
Room	Rosario (3 rd Floor)	Syrah (3 rd Floor)	Niagara (3 rd Floor)
09:00-10:00	Social Time (Refreshment, 3 rd Floor)		
10:00-12:00	Session C1	Session C2	Session C3
12:00-14:00	Lunch (Restaurant Vigne, 1 st Floor)		
14:00-16:00	Session D1	Session D2	Session D3
16:00-17:00	Social Time (Refreshment, 3 rd Floor)		

January 31, 2013 (Thursday)			
09:00-17:00 Registration (3rd Floor)			
Room	Rosario (3 rd Floor)	Syrah (3 rd Floor)	Niagara (3 rd Floor)
09:00-10:00	Social Time (Refreshment, 3 rd Floor)		
10:00-12:00	Session E1	Session E2	Session E3
12:00-14:00	Lunch (Restaurant Vigne, 1 st Floor)		
14:00-16:00	Session F1	Session F2	Session F3
16:00-17:00	Social Time (Refreshment, 3 rd Floor)		

Schedule

Agenda

January 29, 2013 (Tuesday)

Session A1

10:00-12:00

Room: Rosario

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

Agenda

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

Agenda

January 29, 2013 (Tuesday)

Session A2

10:00-12:00

Room: Syrah

Session Chair: Huang Chia-Hsing

SolBridge International School of Business

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

Agenda

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-Hshiang Tzeng

National Chiao Tung University / Kainan University

Agenda

January 29, 2013 (Tuesday)

Session B1

14:00-16:00

Room: Rosario

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

Agenda

January 29, 2013 (Tuesday)

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 Dumrongsuntornchai	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: Gwown Shieh

National Chiao Tung University

Human Resource Management Practices in Nigeria

EMMANUEL YOMI

GLOBAL FORUM FOR PEACE JUSTICE & HUMAN
RIGHTS

Agenda

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
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Value Co-Creation with Customers at High-Tech Industry B2B Market

Chang Hyun Park	Sungkyunkwan University
Heesang Lee	Sungkyunkwan University

Agenda

January 29, 2013 (Tuesday)

Session B3

14:00-16:00

Room: Niagara

Session Chair: Syming Hwang

National ChengChi University

Reduce Energy Consumption as Social Responsibility: Towards Sustainable Energy Supply

Nerisa Nunez Paladan

Ateneo de Naga University - Philippines

Jennifer Sabiniano Florida

La Consolacion College Manila - Philippines

Agenda

January 30, 2013 (Wednesday)

Session C1

10:00-12:00

Room: Rosario

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

Agenda

January 30, 2013 (Wednesday)

Session C2

10:00-12:00

Room: Syrah

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

Agenda

January 30, 2013 (Wednesday)

Session C3

10:00-12:00

Room: Niagara

Session Chair: Kai Wang

National University of Kaohsiung

Toward an Intelligent Sea and Air Freight Logistics Information Services Platform: A Coordination Theory Perspective

Kai Wang	National University of Kaohsiung
Chi-Hwa Chen	Institute of Transportation, Ministry of Transportation and Communications
Ja-Ching Chou	Institute of Transportation, Ministry of Transportation and Communications
Paul Lin	Prolink Solutions Co. Ltd.
Glendy Kuan	Prolink Solutions Co. Ltd.
Marisa Wang	Prolink Solutions Co. Ltd.
Cheng-Kiang Farn	National Central University

A Study of Gender Difference in Playing Online Games: Using the IQA Approach

Chwen-Yea Lin	Tatung Institute of Commerce and Technology
Chien-Chung Tu	Transworld University/National Yunlin University of Science and Technology
Kwoting Fang	National Yunlin University of Science and Technology

The Influence of Introduction Strategies for Product Upgrades on Consumer Purchasing Decisions

Ming Te Liu	China University of Technology
Pi Chu Wu	China University of Technology

The Effects of Guanxi on the Relationship Performance: The Moderating Effects of Organizational Learning Capability

Chin-Fang Yang	Da-Yeh University
Chi-Shiun Lai	National Yunlin University of Science & Technology
Wei-Yuan Guh	Nan Kai University of Technology

Agenda

January 30, 2013 (Wednesday)

Session C3

10:00-12:00

Room: Niagara

Session Chair: Kai Wang

National University of Kaohsiung

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

Agenda

January 30, 2013 (Wednesday)

Session D1

14:00-16:00

Room: Rosario

Session Chair: Cheng-Hsun Ho

National Taipei University

From Technology and the Humanities to Explore the Sense of the Packaging Design Quality Experience to Create

Lin Yu Ju	Taipei College of Maritime Technology
Chen Wei Han	National Taiwan University of Art
Lin Rung Tai	National Taiwan University of Art

The Innovative Design of Cultural and Creative Products - The National Palace Museum Commodity

Han Wei Chen	Taipei college of Maritime Technology
Yu Ju Lin	Taipei college of Maritime Technology

Critical Success Factors on Brand Management by Analytic Network Process

Liang Shou-Shu	Department of Construction Engineering, Chaoyang University of Technology
Tsai Shuo-Chang	Department of Business Administration Asia University
Wu Tain-Fung	Department of Business Administration Asia University
Lee Shu-Chen	Taiwan Cement Co., Ltd.

A Study on the Construction of Professional Competence Indicators for Property Managers

Lee Shu-Chen	Taiwan Cement Co., Ltd.
Tsai Shuo-Chang	Department of Business Administration Asia University
Wu Tain-Fung	Department of Business Administration Asia University
Liang Shou-Shu	Department of Construction Engineering, Chaoyang University of Technology

A Review of M-Learning Research through Bibliometric Analyzing

Chia-Chang Liu	National Chengchi Universtiy
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Agenda

January 30, 2013 (Wednesday)

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

Agenda

January 30, 2013 (Wednesday)

Session D2

14:00-16:00

Room: Syrah

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

Agenda

January 30, 2013 (Wednesday)

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 Bandyopadhyay 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

Agenda

January 31, 2013 (Thursday)

Session E1

10:00-12:00

Room: Rosario

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

Agenda

January 31, 2013 (Thursday)

Session E2

10:00-12:00

Room: Syrah

Session Chair: Syming Hwang

National ChengChi University

The Roles of Reputation on Retention and Cross-buying in Premium Banking Services

Patria Laksamana	Curtin University
David Wong	Curtin University
Russell P.J. Kingshott	Curtin University
Fatimah Muchtar	University of Indonesia

The Adolescent Consumers Innovativeness as a Moderate Variable to Analyze Online Buying Behavior in Technology Acceptance Model

Han-Jen Niu	Tamkang University
Po-Ying Chen	Tamkang University
Yu-Shan Huang	Tamkang University
Teng-Yi Liu	National Chiao Tung University

Parental Influence on Adolescent Online Purchase Behavior - A Consumer Socialization Model

Han-Jen Niu	Tamkang University
Teng-Yi Liu	National Chiao Tung University
Chih-Wei Liao	Tamkang University
Chin-Yu Hsieh	Tamkang University

Explaining and Predicting Website Satisfaction: The Webreep Model

Brent Lynn Selby Coker	University of Melbourne
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The Effect of Animated Spokes-Character Type upon On-line Advertisements -The Moderating Role of Product Type

Ya Hui Hsu	Ming Chuan University
Wenchang Fang	National Taipei University
Hsiu Ya Kuo	National Taipei University

Agenda

January 31, 2013 (Thursday)

Session E2

10:00-12:00

Room: Syrah

Session Chair: Syming Hwang

National ChengChi University

The Empirical Survey of Domestic Travel Behaviors in Yilan County

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

Agenda

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

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 Educaiton

Chih Ming Lin

National Hsinchu University of Educaiton

Chi-Young Lee

National Tsing Hua University

Shih-Hsien Tsai

National Hsinchu University of Educaiton

Hsin-Hun Liou

National Central University

Agenda

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

Chen Jen Shiang

Takming University of Science and Technology

Inter-Project Learning among Project-Based Firms in the United Arab Emirates: An Exploratory Study

Wise Mainga

Ajman University of Science & Technology

Joseph George Lutta

Ajman University of Science & Technology

Agenda

January 31, 2013 (Thursday)

Session F3

14:00-16:00

Room: Niagara

Session Chair: C. K. Farn

National Central University

**The Study of R&D Personnel Innovation Behavior - Organizational Innovation
Climate as Moderate Variable**

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

**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	Mackay Medicine Nursing and Management College
Chang, Hao-Feng	Chung-Hua University

Variable Scaling Hybrid Differential Evolution for Power System Applications

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

Enhanced DES Cryptosystem For Local Area Network

Te Kwei Wang	Ming Chi University of Technology (MCUT)
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Agenda

Session Poster

January 28-31, 2013

Venue: Sapporo, Japan

Effects of Computer-mediated Communication Factors on Cyberbullying Behavior among Middle School Students

Wei-Pang Wu

Kun Shan University

Hui-Ling Yang

Shih Chien University

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

Wei-Wen Wu

Mackay Medicine Nursing and Management College

Assessment of Risk Perception of Global Climate Change among College Students

Tai Yi Yu

Ming Chuan University

Agenda

Session Poster

January 28-31, 2013

Venue: Sapporo, Japan

The Development and Validation of Network Dependency Anxiety for Internet Users

Hui-Jen Yang	National Chin-Yi University of Technology
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

Implementation and Evaluation of Lip Image Key

Yun-Long Lay	National Chin-Yi University of Technology
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

Iee-Fung Karen Wu	Hsing Wu University
Shui-Lien Lily Chen	Tamkang University
Shuan-Hua Liu	Hsing Wu University

Agenda

Session Poster

January 28-31, 2013

Venue: Sapporo, Japan

Understanding the Determinants of Telehealth Systems Adoption: A Combined Model of TPB and TAM

Cheng Min Chao

National Yunlin University of Science & Technology

A Study on Features of Social Network Sites - Facebook as the Example

Yu-Chin Liu

Shih Hsin University

Che-Shiuan Chen

Shih Hsin University

Hybridization of SVR with Chaotic ant Swarm Optimization and Seasonal Mechanism in Electric Load Forecasting

Wei-Chiang Hong

Oriental Institute of Technology

Yucheng Dong

Sichuan University

Applying Linguistic Multi-Person Multi-Attribute Game for Product Development Strategy Decision

Chen-Tung Chen

National United University

Wei -Zhan Hung

National Chi Nan University

How to Utilize Biomimicry for Product innovation

Min-ki Lee

Sungkyunkwan University

Hea-Geun Song

Sungkyunkwan University

The Model of Strategic Competitive Interaction: An Empirical Test of Multimarket Contact

Jia Jeng Hou

National Chiayi University

Qing Chang Liu

National Chiayi University

Hong Jung Chang

TransWorld Technology University

Szu Ju Lin

TransWorld Technology University

Exploring Users' Perception and Reuse Intention towards Recommendation Agents: A Moderator of Shopping Goals

Li-Ting Huang

Chang Gung University

Agenda

Session Poster

January 28-31, 2013

Venue: Sapporo, Japan

Using Data Mining Methods to Explore the Relationship between the Health Examination Results and Colon Abnormalities

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

Effects of Social Exchange Characteristics on Relationship Quality - A Hospital and its Logistic Suppliers as the Example

Chun-Yuan Cheng	Chaoyang University of Technology
Te-Hsiu Sun	Chaoyang University of Technology
Cheng-Min Chao	National Yunlin University of Science & Technology

Multiway PCA with Time-Varying Charting Statistic for Fed-Batch Penicillin Cultivation Process Fault Detection

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
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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