

**Proceedings of**  
**International Conference on Information and Social Science (ISS)**  
**&**  
**International Symposium on Marketing, Logistics, and Business (MLB)**  
**September 24~26, 2013, Nagoya, Japan**

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## General Conference Overview

<b>Tuesday, September 24, 2013</b>			
16:00~17:00	Welcome Reception Welcome Remark: Prof. Shigeki Yokoi, Nagoya University Keynote Speaker: Prof. Kaoru Endoh, Gakushuin University Topic: The Great East Japan Earthquake and Social Media		
<b>Wednesday, September 25, 2013</b>			
08:00~17:00	Registration		
08:30~10:00	Finance p. 10	MIS I p. 11	Business I p. 34
10:00~10:30	Coffee Break & Poster (Information p. 30)		
10:30~12:00	Information Technology I p. 12	Economics p. 13	Marketing I p. 35
12:00~13:30	Lunch		
13:30~15:00	Info. Society & Comm. p. 14	Information Management I p. 15	Logistics I p. 36
15:00~15:30	Coffee Break & Poster (Social Science p. 31)		
15:30~17:00	Multi Articles in Info. I p. 16	Multi Articles in Soc. Sci. I p. 17	Management I p. 18
<b>Thursday, September 26, 2013</b>			
08:00~17:00	Registration		
08:30~10:00	Information Management II p. 19	Multi Articles in Soc. Sci. II p. 20	Business II p. 37
10:00~10:30	Coffee Break & Poster (Marketing and Business p. 42)		
10:30~12:00	Information Technology II p. 21	Sociology & Psychology p. 22	Marketing II p. 38
12:00~13:30	Lunch		
13:30~15:00	Sociology p. 23	Management II p. 24	Logistics II p. 39
15:00~15:30	Coffee Break		
15:30~17:00	MIS II p. 25	Management III p. 26	Multi Articles in Info. II p. 27



## Welcome from Conference Chair

Welcome to Nagoya.

I am pleased that researchers from over 30 countries all over the world attended to this conference. Although social aspect of information science is very important in this age, I feel there are not so many international conferences in the field of social informatics. In this conference, I expect that active discussions by researchers will promote new progress of social information science.



Nagoya produced three famous warriors - Samurai- and many feudal lords were originated from Nagoya in the beginning of Tokugawa age about 400 years ago. So, Nagoya is the important place of Samurai culture. Please discuss with many active researchers and enjoy ISS/MLB 2013. And please enjoy the city of Nagoya.

A handwritten signature in black ink, which reads "Shigeki Yokoi". The signature is written in a cursive, flowing style.

Prof. Shigeki Yokoi  
Conference Chair of ISS & MLB



## Keynote Speech

**04:00 PM – 05:00 PM | Tuesday, September 24, 2013**

**Room: Oshidori**

**Topic: The Great East Japan Earthquake and Social Media**

### Keynote Speaker



Professor Kaoru Endo

Kaoru Endo is vice-chairman of The Society of Social Informatics. She is also Professor of Department of Political Studies, Gakushuin University. Her research and teaching focus on issues relevant to Sociology, Socio-Informatics, and Media.

### Keynote Speech Outline

The Tohoku region, a large area in north-east Japan, was severely hit by the Great East Japan Earthquake that occurred at 14:46 on March 11, 2011. The severe earthquake had an impact not only within Japan but also on the entire world. As expected in a disaster situation, people initially searched for information immediately following the disaster. However, in this situation, damage from the earthquake extended to the news media as well, and the fragility of the media itself was exposed. Ultimately, the Great East Japan Earthquake revealed many problems for the mass media, as well as the potential for major changes in the future concerning the relationship between people and mass media channels.

In recent years, social attention has been drawn to social media, which has gained prominence since the mid 2000s. But the influence of social media is not isolated from that of other media and its close relationship with other media channels as seen during this disaster may not necessarily exist again. Social media has always been connected with other media as an information source. Endo refers to the connection and interaction between such media as “inter-mediality.”

Endo conducted social surveys on social media use in and after the Great East Japan Earthquake in 2011 and 2012. The most important finding gained from the results of the survey is that gaps in social media use among areas and among generations were expanded by the disaster. Journalism in the age of inter-mediality should bridge such disparities by using not only existing mass media but also social media. Such journalistic practices can be called “social journalism.”

## **International Conference on Information and Social Science (ISS)**

### **ISS International Committee**

Akin Marsap, Istanbul Aydin University, Turkey  
Akira Hattori, Kanagawa Institute of Technology, Japan  
Ayako Hashizume, Tokyo Metropolitan University, Japan  
Azizah Rajab, Universiti Teknologi Malaysia, Malaysia  
Carlo Reggiani, University of Manchester, United Kingdom  
Christophe Bisson, Kadir Has University, Turkey  
Chun Kit Lok, The University of Hong Kong, Hong Kong  
Clemente Minonne, Zurich University of Applied Sciences, Switzerland  
Eisuke Kita, Nagoya University, Japan  
Ekrem Erdem, Erciyes University, Turkey  
Eric Chui, The University of Hong Kong, Hong Kong  
Evelyn Devadason, University of Malaya, Malaysia  
Fefie Dotsika, University of Westminster, United Kingdom  
Gonçalo Costa, Autónoma University of Lisbon, Portugal  
Guy Boy, Florida Institute of Technology, United States  
Hamidah Abdul Rahman, Universiti Teknologi Malaysia, Malaysia  
Harun Ozturkler, Afyon Kocatepe, Turkey  
Ioana Andreea Stanescu, Carol I National University of Defence, Romania  
Irmawati Norazman, Universiti Teknologi Malaysia, Malaysia  
Jonghwa Kim, University Augsburg, Germany  
Jorge Tiago Martins, The University of Sheffield, United Kingdom  
Kamariah Ismail, Universiti Teknologi Malaysia, Malaysia  
Kaoru Endo, Gakushuin University, Japan  
Karunaratne Hettige Don, University of Colombo, Sri Lanka  
Louise Cooke, Loughborough University, United Kingdom  
Maria Pampaka, The University of Manchester, United Kingdom  
Mario Arturo Ruiz Estrada, University of Malaya, Malaysia  
Masaru Yoneyama, Nagoya University, Japan  
Mehmet Dikkaya, Kirikkale University, Turkey  
Melanie Ramdarshan Bold, Loughborough University, United Kingdom  
Metin Karadag, Ege University, Turkey  
Michele Grimaldi, University of Cassino and Southern Lazio, Italy  
Mohd Noor Azli Ali Khan, Universiti Teknologi Malaysia, Malaysia



Mohd Norfian Alifiah, Universiti Teknologi Malaysia, Malaysia  
Nilay Yücel, Onsekiz Mart University, Turkey  
Nishantha Giguruwa, Ritsumeikan Asia Pacific University, Japan  
Noraini Abu Talib, Universiti Teknologi Malaysia, Malaysia  
Olaf Maennel, Loughborough University, United Kingdom  
Pak Hung Mo, Hong Kong Baptist University, Hong Kong  
Partha Gangopadhyay, University of Western Sydney, Australia  
Paula Morais, University Portucalense, Portugal  
Paulo Teixeira, Instituto Politécnico do Cávado e do Ave, Portugal  
Pohan Fong, City University of Hong Kong, Hong Kong  
Preeyanuch Apibunyopas, Kasetsart university, Thailand  
Radha Sankararajan, SSN College of Engineering, India  
Rohaizat Baharun, Universiti Teknologi Malaysia, Malaysia  
Roziana Shaari, Universiti Teknologi Malaysia, Malaysia  
Saif Rehman, Universiti Teknologi Malaysia, Malaysia  
Shah Rollah Abdul Wahab, Universiti Teknologi Malaysia, Malaysia  
Shereena M. Arif, National University of Malaysia, Malaysia  
Shinya Miyazaki, Chukyo University, Japan  
Shukor Sanim Mohd Fauzi, Universiti Teknologi Mara, Malaysia  
Simon Fong, University of Macau, Macau  
Takami Yasuda, Nagoya University, Japan  
Wenchang Fang, National Taipei University, Taiwan  
Zaheer Baber, University of Toronto, Canada

## **International Symposium on Marketing, Logistics, and Business (MLB)**

### **MLB International Committee**

Amran Harun, Universiti Malaysia Sabah Malaysia, Malaysia  
Badar Iqbal, Aligarh Muslim University, India  
Bidhu Kanti Das, Mizoram University, Aizawl, India, India  
Chandra Prakash Mall, Banaras Hindu University, India  
Debadyuti Das, University of Delhi, India  
Didem Pasaoglu, Anadolu University, Turkey  
Faridah Hj Hassan, Universiti Teknologi MARA, Malaysia  
Frédéric Jallat, ESCP Europe, France  
Friedrich Starkl, Upper Austria University of Applied Science, Austria  
Hon-Tat Huam, Quest International University Perak, Malaysia  
Iga Rudawska, University of Szczecin, Poland  
Ismi Rajiani, Universiti Teknikal Malaysia Melaka, Malaysia  
Jacob Eskildsen, Aarhus University, Denmark  
Janusz Adamczyk, University of Zielona Gora, Poland  
Khatijah Othman, Universiti Sains Islam Malaysia, Malaysia  
Krzysztof Witkowski, University of Zielona Gora, Poland  
Maciej Dzikuć, University of Zielona Góra, Poland  
Muayyad Jabri, University of New England, Australia  
Nek Kamal Yeop, Universiti Pendidikan Sultan Idris, Malaysia  
Nilay Yücel, Çanakkale Onsekiz Mart University, Turkey  
Nurul Fadly Habidin, Universiti Pendidikan Sultan Idris, Malaysia  
Olga Pilipczuk, Szczecin University, Poland  
Olivier Colot, University of Mons, Belgium  
Peter Rauch, University of Natural Resources and Life Sciences, Austria  
Pui Mun Lee, SIM University, Singapore  
Rodney Arambewela, Deakin University, Australia  
Ruth Yeung, Institute for Tourism Studies, Macao  
Saudah Sofian, Universiti Teknologi Malaysia, Malaysia  
Won-jun lee, Cheongju University, Korea  
Wenchang Fang, National Taipei University, Taiwan

**International Conference on Information and Social Science  
(ISS)**

**ISS Conference Schedule**

**Oral Session**

**08:30 AM - 10:00 AM | Wednesday, September 25, 2013**

**Room: Toki**

**Session Topic: Finance**

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

***Overreaction of Stock Index Futures to Market Returns: Case of US and Europe***

Dorra Laribi, United Arab Emirates University

***Which Improves Market Efficiency of ETFs: Active or Passive Management?***

Tao Chen, Open University of Hong Kong

Karen Wong, Open University of Hong Kong

Masayuki Susai, Nagasaki University

***Initial Public Offering (IPO) Underpricing, Underwriter Reputation and Oversubscription: Evidence from Shariah-Compliant Companies Listed on The Malaysian Stock Exchange (MSE)***

Nashirah Binti Abu Bakar, Oita University

Kiyotaka Uzaki, Oita University

***The Informational Association between The S&P 500 Index Options and VIX Options Markets***

Wei-Che Tsai, National Sun Yat-Sen university

Dian-Xuan Kao, National Taiwan University

Yaw-Huei Wang, National Taiwan University

***Political Election Outcomes and Return Patterns of Firm Listed in Taiwan Stock Exchange: A Firm-level Analysis***

Yi-Wei Chuang, National Sun Yat-Sen University

Yu-Sheng Liu, National Sun Yat-Sen University

***Lead-Lag Relationships between Market Expected Volatility and Futures Prices***

Jack J. W. Yang, National Yunlin University of Science and Technology

Chia-Hsing Huang, SolBridge International School of Business

Chi-Hui Wang, National Yunlin University of Science and Technology

***What Drives Malaysian Banks' Securitization Activities?***

Nafiu Olaniyi Oladokun, International Islamic University, Malaysia

Azmi Omar, International Islamic University, Malaysia

Abideen Adewale Adeyemi, International Islamic University, Malaysia

**08:30 AM - 10:00 AM | Wednesday, September 25, 2013**

**Room: Oshidori**

**Session Topic: Management Information System I**

**Session Chair: Vichuda Nui Polatoglu, Anadolu University**

***Overview of Green Computing and E-Waste: The Case of Turkey***

Vichuda Nui Polatoglu, Anadolu University

Ayse Hepkul, Anadolu University

***The Development of Easy-to-Use Material Flow Cost Accounting Tool and The Application to Manufacturing***

Tomoya Mori, Aichi Institute of Technology

Tokimasa Goto, Aichi Institute of Technology

Takushi Sugitani, Arakawa Industry Co., LTD.

***The Add-on Multiplatform Agent for Multitrigger Active Relational Database System***

Pattarakitti Chaiyasing, Khon Kaen University

Wiroj Taweepworadej, Khon Kaen University

***Mysql Add-on Agent for Multitrigger ARDBS***

Pattarakitti Chaiyasing, Khon Kaen University

Wiroj Taweepworadej, Khon Kaen University

**10:30 AM - 12:00 AM | Wednesday, September 25, 2013**

**Room: Toki**

**Session Topic: Information Technology I**

**Session Chair: Eric Lin, Touro University Worldwide**

***Ubiquitous Augmented Reality Mobile Learning System for Supporting Moon Observation***

Ke Tian, Nagoya University

Mamoru Endo, Chukyo University

Mayu Urata, Nagoya University

Katsuhiro Mouri, Nagoya City Science Museum

Takami Yasuda, Nagoya University

***Risk Adjusted Business Intelligence Architecture (RABIA) for Cloud Computing: An Evaluation of Evolving Infrastructure in Banking Industry***

Shahid Anjum, Lawrence Technological University

***Information Technology and Policy Makers: Next Generation Learning?***

Eric Lin, Touro University Worldwide

***Reversible Data Hiding Based on Histogram Gradient Adjacent Prediction***

Yu-Cheng Lee, National University of Kaohsiung

Hsin-Hung Chen, National University of Kaohsiung

Chien-Yuan Chen, National University of Kaohsiung

***Design and Development of A Multi-Criteria Decision Support System for International Students***

Qing Wu, China Agricultural University

Yanqing Duan, University of Bedfordshire

Dong Tian, China Agricultural University

Hui Chen, Kokushikan University

**10:30 AM - 12:00 AM | Wednesday, September 25, 2013**

**Room: Oshidori**

**Session Topic: Economics**

**Session Chair: Tao Chen, University of Waterloo**

***Measuring Government Expenditure Efficiencies towards Peace and Human Development***

Ahmad Danu Prasetyo, Keio University

Alpha Nur Setyawan Pudjono, Keio University

***Bad Policy or Bad Luck? Asset Busts Due to Asymmetric Transitory Shocks***

MeiChi Huang, National Taipei University

LinYing Yeh, Yuan Ze University

***Insentive to Mediator on Strategic Game***

Akihiko Nagai, Nagoya Institute of Techonology

***Assessing Intergenerational Mobility - A Functional Data Regression Approach***

Tao Chen, University of Waterloo

Pierre Chausse, University of Waterloo

Kenneth Couch, University of Connecticut

***Productive Waqf : A Solution Problems of Unemployment in Indonesia***

Siti Inayatul Laila, Airlangga University

Nisful Laila, Airlangga University

Achsania Hendratmi, Airlangga University

***Changing Global Trade Structure after 2008 Financial Crisis***

Zelha Altinkaya, Istanbul Aydin University

***The Competitive Advantage of E-Learning through Resources and Capabilities Acquisition***

Muhammad Hasmi Abu Hassan Asaari, Universiti Sains Malaysia

Noorliza Karia, Universiti Sains Malaysia

**01:30 PM - 03:00 PM | Wednesday, September 25, 2013**

**Room: Toki**

**Session Topic: Information Society & Communication**

**Session Chair: Kazunori Yamamori, Mie University**

*Availability of Additional Functions in SNS*

Kazunori Yamamori, Mie University

*Establishing a Web-based Information System for Delineating Taiwan Rural Communities' Boundary*

Chang Yueh Chih, National Chung Hsing University

Wu Chen Fa, National Chung Hsing University

Ou Sheng Jung, National Chung Hsing University

Tsou Chun Wei, National Chung Hsing University

Lin Yi Siou, National Chung Hsing University

*Cost Forecasting for Medical Resource of Patients with Acute Hepatitis in Emergency Department*

R. J. Kuo, National Taiwan University of Science and Technology

Wei-Che Cheng, National Taiwan University of Science and Technology

W. C. Lien, National Taiwan University and National Taiwan University Hospital

T. J. Yang, Sijhih Cathay General Hospital

*A Web Community for Uplifting Regional Vitality by Using Open Source CMS*

Mana Fukuyasu, Nagoya University

Masahiro Ura, Chukyo University

Takamitsu Yoshikawa, Exchange Promotion Department, City of Seto

Mamoru Endo, Chukyo University

Masashi Yamada, Chukyo University

Shinya Miyazaki, Chukyo University

Takami Yasuda, Nagoya University



**01:30 PM - 03:00 PM | Wednesday, September 25, 2013**

**Room: Oshidori**

**Session Topic: Information Management I**

**Session Chair: Fefie Dotsika, Westminster Business School**

***Analyzing Technology Usage of Students at The University of Erzincan***

İmran Aslan, The University of Atatürk

Orhan Çınar, The University of Atatürk

Üstün Özen, The University of Atatürk

Selahattin Yavuz, Erzincan University

***Intelligent Student Engagement Management - Applying Business Intelligence in Higher Education***

Yanqing Duan, University of Bedfordshire

Guangming Cao, University of Bedfordshire

Vincent Ong, University of Bedfordshire

Marcus Woolley, University of Bedfordshire

***Elaborate Robust Strategies with Strategic Early Warning System: The case of the Turkish Pharmaceutical Sector***

Christophe Bisson, Kadir Has University

***Web 3.0 and the Organisation***

Fefie Dotsika, Westminster Business School

***An Analysis of Software Supportable Tasks in Information Security Management System Life Cycle Processes***

Ahmad Iqbal Hakim Suhaimi, Saitama University

Yuichi Goto, Saitama University

Jingde Cheng, Saitama University

**03:30 PM - 05:00 PM | Wednesday, September 25, 2013**

**Room: Toki**

**Session Topic: Multidisciplinary Articles in Information I**

**Session Chair: Chang Yueh Chih, National Chung Hsing University**

***Pervasive Interviewing: A Study on TV News Gathered VIA Hidden Camera in Taiwan***

Shih-Shiang Liao, University of Tokyo and National Taiwan University

***Self Study Meeting-An Alternative Care for Medication by Bethel's House in Hokkaido***

Masako Saito, Nagoya University

***Improving Website Performance for Search Engine Optimization by Using a New Hybrid MCDM Model***

Yen-Chang Chen, National Sun Yat-Sen University

Yu-Sheng Liu, National Sun Yat-Sen University

***Analysis of Factor Affecting in Unified Theory of Acceptance and Use of Technology (UTAUT) E-Healthcare of Government Hospitals in Thailand***

Sumalee Krueklai, Mahidol University

Supaporn Kiattisin, Mahidol University

Adisorn Leelasantitham, Mahidol University

***Study of Acceptance Factors for Electronic Payment Services***

Teerapat Jansorn, Mahidol University

Supaporn Kiattisin, Mahidol University

Adisorn Leelasantitham, Mahidol University

***Exploring The Factors Influencing to User Acceptance of Search Engine Features in Thailand***

Pathawadi Pawanprommaraj, Mahidol University

Supaporn Kiattisin, Mahidol University

Adisorn Leelasantitham, Mahidol University

**03:30 PM - 05:00 PM | Wednesday, September 25, 2013**

**Room: Oshidori**

**Session Topic: Multidisciplinary Articles in Social Science I**

**Session Chair: Noga Levin - Keini, Ashkelon Academic College**

***The Fabrics which Are Used to Made to Traditional Costumes in Saudi Arabia***

Tahani Nassar Alajaji, Princess Nora Bint Abdul Rahman University

***Nature of Works and IT Literate in Construction Industry and Its Relation to Working from Home (WFH)***

Nurul Adilah Saluddin, Universiti Sains Malaysia

Noorliza Karia, Universiti Sains Malaysia

Hasnanywati Hassan, Universiti Sains Malaysia

***The Disaster Management Strategy: A Case of Lam Ta Klong Basin, Thailand***

Varatchaya Chueachanthuek, Khon Kaen University

Dusadee Ayuwat, Khon Kaen University

***Between Teaching and Containing – The Transition from Student to Therapeutic Professional***

Shirley Ben Shlomo, Bar Ilan University

Noga Levin - Keini, Ashkelon Academic College

***Technical Cooperation's Scholarship is The Tool to Reduce Tensions and Political Threats between Thailand and Lao PDR***

Chanajai Muenthaisong, Khon Kaen University

Sukanya Aim-im-tham, Khon Kaen University

Prapat Thepchatree, Thammasat University

Sekson Yongvanit, Khon Kaen University

***Evolution of Indian Urban Policy from Pro-poor Growth Principles to Inclusive Growth***

Arindam Biswas, The University of Tokyo

Tetsuo Kidokoro, The University of Tokyo

Fumihiko Seta, The University of Tokyo

**03:30 PM - 05:00 PM | Wednesday, September 25, 2013**

**Room: Uguisu**

**Session Topic: Management I**

**Session Chair: Daniel Gallagher, James Madison University**

***Decision Analysis and Markov Chains for Management of Chronic Kidney Failures in Turkey***

Imran Aslan, The University of Atatürk

Üstün Özen, The University of Atatürk

***Understanding the Process and Content of Developing Multiple and Sequential Employment Deals***

Daniel Gallagher, James Madison University

Catherine Connelly, McMaster University

Claudia Bernhard Oettel, Stockholm University

***Automobile Suppliers' Strategies and The Dynamics of 'Keiretsu' in The Age of Electric Vehicles***

Tsutomu Kobashi, Aichi Institute of Technology

Tokimasa Goto, Aichi Institute of Technology

***Behavioral Clustering of Agricultural Event Visitors***

Sirijin Wongjarupun, Kasetsart University

Korakot Wichitpong, Kasetsart University

Yuraporn Sudharatna, Kasetsart University

***Work Organization Analysis-Case Analysis of Toyota and Volvo Production Systems Based on The Open System Approach***

Wei Zhao, Chubu University

**08:30 AM - 10:00 AM | Thursday, September 26, 2013**

**Room: Toki**

**Session Topic: Information Management II**

**Session Chair: Jong Uk Kim, Sungkyunkwan University**

***Multi Objective Analysis on Information Security Risk Management***

Ritsuko Kawasaki (Aiba), Institute of Information Security

***A Hierarchical Bayesian Model in Evaluating Apps Download Frequency***

Nai-Hua Chen, Chienkuo Technology University

***The Mediating Effects of Dual Knowledge Transfer Process in IT Development Projects***

Jong Uk Kim, Sungkyunkwan University

Sang Cheol Park, Hyupsung University

***Application of Technology Acceptance Model to Investigate Influential Factors on Students' Intention to Use Carbon Footprint Calculator***

Shyh-ming Lin, National Pingtung University of Science and Technology

Earl-juei Wang, National Pingtung University of Science and Technology

***A Development of Hybrid Training Model on Srinakharinwirot Online Learning System***

Ruangsak Trakunphutthirak, Srinakharinwirot University

***Investigation of Academic Performance of E-Learning Environments with Data Mining***

Güler Erkal Karaman, Atatürk University

Ersin Karaman, Atatürk University

Aslan Gülcü, Atatürk University

Üstün Özen, Atatürk University

**08:30 AM - 10:00 AM | Thursday, September 26, 2013**

**Room: Oshidori**

**Session Topic: Multidisciplinary Articles in Social Science II**

**Session Chair: Sekson Yongvanit, Khon Kaen University**

***The Regional Rapid Growth City and Urbanization in Thailand***

Thanadorn Phuttharak, Khon Kaen University

Apisak Dhiravisit, Khon Kaen University

***The Management of Domestic Violence at Village Level: A Case of Sangthong District, Lao PDR***

Somsouk Sananikone, Khon Kaen University

Dusadee Ayuwat, Khon Kaen University

***The Association of Aesthetic Acumen and Visual Merchandising: The Shopping Mall Perspective***

Dery Law, The Hong Kong Polytechnic University

Christina Wong, The Hong Kong Polytechnic University

***Psychological Noisiness of Time- Varying in Community Noise - A Case Study in Hospital Lobbies***

Chiung Yao Chen, Chaoyang University of Technology

***Strengthening Political Legitimacy: Political Socialization of Chinese Youth***

Kristin Oma Johnson, Renmin University of China

Gordon Lee, University of Ontario Institute of Technology

***Information Society and Cross Cultural Marriages***

Sekson Yongvanit, Khon Kaen University

***A Comparison between The Significance of Number 7 in Persian Context and Number 9 in Chinese Context***

Ali Zamani Alavijeh, Payam Noor University

**10:30 AM - 12:00 AM | Thursday, September 26, 2013**

**Room: Toki**

**Session Topic: Information Technology II**

**Session Chair: Waraporn Viyanon, Srinakharinwirot University**

***Development of Smartphone-Based Supporting System for Tourist***

Satoki Nagao, Nagoya University

Fukumi Kato, Nagoya University

Mayu Urata, Nagoya University

Takami Yasuda, Nagoya University

***The Health Care Decision-Making of Medication Administration throughout Alert Technology: A Trajectory Study***

Bi Lian Chen, Taichung Veterans General Hospital

Man Ti Wang, Taichung Veterans General Hospital

***3D-WebAuthen: High Degree of Authentication for Web Application Development***

Waraporn Viyanon, Srinakharinwirot University

***An Applying of Accelerometer in Android Platform for Controlling Weight***

Sasivimon Sukaphat, Srinakharinwirot University

**10:30 AM - 12:00 AM | Thursday, September 26, 2013**

**Room: Oshidori**

**Session Topic: Sociology & Psychology**

**Session Chair: Gabriel G Uriarte, Philippine Normal University**

***'Khmu' Livelihood in Bokeo Province, Lao PDR***

Apisak Dhiravisit, Khon Kaen University

Khamjan Panyathong, Khon Kaen University

***Music Training Facilitates Cortical Synchronization during Verbal Memory Encoding***

Mei-Chun Cheung, The Hong Kong Polytechnic University

Agnes S Chan, The Chinese University of Hong Kong

***Transformative Intervention in Managing Effectively Human Resources***

Gabriel G Uriarte, Philippine Normal University

Lucina P Uriarte, Colegio de San Gabriel Arcangel

***Development of An Anti-Doping Intervention That Directly Targets The Psychology behind An Athlete's Susceptibility to Doping***

Geoffrey Jalleh, Curtin University

Rob Donovan, Curtin University

Daniel Gucciardi, Curtin University

***Difference in Gamers' Experiences in 2DTV and 3DTV***

Brahm deBuys, Seoul National University of Science and Technology

Sang Wook Lee, Kwangwoon University

Donghun Chung, Kwangwoon University

***A Framework of Understanding Young People's Perception of Lawyers in Hong Kong***

Wing Hong Chui, The University of Hong Kong

Kevin Kwok-Yin Cheng, The Chinese University of Hong Kong



**01:30 PM - 03:00 PM | Thursday, September 26, 2013**

**Room: Toki**

**Session Topic: Sociology**

**Session Chair: Hamadullah Kakepoto, University of Sindh Jamshoro**

***Importance of Communication and Information Technology in Social Science with Special Focus on Pakistan: Sociological Analysis***

Hamadullah Kakepoto, University of Sindh Jamshoro

***A Social Network Study of Agricultural Product Import/Export Entrepreneurs: Development Strategy towards The ASEAN Economic Community***

Rukchanok Chumnanmak, Khon Kaen University

Yaowalak Apichatvullop, Khon Kaen University

***Intergenerational Transfers of Economic Capital in Northeast Rural Households, Thailand***

Wanichcha Narongchai, Khon Kaen University

Dusadee Ayuwat, Khon Kaen University

***The Impacts of Contract Farming on Rural Farm Households, Lao PDR***

Saichay Phoumanivong, Khon Kaen University

Dusadee Ayuwat, Khon Kaen University

***The Micro Politics of Parental Involvement: Ethnocentrism, Utilitarianism or Rhetoric***

Shun Wing Ng, Hong Kong Institute of Education

***Standardization and Adaptation in International Advertising: A Cross-Cultural Observation on Comparing TV Commercials in Indonesia and Japan***

Vinidya Almierajati, Osaka University

***Predisposed Borderline Personality Disorder (PreBPD)***

Marietta Barbosa Rasonabe, Colegio de San Gabriel Arcangel

**01:30 PM - 03:00 PM | Thursday, September 26, 2013**

**Room: Oshidori**

**Session Topic: Management II**

**Session Chair: Mani Kumari Madala, National Institute for Training in Industrial Engineering**

***Organizational Culture in High Reliability Organizations: Mindfulness of The TOYOTA Production System***

Natsuko Fujikawa, Yokkaichi University

***Delegation of Decision Authority in Complex Task Structures: An Empirical Investigation of Decentralization***

Magda Dobrajaska, Copenhagen Business School

Stephan Billinger, University of Southern Denmark

Samina Karim, Boston University

***System for Creating Customer Value from Diversity in The Movie Industry***

Ayako Kawasaki, Nagoya University

***Untangling Disarray - A Meta-Analysis of Studies on Standards and Standardization from A Two-Dimensional Framework***

Matts Kärreman, Lund University

Amalia Foukaki, Lund University

***Governance of International IPR Systems for Sustainable Development***

Mani Kumari Madala, National Institute for Training in Industrial Engineering

**03:30 PM - 05:00 PM | Thursday, September 26, 2013**

**Room: Toki**

**Session Topic: Management Information System II**

**Session Chair: Mazhar Sadiq, University of Jyvaskyla**

*Analysis of Network Management and Operation for The Past Twenty Years*

Noriaki Yoshiura, Saitama University

*Identifying Generic and Local Critical Success Factors for Enterprise Resource Planning (ERP) System Implementation in Pakistan*

Mazhar Sadiq, University of Jyvaskyla

Antti Pirhonen, University of Jyvaskyla

*Accelerating The Adoption of Healthcare Information Exchanges through Progressive Integration*

Narasimha Bolloju, City University of Hong Kong

**03:30 PM - 05:00 PM | Thursday, September 26, 2013**

**Room: Oshidori**

**Session Topic: Management III**

**Session Chair: Osvaldo García, Universidad de Santiago de Chile**

***Stakeholder Information Governance in Organizations***

Vaïté Cécilia Charlotte Maillard, University Paris Dauphine

***Effect of Knowledge Sharing Factors on The Learning Organisation in Tourism and Hospitality***

Chokechai Suvetwatanakul, National Institute of Development Administration

***Investigating Idea Survival in IT-Mediated Ideation Jams***

Fausto Di Vincenzo, G. d'Annunzio University at Pescara

Daniele Mascia, Catholic University of the Sacred Heart

Jennie Bjork, KTH University

Mats Magnusson, KTH University

***Enactive Management: A Nurturing Technology to Cope with Conflict Situations in Organizational Context***

Osvaldo García, Universidad de Santiago de Chile

Maria Soledad Saavedra, Universidad de Santiago de Chile

***Organizational Learning Capacity And Organizational Effectiveness: The Moderating Role of Absorptive Capacity***

Andrew Chukwuyem Ologbo, Universiti Teknologi Malaysia

Christain Sunday Chukwuekezie, Universiti Teknologi Malaysia

***The Next Competitive Strategy Paradigm Shift: Japanese Companies' Path-Dependency and Modularization to Re-Integralization in Product Architecture Strategy***

Tomomi Hamada, Nagoya University

Motonari Yamada, Nagoya University

**03:30 PM - 05:00 PM | Thursday, September 26, 2013**

**Room: Uguisu**

**Session Topic: Multidisciplinary Articles in Information II**

**Session Chair: Maria Vivien Visaya, University of the Witwatersrand**

***The Data as A Tendency***

Hiroya Shimoyama, Nagoya University

Keisuke Nakamura, Nagoya University

Kenji Osawa, Nagoya University

***Analysis of Multivariable Longitudinal Data : On The Effect of Death, Mother-Migration, and Household Head Age on Child's Educational Progress***

Maria Vivien Visaya, University of the Witwatersrand

David Sherwell, University of the Witwatersrand

***Kinect Training Game for Overturn Safety of Older Persons***

Eisuke Kita, Nagoya University

Azusa Hara, Nagoya University

Mika Umeoka, Nagoya University

***A Proposal on The Use of A Photo-Sharing Social Networking Service Pinterest in The Regional Website***

Toranosuke Fukumoto, Nagoya University

Shoko Kasugai, Nagoya University

Shigeki Yokoi, Nagoya University



**International Conference on Information and Social Science  
(ISS)**

**ISS Conference Schedule**

**Poster Session**

**10:00 AM - 10:30 AM | Wednesday, September 25, 2013**

**Room: Foyer of 6<sup>th</sup> Floor**

**Session Topic: Information**

***Mobile Device Apps: Information Management for Academic Libraries***

Jennifer Beamer, University of Hawaii

***Identifying The Relevance of Personal Values to E-Government Portals' Success: Insights from A Delphi Study***

Obaid Almalki, University of Bedfordshire

Yanqing Duan, University of Bedfordshire

Ingo Frommholz, University of Bedfordshire

Markus Haag, University of Bedfordshire

***Investigating the Models of Logistic Regression, Decision Tree, Artificial Neural Network and Hybrid Analysis for Predicting Coronary Artery Disease***

Yi-Hsien Hsu, National Defense Medical Center

Fu-Chi Chen, National Defense Medical Center

Yi- Syuan Wu, National Defense Medical Center

Chi-Wen Chang, Chang Gung University

Chi-Ming Chu, National Defense Medical Center

***Social Interactivity in A Healthcare Based Mobile Platform for Elders***

Supunmali Ahangama, National University of Singapore

Danny Chiang Choon Poo, National University of Singapore

***The Impact of Group Music Therapy on Depression and Cognition in Elderly Persons with Dementia: A Randomized Controlled Study***

Kuei-Ru Chou, Taipei Medical University

Yu Lin, Taipei Medical University & Kang-Ning Junior College of Medical Care and Management

***The Security and Privacy Issues in RFID Information System***

Iuon-Chang Lin, National Chung Hsing University



**03:00 PM - 03:30 PM | Wednesday, September 25, 2013**

**Room: Foyer of 6<sup>th</sup> Floor**

**Session Topic: Social Science**

***How Narcissistic Characteristic and Self-Esteem are Correlated to Social Anxiety of Children?***

Kyung-Hyun Suh, Sahmyook University

***Is There Certain Personality of Clasical Music or Personality of POP Music?***

Jeong Yang Park, Sahmyook University

Kyung-Hyun Suh, Sahmyook University

***A Case Study on the Spatial Problems of Office Design in Kuala Lumpur, Malaysia***

Arita Hanim Awang, International Islamic University Malaysia

Zuraini Denan, International Islamic University Malaysia

***New Social and Security Risks, Excluded Areas, Crime and Unemployment in Selected Areas of The Moravian-Silesian Region***

Hana Vykopalová, VŠB - Technical University of Ostrava and Brno University of Technology

***Using Social Diversity in Our Advantage***

Parisa Rafipour, Politecnico di Milano

Kamdin Zare, Politecnico di Milano



# **International Symposium on Marketing, Logistics, and Business**

**(MLB)**

## **MLB Symposium Schedule**

### **Oral Session**

**08:30AM - 10:00AM | Wednesday, September 25, 2013**

**Room: Uguisu**

**Session Topic: Business I**

**Session Chair: Fotis Vouzas, University of Macedonia**

***Organizational Learning and Resource Allocation for Organizational Ambidexterity***

Fumie Ando, Nanzan University

***The “Human” Element in ISO 9000:2008 and Business Excellence Models: The Case of Greece***

Fotis Vouzas, University of Macedonia

***Competitor's Localization and Innovation Activity of Peripheral Industrial Systems in Less Developed Countries - Poland's Case***

Arkadiusz Świadek, University of Zielona Góra

Marek Tomaszewski, University of Zielona Góra

Katarzyna Szopik-Depczyńska, University of Szczecin

Maciej Dzikuć, University of Zielona Góra

Barbara Czerniachowicz, University of Szczecin

***Economic and Ecological Aspects of Polish Energy Security***

Maciej Dzikuć, University of Zielona Góra

***Development of Political Decisions and Effects on Recycle Management in Auto Industry***

Sule Eryuruk, Nagoya Institute of Technology

Jing Sun, Nagoya Institute of Technology

Norio Tokumaru, Nagoya Institute of Technology

Ichiro Koshijima, Nagoya Institute of Technology

**10:30 AM - 12:00 AM | Wednesday, September 25, 2013**

**Room: Uguisu**

**Session Topic: Marketing I**

**Session Chair: Jolanta Tkaczyk, Kozminski University**

***How to Build A Transcultural Brand- A Fusion Strategy Approach***

Hsiu Ying Huang, Feng Chia University

Ming Huei Hsieh, National Taiwan University

Melody Seah, Chihlee Institute Technology

***Franchisee Switching Stage Model***

Bayu Sutikno, Universitas Gadjah Mada

***Cultural Examination of B2C Marketing: The Situation in Turkey***

Emre Basci, Anadolu University

***Methods of WOM Usage by Entrepreneurs Operating in Creative Industries – Evidence from Poland***

Jolanta Tkaczyk, Kozminski University

***The Detrimental Effects of Quantity Discounts***

Wen-Hsien Huang, National Chung Hsing University

I-An Weng, National Chung Hsing University

Ya-Ching Hsieh, National Chung Hsing University

***Developing Superior Marketing Strategy to Motivate Responsible Consumption Toward Sustainability***

Somdee Hongphisavivat, Thammasat University

**01:30 PM - 03:00 PM | Wednesday, September 25, 2013**

**Room: Uguisu**

**Session Topic: Logistics I**

**Session Chair: Gyöngyi Kovács, Hanken School of Economics**

***Barriers to Innovative Logistics Practices***

Violeta Roso, Chalmers University

Sara Gimeno Piquer, Chalmers University

Nutchaphongphom, Chalmers University

***Supply Chain Co-Ordination in Cascading Disasters***

Ira Haavisto, Hanken School of Economics

Ruth Banomyong, Thammasat University

Gyöngyi Kovács, Hanken School of Economics

Karen M. Spens, Hanken School of Economics

***Sustainable Best Practice in Climate Protection: The Example of The Leading Freight Village Bremen (Germany)***

Feliks Mackenthun, Institute of Shipping Economics and Logistics

Thomas Nobel, Deutsche GVZ-Gesellschaft mbH

***Sustainable Tourism Supply Chain Management of Tour Operator and Its Determinants: A Case of Thailand***

Rugphong Vongsaraj, National Institute of Development Administration

***Scheduling with a Due-Window for Acceptable Lead-Times***

Enrique Gerstl, Hebrew University of Jerusalem

Gur Mosheiov, Hebrew University of Jerusalem

**08:30 AM - 10:00 AM | Thursday, September 26, 2013**

**Room: Uguisu**

**Session Topic: Business II**

**Session Chair: Oscar Padilla Lacap Jr, De La Salle University Dasmaringas**

***Interrelationship of Business Strategy and Human Resources Practices to Employee Outcomes:  
A Case in Malaysia***

Vui-Yee Koon, Tunku Abdul Rahman University College

***Store-Brand Entry and The Variation of Retail Pass-Through***

Fred K.T Ku, The Chinese University of Hong Kong

***Critical Success Factors for Total Quality Management Implementation within The Libyan Iron  
and Steel Company***

Massoud Arshida, University Tun Abdul Razak

Syed Omar Agil, University Tun Abdul Razak

***A Structural Equation Model Assessment of Lean Manufacturing Performance***

Tipparat Laohavichien, Kasetsart University

Sawat Wanarat, Kasetsart University

***Entrepreneurship, Leadership and Communication: A Case Study of Mie Cultured Pearl Industry***

Hiroko Oe, Bournemouth University

Yasuyuki Yamaoka, Nagoya Institute of Technology

***Environmental Management Practices of Selected Companies in Public Economic Zones in The  
Philippines***

Oscar Padilla Lacap Jr, De La Salle University Dasmaringas

**10:30 AM - 12:00 AM | Thursday, September 26, 2013**

**Room: Uguisu**

**Session Topic: Marketing II**

**Session Chair: Kaleel Rahman, RMIT University**

***Investigating The Key Factors Affecting Consumers' Purchase Intention of Green E-Book: Green E-Book Knowledge as A Moderator***

Chia-Lin Hsu, Chinese Culture University

Mu-Chen Chen, National Chiao Tung University

Yu-Hsiang Lin, Chinese Culture University

***The Antecedents of Consumer's Intention to Purchase A New Information Product***

Stephen Chi-Tsun Huang, National Kaohsiung University of Science and Technology

***The Impact of Price on Customer Satisfaction Expressed via Online Product Reviews***

Naveen C Amblee, Indian Institute of Management Kozhikode

***The Effect of Adverse News on Consumers' Response to Organic Food***

Mengkuan Lai, National Cheng Kung University

Hsin-Ya Lin, National Cheng Kung University

***Why Consumers Seek 'Coolness'? Understanding the Vernacular Meaning of 'Cool'***

Kaleel Rahman, RMIT University

Gaurangi Laud, RMIT University

***Electronic Word-of-Mouth Valence and Ewom Effects: A Moderating of Ewom Receivers***

Heng-Hui Wu, Providence University

Ching-I Teng, Chang Gung University



**01:30 PM - 03:00 PM | Thursday, September 26, 2013**

**Room: Uguisu**

**Session Topic: Logistics II**

**Session Chair: Mu-Chen Chen, National Chiao Tung University**

***Closed-Loop Supply Chain Network Optimization for Hong Kong Cartridge Recycling Industry***

Felix Chan, The Hong Kong Polytechnic University

Y. T. Chen, The Hong Kong Polytechnic University

S. H. Chung, The Hong Kong Polytechnic University

B. Niu, The Hong Kong Polytechnic University

***An Optimal Strategy for Yard Trucks Management in Hong Kong Container Terminals***

Felix Chan, The Hong Kong Polytechnic University

Z. X. Wang, The Hong Kong Polytechnic University

S. H. Chung, The Hong Kong Polytechnic University

B. Niu, The Hong Kong Polytechnic University

***Applying Kansei Engineering to Design Home Delivery Service***

Mu-Chen Chen, National Chiao Tung University

Chia-Lin Hsu, Chinese Culture University

Man-Chi Chou, DHL Supply Chain

Kuo-Chien Chang, Chihlee Institute of Technology



**International Symposium on Marketing, Logistics, and Business**  
**(MLB)**

**MLB Conference Schedule**

**Poster Session**

**10:00 AM - 10:30 AM | Thursday, September 26, 2013**

**Room: Foyer of 6<sup>th</sup> Floor**

**Session Topic: Marketing and Business**

***An Analysis on Blog Usage Satisfaction Using The Cusp Catastrophe Model***

Wei-Shang Fan, Nanhua University

Yu-Kai Huang, Nanhua University

***The Negative Impact of Restrictive Sales Promotion (RSP) on Brand Attitudes from The Perspective of Perceived Promotion Unfairness***

WeiWei Chen, Kun Shan University

Hsiao-Ching Lee, National Kaohsiung University of Applied Sciences

***The Multilevel Relationship between Corporate Branding and Customer-based Brand Equity: Scale Development and Qualitative Approaches***

Hsu-Hsin Chiang, National Hsinchu University of Education

Aihwa Chang, National Chengchi University

Tzu-Shian Han, National Chengchi University

***Impact Assessment of Techno-Livelihood Caravan: Cavite Philippines Experience***

Crispina Rafol Corpuz, De La Salle University Dasmaringas

***The Investigation of The Relation between Person-Organization Fit, Person-Job Fit, Psychological Ownership, and Contextual Performance: A Longitudinal Approach***

Tzu-Shian Han, National Chengchi University

Hsu-Hsin Chiang, National Hsinchu University of Education

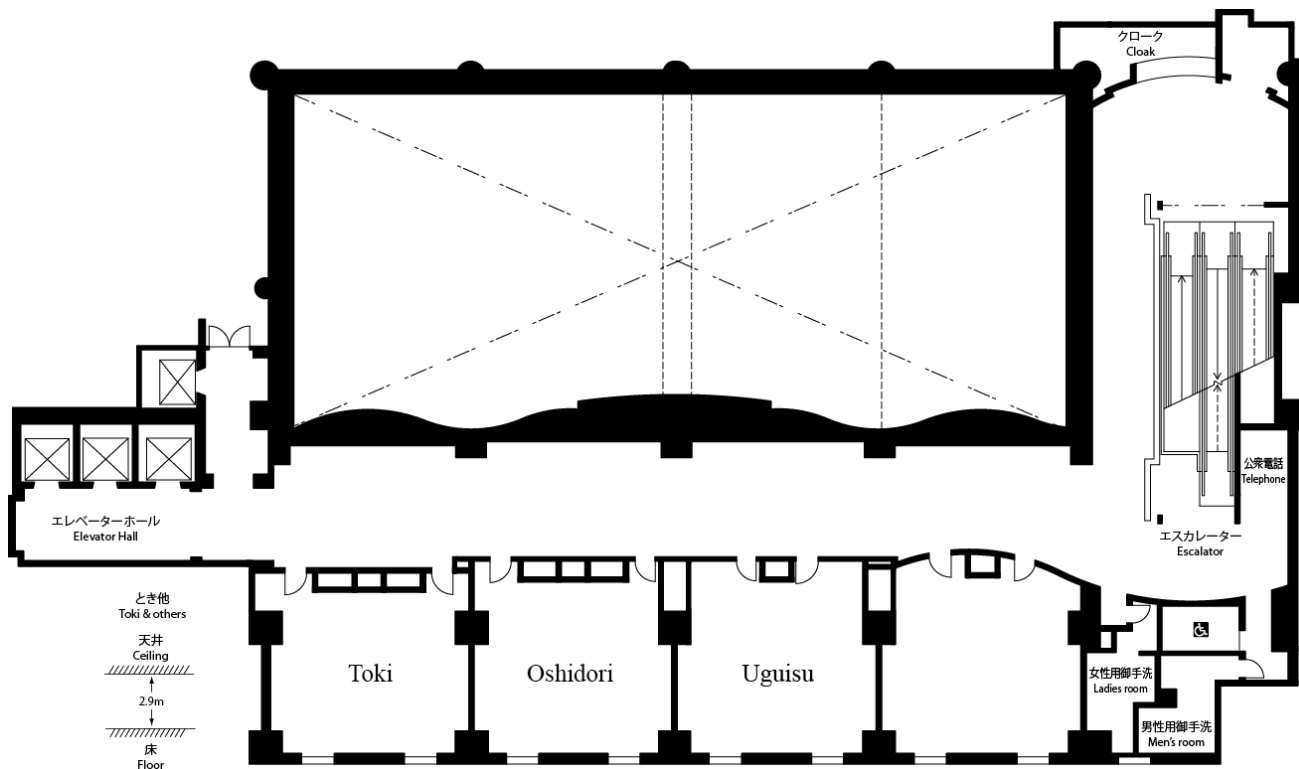
Chia-Ling Chiang, Human Resource Department of Bayer Taiwan Co. Ltd.

***Application Store Strategies for Taiwan's Mobile Operators***

Juite Wang, National Chung Hsing University

# Conference Map

## 6<sup>TH</sup> Floor



## Guide to Presenters and Session Chair

1. Please be in the session 5 minutes before the schedule.
2. Session chair should divide the available time equally among all papers to be presented and announce the same to the paper authors and audience. Each paper should be presented within allotted sparing three minutes for discussion.
3. The papers having more than one author will not get any extra time for making their presentations.
4. Session chair should remind the speakers about the time limit three minute before the time he or she is expected to finish the presentation. If a speaker goes beyond the allotted time, session chair should remind her or him to close the presentation.

### Projector

During the conference, an LCD projector, screen and laptop (notebook) computer will be provided for each meeting room. Any additional equipment needed is at the discretion of the presenter, and it will be his or her responsibility to provide the extra equipment.

### Registration Hours

September 24, 2013 (Tuesday)	15:30~17:00
September 25, 2013 (Wednesday)	08:00~17:00
September 26, 2013 (Thursday)	08:00~17:00

### Lunch

Four tea breaks and two lunches are included in the conference registration fee.

Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-13:30.