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## General Conference Overview

### Tuesday, September 24, 2013

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

### Wednesday, September 25, 2013

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<td>MIS I p. 11</td>
<td>Business I p. 34</td>
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### Thursday, September 26, 2013

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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.

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
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 Chaityasing, Khon Kaen University  
Wiroj Taweepworadej, Khon Kaen University

Mysql Add-on Agent for Multitrigger ARDBS  
Pattarakitti Chaityasing, 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
Yanqiang 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 Technology

*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 to 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, Sijihh 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

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_
Patthawadi 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

**Wrok 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 Özden, 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 Dobrajska, 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 Suveatwatanakul, 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
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 6th 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 6th 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 Classical 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

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 Dzikuc, University of Zielona Góra
Barbara Czerniachowicz, University of Szczecin

Economic and Ecological Aspects of Polish Energy Security
Maciej Dzikuc, 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 Hongphisanvivat, 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
Nutcha Teraphongphom, 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 Deteminants: A Case of Thailand**
Rugphong Vongsaroj, 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 Dasmarinas

*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 Dasmarinas
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 6th 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 Perceptive 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 Dasmarinas

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

6TH 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.