# BAI2014 Conference Program

Thursday, July 03, 2014  
13:00-17:00 Registration

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting Room 1</th>
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<tbody>
<tr>
<td>13:00~14:30</td>
<td>Strategy</td>
<td>Marketing</td>
<td>Accounting and Finance</td>
<td>Management Information Systems</td>
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<tr>
<td>14:30~15:00</td>
<td><strong>Coffee Break</strong></td>
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<td>15:00~16:30</td>
<td>Technology and Innovation Management</td>
<td>Operation Management and Industrial Engineering</td>
<td>Organization Behavior and Human Resource Management</td>
<td>Multidisciplinary articles</td>
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<td>Meeting Room 1</td>
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<td>12:00~13:30</td>
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<td>Opening Ceremony and Lunch</td>
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<td>Coffee Break</td>
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<td>15:15~16:15</td>
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<td>Distinguished Paper Session</td>
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<td>16:15~16:30</td>
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<td>Coffee Break</td>
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<td>Time</td>
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<td>14:30~14:45</td>
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Oral Presentation
Session: A1
Time: 13:00-14:30, July 03, 2014
Paper ID: 1149
The Effects Of Institutionalization, Strategic Network And Government Relationship On Clustered Firms’ Performance In Emerging Economies
Sze Ting Chen, National Sun Yat-Sen University
Cher Min Fong, National Sun Yat-Sen University
Kai Yin Allison Haga, National Sun Yat-Sen University
Zhao-Hong Cheng, National Sun Yat-Sen University

Paper ID: 1237
Private Equity Firms Acquisition Of Global Chemical Distributors: A Conceptual Model Of Their Strategies.
John Chelliah, University Of Technology, Sydney
Kin Bee Tay, Business Consultant

Paper ID: 1277
Recognition Gap Of China'S Automobile Makers For Global Standard Of Corporate Social Responsibility
Byunghun Choi, Kongju National University Of Korea

Paper ID: 1309
The Business Policy And Strategy Of Online Marketing:A Case Study Of The Sinyi Township Farmers Association In Taiwan
Chao-Chien Chen, National Taiwan University
Chaoyun Chaucer Liang, National Taiwan University
Hsiu-Ping Yueh, National Taiwan University

Paper ID: 1845
Exploring Business Models For Cloud Services In Taiwan
Grace T.R. Lin, National Chiao Tung University
P. H. Hsieh, National Chiao Tung University
C. James Chou, National Chiao Tung University
P. H. Hsi, National Chiao Tung University
The Moderating Effect Of Product Familiarity On The Endowment Effect
Ya-Chung Sun, Vanung University
Pi-Hsia Yen, Vanung University
Ying-Pin Nick Cheng, Vanung University

Determinants Of Persuasive Ewom Messages: A Study In China’S Social Media Context
Shasha Teng, Taylor’S University
Kok Wei Khong, Taylor’S University
Wei Wei Goh, Taylor’S University

B2B E-Marketing Strategies To Improve Furniture Industries -A Case Study Of Poh Huat, Vietnam
Ming Hsiu Liu, Meiho University

How Does Co-Prodcution Facilitate Supplier Innovation In International Buyer-Seller Relationships? The Mediating Effect Of Jojint Learning
Kuo-Hsiung Chang, Tunghai University

EXPLORING THE EFFECTS OF E-CASH COUPONS ON USER BEHAVIORAL INTENTION BY USING TAM MODEL
Lisa Y. Chen, I-Shou University
Jyi-chang Tsai, I-Shou University
Chia-Shin Guo, I-Shou University
Yi-Hsiu Chen, I-Shou University
The Effects Of Entry Modes And Multinationality On Bank Performance
Hsin-Yu Liang, Feng Chia University
Hsiangping Tsai, Yuan Ze University
Yuanchen Chang, National Chengchi University,

Lending For Growth? An Analysis Of Banking In China
Fredrik Ng Andersson, Lund University
Katarzyna Burzynska, Lund University
Sonja Opper, Lund University

A Study Of Institutional Investors On Earnings Management: Some Empirical Evidence From The United States And Taiwan
Fengyi Lin, National Taipei University Of Technology
Sheng-Fu Wu, National Taipei University Of Technology
Kwo-Liang Chen, Ministry Of Economic Affairs
Tzu-Yi Fang, National Taipei University Of Technology

A Study to Find the Optimal Manager’s Discretion Strength by Using Efficiency Maximization
Chin-Chen Yeh, Tamkang University
Fengyi Lin, National Taipei University Of Technology
Chia-Ming Wu, National Chiao Tung University

Market Valuation of Imputation Credit Account: Evidence from Taiwan
Chii-Shyan Kuo, National Cheng Kung University
Ji-Liang Xue, Deloitte Taiwan
Session: A4
Time: 13:00-14:30, July 03, 2014
Paper ID: 4027
**The Effect Of Knowledge Management Capability And Customer Knowledge Gaps On Corporate Performance**  
Shu-Mei Tseng, I-Shou University

Paper ID: 4091
**Identify The Fake Reviews With Rumor Detection**  
Ming Shien Cheng, Ming Chi University Of Technology  
Pingyu Hsu, National Central University

Paper ID: 4275
**A Decision Support System Of Inventory-Routing Problem With Simultaneous Pickup And Delivery For The Publishing Logistics Company**  
Wen-Hsaun Hsu, Lunghwa University Of Science And Technology  
Gia-Shie Liu, Lunghwa University Of Science And Technology  
Kuo-Ping Lin, Lunghwa University Of Science And Technology

Paper ID: 4403
**On Research Of Image Emotion Identification Method**  
Yuh-Min Chen, National Cheng Kung University  
Cho-Wei Shih, National Cheng Kung University  
Peng-Ying Yang, National Cheng Kung University

Paper ID: 4491
**Ontology Maintenance For Information Systems In Organizations**  
Ihsan Tolga Medeni, Middle East Technical University  
Tunc Medeni, Yıldırım Beyazıt University  
Firat Akba, Hacettepe University

Paper ID: 8602
**Live Migration Strategy of Virtual Machines Over The Wide Area Networks**  
Chia-Ying Tseng, Tatung University  
Shao-Shaon Hsu, Tatung University
Session: B1
Time: 15:00-16:30, July 03, 2014
Paper ID: 5016
*A Virtual Allocation Mechanism For Square-Shaped Tasks Assignment In A Distributed Computing Environment*
Jiann-Fu Lin, Takming University Of Science And Technology

Paper ID: 5056
*A Study On The Role Of Universal Pension System In The Tendency To Adopt Risky Projects*
Yao-Tung Chen, Ming Chuan University
Yuh-Ju Lan, Ming Chuan University
Yuh-Yao Lin, Ming Chuan University

Paper ID: 5320
*An Explorative Study On University Students’ Novelty Seeking, Sensational Learning And E-Learning Loyalty*
Yueh Shiu Lee, National Penghu University Of Science And Technology
Jun Ren Wang, National Taiwan Sport University
Lu Ting Lee, Taipei Sanmin Junior High School

Paper ID: 5336
*E-Commerce Impact On The Market Position Of Buyers*
Maciej Czaplewski, University Of Szczecin

Paper ID: 5504
*The investigation of Taiwanese retailers’ innovation during the years of global financial crisis*
Ching-Rong Lee, National Open University
Miao-Hsueh Lin, Fu Jen Catholic University
Session: B2
Time: 15:00-16:30, July 03, 2014
Paper ID: 6349
**Measuring the efficiency of Taiwan listed semiconductor companies by data envelopment analysis**
Jung-Fa Tsai, National Taipei University of Technology
Yuan Chia Chang, National Taipei University of Technology
Ming-Hua Lin, Shih Chien University
Chian-Son Yu, Shih Chien University

Paper ID: 6429
**A New Fuzzy Dematel Method For Selecting Evaluation Criteria Of Selection Strategic Alliance Partners In The Airline Industry**
Ming-Shin Kuo, Kainan University

Paper ID: 8170
**Efficiency And Total Factor Productivity Analyses Of Highland Saving Groups**
Kasem Kunasri, Chiang Mai Rajabhat University
Sombat Singkharat, Chiang Mai Rajabhat University

Paper ID: 8410
**A Study On The Design And Functioning Of Performance Platform For Science Technology Programs**
Yeh Fang Yu, Science & Technology Policy Research And Information Center
Hu Jin Li, National Chiao Tung University
Tsai Yun Chih, Cpc Corporation

Paper ID: 8610
**A HYBRIDIZED ANT CONLONY OPTIMIZATION WITH SIMULATED ANNEALING ALGORITHM FIGHTING PREMATURE CONVERGENCE FOR THE TRAVELING SALESMEN PROBLEM**
Jih-Pin Yeh, Chung-Shan Institute Of Science & Technology
Exploring The Mediating Mechanisms Of The Relationship Between Employee Positive Affectivity And Creative Performance
Bo-Chian Chen, National Taipei University Of Technology
Chien-Cheng Chen, National Taipei University Of Technology

Services Innovation In The Internal Marketing Of Department Stores Based On The Triz Approach
Ming-Kuen Chen, National Taipei University Of Technology
Yen-Ling Lin, National Taipei University Of Technology

An Organizational Memory System Required In The Thai Bank Industry: Research Progress Report
Yuraporn Sudharatna, Kasetsart University
Sirijin Wongjarupun, Kasetsart University
Korakot Wichitpong, Kasetsart University

Influence of Leadership Styles on Academicians Commitment to Change in Malaysian Public Universities.
Mung Ling Voon, Swinburne University of Technology
Kwang-Sing Ngui, Swinburne University of Technology
May-Chiun Lo, Universiti Malaysia Sarawak

Multidimensional Construct of Academic Dishonesty: Academics and Contextual Factors Associated with Academic Dishonesty Behaviour
Heri Yuliyanto, Universitas Indonesia
Eva Septiana Barlianto, Universitas Indonesia
Arthaingan Helmina Mutiha, Universirtas Indonesia
Session: B4
Time: 15:00-16:30, July 03, 2014
Paper ID: 8042
Extending The User Action Notation (Uan) For Specifying Interfaces With Persona Based Traveler’S Emotion And Experience Presentation
Lee Feng-Liang, Chia Nan University Of Pharmacy & Science
Lin Yu-Hsuan, Chia Nan University Of Pharmacy & Science

Paper ID: 8066
Performance Efficiency Increasin Of Saving Groups For Seif-Dependence On Economic And Social In Agriculture Communnity Follow In Philosophy Of Sufficiency Economic
Aree Cheamuangphan, Maejo University
Krisda Bhackdee, F Maejo University
Chumpol Rinkam, Maejo University

Paper ID: 8258
Bamboo Carbon Sequestration Of Indigenous Reserved Land In Taiwan
Hui-Fang Chen, National Chiayi University
Jun-Cheng Lin, Taiwan Forestry Research Institute
Jun-Yen Lee, National Chiayi University

Paper ID: 8562
Applying Kano’S Model And Importance-Performance Analysis To Evaluate The Medical Service Quality
Ying-Chun Li, National Sun Yat-Sen University
Chun-Ze Lin, National Sun Yat-Sen University
Session: C1  
Time: 08:30-10:00, July 04, 2014  
Paper ID: 1157  
**From A Sore-Focused Data Warehouse Powerhouse To An Integrated Marketing Application & Service Provider - A Case Study Of Teradata’S Metamorphosis**  
Chien-Hung Liu, National Chengchi University

Paper ID: 1221  
**Market Structure In The Home Furnishings Retail Industry: Case Study Of Ikea In Singapore**  
Faizal Yahya, National University Of Singapore

Paper ID: 1245  
**Evaluating The Key Successful Factors Of International Market Development In Tramp Shipping Industry**  
Hsiu-Fen Lin, National Taiwan Ocean University  
Kai-Lin Chang, National Taiwan Ocean University

Paper ID: 8682  
**The Effects of Mandatory Corporate Social Responsibility Policy on the Asymmetric Timeliness of Earnings**  
Chia-Ling Cheng, Fu Jen Catholic University  
Fan-Hua Kung, Tamkang University
Session: C2
Time: 08:30-10:00, July 04, 2014
Paper ID: 2478
**How The Product Assortments In The Bundle Impact The Consumption Of Hedonic Product**
Hsin-Hsien Liu, National University Of Kaohsiung
Min-Tai Chi, National University Of Kaohsiung

Paper ID: 2566
**Numberousity Effect Impact On Hedonic Attribute**
Hsin-Hsien Liu, National University Of Kaohsiung
Yu-Ting Wang, National University Of Kaohsiung

Paper ID: 2590
**Re-Examining The Impact Of Recovery Voice On Customer Satisfaction From The Perspective Of Perceived Control**
Chia-Yi Chen, National Pingtung University Of Science And Technology

Paper ID: 2654
**Influence Of Website Design On Consumers’ Emotions And Purchase Intention In Travel Websites**
Yi-Fen Chen, Chung Yuan Christian University
Chia-Jung Wu, Chung Yuan Christian University

Paper ID: 2854
**THE NEED FOR THE DEVELOPMENT OF A SERVICE QUALITY MODEL FOR THE ELECTRICITY MARKET**
Toon Larsson, Maelardalen University
Idiosyncratic Risk, Expected Returns And Corporate Governance
Cheng Wan Hsiu, Tamkang University
Tzou Yi Pin, Tamkang University

Internal Control And Revenue Accounting In E-Commerce Company: A Case Study At Deal.Co.Id
Stepani Sisca Wulandari, Perbanas Institute
Efriani Sukiaky Siagian, Perbanas Institute

Puzzles On The Asset Growth Effect
Chu-San Edward Wang, National Taipei University

Pay-to-Performance Sensitivity, Stock Repurchases, and Performance
Yin-Shao Hsin, National Taipei University
Yen-Yi Chiu, National Taipei University
Chunghuey Huang, National Taipei University

Do Enhanced Index Funds Really Enhance Their Performance? Evidence From China Market
Yin-Che Weng, Harbin Institute Of Technology
Rui Wang, Harbin Institute Of Technology
Session: C4
Time: 08:30-10:00, July 04, 2014
Paper ID: 4123
**Discovery Of The Frequent Pre-Emergency Department Care-Seeking Patterns Based On Patient'S Severity**
Chien-Lung Chan, Yuan Ze University
Hsin-Tsung Huang, National Health Insurance Administration

Paper ID: 4363
**Factors Of Implementation Desktop Virtualization Infrastructure In Business**
Chih-Chun Chiang, Chung Yuan Christian University

Paper ID: 4499
**An Effective Deterministic Forecasting Model For Fuzzy Time Series**
Pei Chih Chen, Tainan University Of Technology
Chih-Chuan Chen, Taiwan Shoufu University
Yi Chung Cheng, Tainan University Of Technology
Sheng-Tun Li, National Cheng Kung University
Wei Fong Lin, Tunghai University

Paper ID: 4547
**A Study Of Digital Reading Behavioral Intention Of High School Students –An Application Of Utaut**
Mei_Lee Hwang, I-Shou University
Chao-Wei Chou, I-Shou University
Rong Jeng, I-Shou University
Hsiu Ching Lin, Ren Wu High School

Paper ID: 4563
**Innovation Adoption Of Software-As-A-Service: The Effect Of Technology Frames And Relational Norm**
Yu-Chieh Chang, Shu-Te University

Paper ID: 8082
**Pressing Facebook's Like Button from the Perspective of Social Capital Theory**
Yu Hung Chiang, National Cheng Kung University
Hei Chia Wang, National Cheng Kung University
A Study Of Investigating Factors Influencing Physicians’ Attitudes Toward Cross-Hospital Exchange Of Electronic Medical Records: An Elaboration Likelihood Model
Rai-Fu Chen, Chia Nan University Of Pharmacy & Science
Ju-Ling Hsiao, Chia Nan University Of Pharmacy & Science
Chin-Yu Chen, Chi-Mei Medical Center

Using Multiscale Entropy (Mse) Profile To Construct The Monitoring System In Balance
Chih-Hung Jen, Lunghwa University Of Science And Technology
Chien-Chih Wang, Ming-Chi University Of Technology
Bernard C. Jiang, National Taiwan University Of Science And Technology
Yin-Sung Chen, Yuan Ze University

Group'S Situational Cognition And Mixed Reality Visualization
Uthai Tanlamai, Chulalongkorn University
Thanachart Ritbumroong, Chulalongkorn University
Phannaphatr Savetpanuvong, King Mongkut's University of Technology Thonburi

How Hidden Champion Constructs Agile Supply Chain
Li-Fang Sun, Ming Chi University Of Technology
Ying Hsuan Wu, Ming Chi University Of Technology

LinkedIn optimization as a professional site network for Indonesian Business
Bulan Prabawani, Diponegoro University
Session: C6  
Time: 08:30-10:00, July 04, 2014  
Paper ID: 6271  
**Coordinated Inspection And On-Site Rework Policy In A Two-Stage Supply Chain**  
Chih-Chung Chiu, National Cheng Kung University  
Chung-Chi Hsieh, National Cheng Kung University

Paper ID: 6581  
**Enhancing Advanced Planning And Scheduling System With Multidimensional And Visualized Output**  
Yeh-Chun Juan, Ming Chi University Of Technology  
Yung-Chang Chen, Ming Chi University Of Technology

Paper ID: 8298  
**Hcodeq For Economic Dispatch Problems**  
Chiou Ji Pyng, Ming Chi University Of Technology  
Chang Chung Fu, Wufeng University  
Lo Chong Wei, Ming Chi University of Technology

Paper ID: 8394  
**Emergy Analysis And System Dynamics Of The Science Park: A Case Of Hsinchu Science Park, Taiwan.**  
Tinglin Lee, National University Of Kaohsiung  
Hsinlun Hsieh, National University Of Kaohsiung

Paper ID: 8762  
**Business Opportunities and Treats in Logistics and Supply Chain Management of Thai Fruits in India Market**  
Roengchai Tansuchat, Chiang Mai University  
Suthep Nimsai, Mae Fah Luang University
Session: C7
Time: 08:30-10:00, July 04, 2014

Paper ID: 7061
Exploring The Human Resource Development Of Cloud Computing In Taiwan
Sheng-Chi Chen, National Chengchi University
Cheng-Chieh Wu, Institute For Information Industry

Paper ID: 7199
The Victim Perspective Of Incivility: The Role Of Negative Affectivity, Hierarchical Status And Their Interaction In Explaining Victimization.
Yariv Itzkovich, Kinneret Academic College

Paper ID: 7223
Why Would Extraverts Be Productive Workers?–The Mediating Roles Of Job Involvement And Social Support
Hui-Fang Chang, National Taipei University Of Technology
Chien-Cheng Chen, National Taipei University Of Technology

Paper ID: 7615
Scale Development Of Aesthetic Labor Of The Tour Leaders
Chih-Hung Wang, National Taichung University Of Education
Yu-Ting Chen, National Taichung University Of Education

Paper ID: 7623
THE STUDY OF THE RELATIONSHIP BETWEEN POWER DISTANCE AND ORGANIZATIONAL PERFORMANCE
I-Ting Tsai, Chung Yuan Christian University
Yao-Sian Cai, Chung Yuan Christian University
Yen-Po Lin, Chung Yuan Christian University
Yu-Ming Chang, Chung Yuan Christian University
Wei-Ting Shih, Chung Yuan Christian University
Tzu-Ling Huang, Chung Yuan Christian University

Paper ID: 7727
Designing a Vocational Training Program for Persons with Intellectual Disability in Sheltered Workshops: A Case Study of Syinlu Social Welfare Foundation in Taiwan
Jau-Rong Chen, Ming Chi University Of Technology
Yueh-Ling Lee, Ming Chi University Of Technology
Lu-Ya Wang, Ming Chi University Of Technology
Study on Relationship between Visitor Value, Degree of Satisfaction and Loyalty in Musical Festival Activity
Cheng-Wei Chung, Shu Te University
Wei-Ming Wang, Chung Hua University
Che-Wei Chang, Shu Te University
Jie-Ya Huang, Shu Te University

Analysis Of Factors Influencing Multinational Hotel Groups’ Locational Strategies Of Investment In China
Stephanie Lee, The Hong Kong Polytechnic University.
Hanqin Qiu Zhang, The Hong Kong Polytechnic University.
Bill Xu, The Hong Kong Polytechnic University.

Neither Modern Nor Postmodern: Theoretical Difficulties in Tackling Online Collaborative Networks Based on the Example of Couchsurfing
Karolina Mikolajewska, Kozminski University

Travel Information Needs In Urban Tourism: An Empirical Study Of Urban Visitor In Taipei
Li-Fang Sun, Ming Chi University Of Technology
Yuanli Wang, Ming Chi University Of Technology
Do Ocean Freight Rates Respond Asymmetrically To Fuel Cost Changes? Empirical Evidence On The United States Trade Routes
Mike Fung, Hong Kong Polytechnic University

Purchasing Investment-Oriented Insurance: Who, When, and Where
Jing-Mai Lai, Feng Chia University
Wen-Wu Chang, Aletheia University

The Impact Of Corporate Social Responsibility On Corporate Performance And Firm Risk: The Moderating Role Of Corporate Governance
Meijui Sun, Ming Chuan University
Li-Ting Chen, Ming Chuan University

How Culture Distance Influences IJV’s Governance Structures: The Contingent Role Of Host Country’s Governance Quality
Yi-Chieh Chang, St. John’s University, Taipei Campus

DOES SUCCESS MATTER? A COMPARATIVE STUDY OF THE MEDIA’S NEWS TENOR OF ENTREPRENEURS UNDER SUCCESS AND FAILURE SITUATION
Teng-Hu Su, Shu-Te University
Session: D2
Time: 10:30-12:00, July 04, 2014
Paper ID: 2518
**Analysis Of Competitive Structure Of Smartphone Game Applications**
Kento Kawai, University Of Tsukuba
Keigo Murata, University Of Tsukuba
Ushio Sumita, University Of Tsukuba

Paper ID: 2526
**Development Of An Algorithm For Predicting Number Of Downloads Of Smartphone Applications: Markov Chain Approach**
Satoshi Mizusawa, University Of Tsukuba
Masaki Ogino, University Of Tsukuba
Maiko Takano, University Of Tsukuba
Ushio Sumita, University Of Tsukuba

Paper ID: 2574
**Evaluating The Critical Successful Factors Of Low Cost Carriers Acceptance In Passengers**
Hsiu-Fen Lin, National Taiwan Ocean University
Yi-Wen Huang, National Taiwan Ocean University

Paper ID: 2622
**The Advertising Effects Of Mere Virtual Presence With Product Experience And Social Virtual Product Experience**
Ching-Jui Keng, National Taipei University Of Technology
Chia-Chien Liu, National Taipei University Of Technology

Paper ID: 2646
**EXPLORING FACTORS INFLUENCING MIDDLE-ELDER AND SENIORS ADOPTION OF LINE THROUGH A MEANS-END CHAIN APPROACH**
Yi-Fen Chen, Chung Yuan Christian University
Wei-Hung Lai, Chung Yuan Christian University

Paper ID: 8898
**International Business Travel Builds Sales And Stress**
Michael Segalla, HEC Paris
Catalin Ciobanu, Carlson Wagonlit Travel
Dominique Rouzies, Hec Paris
Vincent Lebunetel, Carlson Wagonlit Travel
Session: D3
Time: 10:30-12:00, July 04, 2014
Paper ID: 3292
**An Empirical Study On The Nbp Hypothesis Of The Taiwan Derivative Markets During Financial Crisis**
Yu Wen Lan, Lunghwa University Of Science And Technology
Hsiao En Ju, National Central University

Paper ID: 3740
**Causes And Consequences Of Firms' Decision To Stop Providing Non-GAAP Earnings Disclosure In Earnings Releases**
Yen-Jung Lee, National Taiwan University
Cheng-Ping Chu, National Taiwan University

Paper ID: 3900
**The Puzzle Of 16 Days Between The Ex-Dividend Date And The Payment Date**
Jen-Chang Liu, Takming University Of Science And Technology
Mark Yeats, Takming University of Science and Technology
Jui-Lin Chang, First Commercial Bank

Paper ID: 3932
**Hedge Funds As International Liquidity Providers: Evidence From Convertible Bond Arbitrage In Canada**
Evan Gatev, Simon Fraser University
Mingxin Li, Simon Fraser University

Paper ID: 31012
**STOCK PERFORMANCE FOLLOWING PRIVATE PLACEMENT: EVIDENCE FROM LISTED FIRMS IN TAIWAN AND CHINA**
Dar-Hsin Chen, National Taipei University
Ying-Hsin Lee, National Taipei University
Guan-Yu Lin, National Taipei University
Intuitionistic Type-I Fuzzy Inference System
Kuo-Ping Lin, Lunghwa University Of Science And Technology
Chia-Hao Chang, Lunghwa University Of Science And Technology
Yu-Ming Lu, Lunghwa University Of Science And Technology

Exploring The Behavioral Intention Of Using Social Media For Managers: Evidences From Facebook
Yu-Chung Hung, National Chung Cheng University
Yu-Fong Yen, National Chung Cheng University

User Satisfaction And Work Impact Of Using Business Intelligence Systems
Shih-Ming Pi, Chung Yuan Christian University
Chih-Yi Lu, Chung Yuan Christian University

Capacitor Placement System By Hcodeq Method
Ji-Pyng Chiou, Ming Chi University Of Technology
Chung-Fu Chang, Wufeng University
Chao-Ching Wang, Ming Chi University Of Technology

Design and Analysis of Indoor Localization Based on Received Signal Strength Indicator of Bluetooth Low Energy Devices
Ping Yeh Chu, National Taipei University Of Technology
Anonymous And Efficient Authentication Protocol Based On Lagrange Approach For Multi-Server Environment
Shih Po-Wei, National Yunlin University Of Science And Technology
Kuo Wen-Chung, National Yunlin University Of Science And Technology
Wuu Lih-Chyau, National Yunlin University Of Science And Technology
Huang Yu-Chih, Tainan University Of Technology

Protecting Trade Secrets In A Global Economy
Elizabeth Brown, Bentley University

Constructing A Value-Added Social Enterprise : A Study Of Lohas Biotech
Jau Rong Chen, Ming Chi University Of Technology
Yu Hsuan Lee, Ming Chi University Of Technology

Observing Innovation Trends From Journal Articles: An Example Of Research Policy
Ting-Lin Lee, National University Of Kaohsiung
Chun-Wei Li, National University Of Kaohsiung
Session: D6
Time: 10:30-12:00, July 04, 2014
Paper ID: 6110
Productivity Analysis, Operations and Supply Chain Issues of a Large Poultry Farm
Ram Roy, Eastern Institute of Technology

Paper ID: 6445
General Solution For The Shortest Path Of One Point And One Ellipse
Chang-Chien Chou, Lunghwa University Of Science And Technology

Paper ID: 6533
The Investigation For The Influences Of Revenue Sharing And Quantities Discount
On The Retailer Decision Making In The Decentralized Supply Chain
Hung Shih Cheng, Ming Chi University of Technology

Paper ID: 8122
Object Representation using Line Segments and Circular Arcs
Wen-Yen Wu, I-Shou University
The Study Of Immigrant Wives’ Person-Environment Fit, External Locus Of Control And Affective Commitment In Taiwan
Philip Cheng-Fei Tsai, Wenzao Ursuline University

An Integrative Model Linking Leader-Member Exchange Relationship And Job Performance
Szu-Yin Kuo, National Taipei University Of Technology
Chien-Cheng Chen, National Taipei University Of Technology

How Do Transformational Leaders Influence Employee Feedback Seeking Behavior: The Moderating Impact Of Leader-Member Exchange (Lmx)
Tso-Jen Chen, Tainan University Of Technology
Yuan-Duen Lee, Chang Jung Christian University
Hsing-Chau Tseng, Chang Jung Christian University
Chi-Min Wu, Chia Nan University Of Pharmacy And Science.
Ting-Fei Chen, Chang Jung Christian University

A Study Of Talent Attraction Strategies On Social Enterprise
Kai-Yun Liang, Yuan Ze University
Min-Ping Huang, Yuan Ze University

Emotional Intelligence, Work/Family Conflict, And Work Values Among Customer Service Representatives: Basis For Organizational Development
Rommel Pilapil Sergio, Canadian University Of Dubai
Luzelle Anne Gonzales-Lim Ormita, Far Eastern University
Antonette Lazaro Dungca, University Of The Philippines
Liza Macasukit-Gernal, Canadian University Of Dubai

From Job-Hunter to Business Professional: Challenges Facing Japanese Women on the Management Track
Melanie Czarnecki, Rikkyo Univiersity
Nerys Rees, Rikkyo University
Conservatism Management, Underpricing, And The Performance Of Seasoned Equity Offerings
Gil S. Bae, Korea University
Seung Uk Choi, Korea University

Chih-Ping Yu, Central Taiwan University Of Science And Technology
Han Hou, Lunghwa University Of Science And Technology
Su-Yin Cheng, Kainan University

Financial Expertise Of Board And The Corporate Derivatives Hedging Behavior
Po-Kai Huang, Shih Hsin University

Investor Conference Call and Information Diffusion Effect
Yu-Wei Wang, Yuanpei University
Lee-Young Cheng, National Chung Cheng University

Framing effects in Taiwan stock market investors
Shih-Wei Wu, National Taipei University Of Technology
Chih-Chun Chuang, National Taipei University Of Technology

IS FEAR MOOD CONTAGIOUS ? EVIDENCE FROM THE EUROPEAN STOCK MARKETS
Shumei Chiang, Lunghwa University Of Science And Technology
Integrated Business Competition Model In The Tft-Lcd Industry
Chang-Chien Chou, Lunghwa University Of Science And Technology
Bui Quoc Duy, Lunghwa University Of Science And Technology

What’S The Difference Of The Investment Between Dc And Ldc?
Chih-Hua Lin, National Chengchi University

Five Stage Model For Endogenous And Self-Reliant Development Of The Poor People: How Ngo/Npo And Social/Bop Business Can Support It
Keiichi Yamada, Nakamura Gakuen University

Information Governance: A Stakeholder-Centric Approach
Vaité Maillard, Paris Dauphine University

Venture Capital’s Deals Decision-Making Process for Early Stage Investing
Cheng-Nan Chen, Chung Hua University
Li-Hsing Ho, Chung Hua University
Session: E2
Time: 13:30-15:00, July 04, 2014

Paper ID: 2230
A Research Of Consumers’ Preference Of Positive And Negative Feedback In An E-Learning Context
Chung Hui Tseng, Tamkang University

Paper ID: 2534
Effects Of Product Package Color On The Differential Threshold Of Customers Perceived Price
Ming Hsu Chang, National Kaohsiung University Of Hospitality And Tourism

Paper ID: 2550
A Study Of Household Travel Expenditure Under Different Preference: Baby Boomer Senior Households In Taiwan
Ching-Lung Lu, Taipei Chengshih University Of Science And Technology
Hsiao-I Kuo, Chaoyang University Of Technology
Ching-Kai Hsiao, Dayeh University

Paper ID: 2798
The Reduce Consumption In Buffet Restaurant: The Moderating Effect Of Corporate Social Responsibility
Chi-Shiun Lai, National Yunlin University Of Science & Technology
Chin-Fang Yang, Da-Yeh University
Tzu-Yun Chiu, National Yunlin University Of Science & Technology

Paper ID: 2846
The Role of Fairness in Sales Organization
Vincent Onyemah, Babson College
Dominique Rouzies, HEC Paris
Dawn Iacobucci, Vanderbilt University
Bart Weitz, University Of Florida
Session: E3
Time: 13:30-15:00, July 04, 2014
Paper ID: 3324
Stock Market Volatility Forecasts Using The Volatility Demand From Option Markets
Morgan Liu, Takming University Of Science And Technology

Paper ID: 3644
Constructing A Novel Processes For Measuring The Optimal Hedge Strategy In Exchange Risk For It Industry
Yi-Hsien Wang, Chinese Culture University
Fu-Ju Yang, Chinese Culture University
Chun-Yueh Lin, Chinese Culture University
Rui-Lin Tseng, Chinese Culture University

Paper ID: 3692
The Effect Of Media Coverage On Trading And Return Patterns
Chen-Hui Wu, National Dong Hwa University

Paper ID: 3892
Ceo Compensation And Acquired And Acquiring Companies In Large Corporate Acquisitions
Simon Yang, Adelphi University

Paper ID: 8890
Assessment of Financial Feasibility for Implementing Technology Changes in a Small University Environment
H. Keith Edwards, University Of Hawaii At Hilo
Meghan Makanani, University Of Hawaii - Hilo
Session: E4
Time: 13:30-15:00, July 04, 2014
Paper ID: 4147
The Antecedents And Consequents Of Trust In Mobile Payment Context
Chih-Chin Yang, Kainan University
Yen-Chi Li, Kainan University

Paper ID: 4163
Customer Value And Customer Roles On Social Media: A Case Of Travel Service
Ming-Hsien Yang, Fu Jen Catholic University
Chang-Tang Chiang, Fu Jen Catholic University
Ya-Yun Cheng, Fu Jen Catholic University
Chin-Chuan Huang, Ming Chuan University

Paper ID: 4331
How To Increase The Roi Of A Software Development Lifecycle By Managing The Risk Using Monte Carlo And Discrete Event Simulation – A Case Study
David Ang, Auburn University Montgomery
Mehmet Sahinoglu, Auburn University Montgomery
William Kramer, Auburn University Montgomery

Paper ID: 4395
The Study of MapReduce Based Genetic Algorithm on Tour Planning
Sung-Shun Weng, National Taipei University Of Technology
Hao Yang, National Taipei University Of Technology

Paper ID: 8330
TIME-VARYING RSA CRYPTOSYSTEM FOR LOCAL AREA NETWORK
Te-Kwei Wang, Ming Chi University Of Technology
Chih-Ming Lin, Ming Chi University Of Technology
Yu-Hsun Lin, Ming Chi University Of Technology
Jia-Ming Sie, Ming Chi University Of Technology
Standardizing It Skills For Effective Development Of Skilled It Workforce
Mehdi Asgarkhani, CPIT

A Study Investigating The Influence Of Web Game On Interpersonal Relationship
Ting-Sheng Weng, National Chiayi University
Chien-Kuo Li, Shih Chien University

A Study on the Use of Image Serving Technology for High Precision Mechanical Positioning
Kuo-Jung Lai, National Taichung University of Science and Technology
Chuen-Horng Lin, National Taichung University of Science and Technology
Jr-Wei Chen, National Taichung University of Science and Technology
Chih-Chin Wen, Metal Industries Research & Development Centre
Hau-Wei Lee, Industrial Technology Research Institute

Qualitative Approaches Examining Customer-Oriented Service Design From A Process Perspective
Ting-Lin Lee, National University Of Kaohsiung
Tai-Ling Wu, National University Of Kaohsiung
Development Of Detailed Simulation Model For Optimal Production Scheduling In Wafer Manufacturing
Keisuke Morimoto, University Of Tsukuba
Ushio Sumita, University Of Tsukuba
Miki Zago, University of Tsukuba

Development of Two-Stage Segmentation Algorithm for Detecting Wafer Defects in Semi-Conductor Manufacturing
Megumi Fujimoto, University of Tsukuba
Satoshi Mizusawa, University of Tsukuba
Ushio Sumita, University of Tsukuba
Maiko Takano, University of Tsukuba

Support Vector Regression with Genetic Algorithm Applied to Reduce Inaccuracies of Blood Pressure Measurement
An Kao, University Of Taipei
Jui-Chung Hung, University Of Taipei
Chih-Peng Huang, University of Taipei

Integrating Servqual And Kano'S Model Into Qfd For Teaching Performance Evaluation And Service Quality Improvement
Calvin K Yu, Ming Chi University Of Technology
Xing-Yuan Ma, Ming Chi University Of Technology

Preliminary Modeling For Project Selection Of Architecture Development Using Anp With Bocr
Wei-Ming Wang, Chung Hua University
Measuring Managers’ Attitudes Toward Older Workers
Arménio Rego, Universidade de Aveiro
Andreia Vitória, Universidade de Aveiro
Miguel Pina Cunha, Universidade Nova de Lisboa
António Tupinambá, Universidade Federal do Ceará

Approaching Corporate Governance Through Ubuntu
Symphorien Ntibagirirwa, International Leadership University

How Privacy Management Rules Of Control, Trust, And Privacy Invasion Experiences Influence Individuals’ Willingness Toward The Continuous Use Of Facebook Check-In?
Hsiu-Chia Ko, Chaoyang University Of Technology
Min-Tung Liu, Chaoyang University Of Technology
Jhong- Yan Jhan, Chaoyang University Of Technology

Exploring Boundaries Of The Effects Of Applicant Ingratiation Tactics On Person-Organization Fit
Hsu-Mei Lee, Dayeh University
Li-Ho Chen, Dayeh University
Yan-Ling Lai, Dayeh University

The Mediating Mechanisms Of The Effects Of Applicant Resume Quality And Physical Attractiveness On Interviewer Decision
Wei-Ru Chen, National Taipei University Of Technology
Chien-Cheng Chen, National Taipei University Of Technology

MIGRANT WORKERS OR BLUE COLLAR SELF-INITIATED EXPATRIATES?
Muhammad Jameel Qazi, King Fahd University Of Petroleum And Minerals
Session: E8
Time: 13:30-15:00, July 04, 2014
Paper ID: 8482
**Examining Income Distribution In Taiwan**
Yuh-Yau Lin, Ming Chuan University

Paper ID: 8522
**Energy Consumption Analysis Of Mobile Network Sharing On Android Smartphone**
Wei Jung Yang, National Taipei University Of Technology

Paper ID: 8554
**Developing the Risk-Alert Index for Suspicious Illegal Logging Imported Wood Products in Taiwan**
Su-Fen Tsai, National Chiayi University
Jiunn-Cheng Lin, Taiwan Forestry Research Institute
Jun-Yen Lee, National Chiayi University

Paper ID: 8674
**Effects Of Domestic Macroeconomic Environment On Major Grain Trade Prices In Two Open Economies**
Lihsien Chien, National Chung Hsing Univ.
Tanchanok Khamkaew, Maejo University
Elva Jan, National Chung Hsing University
Session: F1 (Distinguished Paper Session)
Time: 15:15-16:15, July 04, 2014
Paper ID: 1101

The Effects Of Corporate Social Responsibility On Customer Loyalty And Corporate Value: A Cross Level Research
Fur-Hsing Wen, Soochow University
Po-Yuan Chen, Jinwen University Of Science And Technology

Paper ID: 1877

A Strategic Approach To Sustainable Information Technology
Mehdi Asgarkhani, CPIT
Session: F2 (Distinguished Paper Session)
Time: 15:15-16:15, July 04, 2014
Paper ID: 2318
Examining Export Market Orientation: Antecedents, Consequences, And Moderator
Yong-Sheng Chang, Tamkang University
Chiao-Jung Chang, Tamkang University

Paper ID: 2374
The Determinant Mechanism Of Consumer Action Brand Loyalty To Continuously Use Present Smartphone
Xinping Shi, Hong Kong Baptist University
Yan-Keung Hui, Hong Kong Baptist University
K. K. Allan Chan, Hong Kong Baptist University

Paper ID: 8658
An Importance-Performance Analysis Of Franchisors’ Support In Taiwan And China: As Foodservice Industry
Ching-Shu Su, Ming Chuan University
Henry Tsai, The Hong Kong Polytechnic University
Session: F3 (Distinguished Paper Session)
Time: 15:15-16:15, July 04, 2014
Paper ID: 3228

**Does Disclosure Of Related-Party Transactions Provide Value-Relevant Information?**
Raymond M. K. Wong, City University Of Hong Kong
Jeong-Bon Kim, City University Of Hong Kong
Agnes W. Y. Lo, Lingnan University

Paper ID: 3268

**The Influence Of Team Norms On External Auditors’ Whistle Blowing Intentions In Barbados**
Mohammad Hudaib, Adam Smith Business School
Philmore Alleyne, University Of The West Indies
Ros Haniffa, Heriot-Watt University

Paper ID: 3676

**Building Stock Trading Strategies By Independent Component Analysis With Data Envelopment Analysis Approach**
Ling-Jing Kao, National Taipei University Of Technology
Session: F4 (Distinguished Paper Session)
Time: 15:15-16:15, July 04, 2014

Paper ID: 3116
Financial Liberalization, Insurance Market, And The Likelihood Of Financial Crises
Chien-Chiang Lee, National Sun Yat-Sen University
Chun-Wei Lin, National Sun Yat-Sen University

Paper ID: 3308
Attracting Foreign Direct Investment: An Analysis Of Vietnam'S Location Advantages In Comparison With Other Asean Countries
Hoa Thanh Le, RMIT University
On Kit Tam, RMIT University

Paper ID: 3540
Shareholder Wealth Effects Of Tax Aggressiveness Transfers
Travis Chow, Singapore Management University
Yanju Liu, Singapore Management University
Kenneth Klassen, University of Waterloo
Session: F5 (Distinguished Paper Session)
Time: 15:15-16:15, July 04, 2014
Paper ID: 5072
Effects Of Technology Flows On Industrial Performance: The Contingent Role Of Diversity Of R&D Human Capital
Jun-You Lin, National Open University

Paper ID: 5184
The Circular Link Path Problem In A Simple Polygon
Chang-Chien Chou, Lunghwa University Of Science And Technology

Paper ID: 5568
Innovative Service Business Models And International Market Resistance: Insights From Service-Dominant Logic
Joerg Freiling, University Of Bremen
Kathrin Dressel, University Of Bremen
Session: F6 (Distinguished Paper Session)
Time: 15:15-16:15, July 04, 2014

Paper ID: 6054
**A Genetic Algorithm For Route Optimization In Public Transportation Problem**
Shahram Saeidi, Islamic Azad University

Paper ID: 6453
**A Revised Benevolent Model For Finding The Most Efficient Decision Making Unit In Data Envelopment Analysis**
Kim Fung Lam, City University Of Hong Kong

Paper ID: 6613
**Operational Efficiency And Tfp Change Of Major Cambodian Financial Institutions: A Data Envelopment Analysis During The 2006-2011 Period**
Hidenobu Okuda, Hitotsubashi University
Session: F7 (Distinguished Paper Session)
Time: 15:15-16:15, July 04, 2014
Paper ID: 7077

When The Feeling Of Being Humble Is Not Humble: Exploring (Im)Modesty Effects On Leaders
Arménio Rego, Universidade De Aveiro
Miguel Pina Cunha, Nova School Of Business And Economics
Ace Volkmann Simpson, University Of Technology, Sydney

Paper ID: 7159

The Moderating Effects Of Pdm And Voice Climate Upon The Relationship Between Regulatory Focus And Promotive Voice: A Multi-Level Model
Chi-Tung Tsai, National Changhua University Of Education
Jui-Chih Ho, National Changhua University Of Education

Paper ID: 7591

Effect Of Service Workers’ Emotional Intelligence And Their Customer Interaction Types On Emotion Regulation Strategies And Emotional Exhaustion
Young-Jae Kim, Korea Advanced Institute Of Science And Technology
Chanhoo Song, Korea Advanced Institute Of Science And Technology
Does Customer Participation Enhance Repurchase Intent? An Empirical Study Of Financial Insurance Services
Chih-Jou Chen, National Penghu University Of Science And Technology
Ju-Chuan Wu, Feng Chia University

The Influence Of Service Innovation On Service Quality In Banking Industry
Hsiao Chen Chang, Chinese Culture University
Fu Ju Yang, Chinese Culture University
Shih Cheng Kuo, Chinese Culture University

Estimating Asian Senior International Travelers’ Length Of Stay To Taiwan
Hsiao-I Kuo, Chaoyang University Of Technology
Ching-Lung Lu, Taipei Chengshih University Of Science And Technology

The Impact of Ambience and Consumer Emotions on Impulse Buying in Tourism Factories
Chu-Hsing Yang, Shu-Te University
Lung-Chih Hsu, Shu-Te University
Hui-Lien Lin, Shu-Te University
Jian-Yu Wen, Shu-Te University

Analysing Raw Data and Preparing Them for Statistical Analysis: A Test on Brand Attitude’s Influence on Purchase Intention
Namasivayam Karuppiah, Institute Technogy Brunei
Md. Zabid Abdul Rashid, University Tun Abdul Razak
Ravindran Ramasamy, University Tun Abdul Razak
Anbalagan Krishnan, Curtin University

EXAMINING THE ROLE OF VIRAL EFFECT, SHOPPING ENJOYMENT AND TRUST ON PURCHASE INTENTION OF SOCIAL COMMERCE SITES IN MALAYSIA
Samuel Hao Suan Lee, Taylor’S University
Kok Wei Khong, Taylor’S University
Jer Lang Hong, Taylor’S University
A Structural Relationship Among Domestic Tourist Satisfaction, Trust, Switching Barriers, And Retention
Aurathai Lertwannawit, Thammasat University
Nak Gulid, Srinakharinwirot University

The Airport-Related Employees’ Perception And Satisfaction Of Service Quality On Staff Restaurants At Taoyuan Airport
Shiaw-Wuu Perng, Kainan University
Chia-Chuan Chow, Kainan University
Yu Chieh Cho, Kainan University
Ching-Yi Hsieh, Kainan University

A Moderated Mediation Model Of Brand Management System In Business Service Market
Chih-Jen Chiu, Shu-Te University

The Experiential Marketing of Leisure Farm- From a LOHAS Perspective
Yung-Lin Wu, Chinese Culture University

Death Threat And Hedonic Consumption: The Moderating Effect Of Coping Behavior
I-Ling Ling, National Chiayi University
Analysis Of Efficiency And Value At Risk: Taiwan'S Construction Industries As An Example
Peng Kai Chiung, Chien Hsin University Of Science And Technology
Chang Chia-Wen, Chihlee Institute Of Technology
Hsiao Yu-Ting, Chien Hsin University Of Science And Technology

The Impact Of Renminbi Misalignment On Exports - Does It Spill Toward Asian Countries?
Pei-Fen Chen, National Chi-Nan University
Chien-Chiang Lee, National Sun Yat Sen University
Jhih-Hong Zeng, National Sun Yat Sen University

Price Discovery Of Stock Index Futures And Tracker Fund In Taiwan Stock Exchange: Do Institutional Traders Matter?
Jui-Cheng Hung, Chinese Culture University
Han-Yu Tsai, Chinese Culture University
Yi-Ru Huang, Chinese Culture University

The Real Effects Of International Tax Planning Incentives: Evidence From Domestic Acquisitions
Travis Chow, Singapore Management University
Ken Klassen, University Of Waterloo

Trade Openness and Environmental Quality
Shu-Chen Chang, National Formosa University
Wan-Tran Huang, Asia University

The Volatility And Foreign Institutional Ownership Impact On The Value Firm With The Investment Opportunities
Yen-Hsien Lee, Chung Yuan Christian University
Huang Ya-Ling, Chaoyang University Of Technology
Yu-Shan Lin, Tamkang University
A Hybrid Mobile Library Book Recommender System Based On Mapreduce Techniques
Sung-Shun Weng, National Taipei University Of Technology
Ta-Wei Kuo, National Taipei University Of Technology

An Empirical Study Of User Loyalty In Mobile Instant Message Context: From The Perspective Of Deconstructing Customer Perceived Value
Chih-Chin Yang, Kainan University
Tzu-Yu Cheng, Kainan University

Combine The Context Information And Location Based Service Of The Restaurant Recommendation
Sung-Shun Weng, National Taipei University Of Technology
Sz-Wu Guan, National Taipei University Of Technology

It Investment And Constraints In Developing Countries: Evidence From Thai Manufacturers
Veera Bhatiasevi, Mahidol University International College

Study on Relationship between Information Involvement, Information Reliance, Information Satisfaction and Information Fidelity-with B&B Industry as an Example
Cheng-Wei Chung, Shu Te University
Jiun-Ching Chen, Shu Te University
Te-Fu Yen, Shu Te University
Huan-Tun Chen, Kainan University
The Factors Affecting The Availability Of Mobile Payments
Ching-Wen Lin, Chinese Culture University
Fu-Ju Yang, Chinese Culture University
Hsiao-Chen Chang, Chinese Culture University
Yi-Ju Wu, Chinese Culture University

Dynamic Load Balancing Among Virtual Machines
Kuen-Fu Huang, Chaoyang University Of Technology
Yuan-Liang Tang, Chaoyang University Of Technology

Perceived Interactivity And Perceived Playfulness Impact The Usage Of Qr Codes
Guan-Jie Lien, National Taiwan Sport University
Jun-Ren Wang, National Taiwan Sport University

Facilitating Knowledge Generation And Sharing Through Virtual Communities Of Practice – A Case Study Approach
Isabella Gaafke, University of Bremen
Joerg Freiling, University of Bremen
Martin Krikken, University of Bremen

Where the Innovations Occurs in IDF Complex Project
Hui-Hua Ou-Yang, Chien Hsin University of Science and Technology
Hsiao-Yu Chang, National Sun Yat-Sen University
The Effects Of Product Quality And Service Quality On Consumer Satisfaction And Loyalty—Taking Auto Industry As An Example
Kun-Huang Yeh, Tatung University
Pei-Ching Wu, Tatung University
Han-Wei Liang, Tatung University
Jui-Chou Shih, Tatung University

The Effect Of Screen Size, Brightness, Watching Distance And Time Period Of Using Smartphone On Vision
Ching Hua Lin, Chung Hua University
Yu Chu Chan, Chung Hua University
Ching Min Yang, Chung Hua University

Scheduling In Multi-Product Assembly Lines With Multiple Objectives
Calvin K Yu, Ming Chi University Of Technology
Chien-Yi Ho, Ming Chi University Of Technology

Rectifying Sampling Inspection Plans In A Multi-Stage Serial Production Process
Calvin K Yu, Ming Chi University Of Technology
Tzu-Jen Hsu, Ming Chi University Of Technology

Fuzzy Reasoning Inference Associated With Genetic Algorithm Applied To A Two-Wheeled Self-Balancing Robot Of Lego Mindstorms Nxt
Che-Ying Lin, University Of Taipei
Chih-Peng Huang, University Of Taipei
Jui-Chung Hung, University Of Taipei
Constructing The Kafkaesque Bureaucracy: The Interplay Of Meaning, Practice, And Emotion Work
Miguel Pina Cunha, Universidade Nova De Lisboa
Stewart Clegg, University Of Technology, Sydney
Arménio Rego, Universidade De Aveiro
Marta Oom De Sousa, Universidade Nova De Lisboa

The Effects Of Abusive Supervision On Job Satisfaction And Organizational Commitment
Kun-Huang Yeh, Tatung University
Chen-Mei Chang, Tatung University
Wen Szetu, Tatung University
Wan-Yu Chang, Tatung University

Applying Information Technology To Facilitate Job Accommodation Of The Disabled Employees In Service Industry
Chang-Tang Chiang, Fu Jen Catholic University
Ya-Yun Cheng, Fu Jen Catholic University
Chin-Chuan Huang, Ming Chuan University
Ming-Hsien Yang, Fu Jen Catholic University

The Interviewee’S Tactics In Impression Management Effect To The Interview’S Grade: Organizational Culture As A Moderator
Chih Yang Chao, Ling Tung University
Pei Yu Ku, National Changhua University Of Education
Yen Hui Lin, National Changhua University Of Education
Jia-Wen Liou, Ling Tung University

The Antecedents Of Ethical Leadership: The Moderating Effects Of Self-Monitoring
Chin-Fang Yang, Da-Yeh University
Chi-Shiun Lai, National Yunlin University Of Science & Technology
Shu-Li Chang, National Yunlin University Of Science & Technology

The Effectiveness Of Different Types Of Fisheries Organization In The State Of Baja California, México.
Alma Delia Inda, Universidad Autonoma de Baja California
Gloria Muñoz del Real, Universidad Autonoma de Baja California
Cinthia Irene Carrazco Soto, Universidad Autonoma de Baja California
Assessing Dynamic Relationship Between Stock Prices And Exchange Rates In Korea  
Jung Wan Lee, Boston University  
Tantatape Brahmasrene, Purdue University North Central

The Dual Roles Of Institutional And Insider’S Ownership In Accrual And Real Earnings Management  
Ming-Feng Hsu, National Chiayi University  
Kehluh Wang, National Chiao Tung University

The Effect Of Implementation Of Ifrs On Performance In Taiwanese Commercial Banks — A Network Sbm Approach  
Chuang Min Chao, National Taipei University Of Technology  
Ming Miin Yu, National Taiwan Ocean University  
Nan Hsing Hsiung, National Taipei University of Technology

The Relationship Between Mergers’ Corporate Governance And Financial Performance  
Kuang-Husn Shih, Toko University  
Fu-Ju Yang, Chinese Culture University  
Yi-Hsien Wang, Chinese Culture University  
Chen-Ting Yen, Chinese Culture University

Ranking Hedging Instrument and Comparing Hedge Effectively between Vertical Integration and Virtual Integration Model in Taiwan Semiconductor Industry  
Wan-Rung Lin, Chinese Culture University  
Kuang-Husn Shih, Chinese Culture University  
Yi-Hsien Wang, Chinese Culture University  
Ping-Hui Huang, Chinese Culture University

The Momentum Strategy And Trading Behavior Of Broker Branches In Taiwan Stock Market  
Yen-Hsien Lee, Chung Yuan Christian University  
Kuan-Hung Liu, Tamkang University  
Tzu-Hui Chen, Chung Yuan Christian University
Session: H1
Time: 09:00-10:30, July 05, 2014
Paper ID: 1205
The Relevance Study Of Elderly Health Depreciation And Medical Care Demand: The Application Of Qualitative Response Model
Ching-Yu Chen, Tunghai University
Jwu Rong Lin, Tunghai University
Shuo-Chun Weng, National Yang-Ming University

Paper ID: 1269
Fair Trade Study Of Taiwan
Chang-Lin Yang, Fu Jen Catholic University
Yan-Ling Chen, Fu Jen Catholic University
Cheng-Tao Hsu, Fu Jen Catholic University
Yu-Yi Chien, Fu Jen Catholic University

Paper ID: 1869
A Time-Honored Branded Restaurant: How It Can Survive?
Bill Xu, The Hong Kong Polytechnic University.
Stephanie Lee, The Hong Kong Polytechnic University.

Paper ID: 8282
GLOBAL TRADE NETWORK IN LIGHT OF VALUE CHAINS AMONG BRICS, THE USA, THE EU AND JAPAN
Masaaki Kuboniwa, Hitotsubashi University
Session: H2
Time: 09:00-10:30, July 05, 2014
Paper ID: 2286
Social Exclusion And Consumption Pattern: An Experimental Study
Matthew Liu, University Of Macau
Eunice Chu, University Of Macau

Paper ID: 2366
Effect Of Brand Experience On Loyalty: The Role Of Satisfaction And Affective Commitment
Pi-Chuan Sun, Tatung University
Yen-Ting Wu, Tatung University
An-Yi Wang, Tatung University

Paper ID: 2462
Counteractive Contrual On The Purchase Intention
Ming-Chuan Pan, Tatung University
Jian-Kai Luo, Tatung University
You-Ming Liou, Tatung University
Hsiu-Yuan Cheng, Tatung University

Paper ID: 2502
The Effects Of Consumer Persuasion Knowledge On The Attitude Toward Superstitious Products – Taking Three Situations As Moderators
Li-Shia Huang, Fu Jen Catholic University
Tsai-Ling Wu, Fu Jen Catholic University

Paper ID: 2710
THE ANTECEDENTS OF WEBSITE USERS’ CONTINUED USAGE: THE AUTOMATIC PERSPECTIVE
Chih-Hao Lien, Chaoyang University Of Technology
Hsiu-Hua Cheng, Chaoyang University Of Technology

Paper ID: 2838
Factors affecting environmental benefits for consumers to accept a hybrid vehicle
Chien-Wen Chen, Feng Chia University
Pei - Hsin Yu, Feng Chia University
Chiang-Yu Cheng, Chaoyang University Of Technology
Session: H3
Time: 09:00-10:30, July 05, 2014
Paper ID: 3100
**Operating Capital Management And Corporate Performance: Global Evidence**
Chong-Chuo Chang, Asia University

Paper ID: 3316
**Covering Activity And Stock Returns**
An-Sing Chen, National Chung Cheng University
Chong-Chuo Chang, Asia University
Lee-Young Cheng, National Chung Cheng University
Hau-Tze Hsu, National Chung Cheng University

Paper ID: 3524
**The Effectiveness Of Problem-Based Learning In The Accounting Course**
Lai Wei Hung, Tamkang University
Hsu Chih-Shun, Tamkang University
Yen Sin-Hui, Tamkang University

Paper ID: 3612
**Mortality Indexes: Construction And Applications To Securitization**
Johnny Siu-Hang Li, University Of Waterloo

Paper ID: 3660
**Deviations from Put-Call Parity and Corporate Bond Yield Spreads**
Chyi-Lun Chiou, Fu Jen Catholic University
Mao-Wei Hung, National Taiwan University

Paper ID: 3772
**Is It Smart to Bet Against Rational Speculators in the Small Market? It Depends**
Hui-Huang Tsai, National United University
Ting-Pi Wu, National Central University
Session: H4
Time: 09:00-10:30, July 05, 2014
Paper ID: 4195

Application Of Kernel Ica And Dea In Assessing Corporations’ Operating Performance
Tai-Feng Chen, National Chi Nan University
Ming-Chieh Wang, National Chi Nan University

Paper ID: 4299

The Application Of Fmea & Data Mining- Building Up A Company Online Maintenance Platform
Pin-Yang Liu, National Sun Yat-Sen University
I-Cheng Lee, National Sun Yat-Sen University
Wei-Kai Lai, National Sun Yat-Sen University

Paper ID: 4467

Study On Implement Of The Personal Information Protection Act Architecture For An University
Wei-Ming Ma, Cheng Shiu University

Paper ID: 4475

Shaping Evolving Structures For Agility Of It Governance: A Study Based On Platform Organizing Logic
Chia-Ming Sun, National Yunlin University Of Science & Technology
Yen-Yao Wang, Michigan State University

Paper ID: 8074

WEB USER CLUSTERING MODEL FOR MINING EVOLVING USER PROFILES
Guang-Feng Deng, Institute For Information Industry
Does Technology Sourcing Strategy Really Enhance Firm’S Performance?
Chun-Jung Peng, National Chi-Nan University
Wen-Bin Chuang, National Chi-Nan University

Ip Traceback And Combined With Mac On Cloud Dos Security Defense Mechanism
Hong-Bang Lyu, Chaoyang University Of Technology
Sue-Chen Hsueh, Chaoyang University Of Technology

A Case Study Of Full Anonymous Rule-Based Web Authentication System
Hsien-Wen Tseng, Chaoyang University Of Technology
Hui-Shih Leng, Chaoyang University Of Technology
Wei-Shiang Chen, Chaoyang University Of Technology

Investigation Of Sme Needs In Mobile Signoff Documents App
Chiou-Shu Justina Hwang, Meiho University

Innovation Business Process Of Information Technology Project
Vipakorn Vadhanasin, Chulalongkorn University
Suthas Ratanakuakangwan, Chulalongkorn University

AN IMAGE-BASED LEARNING PROCESS FOR SHARING LEARNING EXPERIENCE IN SOCIETY NETWORK
Jian-Wei Li, Chaoyang University Of Technology
Yi-Chun Chang, Hungkuang University
A Two-Period Pricing Game Between Brand And Generic Manufacturers In The Presence Of Consumer Memory
Cheng-Han Wu, National Yunlin University Of Science And Technology
Guang-Jhih Chen, National Yunlin University Of Science And Technology

Effects Of Background Music On Attention, Mood And Learning Effect For People With Developmental Disabilities
Leemen Lee, Fu Jen Catholic University
Rong-Hwa Huang, Fu Jen Catholic University
Ya-Ting Zhan, Fu Jen Catholic University

Psychophysiically Determining Maximum Acceptable Weight Of Lift For Irregular Objects
Yi-Lang Chen, Ming Chi University Of Technology
Yin-Sheng Ou, Ming Chi University Of Technology
Ting-Kunag Ho, Ming Chi University of Technology

The Influence Of Background And Product Color Combination On Perceived Price
Rong-Hwa Huang, Fu Jen Catholic University
Wen Ban, Fu Jen Catholic University
Yao Chin Wang, Fu Jen Catholic University
Ting Ya Yang, Fu Jen Catholic University
Meng Tzu Ho, Fu Jen Catholic University

A Novel Evolutionary Algorithm for Network Reconfiguration of Distribution Systems
Ji-Pyng Chiou, Ming Chi University Of Technology
Chung-Fu Chang, Wufeng University
Jyun-Siang Jhang, Ming Chi University Of Technology
Session: H7  
Time: 09:00-10:30, July 05, 2014  
Paper ID: 7143  
A Study On The Weighting Of Evaluation Indicators For Training Quality System: The Case Of TTQS  
Yen-Hui Liu, National Taiwan Normal University  

Paper ID: 7423  
People’S Sustainability Of Life Quality Through Philosophy Of Sufficiency Economy In Kunlayaniwattana District, Chiang Mai, Thailand  
Raphassorn Kongtanajaruanun, Maejo University  
Patcharin Supapunt, Maejo University  
Chat Pongsiwat, Maejo University  

Paper ID: 7447  
The Effect Of Students’ Personality Traits On Learning Performance And The Moderating Effect Of Advisers’ Leadership Style  
Chin-Tarn Lee, National Sun Yat-Sen University  
Jen-Tsung Huang, National Sun Yat-Sen University  
Yu-Ching Lin, National Sun Yat-sen University  

Paper ID: 7535  
A Job Or A Career? An Exploratory Study Of Flight Attendants’ Perceptions Of Job And Career.  
Jui-Chih Peng, National Changhua University Of Education  
Kay H Chu, Tunghai University  
Chi-Tung Tsai, National Changhua University Of Education  

Paper ID: 7567  
The Relationships among Workplace Bullying, Organizational Cynicism, Organizational Socialization and Psychological Contract  
Yaonan Lin, Fu Jen Catholic University  
Shu Ching Chiu, Fu Jen Catholic University  

Paper ID: 7719  
ABUSIVE SUPERVISION IN RUGBY FOOTBALL TEAM TRAINING  
Chang-Lien Ho, National Taiwan Sport University  
Wan-Ting Shih, Taipei Chengshih University Of Science And Technology  
Ying-Ti Shih, Hsin Sheng College Of Medical Care And Management
Session: H8
Time: 09:00-10:30, July 05, 2014
Paper ID: 3132

**Family Involvement, Earnings Smoothing, and Information Asymmetry**
Shujun Ding, University of Ottawa
Gloria Y. Tian, University of New South Wales
Craig Wilson, University of Saskatchewan
Zhenyu Wu, University of Manitoba
Fan Yang, University of Saskatchewan

Paper ID: 3140

**The Insurance-Growth Nexus And The Role Of Stock Market Liquidity**
Han Hou, Lunghwa University Of Science And Technology
Chih-Ping Yu, Central Taiwan University Of Science And Technology
Su-Yin Cheng, Kainan University

Paper ID: 3500

**The Construction Of Yield Curve For Interest-Sensitive Type Of Life Insurance**
Jung-Bin Su, China University Of Science And Technology

Paper ID: 3548

**Herd Behavior And Idiosyncratic Volatility: Evidence Of Taiwan Equity Market**
Tung-Hsiao Yang, National Chung Hsing University
Teng-Ching Huang, National Chung Hsing University
Bing-Huei Lin, National Chung Hsing University

Paper ID: 3852

**CAN PROFESSIONAL SKEPTICISM REDUCE THE INFLUENCE OF HALO EFFECT IN AUDITORS’ FRAUD JUDGMENT?**
Suzy Noviyanti Budhiono, Satya Wacana Christian University
Astrini Diar Pramesthi, Satya Wacana Christian University
Serly Vionita Santoso, Satya Wacana Christian University
Victoria Yovita Purwadi, Catholic University Of Soegijopranoto
Session: I1
Time: 11:00-12:30, July 05, 2014

Paper ID: 3156
An Application Of The Multi-Activity Dynamic Network Dea Model: The Case Of Banks In Taiwan
Chuang-Min Chao, National Taipei University Of Technology
Ming-Miin Yu, National Taiwan Ocean University
Yun-Ting Lee, National Taipei University Of Technology

Paper ID: 3212
Stock Market Returns, Corporate Characteristics, And Corporate Governance In Overall Stock Market Slump
Chao Chau-Min, National Taipei University Of Technology
Wu Shih-Wei, National Taipei University Of Technology
Chen Ching-I, National Taipei University Of Technology

Paper ID: 3364
The Relationship between Mutual Fund Investors and Performance Based on Liquidity
Nan Yu Wang, Ta Hwa University of Science and Technology
Yen His Lee, Chaoyang University of Technology
Chia Yi Lin, Chaoyang University of Technology

Paper ID: 3380
An Empirical Investigation Of Intellectual Capital
Fu Zhong Yu, North China Electric Power University
Lu He, North China Electric Power University

Paper ID: 3812
Politically connected firms and market liquidity: Evidence from China
Mingfa Ding, Lund University
Session: I2
Time: 11:00-12:30, July 05, 2014
Paper ID: 2214
**Customer Satisfaction On The Service Quality Of International Cruise Lines**
Yueh Chiu Wang, National Penghu University

Paper ID: 2414
**The Effects Of Social Projection On Gift Selection And Satisfaction**
Yu Chen Chen, Soochow University
Rong-An Shang, Soochow University
Chia-Ling Lee, Soochow University
Chung-Kuang Lin, Soochow University
Chun-Ting Chang, Soochow University

Paper ID: 2446
**A Study Of The Impact Of Salespersons’ Capacity In Telecommunication Industry On Relationship Quality And Customer-Based Customer-Relationship-Management Performance—Taking Small And Medium-Sized Enterprises As Examples**
Nan-Hong Lin, Tatung University
Yi-Lin Chen, Tatung University
Han Yu, Tatung University
Lan-Hsun Wang, Tainan University Of Technology

Paper ID: 2598
**Recovering Group Service Failures : Insights From Two Studies**
Sze Lung Alex Tsang, Hong Kong Baptist University
Yuanyuan Zhou, Hua Zhong University Of Science And Technology
Minxue Huang, Wuhan University
Nan Zhou, City University Of Hong Kong
Chenting Su, City University Of Hong Kong

Paper ID: 2702
**E-commerce on retail chain marketing analysis**
Hsiang-Ting Su, National Kaohsiung First University Of Science And Technology

Paper ID: 2886
**The Influence Of Brand Experience To The Brand Preference And Purchase Intention In England Tea**
Hui-Chen Chang, National Taipei University
Wen-Chieh Cheng, National Taipei University
Lin-Ju Cheng, St. John’s University
Session: I3
Time: 11:00-12:30, July 05, 2014

Paper ID: 3420
**Combining Value Averaging And Bollinger Band For An Etf Trading Strategy**
Hung-Cheng Lai, Overseas Chinese University
Tseng-Chan Tseng, Nan Kai University Of Technology
Sz-Chi Huang, Overseas Chinese University

Paper ID: 3668
**Capital Structure Choices: Evidence From Taiwanese Mall- And-Medium Enterprises**
Shu-Ling Cheng, Far East University

Paper ID: 3724
**How Should We Recognize Assets And Revenue In The Rate-Regulated Industry?**
Wansuk Ko, Hankuk University Of Foreign Studies

Paper ID: 3972
**THE DETERMINANTS OF COMPENSATION COMMITTEE QUALITY**
Chin-Yuan Chang, Kao Yuan University

Paper ID: 3980
**Equity Fund Manager Performance: Factor Specialization and the Impact of Financial Crisis**
Annmaria D'Arcangelis, University of Tuscia Viterbo
Giuseppe Galloppo, University of Tuscia Viterbo
Using Sem And Cart To Construct A Computer-Aided Diagnosis System For Breast Cancer
Jinn-Yi Yeh, National Chiayi University
Tai-Hsi Wu, National Taipei University

Content-Based Classification Of Alpha Wave Music
Yu-Lung Lo, Chaoyang University Of Technology
Zih-Yin Lai, Chaoyang University Of Technology

The Use Of Conjoint Analysis To Construct A Healthcare App Assessment Model
Hsueh-Yi Lu, National Yunlin University Of Science And Technology
Yi-Hua Lin, National Yunlin University Of Science And Technology

An Analysis Of Factors Affecting The Adoption Of Cloud Service Based On Toe Framework
Hsin-Pin Fu, National Kaohsiung First University Of Science And Technology

A Real Time Three-Tier Smart Video Surveillance System
Hsieh Chen-Chiung, Tatung University
Session: I5
Time: 11:00-12:30, July 05, 2014
Paper ID: 5096
**Offshore R&D Strategy And Firm’S Productivity - Evidence From Taiwanese Firms In Manufacturing Industry**
Wen-Bin Chuang, National Chi-Nan University

Paper ID: 5112
**Quality Enhancement Of P2P By Using Candidate Node Election Mechanism In The Interest-Group Based P4P**
Shu-Ching Wang, Chaoyang University Of Technology
Hsin-Hung Pan, Asia University

Paper ID: 5128
**Performance Enhancement Of Service Oriented Internet Of Things By Using Management Of Service Requests**
Shu-Ching Wang, Chaoyang University Of Technology
Lun-Hao Liao, Chaoyang University Of Technology

Paper ID: 5528
**The Impact Of R&D Department’S Core Rigidity And Collective Efficacy On Innovative Performance**
Liang Yang Lin, National Kaohsiung Normal University
Ming Hsueh Chen, Chien Hsin University Of Science And Technology
Yi-Chin Hsieh, Retail Support International

Paper ID: 5536
**THE TECHNOLOGY FLOWS VIA AN AUTOMOBILE COMPANY**
Atsushi Inuzuka, Nagoya University
Impact Of Background Music On Attention And Mood For Workers With Developmental Difficulties
Leemen Lee, Fu Jen Catholic University
Rong-Hwa Huang, Fu Jen Catholic University
Chang-Ta Liu, Fu Jen Catholic University

Developing A Process-Oriented Mechanism Using Quality Function Deployment For Modularity Analysis In New Product Development
Jiun-Shiung Lin, Ming Chi University Of Technology
Jen-Huei Chang, Tungnan University
Chung-Hsien Wu, Ming Chi University Of Technology
Jia-Hong Wong, Ming Chi University Of Technology

Investigation And Analysis Of Risks For Manual Handling Tasks Of Gas Cylinders
Yi-Lang Chen, Ming Chi University Of Technology
Cho-Yang Chiang, Ming Chi University Of Technology
Chiao-Ying Yu, Ming Chi University Of Technology

Two-Stage Unrelated Multiprocessor Flow Shop Scheduling With Batch And Dynamic Job Arrival
Rong-Hwa Huang, Fu Jen Catholic University
Chang-Lin Yang, Fu Jen Catholic University
Jia-Rong Li, Fu Jen Catholic University
Session: I7
Time: 11:00-12:30, July 05, 2014
Paper ID: 7151
An Empirical Study On The Learning Motivation And Learning Performance For People Who Attend The Vocational Rehabilitation Course In Taiwan
Neng-Tang Huang, National Taiwan Normal University
Shih-Ting Chen, National Taiwan Normal University

Paper ID: 7335
Psychological Crisis Intervention Of International Experience And Enlightenment Of The Significant Emergent Events
Yan Shao Bing, Dongbei University Of Finance And Economics

Paper ID: 7407
The Effects Of Leadership Styles On Trust, Affective Commitment And Performance
Pi-Chuan Sun, Tatung University
Chun-Ming Huang, Tatung University
Dai Omote, Tatung University
Sheng-Chieh Lin, Tatung University

Paper ID: 7559
Understanding Drivers Of Hotel Employee Retention In Thailand And Philippines: A Manager’S Perception
Kumutinee Jaroenrat Worasuwan, Burapha University
Karen Miranda Fernandez, Imus Institute

Paper ID: 7711
A RESEARCH OF THE RELATIONSHIP BETWEEN SLEEP QUALITY AND DEVIANT BEHAVIOR: THE MEDIATION EFFECT OF STATE HOSTILITY
Tung Chi Tsai, National Changhua University Of Education
Tzu Hsin Chen, National Changhua University Of Education
Hsu Jung Chih, National Changhua University Of Education

Paper ID: 8754
Transforming cultural identity: Danish culture in a Japanese company. The Case of the Andersen Bakery Group
Esben Karmark, Copenhagen Business School
An Innovative Business Model For The Balance Of Sustainable Environments, Community Building And Economical Developments
Kai-I Huang, Tunghai University
Sue-Ming Hsu, Tunghai University
Wei-Che Hsu, Tunghai University
Wei-Ling Hu, Tunghai University

The Types Of Property Management Service Contracts In Taiwan: A Comparison Of Standard And Consultant Contracts
Chin-Tai Kuo, Fortune Institute of Technology
Shih-Hsiung Chou, National Chiayi University
Bor-Ming Hsieh, Chang Jung Christian University
Ping Yi Kao, Chang Jung Christian University

A Study Of The Relation Between Corporate Environmental Performance And Economic Growth
Shou-Lin Yang, National Cheng Kung University
Ming-Tse Tsai, National Chengchi University
Chiung-Ying Lee, Chang Jung Christian University
Tzu-Hung Huang, Chang Jung Christian University

Rich-to-poor Diaspora Ventures – How do they survive?
Aki Harima, University Of Bremen
Joerg Freiling, University Of Bremen
Maria Elo, University Of Turku
Session: J1
Time: 13:00-14:30, July 05, 2014

Paper ID: 1173
**Business Development Strategy Of Vietnam Airlines Corporation For Year 2015**
Ron Chuen Yeh, Meiho University
Pansy Chung, Meiho University

Paper ID: 1197
**An Empirical Study Of Operating Performance In Taiwan'S Tourism Hotel Industry**
Jwu Rong Lin, Tunghai University
Ching-Yu Chen, Tunghai University
Yen-Hsiu Chen, Tunghai University

Paper ID: 1301
**The Generic Roles Of Oversea Branches For Product /Service Innovation In Financial Industry**
Yi-Ting Wang, National Taiwan Normal University
Min-Ping Kang, National Taiwan Normal University

Paper ID: 8090
**Becoming Cultural Products: Actor-Network Theory Perspective Of Entrepreneurship**
Hung Jung-Chih, National Sun Yat-Sen University
Tuan Tai-Hua, Taipei College Of Maritime Technology

Paper ID: 8146
**UPGRADING THE POTENTIAL OF ORGANIC ARABICA COFFEE GROWERS IN THAILAND: VALUE CHAIN PERSPECTIVE**
Chanita Panmanee, Maejo University
Amarin Keereekaw, Maejo University
Session: J2
Time: 13:00-14:30, July 05, 2014
Paper ID: 2262
The Relationship between Social Media Usage by Thai SMEs and Business Opportunity
Anupong Avirutha, Sripatum University

Paper ID: 2614
Negative Brand Publicity In International Markets And Its Impact On Domestic Reputation.
Paul Whitla, Lingnan University

Paper ID: 2694
Facebook Behavior: The Influence Of Perceived Identity Verification And Interrole Conflict On Proactive Facebook Use
Yi-Chun Liu, National Taiwan Normal University
Shih-Ju Wang, National Taiwan Normal University
Hsien-Tung Tsai, National Taipei University

Paper ID: 2718
An Integrated Model Of Visitors’ Behavioral Intentions Formation In Tourism Night Markets
Su-Ching Chang, Takming University Of Science And Technology
Session: J3
Time: 13:00-14:30, July 05, 2014
Paper ID: 3052
Threshold Model Of Gold And Oil Price Volatility In Southeast Asia Two Stock Markets: Empirical Study Of Thailand And Malaysian’S Countries
Horng Wann Jyi, Chia Nan University
Huang Ming Chi, Chia Nan University

Paper ID: 3108
Reconsidering The Disposition Effect By Vix: The Case Of Taiwan And China Fund Investors
Pi-Hsia Yen
Ya-Chung Sun
Ying-Pin Nick Cheng

Paper ID: 3252
The Dynamics Of Renminbi Exchange Rate Convergence: Evidence From Rolling Cointegration Analysis
Chun-Chie Huang, National Chi Nan University
Pei-Fen Chen, National Chi Nan University

Paper ID: 3876
Working Capital Management And Internationalization
Yi-Chein Chiang, Feng Chia University
Pi-Chung Chang, Feng Chia University

Paper ID: 3908
AN ANALYSIS OF THE EFFECTS OF SHAREHOLDERS STRUCTURE AND ACCOUNTING INFORMATION ON SECURITY RETURNS OF LISTED COMPANIES IN THE STOCK EXCHANGE OF THAILAND
Kanibhatti Nitirojtanad, Chulalongkorn University
Nantana Jaengsawang, Rajabhat Thepsatri University
A Mobile Cloud Monument Learning System Based On Adaptive Learning
Yi-Hsing Chang, Southern Taiwan University Of Science And Technology
Chung-Wei Chung, Southern Taiwan University Of Science And Technology

Toward Effective Records Management For Automating E-Discovery
Chang-Yang Lin, Eastern Kentucky University

A Mobile Social Support Mechanism For Product Purchasing Decision-Making
Lien-Fa Lin, National Chiao Tung University
Yung-Ming Li, National Chiao Tung University

When Digital Natives Meet New Immigrants- A New Perspective For Digital Divide
Cecilia I C Lin, Chia Nan University Of Pharmacy And Science

POWER RELATIONS IN AN A-HIERARCHICAL OPEN COLLABORATION COMMUNITY OF WIKIPEDIA
Dariusz Jemielniak, Kozminski University
Session: J5
Time: 13:00-14:30, July 05, 2014
Paper ID: 5120
The Study Of Virtual Machines Allocation On The Open Source Cloud Computing Platform---An Example Of Openstack
Shu-Ching Wang, Chaoyang University Of Technology
Guang-Yan Zheng, Institute for Information Industry

Paper ID: 5160
To Achieve Data Security By A Security Level Agreements Underlying The Iot Environment
Shu-Ching Wang, Chaoyang University Of Technology

Paper ID: 5176
Purchasing Recommendations By Mining Sliding-Window Based Clicking Sequences
Rong-Huei Chen, Chaoyang University Of Technology
Sue-Chen Hsueh, Chaoyang University Of Technology

Paper ID: 5264
A Follow-Up Study Of Effects Of The National Technology Creativity Cultivation And Competition Activity In Taiwan On Vocational High School Students
Ming-Hsiung Wu, China University Of Science And Technology
Pei-Chun Shih, China University Of Science And Technology
Hsin-Cheng Chen, China University of Science and Technology
Kuei-Miao Lin, China University Of Science And Technology
Chien-Hung Chen, Dahan Institute Of Technology

Paper ID: 5608
A PROPOSAL TO DEVELOP A DIGITAL MEDIA PLATFORM FOR COLOMBIA’S 21st CENTURY AGRICULTURE ECONOMY
Timothy Snipes, Southern Connecticut State University
Session: J6  
Time: 13:00-14:30, July 05, 2014  
Paper ID: 6239  
**A Negotiation Model For C2B E-Commerce**  
Wen-Yau Liang, National Changhua University Of Education

Paper ID: 6279  
**A Process-Oriented Mechanism With Two-Stage Method For Supplier Selection In New Product Development**  
Jiun-Shiung Lin, Ming Chi University Of Technology  
Jen-Huei Chang, Tungnan University  
Min-Che Kao, Ming Chi University Of Technology  
Pei-Fang Han, Ming Chi University Of Technology

Paper ID: 6485  
**Minimizing A Linear Objective Function Subject To Fuzzy Relational Inequalities With Addition-Min Composition**  
Chia-Cheng Liu, Vanung University  
Yung-Yih Lur, Vanung University  
Yan-Kuen Wu, Vanung University

Paper ID: 6565  
**Solving Intra-Department Medical Staff Scheduling Problems**  
Ping-Shun Chen, Chung Yuan Christian University  
Tsung-Huan Chiang, Chung Yuan Christian University  
Ming-Han Lin, Chung Yuan Christian University
Session: J7
Time: 13:00-14:30, July 05, 2014
Paper ID: 7431
Integrating Theory of Practice into Process Consultation: Habitus-oriented organizational intervention
Baruch Shimoni, Bar-Ilan University

Paper ID: 7455
The Impact Of High Commitment Human Resource Practices On Organizational Commitment
Chien-Chung Lu, Ming Chi University Of Technology

Paper ID: 7495
Former Employee's Cooperative Behavior and Its Antecedents
Yoshiaki Takao, Tokyo Metropolitan University

Paper ID: 7543
Relationship Between Career Barriers And Job Satisfaction Of Female Tour Leaders
Chih-Hung Wang, National Taichung University Of Education
Pei-Fen Kao, National Taichung University Of Education

Paper ID: 7703
The Impact of Entrepreneurship of Entrepreneurs of Small-And-Medium-Sized Enterprises on Organizational Innovation: The Mediating Roles of Firm Intellectual Capital and Job Engagement of Employees
Huo-Tsan Chang, National Changhua University of Education
I-Chieh Hsu, National Changhua University of Education
Shu-Chuan Chang, National Changhua University of Education
Hsin-Jung Tsai, National Changhua University of Education
Session: J8
Time: 13:00-14:30, July 05, 2014
Paper ID: 3164
The Effect Of The Company’S Industry Characteristics And Management Style Of Corporate Governance On The Stock Returns
Chuang-Min Chao, National Taipei University Of Technology
Chung-Jung Lee, Ming Chuan University
Hsing-Wei Huang, National Taipei University Of Technology

Paper ID: 3188
The Causal Relationship Between Taifex, The Open Interest, And The Net Buy/Sell Of Major Investors In Taiwan Stock Exchange
Chuang-Min Chao, National Taipei University Of Technology
Chung-Jung Lee, Ming Chuan University
Yu-Ting Yen, National Taipei University Of Technology

Paper ID: 3428
The Effect Of Split-Share Structure Reform On Audit Fee In China
Hsiaowen Wang, National Central University

Paper ID: 3916
Corporate Governance And Environmental Disclosure In Mining Industry
Terri Trireksani, Murdoch University
Hadrian G. Djajadikerta, Edith Cowan University
How Naming International Brands Affects Chinese Consumers’ Evaluations
Ching-Wei Ho, Feng Chia University
May-Ching Ding, Feng Chia University
Yuan-Shuh Lii, Feng Chia University

The Intention To Pay For Value-Added Services For Digital Cable Television In Taiwan
Te-Tsai Lu, Kun-Shan University
Tai-Ho Yang, Kun-Shan University
Li-Mei Wong, Kun-Shan University

The Impacts Of Manufacturer’S Relative Power On The Conflict Resolution Strategies: The Influences Of Network Structural Embeddedness Of Dealer
Zhang Guang Ling, Wu Han University
Wang Hui, Wu Han University
Zhan Zhi Fang, Hunan University Of Commerce
Zhou Nan, City University Of Hong Kong

Interaction Of Consumer Affection And Comparative Advertising Intensity
Ching-I Teng, Chang Gung University
Pei-Yuan Ho, Chang Gung University
Ju Lu, Chang Gung University

The Influence Of Impulse Buying Tendency And Non-Interactive Social Influence With Price Discount On Impulse Buying Intention
Chun-Ling Chuang, Kanan University
Hong-Lin Tian, National Taipei University Of Technology
Rong-Ho Lin, National Taipei University Of Technology
Fang-Chih Tien, National Taipei University Of Technology

Effect of tourist knowledge on the consumer evaluation of group package tour
Shih-Jie Lin, National Taichung University Of Education
Chih-Hung Wang, National Taichung University Of Education
Impact of Advertisements on The Fast Food Industry: The Sulatanate Of Oman
Veena Tewari, Majan College
Mastan Vali, IBRI College Of Business And Technology

Effects Of Brand Name And Price On Purchase Intentions For Group Package Tours
Hsiu-Hui Chang, Chungyu Institute Of Technology
Wen-Ling Chou, Chungyu Institute Of Technology
Chih-Wei Chiu, Chungyu Institute Of Technology
Yin-Ru Hsieh, Da-Yeh University

Improvement On Market Share Of Activites In Vietnam Lpg Co., Ltd (Vt-Gas)
Pansy Chung, Meiho University

The Empirical Study Of Promotion Methods, Brand Equity And Purchase Intention-An Example Of Taiwan Convenient Stores
Chi-Chuan Wu, Tatung University
Hsin-Yi Lee, Tatung University
Kai-Yung Chang, Tatung University

Mobile Shopping App Quality Influences Shopping Values And Repurchase Intentions
Wen-Kuo Chen, Chaoyang University Of Technology
Wei-Hsun Hsu, Chaoyang University of Technology
Szu-Ting Liu, Chaoyang University Of Technology
Hsuan Lin, Chaoyang University Of Technology
Pi-Ying Hsu, Chaoyang University Of Technology
Ying-Hsun Hung, Hwa-Hsia Institute of Technology

To Explore The Relationships Between Female Body Image, Attitude Belief, Subjective Norm And The Intention Of Medical Cosmetology In Taiwan
Shu-Luan Kao, Hwa Hsia Institute Of Technology
Chung-Chien Wang, Shih Hsin University
Session: K3
Time: 14:45-16:15, July 05, 2014
Paper ID: 3012
Firm Performance In The Global Financial Crisis: Evidence Of China
Mei-Ping Chen, National Taichung University Of Science And Technology
Cheng-Hwai Liou, National Taichung University Of Science And Technology
Shaio Yan Huang, National Chung Cheng University
Hsueh-Ju Chen, National Chung Hsing University

Paper ID: 3084
Using A Simutaneous Equation Tobit Model To Investigate The Market Valuation Of Disclosed Employee Stock Option Expense: The Symmetrically Least Squares Estimator Approach
Shih-Ti Yu, National Tsing Hua University
Chii-Shyan Kuo, National Cheng Kung University

Paper ID: 3348
The Impact Of Different Trader Types On Price Efficiency In Commodity Futures
Yu-Lun Chen, Chung Yuan Christian University
Ya-Kai Chang, National Chengchi University

Paper ID: 3620
Determinants Of Emerging-To-Listed Stock Market Transfer In Consideration Of Unobserved Heterogeneity
Chang-Chun Cheng, Ming Chuan University
Chung-Jung Lee, Ming Chuan University

Paper ID: 3940
Insider Trading around Earnings Announcement, Family Firms and Block Ownership: Evidence from Thailand
Nopmanee Tepalagul, Chulalongkorn University
Aim-Orn Jaikengkit, Chulalongkorn University
The Concept Of Social Warehousing For On-Line Social Networking Management Of Synecological Business Intelligence
Frank Shou-Cheng Tseng, National Kaohsiung First University Of Science And Technology
Annie Yun-Huan Chou, Roc Military Academy

Application Of Near Field Communication In Mobile Learning
Yung-Hsin Wang, Tatung University
Wei-Ming Chiu, Tatung University

Implementation of Collaborative Video Streaming on Mobile Device by Using Bluetooth
Ching-Yi Cheng, National Taipei University Of Technology
The Quality Of Services Improvement For The E-Commerce Underlying IoT By Using Context-Aware Sensing Messages And Information Feedback Mechanism
Shu-Ching Wang, Chaoyang University Of Technology
Chih-Ming Chang, Chaoyang University Of Technology

Taiwan Tranquali System Importation--A Case Study On A Transmission Components Factor In The Central Region Of Taiwan
Shu-Ching Wang, Chaoyang University Of Technology
Kuo-Qin Yan, Chaoyang University Of Technology

The Research And Development Of Inquiry Teaching And Innovative Teaching In The Field Of Quality Agriculture Technologies At Vocational High Schools
Ming-Hsiung Wu, China University Of Science And Technology
Hsin-Cheng Chen, China University Of Science
Man-Yu Hsu, China University of Science and Technology
Pei-Chun Shih, China University Of Science And Technology
Kuei-Miao Lin, China University Of Science And Technology
Heng-Lin Li, National Long-Tan High School
Chuan-Jie Sheen, National Long-Tan High School
Chao-Yaoc Chang, National Long-Tan High School
Hsin-Yi Lin, National Long-Tan High School
Hui-Lan Kuo, National Long-Tan High School

HOW DOES CULTURAL DIVERSITY AFFECT INTERNATIONAL JOINT VENTURE PERFORMANCE IN THAILAND?
Supawadee Photiyarach, Kasetsart University
Pornlapas Suwannarat, Mahasarakham University
Naowarut Meejun, Silpakorn University
Session: K6
Time: 14:45-16:15, July 05, 2014
Paper ID: 3468
**Var Computation With Range-Based And Return-Based Garch Model**
Ren-Her Wang, Tamkang University

Paper ID: 3588
**Financial Crises Contagion Among Bric And Piigs Countries**
Kuangfu Cheng, Ling Tung University

Paper ID: 3860
**The Relationship Among Auditor’S Characteristics, Firm Size And Audit Quality**
Sheng-Te Chou, Chinese Culture University
Lu-Jui Chen, Ming Chuan University

Paper ID: 3884
**Who Takes The Lead To Advocate For International Financial Reporting Standards, The G20 Or The G8**
Judith Anne Kamnikar, Auburn University At Montgomery
Edward Gerald Kamnikar, Public Cfo Solutions
Keren Hill Deal, Auburn University At Montgomery

Paper ID: 31020
**Market Risk of Coal: A Value at Risk Measurement**
Torng-Her Lee, National Dong Hwa University
Hai-Min Chen, Dahan Institute Of Technology
Chin-Ping Tsai, Ho Ping Fire Power Plant
Comparison Analysis On Safety Culture Between The Executives And The Operators: A Case Study Of Aircraft Manufacturer In Taiwan
Wen-Chen Hwang, National Taiwan Normal University
Yu-Hsi Yuan, Yuanpei University
Yu-Jui Huang, National Taipei University Of Education

Cross Generation Decision Making: Similarities And Differences Between Gen X And Gen Y Employees
Kar Ling Lee, Inti International College, Penang
Shyamala A/P Murugesan, Inti International College, Penang

The Moderating Effects Of Self-Efficacy On The Relationship Between Applicant Faking Intention And Faking Behavior
Hsu-Mei Lee, Dayeh University
Chun-Hua You, Dayeh University
You-Hsuan Chang, Dayeh University

Service Climate And Service Effort Of Frontline Employees In The Tourist Hotels
Chih-Hung Wang, National Taichung University Of Education
Fan-Yu Liu, National Taichung University Of Education

HOW HR MANAGERS LEARN AND GAIN WISDOM: A MULTICULTURAL PERSPECTIVE
Kuo-Hung Tseng, Meiho University
Li-Chung Chang, Meiho University
Ron Chuen Yeh, Meiho University
Yi-Cheng Chen, National Taitung University

Executive Leadership Development in Knowledge-Based Economy – A study on transformational Leadership
Wei-Chung Chang, National Chengchi University,
A Study On The Patient Satisfaction With Case Manager: Outcome Measurement Of Oncology Case Management Model
Shu-Hui Chuang, Taiwan Shoufu University
Hsiu-Hui Lee, National Cheng Kung University Hospital
Hui-Chin Liu, National Cheng Kung University Hospital
Po-Kai Chang, Taiwan Shoufu University
Jung-Kai Su, Taiwan Shoufu University

Effects Of Illumination Conditions And Chromaticity Contrast On Reading Performance
Chin-Chiuan Lin, Kun-Shan University

Investigation On The Stabilizations Of The Farmers’ Nominal Income And Farm Prices: A Target Zone Perspective
Meng-Yi Tai, Fo Guang University
Shih-Wen Hu, Feng Chia University

An Application Of The Pose Recognition System In The Contactless Cryptosystem
Chih-Ming Lin, Ming Chi University Of Technology
Te-Kwei Wang, Ming Chi University Of Technology
Yu-Hsun Lin, Ming Chi University Of Technology
Cheng-Yi Chu, Ming Chi University Of Technology

An Investigation into the Global Supply Chain Quality Management: Mutual Vulnerability versus Unilateral Invincibility
Ebrahim Soltani, Hamdan Bin Mohammed Smart University
Ying Ying Liao, Xi’An Jiaotong-Liverpool University
Janakiraman Moorthy, Institute Of Management Technology
Poster Presentation

Session: P1
Time: 14:30-15:00, July 03, 2014
Paper ID: 1109

A Study on the Important Factors of Attracting Tourists Visiting Tourism Factories: A Case Study on a Certain Tile Factory
chien-yun lee, Chihlee Institute of Technology

Paper ID: 1125

Research on the Application of Balanced of Scorecard as Key Performance Indicator of the College Administration Departments in northern Taiwan
Shin Chyang Lee, Chihlee Institute of Technology
Yu Fen Chen, Chihlee Institute of Technology
Feng Yu Lin, Chihlee Institute of Technology

Paper ID: 2046

The Analysis of Customer Satisfaction and Recreation Value towards Theme Parks-the example of The Janfusun Fancyworld
Jin-Duan Lai, Jinwen University of Science and Technology
Li-Lin Shang, Jinwen University of Science and Technology

Paper ID: 2126

DOES THE LONGER OR SHORTER BUDGET FRAME MATTER? NUMBEROSITY EFFECT, MENTAL BUDGET, AND PURCHASE INTENTION
Hsin-Hsien Liu, National University of Kaohsiung
Hsuan-Yi Chou, National Sun Yat-sen University

Paper ID: 2150

International student recruiting strategies of higher education institutions in Taiwan
Yu-Chuan Chen, National Taichung University of Education

Paper ID: 2166

The Study of the Impact of Placebo-like Effect on Consumers’ Quality Perceptions
Kuan Fu Yung, National Kaohsiung First University of Science and Technology
Jeng Jei Li, National Kaohsiung First University of Science and Technology
Li Huei Hsiang, National Kaohsiung First University of Science and Technology
MARKETING’S INTERFACES WITH OTHER DEPARTMENTAL FUNCTIONS: A REVIEW OF LITERATURE
Binh Nghiem-Phu, Keio University

Exploring the views of first-visit customers on hospital service quality by customer satisfaction
Hsia Yu Wang, Tainan Municipal Hospital
Hsia Chiu Hung, Tainan Municipal Hospital
Jung Li Peng, Tainan Municipal Hospital

PERCEIVED INTERACTIVITY ON COSMETIC WEBSITES
Kuang-Wen Wu, Feng Chia University

CONSUMER BEHAVIOR AND THE INTENTION OF USING INTELLIGENT LOGISTICS SYSTEM TOWARD TAIWAN LOGISTIC INDUSTRY
Yu-Bing Wang, Feng Chia University

Literature Review of Recent Online Word-Of-Mouth Research
Yann-Jy Yang, Ming Dao University
Chih-Chien Wang, National Taipei University

Foreign Direct Investment in Vietnam: Does ASEAN+3 really matter?
Anti Lee, National Chinyi University of Technology
Chen Chien-Ping, University of Houston-Victoria

DESIGNING A PROBLEM-SOLVING INSTRUCTION IN A WEB-BASED COOPERATIVE LEARNING ENVIRONMENT FOR AN ACCOUNTING COURSE
Kai-Wen Cheng, National Kaohsiung University of Hospitality and Tourism
Session: P1
Time: 14:30-15:00, July 03, 2014
Paper ID: 3180
Directors’ and officers’ Liability Coverage and Earnings Management
Hsin-Yi Chi, National Chung Hsing University
Tzu-Ching Weng, Feng Chia University
Chun Ho Chen, National Chung Hsing University
Yun Sheng Hsu, National Chung Hsing University

Paper ID: 3220
Corporate Social Responsibility and Operational Performance: Hints from the Experiences of Taiwan CSR Companies During the Financial Tsunami 2008
Keng-Shen Chen, Lung Hua University of Technology and Science
Mei-Yu Hsu, Chein Hsin University of Science and Technology

Paper ID: 3236
DOES TEMPORARY TRADING HALT MECHANISM FOR NEW SHARES ON THE FIRST DAY OF TRADING HELP CURB SPECULATIONS?
Kai Shi, Northeast Normal University

Paper ID: 3260
The Study of Macroeconomic Impact on Housing Price in Taiwan
Hsin-Fu Chen, Lunghwa University of Science and Technology
Ming-Kun Lin, Lunghwa University of Science and Technology

Paper ID: 4051
THE ANALYSIS AND DESIGN OF VOLLEYBALL INJURY PROTECTION INFORMATION SYSTEM
Ya-Fen Lin, National Chung Hsing University
Iuon-Chang Lin, National Chung Hsing University
Chin-Fa Chen, National Chung Hsing University

Paper ID: 4067
Construction and assessment of nurse schedule staffing system using Rasch model
Ting Yao Wu, Chi Mei Hospital Chiali
Tsair Wei Chien, Chi Mei Medical Center
Yu Cheng Chen, Chia Nan University of Pharmacy and Science
Age and gender difference in the effect of consumer value and consumer-brand identification on brand loyalty: a smartphone case in Taiwan
Yi-Shun Wang, National Changhua University of Education
Ching-Hsuan Yeh, National Changhua University of Education
Yi-Wen Liao, Chia Nan University of Pharmacy & Science

Real Time Domain Knowledge Base Construction Method
Hei Chia Wang, National Cheng Kung University

A Virtualized Distributed Computing Environment for Simulation
Chih-Pin Chan, Takming University of Science and Technology
Jiann-Fu Lin, Takming University of Science and Technology

A STUDY OF GREEN INNOVATION AND PERFORMANCE- DYNAMIC CAPABILITY VIEW
Jing-Wen Huang, National Pingtung University of Education
Yong-Hui Li, National Pingtung Institute of Commerce

ON THE MECHANISM OF THE INNOVATIVE CLIMATE FORMATION IN THE REGIONS OF PRESENT-DAY RUSSIA
Nelly Epifanova, Astrakhan State Technical University
Raisa Akmaeva, Astrakhan State University

The Collaboration Between Own Brand Vendor and ODM in New Product Development Process: A Case Study of the Product Complexity of Telecom Industry in Taiwan
Min-Sun Wuang, Fu Jen Catholic University
Tung-I Tsai, Chung Hwa University of Medical Technology
Tzu-Lun Chiu, Fu Jen Catholic University
A LOT SCHEDULING PROBLEM WITH DIVISIBLE ORDERS
Wen-Hung Kuo, National Formosa University
Yung-Tsung Hou, National Formosa University
Dar-Li Yang, National Formosa University

Integration of one manufacturer and multiple retailers coordinate production, inspection and sales pricing strategies
Yan-Chun Chen, Tungnan University
Jui-Chin Sun, Tungnan University
Ya-Hui Lin, Asia-Pacific Institute of Creativity
Chien-Kuo Sung, Tungnan University

CHANNEL COORDINATION WITH CONSIDERATION OF PIRACY FOR MOTION PICTURES
Yeu-Shiang Huang, National Cheng Kung University
Wei-Jeh Huang, National Cheng Kung University

SELECT SUPPLIERS FOR TAIWANESE NOTEBOOK MANUFACTURERS USING FUZZY DELPHI METHOD AND ANALYTIC HIERARCHY PROCESS
Ching-Lin Hsieh, National Taipei University of Technology
Chung-Min Wu, National Taipei University of Technology

SUPPLY CHAIN NETWORK DESIGN FOR PRODUCT RECOVERY AND REMANUFACTURING
Tsai-Yun Liao, National Chiayi University
Min-Chen Wu, National Chiayi University

A Relational View of the Government’s Administration
chiou chiho, chien hsin university
Session: P1
Time: 14:30-15:00, July 03, 2014
Paper ID: 7327
**A RESOURCE-BASED VIEW OF HEALTH PROMOTING HOSPITALS DEVELOPMENT**
Chu-Chang Choua, Asia University
Se-Yen Lin, National Taipei University of Nursing and Health Sciences
Pei-Ling Tsai, National Chung Cheng University

Paper ID: 7367
**The impacts of abusive supervision on subordinates’ work-family conflict: negative affect as a mediator**
CHEN SHU-CHEN, MING CHUAN UNIVERSITY

Paper ID: 7399
**Using task technology fit to examine effectiveness of in-service training**
Wan Lun Wang, National Taichung University of Education
Shin yi Lin, National Taichung University of Education

Paper ID: 7599
**The Mediating Mechanisms of the relationship between Positive Affectivity and Work-Family Conflict**
Chien-Cheng Chen, National Taipei University Of Technology
Hsiu-Ching Wang, St. John's University
Ching-Yen Ho, National Taipei University Of Technology

Paper ID: 8026
**FACEBOOK GIVETH AND TAKEN AWAY: REMINDERS OF SOCIAL NETWORKING SITES ALLEVIATES THE PAIN OF SOCIAL EXCLUSION AND MITIGATES THE DESIRABILITY OF OFFLINE PLEASURES**
Wen-Bin Chiou, National Sun Yat-sen University
Yevvon Yi-Chi Chang, Tunghai University

Paper ID: 8114
**BLIND SUBSPACE-BASED CHANNEL ESTIMATION USING INDEPENDENT COMPONENT ANALYSIS FOR OFDM SYSTEM UNDER UNKNOWN NOISES**
Ann-Chen Chang, Ling Tung University
Session: P1
Time: 14:30-15:00, July 03, 2014
Paper ID: 8210

**Does behavior of selection lottery numbers affect lotto sales**
Shih Chin Lee, Chihlee Institute of Technology

Paper ID: 8218

**IMPACT OF A HEALTH-PROMOTING LIFESTYLE ON PUBLIC E-HEALTH LITERACY**
Mei-Chia Cheng, Chia Nan University of Pharmacy & Science
Yen-Ting Chang, Chia Nan University of Pharmacy & Science
Han-Yi Lin, Chia Nan University of Pharmacy & Science
Sheng-Hong Lu, Chia Nan University of Pharmacy & Science
Ting-Yi Tu, Chia Nan University of Pharmacy & Science
Ju-Ling Hsiao, Chia Nan University of Pharmacy & Science

Paper ID: 8226

**Effect of a health claim and personal characteristics on consumer acceptance of flavored wood ear (Auricularia auricula-judae) juices**
Fuh-Juin Kao, Ming Chuan
Application QFD and AHP Methods to Improve Service Quality
Chen Shun-hsing, Yu-Da University of Science and Technology

EXPLORING THE FORMATIONS OF ORGANIZATIONAL AGGLOMERATION IN PRIMARY HEALTH CARE IN TAIWAN
Hung-Che Fang, Taipei City Hospital Yang-Ming Branch

CONCEPTUAL FRAMEWORK OF A CROSS-LANGUAGE STUDY ON THE PERSUASIVE EFFECTS OF TYPEFACE SHAPES
Yi-Fen Liu, National Kaohsiung First University of Science and Technology

INVESTIGATING THE CARBON-REDUCING EFFECTS OF LOW-CARBON TRANSPORTATION FOR RECREATION AREA
Chih-Wen Yang, National Taichung University of Science and Technology
Cheng-Chih Chang, National Taichung University of Science and Technology
Yi-Ling Ho, National Taichung University of Science and Technology
Chi-Hwa Chen, Institute of Transportation, MOTC
Tung-Ling Wu, Institute of Transportation, MOTC

THE INFLUENCE OF CONSUMER PERSUASION KNOWLEDGE AND BLOGGERS’ CHARACTERISTIC ON CONSUMERS’ RESPONSES TO PRODUCT REVIEW BLOGS
Li-Shia Huang, Fu Jen Catholic University
An-Chieh Lin, Fu Jen Catholic University

THE STRUCTURE OF VALUE PERCEPTION FOR CONSOLE GAME FROM THE PERSPECTIVE OF GAMERS
Yu-Ling Lin, National Chin-Yi University of Technology
Hong-Wen Lin, National Taiwan University of Science and Technology
Ya-Ting Yang, National Chin-Yi University of Technology
Ya-Cing Jhan, National Taiwan University of Science and Technology
GROUP POWER - FACTORS INFLUENCING ONLINE GROUP BUYING BEHAVIOR FROM A CONFORMITY PERSPECTIVE
Yi-Fen Chen, Chung Yuan Christian University
Bi-Chu Chen, Fu-Jen Catholic University
Hui-Fen Lu, Chung Yuan Christian University

THE ASYMMETRIC IMPACT OF FINANCIAL INTERMEDIARY DEVELOPMENT IN DEVELOPED AND DEVELOPING COUNTRIES
Ya-Kai Chang, National Chengchi University
Chi-Chun Yang, National Chengchi University
Chen-Chung Wang, National Chengchi University

Client Importance and Audit Partner Independence: Evidence from Affiliated Business Groups in Taiwan
Yu-Shan Chang, Tamkang University
Li-Lin Sunny Liu, California State University—Dominguez Hills
Chia-Yu Chiang, National Changhua University of Education
Dana A. Forgione, University of Texas at San Antonio

Auditor Choice under Client Information Uncertainty
Chien-Heng Jennifer Chang, Tamkang University
Ling-Tai Lynette Chou, National Chengchi University

Herding and Systematic Trading Behavior: An Empirical Study of the TAIEX Options Market
Ming-Chun Wang, National Kaohsiung First University of Science and Technology
Whei-May Fan, China University of Technology
PREDICTING THE PURCHASE BEHAVIORS FROM SOCIAL MEDIA
Kuan-Yu Lin, Ling Tung University
Yu-Chen Chang, Providence University
Hui-Chiu Chang, Ling Tung University

A Probabilistic Approach for General Friendly Threshold Visual Cryptography
Kai-Hui Lee, Ming Chuan University
Pei-Ling Chiu, Ming Chuan University

Exploring determinants of shared decision-making in online communities
KaiChih Cheng, National Taichung University of Education
Shinyi Lin, National Taichung University of Education

An Efficient Dispatching Mechanism for Load Balancing among Proxy Servers
Hsin-Hua Wu, Takming University of Science and Technology
Jiann-Fu Lin, Takming University of Science and Technology

A Novel Application about the Driver’s Status Using Mobile EEG Sensor
Ning-Han Liu, National Pingtung University of Science & Technology
Cheng-Yu Chiang, National Pingtung University of Science & Technology

USING CELLULAR AUTOMATA TO AN MOTV SOCIETY IN MOBILE ENVIRONMENT
Chih-Lun Chou, Ming Chuan University
Gwo-Jiun Horng, Fortune Institute of Technology

A look at how technological and market uncertainty play a unified role in venture success
Clinton Anthony Ball, University of Waterloo
APPLICATION OF THE GREY VERHULST MODEL IN FORECASTING INTERNET DIFFUSION: THE CASE OF TAIWAN
Ting-Chu Hsieh, WuFeng University
Ching-Wen Ho, WuFeng University
Szu-Wei Yen, WuFeng University

THE BUSINESS MODEL INNOVATION OF MECHANICAL AND ELECTRICAL ENGINEERING INDUSTRY – A CASE STUDY
Tsai Yau Sheng, National Taipei University of Technology
Chen Chien Cheng, National Taipei University of Technology
Wang Yung Chih, National Taipei University of Technology

Application of information systems success model and technology acceptance model to explore the key factors of nurses using digital learning system
Chien Wen Hung, Chia-Nan University of Pharmacy & Science, Tainan, Taiwan

Depth Camera on Fingertip Detection and Its Applications
Tai-Wen Yue, Tatung University
Ping-Tsung Kuo, Tatung University

A Comparative Study of Process Capability Evaluation Methods for Non-normal Data
Ying Chung Chang, Chien Hsin University of Science and Technology

OPTIMIZING THE BUSES CONTROL POLICIES IN BUS STATION: A CASE STUDY OF TAPEI BUS STATION
Yiyo Kuo, Ming Chi University of Technology
Cheng Yan Hua, Ming Chi University of Technology
Session: P2
Time: 10:00-10:30, July 04, 2014
Paper ID: 6389
ROBUST DESIGN OF DYNAMIC OPERATING WINDOW EXPERIMENTS
Hsu-Hwa Chang, National Taipei College of Business
Tse-Chieh Lin, Lunghwa University of Science and Technology
Jui-Yen Yen, National Taipei College of Business

Paper ID: 6461
A MODEL AND SOLUTION METHOD FOR THE STOCHASTIC TAXI POOLING PROBLEM
Chun-Ying Chen, Kainan University
Shangyao Yan, National Central University
Yi-Siang Wu, National Central University

Paper ID: 6477
AN APPLICATION OF GENETIC ALGORITHM TO OPTIMIZE BEARING LOCATIONS OF SPINDLE–BEARING SYSTEMS
Chi-Wei Lin, Feng Chia University

Paper ID: 6709
USING HYBRIDF META-EVOLUTIONARY COMPUTATION APPROACH FOR LEUKEMIA CLASSIFICATION OF MICROARRAY DATA
Ta-Cheng Chen, National Formosa University
Peng-Sheng You, National Chiayi University
Yi-Chih Hsieh, National Formosa University
Chien-Han Chen, National Formosa University

Paper ID: 7463
Psychological Contract Breach and Workplace Deviance: Investigating Mediating Mechanisms and Moderating roles
Na-Ting Liu, Ming Chuan University

Paper ID: 7527
The Effects upon Salespersons of Emotional Intelligence and Organizational Citizenship Behaviors
Ying-Ying Chang, Yuanpei University
A Bootstrap Method of Addressing Unbalanced Class Problems in the Healthcare Service
You-Shyang Chen, Hwa Hsia Institute of Technology

A Study in Comparison with Performance for Rehabilitate-Operate-Transfer Regional Hospital in Southern Taiwan
Peng Li Jung, Tainan Municipal Hospital
Chen Chin Chung, Tainan Municipal Hospital
Wu Tsung Chin, Tainan Municipal Hospital
Chen Chii Jye, Tainan Municipal Hospital
Wang Yu Hsia, Tainan Municipal Hospital

A Study to Explore Factors Affecting Primary Home Caretakers’ Intentions of Caring for Ventilator-dependent Patients
Chin Li Lin, Chia-Yi Christian Hospital
Weir-Sen Lin, Chia Nan University of Pharmacy and Science
Chialing Hsieh, Tainan University of Technology

A Novel Product Recommendation Based on the Integration of Social Interaction and Trust Relationships
Chin-Hui Lai, Chung Yuan Christian University
Hung-Ling Huang, Chung Yuan Christian University
Wei-Ping Lee, Chung Yuan Christian University

The study on the Relationship between Physical Fitness and Academic Achievement of University Student. The case of Chihlee Institute Of Technology
Pi Yun Chang, Chihlee Institute of Technology
Tzu Yang Lin, Chihlee Institute of Technology
Rasch analysis of performance evaluation for patient in dementia
Lin Mei Lien, Chi Mei Medical Center
Chien Tsair Wei, Chi Mei Medical Center
Session: P3
Time: 10:30-11:00, July 05, 2014

Paper ID: 1261
A Study of the Diversified Operation and Management of the Taiwan Irrigation Association
Chen Ya-Ching, National Changhua University of Education
Chen Farn-Shing, National Changhua University of Education
Lu Hu-pin, National Changhua University of Education

Paper ID: 1333
An Integrated Model for Competitive Advantage and Corporate Social Responsibility as Adopted by Mobile Operators
Wen-Hsien Tsai, National Central University
Elliott T.Y. Hwang, Chung Yuan Christian University
Hsueh-Wei Lo, National Central University

Paper ID: 2750
Do Middleborn Consumers Respond to External Opportunities More Quickly?
Shin-Shin Chang, Chung Yuan Christian University

Paper ID: 2782
Exploring the factors influencing buying behavior on private brand products
Lin Shu Fang, Yuanpei University

Paper ID: 2830
Social Influence on Purchase Intention in Online Games
Fang-Ling Lin, Lunghaw university of science and technology
Yu-San Luo, Lunghaw university of science and technology

Paper ID: 2878
The influences of advertising music evaluation and product involvement on the advertising attitude -- Gender roles as a moderator
Yu-Tse Lin, Fu Jen Catholic University
Wei-Chung Wu, Fu Jen Catholic University
Yu-Hsien Chu, Fu Jen Catholic University
The Study of the Moderating Effect of Adaptive Sales Behavior on Customer Relationship Investment and its Performance- A Case of Taiwan Banking Industry
Hui-Chen Chang, National Taipei University
Yi-Ching Tsai, Shih Chien University
Huang-Jui Hsieh, National Taipei University

A Research of Resort Hotel Attributes in Taiwan
Pei-Hsun Lu, Jinwen University of Science and Technology
Kuo-Hsien Lu, Jinwen University of Science and Technology

Evaluation of Multi-factor Portfolios by Using Behavioral Finance Theory
Mei-Lun Lin, Tainan University of Technology
Yi-Tsang Chung, Tainan University of Technology

Executive Overconfidence, Corporate Governance and Bank Risk Taking
Hsiao-Jung Chen, Southern Taiwan University of Science and Technology
Chao-Hung Chen, Southern Taiwan University of Science and Technology

Cost-Efficiency in Inguinal Hernia Repair
Yu Hua Yan, Tainan Municipal Hospital
Hsia Yu Wang, Tainan Municipal Hospital

Industry Audit Experts and Ownership Structure in the Syndicated Loan Market: At the Firm and Partner levels
Pei-yi Liu, National Chengchi University
Chen-Lung Chin, National Chengchi University
Wei-Ren Yao, National Dong Hwa University
A MapReduce Based Classification Ensemble For Documents
Nanhong Lin, Chung Yuan Christian University
Chihli Hung, Chung Yuan Christian University

Paper ID: 4411
USING DATA MINING AND MULTI-CLASSIFICATION TECHNOLOGY IN CORPORATE FINANCIAL DISTRESS PREDICTION MODEL
MENG-JIE CHUNG, Chung Yuan Christian University
WEI-PIAN LI, Chung Yuan Christian University
CHIN-HUI LAI, Chung Yuan Christian University

Paper ID: 4515
Prediction of Ventilator Weaning in Intensive Care Unit
Chao-Yung Wang, Tainan Municipal Hospital
Tsang-Hsiang Cheng, Southern Taiwan University of Science and Technology

Paper ID: 4539
Applying the Itinerary Planning Application to Travel Agency
Tefen Lin, Lunghwa University of Science and Technology
Fang-Ling Lin, Lunghwa University of Science and Technology

Paper ID: 4571
Applying Data Mining Technology for Diagnosis of Alzheimer’s Disease
Hsiu-Sen Chiang, National Taichung University of Science and Technology
Kuo-Lun Hsiao, National Taichung University of Science and Technology
Shun-Chi Pao, National Taichung University of Science and Technology
Chien-Yuan Lai, Dong Wu Vocational High School

Paper ID: 5040
Evaluation of cloud services with DEA and multi-objective programming
Han-Ying Kao, National Dong Hwa University
Dong-Jyun Wu, National Dong Hwa University
Chia-Hui Huang, National Taipei College of Business
Apply Patent Product Development Approach to Leisure Product Design: A Case Study
Yueh-Yun Wang, Far East University
Yun-Yao Chen, National Cheng Kung University

An exploratory study of students’ perception and readiness of Medical Service Innovation at nursing school
Hsiu-Lin Chen, Chung Hua University and Mackay Junior College of Medicine, Nursing, and Management
Shiaw-Wen Tien, Chung Hua University

Key Factors for the Acceptance of Influenza Vaccination of Healthcare Workers
Chipin Huang, ST. Joseph's Hospital
Telung Pan, ST. Joseph's Hospital
Chih-Chang Shen, Ling Tung University
Ifung Su, ST. Joseph's Hospital

A smart mobile device of taking medications reminder
Chia Li Chen, Lunghwa University of Science and Technology

A Case Study on the Renovation of Ready-mixed Concrete Industry Using RFID
Sang-Kon Lee, Korea University of Technology and Education

A NEW LINE DETECTION PLATFORM FOR THE OBJECT EDGES OF A CONTINUOUS HIGH-PRECISION OPTICAL IMAGE
Po-Tung Chen, National Taichung University of Science and Technology
Yu-Ying Chiu, Chiun Yan Technology Co, Ltd
Jr-Wei Chen, National Taichung University of Science and Technology
Chun-Chi Lo, National Taichung University of Science and Technology
Chuen-Horng Lin, National Taichung University of Science and Technology
Session: P3
Time: 10:30-11:00, July 05, 2014
Paper ID: 6062
**A TABU SEARCH APPROACH TO THE WAFER PROBING SCHEDULING PROBLEM**
Chin-Chih Chang, Jen-Teh Junior College of Medicine, Nursing and Management
Feng-Chia Li, Jen-Teh Junior College of Medicine, Nursing and Management

Paper ID: 6557
**BUSINESS INTELLIGENCE SYSTEM DEVELOPMENT FOR MANUFACTURING PROCESS MANAGEMENT**
Yeh-Chun Juan, Ming Chi University of Technology

Paper ID: 6629
**Global Non-Dominate Based Sub-Population Genetic Algorithm for Two-objective Scheduling Problems**
Chen-Hao LIU, Kai-Nan University
Yen-Wen WANG, Chien-Hsin University of Science and Technology

Paper ID: 6677
**Optimal Fleet Allocation and Repositioning for Public Bicycle-Sharing Systems**
Chung-Cheng Lu, National Taipei University of Technology

Paper ID: 6701
**THE INVESTIGATION OF LEARNING DISABILITIES IN READING PROCESS OF THE DIFFERENT TEXTBOOKS EDITING MODES BY USING EYEBALLS MOVEMENT TRACKING METHOD**
Yung-Tsan Jou Jou, Chung-Yuan Christian University

Paper ID: 7663
**A Study of the Relationship between Job Stress and Job Satisfaction among Hospital Staff in Southern Taiwan**
Ming-Chuan Hsieh, Chia-Nan University of Pharmacy and Science
Chung-I Huang, Huang Chung-I Chinese Medicine hospital
Weirsen Lin, Chia-Nan University of Pharmacy and Science
Tsui-Shuang Wang, Chia-Nan University of Pharmacy and Science
The Impact of Hospital Accreditation System: Perspective of Organizational Learning
Yu Hua Yan, Tainan Municipal Hospital
Hsia Yu Wang, Tainan Municipal Hospital

ENHANCED EDGE FEATURES FOR IMAGE REDUCING
Chin-Chen Chang, National United University

THE INFLUENCE OF ENVIRONMENTAL ATTITUDE, CONSUMER'S COGNITION OF GREEN HOTELS ON PURCHASE INTENTION
Hsi-Ying Hsieh, Far East University

Modeling tourists' memorable experience and place attachment in local food consumption
Chen-Tsang Tsai, Tainan University of Technology

Clinical outcome of the adult translaryngeal intubated ICU patients requiring mechanical ventilation more than 14 days and tracheostomy refused by patients or families
Kuei-Ling Tseng, Chi-Mei Medical Center
SHU-CHEN HSING, Chi-Mei Medical Center

MEASURING EQUITY AND ACCESSIBILITY TO HEALTHCARE BASED ON PUBLIC TRANSIT TRIP PLANNING METHOD: A CASE STUDY IN HSINCHU TAIWAN
Jau-Ming Su, Chung Hua University
Wen-Chi Ho, Chung Hua University
Hsing-Min Tseng, Ministry of Transportation and Communications
Session: P3
Time: 10:30-11:00, July 05, 2014
Paper ID: 8866

Games Development for Helping Children Amblyopia Training
Rung Ching Chen, Chaoyang University of Technology
Yu Wen Lo, Chaoyang University of Technology

Paper ID: 8906

AN INVESTIGATION INTO THE FEASIBILITY OF IMPLEMENTING THE CONTINUOUS HEALTHCARE QUALITY MONITORING INDICATORS FOR HOSPITAL ACCREDIATION IN A HOSPITAL
Shu-Chen Hsing, Chi-Mei Medical Center
Yu-Hua Yan, Tainan Municipal Hospital