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Contents

International Conference on
Business And Information (BAI 2009)
Schedule

July 6, 2009

17:00 – 18:00	Pre-registration	Catleya 3
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July 7, 2009

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10:00 – 10:20	Tea Break	
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10:20 - 12:00	Sessions (B1, B2, B3, B4, B5, B6, B7, B8)	Aranda 1~3, Vanda 1~2, Catleya 1~3
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12:00 - 13:20	Lunch	Orchid Grand Ballroom
	Open ceremony	
	Best papers award presentation	

13:20 - 15:00	Sessions (C1, C2, C3, C4, C5, C6, C7, C8)	Aranda 1~3, Vanda 1~2, Catleya 1~3
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15:00 - 15:20	Tea Break	
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15:20 - 17:00	Sessions (D1, D2, D3, D4, D5, D6, D7, D8)	Aranda 1~3, Vanda 1~2, Catleya 1~3
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July 8, 2009

08:20 - 10:00	Sessions (E1, E2, E3, E4, E5, E6, E7, E8)	Aranda 1~3, Vanda 1~2, Catleya 1~3
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10:00 - 10:20	Tea break	
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10:20 - 12:00	Sessions (F1, F2, F3, F4, F5, F6, F7, F8)	Aranda 1~3, Vanda 1~2, Catleya 1~3
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12:00 - 13:20	Lunch	Orchid Grand Ballroom
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13:20 - 15:00	Sessions (G1, G2, G3, G4, G5, G6)	Aranda 1~3, Catleya 1~3
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15:00 - 15:20	Tea Break	
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15:20 - 17:00	Session (H1, H2, H3, H4, H5, H6, H7, H8)	Aranda 1~3, Vanda 1~2, Catleya 1~3
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Monday, July 6, 2009

[Pre-Conference Registration] 17:00-18:00 Catleya 3

Tuesday, July 6, 2009

[Registration] 08:00-17:00

08:20 – 10:00 July 7, 2009

[A1] Accounting and Finance	Session A1	Cattleya I
[A2] Management Information Systems	Session A2	Aranda I
[A3] Marketing	Session A3	Aranda II
[A4] Operation Management and Industrial Engineering	Session A4	Aranda III
[A5] Organization Behavior and Human Resource Management	Session A5	Vanda I
[A6] Operation Management and Industrial Engineering	Session A6	Vanda II
[A7] ISFA 1---Accounting	Session A7	Cattleya II
[A8] ISFA 2---Finance	Session A8	Cattleya III

10:00 – 10:20 July 7, 2009

Tea Break

10:20 – 12:00 July 7, 2009

[B1] Accounting and Finance	Session B1	Cattleya I
[B2] Management Information Systems	Session B2	Aranda I
[B3] Marketing	Session B3	Aranda II
[B4] Strategy	Session B4	Aranda III

[B5] Organization Behavior and Human Resource Management	Session B5	Vanda I
[B6] Other Articles	Session B6	Vanda II
[B7] ISFA 3---Finance and Management	Session B7	Cattleya II
[B8] ISFA 4---Finance and Strategic	Session B8	Cattleya III

12:00 – 13:20 July 7, 2009

Lunch, Open ceremony, Best papers Award Presentation Orchid Grand Ballroom

13:20 – 15:00 July 7, 2009

[C1] Accounting and Finance	Session C1	Cattleya I
[C2] Management Information Systems	Session C2	Aranda I
[C3] Technology and Innovation Management	Session C3	Aranda II
[C4] Strategy	Session C4	Aranda III
[C5] Organization Behavior and Human Resource Management	Session C5	Vanda I
[C6] Other Articles	Session C6	Vanda II
[C7] ISFA 5---Finance and Market	Session C7	Cattleya II
[C8] ISFA 6---Risk and Finance	Session C8	Cattleya III

15:00 – 15:20 July 7, 2009

Tea Break

15:20 – 17:00 July 7, 2009

[D1] Accounting and Finance	Session D1	Cattleya I
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[D2] Operation Management and Industrial Engineering	Session D2	Aranda I
[D3] Marketing	Session D3	Aranda II
[D4] Strategy	Session D4	Aranda III
[D5] Technology and Innovation Management	Session D5	Vanda I
[D6] Technology and Innovation Management	Session D6	Vanda II
[D7] ISFA 7---Accounting and Market	Session D7	Cattleya II
[D8] ISFA 8---Finance and Strategic	Session D8	Cattleya III

Wednesday, July 8, 2009

[Registration] 08:00-17:00

08:20 - 10:00 July 8, 2009

[E1] Accounting and Finance	Session E1	Cattleya I
[E2] Management Information Systems	Session E2	Aranda I
[E3] Operation Management and Industrial Engineering	Session E3	Aranda II
[E4] Organization Behavior and Human Resource Management	Session E4	Aranda III
[E5] Other Articles	Session E5	Vanda I
[E6] ISFA 9---Risk and Market	Session E6	Vanda II
[E7] ISFA 10---Investment and Market	Session E7	Cattleya II
[E8] ISFA 11---Investment and Market	Session E8	Cattleya III

10:00 - 10:20 July 8, 2009

Tea Break

10:20 - 12:00 July 8, 2009

[F1] Accounting and Finance	Session F1	Cattleya I
[F2] Management Information Systems	Session F2	Aranda I
[F3] Marketing	Session F3	Aranda II
[F4] Operation Management and Industrial Engineering	Session F4	Aranda III
[F5] Operation Management, Industrial Engineering	Session F5	Vanda I
[F6] ISFA 12---Risk and Economics	Session F6	Vanda II

[F7] ISFA 13---Accounting and Market	Session F7	Cattleya II
[F8] ISFA 14---Risk and Banking	Session F8	Cattleya III
 12:00 - 13:20 July 8, 2009		
Lunch		Orchid Grand Ballroom
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[G1] Accounting and Finance	Session G1	Cattleya I
[G2] Other Articles	Session G2	Aranda I
[G3] Marketing	Session G3	Aranda II
[G4] Other Articles	Session G4	Aranda III
[G5] ISFA 15---Risk and Finance	Session G5	Cattleya II
[G6] ISFA 16---Market and Information	Session G6	Cattleya III
 15:00 - 15:20 July 8, 2009		
Tea Break		
 15:20 - 17:00 July 8, 2009		
[H1] Accounting and Finance	Session H1	Cattleya I
[H2] Other Articles	Session H2	Aranda I
[H3] Marketing	Session H3	Aranda II
[H4] Operation Management and Industrial Engineering	Session H4	Aranda III
[H5] Organization Behavior and Human Resource Management	Session H5	Vanda I

[H6] Other Articles	Session H6	Vanda II
[H7] ISFA 17---Accounting and Finance	Session H7	Cattleya II
[H8] ISFA 18---Market and Finance	Session H8	Cattleya III

Session [A2] **08:20 – 10:00** **Aranda I**
Management Information Systems
Session Chair: Chih-Chin Yang **Kainan University**

Group Decision Making Apply to Select Collaborative Technology of software contractor

Cheng-Ru Wu Yuanpei University
Che-Wei Chang Yuanpei University
Chia-Chun Liao Yuanpei University

Applying the Theory of Planned Behavior to Study the Effect of Sense of Academic Accomplishment on Intention to Play Online Games

Chih-Chin Yang Kainan University
Shu-Mei Lo Kainan University
Wie-Sen Hsieh Kainan University

Database Risk Management in Digital Mapmaking Industry

Rob Chapman Loyola Marymount Univeristy
Ying Sai Loyola Marymount Univeristy

Reducing the Gap between Information Security Knowledge and Implementation

Revital Elitzur Loyola Marymount University
Ying Sai Loyola Marymount University

An Empirical Study of Bidder'S Perceived Value in Online Auction: Integrating Transaction Cost Economics and Expectancy Confirmation Theory

Chiahui Yen Ming Chuan University
Chih-Chin Yang Kainan University
Mei-Chuan Huang Kainan University

Session [A4] **08:20 – 10:00** **Aranda III**
Operation Management and Industrial Engineering
Session Chair: Za'faran Hassan **Universiti Teknologi MARA**

The Importance of Postponement Concept in Supply Chain Management to Meet Customers' Changing Needs

Arawati Agus Universiti Kebangsaan Malaysia
Za'faran Hassan Universiti Teknologi MARA

Forecasting Taiwan's Major Stock Indices by the Nonlinear Grey Bernoulli Model

ChunI Chen I-Shou University
PeiHan Hsin National Sun Yat-sen University
ChinShun Wu National Sun Yat-sen University

Using Fuzzy QFD in Product Design

Hao-Tien Liu I-Shou University
Nai-Chieh Wei I-Shou University

A Revised Electromagnetism-Like Metaheuristic for the Quadratic Assignment Problem

Peitsang Wu I-Shou University
Yung-Yao Hung I-Shou University
Kung-Jiuan Yang Fortune Institute of Technology

The Knowledge Process Chain-- How Knowledge Management Capability Impacts on Business Performance

Te-Chun Lee National Kaohsiung Normal University
Yen-Ching OuYang National Pingtung Institute of Commerce

Tuesday, July 7, 2009

Session [B1] **10:20 – 12:00** **Cattleya I**
Accounting and Finance
Session Chair: Jiri Strouhal **University of Economics Prague**

Return Threshold Model Analysis of Two Stock Markets: An Evidence Study of Italy and Germany'S Stock Returns

Hornng Wann Jyi Chia Nan University
Chen Yu Cheng Chia Nan University

International Harmonisation of the Financial Reporting for Securities: Case of Czech Republic

Jiri Strouhal University of Economics Prague

The Dynamic Relationship among the Recovery Rate, Probability of Default, and The Credit Quality

Chau-Jung Kuo National Sun Yat-sen University
Chia-Yin Lee National Sun Yat-sen University
Chau-Hong Yu National Sun Yat-sen University
Kuan-Ting Wang National Sun Yat-sen University
Kuang-Erh Lai National Sun Yat-sen University

A Smoothing Hmm-Based Forecasting Model For Fuzzy Time Series

Yi Chung Cheng Tainan University of Technology
Chih Chuan Chen Diwan College of Management
Sheng Tun Li National Cheng Kung University

Exchange Rate Misalignment and Capital Inflows: An Endogenous Threshold Analysis for Malaysia

Noor Zahirah Mohd Sidek International Islamic University
Mohammed Bin Yusoff International Islamic University
Qaiser Munir Universiti Malaysia Sabah

The Effect of Independence, Knowledge and Problem Solving Ability on Audit Committee Member's Judgment

Rita Anugerah University of Riau
Takiah Mohd Iskandar Universiti Kebangsaan Malaysia

Session [B2] **10:20 – 12:00** **Aranda I**
Management Information Systems
Session Chair: Anjan Kumar Swain **Indian Institute of Management Kozhikode**

Value Contributed by R&D Expenditure, Royalty and Technology Licensing Expenses in Biotechnology Medicine Industry

Wen-Shwo Fang Feng Chia University
Hsiu-Kan Lin Feng Chia University

Applying Knowledge Management System to Develop Coordination Design Model for the Green Creativity Commodity

Yuan Dean Lee Chang Jung Christian University
Ming Chieh Wang Far East University

From Intelligence to Business Intelligence

Anjan Kumar Swain Indian Institute of Management Kozhikode

Leisure Benefit as a Mediator of the Effects of Leisure Motivation in the Formation of Life Satisfaction

Yuan Duen Lee Chang Jung Christian University
Hsiu Chuan Lin Chang Jung Christian University

A Study on a Two-Echelon Inventory System with Partial Backorder

Tse-Ming Chen National Cheng Kung University
Chwen-Tzeng Su National Yun-Lin University of Science and Technology
Tai-Yue Wang National Cheng Kung University

Session [B4] **10:20 – 12:00** **Aranda III**
Strategy
Session Chair: Gianmario Motta **University of Pavia**

**The Conditioning Effect of Institutional Legitimacy on Stakeholder Influence Strategy---
Evidence from Labor Unions' Reaction to Corporate Downsizing in Taiwan**

Philip Cheng-Fei Tsai Wenzao Ursuline College of Languages
C Rosa Yeh National Taiwan Normal University
Shu-Ling Wu National Hsinchu University of Education

HP Australia: Sustainability in Supply Chain Strategies

John Chelliah University of Technology
Suzanne Benn Macquarie University

The Impact of Initial Public Offering (Ipo) on The Performance of Enterprises in Vietnam

Ron Chuen Yeh Meiho Institute of Technology
Tu Uyen Tran Meiho Institute of Technology
Pansy Chung Meiho Institute of Technology
Shih-Jung Chen Meiho Institute of Technology
Tse-Chih Hsia Ling-Tung University

Optimal Multi-Mode Multi-Type Resources Allocation Policy for Construction Project

Hsian-Jong Hsiau National Yunlin University of Science and Technology
Chun-Wei R.Lin National Yunlin University of Science and Technology

**Strategic Information Requirements Elicitation: A Normative Model of Information Domains
and Information Types**

Gianmario Motta University of Pavia
Giovanni Pignatelli University of Pavia

Session [B5] **10:20 – 12:00** **Vanda I**
Organization Behavior, Human Resource Management
Session Chair: Armenio Rego **Universidade De Aveiro**

They Need to Be Different, They Feel Happier in Authentizotic Climates

Armenio Rego **Universidade De Aveiro**
Miguel Pina E Cunha **Universidade Nova De Lisboa**

Industrial Relations and Globalisation: Managers' views towards unions in Mauritius

Anita a Ramguttty-Wong **University of Mauritius**

Perception of Organizational Politics Moderates the Relationship between Ocb and Turnover Intention

Cheng-Wei Chen **National Changhua University of Education**
Yu-Chen Wei **National Changhua University of Education**

The English and the Mathematics Study Achievement to University Enrollment Rate Interrelatedness Analysis

Fuh Yuh Ju **National Overseas Chinese Experimental Senior High School**
Hua Jen Yu **National Taiwan Normal University**
Dan Pai Feng **National Taiwan Normal University**

Inquiring Core Competence for Workers within Innovation Economy Era in Taiwan

Ru-Ping Hu **National Taiwan Normal University**
Jun-Jen Liao **National Taiwan Normal University**

Session [B6] **10:20 – 12:00** **Vanda II**
Other
Session Chair: Maslin Masrom **University Technology Malaysia**

A Study on the Demilitarization of the Military Manpower Resource Requirement Based on Confidence-Building Measures

Chih-Hsing Chao National Yunlin University of Science & Technology
Cheng -Fang Hung National Yunlin University of Science & Technology
Cheng-Tao Yu National Yunlin University of Science & Technology

A Study on Industry-Academy Cooperation for Insurance Industry Models in Taiwan:Take the Insurance Related Departments of Technological and Vocational Institutes as an Example

Lun-Hao Lin Takming University of Science and Technology
Shu-Hui Lai Takming University of Science and Technology

Application of Data Mining Models in the Diagnosis of Acute Renal Failure

Cheng-Min Chao National Yunlin University of Science & Technology
Cheng-Tao Yu National Yunlin University of Science & Technology
Bor-Wen Cheng National Yunlin University of Science & Technology

Computer-Related Scenario: An ethical Assessment of Computer Ethics

Maslin Masrom University Teknologi Malaysia
Zuraini Ismail University Teknologi Malaysia
Ramlah Hussein Macau Inter-University Institute
Norshidah Mohamed Macau Inter-University Institute

Factors Influencing The Credit Card Default: An Empirical Analysis

Dyah Nirmalawati Taurusianingsih Asian Banking Finance and Informatics Institute Perbanas
Marina Desiana Pratiwi Asian Banking Finance and Informatics Institute Perbanas

The Effect of Communication Technology on the Relationship between Organizational Environment and Organizational Structure: Study in Banking Industry

Ria Nelly Sari University of Riau
Rita Anugerah University of Riau
Rika Andriyani University of Riau

Tuesday, July 7, 2009

Session [C1]

13:20 – 15:00

Cattleya I

Accounting and Finance

Session Chair: Srinivas Gumparthi

SSN School of Management

**A Study of Risk and Return Relationship Using Garch-M Model: A Comparative Study
Between S&P 500 and S&P 600**

Yew Hua Ling Lynn

Curtin University of Technology

Chai Lee Goi

Curtin University of Technology

How to Evaluate Credit Risk of An Sme – Application of Structural Model

Chao-Hsien Sung

National Sun Yat-sen University

Chung-Jian Huang

National Sun Yat-sen University

Wen-Tao Lee

National Sun Yat-sen University

Chin-Ming Chen

National Kaohsiung First University of Science and Technology

The Performance Persistence and Simulated Returns of Malaysian Mutual Funds

Ming-Ming Lai

Multimedia University

Siok-Hwa Lau

Multimedia University

Risk Management Frame Work for ITES Organizations

Srinivas Gumparthi

SSN School of Management

V Manickavasagam

Alagappa University

The Performance for Executive Stock Options Based on Stochastic Interest Rates

Mei-Yueh Huang

Lunghwa University of Science and Technology

Sing-Ying Fang

National Kaohsiung First University of Science and Technology

Wei-Ting Chang

National Kaohsiung First University of Science and Technology

Jun-Biao Lin

National Kaohsiung First University of Science and Technology

Session [C2] **13:20 – 15:00** **Aranda I**
Management Information Systems
Session Chair: Yu-Chung Hung **National Chung Cheng University**

The Role of Trust and Subjective Norm in Customer Loyalty: A Perspective Through A Modified Delone and Mclean Model

Chih Chin Yang Kainan University
Szu Yin Chen Kainan University

Further Evidence of the Performance Contrast Between Male and Female Firms in Msmes in the Lao Pdr

Sengaloun Inmyxai Hiroshima University
Yoshi Takahashi Hiroshima University

A Comparative Study of Factors Affecting Erp Implementation between Taiwan and Mainland China: A Case Study of the W Company

Yu-Chung Hung National Chung Cheng University
Hui-Ching Yang National Chung Cheng University

The Influence of Institutional Pressures on Human Resource Management Practices for Hospitals in Taiwan

Hsin-Chih Kuo I-Shou University
Chi-Hsing Tseng National Pingtung Institute of Commerce

Integrating Mobile Payments with Stored Value Cards: Securing the User Identities and Merchant Authentications

Sue-Chen Hsueh Chaoyang University of Technology
Wei-Sheng Wang Chaoyang University of Technology
Shao-Weiv Chen Chaoyang University of Technology
Ming-Yen Lin Feng Chai University

A Secure and Lightweight Mobile Coupon System using QR Code for Mobile Tagging

Sue-Chen Hsueh Chaoyang University of Technology
Shao-Wei Chen Chaoyang University of Technology
Wei-Sheng Wang Chaoyang University of Technology
Ming-Yen Lin Feng Chai University

Session [C3] **13:20 – 15:00** **Aranda II**
Technology and Innovation Management
Session Chair: Mehdi Asgarkhani Christchurch Polytechnic Institute of Technology

Color Image Segmentation for Apple Grading

Chu-Hui Lee Chaoyang University of Technology

Meng-Ting Liu Chaoyang University of Technology

‘Flexible Specialization’ Revisited: A Case Study of Denim Jeans Production in a Japanese Industrial District

Daiji Fujii Okayama University

Shortage of ICT Skills: Hype or Reality?

Mehdi Asgarkhani Christchurch Polytechnic Institute of Technology

Converging Linear Particle Swarm Optimization and Intelligent Genetic Algorithm for a Simple Multi-echelon Distribution and Multi-product Inventory Control in a Supply Chain Model

Chung-Chang Lien Leader University

Chie-Bein Chen Takming College

A Study of the Human Resource Management Practices in Pakistani Software Companies

Jameel Qazi King Fahd University of Petroleum and Minerals

Saima Sayyed Shaheed Zulfikar Ali Bhutto Institute of Science and Technology

Session [C4] **13:20 – 15:00** **Aranda III**
Strategy
Session Chair: Tay Kin Bee Behn Meyer Specialty Chemicals LLP

Transnational Strategy of Australian Service Firms: Resource Management for Foreign Expansion.

Starboard Yeung University of Technology
John Chelliah University of Technology

Study on Exploring Possibility Strategies on Cultivate Vocational Students' Technological Creativity

Wen-Chen Huang Nei-Hu Vocational High School
Yu-Hsi Yuan Taiwan Normal University
Ming-Hsiung Wu Taiwan Normal University
Dan-Pai Fong Taiwan Normal University
Yu-Jui Huang Taipei Municipal University of Education

Study on the Strategies for Vocational Senior High Schools Smart Growth While Market Demand Change

Han-Jau Niu National Taiwan Normal University
Wei-Hsien Huang National Hsin Chu Senior Industrial Vocational School
Dan-Pai Fong National Taiwan Normal University

Improvement of Service Quality for Container Terminals

Wen-Kai Kevin Hsu National Kaohsiung Marine University
Show-Hui Sheree Haung Shu-Te University
Chen-Lung Hsieh Yang-Ming Marine Transport Corp.
Yi-Yin Huang National Kaohsiung Marine

Disintermediation of Traditional Chemical Intermediary Roles in the Electronic Business-to-Business (e-B2b) Exchange World

KinBee Tay Behn Meyer Specialty Chemicals LLP

Session [C5] **13:20 – 15:00** **Vanda I**
Organization Behavior and Human Resource Management
Session Chair: Miguel Pina e Cunha **Universidade Nova de Lisboa**

How Happiness Mediates the Relationship Between Perceptions of Organizational Virtuousness and Affective Commitment

Armenio Rego	Universidade de Aveiro
Neuza Ribeiro	Instituto Politecnico de Leiria
Miguel Pina e Cunha	Universidade Nova de Lisboa
Jorge Correia Jesuino	Instituto Superior de Ciencias do Trabalho e da Empresa

The Job Characteristic Model – Confirmatory Factor Analysis by Taiwan Samples

Yu-Hsi Yuan	Taiwan Normal University
Wen-Fei Chen	Taiwan Normal University
Wen-Chen Huang	Nei-Hu Vocational High School
Min-Hsiung Wu	Taiwan Normal University
Dan Pai Fong	Taiwan Normal University

Communication Styles in China-based Taiwanese Companies

Shir-Tau Tsai	National Taiwan Normal University
Jian-Liang Lin	Powerchip Semiconductor Corp.

Leadership Styles in Context of Institution of Higher Education in Malaysia

Voon Mung Ling	Swinburne University of Technology
Lo May Chiun	Universiti Malaysia Sarawak
Ngui Kwang Sing	Swinburne University of Technology
Songan Peter	Universiti Malaysia Sarawak

Application of Grey System Theory to Predicting Taiwan's Population Birth Number in 2009

Harrison Hua-Jen Yu	National Taiwan Normal University
Fuh-Yuh Ju	National Taiwan Normal University
Dan-Pai Feng	National Taiwan Normal University

Session [C6]

13:20 – 15:00

Vanda II

Other Articles

Session Chair: Nuttawuth Muenjohn Royal Melbourne Institute of Technology University

**The Relationship between Selected Malaysian Commodity Prices and World Crude Oil Prices:
An Ardl Approach**

Abdul Rahim Abdul Samad Universiti Putra Malaysia

Zariyawati Mohd Ashhari Universiti Putra Malaysia

Mohd Shahwahid Hj. Othman Universiti Putra Malaysia

Life Education Based on Game Learning Strategy for Vocational Education Students in Taiwan

Chuang Chien-Pen National Taiwan Normal University

Hsieh Neien-Tzu National Taiwan Normal University

Huang Yi-Jeng National Taiwan Normal University

A Fuzzy Similarity Measure for Fuzzy Time Series

Yi Chung Cheng Tainan University of Technology

Chih Chuan Chen Diwan College of Management

Pei Chih Chen Tainan University of Technology

Sheng Tun Li National Cheng Kung University

China's Evolving Labour Contract System

Susan Leung Hong Kong Polytechnic University

Margaret Liddle-Kwan Hong Kong Polytechnic University

Design and Implementation of a Location-Based Messaging System

Patrick S. Chen Tatung University

Janus Hsu Tatung University

Leadership Personality Traits and Satisfaction, Effectiveness and Productivity

Supaporn Puvarattanakul Royal Melbourne Institute of Technology University

Nuttawuth Muenjohn Royal Melbourne Institute of Technology University

Session [D2] **15:20 – 17:00** **Aranda I**
Operation Management and Industrial Engineering
Session Chair: Hongtao Zhang **Hong Kong University of Science and Technology**

A Pso-Based Algorithm for Two-Machine No-Wait Flowshop Scheduling with Setup Time

Cheng Dar Liou National Formosa University

Yi Chih Hsieh National Formosa University

Strategically Sharing Demand Information in Competing Channels

Hongtao Zhang Hong Kong University of Science and Technology

The Influence of Web Site Content in Organizational Attraction: The Moderating Role of Organizational Brand Image

Chien-Cheng Chen National Taipei University of Technology

Hao-Wei Lin National Taipei University of Technology

Chang-Ming Chen National Taipei University of Technology

The Effect of Employee Influence Tactics and Positive Emotional Display on Customers' Purchase Intention: The Moderating Role of Brand Image

Chien-Cheng Chen National Taipei University of Technology

Po-Fu Chen National Taipei University of Technology

Tzu-Wei Wang National Taipei University of Technology

Session [D3] **15:20 – 17:00** **Aranda II**
Marketing
Session Chair: Kanlaya Vanichbuncha Chulalongkorn University

Advertising of Green Marketing: Influences of Guilt Appeals and Issue Proximity

Chun-Tuan Chang National Sun Yat-sen University
Siang-Min Wu National University of Kaohsiung

A Probe into the Concerted Textbook Screening/Selection Policy in Cities/Counties in Taiwan upon the Textbook Markets

Wan-Fei Chen Taiwan Normal University
Yu-Hsi Yuan Taiwan Normal University
Dan-Pai Fong Taiwan Normal University
Chien-Yun Dai Taiwan Normal University

A robust sales forecasting model based on artificial neural networks and genetic algorithms

Chin-Chun Wu I-Shou university
Chun-Yi Nien I-Shou university

The Image of Bangkok as A Fashion City

Kanlaya Vanichbuncha Chulalongkorn University

Fit Perceptions as Mediators between Recruiter Impression Management Behavior and Organizational Attraction

Chien-Cheng Chen National Taipei University of Technology
Ching-Tzu Chen National Taipei University of Technology
Yi-Ying Hsu National Taipei University of Technology

Session [D4] **15:20 – 17:00** **Aranda III**
Strategy
Session Chair: Keiichi Yamada **Nakamura Gakuen University**

The Social Network of Mnc' S Subsidiary: An Integrated Approach of Institution and Transaction Cost

Chi-Hsing Tseng National Pingtung Institution of Commerce
Hsin-Chih Kuo I-Shou University

The Mediating Role of Combinative Capabilities in Strategy-Learning Relationship: The Case of Manufacturing Firms in Malaysia

Nor Liza Abdullah University Kebangsaan Malaysia

Overcoming Global Giants in the Local Market: Jollibee'S Competitive Strategies Against Mcdonald'S

Keiichi Yamada Nakamura Gakuen University

Comparisons and Analysis of Investments in Human Resources and in Education Investments between Taiwan and Korea

Wei-Hsien Huang National Taiwan Normal University
How-Gao Hsu National Taiwan Normal University
Han-Jau Niu National Taiwan Normal University

Test of A Mediating Model Linking Employee Affective Display and Purchase Intention

Chien-Cheng Chen National Taipei University of Technology
Wen-Chun Tang National Taipei University of Technology
I-An Chen National Taipei University of Technology

Session [D5] **15:20 – 17:00** **Vanda I**
Technology and Innovation Management
Session Chair: Michael Steiner **University of Graz**

Technological Capability and Firm Performance - Moderate Effect of Overseas R&D Activities

Wen-Bin Chuang National Chi-Nan University

Business Strategies for Innovation and Knowledge Management: A case study based institutional approach

Michael Steiner University of Graz

Christian Hartmann Joanneum Research

Michael Ploder Joanneum Research

A Test of the Effects of Group Affective Tone on Group-Level Organizational Citizenship Behavior and Group Performance

Chien-Cheng Chen National Taipei University of Technology

Shin-Yu Lai National Taipei University of Technology

Ya-Yun Cheng National Taipei University of Technology

A Case Study of Contract Workers and Turnover Intentions

Shun-Yu Chen Chang Jung Christian University

Li-Ju Chen Far East University

Industrial Strategies of Economic Development in India

Gajendra Singh Hemwati Nandan Bahuguna Garhwal University

Session [D6] **15:20 – 17:00** **Vanda II**
Technology and Innovation Management
Session Chair: Ron Johnson **North Dakota State University**

Inter-organizational Relationship, Supplier Knowledge Integration and New Product Development Performance

Yen-Tsung Huang Tunghai University
Chen-Bo Hsu Tunghai University

Using the Dea and Ahp Methods on the Optimal Selection of It Strategic Alliance Partner

Wen-Lun Tseng Kainan University
Chih-Chin Yang Kainan University
Ding-San Wang Kainan University

Development of Web-Technologies in China: A Preliminary Study of Chinese Online Behavior

Mehdi Asgarkhani Christchurch Polytechnic Institute of Technology
Jun Wan Christchurch Polytechnic Institute of Technology

Effective Academic Resources Planning (ARP)

Ying-Bang Chen California State University
Matthew Yen California State University

The Innovative Capacity and Supply Chain Performance--The Supply Chain Partners' Knowledge creating and relationship between partnership as mediating variables

Li-Fang Sun Ming Chi University of Technology

Session [E2] **08:20 – 10:00** **Aranda I**
Management Information Systems
Session Chair: Chang-Yang Lin **Eastern Kentucky University**

Hypermedia Content Automata in A Web Infrastructure

Chang-Yang Lin Eastern Kentucky University

Establishing an Orchid Management Information System and Analysis of Use Intention

Ting-Sheng Weng National Chiayi University

Tsai-Mu Shen National Chiayi University

Tsung-Chih Chiou National Chiayi University

Shiou-Ying Chen National Chiayi University

Optimization of Resources in Petroleum Industry by the Use of New Information Technology

Stuti Lal Sitapur Shiksha Sansthan

Cognitive Load Approach: Usability of Learning Material Content Designing and Its Learning Effectiveness Analysis

Chuang Chien-Pen National Taiwan Normal University

Huang Yi-Jeng National Taiwan Normal University

Hsieh Neien-Tzu Taipei Municipal Dali High School

Using Simulated Annealing Algorithm In the Development of an RFID-based Intelligent School Equipment Management System

Jui-Jung Liu Kainan University

Yu-Cheng Lin Kainan University

Ming-En Hsieh Kainan University

Shin-Jia Chen Kainan University

Session [E3] **08:20 – 10:00** **Aranda II**
Operation Management, Industrial Engineering
Session Chair: Maghsud Solimanpur Urmia University

Study on the Preference of Passengers in Choosing Direct Flights from Taiwan to China

Chia-Chuan Chow Kainan University
Shiaw-Wuu Perng Kainan University
Liang-Fu Wang Kainan University

A Study of Internet Usage Behaviour Among Students in Higher Education

Sai Keong Chan University of Malaya

Goal Programming for Utility Functions

Ching-Ter Chang Chang Gung University

Evaluating Optimization Strategy in Chiller Energy Saving by Using Analytic Hierarchy Process

Che-Wei Chang Yuanpei University
Cheng-Ru Wu Yuanpei University
Chiu-Chin Chen Yuanpei University

Multi-Objective Cell Formation and Production Planning in Dynamic Virtual Cellular Manufacturing System

Maghsud Solimanpur Urmia University
Iraj Mahdavi Mazandaran University of Science and Technology
Amin Aalaei Mazandaran University of Science and Technology
Mohammad Mahdi Paydar Mazandaran University of Science and Technology

Session [E4]

08:20 – 10:00

Aranda III

Organization Behavior, Human Resource Management

Session Chair: Peter Ross

Griffith University

The Effects of Traveler's Blogs on the Behavioral Intention to Visit a Tourism Destination

Yu Chen Chen	Soochow University
Rong-An Shang	Soochow University
Ming-Jing Lee	Soochow University

Work-Family Interface: The Relationship Between Work-Family and Religious Support and Its Influence on Job, Family and Life Satisfaction

Adriel Sim	Curtin University of Technology Sarawak Campus
Sopian Bujang	University Malaysia Sarawak
Rusli Ahmad	University Malaysia Sarawak

A Study of the Relationship among Individual Career Plan, Organizational Supporting, Overseas Adaption situation, and Work Performance-A Case Study of Working and Travel Taiwanese Students of a Resort Hotel in USA

Chien Yu	National Taiwan Normal University
Chin-Cheh Yu	National Taiwan Normal University
Hui-Yu Yen	National Taiwan Normal University

A Study on the Relationship between Burnout and Work Attitude-An Example of the Service Staffs in Tien-Wei Highway Garden, Taiwan

Chien Yu	National Taiwan Normal University
Chin-Cheh Yu	National Taiwan Normal University
Hui-Yu Yen	National Taiwan Normal University

Human Resource Issues in the Malaysian Multimedia Super Corridor: Towards A Knowledge Based Society?

Peter Keith Ross	Griffith University
Yunus Ali	Monash University

Session [E5]

08:20 – 10:00

Vanda I

Other Articles

Session Chair:

New Direction for Taiwan Dual-System Education Research

Shu-Ju Kuan	National Taiwan Normal University
Chi-ching Chang	National Taiwan Normal University
Dan-Pai Feng	National Taiwan Normal University

Popularizing Needs Analysis of Foreign Students Learning Chinese Ways in Foreign Language Teaching

Chen Shin Chien	National Taiwan Normal University
Chin Ching Su	National Taiwan Normal University

Does Governance Matter? The Case for Tourism

Thomas Sing Chiu Lau	The Hong Kong Polytechnic University
Bharat R Hazari	City University of Hong Kong

Designing A Fair-Exchange Protocol for Computational Resource Transactions in Grid Computing

Shi-Jen Lin	National Central University
Ding-Chyu Liu	National Central University
Kai-Yao Shih	National Central University
Chun Wei Hsu	National Central University

Applying RFID to Requirements Analysis Framework in Pharmacy Supply Chain Using Business Patterns Approach

Ron-Lon Tasi	Chang Gung University
Huang-Mu Chen	Chang Gung University
Cherng-Min Ma	Ming Chi University of Technology

Session [F2] **10:20 – 12:00** **Aranda I**
Management Information Systems
Session Chair: H. Keith Edwards **University of Hawaii – Hilo**

A Study on an Integrated Knowledge Management System During Processes of New Product Development

Chihcheng Kevin Hsu	National Central University
Henry Wang	National Central University
Yung-Chung Tsao	National Central University
Yin-Te Tsai	National Central University

Embracing Organizational Innovation from Implementing Enterprise Resource Planning Systems

Ta-Chung Ying	Minghsin University of Science and Technology
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Using Communication Patterns in Software Engineering Projects to Predict Project Success

H. Keith Edwards	University of Hawaii - Hilo
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Using Data Mining to Identify Companies with Internal Control Material Weaknesses

John J.Cheh	The University of Akron
Il-woon Kim	The University of Akron
Chris Moon	GfK Marketing Service Korea Ltd

Session [F3] **10:20 – 12:00** **Aranda II**
Marketing
Session Chair: Chai Lee Goi **Curtin University of Technology**

Customer Co-Design and Flow Experience of Customization Product Producing Process in Computer Mediated Environments

Wei-ping Pu	National Cheng Kung University
Kuo-Hsiang Chen	National Cheng Kung University
Meng-Dar Shieh	National Cheng Kung University
Hsiang-Ming Fang	Providence University

Customer Retention: With Special Reference to Telecommunication Industry in Sri Lanka

Kapila Ariyadarshana Silva	Lanka Com (Pvt) Ltd.
Saman Tilakasiri Yapa	University of Sri Jayewardenepura

The Study of Function's Choice of the Electronic Book Reader

Jui-Hsiang Hsu	Chung Yuan Christian University
Horng-Der Leu	Chung Yuan Christian University
Chin-Ning Chu	Chung Yuan Christian University

Integrated Marketing Communications: Perception of Young Consumers

Chai Lee Goi	Curtin University of Technology
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The Influence of Demographics on the Consumer Intention of Adopting Mobile Value-Added Services

Wan-Ying Lin	TamKang University
Cheng-Yu Lai	National ChengChi University

Session [F4] **10:20 – 12:00** **Aranda III**
Operation Management and Industrial Engineering
Session Chair: Iraj Mahdavi **Mazandaran University of Science and Technology**

Strategic Design Function and Non-Throw-Away Balance-Cost Model in the Product Design Stage

Chun-Ying Shen Ching Yun University
Shuo-Yan Chou Taiwan University of Technology and Science
Kuo-Yan Wang Global Advance Tech. Ltd

The Study of The Impact on Research and Development Strategies for Competitive Advantage - An Example of Taiwan's Semiconductor Factory

Ming-Lang Wang Chung Hua University
Kang-Wei Wang Chung Hua University

Information Technology in Developing Business Models of Export at Mazandaran Province in Iran

Iraj Mahdavi Mazandaran University of Science and Technology
Mohsen Kakouei Mazandaran Trade Organization
Hamed Fazlollahtabar Mazandaran University of Science and Technology
Nezam Mahdavi-Amiri Sharif University of Technology
Shima Mohebbi Khajeh Nasir Toosi University of Technology

A Study of the Relationship Between Organizational Change Perceptions and Turnover Intention in the Financial Industry—The Mediating Effects of Job Satisfaction and Job Stress

Nan-Hong Lin Tatung University
Yu-Han Chiang Tatung University

Academic Excellence as Selection Criteria Among Selected Malaysian Employers

Junaidah Hashim International Islamic University Malaysia

Session [F5] **10:20 – 12:00** **Vanda I**
Organization Behavior, Human Resource Management
Session Chair: Ting-Sheng Weng **National Chiayi University**

Self-Determination and Expertise Knowledge Transfer

Ali Yakhlef Stockholm University School of Business
Laurent Sie École Supérieure de Commerce de Pau

Design and Implementation of SOA-Driven Campus Email Service

Heng-Li Yang National Chengchi University
August F. Y. Chao National Chengchi University

Exploring the Service Profit Chain Concept for the Public Sector

Ainan Mohd Yusoff Rubber Industry Smallholder Development Authority

A Comparative Study of Small and Medium Enterprises Development in Taiwan-Case Study of Three Companies

Dar Chin Rau Lunghwa University of Science and Technology
Pei Yu Chang Lunghwa University of Science and Technology
Chei Yi Wei Lunghwa University of Science and Technology
Cheng Wei Huang Lunghwa University of Science and Technology

Session [G2]

13:20 – 15:00

Aranda I

Others Articles

Session Chair:

Implementation Status and Review of The Taiwan-Germany Elite Program in Taiwan

Chin Ching Su

National Taiwan Normal University

Chen Shin Chien

National Taiwan Normal University

Shiu Te Sung

National Taiwan Normal University

A Study on the Relationships between the Cognition of Knowledge Management and the Knowledge Management Enabler Activities: A Regional Hospital

Ying-Ying Chang

Yuanpei University

Pi-Fang Hsu

Shih Hsin University

Min-Hua Li

Cardinal Tien Hospital Hsin Chu Mercy Branch

The Relationship of Suicide Mortality and Unemployment Rate: A Panel Data Analysis

Pei-Ling Wen

Chung Yuan Christian University

Yueh-Chiang Lee

Chung Yuan Christian University

Significant Contribution through Triangulation Approach: Qualitative and Quantitative Research Design

Aliza Ramli

University of Technology Mara

Suzana Sulaiman

University of Technology Mara

Falconer Mitchell

University of Edinburgh

Session [G3] **13:20 – 15:00** **Aranda II**
Marketing
Session Chair: Jason MacVaugh **University of Gloucestershire**

Identifying Market Segments in Mainland Chinese Tourists' Destination Image Perception

Chin Tsai Lin	Yuanpei University
Ya Ling Huang	Ming Chuan University
In Fun Lee	Ming Chuan University

A Study of Placebo Effect Influenced by Advertisement Efficacy Expectation---Viewpoint on Cognitive Dissonance and Customer Satisfaction

Fu Yung Kuan	National Kaohsiung First University of Science and Technolog
Yin Hui Cheng	National Penghu University

Trends Of Massive Requirements By Internet For Researches Of Market And Advertising Used As A Low-Cost Choice For Small And Medium Companies In Mexico

Marco Antonio Barajas Figueroa	Universidad De Colima
Alma Ruth Rebolledo Mendoza	Universidad De Colima
Susana Berenice Vidrio Baron	Universidad De Colima
Orlando Luna Luna	Universidad De Colima

Stand alone Generic skills or Embedded skills in modules: What does an examination of Management curricula tell us about the classic pedagogic debate?

Jason Alexander MacVaugh	University of Gloucestershire
Anna Jones	University of London

Analytic Models To Compute The Expected Setup Time For An Operational Service System Encountering Uncertain Customer Arrivals

Ming-Hsien Yang	National United University
Shu-Hsing Chung	National Chia Tung University
Ching-Kuei Kao	National Chia-Tung University

Session [G4] **13:20 – 15:00** **Aranda III**
Others
Session Chair: Yuraporn Sudharatna **Kasetsart University**

A Continuous Zero Replacement Reversible Image Watermarking Method

Chien-Chang Chen Hsuan Chuang University

Li-Pang Wang Hsuan Chuang University

Does Ethic Orientation Matter? The Relationship Between The Ethical Motivation of Stakeholder Management and Firm Value

Nai-Hui Su National Chung Hsing University

Hsin-Mei Lin National Chi Nan University

Ching-Ping Lin Aletheia University

Knowledge Acquisition, Sharing, and Utilization as of a Learning Organization Characteristics

Yuraporn Sudharatna Kasetsart University

Preeyanuch Apibunyopas Kasetsart University

Laubie Li University of South Australia

The Linking Role of Firm Competence Leveraging: Technology Orientation or Market Orientation

Peng-Jung Lin National Chi Nan University

Hsin-Mei Lin National Chi Nan University

Joseph L. Y. Che Christ's College and National Chi Nan University

Impact of Organization Identity (OI) on Workforce Behavioral Reactions - An Empirical Study of Insurance Agents in the Chinese Context

Kwan-ling Ma Hong Kong Polytechnic University

Ivan Ka-Wai Lai Macau University of Science & Technology

Session [H2] **15:20 – 17:00** **Aranda I**
Others
Session Chair: Suyanto **Curtin University of Technology**

The Effectiveness of Monetary Policy on Real Estate Investment Trusts Market

Yen-Hsien Lee Chung Yuan Christian University
Chien-Ming Huang Tamkang University
Hsin-Mei Su Tamkang University

FDI Spillovers and Technical Efficiency in Indonesian Pharmaceutical Firms

Suyanto Suyanto Curtin University of Technology

Announcement Effect Of Patent Application: Evidence From Taiwan Listed Electronics Industries

Yi-Hsien Wang Yuanpei University
Wan-Ting Chiu Yuanpei University
Jia-Ci Chen Yuanpei University
Siao-Ting Yu Yuanpei University
Yi-Hung Lin Yuanpei University

Market Reaction To Patent Infringement Litigations On Stock Returns In Taiwan

Tsu-Pang Hsie Aletheia University
Yi-Hsien Wang Yuanpei University
Ya-Hui Chuang Aletheia University

Session [H3] **15:20 – 17:00** **Aranda II**
Marketing
Session Chair: Neuneung Ratna Hayati Widyatama University

Internet Banking Continued Usage: A Study on Current Users

Huam Hon Tat	Universiti Teknologi Malaysia
Khalil Md Nor	Universiti Teknologi Malaysia
Eng Tzu Yang	Universiti Tunku Abdul Rahman
Khor Jia Hney	Universiti Tunku Abdul Rahman
Lim Yik Ming	Universiti Tunku Abdul Rahman
Tan Li Yong	Universiti Tunku Abdul Rahman

Testing Market Timing on Capital Structure in Different Market Characteristics

Yoti Lee	Ching Yun University
Sheng Chu Su	Ching Yun University

**Comparison Analysis of Financial Performance on Shariah banking
(Case Study in Indonesia and Malaysia)**

Neuneung Ratna Hayati	Widyatama University
Tanti Irawati Muchlis	Widyatama University
Farah Oktaviani	Widyatama University

The Influence of Ownership Structure (Family Shares) to Value of Firm

Tanti Irawati Muchlis	Widyatama University
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The Exploration of Multidimensional Market Turbulence Scale in Taiwan Financial Industries

Shu-Hsien Liao	Tamkang University
Da-Chian Hu	Tamkang University
Wen-Jung Chang	Tamkang University
Yi-Wen Lin	Tamkang University

Session [H4] **15:20 – 17:00** **Aranda III**
Operation Management, Industrial Engineering
Session Chair: Chih-Horng Liao **Ta-Hua Institute of Technology**

The Impact of Important Contextual Factors on Supply Chain Management Practices in Manufacturing Firms in Sri Lanka

Chitra Waduge Chathurani Silva University of Sri Jayewardanapura
MACS Sampath Fernando Sabaragamuwa University of Sri Lanka

Using Anp to Approach Knowledge Management Strategy in Linguistic Preferences

Ming-Lang Tseng MingDao University
Remen CW Lin Yuntech University
Bob NS Yang Yuntech University
Chih-Horng Liao Ta-Hwa Institute of Technology

Firm Characteristics, Repurchase and Liquidity

Cheung-Sum Lu Tamkang University
Jung Hui Chou Tamkang University

The Day of the Week Effect in Real Estate Investment Trusts

Chien-liang Chiu Tamkang University
Yen-Hsien Lee Chung Yuan Christian University
Hung-Luen Ou Tamkang University

Intermediate linkages in the relationship between perceived investment in employee development and employee intent to leave in Taiwan hospital

Hsiu-Fon Kuo National Taipei University
Ching-I Wang National Taipei University
Kuang-Hui Chiu National Taipei University

Session [H6] **15:20 – 17:00** **Vanda II**
Others
Session Chair: Kar Yan Tam **Hong Kong University of Science and Technology**

Exchange Rate and Monetary Fundamentals: Evidence from Malaysia and Japan

Khairizah Hj. Abas University Malaya
Zarinah Yusof University Malaya

Organizing the "Flexible" Organization

Sara Varlander Stockholm University
Ebba Sjogren Stockholm University

An Application of the RFID Technology in an Oil Refinery

Chien-Hsing Wu Chang Gung University
Jing-Jang Hwang Chang Gung University

The Factors Influencing the Loyalty Programs Effect in Taiwan Department Store

Chin-Hsiung Lin National Taipei University
Jung-Chuan Lu National Taipei University
Kuang-Hui Chiu National Taipei University

[PO]

POSTER Session

The Impact of IT on Productivity and Non-Neutral Effects-A Semiparametric Smooth Coefficient Estimation

Ting-Kun Liu Chaoyang University of Technology

Factors Influencing Lessors' Choices on Regional Jets

Yueh-Ling Hsu Kainan University

Ting-Chun Wang Cabot Aviation

Using a revised importance-satisfaction model for quality improvement: The case of Taiwanese Bank industry

Shun Hsing Chen Yu-Da College of Business

The Impact of Consumer Knowledge on Consumer Choice under Incomplete Information

Pei-Hsun Wu National Taichung Institute of Technology

Perceived Value, Corporate Image and Customer Loyalty in The Context of Varying Levels of Length of Relationship

Chung-Yu Wang Shu-Te University

Li-Wei Wu Tunghu University

Web Transaction Methods Achieving Privacy and Fairness

ShinYan Chiou Industrial Technology Research Institute

Jun-Bin Shi Industrial Technology Research Institute

Economic Optimizations for a Two-Stage Imperfect Production System with Inspection, Rework, and Scrap Rate

Yan-Chun Chen TungNan Uninersity

Ya-Hui Lin Chin Min Institute of Technology

Debt Issues and Stock Repurchases: An Empirical Investigation

Chun Tsen Yeh Chang Jung Christian University

The Relation between Employee Stock Options and Firm Performance: Taiwan Evidence

Mei-Yueh Huang	Lunghwa University of Science and Technology
Ming-Lian Lyu	National Kaohsiung First University of Science and Technology
Jun-Biao Lin	National Kaohsiung First University of Science and Technology

On Channel Coordination under Revenue Sharing Contract: Can Amazon's Fee Structure Coordinate the Channel?

Jen-Ming Chen	National Central University
Hung-Liang Cheng	National Central University
Mei-Chen Chien	Vannung University

Applying Neural Network to Determine The Wip Level for Wafer Fabrication

Yu-Hsin Lin	Ming-Hsin University of Science & Technology
Wei-Jung Shiang	ChungYuan Christian University
Sheng-Chieh Wang	Ming-Hsin University of Science & Technology

Decision Making in Testing Process Capability for Asymmetric Tolerances Based on Bayesian Approach

Chien-Wei Wu	Feng Chia University
Y.C. Chang	Ching Yun University

Implementation and Power Analysis of a Supplier Selection Method

Chien-Wei Wu	Feng Chia University
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Determinants of Service Quality on Technical Support Web Sites

Po-Young Chu	National Chiao Tung University
Chia-Yi Chen	National Chiao Tung University
Yu-Ling Lin	National Chin-Yi University of Technology
Wei-Chen Wu	National Chiao Tung University

A Study on the Decision-Making Behaviors under the Business Operating Simulation System

Yu-Ling Lin	National Chin-Yi University of Technology
Rui-Mine Huang	National Chin-Yi University of Technology
Sue-Mei Wang	National Chin-Yi University of Technology

Applying Value-at-Risk to Capital Budgettign Decisions of Bot Projects

Chao-Hsien Sung	National Sun Yat-Sen University
Kuang-Erh Lai	National Sun Yat-Sen University
Wen-Tao Lee	National Sun Yat-Sen University

Corporate Governance and Default Risk: Evidence From Taiwanese Listed Firms

Shumei Chiang	Lunghwa University of Science and Technology
Chinpiao Yeh	Overseas Chinese Institute of Technology
Hsinfu Chen	Lunghwa University of Science and Technology

More Investigation of the Industry Momentum Effect in Taiwan

Ying Fen Fu	Tainan University of Technology
Hai Ching Liu	Southern Taiwan University of Technology
Mei Hsing Cheng	Southern Taiwan University of Technology

The Study of Learning Effectiveness of E-Learning for Traditional College Students-- Case Study on Accounting Course for Business Major Students

Wan-Ju Chen	National Changhua University of Education
Shu-Fen Nien	National Changhua University of Education
Hong-Min Lin	National Changhua University of Education

An Empirical Study on the Relationship between Firms' Brand Value, Market Value, and Performance

Mei-Jane Teng	National Chin-Yi University of Technology
Tz-Yin Lian	National Chin-Yi University of Technology
Chia-Yi Chen	National Chiao-Tung University
Tien-Than Nguye	National Chin-Yi University of Technology

ISO 14001 Certification and Firm Performance: Evidence from Taiwan's Industries

Mei-Jane Teng	National Chin-Yi University of Technology
Wei-Chen Pan	National Chin-Yi University of Technology
Poyi Ho	National Chin-Yi University of Technology
Tien-Than Nguye	National Chin-Yi University of Technology

The Effects of Environment Management System (ISO14001) on Intangible Assets and Market Value

Mei-Jane Teng	National Chin-Yi University of Technology
Poyi Ho	National Chin-Yi University of Technology
Wei-Chen Pan	National Chin-Yi University of Technology
Tz-Yin Lian	National Chin-Yi University of Technology

The Effects of Message Sidedness and Commercial Sponsorship on Consumers' Evaluation towards Web Forums

Li-Shia Huang	Fu-Jen Catholic University
Cheng-Wei Lin	Fu-Jen Catholic University

Is Investors' Reaction to News Related to the Market State?

Ying Fen Fu	Tainan University of Technology
Hai Ching Liu	Southern Taiwan University of Technology

Product Development and Distributor Support Activities in The Semiconductor Industry: A Focus Study --- Case Study of Taiwan Notebook Manufacturers

Min-Sun Wuang	Fu Jen Catholic University
Rong-Hwa Huang	Fu Jen Catholic University
Kuo-Chi Chuang	Fu Jen Catholic University

Parallel Project Scheduling with Limited Resources

Rong-Hwa Huang	Fu Jen Catholic University
Chia-Wen Kang	Fu Jen Catholic University
Ju-Yun Feng	Fu Jen Catholic University
Yi-Yan Lin	Fu Jen Catholic University
Chih-Heng Kuo	Fu Jen Catholic University

Project Scheduling with Two Constrained Resources

Rong-Hwa Huang	Fu Jen Catholic University
Hsiang-Lin Hsiao	Fu Jen Catholic University
Szu-Han Hu	Fu Jen Catholic University
Shih-Ting Syu	Fu Jen Catholic University
Jung-An Ho	Fu Jen Catholic University

Exploring the Team-Oriented Performance Management

Yueh-Chiang Lee	Vanung University
Melien Wu	National Chiayi University
Chen-Chieh Chang	Chung Yuan Christian University
Wen-Long Zhuang	Chung Yuan Christian University

Using Multi-Perception Approach to Evaluate the Clinical Performance of Student Nurses

H.Y. Kuo	Fu Jen Catholic University
Zhen-Guo Che	National Chiao Tung University
Z.H. Che	National Taipei University of Technology
Tzu-An Chiang	National Pingtung Institute of Commerce

Repatriation or Not Repatriation: The Role of Home Country Mentoring and Core Self-Evaluations

Melien Wu	National Chiayi University
Wen-Long Zhuang	Chung-Yuan Christian University
Yueh-Chiang Lee	Vanung University

Location Selection for Home for the Aged in Taiwan by Using Analytic Hierarchy Process

H.Y. Kuo	Fu Jen Catholic University
H.S. Wang	National Taipei University of Technology
Zhen-Guo Che	National Chiao Tung University
Z.H. Che	National Taipei University of Technology
S.T. Chou	National Taipei University of Technology

Influences of Promotion Type, Promotion Framing and Product Price Level on the Effectiveness of Sales Promotion

Chun-Tuan Chang	National Sun Yat-sen University
Kuang-Hao Chen	National University of Kaohsiung

An Investigation on International-Mindedness of R&D Team and its Relationship to Team Innovation

Ching-lan Hsiao	Ching-Yun University
Jia-Jyun Siao	Ching-Yun University

Core Self-Evaluations in The Military Context: Relative Effects on Job Satisfaction and Organizational Commitment

Melien Wu	National Chiayi University
Wen-Long Zhuang	Chung-Yuan Christian University
Shu-Lien Wen	Chung-Yuan Christian University

Applying the Balanced Scorecard to Construct a Nursing Performance Measurement Model of the Surgery Intensive Care Unit in a Medical Center

Chialing Hsieh	Tainan University of Technology
Weir-Sen Lin	Chia-Nan University of Pharmacy and Science
Hui-Ling Chen	Kaohsiung Veterans General Hospital

Evaluation of Process Capability Index for Non-Normal Distributions

Y.C. Chang	Ching Yun University
Chien-Wei Wu	Feng Chia University

Factors in the Choice by Students of Vocational Schools

Shu-Fen Nien	National Changhua University of Education
Li-Juan Mao	National Taichung Industrial High School
Wan-Ju Chen	Diwan University
Hong-Min Lin	National Changhua University of Education

Extending the Technology Acceptance Model to Investigate the Factors Affecting the User Satisfaction in Internet Banking

Chu-Fen Li	National Formosa University
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Methodical and Technological Support of the Project Portfolio and Program Management

Michael Amberg	University of Erlangen-Nuremberg
Michael Lang	University of Erlangen-Nuremberg
Inke Thiessen	University of Erlangen-Nuremberg
Bianca Vogel	University of Erlangen-Nuremberg
Bop Sandrino-Arndt	Maxence Business Consulting

Encouraging IT-based Innovations by efficient IT System Portfolio Management

Michael Amberg	University of Erlangen-Nuremberg
Michael Lang	University of Erlangen-Nuremberg

Constructing Etc Combined of CLR System and MIP/AAA Architecture

Her-Tyan Yeh Southern Taiwan University
Jia-Hong Yang Southern Taiwan University

The Study of Satisfaction Influence Factors in Information Security Outsourcing: A Synthesis of Transaction Cost Economics and Social Exchange Theory

Chun-Yang Chang National Kaohsiung University of Applied Sciences
Shun-Chin WU National Kaohsiung University of Applied Sciences
Fang-Li Pan National Kaohsiung University of Applied Sciences

Measuring the Persistence of Mutual Funds Performance by Markov Transition Probability Matrix

Wen Tao Lee National Sun Yat-Sen University
Liang Ann Tai National Sun Yat-Sen University
Chung Jian Huang National Sun Yat-Sen University
Kuang Erh Lai National Sun Yat-sen University

Online Auction Success Factors: Analysis of the Fashion Clothing Industry

Chang-Lin Yang Fu Jen Catholic University
Tung-I Tsai Shu-Te University

Quality Function Deployment Method for Selecting and Improving Subcontractor Execution of Foreign Direct Investment Projects

Chang-Lin Yang Fu Jen Catholic University
Min-Sun Wuang Fu Jen Catholic University
Rong-Hwa Huang Fu Jen Catholic University
Kai-Len Tseng Fu Jen Catholic University

Understanding and Predicting Job Seeker Intentions to Use Job-Search Websites: An Empirical Study

Hsiu-Fen Lin National Taiwan Ocean University

Effect of Green Supply Chain Management Practices on Environmental Performance and Competitive Advantage

Chien-Yun Yuan Chihlee Institute of Technology
Yu-Shan Lin Chihlee Institute of Technology

An Empirical Investigation of Virtual Study Groups Types and Their effect on Team Performance in On-line Learning

Sang-Kon Lee Korea University of Technology & Education
Ji-Yeon Lee Inha University
Yuan-Guo Cui Korea University of Technology & Education

Coordinated Supply Chain Mechanisms for an Item with Price and Stock-Dependent Demand Subject to Fixed Lifetime and Deterioration

Liang-Tu Chen National Pingtung Institute of Commerce
Chun-Chin Wei Ching Yun University

Foreign Direct Investment and Economic Growth in Taiwan-A Dynamic Stochastic General Equilibrium(DSGE) Approach

Hsin-Fu Chen Lunghwa University of Science and Technology
Shu-Mei Chiang Lunghwa University of Science and Technology
Chun-Ju Lin National Taipei College of Business

An Integrated Middleware for Heterogeneous E-commerce Platform

Yi-Hsing Chang Southern Taiwan University
Yu-Nan Liu Southern Taiwan University

Pricing Decisions in a Two-Level Supply Chain with Horizontal and Vertical Competition

Chung-Chi Hsieh National Cheng Kung University
Cheng-Han Wu National Cheng Kung University
Chieh-Wan Chen National Cheng Kung University

Using the Technique of Importance-Performance Analysis to explore service quality in the kindergarten

Yu-juan Chen ST. Mary's Medicine Nursing and Management College

The Influence of American Subprime Mortgage on Emerging Countries: Take BRICs' ETFs for Instance

Kai-Chiung Peng Ching Yun University
Chia-Jung Yang Ching Yun University
Yao-Lin Hsu National Taipei University

A Case Study in the IC Final Testing Oder Selection Problem

Chun-Ying Huang Ching Yun University
Tzu-Yun Chang Ching Yun University
Shih-Chou Hsu Nanya Institute of Technology

Applying Kano Model to Develop Quality Function of Information Security Product

Chun-Yang Chang National Kaohsiung of Applied Science University
Li-Fang Pan National Kaohsiung of Applied Science University
Shun-Chin Wu National Kaohsiung of Applied Science University

Knowledge Management Activities

Varpu Uotila Helsinki School of Economics

Financial Performance Evaluation For Different Level Airports In Taiwan

Rong-Tsu Wang Vanung University

The Investigation of Current Status & Problems for Special Education Program Field Practice of Vocation High Schools in Taiwan

Lin Hong Min National Changhua University of Education
Chen Wan Ju Diwan University
Nien Shu Fen National Changhua University of Education

The Relationship between Compensation Strategy and Organizational Innovation: The Mediating Effect of Organizational Learning Capability

Ruey-Gwo Chung HsiuPing Institute of Technology
Chieh-Ling Lo Ming Dao University

Meta-Evolutionary Based Computation Approach For Multiple Category Signal Detector Allocation Problems

T. C. Chen National Formosa University
P. S. You National Chiayi University
Y. C. Hsieh National Formosa University
Y. C. Lee Wu Feng Institute of Technology

Knowledge Sharing by Ontologies Integration

Hei Chia Wang National Cheng Kung University

Expert Group Decision Technique Applied to Selection of Energy Fund Performance

Evaluation

Hsin-Yuan Chang	Takming University of Science and Technology
Cheng-Ru Wu	Takming University of Science and Technology
Wen-Ping Wu	Takming University of Science and Technology
Li-Syuan Wu	Takming University of Science and Technology

A Study on Negative Binomial Inspection for Imperfect Production Systems

Yeu-Shiang Huang	National Cheng Kung University
Yen-Jun Lin	National Cheng Kung University

Reliable Delegation Scheme for RFID Systems

Narn-Yih Lee	Southern Taiwan University
Zong-Jhih Lin	Southern Taiwan University

Using the Novel Discrete Particle Swarm Optimization for Mining Breast Cancer Database

Wei-Chang Yeh	National Tsing Hua University
Wei-Wen Chang	National Tsing Hua University
Chuan-Wei Chiu	National Tsing Hua University

The Study of Global Logistics Management Design

Ming-Kuen Chen	National Taipei University of Technology
Yung-Piao Yu	National Taipei University of Technology

The Barrier Analysis for implementing Product Service System in Enterprise

TC Kuo	MingHsin University of Science and Technology
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A Study on the Relationship among Servant Leadership, Worker Participation and Job Satisfaction

Chin-Shiow Tarnng	National Taipei University
Hsin-Fu Huang	National Taipei University

The Drivers and Inhibitors of Adoption and Purchase Intentions for the Third-Generation Phones in Taiwan

Hueiju Yu	Chinese Culture University
Wei-Chen Teng	Chinese Culture University

Analysis and Diagnosis of Human Body Movement Efforts Based on LMA

Chao-Tsong Fangtsou

National Taipei University

Wei-Shan Huang

National Taipei University

Applying XML in Historical Information Extraction: Using Historical Information Management Module of Adaptive environment Information System for Example

Chao-Tsoung Fangtsou

National Taipei University

Fen-Yun Chou

National Taipei University

The Effect of Shareholder Ownership and Board Characteristics on the Performance of Financial Holding Company

Shu-Mei Chiang

Lunghwa University of Science and Technology

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International Symposium on Finance and Accounting

(ISFA 2009)

Tuesday, July 07, 2009

Session [A7] **08:20 – 10:00** **Cattleya II**
ISFA 1---Accounting
Session Chair: Rosemary Penalosa Dinio **University of Santo Tomas**

An Evaluation of Selected Micro Enterprises as Means of Uplifting the Quality of Life of Low Income Families in Quezon City

Rosemary Penalosa Dinio **University of Santo Tomas**

Do Exchange Listing Announcements Signal the Future?

Tsai-Ling Liao **Providence University**
Chih-Jen Huang **Providence University**

Over-Investment and the Marginal Value of Cash Holdings

Tsai-Ling Liao **Providence University**
Chih-Jen Huang **Providence University**

Auditor Independence and Overconfidence

Chen-Hui Wu **I-Shou University**

Examination of the Deficiencies of system-based auditing Model and its replacement with the risk-based auditing model, in Iran

Valiollah Forsati Jouybari **Islamic Azad University**
Mehdi Abedi **Islamic Azad University**

Trading Behaviors among Major Players in the USD Currency Futures Markets: Evidence from South Korea

Dar- Hsin Chen **National Taipei University**
Chien-Chung Nieh **Tamkang University**
Po-Cheng Kuo **National Taipei University**

Session [A8] **08:20 – 10:00** **Cattleya III**
ISFA 2---Finance
Session Chair: Ahmed A. Mohammad Applied Science University of Jordan

Towards Knowledge Financial Statements

Ahmed A. Mohammad Applied Science University of Jordan

The Evolving Relationship between Earnings, Dividends, and Stock Repurchases: Evidence from Taiwan

Dar- Hsin Chen National Taipei University
Hwey-Yun Yau National Taipei College of Business
Yi-Ping Huang National Taipei University

Improving the Classification of the Bads from the Goods Using Event Variables and Dummy Variable Structure Technique

Abd-Razak Ahmad University Teknologi Mara Kedah
Nicholas Wilson University of Leeds

Equity Participation of Insurance Company in Malaysia

Rabihah Md.Sum University Sains Islam Malaysia

An Examination of the IAS 36 “Assets Impairment” on the Valuation Models Used by Analysts Firms in U.K

Subhan Ullah COMSATS Institute of information Technology
Muhammad Zeb COMSATS Institute of information Technology
Anwar Khan COMSATS Institute of information Technology

Tuesday, July 07, 2009

Session [B7] 10:20 – 12:00 Cattleya II
ISFA 3---Finance and Management
Session Chair: Min-Lee Chan Providence University

Effect of Working Capital Management on Profitability of Firms in Malaysia

Zariyawati Mohd Ashhari University Putra Malaysia
Annuar Mad Nassir University Putra Malaysia
Abdul Rahim Abdul Samad University Putra Malaysia

Information Transparency and Earnings Management in Banking Industry

Min-Lee Chan Providence University
Cho-Min Lin Providence University
Ya-Wen Chen Providence University

Business Ethics and Law

Yi-Ping Chen Da-Yeh University

The Impacts of Relaxing Uptick Rule: Evidence from Taiwan Mid-Cap 100 Index components

Edward H. Chow National Chengchi University
Hsiao-Mei Lin National Chengchi University

Modeling Long Memory Volatility Models in Agricultural Commodity Futures Returns

Roengchai Tansuchat Maejo University

Session [B8] **10:20 – 12:00** **Cattleya III**
ISFA 4---Finance and Strategic
Session Chair: Hatra Voghouei **University Putra Malaysia**

The Political Economy of Financial Development: Panel Data Evidence

Hatra Voghouei University Putra Malaysia

Regime-Dependent Dynamics of the Optimal Futures Hedge: Evidence from the S&P 500 and the NASDAQ 100 Indices

Yu-Sheng Lai National Chiao Tung University

Her-Jiun Sheu National Chi Nan University

Return from Writing Derivative Warrants in Hong Kong Market

Zhenxing Zeng Hong Kong Baptist University

Constraints to SMEs: A Rotated Factor Analysis Approach

Mohammad Ayub Islam Independent University

Mohammad Nayeem Abdullah Independent University

Syed Manzur Quader Independent University

A Reinvestigation upon the Impact of the Gradual Liberalization of A-share Market on the Efficiency of A and B Share Prices in China

Yang-Cheng Lu Ming Chuan University

Hao Fang Ming Chuan University

Tuesday, July 07, 2009

Session [C7] 13:20 – 15:00 Cattleya II
ISFA 5---Finance and Market
Session Chair: Chaiwat Ninanussornkul Chiang Mai University

Modeling the Volatility in Bond Prices in South-East Asia

Chaiwat Ninanussornkul	Chiang Mai University
Michael McAleer	National Chung Hsing University
Songsak Sriboonchitta	Chiang Mai University
Chia-Lin Chang	National Chung Hsing University

Volatility and Volatility Spillovers in Crude Oil and Precious Metals Markets

Chaiwat Ninanussornkul	Chiang Mai University
Kunsuda Nimanussornkul	Chiang Mai University
Thanes Sriwichailanphan	Chiang Mai University
Pimonpun Boonyasana	Chiang Mai University

Stealth Trading, Price Manipulation and Investors Types: Evidence from the Emerging Taiwan Equity Market

Yang-Cheng Lu	MingChuan Univrsity
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Market Beta(β) and Stock Returns - An Analysis of Select Gulf Companies

Rengasamy Elango	Majan College
Dayanand Pandey	Bank Melli Iran

Day-of-the-Week Effect in the Taiwan Interbank Call Loan Market

Chin-Shan Hsieh	Kao Yuan University
Cheng-Te Chen	Far East University

Tuesday, July 07, 2009

Session [C8] 13:20 – 15:00 Cattleya III
ISFA 6---Risk and Finance
Session Chair: Michal Jelinek University of Economics in Prague

Total Complementary Edge Covering Problem Using Multi Start Tabu Search Algorithm

Ali Naimi Sadigh Amirkabir University of Technology
Marzieh Mozafari Amirkabir University of Technology

Determination of Profitability of Commissionaires in Accordance with Arm's Length Principle

Tomas Brabenec University of Economics in Prague
Michal Jelinek University of Economics in Prague

Top executive pay and contemporaneous firm performance measure

Chii-Shyan Kuo National Tsing Hua University
Jow-Ran Chang National Tsing Hua University

The Impact of Yield Curve Movements on Returns on Equities of Taiwanese Financial Institutions

Chien Yun Chang Hsiping Institue of Technology
Jian-Hsin Chou Hsiping Institue of Technology
Zhen-Yu Chen National Kaohsiung First University of Science and Technology

Investment Strategy of Mean Reversion in P/E Ratios and the Error Correction Process: Evidence from Taiwan

Shang-Chi Gong Fu Jen Catholic University
Yan-Ting Lin Fu Jen Catholic University
Sou-shan Wu Chang Gung University
Tsung-Pei Lee Fu Jen Catholic University

Tuesday, July 07, 2009

Session [D7] 15:20 – 16:50 Cattleya II
ISFA 7---Accounting and Market
Session Chair: Erwin Saraswati Brawijaya University

Problems in Financial Reporting: The Analysis of Quality of Disclosure and the Measurement System of the Traditional Accounting

Abdul Ghofar Brawijaya University
Erwin Saraswati Brawijaya University

Return Reversals and Momentum: A Complementary Rhythm in Taiwan

Hsiao-Peng Fu Providence University

Director Quality and Firm Performance---Director Quality and Firm Performance

Tsui Jung Lin Chinese Culture University
Chi Ming Ho Southern Taiwan University of Technology

Nonlinear Behavior in Real Exchange Rates: Evidence from the East Asian Countries

Ahmad Zubaidi Baharumshah University Putra Malaysia
Venus Khim-Sen Liew University Malaysia Sabah

Heaping in Reported Earnings: Evidence from Monthly Financial Reports of Taiwanese Firms

Fengyi Lin National Taipei University of Technology
Liming Guan University of Hawaii at Manoa
Wenchang Fang National Taipei University

Tuesday, July 07, 2009

Session [D8] 15:20 – 16:50 Cattleya III
ISFA 8---Finance and Strategic
Session Chair: Petr Polak VŠB – Technical University of Ostrava

Location Criteria for Establishing the Treasury Centres in South East Asia

Petr Polak VŠB – Technical University of Ostrava
Rady Roswanddy Roslan Swinburne University of Technology

Country Development and Growth--An Exploration of Major Economic Indicators for Selected Countries and Identify Country Development Strategy

Woo Kok Hoong University of Malaya
Mohd Nazari Ismail University of Malaya
Rubi Binti Ahmad Ahmad University of Malaya

Stealth Trading, Price Manipulation and Investors Types: Evidence from the Emerging Taiwan Equity Market

Her-Jiun Sheu National Chi Nan University
Yu-Chen Wei National Chiao Tung University

Financial Transparency and Stock Recommendation: Evidence from Taiwan

Edward Chow National Chengchi University
Yin-Che Weng National Chengchi University

The Performance of Overconfident Fund Managers

Edward Chow National Chengchi University
Yo-Min Lin National Chengchi University
Hsiao-Mei Lin National Chengchi University
Yin-Che Weng National Chengchi University

Wednesday, July 08, 2009

Session [E6] 08:20 – 10:00 Vanda II
ISFA 9---Risk and Market
Session Chair: Chu Ei Yet University Malaysia Sarawak

Seasoned Equity Offerings and Board Structures at the Initial Public Offerings

Suzanne Ching-Fang Lin Takming University of Science and Technology
Michelle Ching-Yi Lin Takming University of Science and Technology
H. Y. Izan University of Western Australia
Ray da Silva Rosa University of Western Australia

The Cash Hoarding Behavior of Australian Firms

Suzanne Ching-Fang Lin Takming University of Science and Technology
Ray da Silva Rosa University of Western Australia
H. Y. Izan University of Western Australia
Michelle Ching-Yi Lin Takming University of Science and Technology

The Predictive Performance of a Barrier-Option Credit Risk Model in an Emerging Market

Dar-Hsin Chen National Taipei University
Heng-Chih Chou National Taiwan Ocean University
David Wang Chung Yuan Christian University
Rim Zaabar Ceram Business School

Who Win! The Shareholders or Decision Makers? The FHCs' Driven Factors of M&A in Taiwan

Chuang-Yuang Lin National Taipei University
Hung-Ta Lee National Taipei University

Insider Ownership and Industrial Competition: Causes and Consequences of Information Asymmetry

Chu Ei Yet University Malaysia Sarawak
Song Saw Imm University Technology Mara

Session [E7] **08:20 – 10:00** **Cattleya II**
ISFA 10---Investment and Market
Session Chair: Jirapun Chorrak **Griffith University**

**New Evidence on the Pricing and Performance of Initial Public Offerings in Thailand:
1997–2008**

Jirapun Chorrak Griffith University
Andrew Worthington Griffith University

**Pricing of Payment Deferred Vulnerable Options and Its Application to Vulnerable Range
Accrual Notes**

Po-Cheng Wu Kainan University
Chih-Wei Lee National Taipei College of Business
Cheng-Kun Kuo National Taiwan University

Virtual Investment Communities as Influential Sources on Individual Decisions

Chun-Ju Chen Soochow University
Rong-An Shang Soochow University
Yu-Chen Chen Soochow University

**The Shanghai Stock Exchange vs. the Hong Kong Stock Exchange: The Structure and the
Conduct**

Victor Chan Macao Polytechnic Institute

**The Shanghai Stock Exchange vs. the Hong Kong Stock Exchange: The Performance and Thus
Arbitrage Opportunities**

Victor Chan Macao Polytechnic Institute

Session [E8] **08:20 – 10:00** **Cattleya III**
ISFA 11---Investment and Market
Session Chair: Jinlu Li **Shawnee State University**

A Complete Solution to the Equity Premium Puzzle

Jinlu Li Shawnee State University

REITs Volatility Prediction for Skew-GED Distribution of the GARCH Model

Tung-Yueh Pai Tamkang University
Yen-Hsien Lee Chung Yuan Christian University

Does Managerial Sentiment Cause Corporate Investment Inefficiencies?

Hsiao-Fen Hsiao Mingdao University
Chuan-Ying Hsu Da-Yeh University
Chun-An Li National Yunlin University of Science and Technology
Ai-Chi Hsu National Yunlin University of Science and Technology

Announcement Effects and Asymmetric Volatility in Industry Stock Returns: Evidence from Taiwan

Ming-Jen Chang National Dong Hwa University

The JT Index as an Indicator of Financial Stability of Emerging Markets

Petr Jakubik Charles University
Petr Teplý Charles University

Wednesday, July 08, 2009

Session [F6] 10:20 – 12:00 Vanda II
ISFA 12---Risk & Economics
Session Chair: Asma Salman Harbin Institute of Technology

FDI: Impact on Sectoral Growth in Pakistan

Asma Salman Harbin Institute of Technology
Hui Xiao Feng Harbin Institute of Technology

GDP growth with Economic Stability: An FDI perspective

Asma Salman Harbin Institute of Technology
Hui Xiao Feng Harbin Institute of Technology

Investor Attitudes and Behavior towards Inherent Risk and Potential Returns in Financial Products

Gow-Liang Huang National Kaohsiung First University of Science and Technology
Shyan-Rong Chou National Kaohsiung First University of Science and Technology
Hui-Lin Hsu National Kaohsiung First University of Science and Technology

Voluntary Disclosure of Intangible Information: A Comparative Study between Prospectuses and Annual Reports

Azwan Abdul Rashid University Tenaga National
Wan Mohammad Taufik Wan Abdullah University Tenaga National
Mahlindayu Tarmidi Malaysia Institute of Accountant
Zaifudin Zainol University Tenaga National

Session [F7] 10:20 – 12:00 Cattleya II
ISFA 13---Accounting and Market
Session Chair: Nor Hasimah Johari University Tenaga National

**Corporate Governance Practices and Environmental Performance of Companies in Malaysia -
Finding Possibilities of Double Thumbs Up**

Sharifah Buniamin	University Tenaga National
Nor Hasimah Johari	University Tenaga National
Bakhtiar Alrazi	University Tenaga National
Noor Raida Abd Rahman	University Tenaga National

An Examination of Stock Price Movement for RIM Model: Evidence from Taiwan

Keshin Tswei	Nanhua University
Chen-Yin Kuo	National Chung Cheng University

Non-linear Smooth Adjustments Relationship between US and Taiwanese Stock Market

Yen-Hsien Lee	Chung Yuan Christian University
Chien-Han Hung	Tamkang University

Market States and Initial Returns: Evidence from Taiwan IPOs

Jen-Sin Lee	I-Shou University
Pi-Hsia Yen	I-Shou University
Chin-Tai Kuo	National Kaohsiung First University of Science and Technology

Session [F8] **10:20 – 12:00** **Cattleya III**
ISFA 14---Risk and Banking
Session Chair: Radha Shiwakoti **University of Kent**

Expensing of Share-Based Payments and its Impact on Large UK Companies

Radha Shiwakoti University of Kent

Brian Rutherford University of Kent

The Market Structure, Conduct, Performance Paradigm Reapplied to the International Tourist Hotel Industry

Gu-Shin Tung National Pingtung Institute of Commerce

Ching -Yi Lin National Pingtung Institute of Commerce

Chih-Yuan Wang Ming Chuan University

The Relationship Banking Paradox: Raison d'être versus No Pain No Gain

Baomin Dong University of International Business and Economics

Yu Li University of International Business and Economics

Index of Volatility for ASEAN

Kunsuda Nimanussornkul Chiang Mai University

Michael McAleer National Chung Hsing University

Songsak Sriboonchitta Chiang Mai University

Chia-Lin Chang National Chung Hsing University

Modeling the Volatility Spillover and Conditional Correlations between ASEAN and Europe, USA in Forecasting Value-at-Risk

Kunsuda Nimanussornkul Chiang Mai University

Michael McAleer National Chung Hsing University

Songsak Sriboonchitta Chiang Mai University

Chia-Lin Chang National Chung Hsing University

Wednesday, July 08, 2009

Session [G5] 13:20 – 15:00 Cattleya II
ISFA 15---Risk and Finance
Session Chair: Ali Al-Nodel Qassim University

Does Corporate Governance Drive Financing Decisions of Saudi Arabian Companies?

Khaled Hussainey Stirling University
Ali Al-Nodel Qassim University

Capital Adequacy Requirements and Risk-Taking Behavior in Banks: International Evidences

Shu Ling Lin National Taipei University of Technology
Shun-Jyh Wu St. John's University

Long Memory in Volatility of Southeast Asia stock markets

Anaspree Chaiwan Chiang Mai University
Chia-Lin Chang National Chung Hsing University
Michael McAleer National Chung Hsing University
Songsak Sriboonchitta Chiang Mai University

Value-at-Risk in Single-Index of Southeast Asia Stock Markets

Anaspree Chaiwan Chiang Mai University
Chia-Lin Chang National Chung Hsing University
Michael McAleer National Chung Hsing University
Songsak Sriboonchitta Chiang Mai University

What Are Their Relationships among the Indices of Emerging Markets?

Mu-Fen Chao Tam-Kang University
Yu-you Chen Tam-Kang University

Session [G6] **13:20 – 15:00** **Cattleya III**
ISFA 16---Market and Information
Session Chair: Deddy P. Koesrindartoto Bandung Institute of Technology

In Search for a Fit Indonesian Government Bond Index

Deddy P. Koesrindartoto Bandung Institute of Technology
Ahmad Danu Prasetyo Bandung Institute of Technology

To Improve a Research on the Efficiency of Enterprise Information fluency by Using a Complete Scheme

Tsang- Hung Wu I-Shou University
Shyh-Chang Liu I-Shou University

The Motivations of Online Products and Services Information Searching

Chuang-Yuang Lin National Taipei University
Tsai Chen National Taipei University

Impact of Four Major Macroeconomic Variables on the Stock Market Indices in Malaysia, China and U.S.

Seyed Mehdi Hosseini University Sains Malaysia
Ahmad Zamri University Sains Malaysia
Yew Wah Lia University Sains Malaysia

Is There Any Relationship between Crude Oil Price, Money Supply, Industrial Production and Inflation with the Stock Market Index in China, India and Russia?

Seyed Mehdi Hosseini University Sains Malaysia
Ahmad Zamri University Sains Malaysia
Yew Wah Lia University Sains Malaysia

Wednesday, July 08, 2009

Session [H7] **15:20 – 17:00** **Cattleya II**
ISFA 17---Accounting and Finance
Session Chair: Elvina R. Bayburina **State University**

Intellectual Value of the Company and the Factors of its Growth: A Panel Study of the Large Russian Companies

Elvina R. Bayburina State University
Tatiana V. Golovko State University

Regulation on Forecast Error Threshold and Corporate Governance: Evidence from the Emerging Market of Taiwan

Cheng-Hwai Liou National Taichung Institute of Technology
Shou-Min Tsao National Taichung Institute of Technology
Yun-Sheng Hsu National Chung Hsing University
Guang-Zheng Chen National Taichung Institute of Technology

Credit Ratings and Capital Structure

Chunghuey Huang National Taipei University
Wanying Lin National Chengchi University
Ruey-Yu Lin National Chengchi University

Comparing the Islamic Banking, Conventional and Both Banking Users Using Multinomial Logistic Regression

Nuradli Ridzwan Shah Mohd Dali University Sains Islam Malaysia
Hanifah Abdul Hamid University Sains Islam Malaysia

How Useful is the VIX (Volatility Index) for Evaluating the Risk of Stock Market?

Chien-Lung Hsu National Taipei University
Ruey-Shan Wu National Taipei University

Session [H8] **15:20 – 17:00** **Cattleya III**
ISFA 18---Market and Finance
Session Chair: Dwi Martani **University of Indonesia**

The Analysis Impact of Financial Ratio and Discounted Cash Flow to the Financial Distress

Dwi Martani University of Indonesia

Dan Hertanto University of Indonesia

**The Impact Financial Performance and Governance to the Board of Directors Replacement
(Empirical Studies on State Own Companies in Indonesia)**

Dwi Martani University of Indonesia

Susi Meyrista Tarigan University of Indonesia

Dynamic Implied Volatility Functions in Taiwan Options Market

HungLung Chen National Chengchi University

WeiYu Kuo National Chengchi University

WeiKuang Chen National Chengchi University

**Searching Optimal Solutions for Construction Projects Using Artificial Intelligence -- A Case
Study of Sewer Rehabilitation Planning**

Ming-Der Yang National Chung Hsing University

Tung-Ching Su National Chung Hsing University

Yi-Ping Chen Da-Yeh University

[PO]

POSTER Session

Empirical Study on Jump Diffusion of Taiwan 50 Index Constituent Stocks Price

Shi-Hao Chou

Tam-Kang University

A Cross-Level Investigation of the Effect of Corporate Social Performance on Customer Identification and Behavior

Chia-Wu Lin

National Dong Haw University

Zih-Hua Wang

National Dong Haw University

Shu-Hao Chang

Ming Dao University

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Yu-Fen Chen	Chunghua University, Taiwan
Yu-Hua Yan	National Kaohsiung First University of Science and Technology, Taiwan
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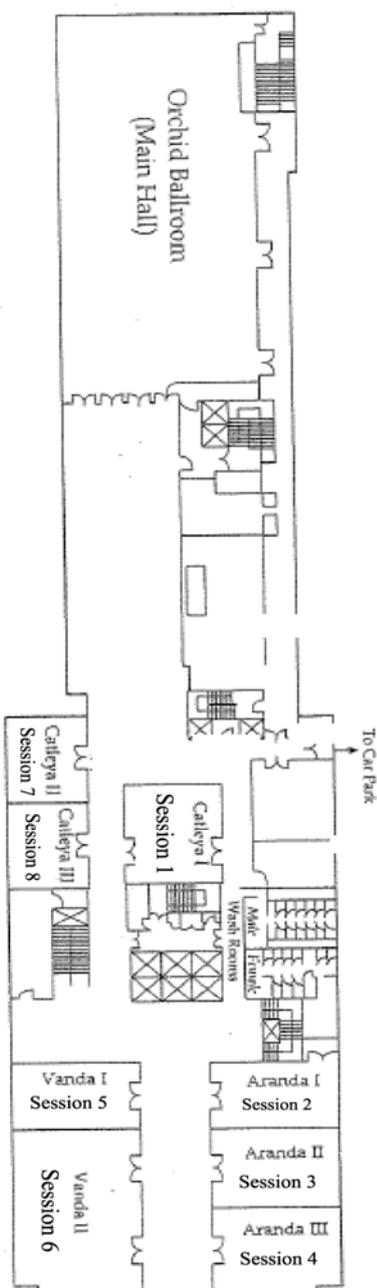
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Chen-Hui Wu	I-Shou University
Turgut Özkan	Halic University

Layout of Session

**Pre-conference registration desk locate in Catleya III (level 2) and open in July 6
between 17:00-18:00**



BAI2009

Hotel Transportation Information

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Guide to Presenters and Session Chair

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

Projector

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

Conference Registration Desk

The conference registration desk will be open from AM 8:00 to PM 17:00 July 7~8, 2009.
Pre-conference registration will be open from 17:00-18:00 July 6, 2009.

Lunch

Four tea breaks and two lunches are included in the conference registration fee.
Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-14:00.

