International Conference on

Business And Information (BAI 2009)

Schedule

July 6, 2009

17:00 – 18:00 Pre-registration Catleya 3

July 7, 2009

08:20 – 10:00 Sessions (A1, A2, A3, A4, A5, A6, A7, A8) Aranda 1~3, Vanda 1~2, Catleya 1~3

10:00 – 10:20 Tea Break

10:20 - 12:00 Sessions (B1, B2, B3, B4, B5, B6, B7, B8) Aranda 1~3, Vanda 1~2, Catleya 1~3

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

15:00 - 15:20 Tea Break

15:20 - 17:00 Sessions (D1, D2, D3, D4, D5, D6, D7, D8) Aranda 1~3, Vanda 1~2, Catleya 1~3

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

10:00 - 10:20 Tea break

10:20 - 12:00 Sessions (F1, F2, F3, F4, F5, F6, F7, F8) Aranda 1~3, Vanda 1~2, Catleya 1~3

12:00 - 13:20 Lunch Orchid Grand Ballroom

13:20 - 15:00 Sessions (G1, G2, G3, G4, G5, G6) Aranda 1~3, Catleya 1~3

15:00 - 15:20 Tea Break

15:20 - 17:00 Session (H1, H2, H3, H4, H5, H6, H7, H8) Aranda 1~3, Vanda 1~2, Catleya 1~3
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

[A3] Marketing Session A3 Aranda 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

[B3] Marketing Session B3 Aranda II
[B4] Strategy Session B4 Aranda III
[B5]  Session B5  Vanda I
Organization Behavior and Human Resource Management

[B6]  Session B6  Vanda II
Other Articles

[B7]  Session B7  Cattleya II
ISFA 3---Finance and Management

[B8]  Session B8  Cattleya III
ISFA 4---Finance and Strategic

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]  Session C1  Cattleya I
Accounting and Finance

[C2]  Session C2  Aranda I
Management Information Systems

[C3]  Session C3  Aranda II
Technology and Innovation Management

[C4]  Session C4  Aranda III
Strategy

[C5]  Session C5  Vanda I
Organization Behavior and Human Resource Management

[C6]  Session C6  Vanda II
Other Articles

[C7]  Session C7  Cattleya II
ISFA 5---Finance and Market

[C8]  Session C8  Cattleya III
ISFA 6---Risk and Finance

15:00—15:20 July 7, 2009
Tea Break

15:20—17:00 July 7, 2009
[D1]  Session D1  Cattleya I
Accounting and Finance
[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] Session E1 Cattleya I
Accounting and Finance

[E2] Session E2 Aranda I
Management Information Systems

[E3] Session E3 Aranda II
Operation Management and Industrial Engineering

[E4] Session E4 Aranda III
Organization Behavior and Human Resource Management

[E5] Session E5 Vanda I
Other Articles

[E6] Session E6 Vanda II
ISFA 9---Risk and Market

[E7] Session E7 Cattleya II
ISFA 10---Investment and Market

[E8] Session E8 Cattleya III
ISFA 11---Investment and Market

10:00 - 10:20 July 8, 2009

Tea Break

10:20 - 12:00 July 8, 2009

[F1] Session F1 Cattleya I
Accounting and Finance

[F2] Session F2 Aranda I
Management Information Systems

[F3] Session F3 Aranda II
Marketing

[F4] Session F4 Aranda III
Operation Management and Industrial Engineering

[F5] Session F5 Vanda I
Operation Management, Industrial Engineering

[F6] Session F6 Vanda II
ISFA 12---Risk and Economics
[F7] Session F7 Cattleya II
ISFA 13---Accounting and Market
[F8] Session F8 Cattleya III
ISFA 14---Risk and Banking

12:00 - 13:20 July 8, 2009
Lunch
Orchid Grand Ballroom

13:20 - 15:00 July 8, 2009
[G1] Session G1 Cattleya I
Accounting and Finance
[G2] Session G2 Aranda I
Other Articles
[G3] Session G3 Aranda II
Marketing
[G4] Session G4 Aranda III
Other Articles
[G5] Session G5 Cattleya II
ISFA 15---Risk and Finance
[G6] Session G6 Cattleya III
ISFA 16---Market and Information

15:00 - 15:20 July 8, 2009
Tea Break

15:20 - 17:00 July 8, 2009
[H1] Session H1 Cattleya I
Accounting and Finance
[H2] Session H2 Aranda I
Other Articles
[H3] Session H3 Aranda II
Marketing
[H4] Session H4 Aranda III
Operation Management and Industrial Engineering
[H5] Session H5 Vanda I
Organization Behavior and Human Resource Management
[H6] Session H6  Vanda II
Other Articles

[H7] Session H7  Cattleya II
ISFA 17---Accounting and Finance

[H8] Session H8  Cattleya III
ISFA 18---Market and Finance
Business and Information 2009 Agenda

Tuesday, July 07, 2009

Session [A1] 08:20 – 10:00 Cattleya I
Accounting and Finance
Session Chair: TOZAKI Hajime WASEDA University

Securitization and Subprime Crisis: A Critical Analysis of The Role Of Credit Rating Agencies
Quamrul Alam Monash University
ATM Tariq Uzzaman Deakin University
Mohammad Abu Yusuf Monash University

Impact of Mergers on the Wealth of Acquirer and Target Companies in India
Selvam Bharathidasan University
Babu Bharathidasan University
Indhumathi Bharathidasan University
Bennet Bharathidasan University

Endogenous Credit Risk Model: The Recovery Rate, Probability of Default, and the Cyclicality
Chau-Jung Kuo National Sun Yat-sen University
Yi-Mei Lee National Sun Yat-sen University
Chau-Hong Yu National Sun Yat-sen University
Kuan-Ting Wang National Sun Yat-sen University
Chung-Jian Huang National Sun Yat-sen University

The Determinants of Shareholders’ Wealth of Acquiring Firms in India
Selvaraj Vanitha Bharathidasan University
Murugesan Selvam Bharathidasan University
Ebenezer Bennet Bharathidasan University
Jayapaul Gayathri Bharathidasan University
Perumal Nageswari Bharathidasan University

Politics, Accumulation and Mobile Phone Licensing- An Untold Story
Mohammad Abu Yusuf Monash University
Quamrul Alam Monash University
Ken Coghill Monash University

The Effect of Budget Participation on Budget Slack: The Influence of Organizational Commitment and Environmental Uncertainty
Ria Nelly Sari University of Riau
Rita Anugerah University of Riau
Rafli Winaldy University of Riau
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 University
Ying Sai Loyola Marymount University

Reducing the Gap between Information Security Knowledge and Implementation
Revital Elitzur Loyola Marymount University
Ying Sai Loyola Marymount University

Chiahui Yen Ming Chuan University
Chih-Chin Yang Kainan University
Mei-Chuan Huang Kainan University
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**A Study on the Relationship of Consumer Personality Trait, Brand Personality and Brand Loyalty: An Example of Toys and Video Games Buyers**

Long-Yi Lin  
Aletheia University

**E-WOM and Outcomes on Perceived Values and Consumer Purchase Intention**

Yuan-Shuh Lii  
Feng Chia University
Erin Sy  
Feng Chia University

**Relationship between Service Quality and Satisfaction Analysis (Case at Bank International Indonesia (BII) Branch Juanda Jakarta 2007)**

Hedwigis Esti Riwayati  
Asian Banking Finance and Informatics Institute Perbanas
Aisah  
Asian Banking Finance and Informatics Institute Perbanas

**The Effectiveness of TV Advertisement: A Comparative Study on Esia and Flexi**

Sri Wahyuni  
Asian Banking Finance and Informatics Institute Perbanas
Nani Fitriani  
Asian Banking Finance and Informatics Institute Perbanas


Lin Long Yi  
Aletheia University
Chen Chun Shuo  
National Taipei 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 Ou Yang National Pingtung Institute of Commerce
The Relationships between Perceived Organizational Support, Felt Obligation, Affective Organizational Commitment and Turnover Intention of Academicians Working with Private Higher Educational Institutions in Malaysia
Tek-Yew Lew Curtin University of Technology Sarawak Malaysia

Why Job Seeker Have Intent to Apply? Corporate Image and P-O Fit as the Determinants
Shih-Chen Liang National Changhua University of Education
Yu-Chen Wei National Changhua University of Education

Team Potency Moderates the Relationship between Shared Leadership and Team Performance
Ping Yun Liu National Changhua University of Education
Yu Chen Wei National Changhua University of Education

Psychological Contract Violation and Turnover Intention: The Moderating Influence of Attitudes and Perceived Employability
Rasidah Arshad Universiti Kebangsaan Malaysia

Ergonomic Improvement for Interior Wall Finishes
Tai-Chi Wu I-Shou University
Kuo-Liang Lin I-Shou University

Complementing AHP with Habitual Domains Theory to Identify Key Performance Indicators for Service Industry
Kuo-Liang Lin I-Shou University
Tai-Liang Chen I-Shou University
Session [A6] 08:20 – 10:00 Vanda II
Operation Management and Industrial Engineering
Session Chair: Peitsang Wu I-Shou University

Pull versus Push: Which Production Systems to Use
David S Ang Auburn University Montgomery

Exploring The Intention to Join Supply Chain Alliances: Uncertainty Perspective
Kuo-Wei Su National Kaohsiung First University of Science & Technology
Meng-Hsiang Hsu National Kaohsiung First University of Science & Technology
Jau-Wen Wang National Kaohsiung First University of Science & Technology

SNS Users’ Participation Motivations
Hsiu-Lan Wu Fortune Institute of Technology

Lessons from the European Union Report “Vocational training and development in the process of technology change” for Taiwan IT vocational training
Chi-Ching Chang National Taiwan Normal University
Shu-Zu Kuan National Taiwan Normal University
Ming-Syong Wu National Taiwan Normal University

The Parameter Design of the Revised Em-Like Mechanism for Solving the Vehicle Routing Problem
Peitsang Wu I-Shou University
Kung-Jiuan Yang Fortune Institute of Technology
Bau-Yuan Huang I-Shou University
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
Horng 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
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<td><strong>Session Chair:</strong> Anjan Kumar Swain</td>
<td>Indian Institute of Management Kozhikode</td>
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**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 [B3] 10:20 – 12:00 Aranda II
Marketing
Session Chair: Fredy Valenzuela University of New England

How to Stabilize the Relationship between Inertia and Customer Loyalty?
Li-Wei Wu Tunghai University
Chung-Yu Wang Shu-Te University

Using More Rewarding Switching Barriers to Build Loyalty on Dissatisfied Customers
Fredy Valenzuela University of New England

The Effects of Attribute and Buyer Regret on Overall Satisfaction
Ming-Cheng Lai National Taipei College of Business

Symbolic Meaning and Consumers’ Response to the Ads with the Theme of Cultural Diversity
Adi Susilo Jahja Asian Banking Finance and Informatics Institute Perbanas
Dian Nuranindya Asian Banking Finance and Informatics Institute Perbanas

A Study on the Online Shopping Value and Consumer Responses: Internet Travel Agency as Example
Cedric Hsi-jui Wu National Dong Hwa University
Hung-Jen Li National Dong Hwa 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 Ramgutty-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

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 Framework 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 Lungwha 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

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-Wei 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

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

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
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 Chiu   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
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<td>Universiti Putra Malaysia</td>
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<td>Life Education Based on Game Learning Strategy for Vocational Education Students in Taiwan</td>
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<td>National Taiwan Normal University</td>
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<td>Tainan University of Technology, Diwan College of Management, Tainan University of Technology, National Cheng Kung University</td>
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<td>China’s Evolving Labour Contract System</td>
<td>Susan Leung, Margaret Liddle-Kwan</td>
<td>Hong Kong Polytechnic University</td>
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<td>Design and Implementation of a Location-Based Messaging System</td>
<td>Patrick S. Chen, Janus Hsu</td>
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<td>Leadership Personality Traits and Satisfaction, Effectiveness and Productivity</td>
<td>Supaporn Puvarattanakul, Nuttawuth Muenjohn</td>
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Tuesday, July 7, 2009

Session [D1]  15:20 – 17:00  Cattleya I
Accounting and Finance
Session Chair: Stuart Garner  Edith Cowan University

The Relationships between the Corruption and Pollution on Corruption Regimes
Shu-Chen Chang  National Formosa University
Teng-Yu Chang  National Formosa University

Testing for the Trade-Investment Nexus Hypothesis
Jwu-Rung Lin  Tunghai University
Chen-Jui Huang  Tunghai University
Jung-Ming Lee  Tunghai University

The Use of Software-As-A-Service to Support the Personal Knowledge Management of Students
Stuart Garner  Edith Cowan University

Market Discipline and Depositor Behaviour in Emerging Markets
Bana Musa Abuzayed  The German Jordanian University
Nedal Ahmed Al-Fayoumi  The University of Jordan
Philip Molyneux  Bangor University

Ownership structure and Earnings Management in Emerging Markets: the Case of Jordan
Nedal Ahmed Al-Fayoumi  University of Jordan
Bana Musa Abuzayed  The German Jordanian University
David D. Alexander  University of Birmingham

Analysis of Investment Holding-Period, Return, and Risk
A Dewantoro Marsono  Asian Banking Finance and Informatic Institute Perbanas
Jenny E V Sinaga  Asian Banking Finance and Informatic Institute Perbanas
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
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<th>The Mediating Role of Combinative Capabilities in Strategy-Learning Relationship: The Case of Manufacturing Firms in Malaysia</th>
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<td>Nor Liza Abdullah</td>
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<th>Overcoming Global Giants in the Local Market: Jollibee’S Competitive Strategies Against Mcdonald’S</th>
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<td>Wei-Hsien Huang</td>
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<th>Test of A Mediating Model Linking Employee Affective Display and Purchase Intention</th>
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<td>Chien-Cheng Chen</td>
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<td>Technological Capability and Firm Performance - Moderate Effect of Overseas R&amp;D Activities</td>
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<td>Business Strategies for Innovation and Knowledge Management: A case study based institutional approach</td>
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<td>A Test of the Effects of Group Affective Tone on Group-Level Organizational Citizenship Behavior and Group Performance</td>
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<td>A Case Study of Contract Workers and Turnover Intentions</td>
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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
Wednesday, July 8, 2009

Session [E1] 08:20 – 10:00 Cattleya I
Accounting and Finance
Session Chair: Deron Liang National Central University

Investors' Reaction to Promotion Announcements and Accounting-based Surprise Measurement - An Empirical Study in Singapore
Branson Chi Hing Kwok Raffles University
Patricia Yee Peng Chew SIM University

The Audit Role in Road Transport Public Private Partnerships
Judith Anne Kamnikar Auburn University Montgomery
Edward Gerald Kamnikar Troy University Montgomery
Keren Hill Deal Auburn University Montgomery

Does the Performance of Non-Audit Services by Auditors Impair Independence? Evidence from Firms Post-Service Performance
Thomas Lau The Hong Kong Polytechnic University
Yaw Mensah Rutgers University

Corporate Governance and the Cost of Capital: Review of the Empirical
Zulkufly Ramly University of Malaya
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<td>Chang-Yang Lin</td>
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<td>Establishing an Orchid Management Information System and Analysis of Use Intention</td>
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<td>National Chiayi University</td>
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<td>Optimization of Resources in Petroleum Industry by the Use of New Information Technology</td>
<td>Stuti Lal</td>
<td>Sitapur Shiksha Sansthan</td>
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<td>Cognitive Load Approach: Usability of Learning Material Content Designing and Its Learning Effectiveness Analysis</td>
<td>Chuang Chien-Pen, Huang Yi-Jeng, Hsieh Neien-Tzu</td>
<td>National Taiwan Normal University, Taipei Municipal Dali High School</td>
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<td>Using Simulated Annealing Algorithm In the Development of an RFID-based Intelligent School Equipment Management System</td>
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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
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
Wednesday, July 8, 2009

Session [F1] 10:20 – 12:00 Cattleya I

Accounting and Finance

Session Chair: Ya Ping Yin       University of Hertfordshire Business School

The Effect of Revision on the Statement of Financial Accounting Standard No.7: Evidence from Equity Agency Costs of Taiwanese MNCs
Yi-Chein Chiang            Feng Chia University
Hsin-Chiu Huang            Feng Chia University

Progress Billing Method of Accounting for Long-term Construction Contracts
Mathew Thomas Alappatt      Curtin University of Technology
Junaid M Sheikh            Curtin University of Technology
Anbalagan Krishnan         Curtin University of Technology

A Panel Study of Banking Efficiency Across Chinese Provinces
Ya Ping Yin                University of Hertfordshire Business School
Jianlu Shang               University of Hertfordshire Business School
Mick Broadbent             University of Hertfordshire Business School

Do Corporate Governance, Independent Boards & Auditors Affect Market and Financial Performance: An Application to Istanbul Stock Exchange
Ali Kucukcolak           Istanbul Stock Exchange

Prominent Framing Effects in Investment Decisions in the Rejection Context Versus in Typical Selection Tasks
Wen-Bin Chiou             National Sun Yat-Sen University
Pi-Yueh Cheng             Tainan University of Technology
Chao-Chin Yang            National Kaohsiung Hospitality College
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

Using Communication Patterns in Software Engineering Projects to Predict Project Success
H. Keith Edwards                  University of Hawaii - Hilo

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
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

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
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
Wednesday, July 8, 2009

Session [G1] 13:20 – 15:00 Cattleya I
Accounting and Finance
Session Chair: Joon Ho Hwang Korea University

Are Private Benefits Bad? Evidence From Operating Performance Following Block Trades
Joon Ho Hwang Korea University

Do Audit Opinions Affect GO Bond Ratings
Edward Gerald Kamnikar Troy University Montgomery
Judith Anne Kamnikar Auburn University Montgomery
Keren Hill Deal Auburn University Montgomery
KevinS.Osborne Auburn University Montgomery

Do Biotech Firms Have Poorer Disclosure Practices? An ASX Enforcement Perspective
Grace C Hsu University of Queensland
Annabelle X. Ouyang

Religiosity and Usefulness of Islamic Corporate Reports (ICRs)
Rusnah Muhamad University Malaya

Report Evaluation Model for Analysts in Mutual Fund Companies
Hsin Yuan Chang Taking University of Science and Technology
Yu Ching Ho Dahan Institute of Technology
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
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**A Continuous Zero Replacement Reversible Image Watermarking Method**
Chien-Chang Chen  
Li-Pang Wang  

**Does Ethic Orientation Matter? The Relationship Between The Ethical Motivation of Stakeholder Management and Firm Value**
Nai-Hui Su  
Hsin-Mei Lin  
Ching-Ping Lin  

**Knowledge Acquisition, Sharing, and Utilization as of a Learning Organization Characteristics**
Yuraporn Sudharatna  
Preeyanuch Apibunyopas  
Laubie Li  

**The Linking Role of Firm Competence Leveraging: Technology Orientation or Market Orientation**
Peng-Jung Lin  
Hsin-Mei Lin  
Joseph L. Y. Che  

**Impact of Organization Identity (OI) on Workforce Behavioral Reactions - An Empirical Study of Insurance Agents in the Chinese Context**
Kwan-ling Ma  
Ivan Ka-Wai Lai
Wednesday, July 8, 2009

Session [H1] 15:20 – 17:00 Cattleya I
Accounting and Finance
Session Chair: Grace Hsu UQ Business School, University of Queensland

Threshold Co-Integration Analysis of the Relationship between Crude Oil and Gold Futures Prices
Chien-Liang Chiu Tamkang University
Yen-Hsien Lee Chung Yuan Christian University
Hao-Jang Yang Tamkang University

An Exploratory Study in Assessing Credit Risk of Selected Philippine Small and Medium Enterprises
Rene Bernabe Hapitan De La Salle University

Usage behavior of network transformation: A study of WiFi AP migrate to Femto AP
Tsai-Yu Huang National Taipei University
Kuang-Hui Chiu National Taipei University

The Factors Influencing the Viewer Preference for Banner Advertisements
Cheng-Hsun Ho National Taipei University
Pei-Wen Yang National Taipei University
Ming-Ru Chung National Taipei University

Reengineering of Procurement Process of Public Departments from the Perspective of Transaction Costs
Ming-Chao Tsai National Taipei University
Kuang-Hui Chiu National Taipei University
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 [I3] 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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Shu-Hsien Liao Tamkang University
Da-Chian Hu Tamkang University
Wen-Jung Chang Tamkang University
Yi-Wen Lin Tamkang University
The Impact of Important Contextual Factors on Supply Chain Management Practices in Manufacturing Firms in Sri Lanka
Chitra Waduge Chathurani Silva     University of Sri Jayewardenepura
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
A Study on the Relationship between Achievement Motivation and Work Attitude under the Moderator of Pay Institute Perception-A Case Study of Administrative Staffs of a District Hospital in Taiwan

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

Auditor’s Ethical Behavior in Audit Conflict Situation: Some Evidence on the Role of Ethical Reasoning and Sanctions on Machiavellianism

Thomas Lau        The Hong Kong Polytechnic University  
Monica Pheny       The Hong Kong Polytechnic University  

The Impact of Individual Ethics on Perceived Invasions of Individual Privacy by Fraud Prevention Measures

Thomas Lau        The Hong Kong Polytechnic University  

User Authentication with a Single Password in Internet Banking Where the User Has Account in Several Banks

Jing-Jang Hwang    Chang Gung University  
Yi-Chang Hsu       Chang Gung University  
Sz-Lin Chan        Chang Gung University  
Cai-Shing Lyu      Chang Gung University
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
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 Tunghi 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 University
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  
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Hsin-Fu Chen  Lunghwa University of Science and Technology
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The Effect of Shareholder Ownership and Board Characteristics on the Performance of Financial Holding Company
Shu-Mei Chiang Lunghwa University of Science and Technology
Hsin-Fu Chen Lunghwa University of Science and Technology
Hui-Ping Lin Lunghwa University of Science and Technology
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(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
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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
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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 Univrsity
Hao Fang Ming Chuan Univrsity
Tuesday, July 07, 2009

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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
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Volatility and Volatility Spillovers in Crude Oil and Precious Metals Markets
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Stealth Trading, Price Manipulation and Investors Types: Evidence from the Emerging Taiwan Equity Market
Yang-Cheng Lu MingChuan Univrsity

Market Beta(\(\beta\)) and Stock Returns - An Analysis of Select Gulf Companies
Rengasamy Elango Majan College
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Day-of-the-Week Effect in the Taiwan Interbank Call Loan Market
Chin-Shan Hsieh Kao Yuan University
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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
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Jow-Ran Chang National Tsing Hua University

The Impact of Yield Curve Movements on Returns on Equities of Taiwanese Financial Institutions
Chien Yun Chang Hsuping Institute of Technology
Jian-Hsin Chou Hsuping Institute 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
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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
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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
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Financial Transparency and Stock Recommendation: Evidence from Taiwan
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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
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Announcement Effects and Asymmetric Volatility in Industry Stock Returns: Evidence from Taiwan
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Petr Jakubik Charles University
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ISFA 12—Risk & Economics
Session Chair: Asma Salman Harbin Institute of Technology

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

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| **Modeling the Volatility Spillover and Conditional Correlations between ASEAN and Europe, USA in Forecasting Value-at-Risk** | Kunsuda Nimanussornkul  
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Wednesday, July 08, 2009

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Does Corporate Governance Drive Financing Decisions of Saudi Arabian Companies?
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Capital Adequacy Requirements and Risk-Taking Behavior in Banks: International Evidences
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Shun-Jyh Wu St. John's University

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Anaspree Chaiwan Chiang Mai University
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Michael McAleer National Chung Hsing University
Songsak Sriboonchitta Chiang Mai University

Value-at-Risk in Single-Index of Southeast Asia Stock Markets
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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
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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
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Chuang-Yuang Lin, National Taipei University
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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
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Session Chair: Elvina R. Bayburina State University

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

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

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Ruey-Yu Lin National Chengchi University

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Susi Meyrista Tarigan       University of Indonesia

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WeiYu Kuo            National Chengchi University
WeiKuang Chen        National Chengchi University

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