

# **Proceedings of Business And Information**

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**International Conference on**  
**Business And Information (BAI 2009)**  
**Schedule**

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**July 8, 2009**

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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

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[A1] Accounting and Finance	Session A1	Cattleya I
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[A3] Marketing	Session A3	Aranda II
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[A5] Organization Behavior and Human Resource Management	Session A5	Vanda I
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[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
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**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
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**15:00 – 15:20 July 7, 2009**

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**15:20 – 17:00 July 7, 2009**

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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
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[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
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**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



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[G3] Marketing	Session G3	Aranda II
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Tea Break		
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# Business and Information 2009 Agenda

**Tuesday, July 07, 2009**

<b>Session [A1]</b>	<b>08:20 – 10:00</b>	<b>Cattleya I</b>
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## 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

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

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**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 [A3]**                                      **08:20 – 10:00**                                      **Aranda II**  
**Marketing**  
**Session Chair: Nani Fitriani      ABFI Institute Perbanas**

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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

**The Influence of Country-of-Origin Image, Country-of-Manufacture Image, Brand Awareness and Product Involvement on Consumer Purchasing Intention**

Lin Long Yi                                      Aletheia University

Chen Chun Shuo                      National Taipei University

Arawati Agus  
Za'faran Hassan

Universiti Kebangsaan Malaysia  
Universiti Teknologi MARA

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

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

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

Te-Chun Lee  
Yen-Ching OuYang

<b>Session [A5]</b>	<b>08:20 – 10:00</b>	<b>Vanda I</b>
<b>Organization Behavior and Human Resource Management</b>		
<b>Session Chair: Tek-Yew Lew</b>	<b>Curtin University of Technology Sarawak Malaysia</b>	

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**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
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**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
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**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**  
**Operation Management and Industrial Engineering**  
**Session Chair: Peitsang Wu** **I-Shou University**

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**Vanda II**

**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**

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**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

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

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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

<b>Session [B3]</b>	<b>10:20 – 12:00</b>	<b>Aranda II</b>
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<b>Session Chair: Fredy Valenzuela</b>	<b>University of New England</b>	

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**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
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**The Effects of Attribute and Buyer Regret on Overall Satisfaction**

Ming-Cheng Lai	National Taipei College of Business
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**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

<b>Session [B4]</b>	<b>10:20 – 12:00</b>	<b>Aranda III</b>
<b>Strategy</b>		
<b>Session Chair: Gianmario Motta</b>	<b>University of Pavia</b>	

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**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

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

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**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
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**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

<b>Session [B6]</b>	<b>10:20 – 12:00</b>	<b>Vanda II</b>
<b>Other</b>		
<b>Session Chair: Maslin Masrom</b>	<b>University Technology Malaysia</b>	

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**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**

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**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

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

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**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**

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**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**

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**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**

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**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**

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**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

**Tuesday, July 7, 2009**

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

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**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
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**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

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

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**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
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**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**

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**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**

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**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 Universitiy 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**  
**Technology and Innovation Management**  
**Session Chair: Michael Steiner** **University of Graz**

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**Vanda I**

**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

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

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**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
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**Wednesday, July 8, 2009**

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

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

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**Hypermedia Content Automata in A Web Infrastructure**

Chang-Yang Lin	Eastern Kentucky University
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**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
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**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**

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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
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**Goal Programming for Utility Functions**

Ching-Ter Chang	Chang Gung University
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**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**

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**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:**

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**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



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

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**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**

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**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

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

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

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**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**

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

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**Are Private Benefits Bad? Evidence From Operating Performance Following Block Trades**

Joon Ho Hwang	Korea University
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**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
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Annabelle X. Ouyang

**Religiosity and Usefulness of Islamic Corporate Reports (ICRs)**

Rusnah Muhamad	University Malaya
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**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

**Session [G2]**  
**Others Articles**  
**Session Chair:**

**13:20 – 15:00**

**Aranda I**

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**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

<b>Session [G3]</b>	<b>13:20 – 15:00</b>	<b>Aranda II</b>
<b>Marketing</b>		
<b>Session Chair: Jason MacVaugh</b>	<b>University of Gloucestershire</b>	

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**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

<b>Session [G4]</b>	<b>13:20 – 15:00</b>	<b>Aranda III</b>
<b>Others</b>		
<b>Session Chair: Yuraporn Sudharatna</b>	<b>Kasetsart University</b>	

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**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



**Wednesday, July 8, 2009**

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

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**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
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**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

<b>Session [H2]</b>	<b>15:20 – 17:00</b>	<b>Aranda I</b>
<b>Others</b>		
<b>Session Chair: Suyanto</b>	<b>Curtin University of Technology</b>	

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**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
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**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**

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**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

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

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**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

<b>Session [H5]</b>	<b>15:20 – 17:00</b>	<b>Vanda I</b>
<b>Organization Behavior and Human Resource Management</b>		
<b>Session Chair: Suzana Sulaiman</b>	<b>University of Technology Mara</b>	

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**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
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**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

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

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**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**

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**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 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



**Information Systems Strategic Planning– An Activity Theory Viewpoint**

Wei-Lin Hsu	Tzu Chi College of Technology
David Allen	University of Leeds
Chung-Hung Tsai	Tzu Chi College of Technology

**Evaluation of the Median Run Length for Generally Weighted Moving Average Control Chart**

Lee-Ing Tong	National Chiao Tung University
Mei-Chun Su	National Chiao Tung University

**Series Product Design - Take Electrical Appliances of the Kitchen as an Example**

Shu-Jen Hu	Lunghwa University of Science and Technology
Tse-Chieh Lin	Lunghwa University of Science and Technology
Kuo-Tung Yu	Lunghwa University of Science and Technology

**The Performance Evaluation of the Home-Delivery Industry by Data Envelopment Analysis**

Chin-Wei Liu	Transworld Institute of Technology
Ching-Ti Wei	Kainan University
Chen-Yu Tsai	Kainan University

**The Perceived Service Quality and Customer Satisfaction for Mod Telecom Service - Case of Chunghwa Telecom Northern Taiwan Area Subscribers**

Ching-Ti Wei	Kainan University
Wan-Chuan Hsiao	Kainan University

**The Development of the Leisure-Related Programs in Taiwan Higher Education**

Yuh-Mei Hung	Minghsin University of Science & Technology
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**Optimizing Design of Back-Propagation Networks Using a Genetic Algorithm Calibrated with the Taguchi Method**

Chien-Yu Huang	National Taitung Junior College
Tien-Hui Chen	Far-East University
Ching-Chung Chen	Yung-Ta Institute of Technology & Commerce
Ya-Ting Chang	Shu-Te University

### **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 Performanace 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
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**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
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**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
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**Financial Performance Evaluation For Different Level Airports In Taiwan**

Rong-Tsu Wang	Vanung University
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**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
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**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 Tarn	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

**Efficient Saving Targets of Electricity and Energy for Regions in China**

Yao-Chun Lee

Ching Yun University

**The Idea Generation of New Business in Ten Ren Tea Co.in Taiwan**

Hui-Hua Ou-Yang

Ching Yun University

**Relationships between Employees' Perception of Corporate Social Responsibility, Personality, Job Satisfaction, and Organizational Commitment Marketing**

Tzai-Zang Lee

Kun Shan University of Technology

Ming-Hong Ho

National Cheng Kung University

Chien-Hsing Wu

National University of Kaohsiung

**Exploring Visitor Evaluations of Experience Quality: A Case of a Leisure Farm**

Ting-Yueh Chang

Southern Taiwan University

**Developing a Performance Measurement System by Balanced Scorecard**

Shun-Yu Chen

Chang Jung Christian University

Li-Ju Chen

Far East University

**Robustness of the Generally Weighted Moving Average Control Chart for Attributes**

Tse-Chieh Lin

Lunghwa University of Science and Technology

Hsu-Hwa Chang

National Taipei College of Business

**Knowledge Sharing of Interorganizational Relationships: Social Capital Perspective**

Jiuan-Yeu Lin

Cheng Shiu University

**What The Food Choice Motives Determine Consumers' Attitudes Toward Gm Foods In Taiwan?**

Mei-Fang Chen

Tatung University

**The Moderating Roles of NFC And Knowledge in the Impact of Message Framing on Consumer Attitudes Toward E-Tailers**

Danny T Kao

Shih Chien University

**R&D Collaboration and Financial Performance in Taiwan**

Ching-Chun Hsu

National Ilan 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-Tsoug 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

Hsin-Fu Chen

Lunghwa University of Science and Technology

Hui-Ping Lin

Lunghwa University of Science and Technology



# International Symposium on Finance and Accounting 2009

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# **International Symposium on Finance and Accounting**

## **(ISFA 2009)**

**Tuesday, July 07, 2009**

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

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### **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
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### **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
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### **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

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

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**Towards Knowledge Financial Statements**

Ahmed A. Mohammad	Applied Science University of Jordan
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**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
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**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

Annular 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



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

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**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

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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**

**Session [C7]**

**13:20 – 15:00**

**Cattleya II**

**ISFA 5---Finance and Market**

**Session Chair: Chaiwat Ninanussornkul**

**Chiang Mai University**

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**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

**Market Beta( $\beta$ ) and Stock Returns - An Analysis of Select Gulf Companies**

Rengasamy Elango

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

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**Tuesday, July 07, 2009**

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

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

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**Return Reversals and Momentum: A Complementary Rhythm in Taiwan**

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

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

Ahmad Zubaidi Baharumshah	University Putra Malaysia
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**Heaping in Reported Earnings: Evidence from Monthly Financial Reports of Taiwanese Firms**

Fengyi Lin	National Taipei University of Technology
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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**

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**Location Criteria for Establishing the Treasury Centres in South East Asia**

Petr Polak

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

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

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**Financial Transparency and Stock Recommendation: Evidence from Taiwan**

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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**

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**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
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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

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

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

Victor Chan	Macao Polytechnic Institute
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<b>Session [E8]</b>	<b>08:20 – 10:00</b>	<b>Cattleya III</b>
<b>ISFA 11---Investment and Market</b>		
<b>Session Chair: Jinlu Li</b>	<b>Shawnee State University</b>	

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**A Complete Solution to the Equity Premium Puzzle**

Jinlu Li	Shawnee State University
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**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
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**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**

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**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**

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University Tenaga National

Wan Mohammad Taufik Wan Abdullah

University Tenaga National

Mahlindayu Tarmidi

Malaysia Institute of Accountant

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University Tenaga National

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

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**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

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

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**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**

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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**

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**Wednesday, July 08, 2009**

**Session [G5] 13:20 – 15:00 Cattleya II**

**ISFA 15---Risk and Finance**

**Session Chair: Ali Al-Nodel Qassim University**

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**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

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

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**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**

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**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

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

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

Dwi Martani	University of Indonesia
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Dan Hertanto	University of Indonesia
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**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
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**Dynamic Implied Volatility Functions in Taiwan Options Market**

HungLung Chen	National Chengchi University
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WeiYu Kuo	National Chengchi University
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**Searching Optimal Solutions for Construction Projects Using Artificial Intelligence -- A Case  
Study of Sewer Rehabilitation Planning**

Ming-Der Yang	National Chung Hsing University
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Tung-Ching Su	National Chung Hsing University
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Yi-Ping Chen	Da-Yeh University
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[PO]

**POSTER Session**

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**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

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Ming-Jen Chang                      National Dong Hwa University

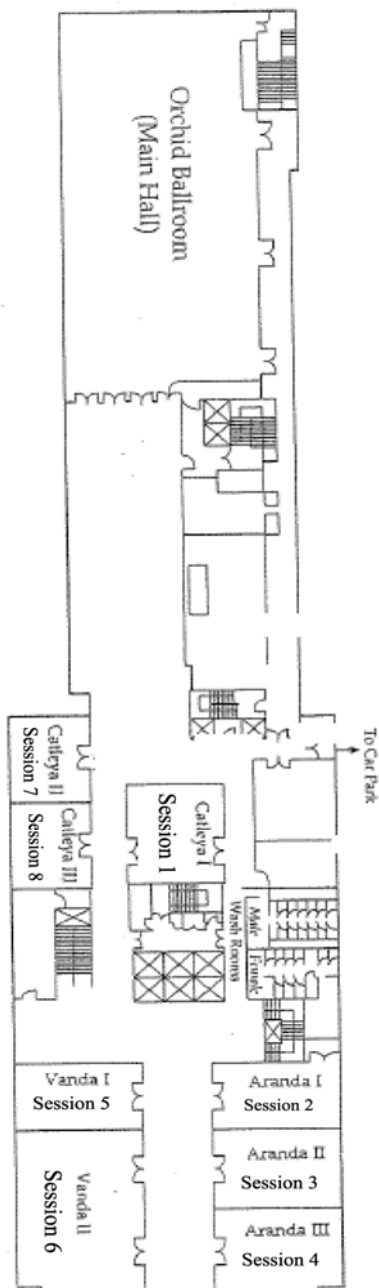
Cheng-Te Chen Far East University

Yi-Ping Chen Da-Yeh University

Min-Tsung Cheng	Ching Yun University
Baomin Dong	University of International Business and Economics
Rengasamy Elango	Majan College
Siti Jeslyn Hasan	University Tenaga National
Woo Kok Hoong	University Malaya
Chuan-Ying Hsu	Da-Yeh University
Kuang-Hua Hsu	Chaoyang University of Technology
Khaled Hussainey	University of Stirling
Juraj Kopecsni	Charles University
Jen-Sin Lee	I-Shou University
Jinlu Li	Shawnee State University
Qaisar Malik	Foundation University Islamabad
Chaiwat Ninanussornkul	Chiang Mai University
Kunsuda Nimanussornkul	Chiang Mai University
Tung-Yueh Pai	Tamkang University
Azwan Abdul Rashid	University Tenaga National
Erwin Saraswati	Brawijaya University
Rong-An Shang	Soochow University
Roengchai Tansuchat	Maejo University
Subhan Ullah Comsats	Institute of information Technology
Chih-Yuan Wang	Ming Chuan University
Mu Shun Wang	Kainan University
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

#### Parkroyal Kuala Lumpur, Malaysia

Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia

TEL: +60 3 2147 0088    FAX: +60 3 2147 0099

E-Mail: [enquiry@kul.parkroyalhotels.com](mailto:enquiry@kul.parkroyalhotels.com)



## 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.

