

2008 The International Conference on Industrial globalization and Technology Innovation Agenda

**Sponsor : International Association of Organizational Innovation
Chang Jung Christian University,
Far East University**

Date : Aug. 6 2008

Location : Nanjing Jinhui Hotel, Floors 5.

Time	Activity	Place
08 : 30—09 : 00	Registration	Floors 5
09 : 00—10 : 10	Conference Host : Dr. Sun,Guofeng , Nanjing Audit University Conference grand opening Speech : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. Honored Guest Speech : 1. Dr. Lloyd Goldsmith: Abilene Christian University 2. Dr. Kenneth E. Lane: Southeastern Louisiana University 3. Dr. Chen, Chi-Min, Aletheia University. 4. Dr. .Gaowen, Nanjing Audit University 5. Dr. Robert Hancock, Southeastern Louisiana University 6. Dr. Becky Sue Parton, Southeastern Louisiana University	Multi-functional Room
10 : 10—10 : 50	Tea Time and Academic Exchange	
10 : 50—11 : 50	Keynote Presentation Speaker : Dr. Frederick Dembowski, Southeastern Louisiana University ,USA Topic : How to be an author or reviewer for The International Journal of Organizational Innovation	Multi-functional Room

Date : Aug. 6 2008

Location : Room M701

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 1.1 13 : 30 14 : 50	Chair : Dr. Becky Sue Parton, Southeastern Louisiana University ,USA	
	1. 08R-077: Exploring the Future of the MBA Program	Dr. Jun Xu, Australia
	2. 08R-036: Creativity at Design-n-Technology Education in Secondary Schools	Prof. Yau Che Ming, Singapore
	3. 08R-086: Using RFID as an Educational Tool: A Look at Feasibility in Terms of Hardware and User Response	Dr. Becky Sue Parton, USA
	4. 08R-108: Development of Globally Compatible Institutional Infrastructures in Indian Higher Education	Augustine P. Bartning, USA
14 : 50 15 : 00	Tea Time	
Session 1.2 15 : 10 16 : 30	Chair : Dr. .Mohammed B. Yusoff, International Islamic University, Malaysia	
	1. 08R-012: Globalization, Foreign Direct Investment and Economic Growth in Sub Saharan Africa	Dr. Olufemi. M.O Saibu, Nigeria.
	2.08R-068: The Study of Environmental Background of FDI in China	Weifeng, Australia
	3. 08R-088: Coping with Email Overload: A Critique of Popular Techniques	Dr. Lloyd R Jenkins, New Zealand
	4. 08R-159: Application of Computer Simulation Software to Operation and Inventory Management – A Case Study	Dr. Jian Zhang, USA
16 : 30	Return	

Date : Aug. 6 2008

Location : Room M702

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 2.1 13 : 30 14 : 50	Chair : Dr. Robert Hancock, Southeastern Louisiana University ,USA	
	1. 08R-014: International Human Resource Management	Dr. Pranee Chitakornkijsil, Thailand
	2. 08R-038: Rethinking Social Capital – The Resource Acquisition and Resource Dependence Perspectives	Kai-Ping Huang, Australia
	3. 08R-111: Evaluating the Use of Wikis to Foster Collaborative Group Work	Dr. Fawei Geng, UK
	4. 08R-020: Are World Wide Web Learning Resources Available to the Disabled?	Dr. Robert Hancock, USA
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Patrick Poon, Lingnan University, HK	
	1. 08R-004: Impact of Second Banking Sector Reforms on Comparative Efficiency of Banks in India	Dr. R.K. Uppal, India
	2. 08R-040: Analysis of market-based and production-based factors on country's FDI inflow	Goran Vlastic, Croatia
	3. 08R-107: A Framework for Integrating Sustainability with Customer Requirements in Product Innovation Projects	Dr. Fouzia Baki, Canada
	4. 08R-106: Susceptibility to Global Consumer Culture: A Comparison between Hong Kong and Shanghai Consumers	Dr. Patrick Poon, HK
16 : 30	Return	

Date : Aug. 6 2008

Location : Room M705

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 3.1 13 : 30 14 : 50	Chair : Dr. Lloyd Goldsmith, Abilene Christian University, USA	
	1. 08R-041: Financial Analysis of Global Pharmaceutical Companies for 2006	Dr. Jian Zhang, USA
	2. 08R-043: Exports, Education, and Growth in Malaysia	Dr. .Mohammed B. Yusoff, Malaysia
	3. 08R-076: Teaching Strategic Information Systems	Dr. Jun Xu, Australia
	4. 08R-021: Developing and Implementing an Effective Online Educational Leadership Internship	Dr. Lloyd Goldsmith
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Dr. Jun Xu, Southern Cross University, Australia	
	1. 08R-029: E-Commerce: Aspects, Benefits, Threats	Biswajit Tripathy, India
	2. 08R-079: Impact of Customer Relationship Management (CRM) in IRAN Banking Sector	Mojtaba P. salami, India
	3. 08R-099: Determinants of E-commerce adoption among the SMEs in a developing economy – Malaysia	Jashua Rajesh Modapothala, Malaysia
	4. 08R-078: Teaching E-Business for Managers	Dr. Jun Xu, Australia
16 : 30	Return	

Date : Aug. 6 2008

Location : Room M706

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 4.1 13 : 30 14 : 50	Chair : Dr. Kenneth E. Lane, Southeastern Louisiana University ,USA	
	1. 08R-002: A Study of Personality Hardiness, Job Involvement and Their Effects on Job Burnout.	Dr. Syed Mohammad Azeem, Oman
	2. 08R-063: Object Oriented User Interface Design for Web Application: In Library Automation Case Study	Noppol Thangsupachai, Thailand
	3. 08R-070: How Romanians adopt and use e-government services	Sofia Elena Colesca, Romania
	4. 08R-009: Virtual Learning Critical Thinking Simulation Development Concept Considerations	Dr. Kenneth E. Lane, USA
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 10 16 : 30	Chair : Dr. .Gaowen, Nanjing Audit University, China	
	1 08R-046: International Benchmarking in Higher Education: A Case Study for Engineering Education in Malaysia	Prof. Hassan bin Basri
	2. 08R-062: Analysis on the Substitute Strategy to Acquire Knowledge for Knowledge-based Enterprise	Chen Bo, China
	3. 08R-071: The Relationship among leadership Traits and Safety Culture and Safety Behavior on Safety Performance in hospital industry	Sue-Ting Chang,Taiwan
	4. 08R-118: Do Overseas R&D Activities Matter?	Dr. Wen-Bin Chuang, Taiwan
16 : 30	Return	

Date : Aug. 7 2008

Location : Room M701

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 1.3 09 : 30 11 : 30	Chair : Dr. Chu, Yongsheng, Nanjing Audit University, China	
	1. 08R-098: The empirical study of the effect of 3D virtual world on online service quality and customer's loyalty	Dr. Chih-Chin Yang, Taiwan
	2. 08R-100: Impact Evaluation on Livestock and Poultry Industry in Taiwan after Free Trade	Huang, Sheng- Ju, Taiwan
	3. 08R-113: Dynamic Capability for OEM in Taiwan's High-Tech Industry from the View of System	Dr. Chin-Huang, Lin Taiwan
	4. 08R-102: The Research on Performance Criterion of Knowledge Management – The Case of Nonprofit Adult Education Organizations in Taiwan	Dr. Huang Yueh-Chun, Taiwan
12 : 00 13 : 00	Lunch	
Session 1.4 13 : 30 14 : 50	Chair : Dr. Sheng-Wen Hsieh, Far East University	
	1. 08R-061: Learning for work and working to learn: challenges within a changing UK higher education system	Helen Corkill, UK
	2. 08R-125: Trade-Led and FDI-Led Economic Growth in Asian NICs and Next Tier NICs	Yu, yu-Chwun, Taiwan
	3. 08R-127: Economic Globalization and Local Economy in China: A Case Study of Kunshan	REN Yi, China
	4. 08R-171: Economics Hypothesis of the Educated Unemployment and the Lack of farmer labor	SUN Guofeng, China
14 : 50 15 : 00	Tea Time	
Session 1.5 15 : 00 16 : 30	Chair : Dr. Tien-Hui Chen, Far East University	
	1. 08R-049: The Hygiene Self Management of Food and Beverage Industries with Theoretic Approach – HACCP	Huang, Tzu-Ming, Taiwan
	2. 08R-182: An Empirical Analysis of Regional Residents' Income Mobility in China	Wang Hongliang, China
	3. 08R-190: Analysis on the path of China's industrial structure coordinated development	Yangshuhua, China
	4. 08R-196: Managed Trade: demand, supply and equilibrium on the political market	LI Qun, China
16 : 30	Return	

Date : Aug. 7 2008

Location : Room M702

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 2.3 10 : 30 12 : 00	Chair : Dr. Chou, Jyh-Rong, Fortune Institute of Technology	
	1. 08R-005: The Study Examines the Philosophy of Friendship of Life Education from Literature Review	Hsiu-Lien Lin, Taiwan
	2. 08R-065: Investigation on Educational Reform in the Taiwanese Society under Globalization	Fang, Kuan-Chieh, Taiwan
	3. 08R-188: Research on the Optimum Scale of JiangSu Public Education Expenditure	Mao Cuiying, China
	4. 08R-189: The model measurement about the efforts in the education between China's provinces and the difference analysis	Ouyang Huasheng, China
12 : 00 13 : 00	Lunch	
Session 2.4 13 : 30 14 : 50	Chair : Dr. Sheu-Der Wu, Far East University	
	1. 08R-096: The Value of Traveling Time for Global Positioning System	Lin, Cheng-Te, Taiwan
	2. 08R-117: Workload Measurement of Reception Clerks in a Hotel Chain	Tien-Hui Chen, Taiwan
	3. 08R-186: Transculture Management of the Global Leadership Creation	Zhou Jian, China
	4. 08R-195: Constructing Emotional Capital Management of Organization	Huanghaiyan, China
14 : 50 15 : 00	Tea Time	
Session 2.5 15 : 00 16 : 30	Chair : Dr. Shang-Pao Yeh, I-Shou University	
	1. 08R-089: Compensation system, the environment uncertainty of the relationship between employees performance	Chiung-Ying Lee, Taiwan
	2.08R-104: Evaluating the Performance of City Innovation Systems in Taiwan	Ting, Chung-Te, Taiwan
	3. 08R-122: The analyses of the best performance on bank mergers & acquisitions	Chen,Chi-Ming, Taiwan
	4. 08R-123: The analyses of best performance in the industry using knowledge management	Liao,Chien-Tzu, Taiwan
16 : 30	Return	

Date : Aug. 7 2008

Location : Room M705

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 3.3 10 : 30 12 : 00	Chair : Dr. Ying-Jye Lee, Kaohsiung University of Applied Sciences	
	1. 08R-140: The Impacts of Expatriate Selection Criteria on Organizational Performance in Subsidiaries of Transnational Corporate	Shieh, Chieh-Jen, Taiwan
	2. 08R-187: An analysis on the Reasons, Impact and Countermeasures about FDI Being Single Capital Trend in china	CHU Yong-sheng, China
	3. 08R-191: Research on China's retail strategy and logistics enterprises cross-regional development	Xucaiguo, China
	4. 08R-193: Leave It Blank or Fill It in - A Brief Analysis of the Confine of National Security in Transnational Mergers and Acquisitions	Sunxiujuan, China
12 : 00 13 : 00	Lunch	
Session 3.4 13 : 30 14 : 50	Chair : Dr. Ho, Chia-Hui, Far East University	
	1. 08R-128: The Application of Fuzzy Inference to the Average of Stock Return in the Stock Market	Ching-Long Su, Taiwan
	2. 08R-138: Modern lives with information ethic	Chuan-Shao Lin, Taiwan
	3. 08R-180: On the effect of the RMB exchange rate against NT\$ and its expectation	Hanhong, China
	4. 08R-185: The mode of growth Changing LBSG Modeand Breakthrough ways of the Foreign investment Manufacturing---Based on the Wuxi's cases	Zhaofeng, China
14 : 50 15 : 00	Tea Time	
Session 3.5 15 : 00 16 : 30	Chair : Dr. Chen, Ning-Hsin ,Chang Jung Christian University	
	1.08R-181: Research on the city's agriculture development in Shanghai	Songdianqin, China
	2.08R-184: Long-term Continuous Business Relationships between the enterprises in Japan	Lijianping, China
	3. 08R-192: The Choice of Credibility Monetary Standard and the Model of Restructure	Wangzujie, China
	4. 08R-194: The logistics Transaction Pattern Based on Accrete Theory	Yao Juan, China
16 : 30	Return	

Date : Aug. 7 2008

Location : Room M706

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 4.3 10 : 30 12 : 00	Chair : Dr. Chen,Chi-Ming, Aletheia University	
	1. 08R-031: The Effect of Hypermarket's Customer Value and Customer Satisfaction on Customer Loyalty in Taiwan - Switching Cost as the Mediator	Tsai, Ming-Tien, Taiwan
	2. 08R-080: Student Perspectives of Self-Access in a Multimedia English Learning Center	Wen-wen Cheng, Taiwan
	3. 08R-147: The study of relationship benefits, service quality, trust and customer loyalty in hotel industry	Chu, Su-Yueh, Taiwan
	4. 08R-161: Research the Consumer's Characteristic to Service Quality in the Taiwan Tour Hotel	Chen Kan, Taiwan
12 : 00 13 : 00	Lunch	
Session 4.4 13 : 30 14 : 50	Chair : Dr. Chin-Huang Lin, Chung Hua University	
	1. 08R-084: The Effects of Air-Link between Mainland China and Taiwan on Air Cargo Terminal in Taiwan	Yu-Ming, Tung, Taiwan
	2. 08R-130: The green environmental protection exhibition project program	Ming-Yuan Yang, Taiwan
	3. 08R-155: Construct a Quality Control Chart Using Smooth Adaptive Estimator	Li-Lin Ku, Taiwan
	4. 08R-157: Study of Human-Computer Interface Design for the Payment Process in B2C Website	Hui-Ming Kuo, Taiwan
14 : 50 15 : 00	Tea Time	
Session 4.5 15 : 00 16 : 30	Chair : Dr. Hu, Yu-Jia, Fortune Institute of Technology	
	1.08R-058: The Study of Experiential Marketing of Tourists Between Travel Experience and Behavior Intention- An Example of the Waterdance Carnival of Liyu Lake in Taiwan Area	Li-Chun Hsu, Taiwan
	2. 08R-085: A Study on Hospital and Clinic Service Quality by Using the Kano Re-define Mode- Taking a Hospital in Mid-Taiwan for Example	Liu, Mean-Shen, Taiwan
	3. 08R-134: Key Success Factors of Green Sourcing: A Case Study of Green Fire-Proof System	Sheu-Der Wu, Taiwan
	4. 08R-168: The Study of Customer Satisfaction about Banks-----Taking the Southeast of Taiwan as an Example	TienYi-Cheng, Taiwan
16 : 30	Return	

Date : Aug. 8 2008

Location : Room M701

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 1.6 10 : 30 12 : 00	Chair : Dr. Wang, I-Ming, Chang Jung Christian University	
	1. 08R-023: Study on the Management of Campus Network –Taking Taiwan Junior High and Elementary schools as an example	Ming- Pao Chang, Taiwan
	2. 08R-093: Using mathematical model and empirical study to compare the F2F interaction between the physical and cyber environments	Sheng-Wen Hsieh, Taiwan
	3. 08R-110: Study on the Development of Network, Media and Society	Wen-Hwa Cheng, Taiwan
	4. 08R-183: Ideas in Japan's ODA and the Assistance for China	GAO Wen, China
12 : 00 13 : 00	Lunch	
Session 1.7 13 : 30 14 : 50	Chair : Dr. Wang Jau-Shyong, SHU-TE University	
	1. 08R-151: The future of the U.S. Wristwatch Industry: Exploring and investigation from marketing view	Wong, Wong Ming, Taiwan
	2. 08R-165: The adaptation strategy of international franchising system in the Taiwanese marketplace	Hui-Heng Chen, Taiwan
	3. 08R-172: A Game Model for Price and Output Changing at the Same Time----An example from Mobile Communication Marketing in China	HU Hanhui, China
	4. 08R-177: System Quality, Promotion Incentive Mechanism and Local Government Behaviour : A Micro-interpretation on Market Segmentation in China	JIANG Debo, China
14 : 50 15 : 00	Tea Time	
Session 1.8 15 : 00 16 : 30	Chair : Dr. Hui-Ming Kuo, SHU-TE University	
	1. 08R-083: An empirical examination of stock repurchases following debt issues	Yeh, Chun Tsen, Taiwan
	2. 08R-173: Effect Analysis of Stamp Duty Adjustment	Xi LIU, China
	3. 08R-175: Local governmental pre-alarm system of debt risk: a Frame Design	Yu PEI, China
	4. 08R-178: The transmission mechanism of China's commercial banking market structure on its credit risk	Gaosong, China
16 : 30	Return	

Date : Aug. 8 2008

Location : Room M702

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 2.6 10 : 30 12 : 00	Chair : Dr. Shu-Hen, Chiang, Chung-Yuan Christian University	
	1. 08R-011: ECOWAS and International Economic Relations: Policy Issues	Akinbobola, T. O. ,South Africa
	2. 08R-017: Modeling Distortion Effect in Scale Economies	Sohail Zafar, Pakistan
	3. 08R-174: Empirical Research on the Contribution of Advanced Education to Economic Growth Velocity of Jiangsu Province	Qian Zhou, China
	4. 08R-179: Trial comment on the policy measure for promoting the reasonable increase of property Income	Hu Dan, China
12 : 00 13 : 00	Lunch	
Session 2.7 13 : 30 14 : 50	Chair : Dr. Ming-Yuan Yang, Fortune Institute of Technology	
	1. 08R-027: Fitness Effects of Short-Term Memory and Advertisement Representation Type on the Mobile Commerce	Sheng-Wen Hsieh, Taiwan
	2. 08R-030: Study on the Development of Compensation Communication	I-Ming Wang, Taiwan
	3. 08R-055: User Satisfaction with Mobile Services in Pakistan	Waqas Saeed, Pakistan
	4. 08R-137: An Empirical Study of the Relationship between the Sales Managers' Transformational Leadership and the Perception of Job Satisfaction for Sales People	Hu, Yu-Jia, Taiwan
14 : 50 15 : 00	Tea Time	
Session 2.8 15 : 00 16 : 30	Chair : Dr. Shieh, Chich-Jen, Chang Jung Christian University	
	1. 08R-033: Towards Understanding the Relationship between Information and Communication Technology (ICT) and Competitive Advantage (CA) in a Developing Economy	Fairouz Mosleh, Jordan
	08R-064: Design of Campus Safety Management System	Li-Shan Chen, Taiwan
	08R-144: An Agent-based Decision Support System for Solving the Dynamic Location and Distribution Problem Using Multi-criteria Decision Models	Ching-Lung Hsieh, Taiwan
	08R-156: Exploring usability of screen layout and selecting product color options on e-commerce web	Ying-Jye Lee, Taiwan
16 : 30	Return	

Date : Aug. 8 2008

Location : Room M705

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country/Region
Session 3.6 10 : 30 12 : 00	Chair : Dr. Chun-Chu Liu, Chang Jung Christian University	
	1. 08R-133: An Algorithm for Vehicle Routing Problem with Simultaneously Deliveries and Pickups	Chun-Mei Lai, Taiwan
	2. 08R-162: Prediction of Software Reliability by Support Vector Regression with Genetic algorithms	Chia-Hui Ho, Taiwan
	3. 08R-164: Integration of Order Mix and Job Scheduling in a Single Machine	Jen-Shiang Chen, Taiwan
	4. 08R-176: No-harmonious China's Grain Trade: Positive Analysis and Countermeasure	Lu Jing, China
12 : 00 13 : 00	Lunch	
Session 3.7 13 : 30 14 : 50	Chair : Dr. Wang Hongliang, Nanjing Audit University	
	1.08R-050: The Activity-Based Costing Method Developments: State-of-The Art and Case Study in an International Group	Gregory Wegmann, France
	2. 08R-051: The Effects of Globalization on Non-Oil Export of Iran	Mohsen Mehrara, Iran
	3. 08R-090: The Golden Mean in Product Form Design: A Case Study	Jyh-Rong Chou, Taiwan
	4. 08R-170: Measuring the Productivity of Physicians in Taiwan	Chun-Chu Liu, Taiwan
14 : 50 15 : 00	Tea Time	
Session 3.8 15 : 00 16 : 30	Chair : Prof. Yang, Shuhua, Nanjing Audit University	
	1. 08R-025: The Participation and Motivation to use modern technologies in Higher education	Malik Muhammad Afzal, Pakistan
	2.08R-115: Customer value toward short message service: An empirical investigation	Yayen Chou, Taiwan
	3. 08R-149: System Trust's Influence on Customer Loyalty	Wang Jau-Shyong, Taiwan
	4. 08R-169: Improving customer service in an accounting department for Kaohsiung County Council	Chih-Ming Fu, Taiwan
16 : 30	Return	

Date : Aug. 8 2008

Location : Room M706

Nanjing Jinhui Hotel, Floor 7

Time	Topic of Seminar	Country
Session 4.6 10 : 30 12 : 00	Chair : Dr. Huanghaiyan, Nanjing Audit University	
	1. 08R-015: Facing The Challenges in Design & Implementation of E-learning in the Asia Pacific Region	Kawsar Ahmed, Bangladesh
	2. 08R-018: Derived Demand at Disaggregates: in Manufacturing Sector of Punjab	Sohail Zafar, Pakistan
	3. 08R-082: Success of Hybrid Method to an E-community of Learners in Cyberspace	Luisito L. Lacatan, Philippines
	4. 08R-116: The Formation of Exchange Value and Conduction of Relationship in B-to-B Market	Yayen Chou, Taiwan
12 : 00 13 : 00	Lunch	
Session 4.7 13 : 30 14 : 50	Chair : Dr. Sun,Guofeng , Nanjing Audit University	
	1 .08R-073: Mediating Effect of Internal Entrepreneurial Environment	LI Qianwen, China
	2. 08R-136: Planning Wireless Communications Networks to Minimize the Construction Cost: An Approach Using Genetic Algorithm	Yi-Te Wu, Taiwan
	3. 08R-150: Exploiting Global Market Approach for Small Business: A Case Study of Financial Software Company	Lee, Feng-Yi, Taiwan
	4. 08R-166: Managerial and Market-value Performance of Conventional Firms in Taiwan	Shu-hen, Chiang, Taiwan
14 : 50 15 : 00	Tea Time	
Session 4.8 15 : 00 16 : 30	Chair : Ouyang Huasheng, Nanjing Audit University	
	1.08R-044: Exploring the Knowledge Network of Electronic Commerce Research	Kuo-Hsun Yu, Taiwan
	2.08R-054: Impact of Users on Network Security in Universities of Pakistan	Asif Iqba khan, Pakistan
16 : 30	Return	