

# Proceedings of Business And Information

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## Organizers' Message

Welcome to the 2009 International Conference on Business and Information (The BAI 2009 Conference). The aim of the BAI 2009 Conference is to serve as a forum for scholars of the business and information disciplines. The BAI 2009 Conference has been established on a global basis. We have received 500 submissions from 32 countries including Australia, China, Czech Republic, Finland, France, Germany, Hong Kong, India, Indonesia, Iran, Italy, Japan, Jordan, Korea, Macau, Malawi, Malaysia, Mauritius, Mexico, New Zealand, Philippines, Portugal, Russia, Saudi Arabia, Singapore, Sri Lanka, Sweden, Taiwan, Thailand, Turkey, United Kingdom, and United States. Each submission was peer-reviewed by at least two anonymous reviewers and a total of 312 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America, Australia and Africa, attend the meeting. Accepted papers are scheduled for presentation in 44 parallel sessions and also one poster session. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the BAI 2009 Conference for their precious time and expertise.

Besides the BAI2009 Conference, we also hold the 2009 International Symposium on Finance and Accounting (ISFA 2009) which received more than 150 submissions from many countries, such as France, Saudi Arabia, Oman, Philippines, Russian Federation, Botswana, Uzbekistan, United States, United Arab Emirates, China, Bangladesh, Iran, India, Indonesia, Czech Republic, United Kingdom, Australia, Thailand, Pakistan, Malaysia and Taiwan, it is to serve for the scholars of the Finance and Accounting disciplines. Accepted 89 papers are scheduled for presentation in 18 parallel sessions.

The opening ceremony provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. 16 papers receive this year's best paper award in recognition of their scholarly contribution. Also, 4 members of various committees of the BAI 2009 Conference receive this year's contribution award in recognition of their outstanding voluntary services.

A conference of this size requires the integrated effort of hundreds of volunteers. We would like to take this opportunity to specifically thank Dr. Chih-Chien Wang, Dr. Mu-Fen Chao, Dr. Chuang-Yuang Lin, Dr. Yung-Sheng Su, Dr. Ssu-Lang Lee, Dr. Chung-Huey Huang, Dr. Chih-Yun Wang, Ms. Yi-Lei Chang, Mr. Shawn Chen who did an outstanding job in organizing this conference. I also like to thanks the support from honor chair- Dr. Kutan, Ali M., Southern Illinois University, without their help, we can not make this conference success.

We hope you enjoy this conference and this city. We are delighted to announce that the BAI 2010 Conference would be held in Kitakyushu, Japan and you are invited to submit your papers. We look forward to seeing you in the BAI 2010 Conference in Kitakyushu, Japan.

*Wenchang Fang*

Conference Chair  
National Taipei University

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

**July 6, 2009**

17:00 - 18:00      Pre-registration      Cattleya 3

**July 7, 2009**

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

10:00 - 10:20      Tea Break

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

12:00 - 13:20      Lunch  
Open ceremony  
Best papers award presentation

13:20 - 15:00      Sessions (C1, C2, C3, C4, C5, C6, C7, C8)      Cattleya 1~3, Aranda 1~3, Vanda 1~2

15:00 - 15:20      Tea Break

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

**July 8, 2009**

08:20 - 10:00      Sessions (E1, E2, E3, E4, E5, E6, E7, E8)      Cattleya 1~3, Aranda 1~3, Vanda 1~2

10:00 - 10:20      Tea Break

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

12:00 - 13:20      Lunch      Orchid Grand Ballroom

13:20 - 14:00      B&I Executive Committee Meeting      Cattleya 2

13:20 - 15:00      Sessions (G1, G2, G3, G4, G5, G6)      Cattleya 1, Aranda 1~3, Vanda 1~2

15:00 - 15:20      Tea Break

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

**Monday, July 6, 2009**

[Pre-Conference Registration] 17:00-18:00 Cattleya III

**Tuesday, July 6, 2009**

[Registration] 08:00-17:00 Level 2

**08:20 - 10:00 July 7, 2009**

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

**10:00 - 10:20 July 7, 2009**

Tea Break

**10:20 - 12:00 July 7, 2009**

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

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

**12:00 - 13:20 July 7, 2009**

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

**13:20 - 15:00 July 7, 2009**

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

**15:00 - 15:20 July 7, 2009**

Tea Break

**15:20 - 17:00 July 7, 2009**

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

**Wednesday, July 8, 2009**

[Registration] 08:00-17:00 Level 2

**08:20 - 10:00 July 8, 2009**

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

**10:00 - 10:20 July 8, 2009**

Tea Break

**10:20 - 12:00 July 8, 2009**

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



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

[H5]	Session H5	Vanda I
Organization Behavior and Human Resource Management		
[H6]	Session H6	Vanda II
Other Articles		
[H7]	Session H7	Cattleya II
ISFA 17---Accounting and Finance		
[H8]	Session H8	Cattleya III
ISFA 18---Market and Finance		



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

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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

**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

**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











**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**

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

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

Jiri Strouhal University of Economics Prague

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

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

**A Smoothing Hmm-Based Forecasting Model For Fuzzy Time Series**

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

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

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

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

Rita Anugerah University of Riau  
Takiah Mohd Iskandar Universiti Kebangsaan Malaysia

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

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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 Collaborative Design Model for the Green Creativity Commodity**

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

**From Intelligence to Business Intelligence**

Anjan Kumar Swain Indian Institute of Management Kozhikode

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

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

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

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

**Session [B3]** **10:20 – 12:00** **Aranda II**  
**Marketing**  
**Session Chair: Fredy Valenzuela** **University of New England**

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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

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

Ming-Cheng Lai National Taipei College of Business

**Symbolic Meaning and Consumers' Response to the Ads with the Theme of Cultural Diversity**

Adi Susilo Jahja Asian Banking Finance and Informatics Institute Perbanas  
Dian Nuranindya Asian Banking Finance and Informatics Institute Perbanas

**A Study on the Online Shopping Value and Consumer Responses: Internet Travel Agency as Example**

Cedric Hsi-Jui Wu National Dong Hwa University  
Hung-Jen Li National Dong Hwa University

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

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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

**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

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

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**They Need to be Different, They Feel Happier in Authentizotic Climates**

Arménio Rego Universidade De Aveiro  
Miguel Pina e Cunha Universidade Nova De Lisboa

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

Anita a Ramguttty-Wong University of Mauritius

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

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

**The Grey Relational Analysis on University Enrollment Rates Against Students English & Mathematics Study Achievements**

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

**Comparing the Small and Medium Size Enterprises Leded-in E-Learning**

Yih-Cheamg Shiue National Central University  
Yi-Hsuan Lee National Central University  
Yi-Chuan Hsieh Ching-Yu University

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

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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 Technology Malaysia  
Zuraini Ismail University Technology Malaysia  
Ramlah Hussein International Islamic University Malaysia  
Norshidah Mohamed International Islamic University Malaysia

**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

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

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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-Wei Chen Chaoyang University of Technology  
Ming-Yen Lin Feng Chia 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 Chia 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: Kin Bee Tay** **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 University

**Disintermediation of Traditional Chemical Intermediary Roles in the Electronic Business-to-Business (e-B2B) Exchange World**

Kin Bee 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**

Arménio 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 Feng	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**

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

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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

**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

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

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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

**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

**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

**Session [D3]** **15:20 – 17:00** **Aranda II**  
**Marketing**  
**Session Chair: Jameel Qazi** **King Fahd University of Petroleum and Minerals**

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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 Universiti Kebangsaan Malaysia  
Rosmah Mat Isa Universiti Kebangsaan Malaysia

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

Keiichi Yamada Nakamura Gakuen University

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

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

**Test of a Mediating Model Linking Employee Affective Display and Purchase Intention**

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



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

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**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 in Taiwan**

Shun-Yu Chen Chang Jung Christian University

Li-Ju Chen Far East University

**Industrial Strategies of Economic Development in India**

Gajendra Singh Hemwati Nandan Bahuguna Garhwal University

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

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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

**Wednesday, July 8, 2009**

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

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**Investors' Reaction to Promotion Announcements and Accounting-based Surprise  
Measurement - An Empirical Study in Singapore**

Branson Kwok Chi Hing Raffles University  
Patricia Chew Yee Peng 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

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

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**Hypermedia Content Automata in a Web Infrastructure**

Chang-Yang Lin Eastern Kentucky University

**Establishing an Orchid Management Information System and Analysis of Use Intention**

Ting-Sheng Weng National Chiayi University

Tsai-Mu Shen National Chiayi University

Tsung-Chih Chiou National Chiayi University

Shiou-Ying Chen National Chiayi University

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

Stuti Lal Sitapur Shiksha Sansthan

**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

**Goal Programming for Utility Functions**

Ching-Ter Chang Chang Gung University

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

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

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

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

Session [E4]

08:20 – 10:00

Aranda III

**Organization Behavior and Human Resource Management**

Session Chair: Peter Keith Ross

Griffith University

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

Adriel Sim Khoon Seng

Curtin University of Technology Sarawak Campus

Sopian B. 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: Ying Sai** **Loyola Marymount University**

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**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

**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

**Database Risk Management in Digital Mapmaking Industry**

Rob Chapman                                      Loyola Marymount University  
Ying Sai    Loyola Marymount University

**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**

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**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  
Levent Özer 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 Univeristy of Technology  
Chao-Chin Yang National Kaohsiung Hospitality College



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

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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
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**The Influence of Demographics on the Consumer Intention of Adopting Mobile Value-Added Services**

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

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

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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

**Session [F5]** **10:20 – 12:00** **Vanda I**  
**Organization Behavior and 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
Kevin S. Osborne	Auburn University Montgomery

**Do Biotech Firms Have Poorer Disclosure Practices? An ASX Enforcement Perspective**

Grace C Hsu	University of Queensland
Annabelle X. Ouyang	University of Queensland

**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	Takming University of Science and Technology
Yu Ching Ho	Dahan Institute of Technology

**Session [G2]** **13:20 – 15:00** **Aranda I**  
**Others Articles**  
**Session Chair: Ching-Ter Chang** **Chang Gung University**

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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

**Session [G3]**

**13:20 – 15:00**

**Aranda II**

**Marketing**

**Session Chair: Jason Alexander MacVaugh**

**University of Gloucestershire**

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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  
Technology

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 Chiao Tung University

Ching-Kuei Kao

National Chiao Tung University

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

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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





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

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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 Curtin University of Technology

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

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

**Market Reaction to Patent Infringement Litigations On Stock Returns In Taiwan**

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

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

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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

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

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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 Jayewardanepura  
MACS Sampath Fernando Sabaragamuwa University of Sri Lanka

**Using ANP to Approach Knowledge Management Strategy in Linguistic Preferences**

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

**Firm Characteristics, Repurchase and Liquidity**

Cheung-Sum Lu Tamkang University  
Jung Hui Chou Tamkang University

**The Day of the Week Effect in Real Estate Investment Trusts**

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

**Intermediate Linkages in the Relationship between Perceived Investment in Employee Development and Employee Intent to Leave in Taiwan Hospital**

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



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

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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**

Shin-Yan Chiou                      Industrial Technology Research Institute

Jun-Bin Shi                      Industrial Technology Research Institute

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

Yan-Chun Chen                      TungNan Uninersity

Ya-Hui Lin                      Chin Min Institute of Technology

**Debt Issues and Stock Repurchases: An Empirical Investigation**

Chun Tsen Yeh                      Chang Jung Christian University

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

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

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

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

**Applying Neural Network to Determine The Wip Level for Wafer Fabrication**

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

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

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

**Implementation and Power Analysis of a Supplier Selection Method**

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

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

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

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





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

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

### **Corporate Governance and Default Risk: Evidence From Taiwanese Listed Firms**

Shu-Mei Chiang	Lunghwa University of Science and Technology
Chin-Piao Yeh	Overseas Chinese Institute of Technology
Hsin-Fu 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
Tzu-Yin Lien	National Chin-Yi University of Technology
Chia-Yi Chen	National Chiao-Tung University
Tien-Than Nguyen	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
Po-Yi Ho	National Chin-Yi University of Technology
Tien-Than Nguyen	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
Po-Yi Ho	National Chin-Yi University of Technology
Wei-Chen Pan	National Chin-Yi University of Technology
Tzu-Yin Lien	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
Yan-Ni Li	Fu Jen Catholic University
Chieh-Yu Yang	Fu Jen Catholic University

### **Project Scheduling with Two Constrained Resources**

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

### **Exploring the Team-Oriented Performance Management**

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

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

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

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

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

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

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

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

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

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

Ching-Ian 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

**Mutual Funds Performance Persistence: Using Markov Transition Probability Matrix**

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

**Online Auction Success Factors: Analysis of the Fashion Clothing Industry**

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

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

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

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

Hsiu-Fen Lin                                    National Taiwan Ocean University

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

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

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

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

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

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

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

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

**An Integrated Middleware for Heterogeneous E-commerce Platform**

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

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

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

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

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

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

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

### **A Case Study in the IC Final Testing Oder Selection Problem**

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

### **Applying Kano Model to Develop Quality Function of Information Security Product**

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

### **Knowledge Management Activities**

Varpu Uotila	Helsinki School of Economics
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### **Financial Performance Evaluation For Different Level Airports In Taiwan**

Rong-Tsu Wang	Vanung University
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### **The Current Status of Students' Internship for Special Education Programs in Vocational High Schools**

Hong Min Lin	National Changhua University of Education
Wan Ju Chen	Diwan University
Shu Fen Nien	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 Anlysis for implementing Product Service System in Enterprise**

Tsai-Chi Kuo	Minghsin University of Science and Technology
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**A Study on the Relationship among Servant Leadership, Worker Participation and Job Satisfaction**

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

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

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

**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**

Tzai-Zang Lee                                    Kun Shan University of Technology  
Ming-Hong Ho                                    National Cheng Kung University  
Chien-Hsing Wu                                 National University of Kaohsiung  
Shu-Chen Kao                                     Kun Shan University of Technology

**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

Wei- Shu Tai                        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-Tsoung Fangtsou          National Taipei University

Fen-Yun Chou                      National Taipei University

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

Shu-Mei Chiang                    Lunghwa University of Science and Technology

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**

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

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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**

## **Do Exchange Listing Announcements Signal the Future?**

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

## **Over-Investment and the Marginal Value of Cash Holdings**

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

## **Auditor Independence and Overconfidence**

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

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

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

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

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**Towards Knowledge Financial Statements**

Ahmed A. Mohammad Applied Science University of Jordan

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

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

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

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

**Equity Participation of Insurance Company in Malaysia**

Rabihah Md.Sum University Sains Islam Malaysia

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

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

**Tuesday, July 07, 2009**

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

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**Effect of Working Capital Management on Profitability of Firms in Malaysia**

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

**Information Transparency and Earnings Management in Banking Industry**

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

**Business Ethics and Law**

Yi-Ping Chen Da-Yeh University

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

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

**Modeling Long Memory Volatility Models in Agricultural Commodity Futures Returns**

Roengchai Tansuchat Maejo University



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

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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 National Chiao Tung University

Her-Jiun Sheu National Chi Nan University

**Return from Writing Derivative Warrants in Hong Kong Market**

Zhenxing Zeng Hong Kong Baptist University

**Constraints to SMEs: A Rotated Factor Analysis Approach**

Mohammad Ayub Islam Independent University

Mohammad Nayeem Abdullah Independent University

Syed Manzur Quader Independent University

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

Yang-Cheng Lu Ming Chuan University

Hao Fang Ming Chuan University

**Tuesday, July 07, 2009**

**Session [C7] 13:20 – 15:00 Cattleya II**

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

**Session Chair: Chaiwat Ninanussornkul Chiang Mai University**

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

Rengasamy Elango	Majan College
Dayanand Pandey	Bank Melli Iran

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

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

**Tuesday, July 07, 2009**

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

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**Total Complementary Edge Covering Problem Using Multi Start Tabu Search Algorithm**

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

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

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

**Top executive pay and contemporaneous firm performance measure**

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

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

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

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

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

**Tuesday, July 07, 2009**

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

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

Abdul Ghofar Brawijaya University  
Erwin Saraswati Brawijaya University

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

Hsiao-Peng Fu Providence University

**Director Quality and Firm Performance--- A Resource Dependence Perspectives**

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

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

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

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

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

**Tuesday, July 07, 2009**

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

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

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

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

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

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

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

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

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

**The Performance of Overconfident Fund Managers**

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

**Wednesday, July 08, 2009**

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

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

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

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

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

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

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

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

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

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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  
Cheng-Kun Kuo National Taiwan University

**Virtual Investment Communities as Influential Sources on Individual Decisions**

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

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

Victor Chan Macao Polytechnic Institute

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

Victor Chan Macao Polytechnic Institute

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

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

Jinlu Li Shawnee State University

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

Tung-Yueh Pai Tamkang University

Yen-Hsien Lee Chung Yuan Christian University

**Does Managerial Sentiment Cause Corporate Investment Inefficiencies?**

Hsiao-Fen Hsiao Mingdao University

Chuan-Ying Hsu Da-Yeh University

Chun-An Li National Yunlin University of Science and Technology

Ai-Chi Hsu National Yunlin University of Science and Technology

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

Ming-Jen Chang National Dong Hwa University

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

Petr Jakubik Charles University

Petr Teplý Charles University



**Wednesday, July 08, 2009**

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

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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**

Azwan Abdul Rashid University Tenaga National  
Wan Mohammad Taufik Wan Abdullah University Tenaga National  
Mahlindayu Tarmidi Malaysia Institute of Accountant  
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**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
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**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
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**Time Series Analysis for the Comovement of Raw Material Prices between China and Taiwan**

Chien-Chung Nieh	Tamkang University
Hwey-Yun Yau	National Taipei College of Business

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

---

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

Radha Shiwakoti University of Kent

Brian Rutherford University of Kent

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

Gu-Shin Tung National Pingtung Institute of Commerce

Ching -Yi Lin National Pingtung Institute of Commerce

Chih-Yuan Wang Ming Chuan University

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

Baomin Dong University of International Business and Economics

Yu Li University of International Business and Economics

**Index of Volatility for ASEAN**

Kunsuda Nimanussornkul Chiang Mai University

Michael McAleer National Chung Hsing University

Songsak Sriboonchitta Chiang Mai University

Chia-Lin Chang National Chung Hsing University

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

Kunsuda Nimanussornkul Chiang Mai University

Michael McAleer National Chung Hsing University

Songsak Sriboonchitta Chiang Mai University

Chia-Lin Chang National Chung Hsing University

**Wednesday, July 08, 2009**

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

---

**Does Corporate Governance Drive Financing Decisions of Saudi Arabian Companies?**

Khaled Hussainey Stirling University  
Ali Al-Nodel Qassim University

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

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

**Long Memory in Volatility of Southeast Asia stock markets**

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

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

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

**What Are Their Relationships among the Indices of Emerging Markets?**

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

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

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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 - The Higher School of Economics**

---

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

Elvina R. Bayburina State University - The Higher School of Economics  
Tatiana V. Golovko State University - The Higher School of Economics

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

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

**Credit Ratings and Capital Structure**

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

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

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

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

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

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

---

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

Dwi Martani University of Indonesia

Dan Hertanto University of Indonesia

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

Dwi Martani University of Indonesia

Susi Meyrista Tarigan University of Indonesia

**Dynamic Implied Volatility Functions in Taiwan Options Market**

HungLung Chen National Chengchi University

WeiYu Kuo National Chengchi University

WeiKuang Chen National Chengchi University

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

Ming-Der Yang National Chung Hsing University

Tung-Ching Su National Chung Hsing University

Yi-Ping Chen Da-Yeh University

[PO]

**POSTER Session**

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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

National Dong Haw University

Zih-Hua Wang

National Dong Haw University

Shu-Hao Chang

Ming Dao University

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

Keshin Tswei

Nanhua University

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**Mohammad Abu Yusuf**, Monash University

Presented on A1 Session, Tuesday, July 07, 2009 at 08:20~10:00

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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

Presented on A3 Session, Tuesday, July 07, 2009 at 08:20~10:00

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**Rasidah Arshad**, Universiti Kebangsaan Malaysia

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(Ranked by Session)

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**Tek-Yew Lew**, Curtin University of Technology Sarawak Malaysia

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**Noor Zahirah Mohd Sidek**, International Islamic University

**Mohammed Bin Yusoff**, International Islamic University

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Presented on B1 Session, Tuesday, July 07, 2009 at 10:20~12:00

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“Using More Rewarding Switching Barriers to Build Loyalty on Dissatisfied Customers”

**Fredy Valenzuela**, University of New England

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(Ranked by Session)

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“New Direction for Taiwan Dual-System Education Research”

**Shu-Ju Kuan**, National Taiwan Normal University

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**Dan-Pai Feng**, National Taiwan Normal University

Presented on B4 Session, Tuesday, July 07, 2009 at 10:20~12:00

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“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

Presented on C2 Session, Tuesday, July 07, 2009 at 13:20~15:00

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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

Presented on C4 Session, Tuesday, July 07, 2009 at 13:20~15:00

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“Disintermediation of Traditional Chemical Intermediary Roles in the Electronic  
Business-to-Business (e-B2B) Exchange World”

**Kin Bee Tay**, Behn Meyer Specialty Chemicals LLP

Presented on C4 Session, Tuesday, July 07, 2009 at 13:20~15:00

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“How Happiness Mediates the Relationship between Perceptions of Organizational  
Virtuousness and Affective Commitment”

**Arménio Rego**, Universidade de Aveiro

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Presented on C5 Session, Tuesday, July 07, 2009 at 13:20~15:00

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“Goal Programming for Utility Functions”

**Ching-Ter Chang**, Chang Gung University

Presented on E3 Session, Wednesday, July 08, 2009 at 08:20~10:00

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**Amin Aalaei**, Mazandaran 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

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“Relationships between Employees’ Perception of Corporate Social Responsibility,  
Personality, Job Satisfaction, and Organizational Commitment”

**Tzai-Zang Lee**, Kun Shan University of Technology

**Ming-Hong Ho**, National Cheng Kung University

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**Shu-Chen Kao**, Kun Shan University of Technology

Presented on Poster Session

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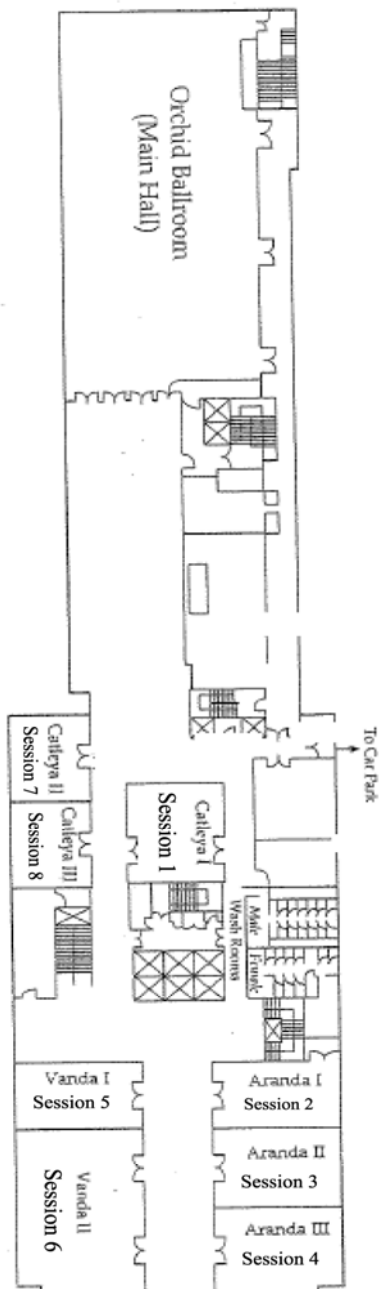
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**Pre-conference registration desk locate in Cattleya III (level 2) and open in July 6  
between 17:00-18:00**



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

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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 12:00-13:20.



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Lee, Ji-Yeon	[PO]	Lia, Yew Wah	[G6]
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Lee, Narn-Yih	[PO]	Liao, Chia-Chun	[A2]
Lee, Sang-Kon	[PO]	Liao, Chih-Horng	[H4]
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Lee, Wen Tao	[PO]	Liao, Tsai-Ling	[A7]
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Lin, Chuang-Yuang	[E6]	Lin, Ya-Hui	[PO]
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