

**2005 INTERNATIONAL CONFERENCE ON
KNOWLEDGE-BASED ECONOMY
AND GLOBAL MANAGEMENT**

| Nov. 3, 2005 | ACTIVITY |
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| 08:40~09:20 | Registration |
| 09:20~09:40 | Opening & Welcome by Dr. Hsin-Hisung Chang , President, Southern Taiwan University of Technology |
| 09:40~10:40 | Keynote Speech I Subject: Higher Education Transformed: Traditional to International to Global Speaker: Dr. Karen Dill Bowerman , Dean, College of Business & Public Administration, California State University, San Bernardino |
| 10:40~11:00 | Coffee Break |
| 11:00~12:00 | Keynote Speech II Subject: Why a Shift in Management Paradigm Essential in the Knowledge-Based Economy Speaker: Paul S. C. Hsu , Chair Professor, Yuan-Ze University |
| 12:00~14:00 | Lunch Break |
| 14:00~15:20 | Speech : Management and Educational Issues In Tourism Industry Chair: Jeh-Nan Pan , Associate Dean, College of Management, National Cheng Kung University Subject: The Effects of Tourism Safety & Security on Tourism Demand: Lessons Learned from the Last Five Decades Speaker: Dr. Abraham Pizam , Dean , Rosen College of Hospitality Management, University of Central Florida Subject: Establishing and Managing Culinary Programs Speaker: Jorge de la Torre , Dean ,College of Culinary Education, Johnson & Wales University |
| 14:00~15:20 | Speech : Business Ethics Chair: Ming-Tien Tsai , Professor, College of Management ,National Cheng Kung University Subject: Corporate Governance & Business Ethics Speaker: Hiroo Takahashi , Director of Business Research, Hakuoh University Subject: Ethics in Business: Is Compliance the Best We Can Expect? Speaker: Dr. Esmond D. Smith Jr. , Professor, Alan Shawn Feinstein Graduate School, Johnson & Wales University |
| 15:20~15:40 | Coffee Break |

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| Nov. 3, 2005 | ACTIVITY |
| 15:40~17:10 | <p>Presentation and Discussion I : Cultural Factors and Organization Efficacy</p> <p>Chair: Zheng Nan Chen, President, National Penghu University</p> <ul style="list-style-type: none"> ■ George Stonehouse, Newcastle Business School ,Northumbria University The Impact of National Cultures on Learning and Creativity in Organizations ■ Otto Chang, California State University, San Bernardino Buddhism and Innovative Organization Culture ■ Hsu-I Huang, Southern Taiwan University of Technology Investigation of the Congruence between Organizational Culture and Employee Personality Traits in the Hospitality ■ Patricia L. Nemetz, Eastern Washington University M. Dave Gorton, Eastern Washington University Personal Values of Taiwan and United States Business Students Used as An Assessment Tool For Programs and Recruitment |
| 15:40~17:10 | <p>Presentation and Discussion II : Financial Market and Management</p> <p>Chair: Szu-Lang Liao, Chairman, Department of Finance, National University of Kaohsiung</p> <ul style="list-style-type: none"> ■ Tai Ma, National Sun Yat-Sen University I-Chun Tsai, Southern Taiwan University of Technology A Dynamic Model of Order Execution and the Intraday Cost of Limit Orders ■ Yenshan Hsu, National Chengchi University Chung -Wen Hung, Southern Taiwan University of Technology Why Have IPO Auctions Lost Market Share to Fixed-price Offers? Evidence from Taiwan ■ Chor-Yiu Sin, Hong Kong Baptist University A Computer-Intensive Econometric Model of Risk: With an Application to Global Portfolio of Bonds ■ Cyong-Jhih Huang, Southern Taiwan University of Technology Jyh-Tay Su, Southern Taiwan University of Technology Wen-Ling Lin, Nan Kai College The Effects of Budgetary Participation on Managerial Performance and Budgetary Slack: Job-Related Stress as an Intervening Variable |
| 18:30~20:30 | Banquet |

| Nov. 4, 2005 | ACTIVITY |
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| 08:40~09:10 | Registration |
| 09:10~10:30 | <p>Presentation and Discussion III : Distribution Channel, E-Commerce and MIS</p> <p>Chair: Dr. Karen Dill Bowerman, Dean, College of Business & Public Administration, California State University, San Bernardino</p> <ul style="list-style-type: none"> ■ Jean-Joseph Cadilhon, Nong Lam University of Ho Chi Minh City Phan Thi Giac Tam, Nong Lam University of Ho Chi Minh City Consumer Preferences of Vegetable Purchase Outlets in Ho Chi Ming City, Vietnam ■ Gerald Venezia, Southern Taiwan University of Technology Hsuehen Hsu, Fortune Institute of Technology Chiulien Chuang Venezia, Southern Taiwan University of Technology Web Information Quality and Web System Quality as Predictors of Customer Satisfaction of E-Commerce ■ Pai-Chou Wang, Southern Taiwan University of Technology Information Reduction Using Pseudo Consistency ■ Wurong Shih, Southern Taiwan University of Technology Shu-Ling Chen, Southern Taiwan University of Technology Yang-Kun Ou, Southern Taiwan University of Technology Mau-Kai Jhuang, Southern Taiwan University of Technology Distribution Expert – The Vehicle Routing System in a Less-Than-Truckload Transportation Industry |
| 09:10~10:30 | <p>Presentation and Discussion IV : Management and Ethics in Health Care Industry</p> <p>Chair: Dr. Abraham Pizam, Dean , Rosen College of Hospitality Management, University of Central Florida</p> <ul style="list-style-type: none"> ■ Shun-Liang Hsu, National Chung-Hsing University Some Ethical Concerns Facing DNA Patenting ■ Fenghueih Huang, Southern Taiwan University of Technology, Huei-Min Hseih, Kaohsiung Medical University Physician’s Personal Value in TQM ■ Yu Pei Yi, Southern Taiwan University of Technology Shun-Liang Hsu, National Chung-Hsing University Research of the Umbilical Cord Blood Preservation in Medical Ethics Aspect: Storage Either in Private Banks or in Public Bands |
| 10:20~10:40 | Coffee Break |
| 10:40~12:10 | <p>Culinary Arts Demonstration : Classic Tableside Cuisine</p> <p>by Jorge de la Torre, Dean, Culinary Education, Johnson & Wales University</p> |
| 12:00~14:00 | Lunch Break |
| 14:10~15:30 | Presentation and Discussion V : R & D Activities and Economic Growth |

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| Nov. 4, 2005 | ACTIVITY |
| | <ul style="list-style-type: none"> ■ Chair: Otto Chang, Associate Dean, College of Business & Public Administration, California State University, San Bernardino ■ Jin Li Hu, National Chiao Tung University Yao-Chun Lee, Ching Yun University Technical and Efficiency Growth Rates of Bio-Pharmaceutical Firms in China ■ Masanori Namba, Professor, Graduate School of Management, Ritsumeikan Asia Pacific University Concept Creation Model for Radical Innovation ■ Gi-Shian Su, Southern Taiwan University of Technology Hsiao-Ching Chang, Southern Taiwan University of Technology R&D Based Economic Growth And Wage Gap |
| 14:10~15:30 | <p>Presentation and Discussion VI : Knowledge Management and Organizational Learning</p> <p>Chair:</p> <ul style="list-style-type: none"> ■ Jia-Der Wu, Southern Taiwan University of Technology Chii-Yueh Dou, Southern Taiwan University of Technology Tzo-Ching Ma, Southern Taiwan University of Technology The Study of Industrial Cluster Learning Processes, Networking and Institutional Thickness by Hsinchu Science-Based Industrial Park ■ Grace Feng Wang, Chang Jung University Meng-Shiou Chen, Southern Taiwan University of Technology Hwey-Chun Lin, Chang Jung University Researching on the Relationship between Business Model, Knowledge Sharing, Consumers' Browsing Behavior with Consumers' Behavior Intention on the Web Virtual Communities. ■ Jyh Tay Su, Southern Taiwan University of Technology Wen-Ling Lin, Nan Kai College The Impact of Organizational Commitment on the Effectiveness of Participative Budgeting Systems |