

**2009 INTERNATIONAL CONFERENCE ON
KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT
October 22-23, 2009**

AGENDA

Thursday, October 22, 2009

08:40~09:20	Registration
09:20~09:40	Opening & Welcome: Dr. Chein Tai President, Southern Taiwan University (Taiwan)
09:40~10:40	Keynote Speech I: Dr. William Wiggins Associate Dean of Business for Academic Affairs, Bentley University (USA)
10:40~11:00	Coffee Break
11:00~12:00	Keynote Speech II: Dr. H. Jason Huang Professor, National Sun Yat-Sen University (Taiwan)
12:00~14:00	Lunch Break
14:00~15:20	Presentation and Discussion I Organizational Reengineering & Strategic Management
	Presentation and Discussion II Marketing Management
15:20~15:40	Coffee Break
15:40~17:00	Presentation and Discussion III Consumer Behavior
	Presentation and Discussion IV International Investment, Trade & Economic Growth

Friday, October 23, 2009

08:40~09:00	Registration
9:00~10:20	Presentation and Discussion V Risk Management & Financial Market
	Presentation and Discussion VI Industrial Management & IT Application
10:20~10:40	Coffee Break
10:40~12:00	Presentation and Discussion VII Supply Chain & Logistics Management
	Presentation and Discussion VIII Knowledge Management
12:00	Farewell

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**14:00~15:20 (E1305)
October 22, 2009**

**Presentation and Discussion I
Organizational Reengineering & Strategic Management**

**Chair: Cheng-Nan Chen
Southern Taiwan University (Taiwan)**

SUSTAINABILITY BUSINESS MODEL—JANSSEN PHARMACEUTICAL, INC.

- **Kuan-Hsien Hsieh**, University of Maryland University College (USA)
- **Tony Lu**, University of Maryland University College (USA)
- **Sharon Wang**, University of Maryland University College (USA)

***INTERNATIONAL COMPETITIVENESS OF THE JAPANESE SERVICE
INDUSTRY-THE BASIC REASON FOR ITS WEAKNESS***

- **Hiroo Takahashi**, Hakuoh University (Japan)

BRAND INTEGRATION PRACTICES IN MERGERS AND ACQUISITIONS

- **Vu Anh Dung**, Vietnam National University (Vietnam)

***THE PACE OF MARKET EVOLUTION AND FIRST-MOVER ADVANTAGE: A CASE
STUDY OF LTI, LIGHTRONIK TECHNOLOGY INC.***

- **Yung-Chi, Chang**, Southern Taiwan University (Taiwan)
- **Te-Kuang Chou**, Southern Taiwan University (Taiwan)
- **Ko-Chieh Chen**, Southern Taiwan University (Taiwan)
- **Wen-Ling Lin**, Nan Kai Institute of Technology (Taiwan)

***AN EXPLORATORY STUDY OF PRE AND POST COMPANY TRANSFORMATION OF
ENTERPRISES CULTURE DIFFERENCE: AN EXAMPLE OF A SECURITIES
COMPANY***

- **Chin-Cheh Yi**, National Taiwan Normal University (Taiwan)
- **Chin-Fang Lin**, National Taiwan Normal University (Taiwan)
- **Pei-Wen Liao**, National Dong Hwa University (Taiwan)
- **Li-Chun Hsu**, National Taiwan Normal University (Taiwan)

***HIGH PERFORMANCE WORK SYSTEM AND HOST COUNTRY NATIONAL
PERFORMANCE***

- **H. A., Shih**, National Cheng Kung University (Taiwan)
- **Y. H., Chiang**, Ming-Chuan University (Taiwan)
- **Chu-Chun Hsu**, Southern Taiwan University (Taiwan)

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**Presentation and Discussion II
Marketing Management**

Chair: Myrna Austria
De La Salle University (Philippines)

**THE DEVELOPMENT AND USE OF A MULTI-CRITERIA RANKING METHOD IN
SOUTHEAST ASIA MARKET SELECTION FOR TAIWAN FGMP CERTIFIED
PRODUCTS**

- **Kuei-Jung Huang**, Chihlee Institute of Technology (Taiwan)

CULTURALIZING THE BRAND: A CASE STUDY OF FOOD COMPANY

- **Chun-Chi, Lan**, MingDao University (Taiwan)

**BASED ON THE RELATIONAL EXCHANGE THEORY AND AGENCY THEORY
EXAMINING THE FRANCHISE RELATIONSHIP**

- **Hui-Heng Chen**, Fortune Institute of Technology (Taiwan)

**MODELLING PRICE-SETTING WHILE LAUNCHING A NEW PRODUCT—A
METHODOLOGY PROPOSAL**

- **Ming Hai Ni**, Chung Hua University (Taiwan)
Chen-Lung Yang, Chung Hua University (Taiwan)
Chiu-Chi Wei, Chung Hua University (Taiwan)

**A POST-RECESSION UPDATE TO MY SECOND (2008) LOOK AT JAPAN'S
SPECIALTY COFFEE BUSINESS**

- **Jeffrey Miller**, Hakuoh University (Japan)

AN EFFICIENT ALGORITHM FOR MINING HOT MERCHANDISES

- **Jen-Peng Huang**, Southern Taiwan University (Taiwan)
Hao-Chih Hsiung, Southern Taiwan University (Taiwan)
Huang-Cheng Kuo, National Chiayi University (Taiwan)

COFFEE BREAK

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**Presentation and Discussion III
Consumer Behavior**

**Chair: José Miguel
AESE-Escola de Direcção e Negócios (Portugal)**

***THE IMPACT OF CUSTOMER EDUCATION ON BENEFIT, ECONOMIC
ACCESSIBILITY AND ENVIRONMENTAL CONCERN ON INTENTION TO BUY
GREEN PRODUCES***

- **Firmanzah**, Universitas Indonesia (Indonesia)
Hasrini Sari, Bandung Institute of Technology (Indonesia)

***A LONGITUDINAL ANALYSIS OF TRUST AND CUSTOMER LOYALTY:
INVESTIGATING THE MEDIATING EFFECTS OF COMMITMENT AND PERCEIVED
RISKS***

- **Li-Wei Wu**, Tunghai University (Taiwan)
Chung-Yu Wang, Shu-Te University (Taiwan)

***THE STUDY OF THE RELATIONSHIP BETWEEN KM CAPABILITY, CUSTOMER LIFE
CYCLE ACTIVITIES, AND CRM PERFORMANCE***

- **Kuo Wei Lee**, Southern Taiwan University (Taiwan)
Maneesap Rojdamrongratana, Southern Taiwan University (Taiwan)
Ya Ping Fang, Southern Taiwan University (Taiwan)

***THE ROLE OF INVOLVEMENT AND SATISFACTION IN LOYALTY FORMATION IN
SERVICE***

- **Fenghueih Huarng**, Southern Taiwan University (Taiwan)
Duong Anh Ngoc, Southern Taiwan University (Taiwan)

***THE SHORTER THE BETTER? THE EFFICIENCY HEURISTIC AND CONSUMERS'
JUDGMENTS ABOUT SERVICE***

- **Chin-Sheng Wan**, Southern Taiwan University (Taiwan)
Wen-Bin Chiou, National Sun Yat-Sen University (Taiwan)

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Presentation and Discussion IV

International Investment, Trade & Economic Growth

Chair: **Jeh-Nan Pan**

Associate Dean, College of Management, National Cheng Kung University (Taiwan)

EDUCATION AND GROWTH—A STUDY OF VIETNAM'S PROVINCES

- **Tran Tho Dat**, National Economics University (Vietnam)

FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH: THE CASE OF VIETNAM

- **Gi-Shian Su**, Southern Taiwan University (Taiwan)
Phung Thanh Binh, Quang Trung University (Vietnam)

TRADE AND INVESTMENT ISSUES IN ASEAN ECONOMIC INTEGRATION

- **Myrna Austria**, De La Salle University (Philippines)

ECONOMIC DEVELOPMENT STRATEGY: A CASE STUDY OF ASIAN FOUR TIGERS, CHINA AND INDIA

- **Chin-Chiuan, Lin**, Kun Shan University (Taiwan)
DY Piseth, Kun Shan University (Taiwan)
Hsin-Yi, Yen, Kun Shan University (Taiwan)

FOREIGN DIRECT INVESTMENT IN VIETNAM AND THE ASSESSMENT OF THE INVESTMENT POLICIES

- **Ho Huu Loc**, Southern Taiwan University (Taiwan)
Yi Hua, Lin, Southern Taiwan University (Taiwan)

DETERMINANTS OF EXPORT PERFORMANCE: EMPIRICAL EVIDENCE FROM VIETNAM'S EXPORT COMPANY

- **Yu-Li Lin**, Southern Taiwan University (Taiwan)
Hsiu-Wen Liu, Southern Taiwan University (Taiwan)
Nguyen Thi A Tien, Soochow University (Taiwan)

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**Presentation and Discussion V
Risk Management & Financial Market**

Chair: **Tran Tho Dat**
Vice Rector, National Economics University (Vietnam)

THE BOARD OF DIRECTORS, THE FINANCIAL FUNCTION AND THE SURVIVAL OF CORPORATIONS

- **José Miguel**, AESE-Escola de Direcção e Negócios (Portugal)

A FRAMEWORK OF ASSESSABLE INDIVIDUAL RETIREMENT PLANNING INVESTMENT POLICY PERFORMANCE

- **Hsin-Yuan Chang**, Takming University of Science and Technology (Taiwan)
- **Dwan-Fang Sheu**, Takming University of Science and Technology (Taiwan)
- **Shang-Yu Chen**, Takming University of Science and Technology (Taiwan)

VALUING R&D INVESTMENTS WITH CAPITAL SHORTAGE RISK

- **Tsung Hao, Wu**, Southern Taiwan University (Taiwan)
- **Simon H. Yen**, National Chengchi University (Taiwan)

THE EFFECT OF NEGATIVE NEWS ANNOUNCEMENTS ON THE INVESTMENT RETURN OF PHD

- **Chia-Jung Chen**, Toko University (Taiwan)
- **Min-Tsai Lai**, Southern Taiwan University (Taiwan)
- **Chung-Wen Hung**, Southern Taiwan University (Taiwan)
- **Hsing-Chou Chen**, Southern Taiwan University (Taiwan)

THE PERFORMANCE OF ISLAMIC BANKS AND CONVENTIONAL BANKS IN INDONESIA BASED ON SOME FINANCIAL RATIOS

- **Jyh-Tay Su**, Southern Taiwan University (Taiwan)
- **Sendy Priatna**, Southern Taiwan University (Taiwan)

THE DETERMINANTS FOR CLAIM OF PERSONAL INJURY INSURANCE SOLD BY PROPERTY AND LIABILITY INSURANCE COMPANY: AN EXAMPLE OF C PROPERTY AND LIABILITY INSURANCE COMPANY IN TAIWAN

- **Chiehwei Hung**, Feng-Chia University (Taiwan)
- **Pei-Jiun Pan**, Taiwan Life Insurance Co. Ltd. (Taiwan)

COFFEE BREAK

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**Presentation and Discussion VI
Industrial Management & IT Application**

Chair: Rong-Jyue Fang
Professor of Department of Information Management,
Southern Taiwan University (Taiwan)

**BEST PRACTICE : AN OPTIMIZATION OF ASSETS PRODUCTIVITY IN
SEMICONDUCTOR MANUFACTURING**

- **Yung Da Lee**, National Taiwan University (Taiwan)

**THE DISTRIBUTED ARTIFICIAL INTELLIGENT SYSTEM IN SHOPFLOOR CONTROL
OF PCB ASSEMBLY LINE**

- **Wurong Shih**, Southern Taiwan University (Taiwan)
Hsiang Chieh Wang, Southern Taiwan University (Taiwan)

SELF-SERVICE TECHNOLOGY IN BANKING INDUSTRY

- **Agung Nugroho**, Atma Jaya Catholic University (Indonesia)

**STAGES OF CONCERNS ABOUT INNOVATION IMPLEMENTATION: MANAGERS'
AND END-USERS' PERSPECTIVES**

- **Frank Lin**, California State University-San Bernardino (USA)

A STUDY ON BICLUSTERING FOR GENE EXPRESSION ANALYSIS

- **Chienwen Wu**, National Taipei University of Technology (Taiwan)

DECISION MECHANISM, QUALITY POLICY AND COMPETITION MODE

- **Su-Ying Hsu**, Southern Taiwan University (Taiwan)

**A STUDY ON CONSUMERS' WILLINGNESS TO ADOPT NEAR FIELD
COMMUNICATION ENABLED HANDHELD DEVICES**

- **Shu-Ling, Chen**, Southern Taiwan University (Taiwan)
Wei-Han Chen, Southern Taiwan University (Taiwan)

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**Presentation and Discussion VII
Supply Chain & Logistics Management**

Chair: **Chiehwei Hung**
Feng-Chia University (Taiwan)

***A MAXIMIZING SET AND MINIMIZING SET BASED FUZZY MCDM APPROACH FOR
THE EVALUATION AND SELECTION OF THE DISTRIBUTION CENTERS***

- **Ta-Chung Chu**, Southern Taiwan University (Taiwan)
- **Chun-Chi Chen**, Southern Taiwan University (Taiwan)
- **Wei-Chun Hsu**, Southern Taiwan University (Taiwan)

***USING FUZZY AHP TO EVALUATE THE QUALITY OF RETAILING DELIVERY
SERVICES***

- **Yi-Wen Kuo**, Nanhua University (Taiwan)
- **Yu-Kai Huang**, Nanhua University (Taiwan)
- **Xuan-Yu Huang**, Nanhua University (Taiwan)

***THE VEGETABLES SUPPLY CHAIN MANAGEMENT OF CO-OP MART SYSTEM IN
HCMC, VIETNAM***

- **Wei-Shuo Lo**, Meiho Institute of Technology (Taiwan)
- **Nguyen Minh Tuan**, Meiho Institute of Technology (Taiwan)
- **Nguyen Thi Ngoc Hoa**, Meiho Institute of Technology (Taiwan)

***AN APPLICATION OF AHP ON SELECTING SUSTAINABLE SUPPLIER FOR
TAIWANESE INFORMATION AND ELECTRONICS MNCS***

- **Cherng-Ying Chiou**, Overseas Chinese University (Taiwan)
- **Po-Yin Wang**, Overseas Chinese University (Taiwan)
- **Hui-Chiu Chen**, Overseas Chinese University (Taiwan)
- **Chun-Yuan Yeh**, Overseas Chinese University (Taiwan)

***INVESTIGATING GLOBAL SUPPLY CHAIN OPERATIONS: AN EMPIRICAL STUDY
OF A TAIWANESE COMPANY IN SCOTLAND***

- **Ya Ling Tsai**, Southern Taiwan University (Taiwan)
- **Steven C.H. Lin**, Southern Taiwan University (Taiwan)

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**Presentation and Discussion VIII
Knowledge Management**

Chair: **Ching Ho Leu**
**Professor of Department of Business Administration,
Southern Taiwan University (Taiwan)**

A STUDY ON TACIT KNOWLEDGE MANAGEMENT IN THE PUBLIC SECTOR

- **Wen-Bing Gau**, National Chung Cheng University (Taiwan)
Booker Chi-Kang Liaw, Central Taiwan University of Science and Technology (Taiwan)

AN INTEGRATED KNOWLEDGE MANAGEMENT FRAMEWORK

- **Chih-Jen Mao**, Shu-Te University (Taiwan)

***THE RESEARCH ON INFLUENCE OF HOSPITAL LEARNING ORGANIZATION,
KNOWLEDGE MANAGEMENT MECHANISM AND QUALITY MANAGEMENT
INTEGRATED STRUCTURE ON ORGANIZATIONAL PERFORMANCE***

- **Meng-Shiou Chen**, Southern Taiwan University (Taiwan)
Yang-Ta Tsai, Chi Mei Medical Center (Taiwan)
Li-Fen Lin, National Yunlin University of Science & Technology (Taiwan)

***THE VALUE RELEVANCE OF INTELLECTUAL CAPITAL: QUANTILE REGRESSION
APPROACH***

- **Yii-Fen Kao**, Vanung University (Taiwan)
Wei-Ting Hung, Vanung University (Taiwan)
Bo-Yi Liu, Vanung University (Taiwan)

A STUDY OF PRACTICING KNOWLEDGE GETTING VIA INTERNET INFORMATION

- **Rong-Jyue Fang**, Southern Taiwan University (Taiwan)
Chien-Chin E, National Kaohsiung Normal University (Taiwan)
Hua- Lin Tsai, National Kaohsiung Normal University (Taiwan)

FAREWELL