

THE SEVENTH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

Southern Taiwan University, November 2-3 2011

Agenda

Wednesday, November 2, 2011	
09:30~10:20	Registration
10:30~10:45	Opening & Welcome by Dr. Chein Tai , President, Southern Taiwan University
10:45~11:40	Keynote Speech by Dr. Chi Schive , Chairperson, Taiwan Stock Exchange Corporation Subject: Innovation and Globalization: Challenges for Taiwan Capital Market
11:40~13:40	Lunch Break
13:40~15:10 (E1305)	<p>Presentation and Discussion I International Investment & Economic Development <i>Chair: Dr. Yi-Chen Lan, Associate Pro Vice-Chancellor, University of Western Sydney (Australia)</i></p> <ul style="list-style-type: none"> ■ Katsuaki Nagaike, Kurume University (Japan) Racing Toward Building Global Capabilities Through Transnational Alliance Drivers—Searching Crossroad Between Vertical Integration Systems and Global Horizontal Integration Network Systems ■ Dominique Maillard, Université Paris-Est Créteil Val de Marne (France) The Sixth Wave of Chinese Immigrants To The Ile-de-France In The High-tech Sector and The French Republican Model Of Integration ■ Josephine T. C. Nio, Southern Taiwan University (Taiwan) City Marketing Strategies of Taipei City: Case Study of 2010 Taipei International Flora EXPO ■ Bordin Rassameethes, Kasetsart University (Thailand) The Integration of Thailand ICT Master Plan ■ Dat T. Tran, National Economics University (Vietnam) Thu T. H. Vu, National Economics University (Vietnam) Coastal Livelihoods Adaptation to Climate Change: A Study in Vietnam ■ Sheng-Pen Peng, National Kaohsiung First University of Science and Technology (Taiwan) Fang-Jhy Li, Hsing Kuo University (Taiwan) Alex Yi-Hou Huang, Yuan Ze University (Taiwan) The External Shock of Oil Prices and The US Quantitative Easing Program to The Volatility of Industrial Output—Evidence From Three Asian Economies ■ Lai-Chu Lin, Chung Hua University (Taiwan) Ming-Lang Yeh, Chung Hua University (Taiwan) Shih-Hsing Chang, Vanung University of Technology (Taiwan) Study of The Control Variable of Economic Growth by Extenics Theoretical Analysis
13:40~15:10 (E1304)	<p>Presentation and Discussion II Corporate Social Responsibility & Business Ethics <i>Chair: Dr. Cheng-Nan Chen, Chair Professor of Department of Business Administration, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Hiroo Takahashi, Hakuoh University (Japan) The Essence of Corporate Governance-Related to Business Ethics & Reform of corporate Governance in Japan ■ Chiulien C. Venezia, Frostburg State University (USA) Yan Bao, Frostburg State University (USA) Gerald Venezia, Southern Taiwan University (Taiwan)

13:40~15:10 (E1304)	<p>Ethical Work Climates: A Comparison of China and Taiwan CPA Firms</p> <ul style="list-style-type: none"> ■ Shou-Lin Yang, National Cheng Kung University (Taiwan) Yung-Ming Shiu, National Cheng Kung University (Taiwan) Ching-Chung Lin, Southern Taiwan University (Taiwan) <li style="padding-left: 20px;">Corporate Social Responsibility and Corporate Operational Efficiency ■ Rattanawadee Kajornchaikul, Southern Taiwan University (Taiwan) Yung-Chi Chang, Southern Taiwan University (Taiwan) Te-Kuang Chou, Southern Taiwan University (Taiwan) Wen-Lin Ling, Southern Taiwan University (Taiwan) <li style="padding-left: 20px;">A Case Study of Exploring Factors Affecting Motivation For CSR Engagement in A Thai Company ■ Chih-Fong Lo, Chung Hua University (Taiwan) Chin-Huang Lin, Chung Hua University (Taiwan) <li style="padding-left: 20px;">An Exploration of Corporate Social Responsibility (CSR) and Customer Purchase Intentions in Pharmacy Chains
15:10~15:30	Coffee Break
15:30~17:00 (E1305)	<p>Presentation and Discussion III</p> <p>Marketing Management & Consumer Behavior</p> <p><i>Chair: Dr. Bordin Rassameethes, Dean of Faculty of Business Administration, Kasetsart University (Thailand)</i></p> <ul style="list-style-type: none"> ■ Wurong Shih, Southern Taiwan University (Taiwan) Krissapon Apinyaupatum, Southern Taiwan University (Taiwan) <li style="padding-left: 20px;">Internal and External Factors that Affecting Thai Consumer Behavior in Dairy Consumption-Case Of Bangkok Area ■ Kuang-Cheng Chen, Asia University (Taiwan) <li style="padding-left: 20px;">How to Prevent Keyword Advertisement as Trademark Infringements Online For Businesses: From The Perspective of ECJ's Judgement of Louis Vuitton Versus Google ■ Jay M. Wu, I-Shou University (Taiwan) Dong-Jenn Yang, I-Shou University (Taiwan) Jun-Ying Huang, I-Shou University (Taiwan) <li style="padding-left: 20px;">Customer's Trust as Mechanism Linking Salesperson Competences and Performances: Analysis From Multiple Sources at Two Time Points ■ Kuang-Tai Liu, Chung Hua University (Taiwan) Mei-Yi Jiang, Chung Hua University (Taiwan) Chih-Hao Lin, Chung Hua University (Taiwan) Jing-Yu Zeng, Chung Hua University (Taiwan) <li style="padding-left: 20px;">Experiential Marketing Strategy Study Satisfaction of Convenience Store by Kano Two-Dimension Model ■ Ying-Yuh Huang, Southern Taiwan University (Taiwan) Prajakseranee Patcharaporn, Southern Taiwan University (Taiwan) Le Thi Huong, Southern Taiwan University (Taiwan) <li style="padding-left: 20px;">Factors Affecting Customer Loyalty of Using Internet Banking in Thailand
15:30~17:00 (E1304)	<p>Presentation and Discussion IV</p> <p>Knowledge Management & Organization Study</p> <p><i>Chair: Dr. Hiroo Takahashi, Professor, Hakuoh University (Japan)</i></p> <ul style="list-style-type: none"> ■ Mayumi Hori, Hakuoh University (Japan) <li style="padding-left: 20px;">Work-Life Balance: International Comparison in Taiwan, Japan & China ■ Yi-Chen Lan, University of Western Sydney (Australia) <li style="padding-left: 20px;">Investigating Knowledge Sharing Attitudes in A Cluster of Start-up Businesses in Taiwan ■ Wei-Chung Chang, National Chenchi University (Taiwan) <li style="padding-left: 20px;">Impact of Web 2.0 on Knowledge Management

<p>15:30~17:00 (E1304)</p>	<ul style="list-style-type: none">■ Sea-Shon Chen, Dahan Institute of Technology (Taiwan) From Signals to Actions: The Processes of Information, Knowledge, Intelligence, and Wisdom Management■ Shu-Ling Cheng, Far East University (Taiwan) Chao-Wen Chen, Far East University (Taiwan) Organizational Adaptation of Cognitive Strategic Group: Evidence From Taiwan Semiconductor Industry■ Chao-Yi Wu, Southern Taiwan University (Taiwan) Ching-Yi Wang, Southern Taiwan University (Taiwan) Guan-Yu Lin, Southern Taiwan University (Taiwan) Evaluating Individual Knowledge Item Based on Utility and Time Value With The Application on Performance Appraisal
<p>18:30~20:30</p>	<p>Banquet</p>

Thursday, November 3, 2011	
09:00~09:20	Registration
09:20~10:40 (E1305)	<p>Presentation and Discussion V General Management & Business Education <i>Chair: Dr. Tsang-Hsiang Cheng, Chairperson of the Department of Business Administration, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ S.Y Cheng, Southern Taiwan University (Taiwan) C. S. Wan, Southern Taiwan University (Taiwan) A Comparison of Work Values and Ethics Between Hospitality Employees and Students ■ Chuan-Cheng Chen, Providence University (Taiwan) Chih-Liang Chao, Providence University (Taiwan) Yu-Chan Cheng, Providence University (Taiwan) The “Experiential Education” and The “Deep Reflection” of The University Students ■ Pi-Yueh Cheng, Tainan University of Technology (Taiwan) Ping-Kun Hsu, Tainan University of Technology (Taiwan) Undergraduates’ Intentions to Take Examinations For Professional Certifications: Evaluation of Four Alternative Models ■ Yen-Ming Li, National United University (Taiwan) Yu-Tso Chen, National United University (Taiwan) Indicating Performance Evaluation of Environmental Management Systems With Considering The Influences of Stakeholders ■ Meng-Shiou Chen, Southern Taiwan University (Taiwan) Zi-Zai Li, Nanhua University (Taiwan) Po-Chueh Liao, Southern Taiwan University (Taiwan) Li-Fen Lin, National Yunlin University of Science & Technology (Taiwan) The Relative Research on Knowledge Learning and Organizational Culture to Organization’s Administrative Performance ■ Hsiao-Lin Teng, Chung Hua University (Taiwan) Xing-Ying Ho, Chung Hua University (Taiwan) Pei-Rong Chuang, Chung Hua University (Taiwan) Ru-Yan Lu, Chung Hua University (Taiwan) Integrating Fuzzy Linguistic and OWA in Faculty Performance Evaluation
09:20~10:40 (E1304)	<p>Presentation and Discussion VI E-Commerce <i>Chair: Dr. Ta-Chung Chu, Chairperson of the Department of Management and Information Technology, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ A. Y. Agung Nugroho, Atma Jaya Catholic University (Indonesia) Caroline Charlie, Atma Jaya Catholic University (Indonesia) Consumer Response to Promotion in Social Media: A Study Using AISAS Model ■ Kuo-Wei Lee, National Tai-Chung Institute of Technology (Taiwan) Pen-Li Yuan, National Tai-Chung Institute of Technology (Taiwan) Woranart Onchareon, Southern Taiwan University (Taiwan) Consumer Intention Toward Switch From Physical Book to E-Book ■ Li Merlina, Southern Taiwan University (Taiwan) Cheng-Nan Chen, Southern Taiwan University (Taiwan) Indonesia Customer Purchase Intention Through Online Shopping ■ Nadia Nila Sari, Southern Taiwan University (Taiwan) Cheng-Nan Chen, Southern Taiwan University (Taiwan)

	The Relationship Between Electronic Word of Mouth and Purchase Intention-An Empirical Study of Social Network Service (SNS) Platform in Taiwan and Indonesia
10:40~11:00	Coffee Break
11:00~12:20 (E1305)	<p>Presentation and Discussion VII</p> <p>Financial Accounting & Corporate Governance</p> <p><i>Chair: Dr. Chung-Wen Hung, Chairperson of the Department of Accounting Information, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Syou-Ching Lai, Chang Jung Christian University (Taiwan) Chu-Shan Kao, Chang Jung Christian University (Taiwan) Internal Control Weaknesses Over Financial Reporting and Earnings Management Using Classification Shifting ■ Yi-Huan Lin, Southern Taiwan University (Taiwan) Le Thi Hong Minh, Hue Industrial College (Vietnam) The Relationship Between Ownership Structure, Supervision Mechanism and Firm Performance: An Empirical Study in Vietnamese Listed Firms ■ Jyh-Tay Su, Southern Taiwan University (Taiwan) The Effects of Motivation on Budgetary Participation and Managerial Performance ■ Ya-Chin Wang, Kun Shan University (Taiwan) Chia-Ju Wu, Kun Shan University (Taiwan) An Analysis on National Debt of Four Crisis Countries in The European Union : Portugal, Ireland, Greece and Spain ■ Jyh-Tay Su, Southern Taiwan University (Taiwan) Benny Tahir, Southern Taiwan University (Taiwan) The Relationship Between Mutual Fund Performance and Characteristics: The Case of Indonesian Mutual Funds
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII</p> <p>MIS & Industrial Management</p> <p><i>Chair: Dr. Jen-Peng Huang, Chairperson of the Department of Information Management, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Hsien-Tsung Liao, Southern Taiwan University (Taiwan) Kevin P. Hwang, National Cheng Kung University (Taiwan) Development of A GPS Record Data Mining Procedure ■ W. C. Tsai, I-Shou University (Taiwan) H. K. Lin, I-Shou University (Taiwan) A Fuzzy Programming Quantity Discount Model For Order Quantity Allocation in A Supply Chain ■ Yu-Li Lin, Southern Taiwan University (Taiwan) Hsiu-Wen Liu, Soochow University (Taiwan) Huynh, Thanh Phong, Southern Taiwan University (Taiwan) The Role of Electronic Word of Mouth in Pass Along Behavior on Social Networking Sites ■ Sheng-Chuan Wang, Asia University (Taiwan) Neng-Shu Yang, National Yunlin University of Science and Technology (Taiwan) Bi-Objective Competitive Location Problem With Distance-Based Attractiveness ■ Ta-Chung Chu, Southern Taiwan University (Taiwan) Sing-Hong Wu, Southern Taiwan University (Taiwan) Chih-Kai Chen, Southern Taiwan University (Taiwan) Selecting Smart Phones by A Fuzzy MCDM Method With Ranking Approach Based on Relative Areas ■ Pai-Chou Wang, Southern Taiwan University (Taiwan) Dynamic Reducts Generation Using Cascading Hashes

12:20 ~14:00	Lunch Break
14:00~15:30 (E1305)	<p>Presentation and Discussion IX</p> <p>Tourism & Service Industries Management</p> <p><i>Chair: Dr. Yi-Feng Wang, Chairperson of Department of Leisure, Recreation and Tourism Management, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Mei-Chin Chu, Southern Taiwan University (Taiwan) Sui-Ming Chiu, Southern Taiwan University (Taiwan) Business Visitors' Supplier Selection Criteria on Trade Shows ■ David Kleykamp, Tamkang University (Taiwan) Wan-Ting Wu, Kainan University (Taiwan) Hsin-I Chen, Kainan University (Taiwan) The Effect of Fuel Hedging on The Financial Performance of Airlines ■ Ming-Chih Chung, Southern Taiwan University (Taiwan) Preliminary Research on The Product Awareness Enhancement of Taiwanese Dessert ■ Kuang-Tai Liu, Chung Hua University (Taiwan) Mei-Yi Jiang, Chung Hua University (Taiwan) Chih-Hao Lin, Chung Hua University (Taiwan) Structural Equation Modeling Analyzed Virtual Classroom Users-Interface Management ■ Sho-Fang Chang, Chia-Nan University of Pharmacy & Science (Taiwan) Chun-Yu Pu, Pingtung Christian Hospital (Taiwan) An Evaluation Model For National Competitiveness in Developing Medical Tourism—An Analytic Network Process (ANP) Approach
14:00~15:30 (E1304)	<p>Presentation and Discussion X</p> <p>Strategic Management & Organizational Development</p> <p><i>Chair: Dr. Wurong Shih, EMBA Director, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Ying-Yuh Huang, Southern Taiwan University (Taiwan) Pham Nhut Thien Nguyen, Southern Taiwan University (Taiwan) Le Thi Huong, Southern Taiwan University (Taiwan) Factors affecting customer loyalty: An Empirical Study in Vietnam Supermarket Industry ■ Kuo-Wei Lee, National Tai-Chung Institute of Technology (Taiwan) Chih-Chyang Lee, National Tai-Chung Institute of Technology (Taiwan) C.P. Joseph Praveen, Southern Taiwan University (Taiwan) Customer Intention to Use Strategic Alliance Produce: The Perspectives of The Theory of Planned Behavior (TPB) ■ Meng-Shiou Chen, Southern Taiwan University (Taiwan) Hsin-Ning Wu, Nanhua University (Taiwan) Jia-Hong Yao, Southern Taiwan University (Taiwan) Li-Fen Lin, National Yunlin University of Science & Technology (Taiwan) A Study of The Affecting Factors of Knowledge Management Activity ■ Yu-Li Lin, Southern Taiwan University (Taiwan) Hsiu-Wen Liu, Soochow University (Taiwan) Tran Nguyen Hung, Southern Taiwan University (Taiwan) The Determinants of Franchisee Performance: An Empirical Study in Vietnam ■ Ying-Yuh Huang, Southern Taiwan University (Taiwan) Hong Sa Nong, Southern Taiwan University (Taiwan) Ting I Tung, Southern Taiwan University (Taiwan) The Role of Moral, Reputation and Status in Theory of Planned Behavior
15:30	Farewell