

Agenda

Wednesday, October 31, 2012	
09:30~10:20	Registration
10:30~10:50	Opening Ceremony Welcome by Deng-Maw Lu , Vice President for Academic Affairs, Southern Taiwan University of Science and Technology (Taiwan) Remark by Dominique Maillard , Associate Dean of International Relations Office, Université Paris-Est Créteil Val de Marne (France) Masakazu Ohashi , Professor, Chuo University, (Japan)
10:50~12:00	Keynote Speech Speaker: Dr. Wann-Yih Wu , President, Chinese Culture University (Taiwan) Subject: Global Economy and Knowledge Management
12:00~13:40	Lunch Break
13:40~15:10 (E1305)	Presentation and Discussion I Globalization & Economic Development <i>Chair: Dr. Hiroo Takahashi</i> , Professor, Hakuoh University (Japan) <ul style="list-style-type: none"> ■ Dominique Maillard, Associate Dean of International Relations Office, Université Paris-Est Créteil Val de Marne (France) Chinese, Taiwanese, Hong Kong, Singapore and South East Asia's Ethnic Chinese Students Mobility in the Context of Economic Globalization ■ Karel Tomsik, Czech University of Life Sciences Prague (Czech Republic) Europe 2020 – New Strategy To Reinforce European Economy ■ Kuo Cheng Kuo, Chinese Culture University (Taiwan) Chi-Ya Chang, Chinese Culture University (Taiwan) Benchawan Poomlamjiak, Chinese Culture University (Taiwan) The Causal Relationship Between GDP, Exports, Energy Consumption, and CO₂ in Thailand and Malaysia ■ Koji Okuda, Chuo University (Japan) Masakazu Ohashi, Chuo University (Japan) On the Studies of Recovery and Reconstruction of Fisheries Hit by the Great East Japan Earthquake ■ Xuerui Chen, Chuo University (Japan) Masakazu Ohashi, Chuo University (Japan) Research Regarding Industrial Development after the Great East Japan Earthquake – Information Usage Centered on the Tourism Industry –
13:40~15:10 (E1304)	Presentation and Discussion II Application of Information and Communicate Technology <i>Chair: Dr. Ta-Chung Chu</i> , Chairperson of the Department of Management and Information Technology, Southern Taiwan University of Science and Technology (Taiwan) <ul style="list-style-type: none"> ■ Masakazu Ohashi, Chuo University (Japan) Recent Perspectives of the Infoioionomics Society Based on Information and Communication Technology-Japanese Governmental Large Scale Substantiative Experiments in Last 10 Years -

	<ul style="list-style-type: none"> ■ Bordin Rassameethes, Kasetsart University (Thailand) Rural Informatics for Agribusiness ■ Ling-Yu Liang, Chuo University (Japan) Masakazu Ohashi, Chuo University (Japan) Behavior Analysis of Social Networking Usage in Taiwan ■ Hitoshi Kobayashi, Kamakura Women's Junior College (Japan) Examination on Information Literacy and Information Literacy Concept Learning Process ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Yun-Chi Hsieh, Southern Taiwan University of Science and Technology (Taiwan) The Role of Service Involvement between Satisfaction and Loyalty Using Convenience-store, Transportation Service, Education, Film, Bank, and Insurance as Examples ■ Mayumi Hori, Hakuoh University (Japan) Contingency Management Based on Flexible Working Format
15:10~15:30	Coffee Break
15:30~17:00 (E1305)	<p>Presentation and Discussion III Organizational Culture, Business Ethics, and CSR <i>Chair: Dr. Karel Tomsik, Vice Dean, Czech University of Life Sciences Prague (Czech Republic)</i></p> <ul style="list-style-type: none"> ■ Hiroo Takahashi, Hakuoh University (Japan) Business Ethics and the Reform of Corporate Governance in Japan ■ Anke Scherer, Cologne Business School (GERMANY) “Polished toilets, polished minds” The Anthropology of Cleaning Your Workplace in Japan ■ Bih-Jiau Lin, Tainan University of Technology (Taiwan) Jen-Te Yang, National Kaohsiung University of Hospitality & Tourism (Taiwan) Chin-Sheng Wan, Southern Taiwan University of Science Technology (Taiwan) The Relationships of Ethical Contexts and Employee Job Response in Hospitality Industry: Moderating Role of Work Value and Mediating Role of Perceived Organizational Support ■ Hsiu-Hui Chang, Chungyu Institute of Technology (Taiwan) Tuan-Hoon Koh, National Taipei University (Taiwan) Wenchang Fang, National Taipei University (Taiwan) The Effect of Corporate Social Responsibility on Application Intentions ■ Pi-Yueh Cheng, Tainan University of Technology (Taiwan) Mei-Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) Chin-Sheng Wan, Southern Taiwan University of Science and Technology (Taiwan) Factors Affect Ethics Course-Taking: A Comparison of The Theory of Planned Behavior and The Social Cognitive with Self-Identity
15:30~17:00 (E1304)	<p>Presentation and Discussion IV Strategic & Competitive Advantage <i>Chair: Dr. Bordin Rassameethes, Dean of Faculty of Business Administration, Kasetsart University (Thailand)</i></p> <ul style="list-style-type: none"> ■ Anupong Wongchai, National Pingtung University of Science and Technology (Taiwan) Darunee Yotimart, Buriram Rajabhat University (Thailand) Ke C. Peng, National Pingtung University of Science and Technology (Taiwan)

	<p>Metafrontier DEA Approach in Measuring Productivity Efficiency Differences of Thai Paddy Rice</p> <ul style="list-style-type: none"> ■ Kentaro Takakuwa, Chuo University (Japan) Survey on The New Business Advantages in Computer Based Consumer Electronics Industry ■ Kuen-Hung Tsai, National Taipei University (Taiwan) Shu-Yi Yang, Ming Chi University of Technology, National Taipei University (Taiwan) Knowledge Absorptive Capacity and Firm Performance: The Missing Link ■ George Terunao Itagoshi, Chuo University (Japan) Consideration for The Business Development of Contents Industry in The United States ~ The Market for Japanese Anime and Copyrights ~ ■ Yoshiyuki Nakura, Chuo University (Japan) Masakazu Ohashi, Chuo University (Japan) A Dilemma of Japanese Distinctive Supply Chain: Assembly Type Manufacturers' Case ■ W. C. Tsai, I-Shou University (Taiwan) A Selection of Number of Suppliers Considering Supplier Failure
18:30~20:30	Banquet

Thursday, November 1, 2012	
Forum of Business Management Practices in Taiwan-Vietnam Cross Country Enterprises	
09:00~09:20	Registration
09:30~09:40	Welcome by Chein Tai , President, Southern Taiwan University of Science and Technology (Taiwan)
09:40~10:20	Speaker: Bui Trong Van , Director, Viet Nam Economics and Cultural Office in Taipei (Vietnam) Subject: Vietnam-Taiwan Business Trend-from Vietnam's perspective
10:20~10:40	Coffee Break
10:40~12:00	<p>Forum Moderator: Te-Kuang Chou, Vice Dean, College of Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ol style="list-style-type: none"> 1. Dat T. Tran, Vice President, National Economics University (Vietnam) 2. Nguyen Hay, Rector, Nong Lam University (Vietnam) 3. Ching-Tyan Lee, General Director, Uni-President Vietnam CO., LTD. (Taiwan) 4. Darson Chiu, Deputy Director, TIER Macroeconomic Forecasting Center & Director General, Chinese Taipei Pacific Economic Cooperation Committee (Taiwan) <p>Forum Topics:</p> <ol style="list-style-type: none"> 1. The trend of Vietnam's economic & trade policies toward Taiwan and its influence on business management. 2. Situations and prospects of Taiwan's and Vietnam's enterprises against international competitions. 3. Taiwanese investors' management experiences and reaction to Vietnam's transforming into technology and capital-intensive industries.
12:00~13:40	Lunch Break
13:40~15:10 (E1305)	<p>Presentation and Discussion V Banking & Financial Markets Chair: Dr. Cheng-Nan Chen, Chair Professor of Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Kuang-Hsun Shih, Chinese Culture University (Taiwan) Fu-Ju Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Do Thuy Linh, Chinese Culture University (Taiwan) Evaluating the Efficiency of Vietnamese Commercial Banks By Using Data Envelopment Analysis Approach ■ Kao Pei-Shan, National Chiao Tung University (Taiwan) Trade Dispute Resolution Under The WTO Regime: A Case Study on Us-China Trade Contacts ■ Bui Thi Thuy, Southern Taiwan University of Science and Technology (Taiwan) Yi-Hua Lin, Southern Taiwan University of Science and Technology (Taiwan) The Financial and Operating Performance in Privatization Enterprises in Vietnam ■ Kuang-Hsun Shih, Chinese Culture University (Taiwan) Fu-Ju Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Duong Thanh Thuy, Chinese Culture University (Taiwan) Credit Risk Rating and Performance Benchmarking of Vietnamese Banks

	<ul style="list-style-type: none"> ■ Wei T. Lou, Chinese Culture University (Taiwan) Hoa X. Nghiem, Chinese Culture University (Taiwan) Reforms in Deposit Insurance Systems in The Wake of The Global Financial Crisis and Case Study for Vietnam ■ Shiow-Luan Wang, National Formosa University (Taiwan) Nguyen Khac Nam, National Formosa University (Taiwan) An Overview of the Internet Banking for Consumers in Vietnam
13:40~15:10 (E1304)	<p>Presentation and Discussion VI Industries Development Human Resource</p> <p><i>Chair: Dr. Jen-Peng Huang</i>, Chairperson of the Department of Information Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Mai-Trinh To, Ministry of Science and Technology (Vietnam) Yuan-Chieh Chang, National Tsing Hua University (Taiwan) Taiwan-Vietnam International Technology Transfer: The Case Between SANYANG and VMEP ■ Shu-Hui Su, I-Shou University (Taiwan) Phan Thanh Phu, I-Shou University (Taiwan) Vu Thi Minh Hang, I-Shou University (Taiwan) A Cross-Cultural Study of Consumer Behavior on Food Purchase Decision in Vietnam and Taiwan ■ Jyh-Tay Su, Southern Taiwan University of Science and Technology (Taiwan) Tam, Nguyen Thi Thien, Southern Taiwan University of Science and Technology (Taiwan) A Note of Features of Labor Markets in Taiwan ■ Ching-Hsiang Liu, National Formosa University (Taiwan) Thi Hien Nguyen, National Formosa University (Taiwan) Design A Training Session on Occupational Health and Safety – A Case Study in Hoang Thi Loan Textile Garment Joint Stock Company in Vietnam ■ Ching-Chung Lin, Southern Taiwan University of Science and Technology (Taiwan) Hyacintha O. Faustino, Southern Taiwan University of Science and Technology (Taiwan) Shih-Ju Chan, Kao-Yuan University of Science and Technology (Taiwan) The Benefits of The Sino-African Cooperation from An African Perspective: The Case of Taiwan ■ Hieu Nguyen, National Economics University (Vietnam) Fiona Lettice, University of East Anglia (United Kingdom) Hing Kai Chan, University of East Anglia (United Kingdom) Helen Rogers, University Erlangen-Nuremberg (Germany) A Review of Studies on the Factors Affecting Supply Chain Integration and Performance ■ MD. Mamunur Rashid, Southern Taiwan University of Science and Technology (Taiwan) Cheng-Nan Chen, Southern Taiwan University of Science and Technology (Taiwan) Factors Influencing Offshore Outsourcing Decision to Bangladesh: A Comparative Analysis of Taiwanese and Korean Manufacturing Firms
15:10~15:30	Coffee Break

<p>15:30~17:00 (E1305)</p>	<p>Presentation and Discussion VII Knowledge Management & Organization Studies</p> <p><i>Chair: Dr. Dat T. Tran, Vice president, National Economics University (Vietnam)</i></p> <ul style="list-style-type: none"> ■ Rong-Jyue Fang, Southern Taiwan University of Science and Technology (Taiwan) Yi-Hsing Chang, Southern Taiwan University of Science and Technology (Taiwan) Tien-Sheng Tsai, Southern Taiwan University of Science and Technology (Taiwan) Relationships Among Knowledge Management, Organizational Innovation and Organizational Effectiveness in Health Care Settings – an Example of Traditional Chinese Medicine Physicians ■ Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Reevaluating Cross-Generation Management of Buyer-Supplier Relationship for Tourism Factories ■ Satoshi Ando, Chuo University (Japan) On The Studies of Knowledge Sharing in Organization with Social Learning Based on Adaptive Collaborative Work ■ Ping-Jung Hsieh, National Kaohsiung Normal University (Taiwan) Hui-Fang Chen, Chia-Nan University of Pharmacy & Science (Taiwan) Shofang Chan, Chia-Nan University of Pharmacy & Science (Taiwan) Key Success Factors of Medical Knowledge Management Systems: Comparing Physician and Hospital Manager Perceptions ■ Pai-Chou Wang, Southern Taiwan University of Science and Technology (Taiwan) Cloud SMS Using Adobe Air
<p>15:30~17:00 (E1304)</p>	<p>Presentation and Discussion VIII Management Education</p> <p><i>Chair: Dr. Hieu Nguyen, Vice Dean, Business Management Faculty, National Economics University (Vietnam)</i></p> <ul style="list-style-type: none"> ■ Jing-Ru Hou, National Taipei University of Nursing and Health Sciences (Taiwan) Yi-Ru Tseng, National Taipei University of Nursing and Health Sciences (Taiwan) Chun-Nan Liu, National Taipei University of Nursing and Health Sciences (Taiwan) Yu-Hsuan Tseng, National Taipei University of Nursing and Health Sciences (Taiwan) Yu-Jay Pan, National Taipei University of Nursing and Health Sciences (Taiwan) Wei Chang, National Taipei University of Nursing and Health Sciences (Taiwan) Campus Patrol System ■ Pi-Yueh Cheng, Tainan University of Technology (Taiwan) Huey Yan, Southern Taiwan University of Science and Technology (Taiwan) The Use of Cognitive Dissonance Theory to Understand Students' Attitudes And Behaviors Toward The Certification Examination: The Roles of Commitment, and Foreseeability ■ Yuki Kurokawa, Chuo University (Japan) Mayuka Oyama, Chuo University (Japan) Tomoko Sone, Chuo University (Japan) Yasutaka Fukuhara, Chuo University (Japan) Ryu Sakamoto, Chuo University (Japan) Dasom Shin, Chuo University (Japan) Shin Suzuki Chuo University (Japan) Sakura Wada Chuo University (Japan) On the Research Studies of Transformation of Student's Lifestyle based on Social Media

	<ul style="list-style-type: none"><li data-bbox="406 241 1316 369">■ Wen-Rou Huang, Feng Chia University (Taiwan) Brenda Lai, Feng Chia University (Taiwan) Influence of Personality Trait on the Trainees' Preference to Training Methods<li data-bbox="406 387 1268 519">■ Shiow-Luan Wang, National Formosa University (Taiwan) Vu Thi Hoa, National Formosa University (Taiwan) A Conceptual Framework of Information Presentation for Users' Information Requirement
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Friday, November 2, 2012	
09:00~09:20	Registration
09:20~10:40 (E602)	<p>Presentation and Discussion IX Marketing Management & Consumer Behavior <i>Chair: Dr. Yi-Feng Wang, Chairperson of Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Bih-Jiau Lin, Tainan University of Technology (Taiwan) Jen-Te Yang, National Kaohsiung University of Hospitality & Tourism (Taiwan) Chin-Sheng Wan, Southern Taiwan University of Science and Technology (Taiwan) The Influence of Restaurant Coupons Discount Depth on Re-Consumption Willingness of Customers: Brand Image as Moderating Variable ■ Ming-Chih Chung, Southern Taiwan University of Science and Technology (Taiwan) Jing-Yi Li, Southern Taiwan University of Science and Technology (Taiwan) Critical Factors Affecting Consumers' Purchase of Branded Products ■ Pei M. Lee, De Lin Institute of Technology (Taiwan) The Relationship between Perception of Exhibition and Customer Complaint Behaviors: A Case for Green Exhibition ■ Yu-Li Lin, Southern Taiwan University of Science and Technology (Taiwan) Hsiu-Wen Liu, Soochow University (Taiwan) Phuoc-Thi Ngo, Southern Taiwan University of Science and Technology (Taiwan) Prohibitive Voice of Service Worker in Affecting Customer Procedural Justice and Customer Organizational Citizenship Behaviors ■ S. Pitcha, Southern Taiwan University of Science and Technology (Taiwan) C. Yung-Chi, Southern Taiwan University of Science and Technology (Taiwan) Lin Wen-Ling, Southern Taiwan University of Science and Technology (Taiwan) Thai Consumers' Attitude and Intention in Purchasing Cognitive Functional Drink
09:20~10:40 (E604)	<p>Presentation and Discussion X Management Information System & Production Governance <i>Chair: Dr. Chih-Hung Lin, Chairperson of the Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Yi-Hsing Chang, Southern Taiwan University of Science and Technology (Taiwan) Bo-Kai Chen, Southern Taiwan University of Science and Technology (Taiwan) Rong-Jyue Fang, Southern Taiwan University of Science and Technology (Taiwan) Construction of A Domain Ontology Based on Incremental Model ■ Jen-Peng Huang, Southern Taiwan University of Science and Technology (Taiwan) A Filtering Approach for Mining Hot Merchadises ■ Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) Sing-Hong Wu, Southern Taiwan University of Science and Technology (Taiwan) Evaluating New Product Development Projects Using A Fuzzy Approach
10:40~11:00	Coffee Break

<p>11:00~12:20 (E602)</p>	<p>Presentation and Discussion XI Financial Management</p> <p><i>Chair: Dr. Chung-Wen Hung, Chairperson of the Department of Accounting Information, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Fu-Ju Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Wei-Chuan Wang, Chinese Culture University (Taiwan) Jin-Hee Hong, Chinese Culture University (Taiwan) The Investment Performance of Merger and Acquisitions – A Comparative Analysis of Korean and Taiwan Market ■ Kuang-Hsun Shih, Chinese Culture University (Taiwan) Fu-Ju Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Pattra Tienmongkol, Chinese Culture University (Taiwan) Rating of Commercial Banks Efficiency in Thailand: DEA Approach ■ Ting-Yi Wu, Kao Yuan University (Taiwan) Do Jump Frequency and Expected Jump Size Affect How to Hedge Risk? ■ Julia Vassiljeva, Southern Taiwan University of Science and Technology (Taiwan) The Impact of Macroeconomic Announcements on Foreign Exchange Rates ■ Shan-Tasir Chang, Southern Taiwan University of Science and Technology (Taiwan) Shu-Fei Yang, Southern Taiwan University of Science and Technology (Taiwan) A Study of The Influence of Home Bias, Overconfidence, and Mental Accounting on The International Investing Decision-Making of Foreign Investors: Evidence from England ■ Shu-Shian Lin, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Momoyo Matsuda, Chinese Culture University (Taiwan) The Relationship among Real Exchange Rate, Domestic Production and Import Volume of Copper Alloys: An Empirical Analysis for China
<p>11:00~12:20 (E604)</p>	<p>Presentation and Discussion XII E-Commerce</p> <p><i>Chair: Dr. Tsang-Hsiang Cheng, Chairperson of the Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Jiun-Hung Liu, National Taichung University of Science and Technology (Taiwan) Ssu-Wei Tang, National Taichung University of Science and Technology (Taiwan) Kuo-Lun Hsiao, National Taichung University of Science and Technology (Taiwan) Factors Influencing Online Users' Intention of Pay for Online E-Book Subscription Services: An Empirical Study Based on A Value-Intention Framework ■ Richard Fynes, De Montfort University (United Kingdom) Grahame Hudson, De Montfort University (United Kingdom) Ching-Chang Wang, Southern Taiwan University of Science and Technology (Taiwan) Huan-Hsu Kuo, Southern Taiwan University of Science and Technology (Taiwan) Customer Loyalty in Online Retailer: The Comparative Study Between Taiwan and The United Kingdom

	<ul style="list-style-type: none"> ■ Meng-Shiou Chen, Southern Taiwan University of Science and Technology (Taiwan) Li-Fen Lin, National Yunlin University of Science & Technology (Taiwan) Yan-Mei Lai, Nan hua University (Taiwan) ■ Yi-Ya Xie, Southern Taiwan University of Science and Technology (Taiwan) Research of the Relationship between Professional Commitment with Organizational Citizenship Behavior – Take Chia-Yi City Police Bureau for Example ■ Ying-Yuh, Huang, Southern Taiwan University of Science and Technology (Taiwan) Thi Huong, Le, Southern Taiwan University of Science and Technology (Taiwan) Thi Lan Huong, Bui, Southern Taiwan University of Science and Technology (Taiwan) The Impact of Online Shopping Motivation on Consumer's Behavioral Intention: An Empirical Study in Vietnam ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Ana Marija Dabo, Southern Taiwan University of Science and Technology (Taiwan) Chambuu Battulga, Southern Taiwan University of Science and Technology (Taiwan) Larry Cajucom, Southern Taiwan University of Science and Technology (Taiwan) Somphot Khundam, Southern Taiwan University of Science and Technology (Taiwan) Goh Yik Teng, Southern Taiwan University of Science and Technology (Taiwan) Joey Lu, Southern Taiwan University of Science and Technology (Taiwan) Awareness of Facebook Privacy
12:20	Farewell