

# THE NINTH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

Southern Taiwan University of Science and Technology, November 7-8, 2013

## Agenda

Thursday, November 7, 2013	
09:30~10:20	Registration
10:20~10:50	<b>Opening Ceremony</b> <b>Welcome by Deng-Maw Lu</b> , Vice President for Academic Affairs, Southern Taiwan University of Science and Technology (Taiwan) <b>Remark by Dominique Maillard</b> , Professor, Université Paris-Est Créteil Val de Marne (France) <b>Agung Nugroho</b> , Vice Rector for Academic Affairs, Atma Jaya Catholic University (Indonesia)
10:50~12:00	<b>Keynote Speech</b> <b>Speaker: Dr. Jashen Chen</b> , Professor, College of Management, Yuan Ze University (Taiwan) <b>Subject: Innovative Services in Knowledge-Based Economy</b>
12:00~13:40	Lunch Break
13:40~15:10 ( E1305 )	<b>Presentation and Discussion I</b> <b>Globalization &amp; Economic Development</b> <b>Chair: Dr. Hiroo Takahashi</b> , Professor, Hakuoh University (Japan) <ul style="list-style-type: none"> <li>■ <b>Dominique Maillard</b>, Université Paris-Est Créteil Val de Marne (France) THE MEANING OF KNOWLEDGE AND UNDERSTANDING FOR “DIGITAL NATIVES” IN THE GLOBAL, UBIQUITOUS SOCIETY</li> <li>■ <b>Nguyen Ngoc Thuy</b>, Nong Lam University (Vietnam) <b>Le Thanh Loan</b>, Nong Lam University (Vietnam) <b>Bui Thanh Giang</b>, University of Economics Ho Chi Minh City (Vietnam) DETERMINANTS OF NON-FARM HOUSEHOLD INCOME IN RURAL VIETNAM</li> <li>■ <b>Peeter Müürsepp</b>, Tallinn University of Technology (Estonia) FROM KNOWLEDGE ECONOMY TO WISDOM ECONOMY</li> <li>■ <b>Kevin P. Hwang</b>, National Cheng Kung University (Taiwan) <b>Chia-Jung Yang</b>, National Cheng Kung University (Taiwan) <b>Naruporn Rojanaprasert</b>, National Cheng Kung University (Taiwan) BUSINESS MINDS: THE IMPLICIT EFFECT OF POLITICAL CONFLICT AND RESOLUTION IN BANGKOK</li> <li>■ <b>Ya-Nan Song</b>, Macau University of Science and Technology (China) THE IMPACT OF HUMAN CAPITAL ON ECONOMIC GROWTH IN MACAU</li> <li>■ <b>Long-Jainn Hwang</b>, WuFeng University (Taiwan) <b>Shu-Ling Chang</b>, Southern Taiwan University of Science and Technology (Taiwan) ARE IMPORTS AND EXPORTS OF TAIWAN COINTEGRATED?</li> </ul>
13:40~15:10 ( E1304 )	<b>Presentation and Discussion II</b> <b>Applications of Information Technology &amp; Web Sites</b> <b>Chair: Dr. Nguyen Hay</b> , Rector, Nong Lam University (Vietnam) <ul style="list-style-type: none"> <li>■ <b>Mayumi Hori</b>, Hakuoh University (Japan) <b>Masakazu OHASHI</b>, Chuo University (Japan) ON THE STUDY OF CERTIFIED ORIGINALITY OF E-PROCUREMENT -BUSINESS DEVELOPMENTS OF THE TIME AUTHENTICATION-</li> <li>■ <b>Mayuka Oyama</b>, Chuo University (Japan) <b>Tomoko Sone</b>, Chuo University (Japan)</li> </ul>

	<p>ON THE RESEARCH STUDIES OF USAGE AND POST BASED ON SOCIAL NETWORKING SERVICE</p> <p>■ <b>Kevin P. Hwang</b>, National Cheng Kung University (Taiwan)  <b>Kevin Ying Kai Lo</b>, National Cheng Kung University (Taiwan)  <b>Michael Thomas Holbrook</b>, National Cheng Kung University (Taiwan)  SUBSCRIPTION BEHAVIOR AND PURCHASE INTENTION FOR MOBILE BROADBAND SERVICE IN THE UNITED STATES</p> <p>■ <b>Chung-Wen Hung</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Huei-Huang Chen</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Tsung-Hao Wu</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Chiang-Hsien Tai</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Shih-Chih Chen</b>, Southern Taiwan University of Science and Technology (Taiwan)  DEVELOPING AN EBXML COMPATIBLE BUSINESS-TO-BUSINESS COLLABORATION PROTOTYPE FOR BUSINESS PROCESS INTEGRATION</p> <p>■ <b>Dandan Meng</b>, Jilin Huaqiao Foreign Languages Institute (China)  CUSTOMER'S ATTITUDE TOWARDS INTERNET PRIVACY AND SECURITY ONLINE</p>
15:10~15:30	Coffee Break
15:30~17:00 (E1305)	<p><b>Presentation and Discussion III</b>  <b>Business Strategy &amp; Competitive Advantage</b>  <i>Chair: Dr. Masakazu Ohashi</i>, Professor, Chuo University (Japan)</p> <p>■ <b>Shogo Kamei</b>, Chuo University (Japan)  <b>Masakazu Ohashi</b>, Chuo University (Japan)  CHALLENGED PERSONS' BUSINESS PARTICIPATION IN JAPAN AND THE INFLUENCE ON CORPORATE FINANCIAL PERFORMANCE</p> <p>■ <b>Larry Andre Cajucom</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Cheng Nan Chen</b>, Southern Taiwan University of Science and Technology (Taiwan)  FEASIBILITY STUDY AND BUSINESS PLAN ON WATER HYACINTH BASED WATER PURIFIER AND BIO ETHANOL IN SOUTH EAST ASIA</p> <p>■ <b>Ya Ling Tsai</b>, Southern Taiwan University of Science and Technology (Taiwan)  GUANXI AS A GOVERNANCE MECHANISM BETWEEN BUYER —SUPPLIER RELATIONSHIP BASED ON SOCIAL, FINANCIAL AND STRUCTURAL BONDS FROM TOURISM FACTORIES</p> <p>■ <b>Kevin P. Hwang</b>, National Cheng Kung University (Taiwan)  <b>Yu-Chih Lin</b>, National Cheng Kung University (Taiwan)  <b>Apinat Kulsaengcharoen</b>, National Cheng Kung University (Taiwan)  THE IMPACT OF DESIRABILITY AND FEASIBILITY ON ENTREPRENEURIAL INTENTIONS: EVIDENCE FROM THAILAND</p> <p>■ <b>Qing Yang</b>, University of Science &amp; Technology Beijing (China)  <b>Erling Tang</b>, University of Science &amp; Technology Beijing (China)  OPTIMIZING THE PRODUCT DEVELOPMENT PROJECT BASED ON THE CLUSTERED PRODUCT STRUCTURE</p>
15:30~17:00 (E1304)	<p><b>Presentation and Discussion IV</b>  <b>Knowledge Management &amp; Organization Studies</b>  <i>Chair: Dr. Agung Nugroho</i>, Vice Rector for Academic Affairs, Atma Jaya Catholic University (Indonesia)</p> <p>■ <b>Kuen-Hung Tsai</b>, National Taipei University (Taiwan)  <b>Shu-Yi Yang</b>, Ming Chi University of Technology (Taiwan)  ABSORPTIVE CAPACITY IN THE MANAGEMENT LITERATURE: A CRITICAL REVIEW AND RESEARCH AGENDA</p> <p>■ <b>Hiroo Takahashi</b>, Hakuoh University (Japan)</p>

	<p>GLOBAL R&amp;D NETWORK</p> <p>■ <b>Shu-Hui Su</b>, I-Shou University (Taiwan)  <b>Guych Nuryyev</b>, I-Shou University (Taiwan)  <b>Withz Aimable</b>, I-Shou University (Taiwan)  THE FINANCIAL RESOURCES MANAGEMENT AND THE PERFORMANCE OF NON—PROFIT ORGANIZATIONS: A STUDY IN HAITI</p> <p>■ <b>Melatie Emmanuelle</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Cheng-Nan Chen</b>, Southern Taiwan University of Science and Technology (Taiwan)  THE EFFECT OF COUNTRY OF ORIGIN IMAGE ON BRAND EQUITY AND PURCHASE INTENTION (CASE STUDY: CHATIME INDONESIA)</p> <p>■ <b>James O. Stanworth</b>, National Changhua University of Education (Taiwan)  <b>Tsai Shih Chen</b>, National Changhua University of Education (Taiwan)  CHINESE CUSTOMERS' ATTITUDE TOWARDS SELF-SERVICE TECHNOLOGY ADOPTION: THE RELEVANCE TECHNOLOGY READINESS AND SOCIAL INFLUENCE</p>
18:30~20:30	Banquet

Friday, November 8, 2013	
09:00~09:20	Registration
09:20~10:40 ( E1305 )	<p><b>Presentation and Discussion V</b>  <b>Tourism &amp; Service Management</b>  <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> <p>■ <b>Siu Lai Lei</b>, Fortune Institute of Technology (Taiwan)  <b>Kuang-Sheng Liu</b>, Tung Fang Design Institute (Taiwan)  <b>Cheng-Chen Chen</b>, Tung Fang Design Institute (Taiwan)  INFLUENCE OF MOTIVATION ON THE LOYALTY OF FESTIVAL VISITORS: CASE EXAMPLE OF MARINE FESTIVAL IN KAOHSIUNG, TAIWAN</p> <p>■ <b>Xuerui Chen</b>, Chuo University (Japan)  <b>M. Ohashi</b>, Chuo University (Japan)  STUDY ON EXPANSION OF THE JAPANESE IN BOUND TOURISM AND ITS RELATION WITH ASIA - ABOUT THE COMPARISON OF TOURISM MARKET OF THE VISIT TO JAPAN BETWEEN KOREA,CHINA AND TAIWAN -</p> <p>■ <b>Kevin P. Hwang</b>, National Cheng-Kung University (Taiwan)  <b>Athita Bunpatimakorn</b>, National Cheng-Kung University (Taiwan)  <b>Hsueh Wen Chow</b>, National Cheng-Kung University (Taiwan)  <b>Ying-Ju Lai</b>, National Cheng-Kung University (Taiwan)  RISK PERCEPTION, DESTINATION IMAGE, AND CULTURAL DISTANCE AFFECTING TOURISTS' INTENTION TO VISIT BANGKOK</p> <p>■ <b>Kevin P. Hwang</b>, National Cheng-Kung University (Taiwan)  <b>Cheih-chen Tsai</b>, National Cheng-Kung University (Taiwan)  <b>Lucas Wiltse</b>, National Cheng-Kung University (Taiwan)  DESTINATION CHOICES OF MEDICAL TOURISTS: AN AMERICAN MARKET SEGMENTATION</p> <p>■ <b>Hiroshi Ichikawa</b>, Otsuma Women's University (Japan)  <b>Hiroo Hirose</b>, Tokyo University of Science, Suwa (Japan)  <b>Yoshito Yamamoto</b>, Tokyo University of Science(Japan)  THE ASSESSMENT OF SERVICE QUALITY - IN CASE OF UNIVERSITY LIBRARY –</p>

<p>09:20~10:40 ( E1304 )</p>	<p><b>Presentation and Discussion VI</b> <b>Banking &amp; Financial Markets</b> <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"> <li>■ <b>Shou-Lin Yang</b>, National Cheng-Kung University (Taiwan ) <b>Ching-Chung Lin</b>, Southern Taiwan University of Science and Technology (Taiwan ) <b>Shih-Ju Chan</b>, Kao-Yuan University of Science and Technology (Taiwan ) BANK CONCENTRATION AND ENTERPRISE BORROWING COST RISK: EVIDENCE FROM ASIAN COUNTRIES</li> <li>■ <b>Mato Njavro</b>, Zagreb School of Economics and Management (Croatia) THE LINK BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE - EVIDENCE FROM HANG SENG INDEX</li> <li>■ <b>Limin Wang</b>, University of Science and Technology Beijing (China) <b>Shengnan Zhai</b>, University of Science and Technology Beijing (China) <b>Ye Wang</b>, University of Science and Technology Beijing (China) DO FUND MANAGERS HAVE DISPOSITION EFFECT? STUDY BASED ON BEHAVIORAL FINANCE EXPERIMENT</li> <li>■ <b>Tassanee Jeebjong</b>, National Formosa University (Taiwan ) <b>Jyun-Ping Huang</b>, National Formosa University (Taiwan ) FACTORS AFFECTING THE STOCK PRICE OF THAI AIRWAYS INTERNATIONAL PUBLIC COMPANY LIMITED</li> <li>■ <b>Nguyen Hong Hoa</b>, Chinese Culture University (Taiwan ) GOLD PRICE FORECASTING USING ARIMA, VAR AND EXPONENTIAL SMOOTHING MODELS</li> <li>■ <b>Nguyen Thi Phuong Nhung</b>, Lotus University (Vietnam) THE CAUSE-EFFECT RELATIONSHIP BETWEEN ECONOMIC GROWTH AND STOCK MARKET DEVELOPMENT: THE CASE OF VIETNAM</li> <li>■ <b>Tran Thi Nhu Quynh</b>, Chinese Culture University (Taiwan) <b>Yung-Chang Wang</b>, Chinese Culture University (Taiwan) THE INFLUENCES OF MACROECONOMIC FACTORS ON STOCK PRICES — EVIDENCE FROM VIETNAM</li> </ul>
<p>10:40~11:00</p>	<p>Coffee Break</p>
<p>11:00~12:20 ( E1305 )</p>	<p><b>Presentation and Discussion VII</b> <b>E-Business &amp; Network</b> <i>Chair: Dr. Wurong Shih, EMBA Director, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <ul style="list-style-type: none"> <li>■ <b>Mei-Hsiang Wang</b>, Southern Taiwan University of Science and Technology (Taiwan) <b>Tarnng-Yao Yang</b>, Southern Taiwan University of Science and Technology (Taiwan) <b>Yi-Shiou Chen</b>, Southern Taiwan University of Science and Technology (Taiwan) WORKERS' USE OF SOCIAL NETWORKING SITES IN TAIWAN</li> <li>■ <b>Rong-Jyue Fang</b>, Southern Taiwan University of Science And Technology (Taiwan) <b>Yi-Hsing Chang</b>, Southern Taiwan University of Science And Technology (Taiwan) UTILIZE THE CONTENT OF PRIMARY AND JUNIOR TECHNOLOGY COURSE TO CONSTRUCT THE STUDY FACTORS OF MULTIMEDIA COGNITION</li> <li>■ <b>Yu-Li Lin</b>, Southern Taiwan University of Science and Technology (Taiwan) <b>Hsiu-Wen Liu</b>, Soochow University (Taiwan) <b>Vu Thi Ai Van</b>, Soochow University (Taiwan) INVESTIGATING MULTIPLE MEDIATORS BETWEEN CUSTOMER—BASED CORPORATE REPUTATION AND CUSTOMER CITIZENSHIP BEHAVIORS</li> <li>■ <b>Hitoshi Kobayashi</b>, Kamakura Women's Junior College (Japan) EXAMINATION ON INFORMATION LITERACY LEARNING PROCESS OF SCHOOL EDUCATION</li> </ul>

11:00~12:20 (E1304)	<p><b>Presentation and Discussion VIII</b>  <b>Marketing Management &amp; Consumer Behavior</b>  <i>Chair: Dr. Ching-Chung Lin, Chairperson of the Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <p>■ <b>Agung Nugroho</b>, Atma Jaya Catholic University (Indonesia)  <b>Agustini Nugroho</b>, Atma Jaya Catholic University (Indonesia)  CONSUMER PURCHASE INTENTION FOR GREEN PERSONAL CARE PRODUCTS IN INDONESIA</p> <p>■ <b>Wan-Rung Lin</b>, Chinese Culture University (Taiwan)  <b>Fu-Ju Yang</b>, Chinese Culture University (Taiwan)  <b>Ching-Wen Lin</b>, Chinese Culture University (Taiwan)  <b>Cao Thi Cam Tu</b>, Chinese Culture University (Taiwan)  IMPACT OF CORPORATE IMAGE AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF VIETNAMESE COMMERCIAL BANKS</p> <p>■ <b>Pon Nusitchaikarn</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Cheng Nan Chen</b>, Southern Taiwan University of Science and Technology (Taiwan)  EXPLORING FACTORS AFFECTING THAI CONSUMERS' INTENTION TO PURCHASE DIETARY SUPPLEMENT</p> <p>■ <b>Ming-Chih Chung</b>, Southern Taiwan University of Science and Technology. (Taiwan)  <b>Hsiao-Che Lin</b>, Southern Taiwan University of Science and Technology. (Taiwan)  IMPORTANT FACTORS AFFECTING CONSUMER PERCHASE INTENTION FOR SPORTING GOODS: THE EMPIRICAL RESEARCH OF NIKE</p> <p>■ <b>Yuki Imano</b>, Chuo University (Japan)  <b>Daiki Saito</b>, Chuo University (Japan)  <b>Eriko Minami</b>, Chuo University (Japan)  <b>Yuta Kosaka</b>, Chuo University (Japan)  <b>Shunta Asano</b>, Chuo University (Japan)  <b>Kaede Kawabe</b>, Chuo University (Japan)  <b>Maki Nakamatsu</b>, Chuo University (Japan)  <b>Moeko Takano</b>, Chuo University (Japan)  ON THE STUDY OF CONSUMER BEHAVIOR WITH INBOUND MARKETING</p> <p>■ <b>Chihiro Yoshii</b>, Chuo University (Japan)  <b>Kosuke Machida</b>, Chuo University (Japan)  <b>Kyoko Kawamoto</b>, Chuo University (Japan)  <b>Maho Wada</b>, Chuo University (Japan)  <b>Mai Kuzuhara</b>, Chuo University (Japan)  <b>Natsumi Iijima</b>, Chuo University (Japan)  <b>Taishi Ohba</b>, Chuo University (Japan)  ADVERTISING STRATEGY OF MARKETING FOR THINGS THAT THE GOVERNMENT IMPOSES LEGAL CONTROLS -ESPECIALLY CIGARETTES IN JAPAN-</p>
12:20~14:00	Lunch Break
14:00~15:30 (E1305)	<p><b>Presentation and Discussion IX</b>  <b>Industrial Engineering &amp; Production Management</b>  <i>Chair: Dr. Ta-Chung Chu, Chairperson of the Department of Management and Information Technology, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <p>■ <b>Shuhan Liu</b>, Tianjin University of Commerce (China)  PRODUCTIVE SERVICE INDUSTRY AND UPGRADING INDUSTRIAL STRUCTURE: THE RESEARCH ON BUILDING NORTHERN ECONOMIC CENTER</p> <p>■ <b>Hui Tang</b>, Beijing Jiaotong University (China)  <b>Yujia Liang</b>, Beijing Jiaotong University (China)  RESEARCH ON RISK IDENTIFICATION AND EVALUATION OF SUPPLY</p>

	<p>LOGISTICS IN AUTOMOBILE MANUFACTURING ENTERPRISE</p> <p>■ <b>Ta-Chung Chu</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>E. Adriana Camara Terrazas</b>, Southern Taiwan University of Science and Technology (Taiwan)  ORDERING ALTERNATIVES UNDER FWA VIA AN INVERSE FUNCTION BASED RANKING APPROACH</p> <p>■ <b>Ren Hai-Zhi</b>, Liaoning Technical University (China)  <b>Xu Shi-Yin</b>, Liaoning Technical University (China)  MULTI-LEVEL SUPPLY CHAIN INVENTORY CONTROL MODEL BASED ON THE BEE COLONY ALGORITHM</p>
14:00~15:30 (E1304)	<p><b>Presentation and Discussion X</b>  <b>Human Resource Management &amp; Education</b>  <i>Chair: Dr. Tsang-Hsiang Cheng, Chairperson of the Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan)</i></p> <p>■ <b>Katalin Sogor</b>, National Chengchi University (Taiwan)  CROSS-CULTURAL HUMAN RESOURCES - MANAGEMENT OF CULTURAL DIVERSITY</p> <p>■ <b>Yung-Chi Chang</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Shongwe Hlengiwe N</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Ko-Chieh Chen</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Wen-Lin Lin</b>, Nan Kai University of Technology (Taiwan)  EXPLORING THE IMPACT OF SERVICE QUALITY ON EDUCATION SATISFACTION: A COMPARISON STUDY OF GMBA/IMBA STUDENTS AT STUST &amp; NCKU IN TAIWAN</p> <p>■ <b>Fenghueih Huarng</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Chai-Liang Huang</b>, National Chung Cheng University (Taiwan)  <b>Chiou-Rung Chen</b>, National Taipei University of Education (Taiwan )  <b>Yu-Hsuan Lu</b>, Southern Taiwan University of Science and Technology (Taiwan)  EXPLORE THE RELATIONSHIP BETWEEN SECONDARY SCHOOL ENROLLMENT AND POLITICAL INSTABILITY: TAKING ECONOMIC AND CULTURAL FACTORS AS MODERATORS</p> <p>■ <b>Fang, Miao Ling</b>, Southern Taiwan University of Science and Technology (Taiwan)  APPLICATION OF DELPHI METHOD ON DEVELOPING UNIVERSITY SOCIAL RESPONSIBILITY ASSESSMENT INDICATORS</p>
15:30	Farewell