

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

Southern Taiwan University of Science and Technology, November 13-14, 2014

Agenda

Thursday, November 13, 2014	
09:30~10:20	Registration
10:20~10:50	Opening Ceremony Welcome by Chein Tai , President, Southern Taiwan University of Science and Technology (Taiwan) Remark by Dominique Maillard , Professor, Université Paris-Est Créteil Val de Marne (France) Masakazu Ohashi , Professor, Chuo University (Japan)
10:50~12:00	Keynote Speech Speaker: ChinTarn. James Lee , Dean, College of Management, National Sun Yat-Sen University (Taiwan) THE FUTURE AND CHALLENGES OF ASIAN MANAGEMENT EDUCATION
12:00~13:40	Lunch Break
13:40~15:10 (E1305)	Presentation and Discussion I Globalization & Economic Development Chair: Dr. Masakazu Ohashi , Professor, Chuo University (Japan) <ul style="list-style-type: none"> ■ Peeter Mürsepp, Tallinn University of Technology (Estonia) IMPLEMENTING WISDOM ECONOMY ■ Dominique Maillard, Université Paris-Est Creteil (France) THE OUTER-URBAN TERRITORIES OF THE “THIRD SPACE” IN THE “DIFFUSE METROPOLIS” CHALLENGED BY GLOBALIZATION AND THE DIGITAL SOCIETY ■ Hiroo Takahashi, Hakuoh University (Japan) HUMAN RESOURCE DEVELOPMENTS FOR R&D MANAGEMENT IN CHINA ■ Ching-Chung Lin, Southern Taiwan University of Science and Technology (Taiwan) Nguyen Ngoc Hanh, Southern Taiwan University of Science and Technology (Taiwan) Shih-Ju Chan, Kao-Yuan University of Science and Technology (Taiwan) Pham Hien Ly, Southern Taiwan University of Science and Technology (Taiwan) THE IMPACTS OF EXCHANGE RATE ON GDP GROWTH RATE: THE CASE OF VIETNAM ■ Hieu Le Minh, Ton Duc Thang University (Vietnam) Phung Tran Thi Phi, Ton Duc Thang University (Vietnam) ON THE CAUSALITY AMONG GDP GROWTH, FOREIGN DIRECT INVESTMENTS AND INTERNATIONAL TOURIST ARRIVALS IN UNITED KINGDOM : VECTOR AUTOREGRESSIVE MODEL ANALYSIS
13:40~15:10 (E1304)	Presentation and Discussion II Business Strategy & Competitive Advantage Chair: Dr. Mayumi Hori , Professor, Hakuoh University (Japan) <ul style="list-style-type: none"> ■ Kevin P.Hwang, National Cheng Kung University (Taiwan) Shih-Hung Kuo, National Cheng Kung University (Taiwan) Oranich Manasboonpermpool, National Cheng Kung University (Taiwan) THE EFFECTS OF BUSINESS CONTINUITY PLAN ON BUSINESS IMPACT AND OUTLOOK : AN EMPIRICAL STUDY OF THE PROTESTS IN BANGKOK ■ Yui Isowa, Chuo University (Japan) Kurara Yamanouchi, Chuo University (Japan)

	<p>ANALYSIS OF HIGH PROFITABILITY BUSINESS MODEL-ORIGINAL COFFEE BUSINESS MODEL ANALYSIS IN JAPAN-</p> <ul style="list-style-type: none"> ■ Shing-Ko Liang, Fo Guang University (Taiwan) Lung-Tan Lu, Fo Guang University (Taiwan) STRATEGIC FORESIGHT WITH GLOBAL MANAGEMENT AND CROSS-CULTURE: TA TUNG PERSPECTIVE ■ Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Shu Nuan Wu, Southern Taiwan University of Science and Technology (Taiwan) THE STUDY FOR THE KEY SUCCESS FACTORS OF B2B BRAND MANAGEMENT ■ Maho Wada, Chuo University (Japan) Mariko Otsuki, Chuo University (Japan) THE BUSINESS ANALYSIS OF BOP BUSINESS MODEL IN JAPAN ■ Kevin P. Hwang, National Cheng Kung University (Taiwan) Tzu-Yao Yang, National Cheng Kung University (Taiwan) Woramon Bin-uma(Pookky), National Cheng Kung University (Taiwan) DOMESTIC BRAND NAME HANDBAG OR INTERNATIONAL? AN INVESTIGATION INTO THE ANTECEDENTS INFLUENCING WOMEN'S PURCHASING PREFERENCE IN THAILAND
15:10~15:30	Coffee Break
15:30~17:00 (E1305)	<p>Presentation and Discussion III Commercial Applications of Information Technology Chair: Dr. Wurong Shih, Vice Dean of the College of Business, Southern Taiwan University of Science and Technology</p> <ul style="list-style-type: none"> ■ Emilie Le Caous, Southern Taiwan University of Science and Technology (Taiwan) Huey Yan, Southern Taiwan University of Science and Technology (Taiwan) Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Nguyen Huyen Trang, Southern Taiwan University of Science and Technology (Taiwan) Jiri Havelka, Southern Taiwan University of Science and Technology (Taiwan) BEHAVIORAL INTENTION TO USE CLOUD COMPUTING AT SOUTHERN TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY ■ Takato Ogai, Chuo University (Japan) Mikako Owari, Chuo University (Japan) Yuri Takahashi, Chuo University (Japan) STUDY ON HUMAN BEHAVIOR TRANSFORMATION BY REAL-TIME COMMUNICATION TOOLS-INFLUENCE OF "LINE" TO STUDENTS- ■ Yi Li, Shanghai Jianqiao University (China) THE DESIGN OF THE APPLIED UNDERGRADUATE UNIVERSITIES TEACHING MATERIAL MANAGEMENT INFORMATION SYSTEM ■ Wan-Rung Lin, Chinese Culture University (Taiwan) Fu-Ju Yang, Chinese Culture University (Taiwan) Nguyen Dinh Tam, Chinese Culture University (Taiwan) THE TREND OF USING INTERNET BANKING SERVICES-CASE OF VIETNAM ENTERPRISES ■ Yoshiki Harada, Chuo University (Japan) Kiyomi Tsuchida, Chuo University (Japan) MY NUMBER SYSTEM (SOCIAL SECURITY AND TAX IDENTIFICATION NUMBER SYSTEM) ■ Kevin P. Hwang, National Cheng Kung University (Taiwan) Maybelline Roselle M. Lim, National Cheng Kung University (Taiwan) Daniel Y. Lin, National Cheng Chi University (Taiwan) EXAMINING THE WEBSITE SATISFACTION AND TRUST/RISK TOWARDS PURCHASE INTENTION : AN EMPIRICAL STUDY ON TWO GROUP BUYING SITES IN THE PHILIPPINES

<p>15:30~17:00 (E1304)</p>	<p>Presentation and Discussion IV Knowledge Management & Organizational Innovation Chair: Dr. Hiroo Takahashi, Professor, Hakuoh University (Japan)</p> <ul style="list-style-type: none"> ■ Anja Išek, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi, Chang, Southern Taiwan University of Science and Technology (Taiwan) Wen-Ling Lin, Nan Kai University of Technology (Taiwan) Jing-Lin Zhuang, Southern Taiwan University of Science and Technology (Taiwan) THE EFFECT OF MOTIVATIONAL ORIENTATIONS ON DESIRE TO LEARN CHINESE LANGUAGE AMONG CROATIAN STUDENTS: EMPIRICAL EVIDENCE AND MANAGERIAL IMPLICATION ■ Dedi Purwana, Universitas Negeri Jakarta (Indonesia) Usep Suhud, Universitas Negeri Jakarta (Indonesia) TAKING/RECEIVING AND GIVING (TRG): A COMPARISON OF TWO QUANTITATIVE PILOT STUDIES ON STUDENTS' ENTREPRENEURIAL MOTIVATION IN INDONESIA ■ Kevin P. Hwang, National Cheng-Kung University (Taiwan) Yu-Wei Hsu, National Cheng-Kung University (Taiwan) Nathatenee Gebsoambut, National Cheng-Kung University (Taiwan) ENVIRONMENTAL AND CULTURAL ISSUES IN ECOTOURISM INTERRELATE WITH HILL TRIBES' CONSERVATION AND PRESERVATION LIFESTYLE ■ Tran Trong Thuy, Asia University (Taiwan) Purevtseveen Nyamjav, Economist of Nomin United Corporation (Mongolia) A STUDY OF FACTORS INFLUENCING THE VOLUNTARY TURNOVER TO QUIT OF BANK TELLERS IN MONGOLIA ■ Kevin P. Hwang, National Cheng Kung University (Taiwan) Mei-Yin Wu, National Cheng Kung University (Taiwan) Yi-Wen Lee, National Cheng Kung University (Taiwan) BIKE STOPS: A CONJOINT ANALYSIS OF BICYCLIST ATTRIBUTE REFERENCE FOR BICYCLING-ORIENTED REST AND SERVICE FACILITIES IN TAIWAN
<p>18:30~20:30</p>	<p>Banquet</p>

Friday, November 14, 2014	
09:00~09:20	Registration
09:20~10:40 (E1305)	<p>Presentation and Discussion V Tourism & Service Management</p> <p>Chair: Dr. Clark Hu, Professor of Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Kiyoshi Uchiyama, Aomori Chuo Gakuin University (Japan) Ling Mei Ko, Southern Taiwan University of Science and Technology (Taiwan) Pei Han Yang, Southern Taiwan University of Science and Technology (Taiwan) NEW DEVELOPMENT OF SPORTS TOURISM IN JAPAN ■ Piyapha Sajjasakulrat, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Wei-Chuan Wang, Chinese Culture University (Taiwan) Jui-Cheng Hung, Chinese Culture University (Taiwan) POLITICAL INSTABILITY AND MARKET REACTION IN SERVICE INDUSTRY : EMPIRICAL STUDY OF THAILAND OCTOBER 2013 ■ Wan-Fen Liao, Wufeng University (Taiwan) Tz-Li Wang, Southern Taiwan University of Science and Technology (Taiwan) Su-Chong Chuang, National Chiayi University (Taiwan) A NEW PERSPECTIVE OF THE STRATEGIC NETWORK-EVOLUTION MODEL FROM TAIWAN HOSPITAL ■ Chia Chun Wang, Southern Taiwan University of Science and Technology (Taiwan) Mei-Yi Sheng, Southern Taiwan University of Science and Technology (Taiwan) Yun-Hsi Chang, Ming Dao University WHEN DIFFERENCE OCCURS: INVESTIGATING THE PERCEPTION OF HOTEL ACCESSIBILITY BETWEEN HOTEL STAFFS AND PEOPLE WITH PHYSICAL DISABILITIES
09:20~10:40 (E1304)	<p>Presentation and Discussion VI Banking & Financial Markets</p> <p>Chair: Dr. Ching-Chung Lin, Chairperson of the Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Fu-Ju Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Hsiao-Chen Chang, Chinese Culture University (Taiwan) Shilvi Djoenaedi, Chinese Culture University (Taiwan) THE IMPACTS OF DOMESTIC POLITICAL EVENT AND INTERNATIONAL CRISIS ON INDONESIA STOCK MARKET RETURN AND VOLATILITIES ■ Fu-Ju Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Wan-Rung Lin, Chinese Culture University (Taiwan) Do Dat Quang, Chinese Culture University (Taiwan) THE IMPACTS OF PARTICIPATION IN FREE TRADE AGREEMENTS ON STOCK RETURN VOLATILITY IN VIETNAM STOCK EXCHANGE ■ Fu-Ju Yang, Chinese Culture University(Taiwan) Yi-Hsien Wang, Chinese Culture University(Taiwan) Shu-Shian Lin, Chinese Culture University(Taiwan) Pham Hung Thinh, Chinese Culture University(Taiwan) THE IMPACT OF ASSET MANAGEMENT POLICY ON STOCK MARKET RETURNS AND VOLATILITIES IN VIETNAM ■ Dinh Thanh Nhan, Chinese Culture University (Taiwan) Yung-Chang Wang, Chinese Culture University (Taiwan)

	<p>INVESTIGATION INTO THE FINANCIAL DECISIONS FOR THE VIETNAMESE FOOD AND DRINK INDUSTRY</p> <p>■ Doan Thi Bich Hoai, Chinese Culture University (Taiwan) Yung-Chang Wang, Chinese culture University (Taiwan) THE EFFECT OF CAPITAL STRUCTURE ON PROFITABILITY FOR THE VIETNAMESE REAL ESTATE INDUSTRY</p>
10:40~11:00	Coffee Break
11:00~12:20 (E1305)	<p>Presentation and Discussion VII E-Commerce & Social Network Services</p> <p>Chair: Dr. Peeter Mürsepp, Professor, Tallinn University of Technology (Estonia)</p> <p>■ Chihiro Yoshii, Chuo University (Japan) THE BUSINESS MODEL ANALYSIS OF INDIAN E-COMMERCE~INFLUENCE OF ICT FOR RETAIL MARKET~</p> <p>■ Josephine T.C.Nio, Southern Taiwan University of Science and Technology (Taiwan) MARKETING 3.0 : A CASE STUDY OF THE EFFECTIVENESS OF SOCIAL MEDIA CONTENT MARKETING STRATEGY AND PRODUCT PLACEMENT IN BRAND MARKETING COMMUNICATION CAMPAIGN</p> <p>■ Kosuke Machida, Chuo University (Japan) Misuzu Koito, Chuo University (Japan) Natsumi Oshima, Chuo University (Japan) MARKETING STRATEGY OF THE SPORT BUSINESS IN LARGE SCALE SPORT EVENTS-TACTICAL ADVANTAGE OF SOCIAL MEDIA-</p> <p>■ Yue Jer Lin, Takming University of Science and Technology (Taiwan) AN ANALYSIS OF WEB CHARACTERISTICS ON USER SATISFACTION</p>
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII Marketing Management</p> <p>Chair: Dr. Ling Mei Ko, Chairperson of Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Ming-Chih Chung, Southern Taiwan University Of Science and Technology (Taiwan) A PRELIMINARY STUDY ON BRAND IMAGE,LOYALTY AND MARKETING STRATEGY : A CASE STUDY OF 3G SERVICES SUBSCRIBERS OF CHUNGHWA TELECOM CO., LTD.</p> <p>■ Nguyen Tran Cam Linh, Ho Chi Minh City University of Technology (Vietnam) Do Nhu Thao, Ho Chi Minh City University of Technology (Vietnam) THE ROLE OF SALES POLICY AND THE QUALITY OF STAFF IN SELF-SERVICE STORES</p> <p>■ Tran Trong Thuy, Asia University (Taiwan) Chun-Wei Remen Lin, Asia University (Taiwan) MARKET ORIENTATION : BUILDING AN ALL-BRAND CAR DEALER</p> <p>■ Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) Bui Thi Lan Huong, Southern Taiwan University of Science and Technology (Taiwan) Nghiem Van Minh, Southern Taiwan University of Science and Technology (Taiwan) FACTORS AFFECTING PURCHASE HEALTHY FOOD INTENTION : AN EMPIRICAL STUDY IN VIETNAM</p>
12:20~14:00	Lunch Break

<p>14:00~15:30 (E1305)</p>	<p>Presentation and Discussion IX Industrial Engineering & Production Management Chair: Dr. Ta-Chung Chu, Chairperson of the Department of Management and Information Technology, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ C. L. Wen, Chung Yuan Christian University (Taiwan) Jonas C.P. Yu, Takming University of Science and Technology (Taiwan) H.M. Wee, Chung Yuan Christian University (Taiwan) K.C. Hou, Takming University of Science and Technology (Taiwan) AN OPTIMAL ORDER POLICY FOR VARYING REPLENISHMENT INTERVAL WITH CONSIDERING THE RISK OF DECREASING SELLING PRICE AND DEMAND RATE ■ Su Jen, Cheng, Chung Yuan Christian University (Taiwan) Hui Ming Wee, Chung Yuan Christian University (Taiwan) GREEN LOGISTICS: SUSTAINABILITY THROUGH ACTION, FROM THE PERSPECTIVE OF A 3PL ■ Yao-Hsien Lee, Chung Hua University (Taiwan) Mei-Yu Lee, Yuanpei University (Taiwan) COMPUTER SIMULATES PRICING COMPETITION OF SHRINK-WRAP SERVICE AND CLOUD SERVICE FIRMS
<p>14:00~15:30 (E1304)</p>	<p>Presentation and Discussion X Consumer Behavior Chair: Dr. Chih-Hung Lin, Chairperson of the Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Le Yenha Tran, Southern Taiwan University of Science and Technology (Taiwan) Tiet Henry Buoy, Southern Taiwan University of Science and Technology (Taiwan) Munkhzaya Ochisukh, Southern Taiwan University of Science and Technology (Taiwan) FACTORS AFFECTING CUSTOMER SATISFACTION AT CARREFOUR IN TAIWAN : FOCUSING ON YOUNG CUSTOMERS ■ Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) Yung-Shou Hu, Southern Taiwan University of Science and Technology (Taiwan) Zih-Chun Pan, Southern Taiwan University of Science and Technology (Taiwan) A CASE STUDY OF MUSICAL BANDS' MARKETING STRATEGIES IN TAIWAN ■ Ping-Kun Hsu, Tainan University of Technology (Taiwan) Jheng-Han Wang, Tainan University of Technology (Taiwan) Li-Ting Huang, Tainan University of Technology (Taiwan) EXPLORING THE RELATIONSHIP AMONG SERVICE QUALITY, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY : EVIDENCE FROM CARREFOUR HYPERMARKET ■ Mei-Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) Ni-Ming Hsieh, Southern Taiwan University of Science and Technology (Taiwan) Pei-Shuan Lee, Southern Taiwan University of Science and Technology (Taiwan) USING PRODUCTION CONTRACTS TO SECURE FOOD SAFETY : CASES FROM HAN-KUAN COOPERATIVE AND 7-ELEVEN FARM
<p>15:30</p>	<p>Farewell</p>