

2004 知識經濟與全球化管理國際研討會
**International Conference on Knowledge-Based
 Economy & Global Management**

議程表

日期	時間	活動內容
2004/10/27	8:40-09:00	報告
	09:00-09:25	開幕 大會主持人：張信雄博士（南台科技大學校長） 來賓致詞
	09:25-10:40	大會專題演講（一） 題目： Managing Information Technology in Global Organizations: The Importance of Culture 主講人： Michael D. Myers (University of Auckland, New Zealand)
	10:40-11:05	中場休息
	11:05-12:20	大會專題演講（二） 題目： Reinventing Government—Taiwan's Efforts to Improve Public-Sector Efficiency 主講人：黃俊英（義守大學）
	12:20-14:00	午餐
	14:00-15:20	分組研討 I. 經濟發展與國際投資 II. 證券投資
	15:20-15:45	中場休息
	15:45-17:05	分組研討 III. 作業研究及演算法 IV. 管理教育與人力資源發展
2004/10/28	09:00-09:20	報到
	09:20-10:40	分組研討 V. 研發及科技管理 VI. 供應鏈管理
	10:40-11:05	中場休息
	11:05-12:25	分組研討 VII. 國際事務及跨文化管理 VIII. 金融市場
	12:25-14:00	午餐
	14:00-15:20	分組研討 IX. 休閒事業經營管理 X. 智慧財產與知識經濟
	15:20-15:45	中場休息
	15:45-17:05	分組研討 XI. 生產及行銷管理 XII. 策略管理及組織發展
2004/10/29	09:30-15:00	企業參訪

2004 知識經濟與全球化管理國際研討會
**International Conference on Knowledge-Based
Economy & Global Management**

Agenda

Oct. 27, 2004	ACTIVITY
8:40-09:00	Registration
09:00-09:25	Opening Ceremony Host: Dr. Hsin-Hisung Chang (President of STUT) Greeting Speech
09:25-10:40	Keynote Speech 1 Subject: Managing Information Technology in Global Organizations: The Importance of Culture Speaker: Michael D. Myers (University of Auckland, New Zealand)
10:40-11:05	Break
11:05-12:20	Keynote Speech 2 Subject: Reinventing Government—Taiwan's Efforts to Improve Public-Sector Efficiency Speaker: Junying Huang (I-Shou University)
12:20-14:00	Break
14:00-15:20	Panels I. Economic Development and International Investment II. Securities Investment
15:20-15:45	Break
15:45-17:05	Panels III. Operation Research and Algorithms IV. Management Education and Human Resource Development
18:00-20:00	Banquet
Oct. 28, 2004	ACTIVITY
09:00-09:20	Registration
09:20-10:40	Panels V. Invention and Technology Management VI. Supply Chain Management
10:40-11:05	Break
11:05-12:25	Panels VII. International Affairs and Transcultural Management VIII. Financial Market
12:25-14:00	Break
14:00-15:20	Panels IX. Leisure and Recreation Business Management X. Intellectual Property and Knowledge Economy
15:20-15:45	Break
15:45-17:05	Panels XI. Manufacture and Marketing Management XII. Strategy Management and Organization Development
18:00-20:00	Banquet
Oct. 29, 2004	ACTIVITY
09:30-15:00	Field Tour • Tainan Science Park

2004 知識經濟與全球化管理國際研討會
 International Conference on Knowledge-Based
 Economy & Global Management

Poster Presentation Schedule 分組研討議程表

Oct. 27, 2004	Presentation 活動內容
14:00-15:20	Chair: Hau-Min Chu 朱浩民 (National Cheng Chi University and Hsing Kuo University of Management) I. Economic Development and International Investment 經濟發展與國際投資 (Room 1) <ul style="list-style-type: none"> • Otto Chang (California State University San Bernardino, USA) <i>Buddhist Approach to Economic Well-Being</i> • Wen-Jen Hsieh 謝文真 (National Cheng Kung University) <i>The Determinants of FDI in Cambodia, Laos, Myanmar and Vietnam: An Application of a Panel Data Model</i> • Chen-Kuo Lee 李陳國 (Ling Tung College) <i>A Game Theoretical Analysis of Host Country Foreign Investment Policy</i>
	Chair: Hung Chih Li 李宏志 (National Cheng Kung University) II. Securities Investment 證券投資 (Room 2) <ul style="list-style-type: none"> • Mei-Hsing Cheng 鄭美幸 and Hsinan Hsu (Southern Taiwan University of Technology) <i>Is Continuous Auction a Better Trading Mechanism For Taiwan Futures Market?</i> • Pai-Chou Wang 王派洲 (Southern Taiwan University of Technology) <i>An Improved Logistic Regression Model Using Rough Sets—A case of Internet Banking Adoption</i> • Hsuan-Chi Chen (Yuan Ze University), Cyuan-Jhan Jhou (Fu-Jen Catholic University), and Hsiu-Chuan Yeh 葉秀娟 (Ching-Yun University) <i>Signaling by Underwriter Retention Rate in the IPO Market</i>

2004 知識經濟與全球化管理國際研討會
 International Conference on Knowledge-Based
 Economy & Global Management

Poster Presentation Schedule 分組研討議程表

Oct. 27, 2004	Presentation 活動內容
15:45-17:05	Chair: Cherng Ding 丁承 (National Chiao Tung University) III. Operation Research and Algorithms 作業研究及演算法 (Room 1) <ul style="list-style-type: none"> • Dennis Lin 林共進 (Pennsylvania State University, USA) <i>Modern Business Intelligent</i> • Fenghueih Huarng 黃峰蕙 (Southern Taiwan University of Technology) <i>Pseudo Efficient Frontier of Outpatient Appointment with Walk-ins in Taiwan</i> • Shu-Ling Chen 陳淑玲 (Southern Taiwan University of Technology) <i>A Genetic Algorithm Approach for Solving Integrated Production and Distribution Systems</i>
	Chair: Shih-An Liang 梁世安 (National Taipei University) IV. Management Education and Human Resource Development 管理教育與人力資源發展 (Room 2) <ul style="list-style-type: none"> • Richard L. Brush (Johnson & Wales University, USA) <i>Curriculum Development at Johnson & Wales University</i> • Chun-Mei Chou 周春美 (National Yunlin University of Science and Technology), Chien-Hua Shen (Transworld Institute of Technology), Chiao-Chi Chou, Ming-Chuan Lai, and Kuan-Ling Lin (National Yunlin University of Science and Technology) <i>Employment Terms of Technological and Vocational School Graduates Majoring in Commercial Categories</i> • Hung-Wen Lee 李鴻文 (National Chia-Yi University) <i>Cross-Cultural Assignment in Globalization Era</i>

2004 知識經濟與全球化管理國際研討會
 International Conference on Knowledge-Based
 Economy & Global Management

Poster Presentation Schedule 分組研討議程表

Oct. 28, 2004	Presentation 活動內容
09:20-10:40	Chair: Michael D. Myers (University of Auckland, New Zealand) V. Invention and Technology Management 研發及科技管理 (Room 1) <ul style="list-style-type: none"> • Hiroo Takahashi (Hakuoh University, Japan) <i>From the Internationalization of R&D to a Global R&D Network</i> • Cornelius Herstatt, Birgit Verworn, Christoph Stockstrom (Technical University Hamburg, Germany), Akio Nagahira, and Osamu Takahashi (Tohoku University, Japan) <i>"Fuzzy Front End" Practices in Innovating Japanese Companies</i> • Cher-Min Fong (National Sun Yat-Sen University), Tao Yu (DJ) Cheng 鄭道有 (Corp., Administration Div., ASUSTek COMPUTER INC), and Kai Chung Cheng (National Sun Yat-Sen University) <i>The Relationship of Firm's R&D Expenditure And Board Characteristics of CEO—A research on Taiwan High-Tech. Electronic Industry</i>
	Chair: Dennis Lin 林共進 (Pennsylvania State University, USA) VI. Supply Chain Management 供應鏈管理 (Room 2) <ul style="list-style-type: none"> • Jui-Hsien Ling 凌瑞賢 (Southern Taiwan University of Technology) <i>Third Party Logistic Service Pricing: A Spatial Analysis</i> • Huey Yan 顏慧 and Yeong-Cheng Liou (Southern Taiwan University of Technology) <i>Inventory Model in Supply Chains: A Stackelberg Equilibrium Approach</i> • Yuang-Shiang Chao 趙永祥 (Yu Da College of Business) and Shen-Ron Lo (National Yunlin University of Science and Technology) <i>Study Of The Impact On The Relationship Between Product Diversification and Manufacturing Performance Through Supply Chain Management</i>

2004 知識經濟與全球化管理國際研討會
 International Conference on Knowledge-Based
 Economy & Global Management

Poster Presentation Schedule 分組研討議程表

Oct. 28, 2004	Presentation 活動內容
11:05-12:25	<p>Chair: Hiroo Takahashi (Hakuoh University, Japan)</p> <p>VII. International Affairs and Transcultural Management 國際事務及跨文化管理 (Room 1)</p> <ul style="list-style-type: none"> • Tetsuhiko Takai (Hokkaido University, Japan) <i>Business and Governance in the Global Economy: Business Systems of the Public Works Industry in Hokkaido and France</i> • Gerald Venezia (Nova Southeastern University, USA) <i>Globalization and the Third Hegemony: A Threat to Democracy and Cultural, Economic, and Political Constraint on Developing Nations</i> • Jiann-Ming Yih 易建明 and Yung-Sheng Chen (Southern Taiwan University of Technology) <i>Comparison of Minimum Standard of Treatment, Investment Promotion under U.S. BITs, NAFTA, JSEPA</i> • Takehiko Isobe (University of Marketing and Distribution Sciences, Japan), Shige Makino (The Chinese University of Hong Kong), and Christine M. Chan (The University of Hong Kong) <i>National Institutional Characteristics and Foreign Affiliate Performance</i>
	<p>Chair: Otto Chang (California State University San Bernardino, USA)</p> <p>VIII. Financial Market 金融市場 (Room 2)</p> <ul style="list-style-type: none"> • M.T. Vaziri (California State University San Bernardino, USA) <i>Performance Measures Of Selected Euro-Asian Equity Markets</i> • M. David Gorton (Eastern Washington University, USA) <i>The Dampening of The Free Flow of Capital Under New Regulations and Financial Reporting Requirements: Coping With The New Rules</i> • Wen-Hsiu Kuo (Ling Tung College), Hsinan Hsu 許溪南 (Southern University of Technology), and Yin-Feng Gau (National Chi-Nan University) <i>The Impacts of QFIIs on the Information Transmissions between the Taiwan Stock Index Futures and Stock Index Spot</i>

2004 知識經濟與全球化管理國際研討會
 International Conference on Knowledge-Based
 Economy & Global Management

Poster Presentation Schedule 分組研討議程表

Oct. 28, 2004	Presentation 活動內容
14:00-15:20	Chair: Richard L. Brush (Johnson & Wales University, USA) IX. Leisure and Recreation Business Management 休閒事業經營管理 (Room 1) <ul style="list-style-type: none"> • Yingwei Wu 吳英偉 (National Kaohsiung Hospitality College) <i>An Examination of Social Participation in Voluntary Associations and Leisure Satisfaction among Chinese Immigrants</i> • Hui-Ling Chen 陳慧玲 (Southern Taiwan University of Technology) <i>Involvement and Information Search-in the Case of Neimen Song Jiang Battle Array Festival</i> • Jyh-Jeng Wu 吳志正 and Yong-Sheng Chang (Providence University) <i>The Effect of Transaction Trust On The Relationship Between Travel Agencies in E-Commerce</i>
	Chair: M. David Gorton (Eastern Washington University, USA) X. Intellectual Property and Knowledge Economy 智慧財產與知識經濟 (Room 2) <ul style="list-style-type: none"> • Chien-Hsing Wu 吳建興 (National University of Kaohsiung), Wurong Shih (Southern Taiwan University of Technology), and Yi-Shun Wang (Kun Shan University of Technology) <i>Managing Knowledge: An Organizational Decision Experience Model</i> • Chang-Jiang Chen 陳滄江 (Committee of Fuchien Provincial Government) and Feng-Hsiung Hou 侯鳳雄 (National Kinmen Institute of Technology) <i>The Study on Intellectual Capital and Governmental organizations</i> • Victor B. Kreng and Mengchun Chao 趙夢軍 (National Cheng Kung University) <i>The Principle of Learning Organization and Knowledge Management</i>

2004 知識經濟與全球化管理國際研討會
 International Conference on Knowledge-Based
 Economy & Global Management

Poster Presentation Schedule 分組研討議程表

Oct. 28, 2004	Presentation 活動內容
15:45-17:05	Chair: M.T. Vaziri (California State University San Bernardino, USA) XI. Manufacture and Marketing Management 生產及行銷管理 (Room 1) <ul style="list-style-type: none"> • Jin-Li Hu 胡均立, Yao-Chun Lee, and Jia-Fu Ko (National Chiao-Tung University) <i>Effects of ISO 14000 Certification on Efficiency of Taiwan's Manufacturing Firms</i> • Han-Cheng Hung (Southern Taiwan University of Technology), Yi-Chen Lin 林懿真 (National University of Tainan), Wan-Long Chang, and Hui-E Hsieh (Southern Taiwan University of Technology) <i>Application of Collaborative Marketing and Integrated Marketing Communications for Integrated Brand Building –Taking Real Estate Enterprise as an Example</i> • Wurong Shih 施武榮 and Wilson Haung (Southern Taiwan University of Technology) <i>A Balancing Model of Surface Mount PCB Assembly Line with Multiple Placement Machines</i>
	Chair: Akio Nagahira (Tohoku University, Japan) XII. Strategy Management and Organization Development 策略管理及組織發展 (Room 2) <ul style="list-style-type: none"> • Potter T.C. Wang 王敦正 (Sales Department of Specialty Chemicals Oriental Union Chemical Corp.) and Avon Y.F. Cheng (Cheng-Shiu University) <i>The Organizational Development And Competitive Strategy Research with the Case of XXXX Fitness Co., Ltd.</i> • Jung-Ho Lai 賴蓉禾 (Southern Taiwan University of Technology) <i>The Value of Experiential Learning From Interfirm Cooperation: Evidence From International Strategic Alliances</i> • Huey-Yeh Lin (National Huwei University of Science and Technology), Mei-Hsiang Wang 汪美香, and Tarng-Yao Yang (Southern Taiwan University of Technology) <i>The Relationships Between Team Members Role Play, Team Perception and Team Performance over Team Development Stages</i>