

2006 International Conference on Knowledge-Based Economy and Global Management

Southern Taiwan University of Technology, Nov.29-30 2006

Agenda

| Wednesday, November 29, 2006 | |
|--|---|
| 08:40~09:20 | Registration |
| 09:20~09:40 | Opening & Welcome by Dr. Hsin-Hsiung Chang, President, Southern Taiwan University of Technology |
| 09:40~10:40 Nien-Tzu International Hall | <p>Keynote Speech I</p> <p>Subject: Securing of Knowledge Creators and Talented Persons in Japan — Small and Medium-Scale Enterprises and Universities in the IT Age, as an Example</p> <p>Speaker: Toshio Takahashi, Professor, Takushoku University</p> |
| 10:40~11:00 | Coffee Break |
| 11:00~12:00 Nien-Tzu International Hall | <p>Keynote Speech II</p> <p>Subject: The New Thinking of Industry Classification</p> <p>Speaker: Paul S. C. Hsu, Chair Professor, Yuan-Ze University</p> |
| 12:00~14:00 | Lunch Break |
| 14:00~15:20 (E1304) | <p>Presentation and Discussion I : Knowledge Management and HR Development</p> <p>Chair: Chien-Hung Wei, National Cheng Kung University</p> <ul style="list-style-type: none"> ■ Jen-Tsung Lien, Southern Region Vehicle Training Center Knowledge Management in Financial Feasibility Analysis for its Deployment: an example of GPS-Based Dispatching Taxi ■ Kevin P. Hwang, National Cheng Kung University A Research on Human Resource Scorecard, Knowledge Management and Department Performance from Employees' Perception ■ Grace Chien, National Pingtung University of Science and Technology The Relationship of Market Orientation, Knowledge Management and Hotel Performance: Evidence From Focus Group Interviews |
| 14:00~15:20 (E1305) | <p>Presentation and Discussion II : Managerial Education</p> <p>Chair: Cheng-Nan Chen, Southern Taiwan University of Technology</p> <ul style="list-style-type: none"> ■ Otto H. Chang, California State University Accounting Ethics Education: Lessons From Buddhist Ethics Education ■ Hiroo Takahash, Hakuoh University Educational Development and Qualification for Global business Leaders ■ Allan Y. Su, National Pingtung University of Science and Technology The Impact of Individual Ability, Favorable Team Member Scores, and Students' Perceptions of Course Importance on Students' Preferences of Team-Based Learning and Grading Methods |
| 15:20~15:40 | Coffee Break |

| | |
|------------------------------------|---|
| 15:40~17:00 (E1304) | <p>Presentation and Discussion III : Financial Market and Risk Management</p> <p>Chair: Otto Chang, California State University, San Bernardino</p> <ul style="list-style-type: none"> ■ Chieh-Wei Hung, Feng-Chia University The Impacts of Options Listing on Systematic Risk and Volatility of Underlying Stocks Returns in Taiwan Stock Exchange ■ Tyrone T. Lin, National Dong Hwa University A Real Options Model in Cross-Border Acquisitioned Analysis with Stochastic Revenue ■ Hung-Hsi Huang, Southern Taiwan University of Technology Design and Comparison for Optimal Insurance Contract Based on Prospect Theory |
| 15:40~17:10 (E1305) | <p>Presentation and Discussion IV : Managerial Education and International Business Development</p> <p>Chair: Roberta Brooke, Eastern Washington University</p> <ul style="list-style-type: none"> ■ Elizabeth J. Tipton Murff, Eastern Washington University Unexpected Experiential Learning: “So Long Sucker” in A Multicultural Classroom ■ Gerald Venezia, Southern Taiwan University of Technology Politics, Governance, Conditionality, and the Political Economy of Developmental Strategies in Zambia ■ Le Thanh Loan, Nong Lam University Quality Improvement of Fresh Fruits and Vegetables in Vietnam: Opportunities and Challenges ■ Jorge de la Torre, Johnson & Wales University Trends in America for wine and spirit education |
| 18:30~20:30 | Banquet |
| Thursday, November 30, 2006 | |
| 08:40~09:00 | Registration |
| 09:00~10:20 (E1304) | <p>Presentation and Discussion V : Marketing Management</p> <p>Chair: Frank Lin, California State University, San Bernardino</p> <ul style="list-style-type: none"> ■ Yichen Lin, National University of Tainan Marketing Research of Microfluidic Biochip Systems ■ Isamu Okada, Soka University Consumption Distribution of Information Goods By Channel Effects: A Simulation and Empirical Study ■ Cherng-Ying Chiou, The Overseas Chinese Institute of Technology Critical Factors of Green Supplier Selection in Green Supply Chain Management in Responding to International Environmental Pressures: A Case Study of Taiwan’s Information and Electronic Industry |
| 09:00~10:20 (E1305) | <p>Presentation and Discussion VI : Organization Studies</p> <p>Chair: M. Dave Gorton, Eastern Washington University</p> <ul style="list-style-type: none"> ■ Jyh-Tay Su, Southern Taiwan University of Technology The Intervening Effects of Role Stress on Locus of Control and Turnover Intentions ■ Sheng-Hsien Lee, Yu Da College of Business |

| | |
|--|--|
| | <p>Controversies and Reconciliation of Organizational Ecology and Institutional Theory</p> <p>■ Julian Randall, <i>University of Aberdeen</i></p> <p>Perceived Ambiguity and Levels of Ambivalence: Senior Managers' Accounts in A Restructured Department</p> |
| 10:20~10:40 | Coffee Break |
| 10:40~12:00 Nien-Tzu International Hall | <p>Culinary Arts Demonstration: The American Fascination with “Fusion Cuisine” by Jorge de la Torre, Dean, Culinary Education, Johnson & Wales University</p> |
| 12:00~14:00 | Lunch Break |
| 14:00~15:20 (E1304) | <p>Presentation and Discussion VII : Management Information System</p> <p>Chair: Ming-Tien Tsai, <i>National Cheng Kung University</i></p> <p>■ J. Wey Chen, <i>Southern Taiwan University of Technology</i></p> <p>Lightening CMMI Model to Improve Business Processes for Service Industry</p> <p>■ David Chao, <i>San Francisco State University</i></p> <p>Tracking Changes to Content Databases of Server-Side Dynamic Web Pages for Creating Snapshots</p> <p>■ Wurong Shih, <i>Southern Taiwan University of Technology</i></p> <p>Back-Propagation Network Data Mining In Configuring Process Parameters for SMT PCB Assembly Placement Machines</p> |
| 14:00~15:20 (E1305) | <p>Presentation and Discussion VIII: Management Efficiency and Corporate Governance</p> <p>Chair: Hiroo Takahashi, <i>Hakuoh University</i></p> <p>■ Jiunn Huang, <i>San Francisco State University</i></p> <p>Critical Accounting Policies and Estimates—A Preliminary Review of The Management Discussion and Analysis Disclosure</p> <p>■ Chin-Yi Fang, <i>National Chiao Tung University</i></p> <p>Managerial Efficiency of Securities Firms Under Financial Holding Companies in Taiwan</p> <p>■ Fu-Huei Yang, <i>Diwan College of Management</i></p> <p>The Relationship Between Independent Directors, Board Training, and Company Performance in TSEC Electronic Companies</p> |
| 15:20~15:40 | Coffee Break |
| 15:40~17:00 (E1304) | <p>Presentation and Discussion IX : Quantitative Management and its Application</p> <p>Chair: Jeh-Nan Pan, <i>National Cheng Kung University</i></p> <p>■ Cheng-Che Chen, <i>Far East College</i></p> <p>Randomized Tests of Mean for Normal Population With Fuzzy Data</p> <p>■ Feng Yu Lin, <i>The Overseas Chinese Institute of Technology</i></p> <p>An Application of Meta Method to the Detection of Financial Crisis</p> <p>■ Huey Yan, <i>Southern Taiwan University of Technology</i></p> <p>A Study of Dynamical Double EWMA Controllers</p> |
| 15:40~17:00 (E1305) | <p>Presentation and Discussion X : Consumer Behavior and Satisfaction</p> <p>Chair: Isamu Okada, <i>Soka University</i></p> |

| | |
|-------------|--|
| | <ul style="list-style-type: none"> ■ Kuo-Chang Chen, Shu-Te University An Empirical Analysis for Customer Satisfaction of Public Hospital, Bank, and Maintenance Facilities By Combining ServQual Instrument and Fuzzy Theory ■ Mei-Ling Tang, The Overseas Chinese Institute of Technology An Integrative Framework for Mobile Commerce Consumer Behavior Research ■ Wen-Bin Chiou, National Kaohsiung Hospitality College The Effects of Privilege Status of Passengers and Reasonableness of Demands on Complaint Handling and Customer Expectations in Airline Service |
| | Friday, December 1, 2006 |
| 09:30-15:00 | City Tour |