

2007 INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

Southern Taiwan University, December 6-7 2007

Agenda

| Thursday, December 6, 2007 | |
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| 08:40~09:20 | Registration |
| 09:20~09:40 | Opening & Welcome by Dr. Chein Tai , President, Southern Taiwan University |
| 09:40~10:40 Nien-Tzu International Hall | Keynote Speech I Subject: Taiwan's Capital Market – An Update on Latest Progress Speaker: Rong-I Wu , Chairman, Taiwan Stock Exchange Corporation (Taiwan) |
| 10:40~11:00 | Coffee Break |
| 11:00~12:00 Nien-Tzu International Hall | Keynote Speech II Subject: Innovation in The Hospitality & Tourism Industry Speaker: Stephen LeBruto , Associate Dean & HFTP Professor, University of Central Florida (USA) |
| 12:00~14:00 | Lunch Break |
| 14:00~15:20 (E1305) | Presentation and Discussion I : R & D management Chair: Frank Lin , Associate Dean, College of Business and Public Administration, California State University, San Bernardino (USA) <ul style="list-style-type: none"> ■ Hui-Yin Ma, Southern Taiwan University (Taiwan) Ta-Chung Chu, Southern Taiwan University (Taiwan) Solving R&D Resource Allocation Using a Fuzzy TOPSIS Approach ■ Masaharu Ota , Osaka City University (Japan) Innovation Capabilities of Japanese Enterprise ■ Parimalam Einsteine, National Cheng Kung University (Taiwan) Kevin P. Hwang, National Cheng Kung University (Taiwan) Factors Influencing Innovative Behavior in the Organizational Context ■ Fu-Lai Tony Yu, Feng Chia University (Taiwan) Novelty and its Acceptance: An Intersubjective Perspective ■ Yung-Chi Chang, Southern Taiwan University (Taiwan) Te-Kuang Chou, Southern Taiwan University (Taiwan) Wen-Lin Ling, Nan Kai Institute of Technology (Taiwan) The “Borrow-In” Industrial Upgrading: A Case Study of Bicycle Industry in Taiwan |
| 15:20~15:40 | Coffee Break |
| 14:00~15:20 (E1304) | Presentation and Discussion II : Financial Market & Management Chair: An-Sing Chen , Dean, College of Management, National Chung Cheng University(Taiwan) <ul style="list-style-type: none"> ■ Torng-Her Lee, National Dong Hwa University (Taiwan) Yung Huei Yang, China Bills Finance Corporation Taipei (Taiwan) Haimin Chen, Dahan Institute of Technology (Taiwan) An Empirical Study on Securitization Credit Spread ■ Sheue-Fuh Liang, Southern Taiwan University (Taiwan) Perfectly Credible Exchange Rate Target Zones and Principle of Volatility Preservation ■ Jyh-Tay Su , Southern Taiwan University (Taiwan) Wen-Ling Lin, Nan Kai Institute of Technology (Taiwan) The Motivation Effects in Participative Budgetary Setting: Additional Evidence ■ Hsueh-En Hsu ,Fortune Institute of Technology (Taiwan) Board Independence in U.S. IPO firms |

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| <p>15:40~17:00 (E1305)</p> | <p>Presentation and Discussion III : Quality Improvement & Organization Reengineering Chair: Jeh-Nan Pan, Associate Dean ,College of Management, National Cheng Kung University (Taiwan)</p> <ul style="list-style-type: none"> ■ David Chao, San Francisco State University (USA) Maintaining Higher Level Website Snapshots ■ J. Wey Chen, Southern Taiwan University (Taiwan) Identifying Critical Success CMMI Process Factors to Improve Service Quality for Hospitality Industry ■ Fenghueih Huarng, Southern Taiwan University (Taiwan) Nguyen Tran Cam Linh, Southern Taiwan University (Taiwan) ISO 9000 Implementation of The Companies in Vietnam ■ Frank Lin, California State University, San Bernardino (USA) Enterprise Architecture as a Foundation for Business Execution: Leveraging Lessons from the Industry, Government and Research ■ Yu-Te Liu, National Cheng Kung University (Taiwan) Chung-Chi Hsieh, National Cheng Kung University (Taiwan) Quality Control and Inspection Policy in a Supplier-Buyer Supply Chain |
| <p>15:40~17:00 (E1304)</p> | <p>Presentation and Discussion IV : Business Law & Corporate Governance Chair: Jason Tien Chou, Chairman, Graduate Institute of Science and Technology Law, National Kaohsiung First University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Charles R. McManis, Washington University in St. Louis (USA) Sucheol Noh, Washington University in St. Louis (USA) The Impact of the Bayh-Dole Act on Genetic Research and Development: Evaluating the Arguments and Empirical Evidence to Date ■ David Gorton, Eastern Washington University (USA) Corporate Governance in a Post Sarbanes-Oxley World: After Five Years a Look at both U.S. and Global Implications ■ I Keng, Kun-Shan University of Technology (Taiwan) Wen-Yi Lin, Feng Chia University (Taiwan) Y. Angela Liu, National Chung Cheng University (Taiwan) Related Party Transactions in Taiwan ■ Wei-Lin Wang, Shih Hsin University (Taiwan) Legislative History and the Concrete Effects of the Bayh-Dole Act ■ I-Tzu Su, Washington University in St. Louis (USA) The Post-Enron Corporate Governance in the United States and Germany: A Comparative Legal analysis of the Business Judgment Rule |
| <p>18:30~20:30</p> | <p>Banquet</p> |

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| Friday , December 7, 2007 | |
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| 08:40~09:00 | Registration |
| 9:00~10:20 (E1305) | <p>Presentation and Discussion V : E-commerce & Marketing Management Chair: Stephen LeBruto, Associate Dean & HFTP Professor, University of Central Florida (USA)</p> <ul style="list-style-type: none"> ■ Phan Thi Giac Tam, Nong Lam University (Vietnam) Thomas Reardon, Michigan State University (USA) Urban Consumer Preferences for Poultry from Supermarkets versus Traditional Retailers in the Era of Avian Influenza in Ho Chi Minh City, Vietnam ■ Josephine Tarn Ching Nio, Southern Taiwan University (Taiwan) Hsiao Wei Chen, Southern Taiwan University (Taiwan) Strategic Internet Marketing Strategies for 'Click & Mortar' Businesses in the New Digital Economy ■ Ying-Yuh Huang, Southern Taiwan University (Taiwan) Thi-Thanh-Thuy Phan, Southern Taiwan University (Taiwan) Thuy-Thuy-Duong Tran, Southern Taiwan University (Taiwan) Store Loyalty Intention Model for Supermarket Retailers in Vietnam ■ Hui-Heng Chen, Fortune Institute of Technology (Taiwan) Terry Garfield, Griffith University (Australia) Successful Taiwanese-Based Franchising Systems in Australia and The Role of Culture—Two Cases ■ Ya-Ping Huang, Fo Guang University (Taiwan) The Effects of Internet Banking Characters on the New Type Internet Bank's Perceived Risk and Users' Acceptance - A Case Study of HSBC Direct |
| 9:00~10:20 (E1304) | <p>Presentation and Discussion VI : Business Ethic & Corporate Social Responsibility Chair: Charles R. McManis, Director, Intellectual Property and Technology Law Program, Washington University in St. Louis (USA)</p> <ul style="list-style-type: none"> ■ Agung Nugroho, Atma Jaya Catholic University (Indonesia) Corporate Social Responsibility in the Supply Chain : A Case of Unilever Indonesia ■ Hiro Takahashi, Hakuoh University (Japan) What are Business Ethics Today ~The Changing of Japan's Corporate Environment~ ■ Hsin Hsin Chang, National Cheng Kung University (Taiwan) Cheng Joo Eng, Min-Hwei College of Health Care Management (Taiwan) Kit Hong Wong, National Cheng Kung University (Taiwan) The Effects of Cultural Adaptation, Communication Quality, Trust, and Performance in the Virtual Teams |
| 10:20~10:40 | Coffee Break |

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| <p>10:40~12:00 (E1305)</p> | <p align="center">Presentation and Discussion VII : Strategy & Organization Research</p> <p>Chair: Cheng-Nan Chen, Professor, College of Management, Southern Taiwan University (Taiwan)</p> <ul style="list-style-type: none"> ■ Thanh-Hung Le, Nong Lam University (VIETNAM) Justice Climate, Knowledge Creation Process and Organizational Performance: An Empirical Study at Taiwan's TFT-LCD Industrial Companies ■ Pang-Cheng Chen, National Cheng Kung University (Taiwan) Kevin-P. Hwang, National Cheng Kung University (Taiwan) An Application of the Extended Fuzzy AHP to Select the Strategic Alliance Partners ■ Kai-Ping Huang, University of Technology, Sydney (Australia) From East to West: The Relationship between Guanxi and Social Capital ■ Yii-Fen Kao, Vanung University (Taiwan) Chiung-Chiao Chang, Vanung University (Taiwan) Kuo-Tung Chen, Vanung University (Taiwan) The Value Relevance of Intellectual Capital: Corporate Life-Cycle Perspective ■ Chih-Jen Mao, Shu-Te University (Taiwan) Ambidexterity Strategy : Case study on a service group |
| <p>10:40~12:00 (E1304)</p> | <p align="center">Presentation and Discussion VIII : Public Affair Management</p> <p>Chair: Yuan-Duen Lee, Dean, College of Management, Chang Jung Christian University (Taiwan)</p> <ul style="list-style-type: none"> ■ Kai-Ping Huang, University of Technology, Sydney (Australia) Kuan-Chao Tiao, National Chi Nan University (Taiwan) Resolving Industrial Conflict-A Case Study of 1998 Australian Waterfront Dispute ■ Kuei Min Wang, Shih Chien University (Taiwan) Ko Hsin Liang, Shih Chien University (Taiwan) Lin Hui, Tamkang University Lanyang Campus (Taiwan) Shu Shen Wai, Tamkang University Tzu Miao Tung, Chinese Culture University (Taiwan) The Insights of Designing an Effective ASW Barrier for Campaign Level's Battle Management in Terms of Systematic Thinking and Decision Making Process ■ Ya-po Yang, Southern Taiwan University (Taiwan) Jin -Li Hu, National Chiao Tung University (Taiwan) The Gresham's Law in Environmental Protection |
| <p>12:00~14:00</p> | <p>Lunch Break</p> |

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| <p>14:00~15:20 (E1305)</p> | <p>Presentation and Discussion IX : Supply Chain & Logistic Management Chair: Ching-Ho Leu, Dean, College of Management , Southern Taiwan University (Taiwan)</p> <ul style="list-style-type: none">■ Hsien-Mi Meng, Giga-Byte Technology Co., Ltd (Taiwan) Hsien-Pin Hsu, National Kaohsiung Marine University (Taiwan) A Simulation Study of Safety Stock Policy in a Multi-Echelon Distribution System Under Uncertainty■ Cheng-Han Wu, National Cheng Kung University (Taiwan) Chung-Chi Hsieh, National Cheng Kung University (Taiwan) Price Competition and Channel Strategy in a Common Retailer Supply Chain■ Cherng-Ying Chiou, The Overseas Chinese Institute of Technology (Taiwan) Mei-Ling Tang, Hsing Kuo University of Management (Taiwan) Hui-Chiu Chen, The Overseas Chinese Institute of Technology(Taiwan) Chun-Yuan Yeh, The Overseas Chinese Institute of Technology(Taiwan) A Comparative Study of Implementing Green Supply Chain Management in China: Taiwanese Firms vs. American Firms in Information and Electronics Industry |
| <p>4:00~15:20 (E1304)</p> | <p>Presentation and Discussion X : Operation Research Chair: Wu-Rong Shih, Chairman, Management and Information Technology, Southern Taiwan University (Taiwan)</p> <ul style="list-style-type: none">■ Jia-Yang Liu, Southern Taiwan University (Taiwan) Ta-Chung Chu, Southern Taiwan University (Taiwan) Antonio Velásquez, Southern Taiwan University (Taiwan) A Fuzzy MCDM Model for the Evaluation and Selection of Foreign Caretakers – A Case Study in Taiwan■ Chih-Hsin Chang, National United University (Taiwan) Qi-Ni Peng, National United University(Taiwan) Ren-Bao Xie, National United University(Taiwan) Xin-Yuan Chen, National United University(Taiwan) Hao-Yuan Zhu, National United University(Taiwan) Performance Measurement and Analysis of the Major TFT-LCD Companies by Using Data Envelopment Analysis■ Ling-Zhong Lin, Shih Chien University Kaohsiung Campus (Taiwan) Huery-Ren Yeh, Shih Chien University Kaohsiung Campus (Taiwan) A Fuzzy QFD Conceptualization of Service Innovations in the Island Accommodation |