

2010 INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

Southern Taiwan University, November 4-5 2010

Agenda

Thursday, November 4, 2010	
09:30~10:00	Registration
10:10~10:40	Opening & Welcome by Dr. Chein Tai , President, Southern Taiwan University (Taiwan)
10:40~12:00 Nien-Tzu International Hall	Keynote Speech Subject: Fueling Global Innovation - The Essential Role of Education Speaker: Dennis Cradit , Dean, College of Business, Southern Illinois University Carbondale (USA)
12:00~14:00	Lunch Break
14:00~15:20 (E1305)	<p>Presentation and Discussion I</p> <p>International Investment & Economic Growth</p> <p><i>Chair: Hiroo Takahashi, Professor, Hakuoh University (Japan)</i></p> <ul style="list-style-type: none"> ■ Wei-Bin Zhang, Ritsumeikan Asia Pacific University (Japan) Knowledge, Growth And Trade With Learning by Doing: Some Insights Into Economic Globalization ■ Dat T. Tran, National Economics University, Hanoi (Vietnam) An Analysis of Sources of Vietnam's Economic Growth ■ Jiann-ming Yih, Southern Taiwan University (Taiwan) The Regulatory Framework of State-State Disputes Settlement in NAFTA, Japan-Mexico FTA: Lessons For ECFA ■ Myrna Austria, De La Salle University (Philippines) Delivering on the Promise of Trade Liberalization: The Case of the Philippines ■ Willy M. Velasco, Southern Taiwan University (Taiwan) Electricity Consumption And Economic Growth in Latin America And The Caribbean Countries
14:00~15:20 (E1304)	<p>Presentation and Discussion II</p> <p>Knowledge Management & Organization Studies</p> <p><i>Chair: Wurong Shih, EMBA Director, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Chris Stary, University of Linz (Austria) ■ Matthias Neubauer, University of Linz (Austria) ■ Stefan Oppl, University of Linz (Austria) Interactive Management of Change ■ Wei-chung Chang, National Chengchi University (Taiwan)

	<p>Utilizing Information Technology to Facilitate Tacit Knowledge Transfer Within An Organization</p> <ul style="list-style-type: none"> ■ Promptilai Buasuwan, Kasetsart University (Thailand) From Knowledge-Based Economy to Creative Economy: A New Paradigm of Practices For Thai Universities ■ Che-hui Lien, Thompson Rivers University (Canada) I-Cheng Yeh, Chung Hua University (Taiwan) Wen-Meng Lin, Chung Hua University (Taiwan) Discovering Industrial Relationships From Financial And Economic News Using Association Analysis
15:20~15:40	Coffee Break
15:40~17:00 (E1305)	<p>Presentation and Discussion III Organizational Development, Business Ethics & Management Education <i>Chair: Wei-Bin Zhang, Associate Dean of Graduate School of Management, Ritsumeikan Asia Pacific University (Japan)</i></p> <ul style="list-style-type: none"> ■ Hiroo Takahashi, Hakuoh University (Japan) Business Ethics of Global Corporation-The Changing of Japan's Corporate Environment ■ Yuan-Duen Lee, Chang Jung Christian University (Taiwan) Yender McLee, Chang Jung Christian University (Taiwan) Chen-Fen Huang, Chang Jung Christian University (Taiwan) The Status of Leadership Studies: A Perspective of Invisible Network of Knowledge ■ Hsueh-En Hsu, Fortune Institute of Technology (Taiwan) A Comparison of Ethical Reasoning of Taiwan And U.S. Accountants ■ Mayumi Hori, Hakuoh University (Japan) Women's Workforce And Work-Life Balance in Japan ■ Bordin Rassameethes, Kasetart University (Thailand) Implementing Next Practice in Business School ■ Chiehwei Hung, Feng-Chia University (Taiwan) A Comparison of The Impact of Familial And Marital Status on The Performances of Female And Male Life Insurance Agents – A Case From Taiwan
Thursday, November 4, 2010	
15:40~17:00 (E1304)	<p>Presentation and Discussion IV Marketing Management & Consumer Behavior <i>Chair: Yuan-Duen Lee, Professor, Chang Jung University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Agung Nugroho, Atma Jaya Catholic University (Indonesia) Yuliana S W Siswartono, Atma Jaya Catholic University (Indonesia) Cross-Shopping Behavior in The Indonesian Retail Industry

	<ul style="list-style-type: none"> ■ Josephine T. C. Nio, Southern Taiwan University (Taiwan) Leveraging Soft Power: A Case Study of Taiwan Pavilion at The 2010 Shanghai World Expo ■ Ta-Chung Chu, Southern Taiwan University (Taiwan) Nguyen Khoa Tu Uyen, Southern Taiwan University (Taiwan) Evaluating Market Segments Via a Centroid Method Based Fuzzy MCDM Model ■ Ying-Yuh Huang, Southern Taiwan University (Taiwan) Thi Hao Pham, Southern Taiwan University (Taiwan) Nguyen Pham Nhut Thien, Southern Taiwan University (Taiwan) The Impact of Experiential Marketing on Experiential Value And Customer Satisfaction
18:30~20:30	Banquet
Friday , November 5, 2010	
09:00~09:20	Registration
	<p>Presentation and Discussion V E-Commerce & Innovative Business Models <i>Chair: Tran Tho Dat, Vice Rector, National Economics University (Vietnam)</i></p> <ul style="list-style-type: none"> ■ Hsiang-Yu Bau, National Science Council (Taiwan) Chin-Chiuan, Lin, Kun Shan University (Taiwan) Ronald Doblado Perez, Kun Shan University (Taiwan) Giang Tran, Kun Shan University (Taiwan) A Study of Advantage Factors of Social Networking Sites Among Facebook, Myspace, And Twitter ■ Ta-Chung Chu, Southern Taiwan University (Taiwan) Pham Hoang Chien, Southern Taiwan University (Taiwan) A Fuzzy Topsis Approach For Evaluating E-Commerce Strategies ■ Chun Chun Lin, Far East University (Taiwan) Hsueh-Ying Wu, Aletheia University on Matou Campus (Taiwan) Hsiang-Huei Lin, Chihlee Institute of Technology (Taiwan) Exploring The Factors That Influence Consumers' Online Repurchase Intention ■ Ying-Yuh Huang, Southern Taiwan University (Taiwan) Thuy Han Ly, Southern Taiwan University (Taiwan) Hong Sa Nong, Southern Taiwan University (Taiwan) Factors Affecting The Adoption of Internet Banking in Taiwan
9:20~10:40 (E1305)	
9:20~10:40 (E1304)	<p>Presentation and Discussion VI Application of Economic Analysis</p>

	<p><i>Chair: Myrna Austria, Professor, De La Salle University (Philippines)</i></p> <ul style="list-style-type: none"> ■ Chiming Wu, National Chengchi University (Taiwan) An Examination of Long-Term Abnormal Stock Returns Following R&D Changes-Taiwan Evidences ■ Bo-Shzu Ko, Kun Shan University (Taiwan) Ching-Min Tseng, Kun Shan University (Taiwan) Residents' Strategies And Collective Cooperation in Urban Condominium: A Case Study in Tainan, Taiwan ■ Mei-chin Chu, Southern Taiwan University (Taiwan) Jyh-Ming Chan, Southern Taiwan University (Taiwan) Yu-Te Huang, Southern Taiwan University (Taiwan) The Impacts of Saving-Energy Subsidy Policy on The Financial Performance For Energy Labeled Product Manufacturers ■ T. H. Nguyen, National Kaohsiung First University of Technology (Taiwan) D. H. Lin, National Kaohsiung First University of Technology (Taiwan) Y. S. Lin, National Kaohsiung First University of Technology (Taiwan) The Study of EPZ Satisfaction And Firm Performance in Taiwan
10:40~11:00	Coffee Break
Friday , November 5, 2010	
11:00~12:20 (E1305)	<p>Presentation and Discussion VII Industrial Management & Operation Research <i>Chair: Jeh-Nan Pan, Associate Dean of College of Management, National Cheng Kung University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ W. C. Tsai, I-Shou University (Taiwan) H. K. Lin, I-Shou University (Taiwan) Optimal Supplier Quantities With Stochastic Price ■ Feng-hueih Huang, Southern Taiwan University (Taiwan) Oyunchimeg Zagd, Southern Taiwan University (Taiwan) Implementation of Total Quality Management in Mongolian Universities ■ Ta-Chung Chu, Southern Taiwan University (Taiwan) Elianti, Southern Taiwan University (Taiwan) A Fuzzy Preference Relation Matrix Approach to Evaluating Consulting Firms
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII Strategic Management & Business Policy <i>Chair: Ching Ho Leu, Chair Professor, Southern Taiwan University (Taiwan)</i></p> <ul style="list-style-type: none"> ■ Gi-Shian Su, Southern Taiwan University (Taiwan)

	<p>Hong Tam Vob, Danang University(Vietnam) The Relationship Between Corporate Strategy, Capital Structure And Firm Performance: An Empirical Study of The Listed Companies in Vietnam</p> <p>■ Jyh-Tay Su, Southern Taiwan University (Taiwan) The Effects of Information, Decentralization on Budgetary Participation And Slack</p> <p>■ Ta-Chung Chu, Southern Taiwan University (Taiwan) Charindech Santiwatthana, Southern Taiwan University (Taiwan) A Fuzzy Weighted Average Method to Evaluating Project Manager Performance</p> <p>■ Yu-Li Lin, Southern Taiwan University (Taiwan) Hsiu-Wen Liu, Soochow University (Taiwan) Huynh Thi Truc Lien, Southern Taiwan University (Taiwan) Testing A Hierarchical Service Quality Model: Taking The Hotel Industry in Vietnam as An Example</p> <p>■ Meng-Shiou Chen, Southern Taiwan University (Taiwan) Te-Kuang Chou, Southern Taiwan University (Taiwan) Yu-Chu Chen, Nan-Hua University (Taiwan) Li-Fen Lin, National Yun-Lin University of Science & Technology (Taiwan) The Relative Research on Knowledge Learning And Communication Satisfaction on Work Morale</p>
12:20	Farewell