## Agenda

### Wednesday, November 2, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30–10:20</td>
<td>Registration</td>
</tr>
<tr>
<td>10:30–10:45</td>
<td><strong>Opening &amp; Welcome</strong> by Dr. Chein Tai, President, Southern Taiwan University</td>
</tr>
</tbody>
</table>
| 10:45–11:40   | **Keynote Speech** by Dr. Chi Schive, Chairperson, Taiwan Stock Exchange Corporation  
**Subject:** Innovation and Globalization: Challenges for Taiwan Capital Market |
| 11:40–13:40   | Lunch Break                                                           |

### Presentation and Discussion  I  
**International Investment & Economic Development**  
*Chair: Dr. Yi-Chen Lan, Associate Pro Vice-Chancellor, University of Western Sydney (Australia)*

- **Katsuaki Nagaike, Kurume University (Japan)**  
  Racing Toward Building Global Capabilities Through Transnational Alliance Drivers–Searching Crossroad Between Vertical Integration Systems and Global Horizontal Integration Network Systems

- **Dominique Maillard, Université Paris-Est Créteil Val de Marne (France)**  
  The Sixth Wave of Chinese Immigrants To The Ile-de-France In The High-tech Sector and The French Republican Model Of Integration

- **Josephine T. C. Nio, Southern Taiwan University (Taiwan)**  
  City Marketing Strategies of Taipei City: Case Study of 2010 Taipei International Flora EXPO

- **Bordin Rassameethes, Kasetsart University (Thailand)**  
  The Integration of Thailand ICT Master Plan

- **Dat T. Tran, National Economics University (Vietnam)**  
  Thu T. H. Vu, National Economics University (Vietnam)  
  Coastal Livelihoods Adaptation to Climate Change: A Study in Vietnam

- **Sheng-Pen Peng, National Kaohsiung First University of Science and Technology (Taiwan)**  
  Fang-Jhy Li, Hsing Kuo University (Taiwan)  
  Alex Yi-Hou Huang, Yuan Ze University (Taiwan)  
  The External Shock of Oil Prices and The US Quantitative Easing Program to The Volatility of Industrial Output–Evidence From Three Asian Economies

- **Lai-Chu Lin, Chung Hua University (Taiwan)**  
  Ming-Lang Yeh, Chung Hua University (Taiwan)  
  Shih-Hsing Chang, Vanung University of Technology (Taiwan)  
  Study of The Control Variable of Economic Growth by Extenics Theoretical Analysis

### Presentation and Discussion  II  
**Corporate Social Responsibility & Business Ethics**  
*Chair: Dr. Cheng-Nan Chen, Chair Professor of Department of Business Administration, Southern Taiwan University (Taiwan)*

- **Hiroo Takahashi, Hakuoh University (Japan)**  
  The Essence of Corporate Governance-Related to Business Ethics & Reform of corporate Governance in Japan

- **Chiulien C. Venezia, Frostburg State University (USA)**  
  Yan Bao, Frostburg State University (USA)  
  Gerald Venezia, Southern Taiwan University (Taiwan)
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
</tr>
</thead>
</table>
| 13:40~15:10  | Ethical Work Climates: A Comparison of China and Taiwan CPA Firms  
  **Shou-Lin Yang**, National Cheng Kung University (Taiwan)  
  **Yung-Ming Shiu**, National Cheng Kung University (Taiwan)  
  **Chung-Chung Lin**, Southern Taiwan University (Taiwan)  
  Corporate Social Responsibility and Corporate Operational Efficiency  
  **Rattanawadee Kajornchaikul**, Southern Taiwan University (Taiwan)  
  **Yung-Chi Chang**, Southern Taiwan University (Taiwan)  
  **Te-Kuang Chou**, Southern Taiwan University (Taiwan)  
  **Wen-Lin Ling**, Southern Taiwan University (Taiwan)  
  A Case Study of Exploring Factors Affecting Motivation For CSR Engagement in A Thai Company  
  **Chih-Fong Lo**, Chung Hua University (Taiwan)  
  **Chin-Huang Lin**, Chung Hua University (Taiwan)  
  An Exploration of Corporate Social Responsibility (CSR) and Customer Purchase Intentions in Pharmacy Chains  |
| 15:10~15:30  | Coffee Break                                        |
| 15:30~17:00  | Presentation and Discussion III  
  Marketing Management & Consumer Behavior  
  **Chair**: Dr. Bordin Rassameethes, Dean of Faculty of Business Administration, Kasetsart University (Thailand)  
  **Wurong Shih**, Southern Taiwan University (Taiwan)  
  **Krissapon Apinyaupatum**, Southern Taiwan University (Taiwan)  
  Internal and External Factors that Affecting Thai Consumer Behavior in Dairy Consumption-Case Of Bangkok Area  
  **Kuang-Cheng Chen**, Asia University (Taiwan)  
  How to Prevent Keyword Advertisement as Trademark Infringements Online For Businesses: From The Perspective of ECJ’s Judgement of Louis Vuitton Versus Google  
  **Jay M. Wu**, I-Shou University (Taiwan)  
  **Dong-Jenn Yang**, I-Shou University (Taiwan)  
  **Jun-Ying Huang**, I-Shou University (Taiwan)  
  Customer’s Trust as Mechanism Linking Salesperson Competences and Performances: Analysis From Multiple Sources at Two Time Points  
  **Kuang-Tai Liu**, Chung Hua University (Taiwan)  
  **Mei-Yi Jiang**, Chung Hua University (Taiwan)  
  **Chih-Hao Lin**, Chung Hua University (Taiwan)  
  **Jing-Yu Zeng**, Chung Hua University (Taiwan)  
  Experiential Marketing Strategy Study Satisfaction of Convenience Store by Kano Two-Dimension Model  
  **Ying-Yuh Huang**, Southern Taiwan University (Taiwan)  
  **Prajaksaranee Patcharaporn**, Southern Taiwan University (Taiwan)  
  **Le Thi Huong**, Southern Taiwan University (Taiwan)  
  Factors Affecting Customer Loyalty of Using Internet Banking in Thailand |
| 15:30~17:00  | Presentation and Discussion IV  
  Knowledge Management & Organization Study  
  **Chair**: Dr. Hiroo Takahashi, Professor, Hakuoh University (Japan)  
  **Mayumi Hori**, Hakuoh University (Japan)  
  Work-Life Balance: International Comparison in Taiwan, Japan & China  
  **Yi-Chen Lan**, University of Western Sydney (Australia)  
  Investigating Knowledge Sharing Attitudes in A Cluster of Start-up Businesses in Taiwan  
  **Wei-Chung Chang**, National Chengchi University (Taiwan)  
  Impact of Web 2.0 on Knowledge Management |
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 15:30~17:00| **Sea-Shon Chen**, Dahan Institute of Technology (Taiwan)  
From Signals to Actions: The Processes of Information, Knowledge, Intelligence, and Wisdom Management |
| 15:30~17:00| **Shu-Ling Cheng**, Far East University (Taiwan)  
Chao-Wen Chen, Far East University (Taiwan)  
Organizational Adaptation of Cognitive Strategic Group: Evidence From Taiwan Semiconductor Industry |
| 15:30~17:00| **Chao-Yi Wu**, Southern Taiwan University (Taiwan)  
Ching-Yi Wang, Southern Taiwan University (Taiwan)  
Guan-Yu Lin, Southern Taiwan University (Taiwan)  
Evaluating Individual Knowledge Item Based on Utility and Time Value With The Application on Performance Appraisal |
<p>| 18:30~20:30| Banquet                                                                             |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00–09:20</td>
<td>Registration</td>
</tr>
<tr>
<td></td>
<td><strong>Presentation and Discussion V</strong></td>
</tr>
<tr>
<td></td>
<td><em>General Management &amp; Business Education</em></td>
</tr>
<tr>
<td></td>
<td><em>Chair: Dr. Tsang-Hsiang Cheng,</em> Chairperson of the Department of Business Administration, Southern Taiwan University (Taiwan)*</td>
</tr>
<tr>
<td></td>
<td>- S.Y Cheng, Southern Taiwan University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>- C. S. Wan, Southern Taiwan University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>A Comparison of Work Values and Ethics Between Hospitality Employees and Students</td>
</tr>
<tr>
<td></td>
<td>- Chuan-Cheng Chen, Providence University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>- Chih-Liang Chao, Providence University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>- Yu-Chan Cheng, Providence University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>The “Experiential Education” and The “Deep Reflection” of The University Students</td>
</tr>
<tr>
<td>09:20–10:40</td>
<td>(E1304)</td>
</tr>
<tr>
<td></td>
<td><strong>Presentation and Discussion VI</strong></td>
</tr>
<tr>
<td></td>
<td><em>E-Commerce</em></td>
</tr>
<tr>
<td></td>
<td><em>Chair: Dr. Ta-Chung Chu,</em> Chairperson of the Department of Management and Information Technology, Southern Taiwan University (Taiwan)*</td>
</tr>
<tr>
<td></td>
<td>- A. Y. Agung Nugroho, Atma Jaya Catholic University (Indonesia)</td>
</tr>
<tr>
<td></td>
<td>- Caroline Charlie, Atma Jaya Catholic University (Indonesia)</td>
</tr>
<tr>
<td></td>
<td>Consumer Response to Promotion in Social Media: A Study Using AISAS Model</td>
</tr>
<tr>
<td></td>
<td>- Kuo-Wei Lee, National Tai-Chung Institute of Technology (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>- Pen-Li Yuan, National Tai-Chung Institute of Technology (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>- Woranart Onchareon, Southern Taiwan University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>Consumer Intention Toward Switch From Physical Book to E-Book</td>
</tr>
<tr>
<td></td>
<td>- Li Merlina, Southern Taiwan University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>- Cheng-Nan Chen, Southern Taiwan University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>Indonesia Customer Purchase Intention Through Online Shopping</td>
</tr>
<tr>
<td></td>
<td>- Nadia Nila Sari, Southern Taiwan University (Taiwan)</td>
</tr>
<tr>
<td></td>
<td>- Cheng-Nan Chen, Southern Taiwan University (Taiwan)</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>10:40~11:00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11:00~12:20</td>
<td>Presentation and Discussion VI</td>
</tr>
<tr>
<td></td>
<td>Financial Accounting &amp; Corporate Governance</td>
</tr>
<tr>
<td></td>
<td><em>Chair: Dr. Chung-Wen Hung,</em> Chairperson of the Department of Accounting Information, Southern Taiwan University (Taiwan)</td>
</tr>
</tbody>
</table>
|              | - *Syou-Ching Lai,* Chang Jung Christian University (Taiwan)  
|              |   *Chu-Shan Kao,* Chang Jung Christian University (Taiwan)  
|              |   Internal Control Weaknesses Over Financial Reporting and Earnings Management Using Classification Shifting  
|              | - *Yi-Huan Lin,* Southern Taiwan University (Taiwan)  
|              |   *Le Thi Hong Minh,* Hue Industrial College (Vietnam)  
|              |   The Relationship Between Ownership Structure, Supervision Mechanism and Firm Performance: An Empirical Study in Vietnamese Listed Firms  
|              | - *Jyh-Tay Su,* Southern Taiwan University (Taiwan)  
|              |   The Effects of Motivation on Budgetary Participation and Managerial Performance  
|              | - *Ya-Chin Wang,* Kun Shan University (Taiwan)  
|              |   *Chia-Ju Wu,* Kun Shan University (Taiwan)  
|              |   An Analysis on National Debt of Four Crisis Countries in the European Union: Portugal, Ireland, Greece and Spain  
|              | - *Jyh-Tay Su,* Southern Taiwan University (Taiwan)  
|              |   Benny Tahir, Southern Taiwan University (Taiwan)  
|              |   The Relationship Between Mutual Fund Performance and Characteristics: The Case of Indonesian Mutual Funds  
| 11:00~12:20  | Presentation and Discussion VII              |
|              | MIS & Industrial Management                  |
|              | *Chair: Dr. Jen-Peng Huang,* Chairperson of the Department of Information Management, Southern Taiwan University (Taiwan) |
|              | - *Hsien-Tsung Liao,* Southern Taiwan University (Taiwan)  
|              |   *Kevin P. Hwang,* National Cheng Kung University (Taiwan)  
|              |   Development of A GPS Record Data Mining Procedure  
|              | - *W. C. Tsai,* I-Shou University (Taiwan)  
|              |   *H. K. Lin,* I-Shou University (Taiwan)  
|              |   A Fuzzy Programming Quantity Discount Model For Order Quantity Allocation in A Supply Chain  
|              | - *Yu-Li Lin,* Southern Taiwan University (Taiwan)  
|              |   *Hsiu-Wen Liu,* Soochow University (Taiwan)  
|              |   *Huynh, Thanh Phong,* Southern Taiwan University (Taiwan)  
|              |   The Role of Electronic Word of Mouth in Pass Along Behavior on Social Networking Sites  
|              | - *Sheng-Chuan Wang,* Asia University (Taiwan)  
|              |   *Neng-Shu Yang,* National Yunlin University of Science and Technology (Taiwan)  
|              |   Bi-Objective Competitive Location Problem With Distance-Based Attractiveness  
|              | - *Ta-Chung Chu,* Southern Taiwan University (Taiwan)  
|              |   *Sing-Hong Wu,* Southern Taiwan University (Taiwan)  
|              |   *Chih-Kai Chen,* Southern Taiwan University (Taiwan)  
|              |   Selecting Smart Phones by A Fuzzy MCDM Method With Ranking Approach Based on Relative Areas  
|              | - *Pai-Chou Wang,* Southern Taiwan University (Taiwan)  
|              |   Dynamic Reducts Generation Using Cascading Hashes  

*latest updated Oct 31, 2011*
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:20 ~ 14:00</td>
<td>Lunch Break</td>
</tr>
</tbody>
</table>
| 14:00 ~ 15:30| **Presentation and Discussion IX**  
Tourism & Service Industries Management  
*Chair: Dr. Yi-Feng Wang, Chairperson of Department of Leisure, Recreation and Tourism Management, Southern Taiwan University (Taiwan)*  
- Mei-Chin Chu, Southern Taiwan University (Taiwan)  
  Sui-Ming Chiu, Southern Taiwan University (Taiwan)  
  Business Visitors’ Supplier Selection Criteria on Trade Shows  
- David Kleykamp, Tamkang University (Taiwan)  
  Wan-Ting Wu, Kainan University (Taiwan)  
  Hsin-I Chen, Kainan University (Taiwan)  
  The Effect of Fuel Hedging on The Financial Performance of Airlines  
- Ming-Chih Chung, Southern Taiwan University (Taiwan)  
  Preliminary Research on The Product Awareness Enhancement of Taiwanese Dessert  
- Kuang-Tai Liu, Chung Hua University (Taiwan)  
  Mei-Yi Jiang, Chung Hua University (Taiwan)  
  Chih-Hao Lin, Chung Hua University (Taiwan)  
  Structural Equation Modeling Analyzed Virtual Classroom Users-Interface Management  
- Sho-Fang Chang, Chia-Nan University of Pharmacy & Science (Taiwan)  
  Chun-Yu Pu, Pingtung Christian Hospital (Taiwan)  
  An Evaluation Model For National Competitiveness in Developing Medical Tourism–An Analytic Network Process (ANP) Approach  |
| 14:00 ~ 15:30| **Presentation and Discussion X**  
Strategic Management & Organizational Development  
*Chair: Dr. Wurong Shih, EMBA Director, Southern Taiwan University (Taiwan)*  
- Ying-Yuh Huang, Southern Taiwan University (Taiwan)  
  Pham Nhu Thien Nguyen, Southern Taiwan University (Taiwan)  
  Le Thi Huong, Southern Taiwan University (Taiwan)  
  Factors affecting customer loyalty: An Empirical Study in Vietnam Supermarket Industry  
- Kuo-Wei Lee, National Tai-Chung Institute of Technology (Taiwan)  
  Chih-Chyang Lee, National Tai-Chung Institute of Technology (Taiwan)  
  C.P. Joseph Praveen, Southern Taiwan University (Taiwan)  
  Customer Intention to Use Strategic Alliance Produce: The Perspectives of The Theory of Planned Behavior (TPB)  
- Meng-Shiou Chen, Southern Taiwan University (Taiwan)  
  Hsin-Ning Wu, Nanhua University (Taiwan)  
  Jia-Hong Yao, Southern Taiwan University (Taiwan)  
  Li-Fen Lin, National Yunlin University of Science & Technology (Taiwan)  
  A Study of The Affecting Factors of Knowledge Management Activity  
- Yu-Li Lin, Southern Taiwan University (Taiwan)  
  Hsiu-Wen Liu, Soochow University (Taiwan)  
  Tran Nguyen Hung, Southern Taiwan University (Taiwan)  
  The Determinants of Franchisee Performance: An Empirical Study in Vietnam  
- Ying-Yuh Huang, Southern Taiwan University (Taiwan)  
  Hong Sa Nung, Southern Taiwan University (Taiwan)  
  Ting I Tung, Southern Taiwan University (Taiwan)  
  The Role of Moral, Reputation and Status in Theory of Planned Behavior  |
| 15:30        | Farewell                                                                         |