# Agenda

**Thursday, November 7, 2013**

<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>10:20~10:50</td>
<td>Opening Ceremony&lt;br&gt;<strong>Welcome</strong> by Deng-Maw Lu, Vice President for Academic Affairs, Southern Taiwan University of Science and Technology (Taiwan)&lt;br&gt;<strong>Remark</strong> by Dominique Maillard, Professor, Université Paris-Est Créteil Val de Marne (France)&lt;br&gt;Agung Nugroho, Vice Rector for Academic Affairs, Atma Jaya Catholic University (Indonesia)</td>
</tr>
<tr>
<td>10:50~12:00</td>
<td>Keynote Speech&lt;br&gt;<strong>Speaker:</strong> Dr. Jashen Chen, Professor, College of Management, Yuan Ze University (Taiwan)&lt;br&gt;<strong>Subject:</strong> Innovative Services in Knowledge-Based Economy</td>
</tr>
<tr>
<td>12:00~13:40</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>13:40~15:10</td>
<td><strong>Presentation and Discussion I</strong>&lt;br&gt;Globalization &amp; Economic Development&lt;br&gt;<strong>Chair:</strong> Dr. Hiroo Takahashi, Professor, Hakuoh University (Japan)&lt;br&gt; Dominique Maillard, Université Paris-Est Créteil Val de Marne (France)&lt;br&gt; THE MEANING OF KNOWLEDGE AND UNDERSTANDING FOR “DIGITAL NATIVES” IN THE GLOBAL, UBQUITOUS SOCIETY&lt;br&gt;Nguyen Ngoc Thuy, Nong Lam University (Vietnam)&lt;br&gt;Le Thanh Loan, Nong Lam University (Vietnam)&lt;br&gt;Bui Thanh Giang, University of Economics Ho Chi Minh City (Vietnam)&lt;br&gt;DETERMINANTS OF NON-FARM HOUSEHOLD INCOME IN RURAL VIETNAM&lt;br&gt;Peeter Müürsepp, Tallinn University of Technology (Estonia)&lt;br&gt;FROM KNOWLEDGE ECONOMY TO WISDOM ECONOMY&lt;br&gt;Kevin P. Hwang, National Cheng Kung University (Taiwan)&lt;br&gt;Chia-Jung Yang, National Cheng Kung University (Taiwan)&lt;br&gt;Naruporn Rojanaprasert, National Cheng Kung University (Taiwan)&lt;br&gt;BUSINESS MINDS: THE IMPLICIT EFFECT OF POLITICAL CONFLICT AND RESOLUTION IN BANGKOK&lt;br&gt;Ya-Nan Song, Macau University of Science and Technology (China)&lt;br&gt;THE IMPACT OF HUMAN CAPITAL ON ECONOMIC GROWTH IN MACAU&lt;br&gt;Long-Jainn Hwang, WuFeng University (Taiwan)&lt;br&gt;Shu-Ling Chang, Southern Taiwan University of Science and Technology (Taiwan)&lt;br&gt;ARE IMPORTS AND EXPORTS OF TAIWAN Cointegrated?</td>
</tr>
<tr>
<td>13:40~15:10</td>
<td><strong>Presentation and Discussion II</strong>&lt;br&gt;Applications of Information Technology &amp; Web Sites&lt;br&gt;<strong>Chair:</strong> Dr. Nguyen Hay, Rector, Nong Lam University (Vietnam)&lt;br&gt; Mayumi Hori, Hakuoh University (Japan)&lt;br&gt;Masakazu OHASHI, Chuo University (Japan)&lt;br&gt; ON THE STUDY OF CERTIFIED ORIGINALLITY OF E-PROCUREMENT -BUSINESS DEVELOPMENTS OF THE TIME AUTHENTICATION-&lt;br&gt;Mayuka Oyama, Chuo University (Japan)&lt;br&gt;Tomoko Sone, Chuo University (Japan)</td>
</tr>
</tbody>
</table>
ON THE RESEARCH STUDIES OF USAGE AND POST BASED ON SOCIAL NETWORKING SERVICE

- Kevin P. Hwang, National Cheng Kung University (Taiwan)
- Kevin Ying Kai Lo, National Cheng Kung University (Taiwan)
- Michael Thomas Holbrook, National Cheng Kung University (Taiwan)

SUBSCRIPTION BEHAVIOR AND PURCHASE INTENTION FOR MOBILE BROADBAND SERVICE IN THE UNITED STATES

- Chung-Wen Hung, Southern Taiwan University of Science and Technology (Taiwan)
- Huei-Huang Chen, Southern Taiwan University of Science and Technology (Taiwan)
- Tsung-Hao Wu, Southern Taiwan University of Science and Technology (Taiwan)
- Chiang-Hsien Tai, Southern Taiwan University of Science and Technology (Taiwan)
- Shih-Chih Chen, Southern Taiwan University of Science and Technology (Taiwan)

DEVELOPING AN EBXML COMPATIBLE BUSINESS-TO-BUSINESS COLLABORATION PROTOTYPE FOR BUSINESS PROCESS INTEGRATION

- Dandan Meng, Jilin Huqiao Foreign Languages Institute (China)

CUSTOMER’S ATTITUDE TOWARDS INTERNET PRIVACY AND SECURITY ONLINE

15:10~15:30 Coffee Break

Presentation and Discussion Ⅲ
Business Strategy & Competitive Advantage

Chair: Dr. Masakazu Ohashi, Professor, Chuo University (Japan)

- Shogo Kamei, Chuo University (Japan)
- Masakazu Ohashi, Chuo University (Japan)

CHALLENGED PERSONS’ BUSINESS PARTICIPATION IN JAPAN AND THE INFLUENCE ON CORPORATE FINANCIAL PERFORMANCE

- Larry Andre Cajucom, Southern Taiwan University of Science and Technology (Taiwan)
- Cheng Nan Chen, Southern Taiwan University of Science and Technology (Taiwan)

FEASIBILITY STUDY AND BUSINESS PLAN ON WATER HYACINTH BASED WATER PURIFIER AND BIO ETHANOL IN SOUTH EAST ASIA

- Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan)

GUANXI AS A GOVERNANCE MECHANISM BETWEEN BUYER — SUPPLIER RELATIONSHIP BASED ON SOCIAL, FINANCIAL AND STRUCTURAL BONDS FROM TOURISM FACTORIES

- Kevin P. Hwang, National Cheng Kung University (Taiwan)
- Yu-Chih Lin, National Cheng Kung University (Taiwan)
- Apinat Kulsaengcharoen, National Cheng Kung University (Taiwan)

THE IMPACT OF DESIRABILITY AND FEASIBILITY ON ENTREPRENEURIAL INTENTIONS: EVIDENCE FROM THAILAND

- Qing Yang, University of Science & Technology Beijing (China)
- Erling Tang, University of Science & Technology Beijing (China)

OPTIMIZING THE PRODUCT DEVELOPMENT PROJECT BASED ON THE CLUSTERED PRODUCT STRUCTURE

15:30~17:00 (E1305)

Presentation and Discussion Ⅳ
Knowledge Management & Organization Studies

Chair: Dr. Agung Nugroho, Vice Rector for Academic Affairs, Atma Jaya Catholic University (Indonesia)

- Kuen-Hung Tsai, National Taipei University (Taiwan)
- Shu-Yi Yang, Ming Chi University of Technology (Taiwan)
- Hiroo Takahashi, Hakuoh University (Japan)

ABSORPTIVE CAPACITY IN THE MANAGEMENT LITERATURE: A CRITICAL REVIEW AND RESEARCH AGENDA
## GLOBAL R&D NETWORK

- **Shu-Hui Su**, I-Shou University (Taiwan)
- **Guych Nuryyev**, I-Shou University (Taiwan)
- **Withz Aimable**, I-Shou University (Taiwan)

THE FINANCIAL RESOURCES MANAGEMENT AND THE PERFORMANCE OF NON-PROFIT ORGANIZATIONS: A STUDY IN HAITI

- **Melatie Emmanuelle**, Southern Taiwan University of Science and Technology (Taiwan)
- **Cheng-Nan Chen**, Southern Taiwan University of Science and Technology (Taiwan)

THE EFFECT OF COUNTRY OF ORIGIN IMAGE ON BRAND EQUITY AND PURCHASE INTENTION (CASE STUDY: CHATIME INDONESIA)

- **James O. Stanworth**, National Changhua University of Education (Taiwan)
- **Tsai Shih Chen**, National Changhua University of Education (Taiwan)

CHINESE CUSTOMERS’ ATTITUDE TOWARDS SELF-SERVICE TECHNOLOGY ADOPTION: THE RELEVANCE TECHNOLOGY READINESS AND SOCIAL INFLUENCE

### Friday, November 8, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 - 09:20</td>
<td>Registration</td>
</tr>
</tbody>
</table>
| 09:20 - 10:40 | Presentation and Discussion V  
Tourism & Service Management  
*Chair: Dr. Yi-Feng Wang, Chairperson of Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)*  
- **Siu Lai Lei**, Fortune Institute of Technology (Taiwan)  
- **Kuang-Sheng Liu**, Tung Fang Design Institute (Taiwan)  
- **Cheng-Chen Chen**, Tung Fang Design Institute (Taiwan)  
INFLUENCE OF MOTIVATION ON THE LOYALTY OF FESTIVAL VISITORS: CASE EXAMPLE OF MARINE FESTIVAL IN KAOSHIUNG, TAIWAN |
| 09:20 - 10:40 | **Xuerui Chen**, Chuo University (Japan)  
**M. Ohashi**, Chuo University (Japan)  
STUDY ON EXPANSION OF THE JAPANESE IN BOUND TOURISM AND ITS RELATION WITH ASIA - ABOUT THE COMPARISON OF TOURISM MARKET OF THE VISIT TO JAPAN BETWEEN KOREA, CHINA AND TAIWAN - |
| 09:20 - 10:40 | **Kevin P. Hwang**, National Cheng-Kung University (Taiwan)  
**Athita Bunpatimakorn**, National Cheng-Kung University (Taiwan)  
**Hsueh Wen Chow**, National Cheng-Kung University (Taiwan)  
**Ying-Ju Lai**, National Cheng-Kung University (Taiwan)  
RISK PERCEPTION, DESTINATION IMAGE, AND CULTURAL DISTANCE AFFECTING TOURISTS’ INTENTION TO VISIT BANGKOK |
| 09:20 - 10:40 | **Kevin P. Hwang**, National Cheng-Kung University (Taiwan)  
**Cheih-chen Tsai**, National Cheng-Kung University (Taiwan)  
**Lucas Wiltse**, National Cheng-Kung University (Taiwan)  
DESTINATION CHOICES OF MEDICAL TOURISTS: AN AMERICAN MARKET SEGMENTATION |
| 09:20 - 10:40 | **Hiroshi Ichikawa**, Otsuma Women’s University (Japan)  
**Hiroo Hirose**, Tokyo University of Science, Suwa (Japan)  
**Yoshito Yamamoto**, Tokyo University of Science (Japan)  
THE ASSESSMENT OF SERVICE QUALITY - IN CASE OF UNIVERSITY LIBRARY – |

### Day 1 Banquet

18:30~20:30 Banquet
09:20~10:40 (E1304)
Presentation and Discussion Ⅵ
Banking & Financial Markets
Chair: Dr. Chung-Wen Hung, Chairperson of the Department of Accounting Information, Southern Taiwan University of Science and Technology (Taiwan)

- Shou-Lin Yang, National Cheng-Kung University (Taiwan)
- Ching-Chung Lin, Southern Taiwan University of Science and Technology (Taiwan)
- Shih-Ju Chan, Kao-Yuan University of Science and Technology (Taiwan)
  BANK CONCENTRATION AND ENTERPRISE BORROWING COST RISK: EVIDENCE FROM ASIAN COUNTRIES

- Mato Njavro, Zagreb School of Economics and Management (Croatia)
- Limin Wang, University of Science and Technology Beijing (China)
- Ye Wang, University of Science and Technology Beijing (China)
  THE LINK BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE - EVIDENCE FROM HANG SENG INDEX

- Tassanee Jeebjong, National Formosa University (Taiwan)
- Jyun-Ping Huang, National Formosa University (Taiwan)
  FACTORS AFFECTING THE STOCK PRICE OF THAI AIRWAYS INTERNATIONAL PUBLIC COMPANY LIMITED

- Nguyen Hong Hoa, Chinese Culture University (Taiwan)
- Nguyen Thi Phuong Nhung, Lotus University (Vietnam)
- Tran Thi Nhu Quynh, Chinese Culture University (Taiwan)
  GOLD PRICE FORECASTING USING ARIMA, VAR AND EXPONENTIAL SMOOTHING MODELS

- Rong-Jyue Fang, Southern Taiwan University of Science And Technology (Taiwan)
- Yi-Hsing Chang, Southern Taiwan University of Science And Technology (Taiwan)
  THE CAUSE-EFFECT RELATIONSHIP BETWEEN ECONOMIC GROWTH AND STOCK MARKET DEVELOPMENT: THE CASE OF VIETNAM

10:40~11:00 Coffee Break

11:00~12:20 (E1305)
Presentation and Discussion Ⅶ
E-Business & Network
Chair: Dr. Wurong Shih, EMBA Director, Southern Taiwan University of Science and Technology (Taiwan)

- Mei-Hsiang Wang, Southern Taiwan University of Science and Technology (Taiwan)
- Tarng-Yao Yang, Southern Taiwan University of Science and Technology (Taiwan)
- Yi-Shiou Chen, Southern Taiwan University of Science and Technology (Taiwan)
  WORKERS' USE OF SOCIAL NETWORKING SITES IN TAIWAN

- Rong-Jyue Fang, Southern Taiwan University of Science And Technology (Taiwan)
- Yi-Hsing Chang, Southern Taiwan University of Science And Technology (Taiwan)
  UTILIZE THE CONTENT OF PRIMARY AND JUNIOR TECHNOLOGY COURSE TO CONSTRUCT THE STUDY FACTORS OF MULTIMEDIA COGNITION

- Yu-Li Lin, Southern Taiwan University of Science and Technology (Taiwan)
- Hsiiu-Wen Liu, Soochow University (Taiwan)
- Vu Thi Ai Van, Soochow University (Taiwan)
  INVESTIGATING MULTIPLE MEDIATORS BETWEEN CUSTOMER—BASED CORPORATE REPUTATION AND CUSTOMER CITIZENSHIP BEHAVIORS

- Hitoshi Kobayashi, Kamakura Women's Junior College (Japan)
  EXAMINATION ON INFORMATION LITERACY LEARNING PROCESS OF SCHOOL EDUCATION
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Chair</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00~12:20</td>
<td>Presentation and Discussion VIII</td>
<td>Chair: Dr. Ching-Chung Lin, Chairperson of the Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marketing Management &amp; Consumer Behavior</td>
<td></td>
<td>Agung Nugroho, Atma Jaya Catholic University (Indonesia)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Agustini Nugroho, Atma Jaya Catholic University (Indonesia)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>CONSUMER PURCHASE INTENTION FOR GREEN PERSONAL CARE PRODUCTS IN INDONESIA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wan-Rung Lin, Chinese Culture University (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fu-Ju Yang, Chinese Culture University (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ching-Wen Lin, Chinese Culture University (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cao Thi Cam Tu, Chinese Culture University (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Impact of Corporate Image and Service Quality on Customer Satisfaction of Vietnamese Commercial Banks</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pon Nusitchai Karn, Southern Taiwan University of Science and Technology (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cheng Nan Chen, Southern Taiwan University of Science and Technology (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exploring Factors Affecting Thai Consumers' Intention to Purchase Dietary Supplement</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ming-Chih Chung, Southern Taiwan University of Science and Technology (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hsiao-Che Lin, Southern Taiwan University of Science and Technology (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Important Factors Affecting Consumer Purchase Intention for Sporting Goods: The Empirical Research of Nike</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yuki Imano, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Daiki Saito, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Eriko Minami, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yuta Kosaka, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shunta Asano, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaede Kawabe, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maki Nakamatsu, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moeko Takano, Chuo University (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>On the Study of Consumer Behavior with Inbound Marketing</td>
<td></td>
</tr>
<tr>
<td>12:20~14:00</td>
<td>Lunch Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:00~15:30</td>
<td>Presentation and Discussion IX</td>
<td>Chair: Dr. Ta-Chung Chu, Chairperson of the Department of Management and Information Technology, Southern Taiwan University of Science and Technology (Taiwan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industrial Engineering &amp; Production Management</td>
<td></td>
<td>Shuhan Liu, Tianjin University of Commerce (China)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Productive Service Industry and Upgrading Industrial Structure: The Research on Building Northern Economic Center</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hui Tang, Beijing Jiaotong University (China)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yujia Liang, Beijing Jiaotong University (China)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Research on Risk Identification and Evaluation of Supply</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 14:00~15:30 | Presentation and Discussion  X  
Human Resource Management & Education  
Chair: Dr. Tsang-Hsiang Cheng, Chairperson of the Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan) |
|           | Katalin Sogor, National Chengchi University (Taiwan)  
CROSS-CULTURAL HUMAN RESOURCES - MANAGEMENT OF CULTURAL DIVERSITY |
|           | Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan)  
Shongwe Hlengiwe, Southern Taiwan University of Science and Technology (Taiwan)  
Ko-Chieh Chen, Southern Taiwan University of Science and Technology (Taiwan)  
Wen-Lin Lin, Nan Kai University of Technology (Taiwan)  
EXPLORING THE IMPACT OF SERVICE QUALITY ON EDUCATION SATISFACTION: A COMPARISON STUDY OF GMBA/IMBA STUDENTS AT STUST & NCKU IN TAIWAN |
| 15:30     | Farewell  
Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan)  
Chai-Liang Huang, National Chung Cheng University (Taiwan)  
Chiou-Rung Chen, National Taipei University of Education (Taiwan)  
Yu-Hsuan Lu, Southern Taiwan University of Science and Technology (Taiwan)  
EXPLORING THE RELATIONSHIP BETWEEN SECONDARY SCHOOL ENROLLMENT AND POLITICAL INSTABILITY: TAKING ECONOMIC AND CULTURAL FACTORS AS MODERATORS  
Fang, Miao Ling, Southern Taiwan University of Science and Technology (Taiwan)  
APPLICATION OF DELPHI METHOD ON DEVELOPING UNIVERSITY SOCIAL RESPONSIBILITY ASSESSMENT INDICATORS |