

THE ELEVENTH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

Southern Taiwan University of Science and Technology, November 19-20, 2015

Agenda

Thursday, November 19, 2015	
09:30~10:20	Registration
10:20~10:50	Opening Ceremony Welcome by Chein Tai , President, Southern Taiwan University of Science and Technology (Taiwan) Remark by Dominique Maillard , Professor, Université Paris-Est Créteil Val de Marne (France) Koaru Yoshikawa , Professor, Hakuoh University (Japan)
10:50~12:00	Keynote Speech Speaker: Kune-Muh Tsai , Dean, National Kaohsiung University of Science and Technology (Taiwan) Subject: MITIGATING RISKS AND UNCERTAINTIES THROUGH SUSTAINABILITY IN THE GLOBAL ECONOMY
12:00~13:40	Lunch Break
13:40~15:10 (E1305)	Presentation and Discussion I Knowledge Management & Business Education Chair: Dr. Karel Tomsik , Vice Dean of the Faculty of Economics and Management, Czech University of Life Sciences Prague (Czech Republic) <ul style="list-style-type: none"> ■ Dominique Maillard, Université Paris-Est Creteil (France) THE COST OF KNOWLEDGE AND THE FUTURE OF UNIVERSITIES ■ Peeter Müürsepp, Tallinn University of Technology (Estonia) KNOWLEDGE AND WISDOM IN CROSS-CULTURAL MANAGEMENT ■ Emilie Le Caous, Southern Taiwan University of Science and Technology (Taiwan) Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) THE RELATIONSHIP BETWEEN POLITICAL INSTABILITY AND GROSS-TERTIARY SCHOOL ENROLLMENT RATE: USING ECONOMIC AND CULTURAL FACTORS AS MODERATORS ■ Julián Nevárez Montes, Southern Taiwan University of Science and Technology (Taiwan) THE SECOND DIGITAL DIVIDE ■ Yi Li, Shanghai Jian Qiao University (China) THE APPLICATION OF DATA MINING IN UNIVERSITY'S HR MANAGEMENT
13:40~15:10 (E1304)	Presentation and Discussion II Corporate Social Responsibility & Business Ethics Chair: Dr. Clark Hu , Professor of Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan) <ul style="list-style-type: none"> ■ Hiroo Takahashi, Hakuoh University (Japan) THE CSR APPROACH FOR REVERSE INNOVATION ■ Kevin P. Hwang, National Cheng Kung University (Taiwan) Yuliana Tanu, National Cheng Kung University (Taiwan) Yi Ting Chou, National Cheng Kung University (Taiwan) DETERMINANTS OF EMISSION REDUCTION ACTION FOR TAIWANESE COMPANIES ■ Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) TRUST TO A LEADER AND THE MODERATORS BEHIND LEADER INTEGRITY

	<ul style="list-style-type: none"> ■ Ching Sung Wu, Chinese Culture University (Taiwan) ■ Thi Hong Nguyen, Chinese Culture University (Taiwan) <p>THE INFLUENCE OF ATTITUDE, CONTROL ON AVAILABILITY, SUBJECTIVE NORM AND GREEN TRUST ON YOUNG TAIWANESE CONSUMERS' ECOLOGICAL PURCHASE INTENTION</p>
15:10~15:30	Coffee Break
15:30~17:00 (E1305)	<p>Presentation and Discussion III Financial Markets & Accounting in Globalization</p> <p>Chair: Dr. Martin Pelikan, Dean of the Faculty of Economics and Management, Czech University of Life Sciences Prague (Czech Republic)</p> <ul style="list-style-type: none"> ■ José Miguel Pinto dos Santos, AESE Lisbon (Portugal) <p>SUPERSTITION AND THE STOCK MARKET: EVIDENCE FROM JAPANESE STOCK RETURNS</p> <ul style="list-style-type: none"> ■ Agung Dharmawan Buchdadi, Southern Taiwan University of Science and Technology (Taiwan) <p>Te-Kuang Chou, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>Suherman, M.Si, Faculty of State University of Jakarta (Indonesia)</p> <p>ANALYSIS OF RURAL BANK PERFORMANCE IN INDONESIA USING VARIABLES RECOMMENDED BY CENTRAL BANK OF INDONESIA</p> <ul style="list-style-type: none"> ■ Yuanshing Chris Liao, National Sun Yat-Sen University (Taiwan) <p>Chang-Chiang Chin, National Sun Yat-Sen University (Taiwan)</p> <p>MOMENTUM EFFECT IN THE FOREIGN EXCHANGE MARKETS</p> <ul style="list-style-type: none"> ■ Jinn-Yang Uang, Chinese Culture University (Taiwan) <p>Hong-Ngoc Vu, Chinese Culture University (Taiwan)</p> <p>CAN AUDITORS AFFECT INDEPENDENT DIRECTORS IN MONITORING BEHAVIOR: EVIDENCE FROM VIETNAM</p> <ul style="list-style-type: none"> ■ Fu-Yu Yang, Chinese Culture University (Taiwan) <p>Yi-Hsien Wang, Chinese Culture University (Taiwan)</p> <p>Hoang Thi Du, Chinese Culture University (Taiwan)</p> <p>THE EFFECTS OF POLICY CHANGES ON RETURN AND VOLATILITY IN VIETNAMESE STOCK MARKET</p>
15:30~17:00 (E1304)	<p>Presentation and Discussion IV E-Commerce & New Business Models</p> <p>Chair: Dr. Masakazu Ohashi, Professor, Chuo University (Japan)</p> <ul style="list-style-type: none"> ■ Che-Hui Lien, Thompson Rivers University (Canada) <p>Cao Yang, Shanghai Institute of Technology (China)</p> <p>SATISFACTION, STICKINESS, AND USAGE INTENTIONS: AN EVALUATION IN THE CONTEXT OF WECHAT SERVICES</p> <ul style="list-style-type: none"> ■ Mikako Owari, Chuo University (Japan) <p>Minori Yoshioka, Chuo University (Japan)</p> <p>Yuki Sakamoto, Chuo University (Japan)</p> <p>THE STUDY OF O2O BUSINESS MODEL ON THE DEPARTMENT STORE SERVICES</p> <ul style="list-style-type: none"> ■ Kevin P. Hwang, National Cheng Kung University (Taiwan) <p>Fiona Jiun-Yeu Tai, National Cheng Kung University (Taiwan)</p> <p>Sherry Hui-Hsuan Lian, National Cheng Kung University (Taiwan)</p> <p>THE INTEGRATED APPROACH TO MEASURE HOTEL ONLINE BOOKING INTENTION WITH MEDIATING ROLE OF ONLINE TRUST PERCEPTION: A STUDY OF INTERNATIONAL TOURISTS TRAVEL TO THE UK</p> <ul style="list-style-type: none"> ■ Yingfen Zhou, Shanghai Jianqiao University, Shanghai (China) <p>Ming Xu, Shanghai Jianqiao University, Shanghai (China)</p> <p>Rong Di, Donghua University, Shanghai (China)</p> <p>RESEARCH ON THE RADICAL INNOVATION OF C2M BUSINESS MODEL IN REDCOLLAR MTM SUITS AND ITS ENLIGHTENMENT FOR THE TRANSFORMATION AND UPGRADING OF THE TRADITIONAL MANUFACTURING INDUSTRIES IN CHINA</p>

	<ul style="list-style-type: none"> ■ Yue Jer Lin, Takming University Of Science and Technology (Taiwan) AN EMPIRICAL ASSESSMENT OF INFORMATION PRIVACY CONCERNS IN E-COMMERCE ■ Wann-Yih-Wu, Nanhua University (Taiwan) Duong Hanh Tien, Chinese Culture University (Taiwan) THE EFFECTS OF ELECTRONIC WORD-OF-MOUTH IN SOCIAL NETWORKING SITES ON COSMETICS PURCHASE BEHAVIOR: THE MODERATING ROLES OF HOMOPHILY, TIE SRENGTH AND CONFORMITY
18:30~20:30	Banquet

Friday, November 20, 2015	
09:00~09:20	Registration
09:20~10:40 (E1305)	<p>Presentation and Discussion V Project Management & Information Technology Application</p> <p>Chair: Dr. Ta-Chung Chu, Chairperson of the Department of Management and Information Technology, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Kevin P. Hwang, National Cheng Kung University (Taiwan) Thomas Maskvytis, National Cheng Kung University (Taiwan) Kuan-Cheng Chen, National Cheng Kung University (Taiwan) RISK ASSESSMENT OF NANOTECHNOLOGIES AND HANDLING OF NANOPARTICLES IN THE LAB ■ Ammar Salamh Alrawahna, Southern Taiwan University of Science and Technology (Taiwan) Rong-Jyue Fang, Southern Taiwan University of Science and Technology (Taiwan) CONCEPTUAL FRAMEWORK: DETERMINANT SUCCESS FACTORS OF KNOWLEDGE MANAGEMENT PROJECTS IN ACADEMIC AREA ■ Chen-Hsi Lien, China University of Science and Technology (Taiwan) THE CASE OF VIEWPOINTS TO DEVELOP E-BUSINESS SOLUTIONS FOR FIRMS TO APPLY RFID TECHNOLOGY WITH INTEGRATING DATA MINING ■ Sen-Tarng Lai, Shih Chien University (Taiwan) USER STORY QUALITY MEASUREMENT MODEL FOR REDUCING AGILE SOFTWARE PROJECT DEVELOPMENT RISKS
09:20~10:40 (E1304)	<p>Presentation and Discussion VI Economic Development & International Trade</p> <p>Chair: Dr. Mayumi Hori, Professor, Hakuoh University (Japan)</p> <ul style="list-style-type: none"> ■ Marina Kawabe, Chuo University (Japan) Shunta Nakamura, Chuo University (Japan) ON THE STUDY OF WATER BUSINESS MODEL ON THE URBAN DEVELOPMENT STAGES IN EASTERN ASIAN COUNTRIES ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Do Thi Hai Ninh, Southern Taiwan University of Science and Technology (Taiwan) THE ECONOMIC IMPACT OF TOURISM IN VIETNAM FROM FOREIGN DIRECT INVESTMENT ■ Phung Tran Thi Phi, Ton Duc Thang University (Vietnam) Hieu Le Minh, Ton Duc Thang University (Vietnam) Ngan Pham Thi, Ton Duc Thang University (Vietnam) TOURISM RECEIPTS, TOURISM EXPENDITURES AND ECONOMIC GROWTH – A CAUSAL RELATIONSHIP FROM ASEAN CASE ■ Alejandro Marmolejo, Chinese Culture University (Taiwan) Johnny Shaw, Chinese Culture University (Taiwan) THE VIABILITY OF “GENERAL SYSTEM OF PREDERENCE” AS ECONOMIC DEVELOPMENT MECHANISM FOR ECUADOR

	<p>■ Gabriel Marmolejo, Chinese Culture University (Taiwan) Johnny Shaw, Chinese Culture University (Taiwan) STRATEGY OF EXPORTING ECUADORIAN PASSION FRUIT TO UNITED STATES UNDER INTERNATIONAL STANDARDS</p>
10:40~11:00	Coffee Break
11:00~12:20 (E1305)	<p>Presentation and Discussion VII Strategic Management Chair: Dr. Wurong Shih, Vice Dean of the College of Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) Zih-Chun Pan, Southern Taiwan University of Science and Technology (Taiwan) Minh-Hoang Trong Nguyen, Southern Taiwan University of Science and Technology (Taiwan) THE IMPACT OF PROMOTION STRATEGIES, SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY- AN EXAMPLE FOR CONVENIENCE STORE IN TAIWAN</p> <p>■ Fu-Yu Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) Gerelsuren Saruulbold, Chinese Culture University (Taiwan) FACTORS INFLUENCING THE MINING COMPANIES' PROFITABILITY ON MINING SECTOR OF MONGOLIA</p> <p>■ Hsiu-Wen Chuang, Chou University (Japan) RESEARCH OF BUSINESS MODEL ANALYSIS OF CROSS-BORDER EC IN JAPAN, US AND CHINA</p> <p>■ Yihui Shen, Shanghai Jian Qiao University (China) A CONTRASTIVE STUDY OF MOVIE STUDIO THEME PARKS' CORE COMPETITIVENESS AT HOME AND ABROAD</p> <p>■ Su-Ching Chang, Takming University of Science and Technology (Taiwan) Hung-Wen Chen, Takming University of Science and Technology (Taiwan) EXPLORING THE RELATIONSHIPS AMONG AESTHETICS PERCEPTIONS, STORY PERCEPTIONS, PERCEIVED VALUE, PRICE SENSITIVITY AND PURCHASE INTENTIONS: A CASE OF CULTURAL AND CREATIVE PRODUCTS</p> <p>■ Meng-Shiou Chen, Southern Taiwan University of Science and Technology (Taiwan) Li-Wen Chang, Southern Taiwan University of Science and Technology (Taiwan) A STUDY OF THE RELATIONSHIP AMONG BUSINESS IMAGE, EXPERIENTIAL MARKETING AND SERVICE QUALITY ON THE IMPACT OF EXPERIENTIAL VALUE AND REVISITING INTENTION – USING INTERNATIONAL CUSTOMERS IN KENTING AREA AS PARTICIPANTS</p>
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII Marketing & Consumer Behavior Chair: Dr. Ling Mei Ko, Chairperson of Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Xuan Quynh Tran, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) APPLYING AN INTEGRATED ANIMOSITY MODEL TO RESEARCH THE CHANGING CUSTOMER BEHAVIORS: A STUDY IN VIETNAM TOWARDS CHINA FRUITS</p> <p>■ Su-Ching Chang, Takming University of Science and Technology (Taiwan) Yu-Chien Lee, Takming University of Science and Technology (Taiwan) EXPLORING THE RELATIONSHIPS AMONG INTERACTION QUALITY, INTERACTION INTENSITY, BRAND AWARENESS, RELATIONSHIP QUALITY AND REPURCHASE INTENTIONS: THE MODERATING EFFECT OF FRONTLINE EMPLOYEES' INTERACTION INTENSITY</p>

	<ul style="list-style-type: none"> ■ Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Pattaratorn Leewattanavalagul, Southern Taiwan University of Science and Technology (Taiwan) Chen-I Huang, Southern Taiwan University of Science and Technology (Taiwan) Wen-Ling Lin, Southern Taiwan University of Science and Technology (Taiwan) EXPLORING FACTORS AFFECTING CONSUMER INTENTION TO PURCHASE APPAREL ONLINE AMONG YUNG THAI CONSUMERS: AN APPLICATION OF TPB MODEL ■ Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Mcebo Sithunu Seyama, Southern Taiwan University of Science and Technology (Taiwan) THE SURVERY OF CONSUMER BEHAVIOR FROM THE BIOTECHNOLOGY FOOD CONSUMERMS ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Thi Kim Phuong Tran, Southern Taiwan University of Science and Technology (Taiwan) Pao-Hsin Hsu, Southern Taiwan University of Science and Technology (Taiwan) Javkhlan Ganbold, Southern Taiwan University of Science and Technology (Taiwan) RELATIONSHIPS BETWEEN SERVICE QUALITY, IMAGE OF BUSINESS, PRICE, CUSTOMER SATISFATION, AND PURCHASE INTENTION FOR CUSTOMER: EVIDENCE FROM CHIAN-CISHABU-SHABU RESTAURANT, TAINAN, TAIWAN
12:20~14:00	Lunch Break
14:00~15:30 (E1305)	<p>Presentation and Discussion IX Hospitality & Recreation Industries Management Chair: Dr. Hsu-I Huang, Chairperson of the Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Sawittree Anunsirikulchai, National Cheng Kung University (Taiwan) Kevin P. Hwang, National Cheng Kung University (Taiwan) Shyh Hung Kuo, National Cheng Kung University (Taiwan) AN INVESTIGATION INTO THE TRAVELER'S PREFERENCE OF ACCOMMODATION CHOICE: A STUDY OF BOUTIQUE HOTEL IN THAILAND ■ Orrapa Sarochananjeen, Chinese Culture University (Taiwan) Fu-Ju Yang, Chinese Culture University (Taiwan) Yi-Hsien Wang, Chinese Culture University (Taiwan) IMPACT OF EXCHANGE RATES ON THE NUMBER OF INBOUND EAST ASIAN TRAVELERS IN THAILAND ■ Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) Van-Minh Nghiem, Southern Taiwan University of Science and Technology (Taiwan) Trung-Son Dao, Southern Taiwan University of Science and Technology (Taiwan) AN INVESTIGATING ON THE RELATIONSHIP AMONG THE PERCEPTION OF PRICE, PERCEIVED SERVICE QUALITY, CUSTOMER PERCEIVED VALUE AND INTENTION: A HOLISTIC PERSPECTIVE ON LODGING INDUSTRY IN TAIWAN ■ Joshua C. Chang, Chieh-kuo University of Science & Technology (Taiwan) PHYSICAL FACTORS OF SERVICESCAPE AND SERVICE QUALITY PERCEPTION: EXAMPLES OF THEME RESTAURANT
14:00~15:30 (E1304)	<p>Presentation and Discussion X Human Resource Chair: Dr. Ching-Chung Lin, Chairperson of the Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Grinil Khanna, Southern Taiwan University of Science and Technology (Taiwan) Zol Ganbat, Southern Taiwan University of Science and Technology (Taiwan) Hanh Thao Le, Southern Taiwan University of Science and Technology (Taiwan) THE INFLUENCE OF BARRIERS TO SEEKING COUSELING SUPPORT ON PERCEIVED VALUE OF ON CAMPUS COUNSELING: A STUDY ON COLLEGE STUDENTS IN SOUTHERN TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY

	<ul style="list-style-type: none"> ■ Li-He Lin, Southern Taiwan University of Science and Technology (Taiwan) ■ Tz-Li Wang, Southern Taiwan University of Science and Technology (Taiwan) <li style="padding-left: 40px;">A STUDY OF THE WAGE DIFFERENCES WHEN THE EAST MEETS THE WEST ■ Hieu Le Minh, Ton Duc Thang University, (Vietnam) ■ Phung Tran Thi Phi, Ton Duc Thang University, (Vietnam) ■ Tran Nhut Duong, Ton Duc Thang University, (Vietnam) ■ Vo Ngoc Phuong Anh, Ton Duc Thang University, (Vietnam) <li style="padding-left: 40px;">FACTORS INFLUENCING ON STUDY ABROAD DECISION: A CASE OF INDOCHINA STUDENTS IN VIETNAM
15:30	Farewell