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## CONFERENCE PROGRAM

THE XIX ACME INTERNATIONAL CONFERENCE OF PACIFIC RIM MANAGEMENT

2009 ANNUAL MEETING PROGRAM



<http://www.myacme.org/>

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*19<sup>th</sup> ACME Annual Meeting*

*July 30-August 1, 2009*

*Official Conference Site: Parc 55 Hotel, San Francisco, California, USA*

*<http://www.parc55hotel.com/>*

*55 Cyril Magnim Street, San Francisco, CA 94102.*

*Direct Phone: 415-392-8000*

**Sponsored by**

**Association for Chinese Management Educators (ACME)**

**Central Computer Corporation, USA**

**College of Business and Public Administration, Cal. State University, San Bernadino, USA**

**Department of Business Information Systems, Western Michigan University, USA**

**Microsoft Dynamics Academic Alliance, USA**

**Odette School of Business, University of Windsor, Canada**

**Taipei Economic & Cultural Office in San Francisco, USA**

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# ACME 2009 ANNUAL CONFERENCE IN SAN FRANCISCO

## President's Message

***Huei Lee, Ph.D.***  
***President, ACME 2009***  
***Associate Professor of CIS and Supply Chain Management***  
***College of Business, Eastern Michigan University***

As the President of ACME, I am delighted to announce that the 19th ACME International Conference of Pacific Rim Management will be Held in San Francisco, July 30 - August 1, 2009. Since 1988, the annual conference of the ACME is a forum for managerial researchers and practitioners from all over the world. This year we will have over 80 paper submissions from Australia, Canada, China, Hong Kong, Taiwan and USA. The conference features two distinguished keynote speakers and sixty tracks in all the business disciplines such as Accounting, Finance, Information Systems, International Business, Production Operations Management/Supply Chain Management, Management, and Marketing.

A successful conference cannot be organized without the efforts of many individuals. I would like to thank the conference volunteers for their enormous contributions towards the success of this conference. In particular, I wish to thank the Program Chair Dr. Diana Kao (Odette School of Business, University of Windsor, Canada), VP-Publication and Proceedings Editor Dr. John Wu (California State University – San Bernardino), Local Coordinator Dr. Yi-mao Chen (San Francisco State University), VP-Treasurer Dr. Yun Chu (Robert Morris University), VP-Secretary Dr. Hsiang-Jui Kung (Georgia Southern University), and Web Master Dr. Shi-Ming Huang and Yang-Fang Chang (National Chung-Cheng University, Taiwan) for their help in assembling this program and making this conference a success. Furthermore, I would like to express my gratitude to the authors who submitted their research work to the ACME 2009 annual conference or IJMTP (The International Journal of Management Theory and Practices) as well as the reviewers for their contributions and efforts to an excellent conference proceedings and a high-quality journal.

The International Journal of Management Theory and Practices (IJMTP) is the official journal of the Association for Chinese Management Educators (ACME). Each paper submitted to IJMTP is sent to two referees for a double-blind peer review. IJMTP applies a rigorous review process, and it is not associated directly with ACME's annual conference. IJMTP was registered with the Library of Congress with an ISSN number and listed in *Cabell's Directory of Publishing Opportunities* in all business areas. I am very grateful to the Editor-in-Chief Dr. Michael Tarn (Western Michigan University) and Managing Editor Dr. Kuo Lane Chen (University of Southern Mississippi) for managing the review process and delivering a high quality journal.

# ACME 2009 ANNUAL CONFERENCE IN SAN FRANCISCO

## Program Chair's Message

*Diana Kao, Ph.D.*  
*Odette School of Business, University of Windsor, Canada*

It is my pleasure to welcome all the participants and members of the 18th ACME International Conference on Pacific Rim Management on behalf of this year's program committee. I am confident that this year's conference will be a wonderful and enjoyable experience for all participants.

The theme of ACME 2009 is corporate governance and business ethics. We are honored to present two distinguished keynote speakers to address these topics. Dr. Conway will share his insights about dilemmas in corporate governance and Mr. Chenwei John Yin will discuss how to promote business ethics through understanding and applying traditional Chinese philosophy. We are also delighted to have a special breakfast session during which Mr. Yeung, a successful entrepreneur in Silicon Valley, will talk about how high-tech companies deal with the economic crisis. There will be a Microsoft Dynamics workshop and 23 presentation sessions that cover most of the key areas in management and business.

I am extremely grateful to all the people who have supported this conference. The meeting would not have been a success without the contributions of more than 200 scholars and professionals from different countries in the world. In addition, this conference would not have been possible without the support of the reviewers who took time out of their busy schedules to review all the submitted papers. I would like to take this opportunity to thank all the reviewers, track chairs and session chairs for their contribution and efforts.

I would also like to thank the ACME executives and the conference committee. Their tireless efforts are the key reason that makes a conference of this magnitude successful. In particular, Dr. John Wu (Proceedings Editor), Dr. Yun Chu (VP-Treasure), Dr. Huang (VP-Secretary) and Dr. Yimao Chen (Local Coordinator) have provided assistance in assembling this program and their ongoing efforts in supporting organizing this conference must be recognized. I would also like to thank Dr. Shi-Ming Huang (Web Master), Dr. K.C. Chen (Chair of the Best Paper Award Committee), Dr. J. Michael Tarn (the Editor-in-Chief for IJMTP), Dr. Kuo Lane Chen (Managing Editor for IJMTP) for their work. Last but not least, I would like to give my special thanks to Dr. Huei Lee, the conference President, for his guidance, support and leadership in making this conference possible.

In addition to the organizing committee, I would like to thank the support we have received from our sponsors. Without their support and their belief in the mandate of ACME, this conference would not have materialized. In particular, the Odette School of Business at the University of Windsor provided generous travel funds to sponsor several faculty members to attend this conference. Odette School of Business also donated the conference bags and provided staff support during the preparation of the conference program.

Serving as the ACME 2009 Program Chair, I was honored to work with the talented program committee members, hardworking volunteers and all the participants who invested time and energy in this conference. I would like to commend the excellent work done by each and every member. Thank you for your support and cooperation. I hope you all have a great stay in San Francisco.

# THE XIX ACME INTERNATIONAL CONFERENCE OF PACIFIC RIM MANAGEMENT

## ACME OFFICERS

*President* Huei Lee, Eastern Michigan University, USA  
*President-elect* Diana Kao, University of Windsor, Canada  
*VP-Publication* John Wu, California State University – San Bernardino, USA  
*VP-Secretary* Hsiang- Jui Kung, Georgia Southern University, USA  
*VP-Treasurer* Yun Chu, Robert Morris University, USA

ACME's Official Journal: *International Journal of Management Theory and Practices*  
*Editor-in-Chief:* J. Michael Tarn, Western Michigan University, USA  
*Managing Editor:* Kuo Lane Chen, University of Southern Mississippi, USA

## ACME DIRECTORS & PROGRAM COMMITTEE

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Kuo Lane Chen, University of Southern Mississippi, USA  
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David Chou, Eastern Michigan University, USA  
Victor Chen, National Cheng Kung University, Taiwan

## CONFERENCE COMMITTEE

*Conference Chair* Huei Lee, Eastern Michigan University, USA,  
[huei.lee@emich.edu](mailto:huei.lee@emich.edu)

*Program Chair* Diana Kao, University of Windsor, Canada,  
[kao@uwindsor.ca](mailto:kao@uwindsor.ca)

*Proceedings Editor* John Wu, California State University – San Bernardino,  
[jwu@csusb.edu](mailto:jwu@csusb.edu)

*Conference Local Coordinator* Yi- mao Chen, San Francisco State University,  
[ymchen@sfsu.edu](mailto:ymchen@sfsu.edu)

*ACME Web Master* Shi-Ming Huang ([smhuang@mis.ccu.edu.tw](mailto:smhuang@mis.ccu.edu.tw)) and Yang-Fang Chang ([astcyf@ccu.edu.tw](mailto:astcyf@ccu.edu.tw)), Center for e-Manufacturing and e-Commerce, National Chung Cheng University, Taiwan

## INTERNATIONAL LIAISONS

Daning Sun, Lingnan University, Hong Kong  
Diana Kao, Odette School of Business, University of Windsor, Canada  
Hongyu Lee, Fudan University, China  
Ming-Hsien Yang, Fu-Jen Catholic University, Taiwan  
T. S. Lee, Chinese University of Hong Kong, Hong Kong  
Vic Edwards, UNSW Sydney, Australia  
Zhiyang Lin, Associate Dean, Xiamen University, China

## ACME 2009 CONFERENCE PROGRAM IN BRIEF

### THURSDAY, JULY 30, 2009

		ROOM/LOCATION
1:00-5:30 p.m.	Conference Registration	Sienna I
3:00-5:30 p.m.	ACME Board Meeting	Sienna II
6:00-10:00 p.m.	President's Dinner Banquet and Membership Meeting	Hotel Lobby

### FRIDAY, JULY 31, 2009

		ROOM
7:20-8:20 a.m.	Continental Breakfast	Third Floor
8:00-6:00 p.m.	Conference Registration	Third Floor
8:40-10:10 a.m.	Opening Keynote Speech  Keynote Speech: Promoting Business Ethics through Understanding and Applying Traditional Chinese Philosophy  Keynote Speaker: Mr. Chenwei John Yin Founder, Great Cross of Saints Foundation	Third Floor
<b>10:10-11:00 a.m. Coffee Break</b>		
10:30-12:00	Concurrent Sessions  Session 1A: Corporate Governance Session 1B: Information System I Session 1C: Marketing—Consumer Behavior Session 1D: Finance Session 1E: Special Session: General Management	Tuscany Milan Verona Sienna I Sienna II
12:10-1:30 p.m.	ACME 2009 Award Luncheon and Keynote Speech  Keynote Speech: Corporate Governance Keynote Speaker: Dr. Allan Conway Dean, Odette School of Business University of Windsor, Canada	Third Floor
1:40-3:10 p.m.	Concurrent Sessions  Session 2A: Operations Management Session 2B: Marketing II Session 2C: Finance II / Banking	Tuscany Milan Verona

Session 2D: Strategy	Sienna I
Session 2E: Workshop – Microsoft Dynamics	Sienna II

**3:10-4:00 a.m. Coffee Break**

3:30-5:00 p.m. Concurrent Sessions

Session 3A: Marketing III	Tuscany
Session 3B: Accounting	Milan
Session 3C: Information System II	Verona
Session 3D: Healthcare Management & Hotel Management	Sienna I
Session 3E: Workshop – Microsoft Dynamics	Sienna II

**Friday DINNER on your own**

**SATURDAY, AUGUST 1, 2009**

		<b>ROOM</b>
7:20-8:20 a.m.	Continental Breakfast Guest Speech: How Silicon Valley High-Tech Companies Cope with the Global Financial Crisis? Guest Speaker: Mr. Saul Yeung Chairman, Central Computer Corporation	Third Floor
8:00-12:00 a.m.	Conference Registration	Third Floor
8:40-10:10 a.m.	Concurrent Sessions Session 4A: Information System III Session 4B: Marketing III Session 4C: Finance III Session 4D: Human Resource Session 4E: Round Table Discussion	Tuscany Milan Verona Sienna I Sienna II
<b>10:10-11:00 a.m. Coffee Break</b>		
10:30-12:00 noon	Concurrent Sessions Session 5A: Supply Chain Management Session 5B: Negotiation & MGM Session 5C: International Business Session 5D: Business Ethics & Law Session 5E: Business Education & Teaching	Tuscany Milan Verona Sienna I Sienna II
<b>12:10-1:30 p.m. Saturday Lunch and Closing Remarks</b>		Third Floor

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THE XIX ACME INTERNATIONAL CONFERENCE OF  
PACIFIC RIM MANAGEMENT**

July 30- August 1, 2009  
19th ACME Annual Meeting  
Official Conference Site: Parc 55 Hotel, San Francisco, California, USA  
55 Cyril Magnim Street, San Francisco, CA 94102  
Direct Phone: 415-392-8000

**THURSDAY, JULY 30, 2009**

1:00-5:30 P.M.                      CONFERENCE REGISTRATION                      (Sienna I)  
3:00-5:30 P.M.                      ACME BOARD MEETING                      (Sienna II)

- ▶ A name badge is provided to help your fellow participants as well as for identifying you as a registered participant of ACME 2009 to hotel/restaurant personnel and staff. Each registration packet contains an official name badge. Please wear your name badge in all official functions.
- ▶ All ACME Membership Meeting, Breakfast, Luncheon, and Dinner are for registered participants only. Name badges will be required to enter for luncheons and the President's Dinner Banquet. Extra tickets can be purchased for unregistered guests to join us.

**WELCOME REMARK AND PRESIDENT'S DINNER BANQUET**

**6:00-10:00 P.M. THURSDAY, JULY 30, 2009**

Location: Parc 55 Hotel,  
55 Cyril Magnim Street, San Francisco, CA 94102.  
Direct Phone: 415-392-8000

*The ACME President's Dinner Banquet is sponsored by  
Taipei Economic and Cultural Office in San Francisco, California, USA*

**Welcome Remark: Mr. Thomas Chen, Director, Taipei Economics and Cultural Office in San Francisco, California, USA**

**ACME 2009 MEMBERSHIP MEETING: 7:00-10:00 P.M. THURSDAY, JULY 30**

**Location:** Parc 55 Hotel, 55 Cyril Magnim Street, San Francisco, CA 94102.  
**Direct Phone:** 415-392-8000

**President:** Dr. Huei Lee, Eastern Michigan University, Michigan, USA

**FRIDAY, JULY 31, 2009**

**7:20-8:20 A.M.** CONTINENTAL BREAKFAST (Third Floor)

**8:00-5:00 P.M.** CONFERENCE REGISTRATION (Third Floor)

**8:40-10:10** Opening Key Note Speech (Third Floor)  
Keynote Speaker: Mr. Chenwei John Yin



*Mr. Chenwei John Yin has recently retired as a Vice President of Texas Instruments Asia in 2009. As the founder of the Great Cross of Saints Foundation, Mr. Yin promotes ethics and humanity in business. His knowledge in Chinese classics and philosophy as well as his experience as a top corporate executive has prepared him to develop the Corporate Ethics Program that seeks to empower the corporation as well as individual employees with new perspectives on*

*corporate positioning, social responsibilities, and ethics learning. He has lectured on the topic of applying Chinese philosophy to personal growth and business ethics in schools and companies across China, Taiwan, and the U.S.*

**COFFEE BREAK: 10:10-10:30 A.M.**

**FRIDAY, JULY 31, 2009**

**CONCURRENT SESSIONS: 10:30-12:00 NOON**

**SESSION 1A: CORPORATE GOVERNANCE**

**Room: Tuscany**

Session Chair: *Audra Ong, Odette School of Business, University of Windsor, Canada, [aong@uwindsor.ca](mailto:aong@uwindsor.ca)*

**Corporate Governance and Chinese Students: The Pedagogic Experience (BE1-02)**

*Audra Ong, Odette School of Business, University of Windsor, Canada, [aong@uwindsor.ca](mailto:aong@uwindsor.ca)  
Eugene Ong, Toronto, Canada*

**Corporate Governance and Shareholder Proposals: Empirical Evidence in Canada (FIN3-05)**

*Jun Yang, F.C. Manning School of Business Administration, Acadia University, Canada,*

*[jun.yang@acadiau.ca](mailto:jun.yang@acadiau.ca)*

*Eric Wang, School of Business, Athabasca University, Canada, [ericw@athabascau.ca](mailto:ericw@athabascau.ca)*

*Yunbi An, Odette School of Business, University of Windsor, Canada, [yunbi@uwindsor.ca](mailto:yunbi@uwindsor.ca)*

**Corporate Governance and Accounting Reporting Quality – Analysis of Chinese Public Firms (ACC2-04)**

*Jianjun Du, School of Business Administration, University of Houston –Victoria, Houston, USA*

*Daoyang Guo, School of Accountancy, Zhongnan University of Economics and Laws, Wuhua, China*

*Mingdong Ran, School Of Accountancy, Zhongnan University of Economics and Laws, Wuhua, China*

*Qing He, School Of Management, Wuhan University of Technology, Wuhan, China*

**Constructing A Corporate Social Responsibility Fund by Fuzzy Multiple Criteria Decision Making (BL1-02)**

*John Wei-Shan Hu, Department of Business Administration and Department of Finance, Chung Yuan*

*Christian University, Taiwan, [weishanhu@yahoo.com](mailto:weishanhu@yahoo.com)*

*Yi-Chung Hu, Department of Business Administration, Chung Yuan Christian University, Taiwan,*

*[ychu@cycu.edu.tw](mailto:ychu@cycu.edu.tw)*

*Hsiao-Chuan Bein, Budget Officer, Sports City Company, Taiwan, [henryben@seed.net.tw](mailto:henryben@seed.net.tw)*

**Session 1B: INFORMATION SYSTEM I**

**Room: Milan**

Session Chair: *Chinho Lin, Department of Industrial and Information Management, National Cheng Kung University, [linn@mail.ncku.edu.tw](mailto:linn@mail.ncku.edu.tw)*

**The Selection of Collaboration Models for R&D Firms in the Industrial Market (MIS11-01)**

*Chinho Lin, Department of Industrial and Information Management, National Cheng Kung University,*

*[linn@mail.ncku.edu.tw](mailto:linn@mail.ncku.edu.tw)*

*Tsung-Wei Ho, Department of Industrial and Information Management, National Cheng Kung*

*University, [smileyoci@gmail.com](mailto:smileyoci@gmail.com)*

*Chia-Chi Chang, Department of Industrial and Information Management, National Cheng Kung University,*

*[R3897102@mail.ncku.edu.tw](mailto:R3897102@mail.ncku.edu.tw)*

**Item-level Trust-based Collaborative Filtering for Recommender Systems (MIS3-01)**

*Te-Min Chang, Department of Information Management, National Sun Yat-Sen University, Taiwan,*

*[temin@mail.nsysu.edu.tw](mailto:temin@mail.nsysu.edu.tw)*

*Wen-Feng Hsiao, Department of Information Management, National Pingtung Institute of Commerce, Taiwan, [wfhsiao@mail.npic.edu.tw](mailto:wfhsiao@mail.npic.edu.tw)*

**Exploring the Invisible Knowledge Network between IT Investments and Performance  
(MIS1-01)**

*Tsai-Yuan Lin, Graduate School of Business and Operations Management, Chang Jung Christian University, Taiwan, [vp@mail.cjcu.edu.tw](mailto:vp@mail.cjcu.edu.tw)*

*Yunyao Cheng, Graduate School of Business and Operations Management, Chang Jung Christian University and Department of Business Administration, Ta-Tung Institute of Commerce and Technology, Taiwan, [yunyao@ms2.ttc.edu.tw](mailto:yunyao@ms2.ttc.edu.tw)*

**The Effects of Knowledge Management Strategy of an Enterprise on the Knowledge Creative Capability of R&D Team Members and Their R&D Performance (MIS13-01)**

*Jia-Sheng Lee, Providence University, Taiwan, [jslee@pu.edu.tw](mailto:jslee@pu.edu.tw)*

*Wan-Fei Chou, Aerospace Industrial Development Corporation, Taiwan, [wanfaichou@ms1.aidc.com.tw](mailto:wanfaichou@ms1.aidc.com.tw)*

**Factors Affecting Knowledge Sharing Behavior: A Content Analysis of Empirical Findings  
(MIS13-02)**

*Yu-Chung Hung, Department of Accounting and Information Technology, National Chung Cheng University, Taiwan, [actych@ccu.edu.tw](mailto:actych@ccu.edu.tw)*

*Ya-Hsueh Chuang, Department of Accounting and Information Technology, National Chung Cheng University, Taiwan, [cyh806@gmail.com](mailto:cyh806@gmail.com)*

**Session 1C: MARKETING I -CONSUMER BEHAVIOR**

**Room: Verona**

Session Chair: *Yi-Ching Hsieh, Department of Information Management, National Central University, Taiwan, [ychsieh@mgt.ncu.edu.tw](mailto:ychsieh@mgt.ncu.edu.tw)*

**How the Advertising form Effectiveness Varies by Consumer Gender and Endoser Type in Service Ads (MKT1-01)**

*Yi-Ching Hsieh, Department of Information Management, National Central University, Taiwan, [ychsieh@mgt.ncu.edu.tw](mailto:ychsieh@mgt.ncu.edu.tw)*

*Hung-Chang Chiu, Institute of Technology Management, National Tsing Hua University, Taiwan, [hcchiu@mx.nthu.edu.tw](mailto:hcchiu@mx.nthu.edu.tw)*

*Shih-Chiang Wu, Department of Information Management, National Central University, Taiwan, [954203026@cc.ncu.edu.tw](mailto:954203026@cc.ncu.edu.tw)*

**Exploring the Elements of a Story-form Advertising and Its Effectiveness (MKT4-02)**

*Hsiang-Chun Chen, Graduate Institute of International Business Administration, National Taiwan University, Taiwan, [claire0121@gmail.com](mailto:claire0121@gmail.com)*

*Hung-Chang Chiu, Institute of Technology Management, National Tsing Hua University, Taiwan, [hcchiu@mx.nthu.edu.tw](mailto:hcchiu@mx.nthu.edu.tw)*

*Juite Wang, Graduate Institute of Technology & Innovation Management, National Chung sing University, Taiwan, [rdwang@nchu.edu.tw](mailto:rdwang@nchu.edu.tw)*

**Media Generations: Simultaneous Media Usage in Taiwan (MKT1-03)**

*Chien-Chou Su, Department of Communications Management, Shih-Hsin University, Taiwan, [succ@cc.shu.edu.tw](mailto:succ@cc.shu.edu.tw)*

**The Impact of Optimum Stimulation Level on Consumer Information Processing and Impulse Buying Behavior (MKT1-04)**

*Sung-Shun Weng, Department of Information Management, Fu Jen Catholic University, Taiwan, [im1032@mail.fju.edu.tw](mailto:im1032@mail.fju.edu.tw)*

*Wen-Chun Lo, Department of Business Administration, Fu Jen Catholic University, Taiwan, [locherry0629@yahoo.com.tw](mailto:locherry0629@yahoo.com.tw)*

**Session 1D: FINANCE I**

**Room: Sienna I**

Session Chair: *K.C.Chen, Craig School of Business, California State University, USA, [kchen@csufresno.edu](mailto:kchen@csufresno.edu)*

**Price Discovery for Segmented U.S. - listed Chinese Stocks: Location or Market Quality? (FIN1-01)**

K.C.Chen, Craig School of Business, California State University, USA, [kchen@csufresno.edu](mailto:kchen@csufresno.edu)  
Guangzhong Li, Bernard M. Baruch College, City University of New York, USA, [guangzhong@gmail.com](mailto:guangzhong@gmail.com)  
Lifan Wu, California State University, USA, and Lingnan College, Zhongshan University, China, [lwu7@calstatela.edu](mailto:lwu7@calstatela.edu)

**Absorbing the Foreign Investment, Two-Sector Model and Economic Growth in China (FIN1-03)**

Yu Ping, Wuhua University of Technology, China, [toyuping@hotmail.com](mailto:toyuping@hotmail.com)  
K.C.Chen, Craig School of Business, California State University, USA, [kchen@csufresno.edu](mailto:kchen@csufresno.edu)

**The Impact of Land Policy on the Relation between Housing and Land Prices: Evidence from China (FIN3-06)**

Changrong Deng, School of Management and Economics, University of Electronic Science and Technology of China, China  
Yunbi An, Odette School of Business, University of Windsor, Canada, [yunbi@uwindsor.ca](mailto:yunbi@uwindsor.ca)  
Yongkai Ma, School Of Management and Economics, University of Electronic Science and Technology of China, China  
Yao-Min Chiang, Department Of Finance, National Chengchi University, Taiwan

**A Look at Mortgage Termination in Southern California (FIN1-05)**

Jean Loo, California State University, USA, [jloo@calstatela.edu](mailto:jloo@calstatela.edu)  
Min-Ming Wen, California State University, USA,  
Taewon Kim, California State University, USA,

**Session 1E:**

**Room: Sienna II**

**SPECIAL SESSION: GENERAL MANAGEMENT**

Session Chair: Hsin-Pin Fu, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology, Taiwan, [hpfu@ccms.nkfust.edu.tw](mailto:hpfu@ccms.nkfust.edu.tw)

**An Empirical Study of the Antecedents of Blog Continuance Intention: A User Value Perspective (SS1-05)**

Li-Ling Hsu, Department of Information Management, National Kaohsiung First University of Science and Technology, Taiwan, [karenhsu@ccms.nkfust.edu.tw](mailto:karenhsu@ccms.nkfust.edu.tw)  
Chin-Yung Liang, Department of Information Management, National Kaohsiung First University of Science and Technology, Taiwan, [u9524822@ccms.nkfust.edu.tw](mailto:u9524822@ccms.nkfust.edu.tw)

**Current Status of Occupational Injuries and Diseases in Taiwan (SS1-04)**

Yu-Hua Yan, Tainan Municipal Hospital, Graduate Institute of Management, National Kaohsiung First University of Science and Technology, Taiwan, [anne@cvig.org](mailto:anne@cvig.org)  
Shuofen Hsu, Department of Risk Management and Insurance, National Kaohsiung First University of Science and Technology, Taiwan  
Shih-Chieh Fang, Department of Business Administration and Institute of International Business, National Cheng-Kung University, Taiwan  
Chih-Ming Kung, Department of Information Technology and Communication, Shih Chien University Kaohsiung Campus, Taiwan  
Lein-Ray Mo, Department of Administration, Tainan Municipal Hospital, Taiwan

**Disentangling Employee's Voice Behavior Process (SS1-02)**

Jen-Wei Cheng, Department of Business Administration, National Taiwan University of Science and Technology, Taiwan, [jwcheng@ba.ntust.edu.tw](mailto:jwcheng@ba.ntust.edu.tw)  
Kuo-Ming Lu, Department of Business Administration, National Taiwan University of Science and Technology, Taiwan, [D9508106@mail.ntust.edu.tw](mailto:D9508106@mail.ntust.edu.tw)

**Integrating Fuzzy Inference and FMEA to Prioritize Service Failure Risk (SS1-06)**

Kuan-Yu Hu, Department of Marketing and Distribution Management, Tajen University, Taiwan, [kyhu@mail.tajen.edu.tw](mailto:kyhu@mail.tajen.edu.tw)

Wen-Ying Cheng, Department of Business Administration, National Pingtung University of Science and Technology, Taiwan

**The Research of Innovative Dynamic Customer Value Model for Self-service Technology in Retailing Industry (SS1-03)**

Wan-I Lee, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology, Taiwan, [wile@ccms.nkfust.edu.tw](mailto:wile@ccms.nkfust.edu.tw)

Chia-Chi Liu, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology, Taiwan, [u9628905@ccms.nkfust.edu.tw](mailto:u9628905@ccms.nkfust.edu.tw)

Min-Shan Tseng, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology, Taiwan, [u9525822@ccms.nkfust.edu.tw](mailto:u9525822@ccms.nkfust.edu.tw)

**Using AHP to Analyze the Priority of Performance Criteria in National Energy Projects (SS1-01)**

Hsin-Pin Fu, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology, Taiwan, [hpfu@ccms.nkfust.edu.tw](mailto:hpfu@ccms.nkfust.edu.tw)

Sheng-Wei Lin, Graduate Institute of Management, National Kaohsiung First University of Science and Technology, Taiwan, [u9528914@ccms.nkfust.edu.tw](mailto:u9528914@ccms.nkfust.edu.tw)

**LUNCHEON AND KEYNOTE SPEECH  
(THIRD FLOOR, PARC 55 HOTEL)**

**12:10-1:30 P.M. FRIDAY, JULY 31, 2009**

**Keynote Speaker: Dr. Allan Conway**



*Dean Dr. Allan Conway graduated with a Doctorate in Business Policy from the Harvard Business School. He also holds an MBA from the Ivey School at Western Ontario, and a BBA from St. Francis Xavier University. He is currently the Dean of the Odette School of Business at the University of Windsor, a position he has occupied since July 2005. He has consulted for a wide variety of organizations and companies, including Enbridge, Textron, NAL Resources, EnCana, Standard & Poor, University of Northern British Columbia, and the APEC Financiers Group. Besides Canada, Dr. Conway has taught executive programs around the world in the Bahamas, Belgium, Brazil, India, Iran, Italy, Japan, Malaysia, Saudi Arabia, Spain, Thailand, and the United States. Previous to joining academia, Dr. Conway held management positions with London Life Insurance, Scott Paper Co., and Global Television.*

*Dr. Conway has authored or co-authored four books. He also led a team of 14 university scholars selected from across Canada on a research study of Canada-Japan business interactions which led to the book *Canadian Companies in Japan: lessons from experience*. His current interests include the role of the CEO, corporate governance, and competition in the MBA industry. One of his current research papers is an examination of the executive succession experience among major Canadian public companies.*

**Session 2A: OPERATIONS MANAGEMENT****Room: Tuscany**

Session Chair: Hsiang-Hsi Huang, Department of Industrial Management, National Pingtung University of Science and Technology, Taiwan, [hhuang@mail.npust.edu.tw](mailto:hhuang@mail.npust.edu.tw)

**Algorithm for Constructing a Reconfigurable Manufacturing System (POM4-02)**

Hsiang-Hsi Huang, Department of Industrial Management, National Pingtung University of Science and Technology, Taiwan, [hhuang@mail.npust.edu.tw](mailto:hhuang@mail.npust.edu.tw)

**Optimizing a Design Chain in the Collaborative Design Environment by Integrating PLC into SSDM (POM5-01)**

Jrjung Lyu, Department of Industrial and Information Management, National Cheng Kung University, Taiwan, [jlyu@mail.ncku.edu.tw](mailto:jlyu@mail.ncku.edu.tw)

Je-Pin Lee, Department of Industrial and Information Management, National Cheng Kung University, Taiwan, [jplikimo@gamil.com](mailto:jplikimo@gamil.com)

**The Effects of Various Approaches for Monitoring an Autocorrelated Process (POM1-01)**

Yuehjen E Shao, Department of Statistics and Information Science and Graduate Institute of Applied Statistics, Fu Jen Catholic University, Taiwan, [stat1003@mal.fju.edu.tw](mailto:stat1003@mal.fju.edu.tw)

Chien-Ho Wu, Department of Statistics and Information Science and Graduate Institute of Applied Statistics, Fu Jen Catholic University, Taiwan

**A Systemic Approach to EXtenal Technology Commercialization in High Technology Industries (POM5-02)**

Yichen Lin, NUTN, [yichen@mail.nutn.edu.tw](mailto:yichen@mail.nutn.edu.tw)

Hungyen Chou, NUTN

**Session 2B: MARKETING II****Room: Milan**

Session Chair: Lola C.P.Chen, Department of Information Communication, Yuan Ze University, Taiwan, [lolachen@saturn.yzu.edu.tw](mailto:lolachen@saturn.yzu.edu.tw)

**Non-western Retail Values In Chinese Cultural Retail Service Settings (MKT3-01)**

Clyde A. Warden, National Chung Hsing University and University of Stirling, Taiwan, [cwarden@cwarden.org](mailto:cwarden@cwarden.org)

James O. Stanworth, National Changhua University of Education, Taiwan, [jamesstanworth@btinternet.com](mailto:jamesstanworth@btinternet.com)

Stephen Huang, National Kaohsiung First University of Science and Technology, Taiwan, [howhowone2000@gmail.com](mailto:howhowone2000@gmail.com)

**Marketing Strategy Comparison of Telecommunication Industry in India and China (MKT3-03)**

Chengchang Wang, Administration School, Wuhan University of Technology, China, [charley1716@sina.com](mailto:charley1716@sina.com)

**Individual Online Impression Management: Self-presentation on YouTube (MKT4-01)**

Lola C.P. Chen, Department of Information Communication, Yuan Ze University, Taiwan, [lolachen@saturn.yzu.edu.tw](mailto:lolachen@saturn.yzu.edu.tw)

**The Effects of Product Scarcity and Consumer's Need for Uniqueness on Purchase Intention (MKT1-02)**

Wann-Yih Wu, Department of Business Administration, National Cheng Kung University, Taiwan, [wanyi@mail.ncku.edu.tw](mailto:wanyi@mail.ncku.edu.tw)

Ying-Yin Wu, Department of Business Administration, National Cheng Kung University, Taiwan, [aliens0603@msn.com](mailto:aliens0603@msn.com)

**Session 2C: FINANCE II / BANKING****Room: Verona**

Session Chair: Victor Chen, [victor@mail.ncku.edu.tw](mailto:victor@mail.ncku.edu.tw)

**Australian Corporate Failure Prediction Modeling: Using Non-portfolio Techniques (FIN1-02)**

Vic Edwards, Australian School of Business, the University of New South Wales, Australia, [v.edwards@unsw.edu.au](mailto:v.edwards@unsw.edu.au)

Liyang (Belinda) Bian, Westpac Banking Corporation, [belindabian@hotmail.com](mailto:belindabian@hotmail.com)

Jessie Huang, the University of New South Wales, [meteorway@hotmail.com](mailto:meteorway@hotmail.com)

Huijuan (Jan) Liang, the University of New South Wales, [pc\\_dog79@hotmail.com](mailto:pc_dog79@hotmail.com)

**Wealth Effects of Focusing and Diversifying Bank Mergers and Acquisitions (IB1-03)**

Jiangu Ma, School of Business, Robert Morris University, USA, [ma@rmu.edu](mailto:ma@rmu.edu)

Jose A. Pagan, College of Business Administration, University of Texas-Pan American, [jpagan@utpa.edu](mailto:jpagan@utpa.edu)

Yun Chu, School of Business, Robert Morris University, USA, [chu@rmu.edu](mailto:chu@rmu.edu)

**How Commercial Banks Implement Financial Innovations - A Case from Retail Operation of the Bank of China (FIN3-04)**

Ruan Yin, School of Economics and Management, Zhejiang University of Science and Technology, China, [orchid.tina@gmail.com](mailto:orchid.tina@gmail.com)

**Session 2D: STRATEGY**

**Room: Sienna I**

Session Chair: Mark I. Hwang, Department of Business Information System, Central Michigan University, USA, [mark.hwang@cmich.edu](mailto:mark.hwang@cmich.edu)

**Success Factors for Business Intelligence: Perceptions of Business Professionals (STRA1-01)**

Mark I. Hwang, Department of Business Information System, Central Michigan University, USA, [mark.hwang@cmich.edu](mailto:mark.hwang@cmich.edu)

**Evolutionary Game Analysis on Multinational Corporations' Technology Transfer to Chinese Enterprises (STRA1-02)**

Pei-hua Zhao, Business School, Shantou University, China, [phzhao@stu.edu.tw](mailto:phzhao@stu.edu.tw)

**Factor Analysis of Dynamic Factor Model of Enterprise Distributed Innovation (STRA1-04)**

Guoxin Liu, School of Management, Wuhan University of Technology, China, [syliuqx@126.com](mailto:syliuqx@126.com)

Xiaoqian Gao, School of Management, Wuhan University of Technology, China

**A Paradigm of Global Brand Management: Capability-based View (STRA1-05)**

Yu-Ching Lai, Department of Business Administration, Lunghwa University of Science and Technology, Taiwan, [pplai@mail2000.com.tw](mailto:pplai@mail2000.com.tw)

Wen-Chun Tsai, Department of Business Administration, Chung Yuan Christian University, Taiwan, [wctsai@mail2000.com.tw](mailto:wctsai@mail2000.com.tw)

**Multifunctionality of Agriculture under Global Trade Liberalization (STRA1-06)**

Rhung-Jieh Woo, Department of Agricultural Economics, National Taiwan University, Taiwan, [riwoo@agec.ntu.edu.tw](mailto:riwoo@agec.ntu.edu.tw)

Yea-Ru Chuang, Fu Jen Catholic University, Taiwan,

**Session 2E: WORKSHOP**

**Room: Sienna II**

**ENTERPRISE RESOURCE PLANNING SOFTWARE  
MICROSOFT DYNAMICS**

The workshop is sponsored by Microsoft Dynamics Academic Alliance and Department of Business Information Systems, Western Michigan University

Bernard Han, Department of Business Information Systems, Western Michigan University, USA,  
[bernard.han@wmich.edu](mailto:bernard.han@wmich.edu)  
Thomas Rienzo, Department of Business Information Systems, Western Michigan University, USA,  
[thomas.rienzo@wmich.edu](mailto:thomas.rienzo@wmich.edu)

**COFFEE BREAK: 3:10-3:30 P.M.**

**FRIDAY, JULY 31, 2009**

**CONCURRENT SESSIONS: 3:30-5:00 P.M.**

**Room: Tuscany**

**Session 3A: MARKETING III**

Session Chair: Y. Alex Tung, Department of Operations and Information Management, School of Business, University of Connecticut, USA, [alex.tung@business.uconn.edu](mailto:alex.tung@business.uconn.edu)

**Analysis of Online Group Buying Behavior (MKT1-08)**

Chih-Ping Chen, Department of Information Communication, College of Informatics, Yuan Ze University, Taiwan, [lolachen@saturn.yzu.edu.tw](mailto:lolachen@saturn.yzu.edu.tw)

Y. Alex Tung, Department of Operations and Information Management, School of Business, University of Connecticut, USA, [alex.tung@business.uconn.edu](mailto:alex.tung@business.uconn.edu)

**The Importance of Virtual Distance to Online Friendships in Adolescents (MKT4-05)**

Shu-Hsun Ho, Department of Business Administration, Providence University, Taiwan, [shho@pu.edu.tw](mailto:shho@pu.edu.tw)  
Meng-Hong Tsai, Department of Business Administration, Providence University, Taiwan

**Decision between Health and Taste - A Regulatory Focus Theory Perspective (MKT1-06)**

Ya-Kang Chiu, Department of Communications Management, Shih Hsin University, Taiwan, [kenchiu@cc.shu.edu.tw](mailto:kenchiu@cc.shu.edu.tw)

Hua-Ling Young, Department of Communications Management, Shih Hsin University, Taiwan, [halingma@hotmail.com](mailto:halingma@hotmail.com)

Wan-Ling Liu, Department of Communications Management, Shih Hsin University, Taiwan, [polarghost@hotmail.com](mailto:polarghost@hotmail.com)

**Food-related Lifestyle and Trust-in-food-safety Typology in Taiwan (MKT4-07)**

Mei-Fang Chen, Department of Business Management, Tatung University, Taiwan, [mfchen@ttu.edu.tw](mailto:mfchen@ttu.edu.tw)

**Session 3B: ACCOUNTING**

**Room: Milan**

Session Chair: George LAN, Odette School of Business, University of Windsor, Canada, [glan@uwindsor.ca](mailto:glan@uwindsor.ca)

**An Exploratory Study of Personal Values, Job Satisfaction and Job Attitudes of Chinese Accounting Practitioners (ACC2-01)**

George LAN, Odette School of Business, University of Windsor, Canada, [glan@uwindsor.ca](mailto:glan@uwindsor.ca)

Chike Okechuku, Odette School of Business, University of Windsor, Canada, [chike@uwindsor.ca](mailto:chike@uwindsor.ca)

Zhang He, School of Management, Jiaotong University, China, [zhanghe@mail.xjtu.edu.cn](mailto:zhanghe@mail.xjtu.edu.cn)

Jianan Cao, School of Management, Jiaotong University, China, [caojian@mail.xjtu.edu.cn](mailto:caojian@mail.xjtu.edu.cn)

**The Effects of Intangible Assets on the Loan Interest Rates for SMEs in Taiwan (ACC2-02)**

Hsuehchang Tsai, Department of International Business, National Chi-Nan University, and Department of Accounting, Providence University, Taiwan, [tsai481103@yahoo.com.tw](mailto:tsai481103@yahoo.com.tw)

Mingshu Hua, Department of Finance, Takming University of Science and Technology, Taiwan, [mingshu\\_hua@yahoo.com.tw](mailto:mingshu_hua@yahoo.com.tw)

**A Study of Taiwan Bankruptcy Prediction Model - Comparing the GA-SVM, SVM, Logistic Regression and MDA Models (ACC2-03)**

Lee-Hsuan Lin, Department of Accounting, Yuan Ze University, Taiwan, [lslin@saturn.yzu.edu.tw](mailto:lslin@saturn.yzu.edu.tw)

**RFID Adoption Model for Taiwan's Logistics Service Providers (SCM1-01)**

Ling-Lang Tang, Graduate School of Management, Yuan Ze University, Taiwan, [balltang@saturn.yzu.edu.tw](mailto:balltang@saturn.yzu.edu.tw)  
Wei-Chen Tsai, Graduate School of Management, Yuan Ze University, Taiwan

**Session 3C: INFORMATION SYSTEM II**

**Room: Verona**

Session Chair: J. Michael Tarn, Department of Business Information Systems, Haworth College of Business, Western Michigan University, USA, [mike.tarn@wmich.edu](mailto:mike.tarn@wmich.edu)

**Case Study: A Web-based Supply Chain Management System - Worth the Cost? (MIS15-01)**

J. Michael Tarn, Department of Business Information Systems, Haworth College of Business, Western Michigan University, USA, [mike.tarn@wmich.edu](mailto:mike.tarn@wmich.edu)  
Muhammad Razi, Department of Business Information Systems, Haworth College of Business, Western Michigan University, USA  
Kristin Vandenlangenberg, Department of Business Information Systems, Haworth College of Business, Western Michigan University, USA  
Chuan Pang, Faculty of Management and Administration, Macao University of Science and Technology, China

**The Effect of Social Influence on the Blogger's Usage Intention (MIS15-02)**

Shu-Ming Wang, Department of Information Management, National Taiwan University of Science and Technology, Taiwan, [wang@gmail.com](mailto:wang@gmail.com)  
Judy Chuan-Chuan Lin, Department of Computer Science and Information Management, Soochow University, Taiwan, [jclin@csim.scu.edu.tw](mailto:jclin@csim.scu.edu.tw)

**Web-Based System: Necessity or Hype? (MIS15-03)**

Huilien Tung, Paine College, USA, [Tungh@mail.paine.edu](mailto:Tungh@mail.paine.edu)  
Kung, Wood, Klote, Lawless, Paine College, USA

**RFID Applications in the Public Sectors (MIS16-01)**

Chia-Hao Chang, University of Michigan, USA, [chchang@umich.edu](mailto:chchang@umich.edu)  
Yubao Chen, University of Michigan, USA  
Diana Kao, Odette School of Business, University of Windsor, Canada, [kao@uwindoar.ca](mailto:kao@uwindoar.ca)

**Session 3D: HEALTHCARE MANAGEMENT AND HOTEL MANAGEMENT**

**Room: Sienna I**

Session Chair: Faye Kao, Eastern Michigan University

**The Impact of the Tw-DRGs Payment System on Hospitals' Financial Management in Taiwan (HM1-01)**

Yu-Hua Yan, Tainan Municipal Hospital, Graduate Institute of Management, National Kaohsiung First University of Science and Technology, Taiwan  
Shuofen Hsu, Department of Risk Management and Insurance, National Kaohsiung First University of Science and Technology, Taiwan  
Shih-Chieh Fang, Department of Business Administration and Institute of International Business, National Cheng-Kung University, Taiwan  
Chih-Ming Kung, Department of Information Technology and Communication, Shih Chien University Kaohsiung Campus, Taiwan  
Lein-Ray Mo, Department of Administration, Tainan Municipal Hospital, Taiwan

**Soft or Hard Investment Works? The Effect of Government Expenditures on International Traveling Arrivals (HTM1-01)**

*Yu-Shu Peng, Department of International Business, College of Management, National Dong Hwa University, Taiwan*

*Han-Tai Min, Department of International Business, College of Management, National Dong Hwa University, Taiwan*

**The Analysis of Open Policy Changes in Mainland China's Foreign Travel Agencies and the Effects on Taiwanese Travel Firms (HTM1-02)**

*Shu-Mei Hsu, National Kinmen Institute of Technology, Taiwan, and Xiamen University, China*

*Shih-Ping Fan, National Kinmen Institute of Technology, Taiwan,*

*Fu-Cai Huang, Xiamen University, China*

**Session 3E: WORKSHOP  
ENTERPRISE RESOURCE PLANNING  
SOFTWARE – MICROSOFT DYNAMICS**

**Room: Sienna II**

**The workshop is sponsored by Microsoft Dynamics Academic Alliance and Department of Business Information Systems, Western Michigan University**

*Bernard Han, Department of Business Information Systems, Western Michigan University, USA,  
[bernard.han@wmich.edu](mailto:bernard.han@wmich.edu)*

*Thomas Rienzo, Department of Business Information Systems, Western Michigan University, USA,  
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**FRIDAY DINNER ON YOUR OWN  
FRIDAY, JULY 31, 2009**

**SATURDAY, AUGUST 1, 2009**

<b>7:20-8:20 A.M.</b>	<b>CONTINENTAL BREAKFAST</b>	<b>(Third Floor)</b>
	<b>Guest Speech</b> <b>Topic: How Silicon Valley High-Tech Companies Cope with the Global Financial Crisis?</b>	
	<b>Speaker: Mr. Saul Yeung</b> <b>Chairman, Central Computer Corporation</b>	
<b>8:00-12:00</b>	<b>CONFERENCE REGISTRATION</b>	<b>(Third Floor)</b>

**Session 4A: INFORMATION SYSTEM III**

**Room: Tuscany**

Session Chair: *Albert H. Huang, Eberhardt School of Business, University of the Pacific, USA*  
[ahuang@uop.edu](mailto:ahuang@uop.edu)

**A Research Model for the Study of Online Reviews and Information Adoption (MIS6-01)**

*Tsan-Ching Kang, Eberhardt School of Business, University of the Pacific, USA* [tc.kang@gmail.com](mailto:tc.kang@gmail.com)  
*Albert H. Huang, Eberhardt School of Business, University of the Pacific, USA* [ahuang@uop.edu](mailto:ahuang@uop.edu)  
*Shin-Yuan Hung, Department of Information Management, National Chung Cheng University, Taiwan,*  
[syhung@mis.ccu.edu.tw](mailto:syhung@mis.ccu.edu.tw)

**Management Agile E-Business Development: How Intel And Microsoft Did It? (MIS7-01)**

*Dien D. Phan, Department of Computer Information Systems, St. Cloud State University, USA,*  
[ddphan@stcloudstate.edu](mailto:ddphan@stcloudstate.edu)

**On Characteristics Influencing Consumer's Intention to Use Web-based Self-service (MIS7-02)**

*Ming-Hsien Yang, College of Management, Fu Jen Catholic University, Taiwan,* [yang@im.fju.edu.tw](mailto:yang@im.fju.edu.tw)  
*Cheng-Hang Wu, Department of Information Management, Fu Jen Catholic University, Taiwan,*  
[chwu71@gmail.com](mailto:chwu71@gmail.com)  
*Hung-Yi Chao, Graduate Institute of Business Administration, Fu Jen Catholic University, Taiwan,*  
[061164@mail.fju.edu.tw](mailto:061164@mail.fju.edu.tw)  
*Jason C.H. Chen, Gonzaga University, USA*

**Interaction Archetypes of Information Searches During Online Shopping (MIS7-03)**

*Shin-Jeng Lin, Department of Business Administration, Le Moyne College, USA,* [linsj@lemoyne.edu](mailto:linsj@lemoyne.edu)

**An Analysis of Algorithms Used by Business Intelligence Software (MIS5-01)**

*Kuo Lane Chen, University of Southern Mississippi, USA,* [kuo.chen@usm.edu](mailto:kuo.chen@usm.edu)  
*Huei Lee, Department of CIS, Eastern Michigan University, USA,* [Huei.lee@emich.edu](mailto:Huei.lee@emich.edu)  
*Chen-Chi Shing, Information Technology Department, Radford University, USA,* [cshing@radsord.edu](mailto:cshing@radsord.edu)  
*Jiaqin Yang, College of Business, Georgia College & State University, USA,* [jiaqin.yang@gcsu.edu](mailto:jiaqin.yang@gcsu.edu)

**Session 4B: MARKETING IV**

**Room: Milan**

Session Chair: *Hwan-Yann Su, Department of Asia-Pacific Industrial and Business Management, National University of Kaohsiung, Taiwan,* [h\\_su@nuk.edu.tw](mailto:h_su@nuk.edu.tw)

**The Effect of Relationship Transparency on Partnership Enhancement through Reporting Intellectual Capital (MKT2-01)**

*Hwan-Yann Su, Department of Asia-Pacific Industrial and Business Management, National University of Kaohsiung, Taiwan,* [h\\_su@nuk.edu.tw](mailto:h_su@nuk.edu.tw)  
*Shih-Chieh Fang, Department of Business Administration, National Cheng Kung University, Taiwan*  
*Chaur-Shiuh Young, Department of Accountancy and Graduate Institute of Finance & Banking, National Cheng Kung University, Taiwan*

**The Effect of Psychological and External Factors on Service Recovery and Consumer Behavior - The Case of On-line Games (MKT1-07)**

*Lii Yuan-Shu, Department of International Trade, Feng Chia University, Taiwan,* [yslii@fcu.edu.tw](mailto:yslii@fcu.edu.tw)  
*Lim Lay Hoay, Department of International Trade, Feng Chia University, Taiwan,* [m9700055@fcu.edu.tw](mailto:m9700055@fcu.edu.tw)

**Business to Business Customer Service and Outcomes (MKT4-03)**

*James O. Stanworth, Department of Business Administration, National Chunghua University of Education, Taiwan,* [jamesstanworth@btinternet.com](mailto:jamesstanworth@btinternet.com)  
*Clyde A. Warden, Department of Marketing, National Chung Hsing University and University of Stirling, Taiwan,* [cwarden@cwarden.org](mailto:cwarden@cwarden.org)

**Does Co-branding Matter for the Chinese Brand? (MKT4-04)**

Yuan-Shuh Lii, Department of International Trade, Feng Chia University, Taiwan, [yslii@fcu.edu.tw](mailto:yslii@fcu.edu.tw)  
Chia-Hong Cheng, Department of International Trade, Feng Chia University, Taiwan,  
[matchmaker335@hotmail.com](mailto:matchmaker335@hotmail.com)

**The Affect Transfer Effect of Spokes-Characters (MKT1-05)**

Ya-Kang Chiu, Department of Communications Management, Shih Hsin University, Taiwan,  
[kenchiu@cc.shu.edu.tw](mailto:kenchiu@cc.shu.edu.tw)  
Chia-Yin Lin, Department of Communications Management, Shih Hsin University, Taiwan,  
[smallrelack@hotmail.com](mailto:smallrelack@hotmail.com)  
Wan-Ling Liu, Department of Communications Management, Shih Hsin University, Taiwan,  
[polarghost@hotmail.com](mailto:polarghost@hotmail.com)

**Session 4C: FINANCE III**

**Room: Verona**

Session Chair: Keith C.K. Cheung, Odette School of Business, University of Windsor, Canada,  
[cckeung@uwindsor.ca](mailto:cckeung@uwindsor.ca)

**Venture Catalyst or Vulture Capitalist? (FIN3-07)**

Keith C.K. Cheung, Odette School of Business, University of Windsor, Canada, [cckeung@uwindsor.ca](mailto:cckeung@uwindsor.ca)

**Impact of Internationalization on Foreign Financing in an Emerging Economy – Evidence from Taiwan Listed Firms (FIN1-04)**

Meijui Sun, Department of International Business, Ming Chuan University, Taiwan, [mjsun@mail.edu.tw](mailto:mjsun@mail.edu.tw)  
K.C. Chen, Department of Finance and Business Law, California State University, USA,  
[kchen@csufresno.edu](mailto:kchen@csufresno.edu)

**Earning Quality after Privatization and Its Driver (FIN2-08)**

Jiuqin Lu, Business School, Hangzhou Dianzi University, China, [071025023@fudan.edu.cn](mailto:071025023@fudan.edu.cn)

**Session 4D: HUMAN RESOURCE**

**Room: Sienna I**

Session Chair: Chiun-Lin Chiu, Department of Accounting and Information Technology, National Chung Cheng University, Taiwan, [jolenesf@gmail.com](mailto:jolenesf@gmail.com)

**Research on Measuring Human Capital Factors- an Example of Household Sewing Machine Industry in Taiwan (HR1-01)**

Yu-Chung Hung, Department of Accounting and Information Technology, National Chung Cheng University, Taiwan, [hung6599@ms3.hinet.net](mailto:hung6599@ms3.hinet.net)  
Cheng-Chi Liou, Department of Accounting and Information Technology, National Chung Cheng University, Taiwan, [lraychee@gmail.com](mailto:lraychee@gmail.com)  
Chiun-Lin Chiu, Department of Accounting and Information Technology, National Chung Cheng University, Taiwan, [jolenesf@gmail.com](mailto:jolenesf@gmail.com)  
Su-Chin Chiu, Department of International Business Administration, Chien-Kuo Technology University, Taiwan, [shujin@ctu.edu.tw](mailto:shujin@ctu.edu.tw)

**Relationships between Human Resource Management Practices and Knowledge-oriented Culture: Configuration Perspective (HR1-02)**

Shu-Ling Wu, National Hsinchu University of Education, Taiwan, [sulin@mail.nhcue.edu.tw](mailto:sulin@mail.nhcue.edu.tw)  
Chun-Ping Wu, Department of Educational Technology, Tamkang University, Taiwan,  
[cpwu303@mail.tku.edu.tw](mailto:cpwu303@mail.tku.edu.tw)

**The Moderating Effect of Emotional Intelligence on the Relationships among Developmental Human Resource Configuration, Professional Commitment and Perceived Organizational Supports (HR1-03)**

Chuing-Chuan Huang, Kaohsiung, Taiwan, [chiung.chuan@yahoo.com.tw](mailto:chiung.chuan@yahoo.com.tw)

Yu-Fang Yen, Department of Business Administration, National Kinmen Institute of Technology, Taiwan, [Yvonne@kmit.edu.tw](mailto:Yvonne@kmit.edu.tw)

Liang-Chih Huang, Department of Labor Relations, National Chung Cheng University, Taiwan, [1chuang@ccu.edu.tw](mailto:1chuang@ccu.edu.tw)

F.C. Hor, Department of Industrial Engineering and Management, I-Shou University, Taiwan, [hor.fuchia96@gmail.com](mailto:hor.fuchia96@gmail.com)

**Finding True Self from Online Game - The Relationship between Personality and Game Role (MKT4-06)**

Shu-Hsun Ho, Department of Business Administration, Providence University, Taiwan, [shho@pu.edu.tw](mailto:shho@pu.edu.tw)  
Shih-Min Chen, Department of Business Administration, Providence University, Taiwan

**Session 4E: SPECIAL TOPIC  
ROLES OF BOARD OF DIRECTORS**

**Room: Sienna II**

**SESSION CHAIR: DR. W.P. LAM**

**COFFEE BREAK: 10:00-11:00 A.M.**

**SATURDAY, AUGUST 1, 2009 CONCURRENT SESSIONS: 10:30-12:00 NOON**

**Session 5A: SUPPLY CHAIN MANAGEMENT**

**Room: Tuscany**

Session Chair: Kevin W. Li, Odette School of Business, University of Windsor, Canada

**Allocating Social Responsibility in a Two-Echelon Supply Chain under Wholesale Price Contracts (SCM1-02)**

Kevin W. Li, Odette School of Business, University of Windsor, Canada, [kwli@uwindsor.ca](mailto:kwli@uwindsor.ca)  
Debing Ni, School of Management and Economics, University of Electronic Science and Technology of China, China  
Xiaowo Tang, School of Management and Economics, University of Electronic Science and Technology of China, China

**Analysis on Economic Characteristics of Supply Chain of the Computer Industry in Taiwan (SCM1-03)**

Dun-Ji Chen, Department of Transportation Management, College of Management, Tamkang University, Taiwan, [dichen@mail.tku.edu.tw](mailto:dichen@mail.tku.edu.tw)

**Using M-GE Model to Analyze the Competitive Strategy under Localization Policy (C6001)**

Tien-Hsiang Chang, Department of Information Management, National Kaohsiung University of Applied Science, Taiwan, [thchang@cc.kuas.edu.tw](mailto:thchang@cc.kuas.edu.tw)  
Hsin-Pin Fu, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology, Taiwan, [hpfu@coms.nkfust.edu.tw](mailto:hpfu@coms.nkfust.edu.tw)  
Jia-Ruey Ou, MOEA, Taiwan, [jrou@epza.gov.tw](mailto:jrou@epza.gov.tw)

**Session 5B: NEGOTIATION & MGM**

**Room: Milan**

Session Chair: Zhenzhong Ma, Odette School of Business, University of Windsor, Canada, [maz@uwindsor.ca](mailto:maz@uwindsor.ca)

**A Cross-cultural Perspective on Conflict Management Styles (NEG1-01)**

Zhenzhong Ma, Odette School of Business, University of Windsor, Canada, [maz@uwindsor.ca](mailto:maz@uwindsor.ca)

**Subjective Intercultural Variations among Chinese Negotiators (NEG1-02)**

Judy F. Chen, Business Administration Department, The Overseas Chinese Institute of Technology, Taiwan, [jfc@ocit.edu.tw](mailto:jfc@ocit.edu.tw)  
Clyde A. Warden, Marketing Department, National Chung Hsing University and University of Stirling, Taiwan, [cwarden@cwarden.org](mailto:cwarden@cwarden.org)  
Andrea Lee, Department of Business Administration, National Chinyi University Technology, Taiwan, [andrea@ncut.edu.tw](mailto:andrea@ncut.edu.tw)

**The Effects of Multi-sources of Stress on the Effectiveness of NPD Tam: The Moderating Effects of Task Familiarity (MGM1-01)**

Les Tien- Shang Lee, Department of International Trade, Kun Shan University, Taiwan, [llee321@mail.ksu.edu.tw](mailto:llee321@mail.ksu.edu.tw)

**On The Design of a Seven-stage Innovation Life Cycle (MGM1-02)**

Ping LAN, School of Management, University of Alaska Fairbanks, USA, [plan@alaska.edu](mailto:plan@alaska.edu)

**Session 5C: INTERNATIONAL BUSINESS**

**Room: Verona**

Session Chair: Jianyu Ma, School of Business, Robert Morris University, USA, [ma@rmu.edu](mailto:ma@rmu.edu)

**An Investigation of the Moderating Effects of Psychological Contract on the Influence of EQ and CQ on Expatriate Performance (IB1-01)**

Li-Yueh Lee, Kun Shan University, Taiwan, [wuleliyu@gmail.com](mailto:wuleliyu@gmail.com)

**Event Data Analysis of Mergers and Acquisitions in Ten Emerging Asian Markets (IB1-02)**

Jianyu Ma, School of Business, Robert Morris University, USA, [ma@rmu.edu](mailto:ma@rmu.edu)

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**Dynamic System Models to Global Economic and Financial System (ECON2-01)**

Helen Wang Lien, Wu Feng Institute of Technology International Business Department, Taiwan, [cylie@mail.wfc.edu.tw](mailto:cylie@mail.wfc.edu.tw)

**Session 5D: BUSINESS ETHICS AND LAW**

**Room: Sienna I**

Session Chair: Long-Min Kang, Graduate School of Business and Operations Management, Chang Jung Christian University, Taiwan, [ken.k541093@msa.hinet.net](mailto:ken.k541093@msa.hinet.net)

**How Does Regulatory Focus Affect Organizational Commitment? Transformational Leadership as a Mediator (OB1-01)**

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Long-Min Kang, Graduate School of Business and Operations Management, Chang Jung Christian University, Taiwan, [ken.k541093@msa.hinet.net](mailto:ken.k541093@msa.hinet.net)

**MMORPGs Application within Therapy for Social Anxiety (BL1-01)**

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Ruei-Hau Lee, Department of Business Administration, Providence University, Taiwan,

**State Control, Lawsuit and CEO Turnover (BL1-03)**

Le Song, Department of Accounting, Guanghua School of Management, Peking University, China, [single@gsm.pku.edu.cn](mailto:single@gsm.pku.edu.cn)

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**Session 5E: BUSINESS EDUCATION AND TEACHING**

**Room: Sienna II**

Session Chair: *Jake Zhu, Department of Information Management, California State University, USA, [jzhu@csusb.edu](mailto:jzhu@csusb.edu)*

**Using KM Model to Examine a Firm's External Environment in Strategic Analysis (STRA1-24)**

*Diana Kao, Odette School of Business, University of Windsor, Canada, [kao@uwindsor.ca](mailto:kao@uwindsor.ca)  
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**Developing a Framework to Evaluate Virtual Learning Groups (BE2-01)**

*Jake Zhu, Department of Information Management, California State University, USA, [jzhu@csusb.edu](mailto:jzhu@csusb.edu)  
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**Charade and Communication: Classical Games in Management Class (BE5-01)**

*Fengting Hui, Zhejiang University of Science and Technology, China, [hui.fengting@zust.edu.tw](mailto:hui.fengting@zust.edu.tw)*

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