
CONFERENCE PROGRAM

THE XX ACME INTERNATIONAL CONFERENCE ON PACIFIC RIM MANAGEMENT
2010 ANNUAL MEETING PROGRAM



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

20th ACME Annual Meeting
July 15-July 17, 2010
Official Conference Site: Avenida Wai Long, Taipa, Macau
Macau University of Science and Technology
Tel.: (853) 2888 1122

Sponsored by
Association for Chinese Management Educators (ACME)
Macau University of Science and Technology, Macau, China
National Cheng Kung University, Taiwan

THE XX ACME INTERNATIONAL CONFERENCE OF PACIFIC RIM MANAGEMENT

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**International Conference of Pacific Rim Management
2010 ACME Annual Meetings**

Thursday, July 15, 2010

		<u>LOCATION</u>
15:00-18:00	Conference Registration	Lobby (Block A)
15:30-17:30	ACME Board Meeting	A401
18:30-21:00	Welcome Dinner (Buffet)	駿景酒店
Shuttle leaves at 18:15 from Block A		

Friday, July 16, 2010

		<u>LOCATION</u>
9:00-17:00	Conference Registration	A408 佳爵餐廳 (Campus student canteen)
8:00-9:00	Breakfast	
9:00-9:15	Welcome Remarks (Prof. Lai Kow Chan, Vice Rector of MUST)	N316
9:15-10:30	Keynote Speech	N316
	Speaker (楊道匡先生，澳門第三屆立法會議員，澳門可持續發展研究中心研究員)	
	Topic (澳門經濟與區域合作)	
	Speaker (劉蘇寧小姐，澳門國際機場專營股份有限公司，執行董事)	
	Topic (澳門國際機場風險控制)	
10:30-10:45	Coffee Break	N316
10:45-12:00	Panel Discussion on Internationalization of Mgmt Education	N316
	Panelists	
12:00-12:45	ACME Membership meeting	N316
13:00-14:00	Luncheon	佳爵餐廳 (Campus student canteen)
14:30-15:45	Concurrent Sessions 1	N317-319
15:45-16:00	Coffee Break	N318
16:00-17:15	Concurrent Sessions 2	N317-319

Dinner: Taste of Macau on your own

Saturday, July 17, 2010

	<u>LOCATION</u>
9:00-12:00 Conference Registration	A408 佳爵餐廳 (Campus student canteen)
8:00-9:00 Breakfast	
9:00-10:15 Panel Discussion on AACSB Accreditation Panelists: <i>Diana Kao, University of Windsor</i> <i>Huei Lee, Eastern Michigan University</i> <i>Michael Tarn, Western Michigan University</i>	N318
10:15-10:30 Coffee Break	N318
10:30-11:45 Concurrent Sessions 3	N317-319
12:00-2:00 Award Luncheon and Closing Remarks	佳爵餐廳 (Campus student canteen)

**Concurrent Sessions
International Conference of Pacific Rim Management
2010 ACME Annual Meetings**

FRIDAY, JULY 16, 2010

CONCURRENT SESSIONS: 14:30-15:45 PM

SESSION 1A: ACCOUNTING

Room: N317

Session Chair: Jerry Sun

Auditor Industry Specialization, Board Governance, and Earnings Management

Jerry Sun, University of Windsor

Guoping Liu, Ryerson University

A Preliminary Examination of Opinions on Changes in Lease Accounting

Hock Hoo Chua, Cheng & Co.

Roger Hussey, University of Windsor

Audra Ong, University of Windsor

Does Accounting for Leases Matter in the Cost of Equity?

Fei Han, Robert Morris University

SESSION 1B: MANAGEMENT

Room: N318

Session Chair: Zachary Wong

Automatic Translation of Asian Languages in Electronic Meetings

Milam Aiken, University of Mississippi

Zachary Wong, Sonoma State University

Reverse Knowledge Transfer from Developed Economies to Emerging Markets: The Effects of Firms' Network Strength and Human Resource Mobility

Crystal Jiang, Brynol University

Qin Yang, Robert Morris University

A Metafrontier Efficiency Analysis of Regional Police Agencies in Taiwan

Jin-Li Hu, National Chiao Tung University

Kevin Lo, National Chiao Tung University

Yu-Ying Tung, National Chiao Tung University

Multiple Intelligences and the Success of Expatriation: The Moderating Roles of Duration and Level of Interaction

Li-Yueh Lee, Kun Shan University

SESSION 1C: SUPPLY CHAIN MGMT

Room: N319

Session Chair: Kevin Li

Investigating Social Responsibility Conduct in Two-Echelon Supply Chains: A Game Theoretic Approach

Debing Ni, University of Windsor

Kevin Li, University of Windsor

Identifying and Eliminating Inefficiencies in Global Supply Chains One Box at a Time
John Wu, California State University San Bernardino

Continuous and Dynamic Pricing Strategy with Inventory Control and Multiple Demands
Cheng-Yuan Ku, National Chung Cheng University

A Contemporary Approach in Total Quality Management and Six-Sigma Implementation
Yubao Chen, University of Michigan Dearborn
Chia-hao Chang, University of Michigan Dearborn

FRIDAY, JULY 16, 2010

CONCURRENT SESSIONS: 16:00-17:15 PM

SESSION 2A: MARKETING

Room: N317

Session Chair: Jianyu Ma

The Determinants of Consumers' Acceptance of Functional Foods - The Mediating Effect of Subjective Health Complaints
Mei-Fang Chen, Tatung University

Expectation Frames for Traditional Chinese Medicine and Western Medicine Treatments
Clyde A. Warden, University of Stirling
Judy F Chen, Overseas Chinese University

Understanding Chinese Internal Service Encounter Quality: The Cycle of (DI)satisfadlon
James O. Stanworth, National Changhua University of Education
Ryan Shuwel Hsu, National Changhua University of Education

Relationship between Vendor/Client and Outsourcing Effects: An Empirical Assessment
Yun Chu, Robert Morris University
Sean Molyneaux, Robert Morris University

SESSION 2B: FINANCE

Room: N318

Session Chair: Lawrence Tai

Making Equity Investing Decisions: A Survey of UAE Investors
Lawrence Tai, Zayed University

Pricing for Corporate Property Rights Transfer with Stochastic Markets
Zhuming Chen, Sun Yat-sen University
Huali Yang, Peking University

How Can Speculators Profit the Abnormal Returns during the Ex-day Period?
Ming-Chang Cheng, National Chung Cheng University
Ching-Hwa Lee, National Chung Cheng University

Equity Carve-Outs in Taiwan
Meijui Sun, Ming Chuan University, Taiwan
K.C. Chen, California State University, Fresno

The Efficiency of Public Finance, the Role of Government and the Economic Development In Undeveloped Areas

Bingtao Song, Henan University

Mingzhai Geng, Henan University

SESSION 2C: MGMT INFO SYSTEMS

Room: N319

Session Chair: *Judy F Chen*

Workplace English Skills Requirements for Management Information System College Graduates

Judy F Chen, Overseas Chinese University

Clyde A. Warden, National Chung Hsing University

The Intention of Selecting Agile System Development Methodology among New Generation of Software Developer: The Effects of Post-Learning

Eugenia Y. Huang, National Chengchi University

Chinhan Tang, National Chengchi University

Mlnchun Lin, National Chengchi University

Selecting Web Services Based on Workflow Quality of Service

Sung-Shun Weng, National Taipei University of Technology

Shang-Chia Liu, Fu Jen Catholic University

Tsung-Hsien Wu, Fu Jen Catholic University

SATURDAY, JULY 17, 2010 CONCURRENT SESSIONS: 10:30-11:45 AM

SESSION 3A: MARKETING

Room: N317

Session Chair: *Chujiao Ma*

An Exploratory Study on Customer Response to Start-Ups Advertisement in Social Network

Chujiao Ma, Franklin W. Olin College of Engineering

Influence of the Fitness between Message Framing and Audience Regulatory Focus on the Persuasion Effect

Ya-Kang Chiu, Shih Hsin University

Wan-Ling Liu, Shih Hsin University

Yu-Ting Wu, Shih Hsin University

Study on the Difference of Service Perception between Service Providers and Takers - The Overoptimistic Perspective

Ya-Kang Chiu, Shih Hsin University

Fan-Hua Kung, Tamkang University

Jing-Yi Chen, Shih Hsin University

Relationship Management in Higher Education: How to Segment Higher Education Market

Yun Chu, Robert Morris University

Jianyu Ma, Robert Morris University

Steven Clinton, Robert Morris University

SESSION 3B: MANAGEMENT

Room: N318

Session Chair: *Szu-Yuan Sun*

A Study in the Impact of KM, IT, HR Strategic Alignment on Business Performance

Yue-Yang Chen, I-Shou University

Szu-Yuan Sun, National Kaohsiung First University of Science and Technology

A Study on the Applicability of the NEP Scale to Collectivistic Environments

Ya-Kang Chiu, Shih Hsin University

Chien-Wei Huang, Shih Hsin University

Chia-Yln Un, National Sun Yat-Sen University

Strategic Alignment of Management Education with Global Competition

Tony Mao, University of Windsor

Diana Kao, University of Windsor

SESSION 3C: MGMT INFO SYSTEMS

Room: N318

Session Chair: *Huei Lee*

An Approach for Risk Management and Information Audit

Kuo Lane Chen, University of Southern Mississippi

Chen-Chi Shing, Radford University

Huei Lee, Eastern Michigan University

Marn-Ling Shing, Taipei Municipal University of Education

Understanding the Factors Influencing E-learning Continuance in the Government Sector

Pei-Chen Sun, National Kaohsiung Normal University

Su-YIng Chiu, E-Da Hospital

Conceptual Mapping of IT Governance and Capability in the Casino Gaming Industry of Macao

Colin Lai, Macao Polytechnic Institute

Michael Tarn, Western Michigan University

Chuan Pang, Macau University of Science and Technology

Hung-Lian Tang, Eastern Michigan University

A Study of Green Information Technology Project Strategy in the Orchid Industry

Eric Wang, National Cheng Kung University

Jengchung V. Chen, National Cheng Kung University

William H. Ross, University of Wisconsin - La Crosse