

Conference Program

The 25th International Conference on the Pacific Rim Management

July 9-11th, 2015

Sponsored by University of the West, Rosemead, California, USA

Organized by the Association for Chinese Management Educators (ACME)



Special Thanks to University of the West for hosting and supporting this event

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Message From the ACME President

Welcome to the 25th International Conference on Pacific Rim Management (ICPRM'2015), official conference of ACME. As the President of the ACME, I would like to thank all the people who contributed to this conference and made it possible--paper submitters/presenters for your willingness to share your thoughts, participants for coming here, organizers for your excellent plan and work, University of the West for the conference logistics, and ACME Board members for your leadership and support.

I'd like to express our gratitude to University of the West. We appreciate the support from Dr. Stephen Morgan (President of the U West), Dr. Bill Chen, and other faculties and staff at UWest so we can call University of the West the home site of ICPRM.

It has been my great pleasure to serve as the President of the ACME in the past year. The ACME's goal is to provide a forum for management educators and practitioners to exchange information and to stimulate cooperation between academia and industry in the Pacific Rim region. Since 1988, ACME's annual conference has been a forum for researchers and practitioners in management all over the world to share research ideas and to network. In the past several years, the conference has attracted more scholars from Asia and others places, in addition the ones from the US. The Association and its annual conference have gained more international visibility and influence. I hope that our Association and conference will be able to maintain this trend and attract more members and participants in the future.

Thank you very much and have a great time during the conference.

Hsiang-Jui Kung, Ph.D.

President, ACME 2015

Associate Professor of Information Systems, Georgia Southern University



International Conference on Pacific Rim Management 2015 ANNUAL MEETING PROGRAM



The 25th International Conference on the Pacific Rim Management
University of the West (UWest)

Conference Program/Schedule:

Day 1, Thursday, July 9th

Registration, 2:00-5:00pm (Ken Locke Hall) (2nd Floor of ED Building)

Social Networking and Dinner, 5:30-7:30pm (Dining Hall)

Day 2, Friday, July 10th

Morning, Breakfast (No covered/provided)

Session I, Marketing Management I, 9:00-10:30am (Ken Locke Hall)

Tea Break, 10:30-10:45am;

Session II, Marketing Management II, 10:45-12:00pm (Ken Locke Hall);

Lunch (arranged by the Conference) (Ken Locke Hall)

**Keynote Speech, “ Traditional Chinese Culture and Modern Management”, John Yin,
Former Asia Vice President of Technology and Engineering in Texas Instruments.**

Session III, Accounting and Financial Management, 1:50-2:50pm (Ken Locke Hall)

Tea Break, 2:50-3:20pm

Session IV, Management Information System, 3:20-5:00pm (Ken Locke Hall)

Dinner and Awards, 6:00-8:00pm (arranged by the conference)(Ken Locke Hall)

Day 3, Saturday, July 11th

Morning, Breakfast (not covered/provided)

Session V, Industry and Technology I, 9:00-10:30am (Ken Locke Hall)

Tea Break, 10:30-10:45am;

Session VI, Technology Management II, 10:45-12:00pm (Ken Locke Hall)

Lunch, 12:00-1:00pm (arranged by the conference)(Ken Locke Hall)

Conference Presentations and Schedule

July 10th

• Session I: 9:00 – 10:30 am

Marketing Management I

Judy Lin and Chin-Lung Hsu	Towards an understanding of the intention to make in-app purchases: an empirical study using perceived value and social influences
Patricia Arttachariya	Environmentally Conscious Purchasing Behavior: A Study on Generation Y Consumers in Bangkok, Thailand
Yi-Ching Hsieh and Wei-Yun Lin	Value Co-creation and Customer Happiness
Yang Xu	Gender Differences in Founders' Social Network Development

• Break: 10:30 – 10:45 am

• Session II: 10:45 – Noon

Marketing Management II

Yun Chu and Jiianyu Ma	Drivers and Antecedents of Trust between Chinese Customers and Their Institutions in Social Networks
Les Tien-Shang Lee and Adriana Amaya	The effects of Trust, Knowledge Integration and Process Effectiveness on Creativity

Wann-Yih Wu, Nadia Anridho Toward a Hedonic Perspective of Online Shopping Behaviors
and Adriana Amaya Rivas

Wong Ming Wong Green Market Cognition Influences on the Consumer's Purchase
Behavior in China

• **Lunch: Noon – 1:30 pm**

Keynote Speech

Traditional Chinese Culture and Modern Mgt, Mr. John Yin, Former Asia
Vice President of Technology and Engineering in Texas Instruments.

• **Session III: 1:50 – 2:50 pm**

Accounting and Financial Management:

Otto Chang Sustainable Economic Development: Theory and Practices

Jianyu Ma and Yun Chu Modeling of Normal Returns in Event Study for Emerging Markets

Yueyun Chen International Comparisons of the Service Industry—What China Can
Learn from Other Countries

XianJun Pan, Bill Chen, Mechanism of Decision-making Behavior of Insufficient Demand for
YuJing Chen, HuiLing Huang, Catastrophic Insurance
BoYu Zhang and ChengYi Pu

• **Break: 2:50 – 3:20 pm**

• **Session IV: 3:20 – 5:00 pm**

Management Information System

Huei Lee and Kuo Lane Chen The Information Analytics Web Hub for Supply Chain & Logistics
Businesses

Yun-Chia Tang, Hung-Chang Exploring the Authentic Elements in Story
Chiu and Yi-Ting Lai

Li-Ling Hsu and Shih-Ming Pi Service Quality and Factors Influencing on Intention to Continued Use of
Cloud-Based POS System

Wenli Wang

A Contemplative View on Big Data

Wenli Wang

Empower Patients, Enhance Care

• **Dinner and Awards: 6pm**

July 11th

• **Session V: 9:00 – 10:30 am**

Industry and Technology I:

Jianyu Ma and Mingzhai Geng

Policy and Practice Review on Industry Migration

Victor Kane, Altay Dicek and Jin Yong
Park.

Cross-National CSR Web Reporting: A comparative analysis of
multinational corporations in the U.S. and South Korea

Patrick Micheletti

The Concept of Mutual Trust between the Companies and the
Staff

Jasmin Lin

Service Recovery Revisit: Evidences In a Fast Growing Service
Sector Context

• **Break: 10:30 – 10:45 am**

Mr. John Yin's brief Bio



Mr. Yin is a very versatile and a seasonal manager. Mr. Yin's major in college and also graduate school was Electrical Engineering. He worked in one of the Fortune 500, Texas Instruments, for more than 30 years at various positions ranging from production, engineering, marketing, to product manager. Mr. Yin retired from TI as Asia Vice president of Technology and Engineering in 2010. With Mr. Yin's strong engineering background and passion to technology, he is running a start up operation after retirement from TI after age 60. Mr. Yin is highly interested in philosophy, Chinese culture, and especially Buddhism and has also studied hard in these areas for all his life. He studied Chinese traditional wisdom from a legend master, Mr. Yu, who was a royal family member from Qing dynasty. He has been seriously practiced Dharma for more 30 years. He is also quite good in TaiJi boxing for more than 10 years' practicing. Born and grew up in Taiwan, worked in US for 20 plus years, and then 15 years in China, Mr. Yin knows both oriental and western culture well by study and also by real experience, Mr. Yin is active in life philosophy and also in business management. Being able to deliver Chinese traditional culture wisdom in English in depth and also able to apply them to the real world in management in both oriental and western societies, Mr. Yin is surely rare and also a precious resources to learn from.

Mr. Yin wrote a commentary book regarding 《Confucius analects》 in Mandarin and published in China. Mr. Yin is establishing a charity foundation “Buddhist Pu Ji Culture foundation” in US to promote Buddhist Culture ideas and also conducts.