

Chair's Message

The committees of the International Conference on Innovation and Management (IAM 2012) are pleased to welcome you to this meeting held at Koror, Republic of Palau on July 15-18, 2012. On behalf of the organizers, I express my delight in sharing the time with the delegates from all around the world and hope you will have good stay here.

With the rapid development in e-business and technology, enterprises are now facing fiercer threaten and vague opportunity. How to assist enterprises in gaining competitive advantages through technological and managerial innovation has become a crucial issue to the industrial and academic societies. The main objective of IAM International Conference is to provide a venue where business stakeholders, researchers and experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote business innovation and management. We believe it is of immense significance to have an opportunity to share the knowledge from all participants.

Among 198 excellent manuscript submissions from 12 countries, 145 of them come from 9 countries have been further selected for presentation in the conference. These papers provide unique insights and are regarded as the research forefront of the key areas including applications of innovation and management in selected industries, innovative systems and knowledge management, contemporary business behavior and data. We would like to express our gratitude to all those who contributed in helping deliver quality content of IAM 2012.

Looking forward for your participation again in IAM 2013.



Conference Chair

Schedule

July 15, 2012 (Sunday)	
15:00-17:00	Registration (Lobby)

July 16, 2012 (Monday)			
09:00-17:00 Registration(Lobby)			
Room	Executive Board Room (1 st Floor)	Ming's VIP Room (2 nd Floor)	Palau 101 (7 th Floor)
09:00-10:00	Social Time (Refreshment, Lobby)		
10:00-12:00	Session A1	Session A2	Session A3
12:00-14:00	Lunch (Desomel Restaurant, 1 st Floor)		
14:00-16:00	Session B1	Session B2	Session B3
16:00-17:00	Social Time (Refreshment, Lobby)		

July 17, 2012 (Tuesday)			
09:00-17:00 Registration(Lobby)			
Room	Executive Board Room (1 st Floor)	Ming's VIP Room (2 nd Floor)	Palau 101 (7 th Floor)
09:00-10:00	Social Time (Refreshment, Lobby)		
10:00-12:00	Session C1	Session C2	Session C3
12:00-14:00	Lunch (Desomel Restaurant, 1 st Floor)		
14:00-16:00	Session D1	Session D2	Session D3
16:00-17:00	Social Time (Refreshment, Lobby)		

July 18, 2012 (Wednesday)			
09:00-17:00 Registration(Lobby)			
Room	Executive Board Room (1 st Floor)	Ming's VIP Room (2 nd Floor)	Palau 101 (7 th Floor)
09:00-10:00	Social Time (Refreshment, Lobby)		
10:00-12:00	Session E1	Session E2	Session E3
12:00-14:00	Lunch (Desomel Restaurant, 1 st Floor)		
14:00-16:00	Session F1	Session F2	Session F3 (13:00-15:00)
16:00-17:00	Social Time (Refreshment, Lobby)		

Schedule

Agenda

July 16, 2012 (Monday)

Session A1

10:00-12:00

Room: Executive Board Room

Session Chair: Petr Polak

Universiti Brunei Darussalam

Traditional and Emerging Challenges: What Matters Today in the Corporate Treasurer's Role

Petr Polak

Universiti Brunei Darussalam

David C. Robertson

Treasury Strategies, Inc.

Does IFRS Adoption Matter? The Effects on Financial Transparency and Earnings Management in the Banking Industry: Evidence from Four Asian Countries

Tze-Yu Yen

National Chung Cheng University

minglei chang

Yuan Ze University

Hsiao-Chian Yeh

National Chung Cheng University

Cross-Region Contagion Effect of PIIGS-US

Yi-Chen Wang

National Kaohsiung First University of Science and Technology

Ching-Wen Wang

National Kaohsiung First University of Science and Technology

Shyan-Rong Chou

National Kaohsiung First University of Science and Technology

The Relationship between Residual Income, and Earnings Growth

Chao-Hui Yeh

I-Shou University

Ti-Ling Wang

Kao Yuan University

Agenda

July 16, 2012 (Monday)

Session A2

10:00-12:00

Room: Ming's VIP Room

Session Chair: Yuehjen E. Shao

Fu Jen Catholic University

Two-Echelon Inventory Models Considering Outsourcing Policies

Hui-Ming Teng

Chihlee Institute of Technology

Ping-Hui Hsu

De Lin Institute of Technology

Revisiting An Economic Order Quantity (EOQ) for Items with Imperfect Quality and Inspection Errors

Ping-Hui Hsu

De Lin Institute of Technology

Hui-Ming Teng

Chihlee Institute of Technology

Hui Ming Wee

Chung Yuan Christian University

A Conceptual Model for Mitigating SC Risks

Marivic Villanueva Padilan

Chung Yuan Christian University

Hui Ming Wee

Chung Yuan Christian University

A Study on Change Point Identification for an Attribute Process

Yuehjen E. Shao

Fu Jen Catholic University

Innovative Nurse Scheduling Method for Impartial Schedules

Feng-Cheng Yang

National Taiwan University

Wei-Ting Wu

National Taiwan University

An Integrated Production-Inventory Model with Imperfect production Processes for Products Sold with Warranty

Kuo-Lung Hou

Overseas Chinese University

Yung-Fu Huang

Chaoyang University of Technology

Li-Chiao Lin

National Chinyi University of Technology

2-rainbow Domination Number on General Graphs

Kung Jui Pai

Ming Chi University of Technology

Cherng Min Ma

Ming Chi University of Technology

Ro Yu Wu

Lunghwa University of Science and Technology

Agenda

July 16, 2012 (Monday)

Session A3

10:00-12:00

Room: Palau 101

Session Chair: Chien-Lung Hsu

Takming University of
Science and Technology

**The Reverse Logistic Management and Performance: The Effect of Organization
Antecedent and External Environmental Factors**

Chien-Lung Hsu

Takming University of Science and Technology

Yi-Chuan Liao

National Taipei University

**To Explore Consumer Perspective of Leisure Behaviour on the Temple Innovation
Marketing Strategy for Festival Activity**

Ying-Yi Lu

Aletheia University

Mei-Ling Chung

Aletheia University

**Exploring High-Value Customers from Website Logs - A Case Study on the "Baby and
Mother" Website**

Yu-Chin Liu

Shih Hsiu University

Yen-Hung Liu

Shih Hsiu University

**Volatile Behavior in Taiwan's Foreign Exchange Market during the US Sub-prime
Crisis**

Ruey-Shan Wu

National Taipei University

Tsai-Wei Chen

National Taipei University

**Design of Smart Phone Based Physical Activity Self-management Assistance System
for Diabetes**

Chi-Yu Huang

Chang Gung University

Jia-Rong Yang

Chang Gung University

Sophie Huey-Ming Guo

Chang Gung University

Her-Kun Chang

Chang Gung University

Agenda

July 16, 2012 (Monday)

Session A3

10:00-12:00

Room: Palau 101

Session Chair: Chien-Lung Hsu

**Takming University of
Science and Technology**

A hybrid fuzzy matrix modeling for fuzzy time series forecasting

Kuo Shu Ching	Taiwan Shoufu University
H.J. Wang	Taiwan Shoufu University
C.C. Chen	Taiwan Shoufu University
P.L. Huang	National Cheng Kung University
S.T. Li	National Cheng Kung University

The Impact of Entrepreneur's Personal Risk Preference on Opportunities for Value Innovation and New Product Development - Food Manufacturing Industry as the Example

Lee Wei Long	National Kaohsiung University of Applied Science
Hsieh Hsiang Sheng	National Kaohsiung University of Applied Science

Correlation between Employee Bonus and Company Performances: The Case on SEC of Electronic in Taiwan

teresa tzulan kuo	National Taipei University
Kuang-Hui Chiu	National Taipei University

On Exploring the Overall Service Quality of the Type II Telecommunications Service Providers in Taiwan, Using Importance and Satisfaction Model: Taking One Telecommunications Company as an Example

MONICA HSIU CHIN	National Taipei University
SHEN	
Kuang-Hui Chiu	National Taipei University

Agenda

July 16, 2012 (Monday)

Session B1

14:00-16:00

Room: Executive Board Room

Session Chair: JrJung Lyu

National ChengKung University

Goal-Oriented and Behavior-Oriented Metamotivational States on Facebook

Chorng-Shyong Ong National Taiwan University

Shu-Chen Chang National Taiwan University

Collaborative Design: State of the Art and Future

Yeong-Dong Hwang University of Kang Ning

Chyuan Perng National Quemoy University

JrJung Lyu National Cheng Kung University

Li-Ying Chang National Cheng Kung University

An Empirical Study to Explore the Using Attitude of Knowledge Management System at Hospital Staffs

Wen-Sheng Tzeng Chi Mei Medical Center Department of Medical Imaging

JrJung Lyu National ChengKung University

Chia-Wen Chen National ChengKung University

Hai-Lun Chao Chung Hwa University of Medical Technology

Yu-Jen Chen Chi Mei Medical Center Department of Medical Imaging

A Novel Fuzzy Inference Forecasting Model for Fuzzy Time Series

Yi-Chung Cheng Tainan University of Technology

Pei-Chih Chen Tainan University of Technology

Sheng-Tun Li National Cheng Kung University

Wei-Fong Lin Tainan University of Technology

Experimental Study on the Possibility of DDoS Attack in Mobile Network

Kyoungju Kwak Sungkyunkwan University

Dongho Won Sungkyunkwan University

Agenda

July 16, 2012 (Monday)

Session B1

14:00-16:00

Room: Executive Board Room

Session Chair: JrJung Lyu

National ChengKung University

Facebook Application and the Addictive Behavior

Pi-Chu Wu

China University of Technology

Ming-Way Lee

China University of Technology

Hsiu-Hui Chang

Chungyu Institute of Technology

The Impacts of Consumption Values, Satisfaction, and Character Identification on Intention to Purchase the Virtual Goods in Online Games.

Cheng-Hsun Ho

National Taipei University

Ting-Yun Wu

National Taipei University

Agenda

July 16, 2012 (Monday)

Session B2

14:00-16:00

Room: Ming's VIP Room

Session Chair: Anna Agnieszka Rakowska

University of Marie Curie
Sklodowskiej in Lublin

Effects of Personality Trait and Perception of Innovative Climate on Innovation

Behavior of R&D Personnel - The Mediating Effect of Creative Self-efficacy

Hsi-Chi Hsiao

Cheng-Shiu University

Shih-Wen Huang

National Changhua University of Education

Chin-Pin Chen

National Changhua University of Education

Ya-Ling Tu

National Changhua University of Education

A Human Capital Development Perspective to Build a Competency-based Performance Development Map

Hsiu-Hua Hu

Ming Chuan University

A study on Leadership, Culture and Safety Performance on the example of Silesian coal mines in Poland

Anna Agnieszka Rakowska

University of Marie Curie Sklodowskiej in Lublin

Organizational Capital and Service Innovation Behavior: Mediating Effect of Innovation Climate

Chien-Chung Lu

Ming Chi University of Technology

HUNG-JUI HSU

Ming Chi University of Technology

Culture Dimensions of Innovation

Agnieszka Elzbieta

Maria Curie-Sklodowska University

Sitko-Lutek

Reducing Competence Gap in Polish Enterprises in the Light of Scientific Research

Urszula Malgorzata

Maria Curie-Sklodowska University

Skurzynska-Sikora

Agenda

July 16, 2012 (Monday)

Session B3

14:00-16:00

Room: Palau 101

Session Chair: Wurong Shih

Southern Taiwan University

Local Technology Embeddedness and Subsidiary Capability Does Institutional Quality Matter?

Wen-Bin Chuang

National Chi-Nan University

Chun-Chie Huang

National Chi-Nan University

Factors That Affecting Thai Consumer Behavior in Milk Consumption: Case of Bangkok Area

Wurong Shih

Southern Taiwan University

Krissapon Apinyaupatum

Southern Taiwan University

A Case-Based Refinement of Conceptual Knowledge

Chih-Chuan Chen

Taiwan Shoufu University

Shu-Ching Kuo

Taiwan Shoufu University

Chiao Ting Chien

National Cheng Kung University

Yi-Chung Cheng

Tainan University of Technology

Sheng-Tun Li

National Cheng Kung University

Integrating Case-Based Reasoning and LCA for Eco Design

Tsai Chi Kuo

Chung Yuan Christian University

The Influence of Social Relationship Factors and Social Presence on Continuance Intention in Social Networking Sites

Kai Wang

National University of Kaohsiung

Kai-Wen Cheng

National University of Kaohsiung

An Investigation of Applying Project Management Practice into the Simulation of Campus Commodity Exhibition

H. W. Ker

Chihlee Institute of Technology

S. M. Ho

Chihlee Institute of Technology

S. Y. Lee

Chihlee Institute of Technology

Agenda

July 16, 2012 (Monday)

Session B3

14:00-16:00

Room: Palau 101

Session Chair: Wurong Shih

Southern Taiwan University

An Exploratory Study on Determinants of Franchising Strategy: Intrapreneurial Franchising or External Franchising

Yu-Shih Lee

Chung Yuan Christian University

Wenchieh Wu

St. John's University

Tsung-Yao Lee

Chung Yuan Christian University

Agenda

July 17, 2012 (Tuesday)

Session C2

10:00-12:00

Room: Ming's VIP Room

Session Chair: James T. Lin

National Tsing Hua university

Performance Evaluation of Rigid PCB Firms in Taiwan

Wen-Kung Lin	Vanung University
Shu-Huan Ko	Vanung University
Rong-Tsu Wang	Vanung University

Construction of a Novel Quality Management Model of High-Quality Process Control Chart for Improving Detection Capability

JrJung Lyu	National Cheng Kung University
YiHeng Lin	Himax Technologies, Inc
Mingnan Chen	Nan Jeon Institute of Technology

An Initial Study of Multi-period Replenishment Decision in a Supply Chain

Chun Chin Wei	Ching Yun University
Liang-Tu Chen	National Pingtung Institute of Commerce

The Estimated Expected Test Time of Two-Parameter Extreme-Value Distribution under Progressive Censoring with Binomial Removals

Chin-Chuan Wu	Tamkang University
Shu-Fei Sophy Wu	Tamkang University
Huang-Yu Chan	Tamkang University

Simulation Optimization Based Hybrid PSO Application of Resources Allocation Problem in Manufacturing Line

James T. Lin	National Tsing Hua university
Chun-Chih Chiu	National Tsing Hua university
Chao-Jung Huang	National Tsing Hua university

A Data Hiding Method Using Pixel-Value Difference Based on the Perfect Square Number

Hui Shyh Leng	Chaoyang University of Technology
Hsien Wen Tseng	Chaoyang University of Technology

Agenda

July 17, 2012 (Tuesday)

Session C2

10:00-12:00

Room: Ming's VIP Room

Session Chair: James T. Lin

National Tsing Hua university

Using Floating Parameter to Achieve Adaptive Facial Feature Detection

Yang Kai-Lin

Chaoyang university of technology

Chen Rong-Chung

Chaoyang university of technology

A Simulated Annealing Heuristic for the Open Location Routing Problem

Vincent F. Yu

National Taiwan University of Science and Technology

Shin-Yu Lin

National Taiwan University of Science and Technology

Agenda

July 17, 2012 (Tuesday)

Session C3

10:00-12:00

Room: Palau 101

Session Chair: Yi-Wen Fan

National Central University

Content-Based Multi-Feature Music Classification

Yu-lung Lo Chaoyang University of Technology

Yi-chang Lin Chaoyang University of Technology

Green Corporate Behavior: Determinants of WTA -Green Cosmetics as the Example

Hsiang-Ling Huang Tamkang University

Yung-Hsin Lee National Taiwan University of Science and Technology

Yen-Tsen Chen Tamkang University

Shui-Lien Chen Tamkang University

Effect of Electronic Word-of-Mouth on Consumer Purchase Intention: The Perspective of Gender Differences

Yi-Wen Fan National Central University

Yi-Feng Miao National Central University

Cheng Kiang Farn National Central University

An Analysis of Taiwan's Response to the Surge in Chinese Tourists

Hsiung-shen Jung Aletheia University

The Impacts of Environmental Knowledge on Green Consumption

Yi-Wen Fan National Central University, Taiwan

Yu-Hsien Fang National Central University, Taiwan

Jay-Zen Cer National Central University, Taiwan

A Credit Card Holder Behavioral Scoring Model Using Residual Correction Fourier GM(1,1)

Che-Min Lin Tamkang University

I-Fei Chen Tamkang University

Agenda

July 17, 2012 (Tuesday)

Session C3

10:00-12:00

Room: Palau 101

Session Chair: Yi-Wen Fan

National Central University

**The Relationship between Information Technology Governance and Information
Technology Performance of the Financial Enterprises in Taiwan**

Ruey-Shiang Shaw

Tamkang University

Secure and Anonymous Transactions of an E-invoice System Using Cloud Services

Sue Chen Hsueh

Chaoyang University of technology

Jing Yen Lin

Chaoyang University of technology

Agenda

July 17, 2012 (Tuesday)

Session D1

14:00-16:00

Room: Executive Board Room

Session Chair: Ming-Hsien Yang

Fu Jen Catholic University

Investigating Collaborative Commerce System from the Perspective of Collaborative Relationship

Ming-Hsien Yang

Fu Jen Catholic University

Jason C. H. Chen

Gonzaga University

Cheng-Lun Tsai

Fu Jen Catholic University

Hung-Yi hao

Fu Jen Catholic University

An Investigation of Cloud Computing Value System and Market Strategies

Wei-Hsiu Weng

National Chengchi University

Woo-Tsong Lin

National Chengchi University

Investigating the Growth Pattern of Virtual Communities Based on the Perspective of Latent Growth Model

Sheng-cheng Lin

Tunghai University

Yu-Chin Huang

Tunghai University

Gaining Rent from Information Technology Sourcing Alliance: Inter-organization Learning and Control

Jessica Chen

National Chi-Nan University

Jen-Ruei Fu

National Kaohsiung University of Applied Sciences

Effects of Social Capital and Information Systems on Knowledge Sharing: Empirical Evidence from New Product Development Teams

Shiuann Shuoh CHEN

National Central University

PEI YI Chen

National Central University

Yu Wei Chuang

National Central University

Explore Internet Lurking Behavior: An Integrated Perspective of Desired Factors and Cognitive Dissonance

Hsiu-Hua Cheng

Chaoyang University of Technology

Chi-Wei Chen

Chaoyang University of Technology

Agenda

July 17, 2012 (Tuesday)

Session D1

14:00-16:00

Room: Executive Board Room

Session Chair: Ming-Hsien Yang

Fu Jen Catholic University

The Impact of Environmental Sustainability Implementation on the Green Business Management

Shwn-meei Lee

Hsiuping University of Science and Technology

The Impacts of Emotional Intelligence and Problematic Mobile Game Apps on Preference of Adolescents.

Cheng-Hsun Ho

National Taipei University

Ai-Ni Li

National Taipei University

Agenda

July 17, 2012 (Tuesday)

Session D2

14:00-16:00

Room: Ming's VIP Room

Session Chair: Ching-Wen Chen

National Kaohsiung First University of
Science and Technology

Reaching Consensus underlying Fallible Cluster-based Wireless Sensor Network

Shu-Ching Wang	Chaoyang University of Technology
Chin-Ling Ho	Chaoyang University of Technology
Shun-Sheng Wang	Chaoyang University of Technology
Kuo-Qin Yan	Chaoyang University of Technology

The High Speed and Long Range RFID Technology for Vehicle Management System

PeiShu Fan	China University of Science and Technology
YeaJou Shiau	China University of Technology
KouHuang Chen	China University of Science and Technology

HDDS: Hybrid Data DeDuplication Strategy over Cloud Storage

Shu-Ching Wang	Chaoyang University of Technology
Shun-Sheng Wang	Chaoyang University of Technology
Kuo-Qin Yan	Chaoyang University of Technology
Bo-Wei Chen	Chaoyang University of Technology

Atomic Recession-based Adjustable File Replication in the Cloud Computing

Environment

Shu-Ching Wang	Chaoyang University of Technology
Shun-Sheng Wang	Chaoyang University of Technology
Kuo-Qin Yan	Chaoyang University of Technology
Sheng-Zhong Chen	Chaoyang University of Technology

The Status Quo Bias in System Adoption: A Meta-Analytic Review

Chun-Der Chen	Ming Chuan University
Yi-Wen Fan	National Central University
Cheng-Chieh Wu	National Central University

Agenda

July 17, 2012 (Tuesday)

Session D2

14:00-16:00

Room: Ming's VIP Room

Session Chair: Ching-Wen Chen

**National Kaohsiung First University of
Science and Technology**

Adoption of Innovative Smartphones with the Consideration of Conformity

Ching-Wen Chen

National Kaohsiung First University of Science and
Technology

Richard Weng

National Kaohsiung First University of Science and
Technology / Institute for Information Industry

A Study on the Impacts of Perceived Organizational Support and Empowerment on Customer Orientation - Based on the Example of Comprehensive Travel Agencies in Taipei

CEDRIC HSI-JUI WU

NATIONAL DONG HWA UNIVERSITY

CHIEH-HEN SHEN

NATIONAL DONG HWA UNIVERSITY

Agenda

July 17, 2012 (Tuesday)

Session D3

14:00-16:00

Room: Palau 101

Session Chair: Cheng-Hsun Ho

National Taipei University

Study of the Effect of Bed and Breakfast Atmosphere on Customer Behavior

JUI-LUNG CHEN

Yuanpei University

Assessment Model for National Innovation System Structural Model

Shu-Hao Chang

Science and Technology Policy Research and Information
Center, NARL

Pin-Hua Lin

Science and Technology Policy Research and Information
Center, NARL

A Secure Remote User Authentication Scheme

Ren Junn Hwang

TamKang University

Data Hiding Method Base on Division Arithmetic

Wen-Chung Kuo

National Yunlin University of Science & Technology

Yu Chih Huang

Tainan University of Technology

Yi Heng Chen

National Formosa University

An Empirical Study on the Intentions of Adopting Electronic Health Records Combine with Cloud Computing

Ting-Yuan Chang

National Chin-Yi University of Technology

Jia-Le Xu

National Chin-Yi University of Technology

Chih-Hung Tseng

National Chin-Yi University of Technology

Special Instrument Development Corporation (SiDC): From OEM to OBM

Yi-Long Jaw

National Taiwan university

Pin Luarn

National Taiwan University of Science and Technology

I-Jen Chen

Vanung University

Min-Der Hsieh

National Taiwan University

Agenda

July 17, 2012 (Tuesday)

Session D3

14:00-16:00

Room: Palau 101

Session Chair: Cheng-Hsun Ho

National Taipei University

The Application of the Study Results on City Dwellers' Lifestyle to the Design of Indoor Planting Products

Jo Han Chang

National Taipei University of Technology

Chun Wang

Chung Yuan Christian University

Chia Chun Hung

Chung Yuan Christian University

Agenda

July 18, 2012 (Wednesday)

Session E1

10:00-12:00

Room: Executive Board Room

Session Chair: C. K. Farn

National Central University

Evaluate Financial Performance of Shipping Industry in Emerged Taiwan Market

Wen-Cheng Lin National Taipei College of Business

Sabrina, Shi-Shang Wang National Taipei College of Business

Global Energy Trends and Analysis of Energy Policy in Taiwan

Jerry J.R. Ou Southern Taiwan University

Kuo-Pin Chang Ming Chi University of Technology

Chih-Tung Hsiao Tunghai University

The Effect of the Consumers' Housing Decisions on Feng Shui

Chi Hsiang Ting Asia University

Tain Fung Wu Asia University

Ching Lien Chang Asia University

Impact of the Subprime Crisis on Commercial Banks' Financial Performance

Hwey-Yun Yau National Taipei College of Business

Taiwan Fund Investors' Reaction to Fund Performance

Feng-Huei Claire Chang China University of Technology

Yeong-Jia Goo National Taipei University

C. Edward Wang National Taipei University

The Impact of Shopping Orientations on Mobile Shopping Adoption

Wenchieh Wu St. John's University

Ta-Chih Chin National Taipei University

Kuang-Hui Chiu National Taipei University

Agenda

July 18, 2012 (Wednesday)

Session E2

10:00-12:00

Room: Ming's VIP Room

Session Chair: Su-Houn Liu

Chung Yuan Christian University

Using Data Mining in Customer Relationship Management - A Case of Hairdressing Industry

Hsin-Hung Wu

National Changhua University of Education

Jo-Ting Wei

National Sun Yat-Sen University

Hsuan-Kai Chen

Chaoyang University of Technology

Ming-Chun Lee

National Changhua University of Education

Uncertainty and an Innovative Economics

Anton Igorevich Mosalev

Murom Institute of Vladimir State University named after
A.G. and N.G. Stoletovs

Construct the ICT Integrated Capability Assessment Model of the Tourism Industry

Wen Chih Chiou

National Chin-Yi University of Technology

Applying Dual Importance Diagram-based on Shapley Value with Respect to Shannon Interaction Information to Evaluate Service Quality

Jiunn-I Shieh

Asia University

Hsin-Hung Wu

National Changhua University of Education

Social Capital and Service Innovation: The Mediating Role of Knowledge Sharing

Ta-Wei Tang

Asia University

Chao-Hua Li

TransWorld University

Exploring Social Capital as a Learning Strategy from a Knowledge-based Perspective

Chao-Hua Li

TransWorld University

Ta-Wei Tang

Asia University

A Study on the Retention Intention of MIS Students for Service-Learning Courses

Su-Houn Liu

Chung Yuan Christian University

Hsiu-Li Liao

Chung Yuan Christian University

Zhi-Yu Jin

Chung Yuan Christian University

Agenda

July 18, 2012 (Wednesday)

Session E3

10:00-12:00

Room: Palau 101

Session Chair: Wernhuar Tarng

National Hsinchu University
of Education

Factors Determining Purchase Intention in Online Digital Music: A Technology

Innovation Perspective

Chi-Ying Chou

Tamkang University

Cheng-Hsun Ho

National Taipei University

Adaptive Real Estate Prices Forecasting Model in the United States Based on Grey Theory

Li-Hua Huang

National Taipei College of Business

Innovation Development and the Role of Psychological Capital

mohammad ziaaddini

Islamic Azad University

fatemeh nasri

Islamic Azad University

mohammad nazemi

Islamic Azad University

A Novel Cloud and P2P Hybrid Platform for Internet TV with Seamless Switching Channels Mechanism

Hong-Yi Chang

National Chiayi University

Chih-Chun Lai

National Chiayi University

Yuan-Wei Lin

Industrial Technology Research Institute

A Comparison Analysis on the Intention to Continued Use of a Lifelong Learning Website

Hsiu-Li Liao

Chung Yuan Christian University

Su Houn Liu

Chung Yuan Christian University

Applications of Wireless Sensor Networks in Residential Activity Monitoring and Fall Detection for Senior People

Wernhuar Tarng

National Hsinchu University of Education

Chia-Hwei Lin

National Hsinchu University of Education

Hsin-Hun Liou

National Central University

Agenda

July 18, 2012 (Wednesday)

Session F2

14:00-16:00

Room: Ming's VIP Room

Session Chair: Syming Hwang

National ChengChi University

The Influence of Negative Firm's Corporate Social Responsibility Event on Consumer Behavior

Long Yi Lin	Aletheia University
Chih Ching Yu	National Taipei University
Chun Shuo Chen	National Taipei University
Duan Xun Koh	National Taipei University

How to Retain Customers in Service Failures?

Li-Chun Hsu	National Dong Hwa University
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The Impact of Generational Influences and Interactive Mechanism on Young Adult Behavior of Brand Switch

Shu-Fang Luo	Tainan University of Technology
Chun-Ming Chien	Tainan University of Technology

A Survey of South African Tour Operators' Information System Choices: 'Adapt -or- Die'

Marius Potgieter	Tshwane University of Technology
Johan W de Jager	Tshwane University of Technology
Neels H van Heerden	Tshwane University of Technology

The Study of Members' Participation in Brand Community - LEGO as the Example

Kuang-Hui Chiu	National Taipei University
Hui Ying Lin	National Taipei University

Agenda

July 18, 2012 (Wednesday)

Session F3

13:00-15:00

Room: Palau 101

Session Chair: Yuan-Chu Hwang

National United University

Interaction Pattern Based Service Innovation

Shiou Tian Hsu National Chengchi University

Soe-Tsyr Yuan National Chengchi University

Service Innovation - A Semantic Perspective of Cultural Experiential Modeling

Hua Cheng Tai National Chengchi University

Soe Tysr Yuan National Chengchi University

Towards Motive Driven Story Generation for Encouraging SMEs Innovation

Peng-Wei Chiu National Chengchi University

Soe-Tsy Yuan National Chengchi University

IT-Enabled Co-Development of Service Innovation Imagery

Ching Fang Hsieh National ChengChi University

Soe Tsyr Yuan National ChengChi University

Reframing the Value Network for Design a Public Welfare-Driven Recycling Service Model

Yuan-Chu Hwang National United University

Interactive Prototyping for Service Innovation Inspiration with Imagery-Based Story

Jung-Chen Liu National Chengchi University

Soe-Tsyr Yuan National Chengchi University

Poster

Determination of the Optimal Time for Adopting New Technology

Yeu-Shiang Huang National Cheng Kung University

Tsun-Lin Hsueh National Cheng Kung University

A Bibliometric Analysis of Virtual Worlds Literature in the Social Sciences Citation (SSCI) Index Database

Hung-Yue Suen National Cheng Chi University

Hsiang-En Hsiao National Cheng Chi University

Johannes K. Chiang National Cheng Chi University

Develop a Customer Clustering Model Based on Green Consumer and Functionality Needs - Using Wireless Broadband Router as an Example

Tzu-An Chiang National Taipei College of Business

Z. -H. Che National Taipei University of Technology

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