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International Conference on Innovation and Management

IAM2013S

Organized by

Society for Innovation in Management, Taiwan

Sponsored by

Department of Business Administration, National Taipei University, Taiwan

Phnom Penh, Cambodia, July 16-19, 2013

International Conference on Innovation and Management (IAM2013S)

Phnom Penh, Cambodia

July 16-19, 2013

Society for Innovation in Management (SIiM)

12F.-1, No.5, Guangfu N. Rd. Songshan Dist., Taipei City 10560, Taiwan (R.O.C.)

<http://www.siiim.org.tw>

Chair's Message

The committees of the International Conference on Innovation and Management (IAM2013 Summer) are pleased to welcome you to this meeting held at Phnom Penh, Cambodia on July 16-19, 2013. 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 95 excellent manuscript submissions from 22 countries, 68 of them come from 22 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 IAM2013S.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

July 16, 2013 (Tuesday)	
15:00-17:00	Registration (2 nd Floor)

July 17, 2013 (Wednesday)		
07:30-16:00 Registration (2nd Floor)		
Room	Phokeethra 2 (2 nd Floor)	Phokeethra 3 (2 nd Floor)
08:00-09:40	Session A0	
09:40-10:00	Social Time (Refreshment, 2 nd Floor)	
10:00-12:00	Session A1	Session A2
12:00-14:00	Lunch (La Coupole restaurant, Lobby Level)	
14:00-16:00	Session B1	Session B2
16:00-17:00	Social Time (Refreshment, 2 nd Floor)	

July 18, 2013 (Thursday)		
09:00-16:00 Registration (2nd Floor)		
Room	Phokeethra 2 (2 nd Floor)	Phokeethra 3 (2 nd Floor)
09:00-10:00	Social Time (Refreshment, 2 nd Floor)	
10:00-12:00	Session C1	Session C2
12:00-14:00	Lunch (La Coupole restaurant, Lobby Level)	
14:00-16:00	Session D1	Session D2
16:00-17:00	Social Time (Refreshment, 2 nd Floor)	

July 19, 2013 (Friday)		
09:00-11:00 Registration (2nd Floor)		
Room	Phokeethra 2 (2 nd Floor)	Phokeethra 3 (2 nd Floor)
09:00-10:00	Social Time (Refreshment, 2 nd Floor)	
10:00-12:00	Session E1	Session E2
12:00-14:00	Lunch (La Coupole restaurant, Lobby Level)	

Agenda

July 17, 2013 (Wednesday)

Session A0

08:00-09:40

Room: Phokeethra 2

Session Chair: Bae-Muu Chang

Chienkuo Technology University, Taiwan

Analysis of the Balance of Effects in Dual-Task

Chien-Chih Wang

Ming Chi University of Technology

Chen-Yuan Yu

Ming Chi University of Technology

Using Statistical Method to Analyze the Balance Effect of 3D TV Viewers

Chien-Chih Wang

Ming Chi University of Technology

Wen-Wen Cheng

Ming Chi University of Technology

Do Corporate Social Responsibility and Market Incentives Affect Internal Control Quality?

Chun-Hsien Yu

National Taipei University

Jinn-Yang Uang

Chinese Culture University

Doris Yi-Hsin Wang

National Taipei University

Can Employee Stock Options Be Treated as Human Capital Investments?

Ming-Che Lu

Chaoyang University of Technology

Ting-Ying Lu

Chaoyang University of Technology

Saving, Growth and International Outbound Tourism

Yu Shan Wang

National Kaohsiung First University of Science and
Technology

Yi Jun Kuo

National Kaohsiung First University of Science and
Technology

Agenda

July 17, 2013 (Wednesday)

Session A1

10:00-12:00

Room: Phokeethra 2

Session Chair: Syming Hwang

National Chengchi University, Taiwan

Taiwan Consumer Purchase Intention of the European Boutique Brands Factor Assessment

Mei kuei Chen

Kao Yuan University

The Study of Retailing Kiosk Adoption: An Integration of the Technology Acceptance Model and the Theory of Planned Behavior

Chun-Der Chen

Ming Chuan University

Edward C.S. Ku

National Kaohsiung University of Hospitality and Tourism

Participatory Technology Transfer on the Innovation of Red Onion Chemical Mixing Machine

Gunt Intuwong

Uttaradit Rajabhat University

Sustainable Consumption as a New Way for Global Responsibility across the World

Carlos Antonio Rabasso

Rouen Business School

Francisco Javier Rabasso

Université de Rouen

Applying Relationship Marketing Theory to Enhance the Customer Value of the Elementary School

CHANG-HSI YU

YU DA University

Cheng-Chung Tsai

YU DA University

Hsiu-Chen Chang

YU DA University

A Version of Green Tourism in the Leisure Industry

Shwnmeei Lee

Hsiuping University of Science and Technology

Agenda

July 17, 2013 (Wednesday)

Session A2

10:00-12:00

Room: Phokeethra 3

Session Chair: Yingchan Edwin Tang National Chiao Tung University, Taiwan

A Case Study of NAI NUI Enterprise Co. Ltd Using the Strategy of "Art of War"

Chien chih Lee

Kao Yuan University

Waiting Time Prediction of Service System Based on Fuzzy Analysis Method

Wei-Zhan Hung

Chi Nan University

Wen-Bin Chuang

Chi Nan University

Hung-Pin Hou

Chi Nan University

Service Innovation and Financial Performance: Evidence from Taiwan

Yahn-Shir Chen

National Yunlin University of Science and Technology

Yi-Fang Yang

Chang Jung Christian University

Lee-Wen Yang

Chaoyang University of Technology

Managing Crime Perception Using TRIZ: A Malaysia Case Study

Keong Chee Sheng

College Tunku Abdul Rahman

Yip Mum Wai

College Tunku Abdul Rahman

Swee Shu Luing, Nikalus

College Tunku Abdul Rahman

Tai See Chew

College Tunku Abdul Rahman

Bayesian Epistemology on Hypercompetition: A Framework for Analyzing and Maneuvering Temporary Advantages

Yingchan Edwin Tang

National Chiao Tung University

The Effects of Product Innovation on Product Life-Cycle Patterns in Taiwanese Motors: Views of Consumer Preferences

Shin Tien Chen

Ming Chi University of Technology

Bao Guang Chang

Tamkang University

Agenda

July 17, 2013 (Wednesday)

Session B1

14:00-16:00

Room: Phokeethra 2

Session Chair: Simon S Gao Edinburgh Napier University , United Kingdom

E-health: Positioning for Innovative Solutions

Meiling Wang

USciences

Financial Risk Management in Small Business - Perceptions and Current Practices of Chinese Small Firms

Simon S Gao

Edinburgh Napier University

Jane J Zhang

Edinburgh Napier University

Logistics Innovations in Perceived Low-Tech and High-Tech Sectors: Identifying Transferable Elements

Adrian E Coronado

Royal Holloway University of London

Christian E Coronado

Marine Institute of Memorial University of Newfoundland

The Application of the Framework of Project Management on Meeting Industries- A Case Study of Company E

H. W. Ker

Chihlee Institute of Technology

S. H. Yu

Chihlee Institute of Technology

S. M. Ho

Chihlee Institute of Technology

Business Models of Mobile Payment Services in the U.S.: Isis, Google Wallet and PayPal

Chun-Hsiung Liao

National Cheng Kung University

Ju-Yu Chiang

National Cheng Kung University

Agenda

July 17, 2013 (Wednesday)

Session B2

14:00-16:00

Room: Phokeethra 3

Session Chair: John P. Ulhøi

Aarhus University, Denmark

Production Increasing Medium and Small Industry in Thailand by Using Technology on a Low Costs Machine

Pairote Nathiang

Uttaradit Rajabhat University

Innovation and IPRs Management for Perceived Low-Tech Industries: A Case for the Implementation of Certification Marks in the Fishing and Fish Processing Industry of Newfoundland and Labrador

Christian Etienne Coronado

Marine Institute of Memorial University of Newfoundland

Adrian Ernesto Coronado

University of London

Biopreneuring: Framing Biomimetics in a Strategic Orientation Perspective

John P. Ulhøi

Aarhus University

Indonesian's Sea Transportation Accident Analysis (2006-2010)

Danny Faturachman

University Malaysia Pahang

Shariman Mustafa

University Malaysia Pahang

Fanny Octaviany

Darma Persada University

Theresia Dwirina Novita

Darma Persada University

Agenda

July 18, 2013 (Thursday)

Session C1

10:00-12:00

Room: Phokeethra 2

Session Chair: Yung-Fu Huang Chaoyang University of Technology, Taiwan

Factors Affecting the Adoption of Cloud Service in Enterprises: An Exploratory Study

Chin-Lung Hsu National Taipei College of Business

Judy Chuan-Chuan Lin Soochow University

The Impact of Facilitated Mechanism and Relationship Quality on Employee's Self-Efficacy and Creative Performance

Yu Chi Yang National Taipei University

Optimal Retailer's Ordering and Payment Policies under Conditional Trade Credits Linking to Payment Time in Supply Chain

Yung-Fu Huang Chaoyang University of Technology

Kuo-Lung Hou Overseas Chinese University

Yu-Tsu Lin Chaoyang University of Technology

Developing Franchisor-Franchisee Relationships: An Integration of Relationship Marketing and Relational Embeddedness Theories

Chi-feng Yeh National Taipei University

Hsien-Tung Tsai National Taipei University

The Link between Negative Information and Brand Image: Crises Response Strategies and Corporate Social Responsibility as Moderators

Chien-Lung Hsu Takming University of Science and Technology

Yi-Chuan Liao National Taipei University

Agenda

July 18, 2013 (Thursday)

Session C2

10:00-12:00

Room: Phokeethra 3

Session Chair: Jerzy Pawel Nowacki

Polish-Japanese Institute of
Information Technology, Poland

A Study of ITG Performance Assessment with Quantitative Model

R.S. Shaw

Tamkang University

2-Rainbow Domination Number in Graphs with Minimum Degree 2

Kung Jui Pai

Ming Chi University of Technology

Ro Yu Wu

Lunghwa University of Science and Technology

Perceived Ethics and Relationship Quality in Electronic Commerce Transactions

Hsiu-Fen Cheng

WuFeng University

Kuo-Yung Chen

National Taiwan University

Tzu-Yi Kao

Fu Jen Catholic University

Chang-Tang Chiang

Fu Jen Catholic University

Internet-based Studies in the Faculty of Computer Science

Jerzy Pawel Nowacki

Polish-Japanese Institute of Information Technology

Lech Banachowski

Polish-Japanese Institute of Information Technology

The Use Diffusion Prospective in Internet Use Behaviors and Corresponding Consequences among the Net Generation

Ching-Wen Chen

National Kaohsiung First University of Science and
Technology

Richard Weng

National Kaohsiung First University of Science and
Technology

Examining the Applicability of the Size Localized Competition and Resource Partitioning Models on Virtual Communities

Sheng-cheng Lin

Tunghai University

Hou-ren Ke

Tunghai University

Agenda

July 18, 2013 (Thursday)

Session C2

10:00-12:00

Room: Phokeethra 3

Session Chair: Jerzy Pawel Nowacki

Polish-Japanese Institute of
Information Technology, Poland

**Demographic Analysis and Innovation Diffusion of Mobile Telecommunication Sector
in Cambodia**

Phirak LENG

Waseda University

Agenda

July 18, 2013 (Thursday)

Session D1

14:00-16:00

Room: Phokeethra 2

Session Chair: Wenchieh Wu

St. John's University, Taiwan

Exploring Continuance Intention to Share Knowledge

Pui-Lai To	National Chiayi University
Chechen Liao	National Chung Cheng University
Fang-Chih Hsu	National Chung Cheng University

User Acceptance of Mobile Application: A Consumption Value Perspective

Chechen Liao	National Chung Cheng University
HsiuYu Wang	National Chung Cheng University

A New Approach to Dynamic Lot-sizing Model with Multi-discount Level

Chyr Fu Chiao	Chang Jung Christian University
Huang Shang Yan	Overseas Chinese University
Chih Pei Chi	National Cheng Kung University Hospital

The Development and Efficiency of Vertical Cashew Nuts Shelling Machine

pitak khlaichom	Uttaradit Rajabhat University
Gunt Intuwong	Uttaradit Rajabhat University
Apisak Phromfaiy	Uttaradit Rajabhat University

Using Social Media as a Consumer Co - Creation Platform for Social Enterprises

Ming-Hsien Yang	Fu Jen Catholic University
Tzu-Yi Kao	Fu Jen Catholic University
Chang-Tang Chiang	Fu Jen Catholic University
Ya-Yun Cheng	Fu Jen Catholic University

Agenda

July 18, 2013 (Thursday)

Session D2

14:00-16:00

Room: Phokeethra 3

Session Chair: C. K. Farn

National Central University, Taiwan

A Scenario Analysis of Big Data Technology Portfolio Planning

Wei-Hsiu Weng National Chengchi University

Woo-Tsong Lin National Chengchi University

Business Strategy, Coalition and Performance of Audit Firms in Taiwan

Yahn-Shir Chen National Yunlin University of Science and Technology

Yi-Fang Yang Chang Jung Christian University

Lee-Wen Yang Chaoyang University of Technology

Cultural Distance, Ownership Structure and Entry Mode Choices

Ming-Sung Kao Fu Jen Catholic University

Yi-Chieh Chang St. John's University/ Taipei Campus

Anthony Kuo Fu Jen Catholic University

Chyi-Lun Chiu Fu Jen Catholic University

Uncertainty, Family Businesses and FDI Entry Mode Decision

Ming-Sung Kao Fu Jen Catholic University

Anthony Kuo Fu Jen Catholic University

Yi-Chieh Chang St. John's University/ Taipei Campus

Agenda

July 19, 2013 (Friday)

Session E1

10:00-12:00

Room: Phokeethra 2

Session Chair: Arménio Rego

Universidade de Aveiro, Portugal

A Look into Purchasing Skills under Gender-Aspects

Sandra Eitler WU (Vienna University of Economics and Business)

Retail Stores' Potency Predicting their Performance

Arménio Rego Universidade de Aveiro

Dálcio Reis Júnior Universidade de Aveiro

Miguel Pina e Cunha Nova School of Business and Economics; INOVA;
Universidade Nova de Lisboa

Gabriel Stallbaum Grupo MM

Positive Affective Tone Predicting Store Performance through Creativity

Arménio Rego Business Research Unit (UNIDE-IUL), Instituto
Universitário de Lisboa

Dálcio Reis Júnior Universidade de Aveiro

Miguel Pina e Cunha Nova School of Business and Economics; INOVA;
Universidade Nova de Lisboa

Gabriel Stallbaum Grupo MM

Pedro Neves Nova School of Business and Economics; INOVA;
Universidade Nova de Lisboa

Managing Expatriate Employees' Inductions at the Team Level

Caroline Kamau Birkbeck, University of London

Abigail Spong Birkbeck, University of London

The Meditating Effect of Emotional Exhaustion on the Relationship between Job Demands and Work-Family Conflict

chen tzu shen National Changhua University of Education

Hung, T. K. National Changhua University of Education

Agenda

July 19, 2013 (Friday)

Session E2

10:00-12:00

Room: Phokeethra 3

Session Chair: michel plaisent

University of Quebec in Montreal, Canada

Optimization Energy Saving and Innovation of Chilled Water System Multi-Core Design Concept

Liang-Kun Zhu

Taiwan Semiconductor Manufacturing Company, Ltd.

Preliminary Design of «Gennovation» for Enterprises

Chang-Lin Chan

University of Quebec in Montreal

michel plaisent

University of Quebec in Montreal

prosper bernard

University of Quebec in Montreal

James Ming-Hsun Chiang

University of Quebec in Montreal

Jeng-Wen Peng

Advanced Innovation Management CO.,LTD

An Exploration of Impulse Buying behavior on In-App Purchase

Cheng-Hsun Ho

National Taipei University

Ai-Ni Li

National Taipei University

Multiagent Approach of Task Allocation in the Embedded Software Development

Project Team

Yee Ming Chen

Yuan Ze University

Agenda

Session Poster

July 16-19, 2013

Building LinkedIn Group Identity: An Empirical Study

Johannes K. Chiang	National Cheng Chi University
Hung-Yue Suen	National Cheng Chi University
Hsiang-En Hsiao	National Cheng Chi University

The Influence of Knowledge Management on Intellectual Capital-Use Taiwan Medical Institutions for Example

Chien Chang Yang	Far Eastern Memorial Hospital
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Purchase Intention toward the Extension and Parent Brand: The Role of Brand Commitment

Chung-Yu Wang	National Kaohsiung University of Applied Sciences
Li-Wei Wu	Tunghai University
Ruei-Jie Chen	National Kaohsiung University of Applied Sciences

Why Do People Use Facebook Website? An Extended ECM with Enjoyment and Security Factor

Chien-Liang Lin	National Chengchi University
Qing-Miao Yang	Kuang Lung Vocational High School

Improving Process of Teaching Students by Means of Methods and Tools of Knowledge Management and E-learning

Aldona Barbara Drabik	Polish-Japanese Institute of Information Technology
Lech Banachowski	Polish-Japanese Institute of Information Technology
Jerzy Pawel Nowacki	Polish-Japanese Institute of Information Technology

A Quality Function Deployment Constructing Model Based on the 2-Tuple Fuzzy Linguistic Approaches

Wen-Chang Ko	Kun Shan University
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Agenda

Session Poster

July 16-19, 2013

The Relationship between Momentum Strategy and Credit Risk

Su-Lien Lu National Pingtung University of Science and Technology
Kuo-Jung Lee National Pingtung Institute of Commerce
Chia-Chang Yu National Pingtung University of Science and Technology

Investigation of Factors Affecting Technology Valuation

Chin Chiuan Lin Kun Shan University
Tung Lin Pan Kun Shan University

New Venture Performance Research: Using Bradford and Lotka's Law Analysis

Guang-Feng Deng Institute for Information Industry
Yu-Shiang Hung Institute for Information Industry
Chi-Ta Yang Institute for Information Industry

Pricing and Inventory Decisions for a Deteriorating Item with a Multivariate Demand Function

Jen-Ming Chen National Central University
Liang-Tu Chen National Pingtung Institute of Commerce

Brand Image and Familiarity for Online Shopping Intention: Case Study of Yahoo! Shopping Center

Lai Liang Chien Department of International Business Administration,
Tzou Ren Chuen Chinese Culture University

Persuasive Effectiveness of Micro-film Advertising

Tsai Chen Fo Guang University
Hsiang-Ming Lee Chien Hsin University

The Moderating Roles of Regional Cultures and Managerial Levels on Transformational Leadership and Performance: A Proposal of Meta-Analytic Study

Wenchieh Wu St. John's University