2011 IEEE International Summer Conference of Asia Pacific Business Innovation and Technology Management

(APBITM 2011)

Dalian, China 10-12 July 2011



IEEE Catalog Number: CFP1168M-PRT **ISBN**:

978-1-4244-9654-9

TABLE OF CONTENTS

0001-1001	A CASE-BASED MODEL FACILITATING RETAILING OPERATIONS GOING "GREEN": A PROPOSED RESEARCH AGENDA WITH A CONSIDERATION OF RECESSION Chengbo Wang, John Vaughan, John Mercer, Yang Zhao	1
0002-1002	GREEN SUPPLY CHAIN MANAGEMENT – GLOBAL OPPORTUNITIES AND CHALLENGE: A CASE STUDY Rai Waqas Azfar Khan, Nawar Khan, Muhammad Abbas Chaudhary	5
0003-1003	WATER RESOURCE MANAGEMENT AND ADMINISTRATION IN MALAYSIA: A CASE STUDY ON MELAKA CITY FOR SUSTAINABILITY Noor Mohammad, Mohd Adnan Bin Mahmood, Nor Akhmal bin Abdul Wahab, Adam bin Idris Adam	10
0004-1004	POTENTIALITIES AND CONSTRAINTS OF THE ENVIRONMENTAL LAW AND POLICY IN MALAYSIA TO PROTECT THE ENVIRONMENT: AN EMPIRICAL STUDY FOR SUSTAINABLE DEVELOPMENT Noor Mohammad, Mohd Adnan Bin Mahmood, Nor Akhmal bin Abdul Wahab, Adam bin Idris Adam	14
0005-1006	THE EFFECTS OF MOTIVATION, BACKGROUND, ATTRACTION AND LOYALTY IN THE 2010 INTERNATIONAL THOUSANDS SWIMMING CROSS TO SUN MOON LAKE M. L. Sun, Y. H. Lin	19
0006-1007	HUMAN CAPITAL REPORTING BY MALAYSIAN SERVICES COMPANIES Noradiva Hamzah, Zakiah Muhammaddun Mohamed, Mohamat Sabri Hassan, Azlina Ahmad, Shukriah Saad	24
0007-1018	REINFORCEMENT LEARNING COMBINED WITH RADIAL BASIS FUNCTION NEURAL NETWORK TO SOLVE JOB-SHOP SCHEDULING PROBLEM Ronald Suryaputra, Williem and Kuswara Setiawan	29
0008-1019	RESEARCH ON THE IMPROVEMENT OF TRADITIONAL FINISHED VEHICLE LOGISTICS SYSTEM Qian Ku, Huang Zhongquan	33
0009-1025	AN EFFICIENT ASSEMBLY LINE BALANCING IN AUTOMOBILE MANUFACTURING Razman Bin Tahar and Ali A.J Adham	37
0010-1030	DISTRIBUTED DESIGN OF UNIVERSAL LIGHTWEIGHT RFID SYSTEM FOR LARGE-SCALE RFID OPERATION A. Bhattacharjya and R. K. Pal	40
0011-1031	A RESEARCH ON IMPLEMENTING TOURISM AND HOSPITALITY COMPUTERIZED MANAGEMENT INTO TEACHING	45

Shao Sung LO	, Yuan Jye Lee	

0012-1032	ETHICAL TECHNOLOGY ASSESSMENT OF NATURAL ECOLOGICAL VALUES USING A DELPHI PROCESS Shu-Hui Wang, Tz-Yauw Lin, Yao- Ming Chu	50
0013-1033	THE EFFECT OF PRODUCT ATTRACTIVENESS, WORD OF MOUTH AND PRODUCT QUALITY IN ELEVATING THE IMPULSIVE BUYING BEHAVIOR OF GARUDA PEANUT IN SURABAYA Ronald Surjaputra, Williem	54
0014-1034	THE CONTINGENCY OF VALUE CREATION: FINANCIAL CAPITAL, INTELLECTUAL CAPITAL, AND STRATEGIC GROUPS Kuo-An Tseng, Szu-Wei Yen, Day-Yang Liu, Ching-I Lin	59
0015-1042	CONSUMER LEARNING STRATEGIES FOR NEW PRODUCT: THE ROLE OF KNOWLEDGE Qiong Yao, ShiBiao Ding	62
0016-1044	CRAFTING NETWORK COMPETENCE FOR PHARMACEUTICAL INNOVATION OF CHINESE PHARMACEUTICAL COMPANIES Yunfeng Lai, Hao Hu	67
0017-1045	FOSTERING CREATIVITY AND INNOVATION FOR ORGANIZATIONS IN A TURBULENT ENVIRONMENT FOR LONG-TERM SURVIVAL Saeed Samadi	71
0018-1046	SUPPORT KNOWLEDGE TRANSFER IN PROCESS OF ERP SYSTEM Gang Xu, Junlin Li, Jing Liu	75
0019-1047	CHINA E-COMMERCE MARKET ANALYSIS: FORECASTING AND PROFILING INTERNET USER Liem Gai Sin, Ria Purnamasari	79
0020-1049	USING COMPLEX PRODUCTS AND SYSTEMS IN THE PHARMACEUTICAL INNOVATION: CASE STUDY OF R&D PROJECT IN PHARMACEUTICAL INDUSTRY Lu Zhang, Hao Hu	83
0021-1054	STIMULUS FACTORS ON INNOVATIVENESS IN TRADITIONAL MICRO AND SMALL ENTERPRISES: AN EXPLORATORY STUDY ON PERUVIAN FURNITURE FIRMS José Isaac Yrigoyen	88
0022-1056	THE CROSS-STRAIT CO-OPETITIVE STRATEGY ANALYSIS IN WAFER-BASE SOLAR CELL INDUSTRY – NATIONAL COMPETITIVENESS PERSPECTIVE Hsiao-Chi Chen, Chia-Han Yang	95
0023-1057	A SOCIAL DILEMMA ANALYSIS ON SUPPLIER'S INVOLVEMENT IN NEW PRODUCT DEVELOPMENT IN CHINA Yushan Zhao	99

0024-1060	A STUDY OF INVENTORY-ROUTING PROBLEM FOR THE DISTRIBUTION SYSTEM BY APPLYING GENETIC ALGORITHM Gia-Shie Liu, Kuo-Ping Lin, Hao-Wei Lee, Chung-Yung Wang	104
0025-1068	USING SELF-ORGANIZING MAPS FOR ANALYZING CREDIT RATING AND FINANCIAL RATIO DATA Jen-Ying Shih	109
0026-1069	THE ROLE OF ORGANIZATIONAL LEARNING ON INNOVATION VALUE CHAIN Aryantono Martowidjojo, Firdaus Alamsjah	113
0027-1070	A LOW RISK STOCK TRADING DECISION SUPPORT SYSTEM W. Wen, R.T. Qin	117
0028-1074	A COMPARATIVE ANALYSIS OF JAPANESE CONSTRUCTION INDUSTRY INTERNATIONALISATION PERFORMACNE BETWEEN 2000 AND 2007 Peng Zhang, Kerry London	122
0029-1075	THE RESEARCH ON "APPLICATION OF THE THIRD PARTY POLICING TO SOCIAL SECURITY" Chieh-Tzu Hsuan	126
0030-1076	THE IMPACT OF THE HIGH TECHNOLOGY CRISIS ON CEO COMPENSATION Suwina Cheng, Bruce A. Rayton	131
0031-1077	HOW THE SIGNALS INFLUENCE CONSUMERS' INITIAL TRUST?: THE MODERATION EFFECT OF ONLINE SHOPPING EXPERIENCE Jia Zhao, Qinhai Ma, Yuexian Zhang, Xiangze Sun	137
0032-1087	A COMPARISON OF LOCAL COMMUNITY SUSTAINABILITY OF LIVELIHOOD: A CASE STUDY IN REDANG AND TIOMAN ISLANDS, MALAYSIA Norlida Hanim Mohd Salleh, Redzuan Othman, Tamat Sarmidi and Zaimah Darawi	144
0033-1088	ESTIMATING TOURISM DEMAND FROM CHINA MARKET TO MALAYSIA Norlida Hanim Mohd Salleh, Cheah Chee Yang, Redzuan Othman	149
0034-1090	ETHICS IN CONSULTING AND PROFESSIONALISM, CONSULTING FOR PERFORMANCE IMPROVEMENT, AND CONSULTING IN VARIOUS ASPECT OF MANAGEMENT Pranee Chitakornkijsil	154
0035-1094	MANUFACTURING IN AUSTRALIA: A HISTORICAL PERSPECTIVE Maruf Hasan and William TW Chung	158
0036-1095	SPORTS TOURIST'S PERCEPTIONS TOWARD THE 2009 TAIPEI DEAFLYMPICS: A STRUCTURAL EQUATION MODELING APPROACH K. C. Chen, Z. P. Lin, Y. L. Cheng	163

0037-1096	SEGMENTATION FOR ENVIRONMENTAL FRIENDLY PRODUCTS AND ITS IMPLICATION TO PRODUCT DESIGN: INDONESIAN CONTEXT Hasrini Sari, Firmanzah	168
0038-1104	QUALITY PLANNING IMPROVEMENT WITH LEAN SIX SIGMA APPROACH AND ECONOMIC VALUATION WITH WILLINGNESS TO PAY: CASE IN PT TELEKOMUNIKASI INDONESIA Palti Maruli Tua Sitorus	172
0039-1106	INFORMATION TRANSPARENCY AND ACCOUNTING QUALITY Tzung-Yuan Hsieh, Ying-Jhu Pan, Zheng-Sheng Lin	176
0040-1112	INTERNATIONALIZATION OF RESEARCH AND DEVELOPMENT: TRENDS, PATTERNS, AND THE EVIDENCE Annie Hui and Moses Kiggundu	179
0041-1115	THE STUDY OF TOURISM ECONOMIC BENEFITS AND CONSUMER BEHAVIOR ON THE RELIGION CULTURE FESTIVAL ACTIVITIES AND ITS INNOVATION MARKETING STRATEGIES MANAGEMENT FROM THE DAJIA JENN LANN TEMPLE, BEIGANG CHAO TIAN TEMPLE, AND LUGANG TIN HAU TEMPLE AS EXAMPLES Mei-Ling Chung, Cheng-Ter Kuo, Yang-Hsia Hou	183
0042-1118	MODELING THE HIERARCHICAL STRUCTURE OF REVERSE LOGISTIC USING DRIVING AND DEPENDENCE POWER ANALYSIS Yuan-Ho Chen, Ming Lang Tseng	188
0043-1119	PROCESS OF A REFINED PROTOTYPE DESIGN: INTEGRATING DESIGNING THE THEORY OF INVENTIVE PROBLEM-SOLVING AND SYSTEMATIC CONTROLLING VARIABLES METHOD King-Lien Lee, Shu-Jen Hu, Yin-Tsung Chang	193
0044-1121	INFORMATION COMMUNICATION TECHNOLOGY AND CORPORATE COMPETITIVENESS MANAGEMENT: EMPIRICAL EVIDENCE OF THE FINANCIAL INDUSTRY IN MAINLAND CHINA Chih-Cheng Chen, Jyh-Yih Hsu, Zheng-Sheng Lin	198
0045-1125	FORECASTING THE CONSUMPTION OF PROFESSIONAL BASEBALL IN CHINESE TAIPEI-NEW EVIDENCE FROM STRUCTURAL TIME SERIES MODEL Hui-Cheng Wang, Zheng-Sheng Lin, Ming-Che Wu, Iung-Jang Chang-Chien	201
0046-1126	FORECASTING THE REITS' RETURNS IN US: NEW EVIDENCE FROM STRUCTURAL TIME SERIES MODEL Hui-Cheng Wang, Ming-Che Wu, Chih-Cheng Chen, Iung-Jang Chang-Chien	205
0047-1127	STUDY ON DOMESTIC TOURISM DEMAND: EVIDENCES FROM CHINESE TAIPEI Sheng-Ju Huang, Shih-Wen Tai	210
0048-1128	SUPPLY CHAIN MANAGEMENT STRATEGY PRACTICES IN TAIWAN	215

	Kuo-Jui Wu, Anthony S.F. Chiu, Ming Lang Tseng	
0049-1129	FINDING THE TIME LAG EFFECT OF THE R&D ACTIVITY FOR A GOVERNMENT RESEARCH PROGRAM OF KOREA Jaekyung Yang, Byung Ho Jeong and Kangmin Cheon	221
0050-1130	LINK BETWEEN THE EXPECTATIONS OF RETAIL BANKING CUSTOMER AND ELECTRONIC BANKING SOLUTIONS L Vivekanandan, VSD Jayasena	226
0051-1132	THE RELATIONSHIP BETWEEN CONSUMER EXPERIENCE, PERCEIVED VALUE AND IMPULSIVE BUYING BEHAVIOR Ying-Ping Liang	231
0052-1136	CVS ORDER QUANTITY OPTIMIZATION THROUGH TESTING FORECAST MODELS CONSIDERING SUPPLIER RELIABILITY Alein B. Navares, Kae Vines G. Tanudtanud	235
0053-1135	USING DEMATEL TO EXPLORE A CASUAL AND EFFECT MODEL OF SUSTAINABLE SUPPLIER SELECTION C. Y. Chiou, C.W. Hsu, H. C. Chen	240
0054-1142	MOTIVATIONAL INCENTIVES FOR DEVELOPING SALESFORCE PERFORMANCE IN EMERGING MARKETS Kristina Ozimec, Marija Tomašević Lišanin	245
0055-1145	THE ANALYSIS OF EVALUATION CRITERIA FOR OF SECURITY FIRMS IN TAIWAN BASED ON FUZZY LINGUISTIC PREFERENCE RELATION APPROACH C. N. Huang, S. T. Lu, D. S. Chang	250
0056-1146	ESTIMATING THE PRICE AND VOLATILITY SPILLOVER EFFECTS OF THE REPRESENTATIVE EUROPEAN CAPITAL MARKETS Ting-Huan Chang, Yi-Sheng Shiu, Cheng-Yan Siao	255
0057-1147	EMPIRICAL STRUCTURAL EQUATION MODELING OF TAIWAN PERFORMANCE EVALUATION MODELS FOR HIGHER EDUCATION C. K. Yuan, C. Y. Lee, H. J. Chiu	260
0058-1148	THE STUDY ON THE SOCIAL FACTORS INFLUENCING THE PURCHASING INTENTION FOR FINANCIAL COMMODITIES: APPLYING TO ELDERLY PEOPLE Kenneth Hsi-Che Wang, Sin Mei Li	264
0059-1149	THE STUDY OF TAIPEI MRT SERVICE QUALITY Samuel Y. Ruan, Shih-Chang Wang	269

0060-1150 AGENT-BASED COLLABORATIVE DECISION-MAKING PROCESSES FOR

DYNAMIC SCHEDULING

Shih-Chang Wang, Samuel Y. Ruan

273

0061-1151	THE INNOVATION MANAGEMENT OF ENGINEERING PLANNING AND DESIGN - SPECIFICALLY IN ENGINEERING CONSULTING INDUSTRY Dung-Hai Liang, Peirchyi Lii, Dong-Shong Liang	278
0062-1152	ANALYSIS OF RESOURCE BASED APPROACH ON THE CUSTOMER VALUE AND CUSTOMER SATISFACTION AND ITS IMPLICATIONS ON CUSTOMER LOYALTY OF ORGANIC PRODUCTS INDUSTRY Hasnelly	284
0063-1153	KEY INFLUENCE FACTORS OF CONTAINERSHIP REGISTRATION IN TAIWAN-APPLICATION OF CONSISTENT FUZZY PREFERENCE RELATION C. W. Lin, C. C. Chung, S. T. Lu	289
0064-1154	ORGANIZATIONAL CULTURE FROM THE PERCEPTIVE OF TECHNOLOGY EDUCATION HUMAN RESOURCES Pao-Cheng Lin, Pei-Kuan Lin	294
0065-1155	THE RELATIONSHIPS BETWEEN ECRM, INNOVATION, AND CUSTOMER VALUE - AN EMPIRICAL STUDY Rong-Huei Chen, Ru-Jen Lin and Ping-Chun Yang	299
0066-1156	GOVERNING GREEN SUPPY CHAIN: A TRANSACTION COST PERSPECTIVE Ru-Jen Lin, Chwen Sheu	303
0067-1157	AN INVESTIGATION OF THE CRITICAL ISSUES ABOUT TOUR GUIDES' SERVICE QUALITY TOWARDS THE TOURISTS IN MAINLAND CHINA: A CASE OF CHINESE TAIPEI Yuh-Jen Cho, Yu Wang	308
0068-1159	A STUDY ON CORPORATE SOCIAL RESPONSIBILITY APPLICATION IN ENVIRONMENT Chi-Horng Liao, Ming Lang Tseng	313
0069-1102	A HYBRID APPROACH TO INVESTIGATE CENTRAL KITCHEN GREEN PERFORMANCE IN UNCERTAINTY Ray Wang, Li-Mei Hung	319
0070-1036	AN EMPIRICAL STUDY OF FAIRNESS AND SATISFACTION IN FRANCHISE NETWORK: THE MEDIATE EFFECT OF RELATIONSHIP QUALITY Hui- Heng Chen	324
0071-1027	MEASURING ABSORPTIVE CAPACITY IN TECHNOLOGY TRANSFER (TT) PROJECTS Roshartini Omar, Roshana Takim and Abdul Hadi Nawawi	328

0072-1051	THE MANAGEMENT OF THE ROLE OF PATENT ATTORNEYS DURING UNIVERSITY PATENTING: AN EXPLORATORY STUDY FROM UNIVERSITY PROFESSORS' PERSPECTIVE IN THE BIOTECHNOLOGY SECTOR IN TAIWAN	333
	Teh-Yuan Chang	
0073-1141	A STUDY OF DEVELOPMENT MODEL FOR LEISURE AGRICULTURAL FARM LOCALIZATION Hsiao-Ming Chang, Fei-Hsuan Liao	338
0074-1117	HIERARCHICAL MODEL OF CORPORATE SOCIAL RESPONSIBILITY IN ENVIRONMENT Ming- Lang Tseng, Hui-Ping Chen and Ru-Jen Lin	341
0075-1160	EFFICIENCY VS. EQUALITY: DUALITY IN GLOBAL TRADE MECHANISM-EXPLORING THE CASE OF TAIWAN AND CHINA James Yu-Shan Liu	346
0076-1161	ON THE REPEATED PURCHASE BEHAVIORS OF AUTO INSURANCE IN TAIWAN M. J. Wang, C. H. Wen, L. W. Lan	349