

## CONFERENCE PROGRAM

**Sunday, 18<sup>th</sup> Nov. 2007**  
Citigate Hotel, 270 Flinders Street, Melbourne

18:00 – 20:00	Registration	Citigate Hotel
18:00 – 20:00	Reception Party	Citigate Hotel

**Monday, 19<sup>th</sup> Nov. 2007**  
Caulfield Campus, Monash University

08:00 – 09:00	Registration	Building H
09:00 – 10:30	Opening Ceremony and Keynote Address	Building K 3.21
10:30 – 11:00	Group Photo and Coffee Break	Building H
11:00 – 12:30	Paper Sessions (A)	Building H
12:30 – 13:30	Lunch	Building H
13:30 – 15:00	Paper Sessions (B)	Building H
15:00 – 15:30	Coffee Break	Building H
15:30 – 17:00	Paper Sessions (C)	Building H
15:30 – 17:00	APMR Journal Editorial Board meeting	Building H7. 84
19:00 – 21:30	Conference Dinner	Citigate Hotel, Melbourne

**Tuesday, 20<sup>th</sup> Nov. 2007**  
Caulfield Campus, Monash University

08:30 – 09:00	Registration	Building H
09:00 – 10:30	Paper Sessions (D)	Building H
10:30 – 11:00	Coffee Break	Building H
11:00 – 12:30	Paper Sessions (E)	Building H
12:30 – 13:30	Lunch	Building H

## KEYNOTE ADDRESS

### **Some Futures of Universities in an IT-Enabled, Globalized World**

**Professor Ron Weber**

Dean, Faculty of Information Technology, Monash University, Australia

#### **Abstract**

An IT-enabled, globalized world imposes both demand-side and supply-side pressures on universities. On the demand side, students increasingly expect that universities will develop their capabilities to work effectively and efficiently in multi-location, multi-country distributed teams. They also increasingly expect that universities will develop their multicultural, multilingual capabilities so they can operate effectively and efficiently as global citizens. Furthermore, the university they attend must have international standing so their degrees are afforded global currency. On the supply side, online universities are increasingly using sophisticated information technology to provide high-quality, low-cost education to global markets. Increasingly they will use their wealth to acquire research prestige and their online capabilities to become an integral component of more broadly based, value-chain educational provision. In an IT-enabled, globalized world, what kinds of universities will survive and prosper in the long run? What strategies must they follow? What structures and processes must they use? What capabilities must they develop? How must they be managed?

## SUMMARY OF PAPER SESSIONS

Monday, 19<sup>th</sup> Nov. 2007  
Caulfield Campus, Monash University

<b>11:00am – 12:30pm Paper Sessions A 1 -- A 7</b>		<b>Room No.</b>
<b>A 1</b>	<b>Financial Management</b> Session Chair: <b>Hark Huang</b> Paper No. : <b>A106 A110 A142 A231</b>	<b>HB. 32</b>
<b>A 2</b>	<b>Human Resources Management</b> Session Chair: <b>Angeline Tay</b> Paper No. : <b>A123 A112 A225 A226 A243</b>	<b>HB. 36</b>
<b>A 3</b>	<b>E-Commerce</b> Session Chair: <b>Oliver H. M. Yau</b> Paper No. : <b>A117 A134 A272 A135 T068</b>	<b>HB. 39</b>
<b>A 4</b>	<b>Operations Research and Quantitative Methods</b> Session Chair: <b>Shine-Der Lee</b> Paper No. : <b>T051 A113 A131 A146 T133 T132</b>	<b>HB. 40</b>
<b>A 5</b>	<b>Knowledge Management</b> Session Chair: <b>Chien-Hung Wei</b> Paper No. : <b>A111 T083 A251 T065 A109</b>	<b>H2. 35</b>
<b>A 6</b>	<b>Organisation Management</b> Session Chair: <b>Roberto Bergami</b> Paper No. : <b>T055 A138 A148 A219 A232</b>	<b>H2. 37</b>
<b>A 7</b>	<b>Strategic Management</b> Session Chair: <b>Erlinda S. Echanis</b> Paper No. : <b>A108 A209 T058 T085 T139</b>	<b>H2. 38</b>
<b>13:30pm – 15:00pm Paper Sessions B 1 -- B 7</b>		<b>Room No.</b>
<b>B 1</b>	<b>Financial Management</b> Session Chair: <b>Muslich Anshori</b> Paper No. : <b>A249 A257 T052 T053 T138</b>	<b>HB. 32</b>
<b>B 2</b>	<b>Human Resources Management</b> Session Chair: <b>T. C. Yang</b> Paper No. : <b>A255 A266 T017 T035 T036</b>	<b>HB. 36</b>
<b>B 3</b>	<b>E-Commerce</b> Session Chair: <b>Afzaal H. Seyal</b> Paper No. : <b>A119 A149 A137 A210 T135</b>	<b>HB. 39</b>
<b>B 4</b>	<b>Operations Research and Quantitative Methods</b> Session Chair: <b>Hiroaki Ishii</b> Paper No. : <b>A220 A245 A247 A252 A270 A229</b>	<b>HB. 40</b>
<b>B 5</b>	<b>Knowledge Management</b> Session Chair: <b>David Young</b> Paper No. : <b>A141 T092 A132 A216 A227</b>	<b>H2. 35</b>
<b>B 6</b>	<b>Organisation Management</b> Session Chair: <b>Md Nor Othman</b> Paper No. : <b>A133 A239 A230 A221 T056 A202</b>	<b>H2. 37</b>
<b>B 7</b>	<b>Design Support Systems</b> Session Chair: <b>Fong-Gong Wu</b> Paper No. : <b>T114 T116 T117 T118 T119 T121</b>	<b>H2. 38</b>
<b>15:30pm – 17:00pm Paper Sessions C 1 -- C 7</b>		<b>Room No.</b>
<b>C 1</b>	<b>Financial Management</b> Session Chair: <b>Hung-Chih Li</b> Paper No. : <b>T064 T072 T073 T093 T094</b>	<b>HB. 32</b>
<b>C 2</b>	<b>Human Resources and Cross-Cultural Management</b> Session Chair: <b>Tzai-Zang Lee</b> Paper No. : <b>T070 T075 T122 T130 T145</b>	<b>HB. 36</b>
<b>C 3</b>	<b>E-Marketing</b> Session Chair: <b>Sherah Kurnia</b> Paper No. : <b>A128 A129 A130 T069</b>	<b>HB. 39</b>
<b>C 4</b>	<b>Operations Research and Quantitative Methods</b> Session Chair: <b>John Betts</b> Paper No. : <b>A127 T015 T018 T044 T045</b>	<b>HB. 40</b>
<b>C 5</b>	<b>Supply Chain Management</b> Session Chair: <b>Md Mahbubur Rahim</b> Paper No. : <b>A103 A121 A122 A224 A240</b>	<b>H2. 35</b>
<b>C 6</b>	<b>Organisation and Purchasing Management</b> Session Chair: <b>Hsi-An Shih</b> Paper No. : <b>T014 T016 T038 T047 T023 T131</b>	<b>H2. 37</b>
<b>C 7</b>	<b>Design Planning and Management</b> Session Chair: <b>Ding-Bang Lu</b> Paper No. : <b>T108 T109 T110 T111 T112 T113</b>	<b>H2. 38</b>

**Tuesday, 20<sup>th</sup> Nov. 2007**  
Caulfield Campus, Monash University

**09:00am – 10:30am Paper Sessions D 1 -- D 7**

Room No.

<b>D 1</b>	<b>Financial Management</b> Session Chair: <b>Omprakash K. Gupta</b> Paper No. : <b>T125 T137 T082 T062 A205</b>	<b>HB. 36</b>
<b>D 2</b>	<b>Information System/Information Technology Management</b> Session Chair: <b>Sharif As-Saber</b> Paper No. : <b>A114 A136 A139 A143 A273</b>	<b>HB. 39</b>
<b>D 3</b>	<b>Customer Relationship Management</b> Session Chair: <b>Chun-Hsiung Liao</b> Paper No. : <b>A144 T099 A118 A217 T060</b>	<b>HB. 40</b>
<b>D 4</b>	<b>Operations Research and Quantitative Methods</b> Session Chair: <b>Koji Okuhara</b> Paper No. : <b>T050 T077 T081 T089 T106</b>	<b>H2. 35</b>
<b>D 5</b>	<b>Performance Evaluation and Consumer Research</b> Session Chair: <b>Jeh-Nan Pan</b> Paper No. : <b>T006 T054 T123 T078</b>	<b>H2. 37</b>
<b>D 6</b>	<b>Product Development and Operations Management</b> Session Chair: <b>Ganesh N. Prabh</b> Paper No. : <b>A246 T043 T080 T095</b>	<b>H2. 38</b>
<b>D 7</b>	<b>Innovation Management</b> Session Chair: <b>Hiroaki Ishii</b> Paper No. : <b>A104 A269 T042 T102 T146</b>	<b>H1. 26</b>

**11:00am – 12:30pm Paper Sessions E 1 -- E 6**

Room No.

<b>E 1</b>	<b>Performance Evaluation</b> Session Chair: <b>Amy H. I. Lee</b> Paper No. : <b>T048 T049 T071 T091 T126</b>	<b>HB. 36</b>
<b>E 2</b>	<b>Information System/Information Technology Management</b> Session Chair: <b>Jun Xu</b> Paper No. : <b>T074 T100 T020 T136</b>	<b>HB. 39</b>
<b>E 3</b>	<b>Customer Relationship Management</b> Session Chair: <b>Kevin P. Hwang</b> Paper No. : <b>T063 T103 T107 T067</b>	<b>HB. 40</b>
<b>E 4</b>	<b>Operations Research and Quantitative Methods</b> Session Chair: <b>Hiroshi Morita</b> Paper No. : <b>T140 T142 T144 A274</b>	<b>H2. 35</b>
<b>E 5</b>	<b>Technology Adoption</b> Session Chair: <b>David A Banks</b> Paper No. : <b>A268 A275 T061 T105 A107</b>	<b>H2. 37</b>
<b>E 6</b>	<b>Operations and Technology Management</b> Session Chair: <b>Linda Lianfeng Zhang</b> Paper No. : <b>A248 T084 T005 A267 T046</b>	<b>H2. 38</b>

## PAPER SESSIONS

**11:00am – 12:30pm Paper Session (A)**  
Caulfield Campus, Monash University

### **A1 – Financial Management**

**HB. 32**

**Session Chair: Hark Huang**

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|-------------|---|
| <b>A106</b> | <b>Impression Management in Financial Reports during an Economic Recovery Period</b><br>Jagjit Kaur / Nagarethnam Thirumanickam / Noorbijan Abu Bakar<br><i>MARA Institute of Technology, Malaysia</i>                    |
| <b>A110</b> | <b>The Contribution of Self-Deceptive Behavior on Price Discovery: An Experimental Approach</b><br>Mahatma Kufepaksi<br><i>Gadjah Mada University, Indonesia</i>  |
| <b>A142</b> | <b>Capital Structure, Industry Pricing, and Firm Performance</b><br>S.V.D. Nageswara Rao / Vishnu S Ramachandran<br><i>Indian Institute of Technology, Bombay / Dun &amp; Bradstreet Information Services Ltd., India</i> |
| <b>A231</b> | <b>Pricing policies of OEM and remanufacturer</b><br>Ki Seung Jung / Hark Hwang<br><i>Korea Advanced Institute of Science and Technology, Korea</i>   |

### **A2 – Human Resources Management**

**HB. 36**

**Session Chair: Angeline Tay**

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| <b>A123</b> | <b>The Impact of Cognitive Conflict on Team Performance</b><br>Rebecca Mitchell / Stephen Nicholas / Brendan Boyle<br><i>University of Newcastle, Australia</i>  |
| <b>A112</b> | <b>The Relationship between Work Engagement and Foci of Trust: A Conceptual Analysis</b><br>Aamir Ali Chughtai / Finian Buckley<br><i>Dublin City University, Ireland</i>  |
| <b>A225</b> | <b>The Relationships between Personal Traits, Leadership Styles, and Innovative Operation</b><br>Jui-Kuei Chen / I-Shuo Chen<br><i>Tamkang University / National Dong Hwa University, Taiwan</i>                                 |
| <b>A226</b> | <b>Beyond Global HRM Practices and Employee Commitment Relationships: A Multi-Foci Approach</b><br>Angeline Tay / Catherine Lees<br><i>University of Malaya, Malaysia / University of Western Australia, Australia</i>           |
| <b>A243</b> | <b>Human Resource Management Practices in Insurance Companies Operating in India: A Study</b><br>Subhash C. Kundu / Divya Malhan<br><i>Guru Jambheshwar University of Science and Technology / Kurukshetra University, India</i> |

### **A3 – E-Commerce**

**HB. 39**

**Session Chair: Oliver H. M. Yau**

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|-------------|--|
| <b>A117</b> | <b>Five Year Longitudinal Study of Australian Winery Websites</b><br>Robyn Davidson  |
| <b>A134</b> | <b>Internet Users Behavior Model: A Structural Equation Approach</b><br>Afzaal H. Seyal / Mohd Noah A. Rahman / Sharul Tazrajiman Tajuddin<br><i>Institute of Technology, Brunei Darussalam</i>  |
| <b>A272</b> | <b>Internet Access for Households in Dhaka, Bangladesh: Problems and Challenges</b><br>Riaz Khan<br><i>North South University, Bangladesh</i>  |
| <b>A135</b> | <b>A Literature Analysis on the Adoption of Mobile Commerce Services by Individuals</b><br>Yousuf Salim AlHinai / Sherah Kurnia / Robert B. Johnston<br><i>The University of Melbourne, Australia</i>  |
| <b>T068</b> | <b>Searching for Differences between Delighted and Satisfied Customers: A Structural Equation Model Approach</b><br>Oliver H. M. Yau / Kenneth K. Kwong<br><i>City University of Hong Kong / The Hong Kong Polytechnic University, HKSAR</i> |

**A4 – Operations Research and Quantitative Methods****HB. 40****Session Chair: Shine-Der Lee**

- T051 Forecasting the Manpower Demand for International Hotel**  
Chin-Tsai Lin / In-Fun Lee / Ya-Ling Huang / Wen-Hwa Lee  
*Ming Chuan University, Taiwan*
- A113 Fundamentalist, Time-series Analyses and Volatility States**  
Ming-Yuan Leon Li  
*National Cheng Kung University, Taiwan*
- A131 An Interactive Fuzzy Satisficing Method for Multiobjective Operation Planning in District Heating and Cooling Plants through Particle Swarm Optimization**  
Takeshi Matsui / Kosuke Kato / Masatoshi Sakawa / Satoshi Ushiro / Toshihiro Shibano  
*Hiroshima University / Shinryo Corporation, Japan*
- A146 A DEA-Based Data Mining for the Evaluation of the Efficiency in the IT Venture Business**  
Taeho Hong / Jiyoung Park  
*Pusan National University, Korea*
- T133 A Neural Network Based Learning Algorithm for Early Production Datasets**  
Chun-Wu Yeh / Der-Chiang Li  
*Kun Shan University / National Chen Kung University, Taiwan*
- T132 Joint Determination of Optimal Price and Procurement Quantity for an Item on Sale When the Demand is Stochastic**  
Shine-Der Lee  
*National Cheng Kung University, Taiwan*

**A5 – Knowledge Management****H2. 35****Session Chair: Chien-Hung Wei**

- A111 A Seminar Portal for Managing Knowledge Transfer Process**  
Abdullah, S./ Selamat, M. H./ M. Noor, M. S. H / Ash'aari, Z. H  
*University Putra Malaysia, Malaysia*
- T083 The Importance of Knowledge Identification in Developing Organizational Core Competences**  
Albert JF Yang / Andrea CP Liu  
*National Kaohsiung First University of Science and Technology / Ta Tung Institute of Commerce and Technology, Taiwan*
- A251 A Conceptual Framework for Developing Explorative E-learning Strategy Using Ontology-Based Knowledge Management**  
Bhavani Sridharan / Bill Martin / Hepu Deng  
*RMIT University, Australia*
- T065 The Effects of Knowledge Management on Operations Performance in Intercity Bus Industry**  
Chien-Hung Wei / Pei-Kai Hsu  
*National Cheng Kung University, Taiwan*
- A109 Goal Compatibility in Knowledge Creation**  
Rebecca Mitchell / Stephen Nicholas / Brendan Boyle  
*University of Newcastle, Australia*

**A6 – Organisation Management**

**H2. 37**

**Session Chair: Roberto Bergami**

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| <b>T055</b> | <b>The Study of the Board Composition, Human Capital and Economic Value Added: An Empirical Study on Taiwan High-technology Industries</b><br>Derek Teshun Huang / Jing Hwa Lin / Yi Ying Lee / Kuo Tai Chen<br><i>National Chung Cheng University / National Taiwan University, Taiwan</i>                   |
| <b>A138</b> | <b>Research Contexts: a Potential Means of Dissecting the Diversity Paradox</b><br>John Qin<br><i>University of Ballarat, Australia</i>   |
| <b>A148</b> | <b>The National Customs Brokers Course: an e-Learning Model</b><br>Roberto Bergami<br><i>Victoria University, Australia</i>   |
| <b>A219</b> | <b>The Valuation of Corporate Competences: a Theoretical Framework</b><br>Michael B. Cohen<br><i>Southern Cross University, Australia</i>   |
| <b>A232</b> | <b>The Influence of Individual Factors on Malaysian Managers' Participation in Decision Making</b><br>Sharan Kaur Garib Singh / Raduan Che Rose / V. Anantaraman / Murali Sambasivan / Khairuddin Idris<br><i>University of Malaya / Universiti Putra Malaysia / Multimedia University Malaysia, Malaysia</i> |

**A7 – Strategic Management**

**H2. 38**

**Session Chair: Erlinda S. Echanis**

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| <b>A108</b> | <b>Union Effectiveness during Privatization: Lessons from the Case of Chunghwa Telecom Company in Taiwan</b><br>Chen-Yen Ku<br><i>Vanung University, Taiwan</i>   |
| <b>A209</b> | <b>Business Strategies and Firm Approach to the Natural Environment: Case of Indonesia</b><br>Dian Ekowati<br><i>Airlangga University, Indonesia</i>  |
| <b>T058</b> | <b>Using the Analytic Hierarchy Process for Strategic Alliances: Analysis of Partner Selection Decisions between Travel Agencies</b><br>Wen-Hwa Lee / Ya-Ling Huang / In-Fun Lee<br><i>Ming Chuan University, Taiwan</i>  |
| <b>T085</b> | <b>A Study of the Correlations Model Between Strategic Leadership and Business Execution - An Empirical Research of Top Managers of Small and Medium Enterprises in Taiwan</b><br>Yuan-Duen Lee / Shih-Hao Chen<br><i>Chang Jung Christian University, Taiwan</i> |
| <b>T139</b> | <b>Philippine Corporate Governance: Issues and Reforms</b><br>Erlinda S. Echanis<br><i>University of the Philippines Diliman, Philippines</i>   |

**13:30pm– 15:00pm PAPER SESSION (B)**  
Caulfield Campus, Monash University

**B1 - Financial Management**

**HB. 32**

**Session Chair: Muslich Anshori**

- A249 Forecasting and Managing Profitability GCC Banking Industry**  
Y. Sree Rama Murthy  
*Sultan Qaboos University, Oman*
- A257 The Influence of Firm's Internal Factors on Financial Performance of Small Medium Enterprises in East Java**  
Sudewi Sudorowerdi  
*Airlangga University, Indonesia*
- T052 The Waiting Value of Option to Defer, Risk and Bank Lending Decision**  
Derek Teshun Huang / Chia-Ming Chang / Yi-Wen Meng  
*National Chung Cheng University, Taiwan*
- T053 Board Composition, Capital Expenditure, and Corporate Value in High-technology Firms**  
Derek Teshun Huang / Sung Shan Chen / Zhien Chia Liu  
*National Chung Cheng University, Taiwan*
- T138 The Influence of Intellectual Capital to Financial Performance at Insurance Companies in Jakarta Stock Exchange (JSE)**  
Sri Iswati / Muslich Anshori  
*Airlangga University, Indonesia*

**B2 - Human Resource Management**

**HB. 36**

**Session Chair: T. C. Yang**

- A255 Managerial Competency and Management Commitment to Employee Empowerment: Banking Companies Case**  
Dwi Ratmawati  
*Airlangga University, Indonesia*
- A266 Exploring Women as Managers and the Influences that Shape Management Abilities**  
Khuan Wai Bing / Omar Abdull Kareem  
*Universiti Pendidikan Sultan Idris, Malaysia*
- T017 On Global Equilibrium of Work and Retirement in the 21<sup>ST</sup> Century**  
Chiu-Cheng Chang / T.C. Yang  
*Asia University / National Cheng Kung University, Taiwan*
- T035 Transformational Leadership and Creativity: Exploring the Mediating Effects of Creative Thinking and Intrinsic Motivation**  
Chun-Hsi Vivian Chen / Hung-Hui Li / and Ya-Yun Tang  
*National Central University / Yuan Ze University, Taiwan*
- T036 The Relationship between Leader-Member Exchange, Trust, Supervisor Support, and Organizational Citizenship Behavior – A Case Study of Nurses**  
Chun-Hsi Vivian Chen / Wei-Chieh Chang / Chin-Shin Hu  
*National Central University, Taiwan*

**B3 - E-Commerce****HB. 39****Session Chair: Afzaal H. Seyal**

- A119 Motivating Interorganisational System Implementation: Evidence from the Australian Automotive Industry**  
Stephen P. Smith / Md Mahbubur Rahim / Graeme Shanks / Robert B. Johnston  
*Monash University / The University of Melbourne, Australia*
- A149 Procurement Process Simplification through E-Commerce in B2B Market of Iran**  
Moez Limayem / Sara Faraji Jalal / S.Kamal Chaharsoghi  
*Lulea University of Technology, Sweden / Department of Sales, Mapna Group / Tarbiat Modares University, Iran*
- A137 A Research Model to Investigate Influencing Factors of Inter-Organizational Collaboration for Mobile-Commerce**  
Saira A. Zeeshan / Yen Cheung / Helana Scheepers  
*Monash University, Australia*
- A210 Effectiveness of Internet-based Customization Systems: Impacts on Business Value Creation**  
Atta Chen / Garfield Hung  
*Institution of Information Industry, Taiwan*
- T135 Service Recovery Implementation in On-Line Context: Perceived Justices and Transaction Experience**  
Hsin Hsin Chang / Che-Hao Hsu  
*National Cheng Kung University, Taiwan*

**B4 - Operations Research and Quantitative Methods****HB. 40****Session Chair: Hiroaki Ishii**

- A220 Fuzzy Assignment Problem with Random Costs**  
Hiroaki Ishii  
*Osaka University, Japan*
- A245 An Integrated DEA Ranking Method Based upon Benchmarking Sets**  
Zha Yong / Liang Liang / Xu Chuanyong / Yang Feng  
*University of Science and Technology of China, China*
- A247 Interactive Fuzzy Random Programming for Two-level Linear Programming Problems with Fuzzy Random Variable Coefficients**  
Hideki Katagiri / Masatoshi Sakawa / Kosuke Kato / Ichiro Nishizaki  
*Hiroshima University, Japan*
- A252 Reliability Prediction Model by Accelerated Test**  
Tsutomu Konno / Hiroaki Ishii  
*Osaka Electro-Communication University / Osaka University, Japan*
- A270 Evaluation of Nearness of Alternatives from Ranked Preference Data**  
Tsuneshi Obata / Hiroaki Ishii  
*Oita University / Osaka University, Japan*
- A229 Multi-scenario portfolio selection problem with fuzzy returns and aspiration levels**  
Takashi Hasuieka / Hiroaki Ishii  
*Osaka University, Japan*

**B5- Knowledge Management****H2. 35****Session Chair: David Young**

- A141 Investigating Successes and Failures of Tobacco Control Instruments**  
Jian Ying Hanga / David Young / Ron Borland / Ken Coghill / Chung-Hsing Yeh  
Sonja Petrovic-Lazarevic / Susan Bedingfield  
*Monash University / The Cancer Council Victoria, Australia*
- T092 Exploring the Influencing Factors Associated with Business Knowledge Management Implementation**  
Lin, Chinho / Wu, Ju-Chuan / Ya-Chen Ko  
*National Cheng Kung University, Taiwan*
- A132 Impacts of Ownership and Competition on Efficiency of SOEs: the Case of Industrial Enterprises in Vietnam 2000-2005**  
Ha Viet Hoang  
*Macquarie University, Australia*
- A216 The Implementation of the Balanced Scorecard to Improve Competitive Advantage in the Era of Globalization: Case Study at Local Hospital Organizations in Surabaya-Indonesia**  
Bambang Tjahjadi  
*Airlangga University, Indonesia*
- A227 Competitive Strategy for Low Cost Airlines**  
Hongwei Jiang  
*RMIT University, Australia*

**B6 - Organisation and Purchasing Management****H2. 37****Session Chair: Md Nor Othman**

- A133 Perceived Consumer Effectiveness and Environmental Concerns**  
Ana Laskova  
*La Trobe University, Australia*
- A239 Marketing Room Air-Conditioners in Malaysia: A Conjoint Analysis and Market Simulation**  
Fon Sim Ong / Shih Shiuan Chew / Md Nor Othman  
*University of Malaya, Malaysia*
- A230 A Demographic and Psychographic Comparison of Heavy and Light Smokers: A Study of Urban Malaysian Consumers**  
Md Nor Othman / Fon Sim Ong / Eric Vincent Bindah  
*University of Malaya, Malaysia*
- A221 Purchasing Local and Foreign Brands: What Product Attributes Matter?**  
Nor Khasimah Aliman / Md Nor Othman  
*University of Malaya, Malaysia*
- T056 Shattering the Myths of the Core Essential Professional Competencies in Hotel Industry**  
Chin-Tsai Lin / Ya-Ling Huang / In-Fun Lee / Wen-Hwa Lee  
*Ming Chuan University, Taiwan*
- A202 Satisfactory Prediction of Performance of Total Quality Management Critical Techniques**  
A. Azizi  
*Universiti Putra Malaysia, Malaysia*

**B7 - Design Support Systems****H2. 38****Session Chair: Fong-Gong Wu**

- T114 A Pilot Study of Designer's Trustworthiness in Interior Design Industry**  
Chiao-I Huang / Ding-Bang Luh / Shiann-Far Kung  
*Tainan University of Technology / National Cheng Kung University, Taiwan*
- T116 Reading Dynamic Text Presented on Television**  
Shuyi Luo / Fong-Gong Wu  
*Asia University / National Cheng Kung University, Taiwan*
- T117 Multiple-Layer Defense Mode for Industrial Design Intellectual Property**  
Fong-Gong Wu / Alfred Chen / Rain Chen / Eva Chang  
*National Cheng Kung University / Kun Shan University / Southern Taiwan University, Taiwan*
- T118 Design and Evaluation of Chord Keyboard for Tablet Computer Manipulation**  
Fong-Gong Wu / Yi-Fan Liou / Chien-Hsu Chen  
*National Cheng Kung University, Taiwan*
- T119 Measuring the Difficulty of Cognizing Chinese Sentences in Operation Manuals**  
Min-Yuan Ma / Jing-Song Huang  
*National Cheng Kung University, Taiwan*
- T121 Strategies for Creative Design Magazines in the Internet Era in Taiwan**  
Cheng-I Tsai / Chien-Hsu Chen  
*Chung Chou Institute of Technology / National Cheng Kung University, Taiwan*

**15:30pm– 17:00pm PAPER SESSION (C)**  
**Caulfield Campus, Monash University**

**C1 - Financial Management**

**HB. 32**

**Session Chair: Hung-Chih Li**

- T064 State Ownership and Rights Offerings in Chinese Listed Firms**  
 Yi-Hua Lin / Jeng-Ren Chiou / Yenn-Ru Chen  
*Southern Taiwan University / National Cheng-Kung University, Taiwan*
- T072 The Predictive Power for the S&P500 Index and Index Futures Market Based On EC-EGARCH and Hybrid Model**  
 Syouching Lai / Hungchih Li / Subhash C. Sharma  
*National Cheng Kung University / Southern Illinois University, USA*
- T073 The Predictive Power of Short-term Exchange Rate based on ARIMA and Hybrid Models**  
 Syouching Lai / Hungchih Li / Subhas C. Sharma  
*National Cheng Kung University, Taiwan / Southern Illinois University, USA*
- T093 Apply Cost-Benefit Analysis Methods to Information Security Assets in Taiwanese Local Government --- An Initial Study**  
 Chun-Nan Lin / Wen-Ju Yu / Ke-Wei Lin  
*National Chung Cheng University, Taiwan*
- T094 Application of Data Mining in Tax Evasion of Profit-Seeking Enterprise Income Tax: A Case Study**  
 Chun-Nan Lin / Ching-Hui Wu / Jin-Sheng Roan  
*National Chung Cheng University, Taiwan*

**C2 - Human Resource and Cross-Cultural Management**

**HB. 36**

**Session Chair: Tzai-Zang Lee**

- T070 The Effects of Expatriate Personality and Cultural Intelligence on the Expatriate Adjustment: The Moderating Role of Expatriate**  
 Li-Yueh Lee / Badri Munir Sukoco  
*Kun Shan University, Taiwan / Airlangga University, Indonesia*
- T075 The Relationships between HRM Practices, Leadership Style, Competitive Strategy and Business Performance in Taiwanese Steel Industry**  
 Feng-Hui Lee / Tzai-Zang Lee  
*National Cheng Kung University / Kun Shan University of Technology, Taiwan*
- T122 Forming Values of Productive Behaviors**  
 Muslich Anshori / Fendy Suhariadi  
*Airlangga University, Indonesia*
- T130 Research Proposal on the Study of Moral Emotions and Moral Behavior with Applications on Cross Cultural Business Ethics**  
 Shih-chieh Fang / Andy Chiou  
*National Cheng Kung University, Taiwan*
- T145 Relationships Between National Cultures and Hofstede Model, and Implications for a Multinational Enterprise**  
 Yintsuo Huang  
*Lynn University, USA*

**C3 – E-Marketing****HB. 39****Session Chair: Sherah Kurnia**

- A128 Testing a Model of Online Advertising Adoption: An Australian Study**  
Jan Heiligtag / Jun Xu  
*Southern Cross University, Australia*
- A129 A Manager's Guide to E-tailing Success in China's Retail Industry**  
Weibing Xuan / Jun Xu / Mohammed Quaddus  
*Southern Cross University / Curtin University of Technology, Australia*
- A130 Exploring Chinese Consumers' Perceptions of Website Quality and Their Relationships with Adoption of Online Shopping: A Preliminary Study in China's Retail Market**  
Weibing Xuan / Jun Xu / Mohammed Quaddus  
*Southern Cross University / Curtin University of Technology, Australia*
- T069 The Influence of Internet on Music Market – A Revisited**  
Wann-Yih Wu / Badri Munir Sukoco  
*National Cheng Kung University, Taiwan / Airlangga University, Indonesia*

**C4 - Operations Research and Quantitative Methods****HB. 40****Session Chair: John Betts**

- A127 Optimal Hedging Decisions for Gold Miners: How Much Future Production Should a Gold Miner Forward Sell?**  
John Betts and Kunal Mamik  
*Monash University, Australia*
- T015 OAO-FSVM Classifier: An Approach to the Text Categorization**  
Huei-Min Chiang / Tai-Yue Wang  
*National Cheng Kung University, Taiwan*
- T018 Fuzzy Nonlinear Models for Quality Function Deployment Considering Design Planning and Deployment**  
Wen-Chang Ko / Liang-Hsuan Chen  
*National Cheng Kung University / Shu-Zen College of Medicine and Management, Taiwan*
- T044 Simulation on the Seat Control for Group Revenue Management**  
Hwi Young Lee / Yoon Sook Song / Moon Gil Yoon  
*Inha Technical College / Korean Air / Korea Aerospace University, Korea*
- T045 Static Seat Allocation Problem for Multiple Flights in Airlines**  
Moon Gil Yoon / Hwi Young Lee / Hae Woon Yang  
*Korea Aerospace University / Inha Technical College / Korean Air, Korea*

**C5 - Supply Chain Management****H2. 35****Session Chair: Md Mahbubur Rahim**

- A103 The Effects of Payment Mechanism and Shopping Situation on Purchasing Intention - the Moderating Effect of Product Involvement**  
Ming-Chuan Pan  
*Tatung University, Taiwan*
- A121 Influence of Enterprise Systems on the Management and Performance of Supply Chains**  
Ravi Seethamraju  
*The University of Sydney, Australia*
- A122 Developing a Preliminary Instrument for Measuring Organizational Motivations of Inter-Organizational Systems (IOS) Adoption**  
Shabeer Eklim / Md Mahbubur Rahim  
*University of Adelaide / Monash University, Australia*
- A224 Sales Efforts in a Dual-Channel Supply Chain**  
Chuan-Yong Xu / Liang Liang / Qing-Long Gou / Yong Zha / Chui-Ri Zhou  
*University of Science and Technology of China, China*
- A240 Development of Knowledge Based Systems for Supply Chain Risk Identification in Multi-Site & Multi-Partners Global Manufacturing Supply Chain**  
Putu Dana Karningsih / Berman Kayis / Sami Kara  
*University of New South Wales, Australia*

**C6 - Organisation Management****H2. 37****Session Chair: Hsi-An Shih**

- T014 Does Emotional Intelligence Have Important Roles in The Public Organizations? A Case of Public Organization in Indonesia**  
Hsi-An Shih / Ely Susanto  
*National Cheng Kung University, Taiwan*
- T016 An Integration of Socio-Cultural and Psychological Adjustment**  
Huei-Fang Chen  
*Soochow University, Taiwan*
- T038 Ownership Structure, Information Disclosure and Corporate Value: An Empirical Analysis of Taiwan Companies**  
Chilin Lu / Grace M. Liao / Yung-Cheng Yang  
*National Formosa University / Chung Jung Christian University, Taiwan*
- T047 A Study on Determinants of Performance for Business Group in Taiwan: The Moderating Effect of Types of Business Group**  
Hsien-Che Lee / Cheng- Yi Lai  
*Tatung University, Taiwan*
- T023 Managing Franchises in Taiwan – An Examination of the Impact of Agency Theory and Resource Scarcity Theory on Organizational Forms**  
Hui Heng Chen / Terry Gatfield  
*Fortune Institute of Technology, Taiwan / Griffith University, Australia*
- T131 The Correlation between the Performances of Parent Company and its Subsidiary in China: A Study of Taiwan Automobile Industry**  
Hsin-Hong Kang / Hao-Chun Lin / Mei-Hsing Cheng  
*National Cheng Kung University / Southern Taiwan University of Technology, Taiwan*

**C7 - Design Planning and Management****H2. 38****Session Chair: Ding-Bang Luh**

- T108 Between Positive and Negative Experiences- Theme Restaurants as Examples**  
Hsin-Pei Yang / Meng-Dar Shieh / Ding-Bang Luh  
*National Cheng Kung University, Taiwan*
- T109 Mobile Advertising - The Past, Presence and Future**  
Mu-Hsuan Wu / Ding-Bang Luh / Meng-Dar Shieh  
*National Cheng Kung University, Taiwan*
- T110 Experience Design for Children's Museums from the Angle of Creative Life Industries**  
Ching-Ling Chang / Meng-Dar Shieh / Ding-Bang Luh  
*National Cheng Kung University, Taiwan*
- T111 Humanistic Care through Integrated Service Design**  
Ko-Yung Wang / Hsin-Pei Yang / Mu-Hsien Wu / Shiann-Far Kung  
*National Cheng Kung University, Taiwan*
- T112 Research on Management of Design Knowledge in Taiwan Design Companies**  
Tz-Ying Lin / Ding-Bang Luh  
*National Cheng Kung University, Taiwan*
- T113 Theme Design Essentials for Cities**  
Ko-Yung Wang / Ding-Bang Luh / Meng-Dar Shieh  
*National Cheng Kung University, Taiwan*

**19:00pm – 21:30pm Conference Dinner****Citigate Hotel,  
Melbourne**

**Tuesday, 20<sup>th</sup> Nov. 2007**  
**Caulfield Campus, Monash University**

**09:00am– 10:30am PAPER SESSION (D)**  
**Caulfield Campus, Monash University**

**D1 - Financial Management**

**HB. 36**

**Session Chair: Omprakash K. Gupta**

- T125 Credit Crunch in Thailand After the Economic Crisis: Myth or Reality**  
 Gour Saha / Omprakash K. Gupta  
*Prairie View A&M University, USA*
- T137 Income Smoothing and Market Systematic Risk**  
 Ling-Fen Lin / Yung-Lung Lee  
*National Cheng Kung University / Chang Jung Christian University, Taiwan*
- T082 Accountability Influence, Technical Difficulty and Measurement Difficulty Towards the Implementation of Indonesian Standard Statement of Financial Accounting (PSAK) No. 27 (revised 1998) about Cooperatives Accounting in East Java**  
 Sutarto / Isnalita / Habiburrochman  
*Cooperative Official of East Java / Airlangga University, Indonesia*
- T062 Alignment or Entrenchment?: Corporate Governance and Cash Holdings in Firms with an Abundance of Investment Opportunities**  
 Yenn-Ru Chen and Wei-Tin Chuang  
*National Cheng Kung University, Taiwan*
- A205 The Compliance Cost of Individual Income Taxation in a Developing Country: The Example of Malaysia**  
 Noor Sharoja Sapiei / Mazni binti Abdullah  
*University of Malaya, Malaysia*

**D2 – Information System/Information Technology Management**

**HB. 39**

**Session Chair: Sharif As-Saber**

- A114 A Study of the Digital Divide Assessment Mechanism for SMEs - A Perspective from the TAIWAN Manufacturing Industry**  
 She-I Chang / Chaur-Shiuh Young / Chih-Ming Cho  
*National Chung Cheng University / National Cheng Kung University, Taiwan*
- A136 Understanding the Relationship between Information and Communication Technology (ICT) and Social Capital: A Conceptual Framework**  
 Song Yang / Heejin Lee / Sherah Kurnia  
*University of Melbourne, Australia / Yonsei University, Korea*
- A139 Information Technology Capability, the Effects on Organisational Performance**  
 Lien Thi Pham / Ernest Jordan  
*Macquarie University, Australia*
- A143 How IS Integration Relates to Mergers & Acquisitions as a Tool for Corporate Strategy**  
 Stefan Henningsson  
*Lund University, Sweden*
- A273 The IS Integration of Extended Value Chains from an Alliance Perspective**  
 Jonas Hedman / Stefan Henningsson / Paul Pierce  
*University College of Borås / Lund University, Sweden*

**D3 - Customer Relationship Management**

**HB. 40**

**Session Chair: Chun-Hsiung Liao**

- A144 The Selection of CRM Systems in Financial Institutes Using the Analytic Hierarchy Process**  
Taeho Hong / Eunmi Kim  
*Pusan National University, Korea*
- T099 An Evaluation of Customer Relationship Management in Freight Forwarder Services**  
Chin-Shan Lu / Kuo-chung Shang  
*National Cheng Kung University / National Kaohsiung Marine University, Taiwan*
- A118 How Economic Growth Affects Customer Satisfaction: A Study from Germany**  
Björn Frank / Takao Enkawa  
*Tokyo Institute of Technology, Japan*
- A217 Willingness to pay for locally branded sport wear in Taiwan**  
Nai-Hua Chen / Sherrie Wei / Ya-Wen Hong / Chuang Tu  
*Chienkuo Technology University*
- T060 Explaining Consumer Acceptance of Online Digital Music**  
Chun-Hsiung Liao / Chung-Wang Tsou / Yu-Chi Kao  
*National Cheng Kung University, Taiwan*

**D4 - Operations Research and Quantitative Methods**

**H2. 35**

**Session Chair: Koji Okuhara**

- T050 A Case Study of Land Use by the Spatial Distribution of Annual Liquefaction Probability in Yuanlin, Taiwan**  
Ya-Fen Lee / Yun-Yao Chi  
*Toko University / Chang Jung Christian University, Taiwan*
- T077 An Adaptive Efficient Estimation under Meta-Elliptical Copula Models with an Application**  
Mei-Mei Zen / Chia-Hao Chan  
*National Cheng-Kung University, Taiwan*
- T081 Reconstruction of Observational Data by Cellular Automaton for Modeling Element Shift Process**  
Koji Okuhara / Wataru Shiraki / Hitoshi Inomo / Yung Lung Lee / Hiroaki Ishii  
*Osaka University, Japan / Kagawa University, Japan / Chang Jung Christian University, Taiwan*
- T089 Automatic Construction of Topic Maps Based on Lexical Chain --- Using Aviation Safety Knowledge Base as a Case**  
Hei-Chia Wang / Jiiunn-Liang Guo  
*National Cheng Kung University / R.O.C. Air Force Academy Taiwan*
- T106 A Hybrid Genetic Algorithm Approach to Multi-Objective ERP Training Scheduling Problems**  
Ching-Long Su / Wu-Chen Su  
*Chang Jung University / National Cheng Kung University, Taiwan*

**D5 - Performance Evaluation and Consumer Research**

**H2. 37**

**Session Chair: Jeh-Nan Pan**

- T006 Development of a New Process Incapability Index with an Application to the Evaluation of Manufacturing Risk**  
Jeh-Nan Pan / Chun-Yi Lee  
*National Cheng-Kung University, Taiwan*
- T054 The Performance of Private Universities and its Value Drivers : An Economic Value Added Perspective**  
Derek Teshun Huang / Li-fen Hung / Yi-Wen Meng  
*National Chung Cheng University / Nan-Jeon Institute of Technology, Taiwan*
- T123 An Empirical Test of the Effectiveness of Communication Source: A Case of Group Buy**  
Meng-Kuan Lai / Chun-Chi Su  
*National Cheng Kung University, Taiwan*
- T078 Influence of Individual Environmental Consideration Action on Others' Behavior using Agent Simulation**  
Junko Shibata  
*Kobe Gakuin University, Japan*

**D6 - Product Development and Operations Management**

**H2. 38**

**Session Chair: Ganesh N. Prabh**

- A246 Financing Product Development in the Indian Software Industry: Issues, Processes and Implications for Policy**  
Ganesh N. Prabh  
*Indian Institute of Management at Bangalore, India*
- T043 Strategic Choice of Flexible Manufacturing Systems with Technological Spillovers**  
Leonard F. S. Wang / Ya -Chin Wang / Tai-Liang Chen  
*National University of Kaohsiung / Kun Shan University, Taiwan*
- T080 Collaboration Improvement for Design Life Cycle in Engineering Project Management**  
Lou Y. Liang  
*Leader University, Taiwan*
- T095 Integrated QFD, TRIZ and FMEA in Conceptual Design for Product Development Process**  
Chung-Shing Wang / Teng-Ruey Chang  
*Tung-Hai University / Nan-Kai Institute of Technology, Taiwan*

**D7 - Innovation Management**

**H1. 26**

**Session Chair: Hiroaki Ishii**

- A104 The Relationship between Distinctive Capabilities, Innovativeness, Strategy Types and The Performance of Small And Medium-size Enterprises (SMEs) of Malaysian Manufacturing Sector**  
Mok Kim Man / Syed Azizi Wafa  
*Universiti Malaysia Sabah, Malaysia*
- A269 Web Based Nourishment System for Health Care Management**  
Tomoko Kashima / Shimpei Matsumoto / Hiroaki ishii  
*Osaka University / Oita National College of Technology, Japan*
- T042 R&D, Merger and Multiproduct Firm in a Mixed Duopoly**  
Leonard F. S. Wang / Ya -Chin Wang / Tai-Lin Yang  
*National University of Kaohsiung / Kun Shan University, Taiwan*
- T102 Innovation in Manufacturing Premise by New Finding Obtained From Accident Relapse Prevention Report**  
Shujiro Murayama / Koji Okuhara / Hiroaki Ishii  
*Hiroshima University of Economics / Osaka University, Japan*
- T146 Learning with Human Performance Technologies**  
Pei-Hsuan Hsieh  
*National Cheng Kung University, Taiwan*

**11:00am– 12:30pm PAPER SESSION (E)**  
**Caulfield Campus, Monash University**

**E1 - Performance Evaluation****HB. 36****Session Chair: Amy H. I. Lee**

- T048 Preliminary Evaluation Modeling for Sustainable Development of Collective Residence Environment: Scope in Taiwan's Housing Community**  
 Wei-Ming Wang / Ding-Tsair Chang / Amy H. I. Lee  
*Chung-Hua University, Taiwan*
- T049 A Buyer-Supplier Relationship Evaluation Model with the Consideration of Benefits, Opportunities, Costs and Risks**  
 Amy H. I. Lee / He-Yau Kang / Tzu-Chiang Liu / Wei-Ming Wang  
*Chung Hua University / National Chin-Yi University of Technology, Taiwan*
- T071 A Multi-Period, Multi-Product Control-Wafer Inventory Model with Reentry and Downward Substitution**  
 He-Yau Kang / Amy H. I. Lee / Chun-Mei Lai / Chih-Neng Yang  
*National Chin-Yi University of Technology / Chung Hua University / Far East University / Ta Hwa Institute of Technology, Taiwan*
- T091 A Multiple-Goal Programming for Nurse Scheduling by AHP and Simulated Anneal**  
 T.H. Chuang / H.N. Hsiang / H.J. Chuang  
*Chung Hua University, Taiwan*
- T126 Prioritizing Academic Staff Performance Criteria in Higher Education Institutions to Global Standards**  
 Wan Salmuni Wan Mustaffa / Hariri Kamis  
*Sultan Idris Educational University, Malaysia*

**E2 - Information System/Information Technology Management****HB. 39****Session Chair: Jun Xu**

- T074 Open Sesame - A Novel Method to Filter Junk E-mails**  
 Jian-De Lu / Tian-Hsiang Huang  
*Chinese Petroleum Corporation / National Cheng Kung University, Taiwan*
- T100 The Dynamic Relation Between IS Integration and the Merger and Acquisition Process**  
 Stefan Henningsson / Sven A. Carlsson  
*Lund University, Sweden*
- T020 An Approach to Database Query Interfaces and its Applications**  
 Yao-Chuan Tsai / Hui-Eng Tong  
*National Cheng Kung University, Taiwan*
- T136 An Application of the IT Architecture to the Process of Business Globalization – Case Analysis from IT Enterprises**  
 Hsin Hsin Chang / Che-Hao Hsu / Ching Sheng Chang  
*National Cheng Kung University, Taiwan*

**E3 - Customer Relationship Management****HB. 40****Session Chair: Kevin P. Hwang**

- T063 The Influence of Destination Quality and Service Aspects on Travel Satisfaction and Intentions: A Comparison of Taiwanese and Dutch Tourists**  
 Ivo Groot / Kevin P. Hwang  
*National Cheng Kung University*
- T103 Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists**  
 Ching-Fu Chen  
*National Cheng Kung University, Taiwan*
- T107 A Study of Service Quality of Auto Insurance Claim with Agents Satisfaction- U Insurance Company as an Example**  
 Wen-Pin Su / An –Ping Wang / Yu-Cheng Chang / Li-Shan Lin  
*Chaoyang University of Technology*
- T067 Unveiling Consumers' Perceived Value about Mobile Data Service for Better Product and Market Design**  
 Kevin P. Hwang / Chia-Li Fang / Pang-Cheng Chen  
*National Cheng Kung University, Taiwan*

**E4 - Operations Research and Quantitative Methods****H2. 35****Session Chair: Hiroshi Morita**

- T140**     **Semi-Obnoxious Location Problem – A University Hospital Case Study**  
Yung-Lung Lee / Hiroaki Ishii  
*Chang Jung Christian University*
- T142**     **Optimal Factor-Level Condition in Parameter Design by Using Static SN Ratio**  
Kenzou Hanada / Hiroshi Morita  
*Osaka University, Japan*
- T144**     **A Tabu Search based on a Strategic Vibration for a Facility Location Problem with a Customer's Preference in a Competitive Environment**  
Takeshi Uno / Kosuke Kato / Hideki Katagiri  
*Hiroshima University, Japan*
- A274**     **Difference and Similarity between TREAD-OFF and MONANOVA In Conjoint Analysis**  
Hiromu Kono / Hiroaki Ishii / Shogo Shiode  
*Osaka University, Japan*

**E5- Technology Adoption****H2. 37****Session Chair: David A Banks**

- A268**     **Consumer Acceptance of Convergence Product: A Modification of TAM Focusing on Key Antecedents of Perceived Usefulness and Perceived Ease of Use**  
Jun, Jong-Kun / Kim, Yong-Cheol  
*Hankuk University of Foreign Studies / The Catholic University of Korea, Korea*
- A275**     **An International Comparison of Technology Adoption**  
Il Im / Seongtae Hong / Myung Soo Kang  
*Yonsei University / Sangmyung University / Hansung University, Korea*
- T061**     **User Acceptance of Computer-Mediated Communication: The SkypeOut Case**  
Chun-Wang Tsou  
*I-Shou University, Taiwan*
- T105**     **The Standard of SCORM on the Assembly of the Multimedia Material Manufacturing - Using the Web Services to Implement the Technology of Synchronous Stream with Audio/Video**  
Ching-Long Su / Hsiu-Lien Lin / Ke Shin-Chi  
*Chang Jung University, Taiwan*
- A107**     **Bridging the Gap: From Research about IT Alignment to Actual Implementation**  
Michael S Gendron / David A Banks  
*Central Connecticut State University, USA / University of South Australia, Australia*

**E6 – Operations and Technology Management****H2. 38****Session Chair: Linda Lianfeng Zhang**

- A248**     **Do Inventory Costs Affect the Economic Performance? An Empirical Evaluation of the Machine Tool SMEs in Bangalore**  
N. Rajeev  
*Indian Institute of Science, Bangalore, India*
- T084**     **Modeling Process Platforms for High Variety Production Management Based on A Visual Diagrammatic Language**  
Linda Lianfeng Zhang  
*University of Groningen, The Netherlands*
- T005**     **Remedies Concerning the Circumvention of Protection Measures (TPMs): Comparative Study between United Kingdom, U.S.A and Malaysia**  
Nor Sa'adah Abd Rahman  
*University Technology Malaysia, Malaysia*
- A267**     **Applying of Bulk SMS System to Enhance Educational Communications**  
Sasivimon Sukaphat  
*Srinakharinwirot University, Bangkok, Thailand*
- T046**     **The Analysis of Economic Effect of Air Transport Liberalization between South Korea and China**  
Won-Sik Lee / Kyung-Ha Ma / Han-Sung Kim  
*Korea Civil Aviation Development Association / Asiana Airlines, Korea*

**In absentia**

<b>A212</b>	<b>Using SERVQUAL to Measure Employee Satisfaction: An Iranian Case Study</b> Mehran Nejati / Mostafa Nejati / Azadeh Shafaei <i>Yazd University / University of Tehran / Rasht Islamic Azad University, Iran</i>
<b>A253</b>	<b>Measuring Knowledge Management Processes</b> Saeid Saeida / Mostafa Nejati / Mehran Nejati <i>Yazd University / University of Tehran / Yazd University, Iran</i>
<b>T066</b>	<b>Building B2B2C Web-Page Generator base on OOPM model and Intelligent Agent</b> Chun-Hsiu Yeh / Wei-Cheng Sheng / Che-Hung Wang <i>Chung-Chou Institute of Technology / Chung Cheng University / Da-Yeh University, Taiwan</i>
<b>T090</b>	<b>An Appraisal for Determinants of Organizational Creativity and Impacts on Innovative Behavior</b> Parimalam Einsteine / Kevin P. Hwang <i>National Cheng Kung University, Taiwan</i>
<b>T127</b>	<b>Determinants of Aviation Insurance and Risk Management Strategy</b> Yi-Hsin Lin / Yu-Hern Chang / Feng-Jyh Lin <i>Asia University / National Cheng Kung University / Feng Chia University, Taiwan</i>