Society for Innovation in Management (SIiM)
12F-1, No.5, Guangfu N. Rd. Songshan Dist., Taipei City 10560, Taiwan (R.O.C.)
http://www.siim.org.tw

International Conference on Innovation and Management
IAM2013S

Phnom Penh, Cambodia, July 16-19, 2013

Organized by
Society for Innovation in Management, Taiwan

Sponsored by
Department of Business Administration, National Taipei University, Taiwan
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)

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### July 17, 2013 (Wednesday)

07:30-16:00 Registration (2nd Floor)

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<td>09:40-10:00</td>
<td>Social Time (Refreshment, 2nd Floor)</td>
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<td>10:00-12:00</td>
<td>Session A1</td>
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<td>12:00-14:00</td>
<td>Lunch (La Coupole restaurant, Lobby Level)</td>
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<td>14:00-16:00</td>
<td>Session B1</td>
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### July 18, 2013 (Thursday)

09:00-16:00 Registration (2nd Floor)

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### July 19, 2013 (Friday)

09:00-11:00 Registration (2nd Floor)

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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
Session A1 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

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**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
E-health: Positioning for Innovative Solutions
Meiling Wang  
USciences

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
Dâlcio 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
Dâlcio 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
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### July 19, 2013 (Friday)

**Session E2**  
10:00-12:00  
**Room: Phokeethra 3**

**Session Chair:** michel plaisent  
University of Quebec in Montreal, Canada

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<td>Preliminary Design of «Gennovation» for Enterprises</td>
<td>Chang-Lin Chan, michel plaisent, prosper bernard, James Ming-Hsun Chiang, Jeng-Wen Peng</td>
<td>University of Quebec in Montreal, University of Quebec in Montreal, University of Quebec in Montreal, Advanced Innovation Management CO., LTD</td>
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<td>An Exploration of Impulse Buying behavior on In-App Purchase</td>
<td>Cheng-Hsun Ho, Ai-Ni Li</td>
<td>National Taipei University, National Taipei University</td>
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<td>Multiagent Approach of Task Allocation in the Embedded Software</td>
<td>Yee Ming Chen</td>
<td>Yuan Ze University</td>
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<td>Development Project Team</td>
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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

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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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, Chinese Culture University
Tzou Ren Chuen

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