敬啟者您好：

淡江大學管理科學研究所於2009年5月30日(星期六)全天，假淡江大學驚聲國際會議廳舉辦2009年管理科學與經營決策國際學術研討會，恭請各界先進蒞臨指導。

大會執行主席 林長青 敬邀

淡江大學驚聲國際會議廳
25137 台北縣淡水鎮英專路151號
Tel: 886-2-2621-5656 ext 2848
E-mail: tclim8@mail.tku.edu.tw

2009年4月28日
Driving Direction

🌟 : 驚聲國際會議廳 (3 樓): Ching-sheng International Conference Hall (3rd Fl.)
🌟 : 淡水捷運站: Danshui MRT Station

2009/5/20
The 2009 International Conference in Management Sciences and
Decision Making

2009 年管理科學與經營決策國際學術研討會

May 30, 2009
98 年 5 月 30 日（星期六）
Tamkang University, Ching-sheng Memorial Hall

Opening Ceremony: Ching-sheng International Conference Hall (T301)

Plenary Sessions:

**Track A:** Ching-sheng International Conference Hall (T301)

**Track B:** Ching-sheng Memorial Hall (T310)

**Track C:** Ching-sheng Memorial Hall (T311)

**Session D:** Ching-sheng Memorial Hall

Program

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<thead>
<tr>
<th>Time</th>
<th>Session A1 (T301)</th>
<th>Session B1 (T310)</th>
<th>Session C1 (T311)</th>
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<tr>
<td>08:30–09:00</td>
<td><strong>Registration:</strong> Ching-sheng International Conference Hall (3F)</td>
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<td>09:00–09:20</td>
<td><strong>Opening Ceremony:</strong></td>
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<td>Dr. Kan-Nan Chen, Vice President, Tamkang University, Taiwan</td>
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<td>09:20–09:40</td>
<td><strong>Keynote Speech:</strong> A Self-Organizing Approach for Emergency Management</td>
<td><strong>Coffee Break:</strong> Ching-sheng International Conference Hall (3F)</td>
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<td></td>
<td>Dr. Shi-Kuo Chang, Pittsburgh University, U.S.A.</td>
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<tr>
<td>10:00–11:30</td>
<td><strong>Session Chair:</strong> Dr. Erkan Bayraktar (Bahcesehir University, Turkey)</td>
<td><strong>Session Chair:</strong> Dr. Hai-Ming Chen (Tamkang University, Taiwan)</td>
<td><strong>Session Chair:</strong> Dr. Jinn-Tsair Teng (New Jersey University, U.S.A.)</td>
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<td>Paper ID: 091 Measuring the Efficiency of Supply Chain Management and Information Systems Practices: A Comparison of Turkish and Bulgarian SMEs Erkan Bayraktar, Ekrem Tatoglu (Bahcesehir University, Turkey) Selim Zaim (Fatih University, Turkey) \n\n<strong>Call Center Employees' Unionization in India</strong> Santanu Sarkar (Department of FM &amp; IR, XLRI Jamshedpur, India)</td>
<td>Paper ID: 084 Notes on Optimizing the Economic Lot Size of a Three-stage Supply Chain with Backordering Derived without Derivatives Jinn-Tsair Teng (New Jersey University, U.S.A.) Hui Ming Wee (Chung Yuan Christian University, Taiwan)</td>
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| Paper ID:101 <br>
Foreign Market Expansion Decision of Services SMEs  <br>Chin-Chun (Vincent) Hsu  <br>(University of Nevada Las Vegas, U.S.A.) | Paper ID:076 <br>The Relationships Between Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty: A Study Of Indonesian Consumers  <br>Shu-Hsien Liao, Retno Widowati PA, Da-Chian Hu  <br>(Tamkang University, Taiwan) | Paper ID:015 <br>Enhancing The Predicted Capability Of Acceptance Model For Home Telehealth: An Unified Model With Moderating Effects  <br>Shu-Ping Lin, Ya-Hui Chan, Jui-Chen Huang  <br>(Chung-Hua University, Taiwan) |
<p>| Paper ID:012 &lt;br&gt;An Analysis of the Correlation between TEs’ Performance and Policies &amp; Market Factors in China: 2007-2008  &lt;br&gt;Jiann-Jong Guo  &lt;br&gt;(Tamkang University, Taiwan) | Paper ID:024 &lt;br&gt;A Revised Riskit Measurement Approach to Hospital Information Security on Risk and Ambiguity Attitudes  &lt;br&gt;Ling-Ying Chiu, Chi-Chang Chang, Pei-Ran Sun, Sun-Long Cheng  &lt;br&gt;(Chung Shan Medical University, Taiwan) | Paper ID:003 &lt;br&gt;A Longitudinal Cross-sectional Analysis of the Relationships Between Sales Flows and Financial and Macroeconomic Variable  &lt;br&gt;Hong-Long Chen  &lt;br&gt;(I-Shou University, Taiwan) |
| Paper ID:072 &lt;br&gt;Influential Factors for Customers’ Selection of Air Ticket Booking Channel  &lt;br&gt;Kuangnen Cheng  &lt;br&gt;(Golden Gate University, U.S.A) | Paper ID: 018 &lt;br&gt;The Research of Relationship among Personality, Job Performance, and Job Satisfaction - A Case Study of Water Resources Agency and Ministry of Economic Affairs  &lt;br&gt;Cheng-Min Chao  &lt;br&gt;(National Yunlin University of Science &amp; Technology, Taiwan) | Paper ID:035 &lt;br&gt;Measuring Performance of the National Science and Technology Program: Perspectives of Human Capital and Relational Assets  &lt;br&gt;Chia-Liang Hung  &lt;br&gt;(National Chi Nan University, Taiwan) |
| Paper ID:067 &lt;br&gt;The Analysis of Influential Factors in Macau’s Tourism Market  &lt;br&gt;Shiang-Hau Wu  &lt;br&gt;(Macau University of Science and Technology, China) | Paper ID:077 &lt;br&gt;The Heuristics of Effective Maintenance Policy Under the Given Availability  &lt;br&gt;Sakon Wongmongkolrit, Bordin Rassameethes  &lt;br&gt;(Kaetsart University, Thailand) | Paper ID: 029 &lt;br&gt;The Improvement of the Operational Strategy on Container Terminal  &lt;br&gt;Wen-Chih Huang  &lt;br&gt;(Leader University, Taiwan) |
| Paper ID:012 &lt;br&gt; (Tamkang University, Taiwan) | Paper ID:072 &lt;br&gt; (National Taiwn University, Taiwan) | Paper ID: 067 &lt;br&gt; (Golden Gate University, U.S.A) |</p>
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<th>Session A2 (T301)</th>
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<td><strong>Session Chair:</strong></td>
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<td><strong>Dr. Dmitry Podkopaev</strong></td>
<td><strong>Dr. Wen-Tao Huang</strong></td>
<td><strong>Dr. Wen-Jang Jih</strong></td>
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<td>(Systems Research Institute, Poland)</td>
<td>(Tamkang University, Taiwan)</td>
<td>(Middle Tennessee State University, U.S.A.)</td>
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<td>Paper ID: 102</td>
<td>Paper ID: 081</td>
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<td><em>A Decision Support System for New Product Development Project Selection</em></td>
<td><em>Refinement of Feature Terms and Improvement of Classification Accuracy on Multilingual Text Categorization Using Character N-gram</em></td>
<td><em>Effects of Internet-Mediated Market Orientation on Relationship Quality: An Empirical Investigation with a Cardiac Surgery Medical Blog Site</em></td>
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<td>Chiu-Chi Wei, Houn-Wen Chang</td>
<td>Makoto Suzuki</td>
<td>Su-Fang Lee, Yuan-Cheng Tsai</td>
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<td>(Chung-Hua University, Taiwan)</td>
<td>(Shonan Institute of Technology, Japan)</td>
<td>(The Overseas Chinese Institute of Technology, Taiwan)</td>
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<td><strong>Paper ID: 082</strong></td>
<td><strong>Paper ID: 052</strong></td>
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<td><em>The Performance Evaluation Model of e-Business Project</em></td>
<td><em>Document Classification Methods with a Small-Sized Training Set</em></td>
<td><em>Enhance the Volatility Forecasting Performance of GARCH Models Using VIX Index and Range-Based Volatility</em></td>
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<td>Ming-Kung Chen, Shih-Ching Wang</td>
<td>Gendoh Kumoi</td>
<td>Jui-Cheng Hung</td>
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<td>(National Taipei University of Technology, Taiwan)</td>
<td>(Waseda Research Institute for Science and Engineering, Japan)</td>
<td>(Yeung University, Taiwan)</td>
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<td><strong>Paper ID: 090</strong></td>
<td><strong>Paper ID: 083</strong></td>
<td><strong>Paper ID: 059</strong></td>
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<tr>
<td><em>Decision Making for Composite Design and Manufacturing with Analytic Hierarchy Process, Neural Networks and Fuzzy Multi-Attribute Utility Theory</em></td>
<td><em>Student Questionnaire Analyses Using the Clustering Method based on the PLSI Model</em></td>
<td><em>Integrating Phase Space Reconstruction, LLE and SVR for Stock Index Forecasting</em></td>
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<tr>
<td>Chuck Zhang, Richard Liang, Ben Wang</td>
<td>Takashi Ishida, Hisashi Hamada, Gendo Kumoi, Masayuki Goto, Shigeichi Hirasawa</td>
<td>Ching-Ching Yeh</td>
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<td>(Florida State University, U.S.A.)</td>
<td>(Waseda University, Japan)</td>
<td>(National Taipei College of Business, Taiwan)</td>
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<td><strong>Paper ID: 002</strong></td>
<td><strong>Paper ID: 064</strong></td>
<td><strong>Paper ID: 051</strong></td>
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<td><em>A Fuzzy Approach to Select the Outsourcing Supplier of a Fastener Company</em></td>
<td><em>The Impact of Business Model on Management Performance: Evidence from the Listed Non-Electronic Companies in Taiwan’s Primary Stock Market</em></td>
<td><em>SEM for Purchase Intention of Home Video Game Consoles</em></td>
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<td>Hsiang-Ru Chen, Bor-Wen Cheng</td>
<td>Horng-Jinh Chang, Chim-Ting Tsai, Yi-Tsung Lin, Ming-Chu Pai</td>
<td>John Sum Mario, Wei-Ting Liao</td>
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<td>(National Yulin University of Science and Technology, Taiwan)</td>
<td>(Tamkang University, Taiwan)</td>
<td>(National Chung Hsing University, Taiwan)</td>
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<td>Time</td>
<td>Session A2 (T301)</td>
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| 13:00–14:50| Paper ID: 055  
*Innovation Capital Indicator Assessment of Taiwanese Universities: A Hybrid Fuzzy Model Application*  
Hung-Yi Wu  
(Kaigan University, Taiwan)  
I-Shuo Chen  
(National Chiao Tung University, Taiwan)  
| Paper ID: 075  
*Detecting Methods of the Plagiarism for Student Reports Using Text Processing*  
Yi-Ching Tsai  
(Leader University, Taiwan)  
Gendo Kumoi  
(Waseda University, Japan)  
Makoto Suzuki  
(Shenon Institute of Technology, Japan)  
Takashi Ishida, Shigeichi Hirasawa  
(Waseda University, Japan)  
| Paper ID: 066  
*A Simulation Comparison between a RFID Medicine Dispensing System and a Traditional Medicine Dispensing System*  
Tai-Fu Yang  
(Tungnun University, Taiwan)  
Chang-Ching Lin  
(Tamkang University, Taiwan)  
Shien-Chih Shieh  
(Tungnun University, Taiwan)  
|
| Coffee Break: Ching-sheng International Conference Hall (3F) |                                                                                  |                                                                                  |
| 14:50–15:20 |                                                                                  |                                                                                  |
| 15:20–17:10| Session Chair:  
Dr. Abhijit Gangopadhyay  
(XLRI, School of Business & Human Resources, India)  
Paper ID: 080  
*A Comparative Study of Subjective Well-being and Organizational Climate in Indian Retail Banking Organizations*  
Abhijit Gangopadhyay  
(XLRI, School of Business & Human Resources, India)  
| Session Chair:  
Dr. Hsu-Shih Shih  
(Tamkang University, Taiwan)  
Paper ID: 019  
*Application of the Multi-objective Programming for LED Packaging and Testing Scheduling Problem*  
Tien-Hsi Chuang, Chia-Yang Hung, Wei-Fan Chu, Hung-Chang Lin, Yu-Yang Chen  
(Chung Hua University, Taiwan)  
| Session Chair:  
Dr. Ruey-Chyne Tsaur  
(Tamkang University, Taiwan)  
Paper ID: 070  
*An Econometric Analysis on Cross-cultural Adaptability: A Case of Taiwan Multination Company in Thailand*  
Cheng-Ping Shih, Varalee Chinerawat  
(National Taiwan Normal University, Taiwan)  
|
|            | Paper ID: 011  
*The Development of an Exhibition Service Quality Scale*  
Su-Ching Chang, Hsin-Yu Yin  
(Tsinghua University of Science and Technology, Taiwan)  
| Paper ID: 030  
*Multi-criteria Decision Making Methods as the Scoring Models for Corporate Governance Rating System*  
Fengyi Lin, Chih-Yang Chang, Hsin-An Su  
(National Taipei University of Technology, Taiwan)  
| Paper ID: 005  
*Investor Sentiment toward Individual Stock*  
Chih-Lun Huang  
(China University of Technology, Taiwan)  
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|            | Paper ID: 014  
*Research on Building New Service Quality Decision Making Model: Application of IPA and BPNN*  
Shu-Ping Lin, Yu-Chen Lin  
(Chung Hua University, Taiwan)  
Lu-Fang Chen  
(Minghsin University of Science and Technology, Taiwan)  
| Paper ID: 069  
*Stackelberg Game for Two Level Supply Chain with Price Markdown Option*  
Gede Agus Widyadana  
(Christian University, Indonesia)  
Hui-Ming Wee  
(Chung Yuan Christian University, Taiwan)  
| Paper ID: 045  
*An Empirical Study of Evaluating the Success of Knowledge Management Systems (KMS) in Taiwanese Public Service Sector*  
Jung-Chi Pai, Lin-hua Zou  
(Tsinghua University of Science and Technology, Taiwan)  
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<tr>
<td><strong>Paper ID: 022</strong>&lt;br&gt;The Relationship between Earnings Management and Overconfidence&lt;br&gt;Jung-Hun Hung, I-Cheng Li (National Central University, Taiwan)</td>
<td><strong>Paper ID: 032</strong>&lt;br&gt;Bayes and Empirical Bayes Approach to Estimate Default Probability and Asset Correlation&lt;br&gt;Yi-Ping Chang (Soochow University, Taiwan)&lt;br&gt;Chih-Tun Yu, Hui-meji Liu (National Chengchi University, Taiwan)&lt;br&gt;Ming-Chin Hung (Soochow University, Taiwan)</td>
<td><strong>Paper ID: 073</strong>&lt;br&gt;ESWOT: An Econometrics Approach to SWOT Analysis. Case Study to Evaluate IBM’s Performance&lt;br&gt;Cheng-Ping Shih, Maria Smaranda Moldovan (National Taiwan Normal University, Taiwan)</td>
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<td><strong>Paper ID: 054</strong>&lt;br&gt;A Study of Working Pressures and Strategies Improving Adaptive Capability for High Technological Industry Women by Using FAHP&lt;br&gt;Jui-Man Chiu, Yu-Lun Huang (Kaohsiung University, Taiwan)</td>
<td><strong>Paper ID: 064</strong>&lt;br&gt;The Analysis Approach of Voice of the Customers and Critical to Quality&lt;br&gt;Hsu-Hua Lee (Tamkang University, Taiwan)</td>
<td><strong>Paper ID: 001</strong>&lt;br&gt;A Correlation Study Between Improvement in Productivity and Enhancement of Competitiveness: An Example of Taiwanese High-tech Industry&lt;br&gt;Ming-Lang Wang, Kang-Wei Wang, Wen-Chih Chen (Chung Hua University, Taiwan)</td>
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<td><strong>Paper ID: 009</strong>&lt;br&gt;Enhance Performance of New Product Development Through Supply Chain Collaboration&lt;br&gt;Yueh-Hua Lee, Chun-Hsien Liu (Tamkang University, Taiwan)</td>
<td><strong>Paper ID: 062</strong>&lt;br&gt;An Exploration for the Combination of RFID Middleware and Web Service Applied to B2B&lt;br&gt;Chih-Yung Chen, Pei-Wen Tsai, Chien-Ping Ku, Fang-Yuan Chien, Yi-Chen Huang (St. John's University, Taiwan)</td>
<td><strong>Paper ID: 060</strong>&lt;br&gt;The Research of E-Commerce Model of Health Websites in Taiwan-Social Psychological Factors as Mediator&lt;br&gt;Chung-Hung Tsai (Tzu Chi College of Technology, Taiwan)&lt;br&gt;Dauw-Song Zhu (National Dong Hwa University, Taiwan)&lt;br&gt;Wen-Ping Wu (Tamkung University of Science and Technology, Taiwan)</td>
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<td><strong>Paper ID: 027</strong>&lt;br&gt;Service Quality Evaluation Model Construction and Decision-making in Wealth Management&lt;br&gt;Chie-Bein Chen, Yueh-Fang Su, Yueh-Han Tseng (Tamkung University of Science and Technology, Taiwan)</td>
<td><strong>Paper ID: 036</strong>&lt;br&gt;A Study on the Decision Making Behavior of the Investor: A Case Study through Neuroeconomics&lt;br&gt;Ming-Jui Hsieh (National Open University, Taiwan)</td>
<td><strong>Paper ID: 063</strong>&lt;br&gt;Application of ISO 9000 QMS in BPR for the Implementation of an ERP System - An Empirical Case in Taiwan&lt;br&gt;Ren-Chieh Liao (Chienkuo Technology University, Taiwan)</td>
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<td><strong>Paper ID: 004</strong>&lt;br&gt;The Impacts of Service Quality, Price, and Customer Satisfaction on Customer Repurchase Intention: Evidence from the Container Shipping Industry&lt;br&gt;Kee-Kuo Chen (Yu Da College of Business, Taiwan)&lt;br&gt;Ching-Wu Chu, Jaw-Shen Wang (National Taiwan Ocean University, Taiwan)</td>
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<td><strong>Paper ID: 044</strong>&lt;br&gt;How to Segment Commercial or Non-Commercial Word-of-Mouth&lt;br&gt;Yun-Kuei Huang, Wen-I Yang (Tamkung University of Science and Technology, Taiwan)&lt;br&gt;Ting-Yu Shin (National Taiwan University of Science and Technology, Taiwan)</td>
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<td>Session D</td>
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| **Paper ID: 013**  
_The Effects of Loyalty Bond Strategy on Brand Image Perception_  
Shih-Yun Huang  
(National Dong Hwa University, Taiwan) |
| **Paper ID: 017**  
_More Beautiful, More Tasty? The Effects of Product Packaging Aesthetics on Consumer’s Taste Evaluation_  
Chun-Ming Yang  
(Ming Chuan University, Taiwan)  
I-Ling Ling  
(National Chiayi University, Taiwan)  
Hsuan-Hsuan Chang  
(Ming Chuan University, Taiwan) |
| **Paper ID: 020**  
_The Impact of Website Design Factors and E-WOM on Consumers’ Purchase Intention: from Transaction Cost Economics Perspectives_  
Pei-Ti Li  
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Ya-Chun Ou  
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| **Paper ID: 025**  
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| **Paper ID: 041**  
_The Development of an On-line Game Players Experience Scale_  
Wen-Tsung Ho, Chiu-Wen Lin  
(Takming University, Taiwan) |
| **Paper ID: 037**  
_The Determinants of Subsidiary Role: Knowledge Flows and Subsidiary Development_  
Lu-Jui Chen  
(Ming-Chuan University, Taiwan)  
Chun-Chung Chen  
(National Taiwan University, Taiwan)  
Wen-Ruey Lee  
(National Taipei College of Business, Taiwan) |
| **Paper ID: 046**  
_The Acceptance and Use of Customer Relationship Management (CRM) Systems: An Empirical Study of Distribution Industry_  
Jung-Chi Pai, Fu-Ming Tu  
(Takming University of Science and Technology, Taiwan) |
| **Paper ID: 034**  
_The Effect of Post-sales Service Quality on Designing Reverse Logistics Networks_  
Ping-Yu Chang, Ching-Wen Chou  
(Ming-Chi University of Technology, Taiwan) |
| **Paper ID: 033**  
_Analyzing the Effect of Negotiation between Echelons on Supply Chain Collaboration_  
Ping-Yu Chang, Wan-Ching Kao  
(Ming-Chi University of Technology, Taiwan) |
| **Paper ID: 047**  
_The Role of Earnings Management in Setting Audit Fees_  
Sheng-Te Chou  
(Yuan-Ze University, Taiwan)  
Lu-Jui Chen  
(Ming-Chuan University, Taiwan) |
| **Paper ID: 068**  
_The Relationship between Social Capital and Tacit Knowledge_  
Kai-Ping Huang  
(University of Technology, Australia)  
Ferry Jie  
(Wollongong University, Australia)  
Karen Yuan Wang  
(University of Technology, Australia) |
| **Paper ID: 103**  
_The 21st Century International Corporate Manager: Window on the Rewarding Competencies for Success_  
Esther Winsome Austen Ng’ong’ola  
(National Taiwan Normal University, Taiwan) |
### 報名表

主辦單位：淡江大學經營決策學系暨管理科學研究所

<table>
<thead>
<tr>
<th>中文姓名：</th>
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<td>自行開車前來本校者（無本校汽車通行證者），請持本會邀請函向本校正門口警衛室換證入校。</td>
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<td>其他希望協助事項：</td>
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附註：
1. 如有其他學者、學生要參加本次會議，煩請填寫本會之「團體報名表」，並一併統計午餐之份數，謝謝。
2. 本會議僅提供光碟版論文集，如需紙本論文集，請於研討會會場購買。
3. 如需用餐，每份便當 100 元，請於報到時繳交，並領取餐券

1. 報名表請於 98 年 5 月 25 日 (一) 前以 E-mail 方式傳回本系。若逾期者，請於 98 年 5 月 27 日 (三) 中午前以傳真方式傳回本系。
2. 免報名費。
3. 本系聯絡人：康如珍助理
   電話：02-26215656 轉 2185 或 2186
   線路：02-86313221
   傳真：02-86313214
   電子信箱：icmsdm2009@staff.tku.edu.tw
   地址：25137 台北縣淡水鎮英豔路 151 號

淡江大學經營決策學系暨管理科學研究所
『2009年管理科學與經營決策國際學術研討會』團體報名表

單位（學校及系所名稱）：
聯絡人：
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蕨食數量：
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（每份便當100元，請於報到時繳交，並領取餐券）

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附註：
1.如有其他學者、學生要參加本次會議，煩請填寫本會之團體報名表，並一併統計午餐之份數，謝謝。
2.本會議僅提供光碟版論文集，如需紙本論文集，請於研討會會場購買。
3.如須用餐，每份便當100元，請於報到時繳交，並領取餐劵