

Welcome to the Tenth Annual Hawaii International Conference on Business

Aloha!

We welcome you to the Tenth Annual Hawaii International Conference on Business. This event offers a rare opportunity for academics and other professionals from around the world to share their broad array of perspectives. True to its primary goal, this conference provides those with cross-disciplinary interests related to business to meet and interact with others inside and outside their own discipline.

The international attendees to this conference bring a variety of viewpoints shaped by different cultures, languages, geography and politics. This diversity is also captured in the Hawaii International Conference's unique cross-disciplinary approach. The resulting interaction energizes research as well as vocation.

With Waikiki Beach, Diamond Head and the vast South Pacific as the backdrop, this venue is an important dimension of this conference. For centuries a stopping place of explorers, Hawaii has historically been enriched by the blend of ideas that have crossed our shores. The Hawaii International Conference on Business continues this tradition in the nurturing spirit of Aloha. Along with its ideal weather and striking beauty, the Hawaiian Islands provide natural elements to inspire learning and dialogue.

The 2009 conference was a great success. We hosted more than 200 participants representing more than 15 countries. Thank you for joining the 2010 Hawaii International Conference on Business!

The 2011 Hawaii International Conference on Business will be held May 26 – 29, 2011 at the Hilton Waikiki Prince Kuhio Hotel in Honolulu, Hawaii. Please check our website in early July for more details!

<http://www.hicbusiness.org>

E-mail: business@hicbusiness.org

The **Proceedings Publication** can be found on the CD ROM (ISSN #1539-722X).

Registration Hours

May 26, 2010 (Wednesday)	4:00pm - 8:00pm
May 27, 2010 (Thursday)	7:00am - 2:30pm
May 28, 2010 (Friday)	7:00am - 4:30pm
May 29, 2010 (Saturday)	7:00am - 2:30pm
May 30, 2010 (Sunday)	7:00am - 2:30pm

(Registration Desk is in **the Hawaii I and Hawaii II rooms**,
2nd Floor of the Hilton Waikiki Prince Kuhio Hotel)

Concurrent Session Times

9:40 – 11:10 AM; 11:20 AM – 12:50 PM; 1:00 – 2:30 PM; 2:40 – 4:10 PM

Session Chairs are asked to:

- Introduce the participants.
- Start and end the sessions on time.
- Lead discussions. It is up to the Session Chair if questions and answers will come after each paper or if questions and answers will come after all of the papers of the session are through presenting.

All participants of each of the sessions should feel free to consider themselves as discussants.

Poster Sessions

The poster session will be held in the Kaiulani III & II rooms. Presenters will be able to meet one-on-one with interested participants for detailed discussions regarding their research. Tri-fold presentation boards, easels with flipcharts, and tables will be provided for the presenters.

Internet Access

Limited Internet access will be provided in the registration room for participants to check their email. There will be a small number of computer stations provided by the conference for Internet use. Please limit use of these computers to 15 minutes.

If you have your own laptop with wireless Internet capabilities, you will be able to pick up our wireless signal in and around the registration room. The wireless Internet SSID is **“HIC”**.

Please note that **Internet access is NOT provided** in any of the presentation rooms.

Breakfasts - Four breakfasts are included with registration:

(Conference Badge is required for Breakfasts)

May 27 th , 2010	Thursday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom
May 28 th , 2010	Friday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom
May 29 th , 2010	Saturday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom
May 30 th , 2010	Sunday	7:00 AM – 9:00 AM	Queen Liliuokalani Ballroom

Additional breakfast coupons are available for \$25 each at the registration desk.

Coffee/Snack Breaks

Thursday – Sunday 9:30 AM and 12:30 PM
(Coffee/Snack Breaks will be located near the registration room)

Optional Special Evening Event:

Germaine’s Luau on Sunday, May 30th, 4:30 pm pick up at Hilton Waikiki Prince Kuhio Hotel.

Located on a private beach on the west coast of Oahu, Germaine’s Luau exudes the secret charm of old Hawai’i. Indulge yourself in a multi-course-all-you-can-eat feast of the taste-tempting authentic Hawaiian and American entrees while enjoying refreshing tropical cocktails. Then sit back and enjoy the most spectacular Polynesian Revue in Hawaii. **It should be noted that tickets and refunds are no longer available for Germaine’s Luau.**

Audio/Visual Equipment:

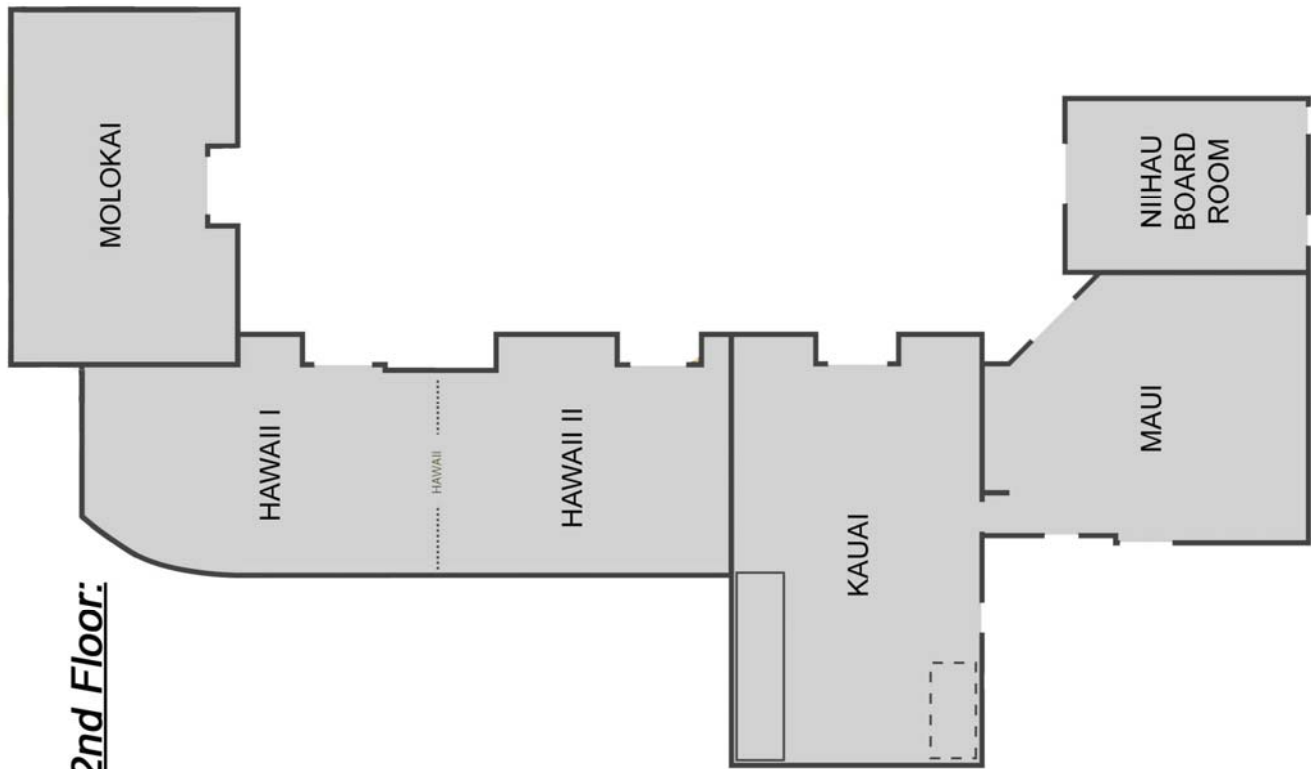
The conference will provide the following in each presentation room (**excluding poster sessions**):

- ✓ Laptop Computer (Please see notes below regarding the laptops)***
- ✓ LCD Data Projector (with screen)
- ✓ VCR/DVD Combination Player (also plays audio CD’s)

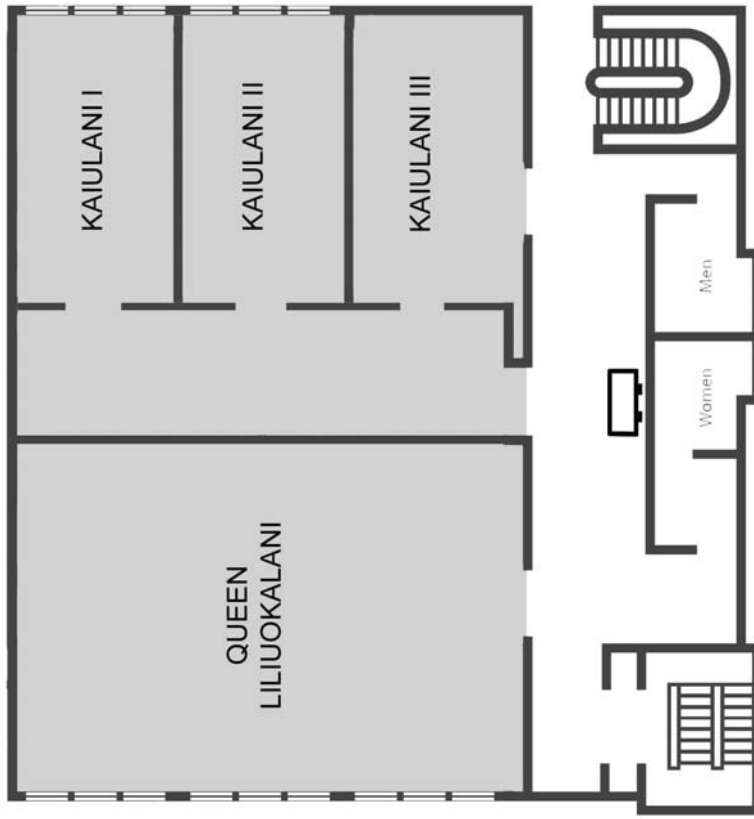
*** The laptops will accept CD-ROMs, DVD’s, and USB “Flash” drives. However, they **ARE NOT** equipped with floppy disk drives. If you have your presentation on a floppy disk, please visit the registration desk and we will transfer the files onto a CD-ROM or USB Flash Drive for you. Microsoft PowerPoint, Word, and Excel are installed on each laptop for your convenience. We will not be able to install any special software that your presentation may require. However, if you brought your own laptop, you may use it instead of the one that is provided. Please note that **Internet access is NOT provided** in any of the presentation rooms.

Hilton Waikiki Prince Kuhio - Floor Plan

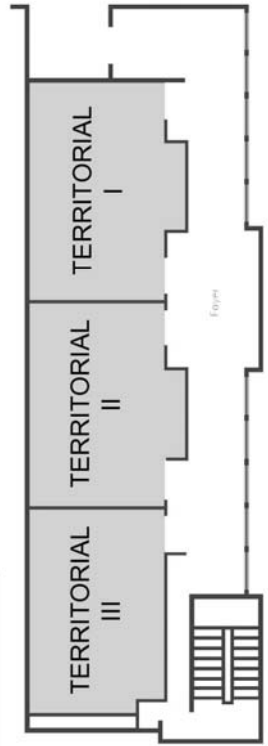
2nd Floor:



3rd Floor:



4th Floor:



Thursday

Time: 9:40 - 11:10 AM

5/27/2010

Room: Kauai

Session Topic: Management Information Systems

Session Chair: Shih, Ya-Yueh

The Exploration of the Fit Between Task and Mobile Commerce Technology

Shih, Ya-Yueh — National Chiayi University

Wu, Mei-Ying — Chung Hua University

Chen, Chi-Yuan — Chung Hua University

Knowledge Creation in the Context of Supply Chain Demand Collaboration

Shiung, Chen-Wei — National Chiayi University

Tai, Jeffrey — National Chiayi University

Doong, Her-Sen — National Chiayi University

A Conceptual Framework of Cross-Country E-commerce Development

Ho, Shu-Chun — National Kaohsiung Normal University, Taiwan

A Study of the Effects of Online Comparative Advertisement

Liao, Kuo-Chieh — National Chiayi University

Doong, Her-Sen — National Chiayi University

Tai, Jeffrey — National Chiayi University

Wang, Huichih — National Ching-Cheng University

Hsu, Shu-Lu — National Chiayi University

Thursday

Time: 9:40 - 11:10 AM

5/27/2010

Room: Molokai

Session Topic: Agribusiness

Session Chair: Chembezi, Duncan M.

Market Planning and Marketing Fresh Produce

Chembezi, Duncan M. — Alabama A&M University

Chaverest, E'licia L. — Alabama A&M University

Analysis of the Determinants of Purchasing Domestic Vegetables

Asahi, Yumi — Tokyo University of Science

Yamaguchi, Toshikazu — Tokyo University of Science

Satoko, Izumi — Tokyo University of Science

Consumer's Purchasing and Preference Consideration to Organically-grown Vegetables

Asahi, Yumi — Tokyo University of Science

Yamaguchi, Toshikazu — Tokyo University of Science

Kamienoo, Hikaru — Tokyo University of Science

Thursday

Time: 11:20 AM - 12:50 PM
Session Topic: Accounting
Session Chair: Shea, Vincent

5/27/2010

Room: Territorial II

The Effect of Information Technology on Cost of Capital: An Industry Level Analysis

Shea, Vincent — University of North Florida

Dow, Kevin — University of Alaska, Anchorage

Wong, Jeffrey — University of Nevada, Reno

Inherited Trust of Accounting Information: A Proxy for Value

Landry, Steven — Monterey Institute of International Studies

Thursday

Time: 11:20 AM - 12:50 PM
Session Topic: Marketing
Session Chair: Cho, James

5/27/2010

Room: Territorial III

How Do Country Environment, University Locations, and Characteristics Affect Taiwanese Students' Decisions on the Countries for International Education?

Cho, James — Lunghwa University of Science and Technology

Lai, Wei-Pang — National Taichung Institute of Technology

Chen, Hui-Ping — National Pingtung University of Science and Technology

Why Might One Feel Guilty for Giving a Homeless Guy a Dollar? Take-Aversion vs. the Joy of Giving
Strahilevitz, Michal — Golden Gate University

Examining Belief & Attitude-Based University Reputation and its Impact on Behavioral Consequences

Ressler, Jamie — Nova Southeastern University

Thursday

Time: 1:00 - 2:30 PM
Session Topic: Business Communications
Session Chair: Lin, Chun an

5/27/2010

Room: Kauai

How Writing Self-Efficacy and Knowledge Influence the Use of Metacognitive Strategies for Business Writing: The Example of International Business Workers in Taiwan

Lin, Chun an — National Changhua University of Education

Wen, Ling-Yu Melody — National Changhua University of Education

Thursday

Time: 1:00 - 2:30 PM

5/27/2010

Room: Molokai

Session Topic: Cross-disciplinary areas of Business

Session Chair: Lin, Winston T

Evaluating the Business Value of Information Technology and Re-examining the Productivity Paradox: A CES-Based Partial Adjustment Approach

Lin, Winston T — The State University of New York at Buffalo

Jung, Ilyoung — The State University of New York at Buffalo

Nonprofits' Choices of Websites

McMahon, Dave — Pepperdine University

Seaman, Samuel — Pepperdine University

Buckingham, John — Pepperdine University

Discovery, Invention and Serendipity

Ishikawa, Akira — Aoyama Gakuin University/University of Texas

Thursday

Time: 1:00 - 2:30 PM

5/27/2010

Room: Territorial I

Session Topic: Management

Session Chair: Cao, Qing

Exploring the Relationship between Strategic Alignment and New Product Launch Performance in Pharmaceutical Industry: A Profile Deviation Approach

Cao, Qing — Texas Tech University

Gu, Vicky — Texas Tech University

Fitness, Health and Productivity

Sharifzadeh, Mansour — Cal Poly Pomona

Balanced Scorecard - Pfizer

Carter, Tony — University of New Haven

Thursday

Time: 1:00 - 2:30 PM

5/27/2010

Room: Territorial II

Session Topic: Accounting

Session Chair: Lui, Gladie

Impact of Remuneration Committee on Directors' Remuneration in Hong Kong

Lui, Gladie — Lingnan University

Shum, Connie — Pittsburg State University

Wong, Ada — Lingnan University

Distance Education in a Cost Accounting Course: Instruction, Interaction, and Multiple Measures of Learning Outcomes

Chen, Clement — University of Michigan-Flint

Moreland, Keith — University of Michigan-Flint

Jones, Keith — Illinois State University

Logic Fallacies: A Useful Accounting Education Tool

Sparks, Howard — University of Alaska Fairbanks

DeCelles, Michael — Angelo State University

Thursday

Time: 1:00 - 2:30 PM

5/27/2010

Room: Territorial III

Session Topic: Marketing

Session Chair: Cheng, Chia-Ping

The Negative Effects of Quantity Discounts on Consumers' Evaluations Toward Retailers

Cheng, Chia-Ping — National Chung Hsing University

Huang, Wen-Hsien — National Chung Hsing University

Other-Customer Failure: Effects of Situational Factors on Service Evaluation

Lin, Ya-Wen — National Chung Hsing University

Huang, Wen-Hsien — National Chung Hsing University

Genetically Modified Food and Other Factors Affecting Food Safety Perceptions in Japan: An Ordered Probit Analysis

Yu, Xiacong — University of Manitoba, Canada

Boyd, Milton — University of Manitoba, Canada

Friday

Time: 9:40 - 11:10 AM

5/28/2010

Room: Kauai

Session Topic: Business Education

Session Chair: Segovia, Juan J.

Does the Use of the Case Method in MBA Programs Foster the Development of Analytical Skills? A Comparative Study

Segovia, Juan J. — Concordia University

Promoting University-community Engagement in Undergraduate Learning Experiences

Bannan, Nicholas — La Trobe University

Price, Garry — La Trobe University

Quill, Eben — La Trobe University

Assessment of Learning: Test the Class, Not the Students

Bekkering, Ernst — Northeastern State University

Kwok, Julia — Northeastern State University

Kern, David — Northeastern State University

Friday

Time: 9:40 - 11:10 AM

5/28/2010

Room: Molokai

Session Topic: Decision Sciences

Session Chair: Hughes, Warren

Assessing Probabilities of Unique Events: Calibrating Qualitative Likelihood Judgments into a Probability Distribution

Hughes, Warren — University of Waikato

The Effects of Organizational Justice on Supply Chain Collaboration Performance

Kao, Wei-Lun — National Chiayi University

Tai, Jeffrey — National Chiayi University

Doong, Her-Sen — National Chiayi University

Friday

Time: 9:40 - 11:10 AM

5/28/2010

Room: Territorial I

Session Topic: Computer Information Systems

Session Chair: Adeyinka, Olalekan

An Approach to Cloud Computing Technology

Adeyinka, Olalekan — Newcastle University (Uk)

Friday

Time: 11:20 AM - 12:50 PM
Session Topic: Hospitality Industry
Session Chair: Astarini, Dyah

5/28/2010

Room: Territorial I

The Relationship among Service Quality, Customer satisfaction and Behavioral Intentions in Fast-food restaurants in Jakarta, Indonesia
Astarini, Dyah — Marketing

Friday

Time: 11:20 AM - 12:50 PM
Session Topic: Travel/Transportation/Tourism
Session Chair: Wijeratne, Aaron

5/28/2010

Room: Territorial II

An Exploratory Study of Emotional Labour, Emotional Display Rules and Zoo-Based Customer Service Outcomes
Wijeratne, Aaron — Monash University
Van Dijk, Pieter — Monash University
Smith, Liam — Monash University

Strategic Branding and the Motel: A Test of The Brand Identity Model
Cohen, David A. — Lincoln University
Fraser, Rick A. — Lincoln University
Yang, M.C.M., Bin — Lincoln University

Friday

Time: 11:20 AM - 12:50 PM
Session Topic: Finance
Session Chair: Chen, David Chih-Hsiang

5/28/2010

Room: Territorial III

An Empirical Investigation of the Managerial Factors affecting the Domestic Merger Activities in U.S. Industries
Chen, David Chih-Hsiang — Ming Chuan University

An Empirical Analysis of Chow Test in Merger activities (M&A) : Evidence from International Capital Market
Chen, David Chih-Hsiang — Ming Chuan University

Friday

Time: 1:00 - 2:30 PM

5/28/2010

Room: Kauai

Session Topic: Business Ethics

Session Chair: Schaeffer, Donna

"Unwired" for Compassion - The Ethics of Care, Civility and Citizenry in the Global, Digital World

Schaeffer, Donna — Marymount University

Ubelhoer, Jane — Marymount University

Revisiting the General Systems Theory in Understanding Organizational Ethical Failures

Leonard, Karen — Indiana University-Purdue University Fort Wayne

Friday

Time: 1:00 - 2:30 PM

5/28/2010

Room: Molokai

Session Topic: Case studies related to Business

Session Chair: Vickers, Margaret H.

"...In a Room by Myself": Teams, Workers and Multiple Sclerosis (MS) - An Exemplar Case Study

Vickers, Margaret H. — University of Western Sydney

Different Analysis of ERP Critical Success Factors on Different Company Size and Industry Type

Shih, Ya-Yueh — National Chiayi University

Hsiung, Ya-I — Ta Hwa Institute of Technology

Wu, Mei-Ying — Chung Hua University

Liu, Chung-Yuan — National Chiayi University

Value of Batteries Introduction to Photovoltaic Generation for Housing

Asahi, Yumi — Tokyo University of Science

Yamaguchi, Toshikazu — Tokyo University of Science

Sugihara, Yoshikazu — Tokyo University of Science

Friday

Time: 1:00 - 2:30 PM

5/28/2010

Room: Territorial I

Session Topic: Human Resource Management

Session Chair: Vyas, Lina

Reform in the Training Function: Shift towards 'Customerizing' and Decentralization

Vyas, Lina — City University of Hong Kong

Market Reactions to HR Outsourcing Announcements

Dow, Kevin — University of Alaska, Anchorage

Fort, Pat — University of Alaska, Anchorage

Prasad, Rashmi — University of Alaska, Anchorage

Friday

Time: 1:00 - 2:30 PM

5/28/2010

Room: Territorial II

Session Topic: Accounting

Session Chair: Maindiratta, Ajay

Resource Planning Under Uncertainty, Economies of Scope, and Product Costing Biases

Maindiratta, Ajay — NYU -Stern

The Association between Disclosed Information on Related Party Transactions and Corporate Risk: Evidence from Chinese Listed Companies

Bao, Ben-Hsien — Hong Kong Polytechnic University

Friday

Time: 1:00 - 2:30 PM

5/28/2010

Room: Territorial III

Session Topic: International Business

Session Chair: Ostapenko, Nikolai

La Dolce Vita, The Russian Style: The Booming Trend Toward Luxury Consumption

Ostapenko, Nikolai — UDC, SBPA

Service Learning in Global Supply Chain Management and Cross Cultural Understanding in Business

Efrat, Rafi — California State University, Northridge

Chinese Consumers' Acceptance of Imported Food and Foreign Food: A Survey Approach

Yu, Linlin — University of Manitoba, Canada

Boyd, Milton — University of Manitoba, Canada

Trade, the Environment, and the Impacts on State Exports

Karemera, David — South Carolina State University

Friday

Time: 2:40 - 4:10 PM

5/28/2010

Room: Kauai

Session Topic: Management Information Systems

Session Chair: Elmorshidy, Ahmed

Radio Frequency Identifiers: What are the Possibilities?

Elmorshidy, Ahmed — Gulf University for Science & Technology

Holographic Projection Technology: The World is Changing?

Elmorshidy, Ahmed — Claremont Graduate University / Gulf University for Science & Technology

Effects of Virtual Salespersons Interface Design on User Acceptance: The Moderating Effect of Product Type and Customer Expertise

Lin, Chia-Wei — National Chiayi University

Doong, Her-Sen — National Chiayi University

Tai, Jeffrey — National Chiayi University

Wang, Huichih — National Ching-Cheng University

Hsu, Shu-Lu — National Chiayi University

Friday

Time: 2:40 - 4:10 PM

5/28/2010

Room: Molokai

Session Topic: Information Systems

Session Chair: Hiraoka, Leslie

The Comparative Evolution of Indigenous Search Engines in Developed and Emerging Markets

Hiraoka, Leslie — Kean University

PKI Based VoIP infrastructure

Lin, Dannan — University of East London

Verifying IS Curriculum with Employers

Olson, Patrick — National University

Schaeffer, Donna — Marymount University

Friday

Time: 2:40 - 4:10 PM

5/28/2010

Room: Territorial I

Session Topic: Management

Session Chair: Richmond, Lynn

An Investigation of the Effects of Conveyed Positive Messages on Follower Psychological Capital and Creative Task Performance

Richmond, Lynn — Central Washington University

Nixon, Don — Central Washington University

Nimnicht, James — Central Washington University

Avey, James — Central Washington University

Displaying the 'Right' Emotions: An Emotional Labour Study of the Types and Sources of Emotional Display Rules at an Open-Range Zoo

Van Dijk, Pieter — Monash University

Wijeratne, Aaron — Monash University

Smith, Liam — Monash University

Disrupted Careers: Life and Work for People Experiencing Panic Attacks

Perrone, Jasmin — University of Western Sydney

Vickers, Margaret H. — University of Western Sydney

Wilkes, Lesley — University of Western Sydney

Friday

Time: 2:40 - 4:10 PM

5/28/2010

Room: Territorial II

Session Topic: Economics

Session Chair: Zelgalve, Elvira

The Role of Energy Security in External Economic Policy - Who are Your Friends and Who are Your Enemies? European View.

Zelgalve, Elvira — University of Latvia

Zelgalve, Ilze — University of Latvia

Regional Economic Effects of National Government Policies - Hokkaido Case

Iida, Takao — Sapporo University

Kato, Akira — Hokkaido University of Education

Okamura, Makoto — Hiroshima University

Chiba, Takao — Sapporo University

Friday

Time: 2:40 - 4:10 PM

5/28/2010

Room: Territorial III

Session Topic: Marketing

Session Chair: Shih, Ya-Yueh

Customers Satisfaction from Negative Perspective

Shih, Ya-Yueh — National Chiayi University

Fang, Kowting — National Yunlin University

Consumption Emotions, Customer Satisfaction and Word of Mouth Communications: A Study of Demographic Correlates

Bakshi, Madhupa — NSHM Institute of Media and Communications

Mishra, Prashant — Indian Institute of Management, Calcutta

The Factors Affecting the Redemption of Credit Card Reward Points in Indonesia

Toelle, Sulistyawati — Trisakti School of Management

Saturday

Time: 9:40 - 11:10 AM

5/29/2010

Room: Kauai

Session Topic: Business Education

Session Chair: Anakwe, Bridget

Team-Teaching: An Integrative Approach in a Business Course

Anakwe, Bridget — Delaware State University

Mahee, Richard — Delaware State University

Triple - Loop Learning within the Business School

Leonard, Karen — Indiana University-Purdue University Fort Wayne

Fostering Creative and Critical-Thinking Skills in Chinese Management Education - Course Designs and Experiences

Stoesslein, Martin — Jilin University

Saturday

Time: 9:40 - 11:10 AM

5/29/2010

Room: Molokai

Session Topic: Agribusiness

Session Chair: Rochford, Francine

The Future of Irrigated Agriculture in Australia: Picking Winners and Leaving Losers?

Rochford, Francine — La Trobe University

Opinions and Knowledge of Biotechnology by Science College Students

Chaverest, E'licia L. — Alabama A&M University

Chembezi, Duncan M. — Alabama A&M University

Decision to Grow Sugar Canes in Rice Fields: Innovation Adoption, Social Vs. Commercial Sources of Information, and Farmers' Size

Polyorat, Kawpong — Khonkaen University

Pangrit, Anupap — Mitr Phol Sugar Cane Research Center

Saturday

Time: 11:20 AM - 12:50 PM

5/29/2010

Room: Territorial II

Session Topic: Accounting

Session Chair: Chan, Canri

The Usefulness of Cash Flow Statements in Loan-Decision Making

Chan, Canri — Monterey Institute of International Studies

Landry, Steven — Monterey Institute of International Studies

On the Determinants of Analysts' Cash Flow Forecast Accuracy

Ames, Daniel — Illinois State University

Birkey, Rachel — University of Illinois Urbana-Champaign

Saturday

Time: 11:20 AM - 12:50 PM

5/29/2010

Room: Territorial III

Session Topic: Marketing

Session Chair: Chaidaroon, Suwichit

The Cross-Cultural Revalidation of Brand Personality: The Case Study of Cell Phone in Thailand

Chaidaroon, Suwichit — Nanyang Technological University

Polyorat, Kawpong — Khonkaen University

A Cross Cultural Qualitative Exploratory Study Of Luxury Consumption Dimensions/Paper/Marketing

Albert, Noel — Professor of Marketing

Valette-Florence, Pierre — Professor

de Barnier, Virginie — Professor

Saturday

Time: 1:00 - 2:30 PM

5/29/2010

Room: Kauai

Session Topic: Business Law

Session Chair: Reich, Brad

You Can't Put the Genie Back in the Bottle: Potential Rights and Obligations of Egg Donors in the Cyberprocreation Era

Reich, Brad — University of Puget Sound

The Salamander Effect of Poor Management Decisions

Saunders, William — Texas Southern University

Saturday

Time: 1:00 - 2:30 PM

5/29/2010

Room: Molokai

Session Topic: Taxes

Session Chair: Smatrakalev, Georgi

How Flat is the Flat Tax

Smatrakalev, Georgi — Florida Atlantic University

Tax Incentives for Health Expenses

Smatrakalev, Georgi — Florida Atlantic University

Cartwright, Reina — Florida Atlantic University

Saturday

Time: 1:00 - 2:30 PM

5/29/2010

Room: Territorial I

Session Topic: Management

Session Chair: Warrick, D.D.

Integrating Transformational Leadership And Organization Development

Warrick, D.D. — University of Colorado at Colorado Springs

An Empirical Study of eCRM Service Quality and Retention Challenges for Customer Service Providers in Life Insurance Sector of India

Vij, Dr. Sanket — B. P. S. Women University, Haryana (India)

Gupta, Dr. N K — Indian Institute of Management, Lucknow

Roy, Dr. H J Ghosh — Maharshi Dayanand University, Haryana (India)

Jetting into Indigenous Culture: Air New Zealand

Baker, Andrew — Air New Zealand

Mueller, Jens — Waikato Management School

Rigby, Colleen — Waikato Management School

Saturday

Time: 1:00 - 2:30 PM

5/29/2010

Room: Territorial II

Session Topic: Economics

Session Chair: Hashimoto, Keiji

Is There an Education Kuznets Curve in Chinese Regions? : Gini Coefficient Approach

Hashimoto, Keiji — Otemon Gakuin University

A Wavelet Analysis of Purchasing Power Parity

Lan, Yihui — The University of Western Australia

The Supply Curve Paradox: The Effects of Time on Price and Production in Micro- and Macroeconomics

Fleming, Garry — Roanoke College

Saturday

Time: 1:00 - 2:30 PM

5/29/2010

Room: Territorial III

Session Topic: Marketing

Session Chair: Cho, James

An Exploration of Online-game Market and Repurchase from Gamers' Perspectives

Cho, James — Lunghwa University of Science and Technology

Lai, Wei-pang — National Taichung Institute of Technology

Chen, Rong-Huei — Lunghwa University of Science and Technology

Lin, Yun-ching — N/A

Does the Celebrity Really Match up Your Product?

Cho, James — Lunghwa University of Science and Technology

Lai, Wei-pang — National Taichung Institute of Technology

Lin, Yao-nan — Fu Jen Catholic University

Lin, Jin-Ying — Providence University

Sunday

Time: 9:40 - 11:10 AM

5/30/2010

Room: Kaiulani II & III

Poster Session

Career Development Effect of Part-time, Contract, and Temporary Job for New Graduates in Japan
Koyama, Kenta — Keio University

Utilizing Social Anchor Theory to Create Social Capital's Third Dimension: A Re-Conceptualization of Social Anchors in Community Development and Differentiation
Finch, Bryan — Oklahoma State University
Clopton, Aaron — Louisiana State University

An Exploratory Study on Elderly People's Meal Service Needs for Living Alone
Wang, Kenneth — Lunghwa University of Science and Technology
Yan, Jr Wei — Lunghwa University of Science and Technology

Website Success: An Empirical Investigation of the Multidimensional Structure of e-Loyalty
Xiao, Ge — Wilkes University

A Tale of Two Cities: A Case Study on New Orleans and Oklahoma City and their Sport Connections
Finch, Bryan — Oklahoma State University
Clopton, Aaron — Louisiana State University

Corporate Communication: Theoretical Dimensions and Practical Implications
Belasen, Alan — SUNY-Empire State College

Human Capital and Job Performance: Social Network and Commitment are the Catalyst
Wei, Yu-Chen — National Taipei University of Education

Does Geographic Proximity Matter in Equity Reits Analyst's Earnings Forecast?
Chen, Ming-Hsueh — Ching Yun University

Change in the Distribution of the Animation Business in Japan
Toyama, Masao — Chiba Institute of Technology

Corporate Social Responsibility: It's Role in the Career Interest of Management Level NGO and Private Sector Employees
Wong, Amy — Hong Kong Polytechnic University

Sunday

Time: 11:20 AM - 12:50 PM

5/30/2010

Room: Territorial III

Session Topic: Marketing

Session Chair: Goyal, Vikas

*Influence of Organizational Environment on the Managerial Choice of Dealer Performance Measures:
A Multi Dimensional Model*

Goyal, Vikas — Indian Institute of Management, Calcutta

Mishra, Prashant — Indian Institute of Management, Calcutta

Using Formal Concept Analysis for Classification of Life Style Segments

Urhan, Canan — Istanbul Bilgi University

Estimating Sales Force Efficiency: A Risk-Adjusted Approach

Singh, Shweta — Texas Woman's University

Sunday

Time: 1:00 - 2:30 PM

5/30/2010

Room: Territorial II

Session Topic: Travel/Transportation/Tourism

Session Chair: Jung, Sungchae

Destination Evaluation and Vacation Preference: Motivations and Preferences

Jung, Sungchae — Honam University

Dry Port Concept as a Tool for Sustainable Seaport Inland Access

Roso, Violeta — Chalmers University

Sunday

Time: 1:00 - 2:30 PM

5/30/2010

Room: Territorial III

Session Topic: Supply Chain Management

Session Chair: Cho, James

*Effectiveness of Decision-Making in Green Just-In-Time Supply Chains in the Manufacturing Industry:
An Investigation and Comparison of Multiple Cases in Taiwan*

Cho, James — Lunghwa University of Science and Technology

Lai, Wei-Pang — National Taichung Institute of Technology

Chen, Hui-Ping — National Pingtung University of Science and Technology

*The Influence of Reverse Logistics Service Quality and Green Core Competence on (Green) Corporate
Image and Customer Loyalty*

Lai, Wei-Pang — National Taichung Institute of Technology

Pan, Chao-Wei — National Taichung Institute of Technology

Chang, Ya-Ching — National Taichung Institute of Technology

Lin, Chen-Shih — National Taichung Institute of Technology

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	Excellent	Good	Fair	Below average	Poor
1. Time of year for conference					
2. Ease of proposal submission process					
3. Ease of conference registration process					
4. Ease of hotel registration process					
5. Timeliness of communication with conference staff					
6. Quality of hotel meeting facilities					
7. Quality of hotel staff					
8. Opportunities for networking					
9. Quality of conference meals and breaks					
10. Overall quality of sessions					
11. Overall quality of conference					

12. If you attended Germaine’s Luau, how would you rate it:

13. How did you find out about the conference? (check all that apply) Web search
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14. How likely are you to attend in the future? Definitely will Probably Maybe Not likely
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15. Would you recommend this conference to colleagues and/or students? Yes No

15a. Why or why not? _____

16. Other comments or suggestions? _____

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