Global Entrepreneurship and Innovation in Management (GEIM) Conference

in partnership with Journal of Business Research Special Issue,

May 14-15, 2014, Taichung, Taiwan

College of Management
National Chung Hsing University
GEIM Honorary Chair

Arch Woodside, Caroll School of Management, Boston College, USA.

The Global Entrepreneurship and Innovation in Management (GEIM) Conference in partnership with Journal of Business Research Special Issue provides a platform for discussing challenges pertaining to contemporary issues in Entrepreneurship and Innovation in Management. The GEIM Conference is organized by the National Chung Hsing University and is held from May 14th (Wednesday) to May 15th (Thursday), 2014. The conference takes place in the College of Management of National Chung Hsing University, Taichung, Taiwan.

The Journal of Business Research (SSCI) is the sponsor journal for the GEIM conference. One of the aims of the Conference is to select high-quality papers to publish in a special issue of the JBR. GEIM is proud to announce a pre-conference workshop at Taipei, Taichung and Kaohsiung in December, 2013. The editor-in-chief of the JBR, Professor Arch G. Woodside taught a face-to-face workshop with the participants of the Conference. In this workshop, Arch explained JBR’s mission, editorial process, recent submission trends, case studies, research methodologies, data analysis and other topics of interest for scholars looking to publish their work in the journal. The aim of the workshop is to help prospective authors understand what it takes to be published in SSCI journal, and why papers get rejected. Participants have an opportunity to speak and ask questions to Arch. Each edition of the pre-conference workshop and GEIM Conference offers the chance to publish in the JBR with a special issue edition. Admission to the GEIM conference is based on full submitted papers for consideration by the Journal of Business Research.

We cordially invite scholars from all over the world to participate in this insightful event.
Dean’s Message

Director

Bing-Huei Lin, Dean of College of Management, National Chung Hsing University, Taichung, Taiwan

Welcome to the College of Management at the National Chung Hsing University (NCHU) and 2014 Conference in partnership with Journal of Business Research Special Issue- Global Entrepreneurship and Innovation in Management(GEIM).

At present, the College of Management of NCHU includes 5 departments, 2 independent graduate institutes, and one EMBA program. Recently, announced by one of the most influential college ranking publications, Global Views Monthly, the College placed in an excellent ranking of Best Business Schools in Taiwan. We are publicly recognized for our excellence in all aspects. Our mission is “Advance to world-class College of Management with innovative thinking, active service, and integrated collaboration.”

Program of global entrepreneurship and innovation management currently is planned at the College. We offer theoretical and practical knowledge, and hope to strengthen our engagement with real-world issues. The course design is that students will be required to come up with their own business plans and they will be evaluated by invited entrepreneurs and other industry practitioners.

College of Management is a mission-driven institute, which devotes to academia-industry cooperation. Our curriculums highlight specialized skills and technology. We also set up Cornerstone Center, which creates alliances among academia, industry, and government. Furthermore, the management courses emphasize on case study method and plan to develop a case study center in the near future. In the long run, the College of Management surely demonstrates its quality assurance after a series of continuous improvement during the accreditation progress.
GEIM 2014 Annual Meeting Events Overview

May 14th, Wednesday, at the Ball Room 2, Hotel National

<table>
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<td>09:30-09:40</td>
<td>Welcome, Bing-Huei Lin, Dean of College of Management, National Chung Hsing University, Taichung, Taiwan</td>
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<tr>
<td>09:40-10:00</td>
<td>Keynote Speech 1: Professor Huarng, Kun-Huang Configural Theory for ICT Development</td>
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<tr>
<td>10:10-10:40</td>
<td>Keynote Speech 2: Professor Antonio Leal Millan Organizational Unlearning, Innovation Outcomes and Business Performance: The Moderating Effect of Firm Size</td>
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<td>11:10-11:40</td>
<td>Keynote Speech 4: Professor Yu, Tiffany Hui-Kuang Reexamining the Red Herring Effect on Healthcare Expenditure</td>
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<tr>
<td>11:40-12:10</td>
<td>Keynote Speech 5: Professor Jose Augusto Felicio Corporate and Individual Global Mindset and the Internationalization of European SMEs</td>
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<td>12:10-14:00</td>
<td>Lunch Time at the Ball Room 1, Hotel National</td>
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May 14th, Ball Room 2, Hotel National, VIP room, Hotel National, Classroom 420 College of Management, National Chung Hsing University, Classroom 421 College of Management, National Chung Hsing University

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<td>Session 1</td>
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<td>Session 4</td>
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<td>14:10-17:00</td>
<td>Session 8</td>
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May 15th, Classroom 420 College of Management, National Chung Hsing University, Classroom 421 College of Management, National Chung Hsing University

<table>
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<th>Time</th>
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<td>09:00-10:20</td>
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<td>10:40-12:00</td>
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<td>09:00-10:20</td>
<td>Session 10</td>
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<tr>
<td>10:40-12:00</td>
<td>Session 12</td>
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Lunch Time at the Ball Room 1, Hotel National

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<tr>
<td>14:10-17:00</td>
<td>Entrepreneurship Panel Discussion</td>
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<tr>
<td>14:10-17:00</td>
<td>Innovation Panel Discussion</td>
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See you next year!
Chair: Kun-Huang Huarng, Feng Chia University, Taiwan

Linking unlearning with quality of health services through knowledge corridors
Jaime Ortega Gutiérrez, University of Seville, Sevilla, Spain
Juan G. Cegarra Navarro, Polytechnic University of Cartagena, Cartagena, Spain
Gabriel A. Cepeda Carrión, University of Seville, Sevilla, Spain
Antonio L. Leal Rodríguez, Universidad Loyola Andalucía, Seville, Spain

Social Networks in Cultural Industries: a Delphi Analysis
Reyes Gonzalez, University of Alicante, Spain
Juan Llopis, University of Alicante, Spain
Jose Gasco, University of Alicante, Spain

Linking female entrepreneurs’ motivation to business survival: A QCA analysis
Andrea Rey-Martí, University of Valencia, Spain
Ana Tur Porcar, University of Valencia, Spain
Alicia Mas-Tur, University of Valencia, Spain

An exploratory study of the innovation of the electric motorcycles
Jih-Hwa Wu, National Sun Yat-sen University, Taiwan
Chin-Tarn Lee, National Sun Yat-sen University, Taiwan
Chih-Wen Wu, National Chung-Hsing University, Taiwan
Hsiao-Jung Lee, National Sun Yat-sen University, Taiwan
Chair: Shyh-Jer Chen, National Sun Yat-Sen University

The Study of The Behavior Intention in Application and Adoption of Urban Eco-Land Performance Assessment Model - Using TPB Tests
Wu, Jih-Hwa, National Sun Yat-sen University, Taiwan
Cheng, Chih-Ming, National Sun Yat-sen University, Taiwan

Self-replication and Imitation Strategy: The Case of American Film Studios
Kang, M. P., National Taiwan Normal University, Taiwan
Hsieh, P.Y., National Taiwan Normal University, Taiwan
Chang, C. C., Fu Jen Catholic University, Taiwan

Entrepreneurs and Business Performance in China: A Fuzzy-Set Qualitative Comparative Analysis
Liu, Hsiu-Wen, Soochow University, Taiwan
Wang, Hao, National Taiwan University, Taiwan
Xu, Fengzeng, Shandong University, China

Top Management Team Diversity and Firm Growth: The Penrose Effect Revisited
Chen, Wein-Hong, National Dong Hwa University, Taiwan
Kang, Ming-Ping, National Taiwan Normal University, Taiwan
Session 3 (at Classroom 420, College of Management, National Chung Hsing University)  
14:10-15:30, May 14, 2014

Chair: Yung-Kuan Chan, National Chung Hsing University, Taiwan

A fair reputation system for online auctions  
Iuon-Chang Lin, National Chung Hsing University, Taiwan  
Hao-Ju Wu, National Chung Hsing University, Taiwan  
Shu-Fen Li, Tunghai University, Taiwan  
Chen-Yang Cheng, Tunghai University, Taiwan

Explore the Behavior Intention of the E-Book Using by the Cusp Catastrophe Model  
Yu-Kai Huang, Nanhua University, Taiwan  
Wei-Shang Fan, Nanhua University, Taiwan

Mechanisms to Motivate Knowledge Sharing: Integrating the Reward Systems and Social Network Perspectives  
Sheng-Wei Lin, Soochow University, Taiwan  
Louis Yi-Shih Lo, Central Taiwan University of Science and Technology, Taiwan

Exploring the Critical Quality Attributes and Models of Smart Homes  
Tainyi (Ted) Luor, National Taiwan University of Science and Technology, Taiwan  
Hueiju Yu, Chinese Culture University, Taiwan  
Hsi-Peng Lu, National Taiwan University of Science and Technology, Taiwan  
Yinshiu Lu, National Taiwan University of Science and Technology, Taiwan

Entrepreneurial Networking Actions and the Innovativeness of Opportunity: Venture Stage as a Moderator  
Hsieh, Ru-Mei, National Pingtung University of Science and Technology, Taiwan  
Fang, Shih-Chieh, National Cheng Kung University, Taiwan
Chair: Shuling Liao, Yuan Ze University, Taiwan

The influences of innovation failure characteristics and post-failure consumer reaction on brand relationship quality
Shuling Liao, Yuan Ze University, Taiwan
Cindy Yunhsin Chou, Yuan Ze University, Taiwan
Tzu-Han Lin, Yuan Ze University, Taiwan

Service Wait Management and its Effects on Service Evaluation in Pre-Process of Restaurant Service
Annie Pei-I Yu, National Chung-Cheng University, Taiwan
Wei-Kung Hsu, National Chung-Cheng University, Taiwan

The impact of social influence on consumer’s perception of online reviews
Yi-Hsiu Cheng, National Taiwan University of Science and Technology, Taiwan
Hui-Yi Ho, Chinese Culture University, Taiwan

Why say no? An exploratory study of Taiwanese females’ perceptions towards medical tourism in Thailand
Wen-Yu Chen, Chinese Culture University, Taiwan
Chia-Yuan Hsu, Chinese Culture University, Taiwan
Sasinee Vongsriku, Chinese Culture University, Taiwan

How do the reference-other’s prices influence perceived price unfairness? The moderating roles of self-previous prices, relationship strength and discount complexity
Lee, Hsiao-Ching, National Kaohsiung University of Applied Sciences, Taiwan
Tsai, Dung-Chun, National Cheng Kung University, Taiwan
Session 5 (at International Room 2, Hotel National)
15:40-17:00, May 14, 2014

**Chair**: Wen-Hsiang Lai, Feng Chia University, Taiwan

**Exploring the Effectiveness of Innovation Service and Corporate Sustainability**
Wen-Hsiang Lai, Feng Chia University, Taiwan
Chiu-Ching Lin, Feng Chia University, Taiwan
Ting-Chu Wang, Feng Chia University, Taiwan

**Guanxi Networks and Entrepreneurial Success in Creative Industries: Mediating Effects of Information and Resources**
Ming-Huei Chen, National Chung Hsing University, Taiwan
Chia-Yu Lee, National Chung Hsing University, Taiwan
Yu-Yu Chang, National Chung Hsing University, Taiwan

**Creativity Cognitive Styles, Conflict-Handling, and Creative Entrepreneurs’ Career Success**
Ming-Huei Chen, National Chung Hsing University, Taiwan
Chia-Yu Lee, National Chung Hsing University, Taiwan
Yu-Yu Chang, National Chung Hsing University, Taiwan

**Exploring causal recipes of corporate social responsibility, innovation, and employee ownership for corporate financial performance: an application of a qualitative comparative analysis**
Jin-Su Kang, National Chiao Tung University, Taiwan
Dan Weltman, Rutgers University, USA
Chin-Shien Lin, National Chung Hsing University, Taiwan
Chair: Li-Fen Lei, National Taiwan University, Taiwan

Trade Obstacle, Inventory Level of Input, and Internationalization of Enterprise Activities: A Comparison between Southeast Asia and Latin America
Yasushi Ueki, Economic Research Institute for ASEAN, Japan

The Determinants of R&D Investment
Yung-Lung Lai, Feng Chia University, Taiwan
Feng-Jyh Lin, Feng Chia University, Taiwan
Yi-Hsin Lin, Asia University, Taiwan

Effect of diversity on human resource management and organizational performance
Chia-Mei Lu, Tainan University of Technology, Taiwan
Shyh-Jer Chen, National Sun Yat-Sen University, Taiwan
Pei-Chi Huang, Jinn Her Enterprise Co., Ltd., Taiwan
Jui-Ching Chien, Yuheing Junior College of Health Care & Management, Taiwan

Business Model Choice for International Entrepreneurial Firms
Chung-Song Kuo, National Taiwan University, Taiwan
Chair: Huei-ju Yu, Chinese Culture University, Taiwan

Evaluating the Effectiveness of Company Promotional Activities in Queues of Waiting Customers
Liang, Chih-Chin, National Formosa University, Taiwan

Persuasive messages, popularity cohesion, and message diffusion in social media marketing
Yu-Ting Chang, National Taiwan University of Science and Technology, Taiwan
Huei-ju Yu, Chinese Culture University, Taiwan
Hsi-Peng Lu, National Taiwan University of Science and Technology, Taiwan

How Does Brand Misconduct Affect Consumer Advocacy Intentions?
Chih-Hui Hsiao, National Chiayi University, Taiwan
George C. Shen, National Chiayi University, Taiwan

Service innovation and firm performance: the impact of ambidextrous innovation and market orientation capability
Chun-Hsien Wang, National Chiayi University, Taiwan
George C. Shen, National Chiayi University, Taiwan

CEO perquisites and Corporate Governance
Chan, Chia-Ying, Yuan Ze University, Taiwan
Lo, Huai-Chun, Yuan Ze University, Taiwan
Chair: Sheng-Yung Yang, National Chung Hsing University, Taiwan

Herd behavior and Idiosyncratic Volatility
Huang, Teng-Ching, National Chung Hsing University, Taiwan
Lin, Bing-Huei, National Chung Hsing University, Taiwan
Yang, Tung-Hsiao, National Chung Hsing University, Taiwan

Short-sale Constraints, Price Efficiency, and Investor Trading
William T. Lin, Zhejiang University, China
Shih-Chuan Tsai, National Taiwan Normal University, Taiwan
Pei-Yau Lung, Tamkang University, Taiwan

Exploring Key Criteria of Risk Management in Taiwan’s Financial Holding Companies using DEMATEL-based Analytic Network Process for Risk Management on the Balance Scorecard
Jei-Zheng Wu, Soochow University, Taiwan
Yu-Hua Hua, Soochow University, Taiwan

Does Institutional Short-termism Matter with Managerial Myopia?
Yu-Fen Chen, Da-Yeh University, Taiwan
Fu-Lai Lin, Da-Yeh University, Taiwan
Sheng-Yung Yang, National Chung Hsing University, Taiwan

Credit Risk, Idiosyncratic Risk, and Earnings Management: Evidence from Family Firms
Yi-Mien Lin, National Chung Hsing University, Taiwan
Cheng-An Shen, Feng Chia University, Taiwan
Chair: Alicia Mas-Tur, University of Valencia, Spain

Do the dog celebrity endorser type and consumer involvement matter for the performance of Internet banner advertisement?
Chin-Yi Fang, National Taiwan Normal University, Taiwan
Chieh-Ju Chu, National Taiwan Normal University, Taiwan

An Empirical Examination of Foreign Tourists Intentions for the Leisure Farm
Wu, Chih-Wen, National Chung-Hsing University, Taiwan

Performance Evaluation of Biotechnology Companies
Huang, Chieh-Wei, Feng Chia University, Taiwan
Huarng, Kun-Huang, Feng Chia University, Taiwan

European Business Incubator Centers (EBICs) and entrepreneurial survival
Francisco Mas-Verdú, Universitat Politècnica de València
Domingo Ribeiro-Soriano, Universitat de València
Norat Roig-Tierno, Universidad Europea de Valencia
Do you really feel happy? some implications of a human-computer interface
Wan-Chen Wang, Feng Chia University, Taiwan
Charles S Chien, Feng Chia University, Taiwan
Luiz Moutinho, University of Glasgow, UK

Buyer-Supplier Knowledge Sharing in New Product Development: Supplier Relational Exchange Antecedents
Yu-Xiang Yen, Yuan Ze University, Taiwan
Shiu-Wan Hung, National Central University, Taiwan

Dialogic co-creation and service innovation: A service-dominant logic and resource-advantage perspective
Hsieh, Jung-Kuei, National Taipei University, Taiwan
Hsieh, Yi-Ching, National Central University, Taiwan

Currency Face Values and Upgrade Intensions
Liu, Hsin-Hsien, National University of Kaohsiung, Taiwan
Chou, Hsuan-Yi, National Sun Yat-Sen University, Taiwan
Chair : Kaili Yieh, National Chang Hua University of Education, Taiwan

The Performance of Innovation capabilities: The Mediating Role of External Cooperation
Huang, Cheng Jen, Tunghai University, Taiwan

Adoption of green product innovation differs systematically among family and non-family firms
Yi-Chun Huang, National Kaohsiung University of Applied Sciences, Taiwan
Ying-Jiuan Wong, National Kaohsiung University of Applied Sciences, Taiwan
Min-Li Yang, National Kaohsiung University of Applied Sciences, Taiwan

Complex Causality for the Effectiveness of Remedial Instructions
Chien-Yun Dai, National Taiwan Normal University, Taiwan
Duen-Huang Huang, National Taiwan Normal University, Taiwan

How to react to patent litigation complaints? A contingent information- and rivalry-based view
Chen, Yi-Min, National University of Kaohsiung, Taiwan
Ni, Yu-Ting, National University of Kaohsiung, Taiwan
Liu, Hsin-Hsien, National University of Kaohsiung, Taiwan
Teng, Ying-Maw, I-Shou University, Taiwan
Session 12 (at Classroom 421, College of Management, National Chung Hsing University)
10:40-12:00, May 15, 2014

Chair: Norat Roig-Tierno, European University of Valencia

How Sustainable Entrepreneurship Affects Green Learning Capability and Green Innovation
Shu-Yi Yang, Ming Chi University of Technology, Taiwan
Ming-Kuei Huang, National Taipei University, Taiwan

An investigation of Socially Entrepreneurial Activities on social entrepreneurship in Taiwan
Shang-Yung Yen, Feng Chia, University, Taiwan
Song-Ching Fan, Feng Chia, University

How does a latecomer international entrepreneurship successfully enter the global market? A case study of TiMotion from an international strategic entrepreneurship approach
Hsiao, Chao, National Chiao Tung University, Taiwan
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Arch Woodside, Caroll School of Management, Boston College, USA.

Director

Bing Huei Lin, Dean of College of Management, National Chung Hsing University, Taichung, Taiwan

GEIM Conference Co-Chair

Chih-Wen Wu, National Chung Hsing University, Taiwan.
Kun-Huang Huarng, Feng Chia University, Taiwan.

Program Assistance

Wei-Ting Ni, National Chung Hsing University, Taiwan
Chia-Yu Hsiang, National Chung Hsing University, Taiwan

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