

MASTER'S THESIS LIST FOR NCKUS

INSTITUTE OF INTERNATIONAL MANAGEMENT

(NON-IIMBA DEPARTMENT ADVISORS)



2004-2008

Advisor: Yung-Nane Yang

2008

Corporate Social Responsibility Strategy on Chemical Pollution: The An-Shun Plant Case

By Ming-Li Pai

The An-Shun Plant was located in southern Taiwan with the contamination area of many toxic residual during the Tai-Caustic period. As more media spot and related parties around the An-Shun district keep focus on the compensation plan as well as the recovery work. The determination of corporate social responsibility (CSR) with the strategic formation, planning, and implementation based on An-Shun Plant environmental pollution is the focus of this research. This paper introduces CSR and strategic formation, planning and implementation. The research method includes a semi-constructed interview to understand CPDC's organization strategy on this typical environmental case. Township leaders as well as the scholars were interviewed. The purpose was to investigate if the organization strategies consist with the CSR. The research finding determined that CPDC has covered the legal and economic responsibility by following the court justices of remediation the areas as well as protecting its shareholders and employees benefits. The strategic formation and planning stages has determined both the legal and economic responsibility holding. However, no ethical and discretionary strategies were found because the passive attitude and only plan or perform after the regulator enforcement. In order to induce the public images, the study suggested CPDC to be more ethical and discretionary during the strategic implementation period.

Advisor: Chung-Cheng Wu

2007

Physician's Intention to Leave and Job Satisfaction Resulted from Hospital Strategies

By Tzu-Chun Chen

Background: In 2002 Hospital global budget had been implemented in Taiwan. The switch from retrospective to prospective reimbursement was intended to give hospitals the incentive to be more efficient and effective. Hospitals will adapt strategically in ways and cause physician job dissatisfaction and intention to leave.

Method: Total number of 180 hospital-based physicians and are from 1 medical center and 4 regional hospitals in Tainan City. Applied 36-items survey questionnaire with 5-point Likert Scale to investigate physicians' job satisfaction and intention to leave. Six research hypotheses derived from the proposed model were empirically validated by Structure Equation Model.

Results: The results depicted that indicates that (1) if hospital adopted more acts, physicians are more likely to perceive less job satisfaction ($\beta = 0.770$, t value = 6.192, $p < 0.01$). (2) Hospital strategies have a positive association with physicians' intention to leave ($\beta = 0.45$, t value = 3.446, $p < 0.01$). (3) Hospital strategies are positively related to physicians' intention to leave through job dissatisfaction ($\beta = 0.363$, t value = 4.575, $p < 0.01$). (4) Physician job satisfaction is negatively related to physicians' intention to leave ($\beta = 0.52$, t value = 3.958, $p < 0.01$). (5) Hospital strategies, job satisfaction, and intention to leave only differ from physician's gender and marital statuses. (6) Hospital strategies, job satisfaction, and intention to leave are no different from hospital characteristics.

Discussion: Hospital strategies such as limited prescription days and medications, and control inpatient days effect on physicians' autonomy. These strategies have strong impact on physician job satisfaction and intention to leave their hospitals. As physician was dissatisfied, it is the most important issue for physicians' intention to leave. Physician manpower is a quite important human resource. Thus, hospital should more focus on physicians' job satisfaction. The limitations of this study (1) the result could not be generalized to all hospital-based physicians. (2) Only retaining physicians answered the questionnaires during the survey period so self-selection bias might exist. (3) The longitudinal studies are recommended to explore how hospital-based physicians and the relationships among research variables change over time.

The Relationship among Customer Personality Traits, Service Expectation, Perceived Service Quality, and Customer Satisfaction: A Study of Real Estate Brokerage

By Chien-Chung Lin

Service quality is an important issue in management field. Business researchers look into consumer behavior derive from behavior science to humor more customers. The study using a very brief Big-Five model with revised SERVQUAL and RESERV models to examines the relationship among customer personality traits, service expectation, perceived service quality, and customer

satisfaction. The study were conducted with convenience sampling in Tainan, Taiwan by using consumers who have ever sold or brought real estate via real estate brokerage. The data were gathered in one month period in May 2007 including two rounds pretest and formal survey. The results indicated that real estate customer perceived service quality provided from real estate brokerage has a significant effect on customer satisfaction. The respondents tend to prefer on high degree of dependable real estate firms. The customer personality traits have moderate effect with service expectation but have very little effect with customer satisfaction. The implication is to establish real estate brokers' professionalism, offer high level of service quality, then to create rational profit via professional performance.

2006

The Relationships among Service Quality, Perceived Value, Customer Satisfaction, and Behavioral Intentions: An Empirical Study of Online Shopping

By Ching-Wen Hsu

The investigation of the relationships among service quality, perceived value, customer satisfaction, and behavioral intentions has been empirically demonstrated under traditional service environment. Specifically, the interest was exploring the antecedent, mediating, and consequent relationships among these four variables. With various natures of study, different model structures were developed to validate the proposed relationships. An integrative model introduced by Cronin et al. (2000) synthesized past researches and yielded more collective relationships based on their empirical findings. With the rapid growth of e-commerce over the past decade, it is noticeable how these key variables are correlated in virtual servicescape. This study centers on the context of B2C e-commerce and gathered research data through an online questionnaire surveyed in Taiwan. The empirical results suggest that service quality, perceived value, customer satisfaction, and behavioral intentions are directly associated with each other under the scope of online shopping. The findings also reflect that both service quality and perceived value enhance their effects on behavioral intentions via the indirect relationships. Finally, the results reveal that the demographic characteristics and Website types exhibit influences on the four research variables in the context of online shopping.

The Relationships among Self-concept, Advertising, Brand Attitude and Purchase Intention: A Study of Domestic Vehicles

By Pei-Fang Lee

In competitive automotive market, brand power is significant working. However, to persuade consumer make a decision, the car advertising express congruent with people's self-concept might be the key point to influence brand attitude even the purchase intention. The purposes of the study were to find that advertising through self-concept will be positively or negatively influenced in consumer intention of vehicle purchasing. Besides, the investigations of the relationships among self-concept, advertising, brand attitude and purchase intention would be explored. The 42-item preliminary survey questionnaire was developed and included four constructs. This study collected 386 usable questionnaires. The study found that advertising express congruent with self-concept had positive relation with brand attitude and purchase intention. As the result, the analysis finds that hypothesis almost supported at the 0.05 significance level, so we got the direct and indirect path were supported in this study.

The Effects of Internet Advertising Attitude and Brand Image on Purchase Intention: A Study of Online Users in Taiwan

By Liya Wang

The purposes of the study were to examine consumers' attitudes toward web advertisement and email advertisement. Also, the investigations would be further proceeded to inspect the influences of consumers' attitudes from web and email advertisement upon brand image and purchase intention. This study collected data by adopting online questionnaires. One hundred and ninety-eight valid questionnaires were retrieved. Most participants, about 114, were around age 20 to 29, and 64 participants were around age 30 to 39. The study found that first, consumer internet advertising attitudes from either web and email advertisement had positive relation with brand image and purchase intention. Second, consumers' attitudes toward brand image positively related to purchase intention as well. Third, it was found that consumers' attitudes towards web advertisement were significantly different from that of email advertisement. Fourth, consumers with different demographics did not tend to perceive differently on internet advertising, brand image, and purchase intention. Finally, consumers perceived web advertisement and email advertisement differently on advertising attitudes, brand image, and purchase intention. This study could provide information for Internet companies to reconsider what contents should be included in advertisement and how to broadcast their advertisement.

Advisor: Ching-Tsai Wu

2006

The Mediating Effects of Information Asymmetry and Intangible Capitalization Intensity on the Market Valuation of Investments in Intangibles

By Jeffrey Gamble

This study seeks to explore the market response to firms' capitalization of intangible assets in terms of market capitalization, firm systematic risk and the cost of equity capital. The decision to expense or capitalize investments in intangibles is at the heart of this research. The effects of information asymmetry are also taken into consideration as it is hypothesized to influence the level of uncertainty in the information environment, which effects the firm's share volatility. The relative explanatory influence of information asymmetry, as measured by analyst coverage and analyst dispersion, on other factors is explored within the research framework. The results suggest that the capitalization of investments in intangibles as balance sheet items can lower the systematic risk of the firm, and indirectly influence the cost of equity capital. However, the direct influence of the capitalization of intangibles on the market valuation, as measured by growth in market capitalization, cannot be shown. The role of information asymmetry, as measured by analyst coverage, is clearly shown to negatively influence firm systematic risk (beta). Analyst coverage is also positively associated with market capitalization growth, suggesting that high growth firms operate under relatively higher levels of information asymmetry, thereby requiring greater analyst coverage to alleviate some of this uncertainty. From the results of this study, it is proposed that voluntary disclosure of financial information, especially the capitalization of expenses as intangibles, can lead to greater firm value through a reduction in the firm's systematic risk, share volatility and cost of equity capital.

Advisor: Chih-Sen Wu

2006

Creating More Committed Employees through Transformational Leadership: A Study of Employees in Taiwan Electronic Industry

By Sharon Teng

In today's world of technological advancement and the ever-changing marketplace, downsizing, layoffs and involuntary separations are a part of the organizational life cycle. Continue downsizing by organizations is having an effect on the commitment and attitudes of employees. Researchers have noted the consequences of a lack of a commitment to the organization: poor performance, absenteeism and turnover. Leaders can have an impact on the attitudes and overall commitment of their employees by taking positive steps to create a work environment that indicates by action and not mere rhetoric, that employee is valued and seen as an integral part of the organizational success.

The purpose of this study was to gain a greater understanding of the relationship between leadership styles and organizational commitment of employees in Taiwan electronic companies. This study included four transformational leadership, the three components of organizational commitment and demographic characteristics and tested their relationships. 141 questionnaires were collected from the employees in the three Taiwan electronic engineering companies.

This study found that among the four transformational leadership styles individualized consideration and inspirational motivation had the most positive influence on organizational commitment and intellectual stimulation had no relationship with organizational commitment.

Customer Retention Prediction Using LDF and Decision Tree for a Metal Company in Taiwan

By Cheng-Che Tsai

The category of this research could be defined as database marketing. That purpose is looking for what determinant shall responsible for customer staying and switching. A vast quantity of customer-related data from ERP is cited for analysis.

It is described and identified by eleven predictors (or variables). We set up the certain period, Y2003 ~ Y2006, for selection of two samples from the population. The one is "All Customers", the other is "Top 20 customers". The customer will be separated as two groups; stayer and switcher.

The discriminant analysis is used in order to find out the significant predictors for customer retention program. Those significant predictors is applied by independent sample-t test for demonstration the difference in two groups. It presents a linear equation for manager to predict customer churn according to the interaction with customer in a certain period.

Finally, the significant variable is used by decision tree method. The purpose is to present managerial rules for manager to evaluate the performance of customer retention program time by time and take action to retain if any unusual result in a certain period.

2005

Orders Assignment and Scheduling in International Plants—Using Simulated Annealing Approach

By Kevin Kao

The purpose of this research is to minimize production cost by developing a multi-plant orders assignment model. This model is considered under some restrictions in orders to have an optimal orders assignment to suitable overseas plants.

How to plan an optimal production scheduling after orders assignment is another point of this research. A heuristics algorithm, which is simulated annealing approach, is considered and used to minimize total manufacturing cost.

The orders assignment model is developed for a fasteners manufacturer, the database of this research is from the enterprise. The production scheduling of this enterprise is planned by empirical result. Empirical result is not a systematic approach; this model offers a better choice for orders assigning and scheduling.

Although simulated annealing approach cannot guarantee theoretical optimal solutions, most tested problems satisfied field planner under the consideration of algorithmic tractability.

Predicting operator turnover: A multiple classifier study in the south science park

By Tzu-Hui Chen

In labor-intensive industry, laborers compose the bulk of the workplace. How to keep employee levels stable and how to reduce turnover rates are a human resource department's main tasks, especially as the reasons for quitting are getting more and more complex and unexpected. Through research, which involved data mining in a semiconductor leaving operators' database, we discover tacit knowledge on the profile of employees who have high intention of quitting. The end result of data mining is that models or classifiers can be built and used to predict operators' reasons for leaving.

The existing research connects with shift workers, as well as the "four-shifts-two-turns" domain of employees. This research uses data mining technology to verify three types of consequences that have been studied in relation to shift work, relating particularly to rotating vs. fixed shifts. They are as follows: (1) physical health variables; (2) family and social variables; and (3) organizational variables. Try to reveal implicit rules, then to provide organizational strategies. Through this knowledge models may be further built to reduce turnover intention.

The main aim of this study is to highlight how to reduce erroneous judgment ratios of recruit and turnover rates based on mining historical databases, and hopefully provide an effective decision tool for company. The reasons for quitting have been put into three groups. We relied on those behaviors and further added working experience. Validate the following states throughout this study.

1. Working is not the only major issue in life. Healthy and family are more important than having a job.
2. A lifetime job is not a career goal. As a result of this, the job cycle is getting shorter.
3. Higher education causes higher turnover rate. In this research, we define high education level of operators junior college or above.
4. Employees not satisfied with their jobs can cause higher turnover intention.

2004

Cross-Selling Strategy for Customer Relationship Management in the Insurance Industry

By Shih-Chiung Tien

Customer Relationship Management (CRM) is an infrastructure that helps companies to manage customer relationships in a structured way. One important goal of CRM is applying data mining techniques effectively on existing customer transaction data and profiles to improve customer value and loyalty.

This research uses public insurance data to design a CRM cross-selling model. Kohonen Self-Organizing Maps (SOM) neural network, based on selected socio-demographic attributes, successfully segmented the above customers into three or more (depends on similarity of customer profiles) clusters. The association rule engine finds some useful and interesting cross-selling rules for each cluster of customers. A supervised clustering data mining model is built to identify prospective customers for a new product. The attributes on the significance splits in decision trees are also discovered for predicting potential buyers.

The major result of this research is design and development of a more efficient cross-selling model; using a cost-effective way to have the ability to understand different customer needs and to turn that understanding into customized cross-selling products to customers, every time, everywhere – enough to increase customer satisfaction, value, and loyalty, and therefore, yield profitable business advantage.

Advisor: Clyde A. Warden

2006

Chinese Consumer Psychological Preference for Xian Jing (閑靜) Retail Space

By Norm Lambert

Interviews using the Zaltman Metaphor Elicitation Technique (ZMET) were conducted on a subculture of Taiwanese consumers. Qualitative research methods and Xsight software were used to organize the data and field observations to form a grounded theory. I found that these consumers seek to get away from daily stressors to find comfort within the brand of quiet, non-renao retail space to experience relaxation and renewed resolve to face more of life's stressors. Photo documentation shows consumer's mental sets, local conditions, and natural and commercial factors that are important to these consumers. The thesis concludes with a discussion of the phenomenon and makes suggestions for marketers to best serve these consumers.

2005

Advergame Attribute Preferences Using Conjoint Analysis

By Badri Munir Sukoco

The study purposed to understand the attribute preferences of internet users in the advergame. The attributes were used are realistic sound, reward and character development and manipulated on two levels. The pre-test results indicated that participants can distinguish significantly the manipulation check variables. It was used to arrange the 8 advergames based on the full-profile design of conjoint analysis. Through a series of experiment, the study reported that realistic sound is the most important attributes, followed by character development and winning-losing features. The further results indicated that realistic sound valued highly for Asian participants (exclude Taiwan). The second attributes which should be present in the advergame is points accumulation as reward features. Male participants preferred on point's accumulation, while female participants valued highly on finding bonuses.

Surprisingly, this study found that participants do not prefer any character development in the advergame for any demographic variables. Based on the current findings, marketers have opportunity to tailor their advergames in order to fit their target market, which enhance the likelihood and value of participation. The practical implications as well as academic contributions are discussed.

2004

Cultural Values and Online Communication: Chinese and Southeast Asian Students in a Taiwanese International MBA program

By D'Arcy Caskey

Many researchers have examined differences in values and behavior between Westerners and Asians, but few have investigated differences within Asian cultural groups especially online. A recent government initiative in Taiwan to encourage international education has led to the development of an international MBA program at the National Cheng Kung University in Tainan; Western, Chinese and Southeast Asian students all participate in the program. They exhibit different behaviors in their postings in online discussion boards. For reasons that can be partly explained by the students' responses on a Chinese Value Survey, Southeast Asian students tend to post more messages than both Chinese and Westerners in the classes under study. These results and supporting observations reveal the need for computer mediated communication environments that are flexible, allowing users from different cultures to successfully partake in online discussions. This is particularly relevant to business education programs that have a highly multicultural student composition.

2008

The Effects of Attitudes, Subjective Norms, Trial Experience on Purchase Intentions of Skin Care Products

By Elena Kumykova

The given study examined the relationship among attitudes toward a product, subjective norms, product trial experience, and purchase intentions. First, it was investigated whether high or low attitudes, subjective norms, and product trial experience have an effect on purchase intentions. Then, it was examined whether high or low attitudes and subjective norms exercise an impact on product trial experience. Third, the relationship between each of the research constructs and purchase intentions were investigated, as well as the relationship between attitudes, subjective norms and trial experience. Finally, it was tested whether demographics have an impact on purchase intentions of skin care products.

Empirical study showed the existence of an impact of attitudes and trial experience on purchase intentions, as well as that of attitudes and subjective norms on trial experience. There was not found enough evidence that subjective norms are positively related to purchase intentions. Furthermore, when regression analysis was employed to test the research constructs, it was found that attitudes exercise the most significant impact on purchase intentions followed by product trial experience. Besides, when investigating the relationship between attitudes, subjective norms and trial experience, attitudes were again proved to be more important for purchase intentions, than subjective norms. In addition, most of the demographics did not show any significant influence on purchase intentions, except for education factor, where High school students were found to have higher purchase intention than other education groups.

The Impact of Relationship among Flexible Manufacturing Capability, Relationship Marketing and Customer satisfaction on Customer Loyalty - Semiconductor Industry in Taiwan

By Jin-Yu Lin

The purpose of the study is to explore the impact of relationships among flexible manufacturing capability, relationship marketing and customer satisfaction on customer loyalty - Semiconductor industry in Taiwan. Questionnaire survey was used as a major method to the study. A total of 500 surveys were sent out, 265 surveys were returned. The questionnaire retrieve rate is 41.60%.

The research method of this study includes descriptive statistics analysis, factor analysis, reliability analysis, validity analysis, and structure equation model (SEM). Through collecting and analyzing materials by and questionnaire, the study obtains the following conclusion: (1) The flexible manufacturing capability has positive effect on customer satisfaction; (2) The relationship marketing has positive effect on customer satisfaction; (3) The relationship marketing has positive effect on customer loyalty; (4) The customer satisfaction has positive effect on customer loyalty; (5) The mediating effects of customer satisfaction towards the flexible manufacturing capability can positive effect on customer loyalty; (6) The mediating effects of customer satisfaction towards the relationship marketing can positive effect on customer loyalty.

Knowledge Sharing-Social Cognitive Theory Perspective

By Fang-chun Liu

There has been a growing interest in examining the factors that support or hinder one's knowledge sharing behavior in organizations due to the fact that knowledge is one of the most important assets to sustain the competitive advantages for modern corporations. More and more attention is paid to the importance of intellectual assets, because knowledge sharing can turn out to be a significant factor for knowledge creation which can enhance the capabilities of firms to fulfill the strategic objectives and achieve firm performance. The increasingly specialized knowledge, along with the factors of environment and personal characteristics contribute to a barrier to prevent from knowledge sharing, and thus the optimal utilization of corporate knowledge becomes impossible. This study, based on the theoretical framework of Social cognitive theory that includes knowledge sharing self-efficacy and self-regulation and goal-setting for personal influences, and multidimensional organizational climate for environmental influences. The proposed research model was then evaluated with multiple-regression and structural equation modeling to test if the empirical data conform to the proposed model.

The results of the study are as follows:

- 1) Organizational climate has positively significant influence on knowledge sharing self-efficacy and self goal-setting but has negatively significant influence on self-regulation.
- 2) Knowledge sharing self-efficacy and self goal-setting have positively significant influence on self-regulation.
- 3) Knowledge sharing self-efficacy and self-regulation have positive but with no significant influence on knowledge sharing behaviors.

The Mediating Effects of Social Exchange Theory on the Relationships among Leadership Style and Business Performance

By Kung-Chuan Liou

The purpose of this study is to examine the mediating effects of social exchange theory on the relationship among leadership style and business performance, taking the Taiwan manufacturing industry as research subjects. Data collection in the stage of final survey was implemented totally through paper questionnaire from May 5, 2007 to July 5, 2007. A total of 187 of the returned questionnaires were usable. The questionnaire retrieve rate is 36.20%. This study applies SPSS 12.0 and Amos 5.0 as the data analysis tool, descriptive statistics analysis, factor analysis, reliability analysis, validity analysis, independent sample t-Test, one-way ANOVA and structure equation model (SEM) to test the hypotheses.

The major findings of this study were summarized as followed: (1) The difference in gender would have significant difference on social exchange (perceived organizational support); (2) The difference in age would have significant difference on business performance; (3) The leadership style has significant influence on business performance; (4) The leadership style has significant influence on social exchange; (5) The social exchange has significant influence on business performance; and (6) The mediating effects of social exchange towards the relationship leadership style can positive effect on business performance.

Predicting Behavioral Intention to Participate in Social Networks that Use Technology: A Comparison of Taiwanese and Filipino Mobile Phone Users

By Patricio R. Roman

The research paper aimed to identify the underlying factors behind attitudes and behavior of Filipino and Taiwanese respondents related to social networking and mobile phone use and identify too the determinants of intention to participate in social networks using mobile phones. Respondents included were students and faculty members of state universities - National Cheng Kung University of Taiwan and the University of the Philippines. For the study's framework the author used three models – the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). Results of the study show a validation of the three models. It also showed that Taiwan respondents are influenced by more factors and determinants compared to the Philippine respondents. The framework used can indeed be used to predict behavior intention for using mobile phones to participate in social networks. The researcher hopes that this study can help other researchers understand behaviors of consumers with regard to using technology and social networks.

The Relationships between Organizational Climate, Organizational Commitment, Professional Competency and Job Performance

By Chiung-Fen Chang

To every enterprise, the human resource is always a very important key point. Especially, in the human resource acquirement file, the only thing that HR managers concern is how to improve employee's job performance.

The organizational climate is a potential model about effect and behavior, as well as, recognition of perception along provides effort by employee, it was predicted that associations between company climate and productivity would be mediated by average level of job performance. The organizational climate which can also be a substantial value to the firm, yet the difference of organizational climate often varies between individual firms. We show these differences can be the result of success if they're correct, positive and suitable. This study attempts to exam the influences of perception of the organizational climate on the perception of professional competency, organizational commitment and job performance for the automobile electronics industry. Furthermore, this study also investigates the intervening effects of the perception of organizational climate to employees' perception of organizational commitment and their professional competency.

From this study, I have detected various viewpoints from analyzing 178 questionnaires; but by thinking through the merits and demerits of these viewpoints, one might hope to have a better sense of what the phenomenon is what I'm trying to research.

The data was gathered from the middle-high level of foreign managers who are working at the automobile electronics industry now by questionnaires through the email and interview. One hundred and seventy eight valid questionnaires are used for statistical analysis, including factor analysis, reliability test, multiple regression analysis, MONOVA analysis, and structural equation model.

The results of this study summarized as follows:

- (1) There is significant influence between organizational climate and organizational commitment.
- (2) There is significant influence between organizational commitment and job performance.
- (3) There is significant influence of organizational climate by organizational commitment to the job performance.
- (4) Unfortunately there is no significant influence of organizational climate by professional competency to the job performance.

- (5) Difference nationality has significant difference among organizational climate, organizational commitment, professional competency and job performance.

2006

Customers Perceived Trust, Perceived Usefulness, Attitudes towards Advertising, Attitudes towards the Use of Legal Services, and Behavioral Intention in Panama

By Giovanna Bernal

This study examines the relationship of five constructs: perceived trust, perceived usefulness, attitudes towards advertising, and behavioral intention on the use of advertising legal services. Based on literature review and a theory, a framework was developed. A quantitative survey was conducted in order to identify whether there are relationships among constructs and to evaluate customers' perceptions of advertising by business lawyers and their behavioral intention. Findings indicated there is a positive relationship among constructs. Perceived usefulness was the most significant construct, it influenced attitudes towards advertising and behavioral intention more than other constructs. Attitudes towards advertising and perceived trust do not have a strong impact as perceived usefulness, since advertising legal services is new in the marketing field. Results from SEM showed a good fit between the model and the data. There were no differences among the constructs with respondents that use or not the services of a lawyer in the past

Factors Affecting Consumer Purchase Intention of Functional Food in Taiwan

By Kuei-Ting Jen

This research project examined the relationships among brand equity, store image, product attributes, normative evaluation and purchasing intention. Firstly, we investigated whether high or low brand equity, store image, product attributes and normative evaluation have an effect on customers' purchasing intention. Then, we examined whether high or low brand equity, store image, and product attributes have an effect on normative evaluation. Third, we further investigate the relationship between each factor of research constructs and purchasing intention. Finally, we used SEM to test the overall model and internal relationship.

From this empirical study, we found that the brand equity, store image, product attributes, and normative evaluation are positive impact on purchasing intention. Furthermore, when we used regression to test the four researches constructs, brand equity has the most significant impact on purchasing intention and follows by store image, normative evaluation, and product attributes. In addition, other empirical evidence in this research, normative evaluation did play an important moderating role of brand equity, store image, product attributes on customer's purchasing intention.

Advisor: Betram Tan

2005

The Impacts of Knowledge Creation on Organizational Performance

By Ying-Ju Chen

This research proposes to take Taiwan's optoelectronics industry, semiconductor industry, and biotechnology industry as the research objects, carries on the interaction relations research between knowledge creation, organizational learning capability, organizational operations, innovation capability, competitive advantage, and organizational performance to understand the correlation between those factors with the domestic industry under the government knowledge-based economy idea impetus, the anticipated findings can serve as references of the domestic enterprises to promote their organization learning capability, innovation capability, competitive advantage, and organizational performance.

The results include: (1) there are significant relationships between knowledge creation, innovation capability and competitive advantage, and organizational performance; (2) there are significant moderating effects of organizational learning capability and organizational operations on the relationships between knowledge creation, innovation capability and competitive advantage, and organizational performance; (3) the impacts of knowledge creation, organizational learning capability, organizational operations, innovation capability, competitive advantage and organizational performance have apparent difference among the optoelectronics industry, the semiconductor industry, and the biotechnology industry.

Advisor: Yung-Ming Shu

2008

The Exchange Rate Exposure and Currency Derivatives: Evidence from the U.S. Banking Industry

By Munkhbaatar Yura

This study examines the relationship between the use of foreign currency derivatives and exchange rate exposure in the U.S. banking industry. Using a sample from 15 U.S. banks for 2000-2008, capital market approach was employed for detect exchange rate exposure and two stage least square analysis was used for determine the relationship among exchange rate exposure and foreign currency derivatives. The results of this study suggest that the positive association use of currency derivatives for trading purposes, as their primary use, affect banks exchange rate exposure. The findings show evidence of reverse causality from exchange rate exposure and foreign currency derivatives.

Advisor: Chin-Shan Lu

2006

Measuring Logistics Service Performance in Welding Consumable firms in Taiwan

By Wen-Hua Lee

The purpose of the study is to examine logistics service performance in Welding consumable firms in Taiwan. The primary research issue is on the basis of performance measurement's point of view.

The primary approach of this study is expressed as followed: build on a review of theoretical foundation; develop a model to explore the objective of the research; identify a set of logistics service dimensions from the previous studies and a discussion with welding experts and executives; obtain data on those dimensions (through secondary sources, or primary sources from perception measures provided by managers); employ a statistical technique to obtain a set of logistics service factors; identify clustering groups on the basis of these logistics service factors; compare performance differences among these groups; evaluate logistics service performance between welding consumable firms in Taiwan.

The major findings of this study are: (1) two logistics service factors (delivery quality and personnel quality), were ranked as giving the most importance by all responding firms, followed by order-complete quality and quotation quality. (2) three groups were characterized in welding consumable firms in Taiwan as: delivery-oriented firms, personnel-oriented firms, and order complete-oriented firms. (3) groups were found to significant differences among factors. (4) demographic characteristics were not found significant differences among groups.(5) Goodweld firm has highest performance in 29 of 33 logistics service performance between welding consumable firms in Taiwan.

Market Segmentation of Mobile Phones in Taiwan

By Sugiarto Soebagio

This thesis evaluates the market segmentation of mobile phones in Taiwan based on customers' perspectives. This thesis's findings suggest that mobile phones function can be divided into six service factors, namely, news report service as the most important followed by transaction service, entertainment service, personal service, internet and multimedia services, and financial and security service. Five market segments were identified based on these six service factors. Results indicated that six service factors were significantly different among the five segments. In addition, the characteristics of these five market segments were discussed in this study.

Evaluating Service Quality, Customer Value, Corporate Image, Customer Satisfaction and Behavioral Intentions for Mobile Services in Cambodia

By Chreang Samphors

This research aims to examine mobile consumer's perception of service quality customer value, customer satisfaction, corporate image and behavioral intentions. An empirical investigation of the relationships between service quality, customer value, corporate image, customer satisfaction and behavioral intentions was conducted based on a structural equation modeling (SEM) approach.

The results found that service quality, corporate image, customer value have positive influence on customer satisfaction. In addition, result also indicated that customer satisfaction, corporate image, customer value have positive influence on behavioral

intentions. These findings provide valuable information for mobile service operators to understand consume behavior and further, to improve service quality, customer value, corporate image and customer satisfaction.

Customer Value, Satisfaction, Switching Cost, and Customer Loyalty in International Air Cargo Services in Taiwan

By Udom Sar

This study aims to examine the perceptions of customer value, satisfaction, switching cost, and customer loyalty in international air cargo services. The relationships among those constructs were conducted in this research. Switching cost is considered to be a new term that is influenced by customer value and it influences on customer loyalty in international air cargo services.

Structural equation modeling was used to test the hypotheses among constructs. This study proposes that customer satisfaction and switching cost are influenced by customer value, whereas customer satisfaction and switching cost have direct influence on customer loyalty. However, the results indicated that customer value has no direct influence on customer loyalty in international air cargo services. The findings suggest that customer satisfaction and switching cost are perceived to be most important dimensions to retain customer loyalty in the context of international air cargo services.

2005

An Evaluation of Relationships between Job Characteristics, Personality Traits, Job Satisfaction, and Job Performance: An Empirical Study of Royal Thai Police Headquarter in Thailand

By Somchai Kulvichien

The purpose of this study is to evaluate how job characteristics, personality traits affect job satisfaction, and how job satisfaction affects job performance in the case of police officers in Thailand. Through a process of conducting assessments and gaining access to performance evaluations completed at the department, interactions between the variables were observed. The results found job characteristics have an effect on job satisfaction especially in factor feedback, which shows the highest relationship with job satisfaction. Furthermore, four factors of personality traits such as extraversion, openness to experience, agreeableness and conscientiousness have an effect on job satisfaction. Conversely, for neuroticism found no relationship with job satisfaction in terms of police officers. In addition, the findings of this study illustrate the relationships between job satisfaction and job performance.

This study provides guidelines for Royal Thai Police Department to emphasize on the attribute of police officers that could affect and enhance their satisfaction. When police officers are satisfied with their job, their performances will increase.

Advisor: Wei-Ning Liu

2007

Washroom Advertising: Is it Effective?

By Ai-Ling Khaw

Advertisement may be conveyed through a variety of media to inform consumers of brand existence. However, as the amount of marketing information in the environment increases, consumers intentionally avoid and do not readily interpret accidental exposure to marketing information. With the marketing communications techniques facing a decline, advertisers are forced to find alternative ways for communicating with consumers. This paper investigates the potential of washroom advertising as an alternative mean of communicating with the consumers. Advertising in washroom maybe an interesting application since washroom advertising is able to catch consumers' attention at an unique time and during advertisement exposure, consumers are physically idle and yet mentally engaged without interruptions or distractions.

Although there is no previous academic literature on the effectiveness of washroom advertising setting, this study refers to some previous studies on advertising related issues focusing on the processing of advertisements by consumers in a washroom setting and their effects of those advertisements on consumers' responses. Specifically, this paper investigate the effects of different levels of product involvement and the types of advertisement that appeal to consumers' responses, namely the cognitive responses, affective responses and behavioral responses when viewing advertisements in washroom by incorporating a 2 X 2 between subject factorial design conducted on the university students. The high involvement product is represented by an electronic dictionary while the toilet roll represents the low involvement product. On the other hand, the two types of advertisement appeal are

represented by rational appeal ad format and emotional ad format. Other variables such as attention, memory, ad-evoked feelings, attitude toward the advertisement, attitude toward the brand and purchase intention represents the dependent variables.

This study has adopted and found support from theories such as the Elaboration Likelihood Model, Affect Transfer Hypothesis and Dual Mediation Hypothesis. By using statistical analysis such as exploratory descriptive analysis, factor analysis, reliability analysis, independent samples t-test, linear regression analysis, confirmatory factor analysis and structure equation modeling, the results show that different levels of product involvement and types of ad appeal may lead to different kinds of consumers' responses. Specifically, for the high involvement product, results suggest that rational appeal ad format should be adopted to enhance the attention and advertising recall. On the other hand, in the case of low involvement product, results suggest that emotional appeal ad format should be adopted to enhance the consumers' feelings, ad attitude and brand attitude. However, both types of appeal can be used to enhance consumers' purchase intention. The study result will be very meaningful and important for marketers to design appropriate advertising to customers in a washroom setting. Besides that, the result of this study can also be provided as a reference point for further academic or theoretical validation.

Advisor: Hsuan Chu Lin

2008

The Impact of Systematic Risk of MSCI, US, Japan and China on ASEAN Equity Markets

By Ngoc-Thuong Pham

This study applies the International Capital Asset Pricing Model (ICAPM) for investigating the impact of systematic risk of MSCI, US, Japan and China on ASEAN equity markets. The sample period is from 1987 to 2008, including the period of Asian financial crisis. I therefore divide the testing period into three: pre-crisis (1987-1996), during-crisis (1997-1998), and post-crisis (1999-2008). After the tests, the results show that Japan market consistently has impact of systematic risk on ASEAN equity markets in the whole sample period, especially in during-crisis and post-crisis periods, while US market has impact of systematic risk on ASEAN equity markets in the pre-crisis and post-crisis periods, not in the during-crisis period. Moreover, the finding also documents the growing influence of China market on the surrounding countries in more current years. These findings indicate that "area" is a very important concern, besides "size", when choosing the explanatory market for investigating systematic risk in the ICAPM model.

Advisor: Cheng-Chang Lin

2008

Various Stages in Global Supply Chain Management Evolution

By Bernd Kriechbaum

In this research work Taiwanese public trading companies in five major industries had been asked to complete a survey aiming at identifying various stages in supply chain management evolution. Our Hypothesis derived from literature review states that various key dimensions have to be assumed and help identifying stages of a firm in its SCM- evolution.

50 Taiwanese public trading listed companies had been asked on international industry trade fair exhibitions in Taipei during the period of June-October 2008. The data collected had confirmed the hypothesis that various key dimensions disclose a selected range of key elements through which stages of SCM-evolution could be identified. The survey had revealed that the Semiconductor and Electric Machinery sector had significantly reached a higher number of stages in SCM evolution for key dimensions in Information Technology and Logistic Operations.

The second hypothesis had addressed the relationship between SCM performance measures and higher rising stages in supply chain management evolution. The work has verified the assumption in certain key dimensions that higher supply chain management evolution stages of industries achieve significantly higher SCM performance levels.

2008

The Impact Analysis of Fixed Mobile Convergence on Telecommunications Market in Taiwan

By Su-Hsiang Kuo

For long, it is always a black-and-white boundary between fixed and wireless services at the market anywhere around the world since telecommunication came into the use nearly twenty years ago. An emerging trend, Fixed Mobile Convergence (FMC) is expected to break the boundary and has brought into the existence where subscribers will be not feel of which fixed or wireless network he or she is attached to. Nonetheless, the result of introducing FMC to the market could be a mystery and its success in the market depends on many factors which are ranging from market demand, complicate network integration to end-user preference.

From the perspective of major operators, equipment providers and related market researchers, the purpose of this study tries to find out what the impact will be if FMC were introduced to fixed, mobile, and integrated networks and the factor that affects the adoption of FMC. In this study, an integrated Analytic Hierarchy Process (AHP) and linguistic assessment is conducted to analysis the FMC impact on four criteria including operation, economic, technical and legal considerations. The data is collected from the interview of 20 experts in the field of telecommunications.

Result shown that regulatory limitations have dominant market power towards all types of operators regarding introducing FMC. The top three ranking of factors should be considered because of FMC in the market for mobile and fixed operators are similar and rated as (1) regulatory limitations, (2) high CapEX and OpEx and (3) cross network integration respectively. As for integrated operators, the impact is little with the ranking as (1) regulation limitations, (2) slow ARPU increment and (3) high CapEX and OpEx. Considering a huge investment like FMC and tightened budget by the operator nowadays, the result of this study can be very useful for the decision maker to evaluate the risk, prioritize the resource and choose the appropriate business model for market launch of FMC service.

Computer Self-efficacy, School Supports and Usage of Information Technology in Taiwan High School Education

By Li-Sha Chang

Nowadays, high school teachers in Taiwan using computer technology in teaching still need to overcome complex and difficult systems. In particular, teachers always receive tremendous pressures from school management and parents who hope to allow their students to achieve high scores for entering top universities. Generally speaking, in some subjects teachers are still teaching in a traditional style without using information technology. Different teachers have their own attitudes towards using information technology in teaching and act differently. In this research, we propose that computer self-efficacy and school support factors are very important in terms of involving high school teachers to use information technology in education.

The objective of this study is to increase our understanding of high school teachers in Taiwan, in order to involve information technology in teaching. Consequently, this study develops a novel extended TAM model and investigating the effects of computer self-efficacy and school supports in teachers' usage of information technology in high school education. In doing so, 220 sample sizes are drawn. Based on the finding, the empirical results indicate that computer self-efficacy impact perceived ease of use and perceived usefulness. However, school supports only influence perceived usefulness and not the attitude toward using information technology in education. Moreover, attitude toward using information technology in education had the predominant effect on behavior and intent to use.

2007

Comparing Operational Efficiency among Mobile Operators in Brazil, Russia, India and China

By Diana Beatriz

Brazil, Russia, India and China represent the most dynamic, emerging markets in the world. From 1996 to 2006, the combined GDP of the four countries, called the BRIC economies, rose to more than \$17.8 trillion from roughly \$7.5 trillion. Telecommunications played a crucial role in their economic development. In particular, the mobile telecommunications industry of these four countries is experiencing very fast market growth combined with rapid technological change and fierce competition. Therefore, telecommunications organizations have no alternative but to improve their productivity and efficiency in order to become more competitive and profitable. A wide variety of empirical studies on productivity and efficiency in the telecommunications industry is available, but few studies have measured and compared operational efficiency among mobile operators. To my best knowledge, this study is the first attempt to measure and compare the operational efficiency of the ten dominant mobile operators in BRICs,

including Vivo, TIM, Claro and Oi in Brazil, MTS and Beeline in Russia, Bharti Airtel and Vodafone Essar (previously Hutchison Essar) in India, and China Mobile and China Unicom in China. The study period is between 2002 and 2006.

In this study, partial factor productivity (PFP) is first measured by means of three indicators — revenue per employee (RPE), revenue per total asset (RPA) and revenue per capital expenditure (RPC). Next, the overall technical efficiency, pure technical efficiency and scale efficiency of mobile operators are measured by the data envelopment analysis (DEA) approach. The number of employees, total assets and capital expenditures are used in the DEA model as input variables. As for output variables, this paper chooses total revenue. Finally, sensitivity analysis is conducted in order to determine the degree of sensitiveness to data variations in the application of DEA.

This study has some interesting findings; in particular, partial factor productivity demonstrates that three of the four Brazilian mobile operators, Vivo, TIM and Oi showed remarkable productivity ratios and the state-owned operator China Unicom had the highest RPC among BRICs. In contrast, Indian mobile operator's productivity ratios were generally low compared to other BRICs mobile carriers. Consistent with the findings of PFP, the results of empirically implementing DEA approach indicate that the two dominant Brazilian mobile operators, Vivo and TIM, were fully efficient throughout the entire period of study. The fourth largest Brazilian mobile operator, Oi, and the second dominant Chinese carrier, China Unicom showed remarkable improvement and achieved fully efficiency in the later period of study. Overall, Indian mobile operators were the least efficient among BRICs operators in the period of study. Interestingly, the findings of this study verified that full operational efficiency can be achieved by operators with large revenues, such as China Unicom, as well as by others with medium and small revenues, such as Vivo, TIM and Oi. Finally, the results of sensitivity analysis suggested that the input variable that seemed to affect the efficiency score the most was total assets.

2006

Measuring International Tourists Satisfaction and Destination Loyalty: A Case of Angkor Tourism Sites

By SOK Chanrithy

Cultural tourism is the fastest growing segment of the tourism industry, because there is a trend toward an increased specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. Specially, tourists who come to visit Cambodia are interesting in cultural/heritage sites (Angkor sites) which the most preferred tourism experience in Cambodia. The purpose of this study is to investigate how tourists' perception what they satisfy while visiting Angkor sites. A 37-item survey questionnaire was developed to conduct a survey on tourist perception with 327 subjects in order to identify the relationship between tourists' cultural experience, perceived value, service quality and tourists' satisfaction that can make tourist become destination loyalty.

Structured methodologies were used in order to capture the richness of the destination perceptions (perceived cultural experience, perceived value and service quality), satisfaction and loyalty construct. The result of SEM in this study indicated that service quality is positive related to perceive value, and perceived cultural experience, perceived value and service quality are positive related tourist satisfaction which positive related to loyalty of the destination.

Base upon the results, several suggestions can be made to increase tourist satisfaction and become loyalty of Angkor tourism sites. First, comprehending what tourists seek at cultural/heritage attractions will help tourism marketers better understand their customers. Second, improve the level of perceived value and service quality which attributes satisfy tourist who visit the destination. These findings hope to help marketers and tourism authorities to emphasize the strengths in their promotion campaign and positioning strategies to the right target market.

Investigating the Effectiveness of Fan Identification in Sport Sponsorship

By Kyaw-Myo Aung

Nowadays sponsorship has become a vital part of the funding for a wide range of sporting, artistic, and social events because sponsors hope that supporters' enthusiasm and interest on the event or their team will translate into long-term benefit for the sponsor. Also traditional communications vehicles such as advertising and sales promotion are faced with the challenges of reaching increasingly fragmented consumer markets and cutting through an overload of messages aimed at consumer (Meenaghan, 2001b).

The purpose of this study is to investigate how fan identification is important for the consumer behavior and brand loyalty. This study used 31-item survey questionnaire to conduct the research on fan identification with 285 respondents in order to identify relationship between fans' attitudinal behavior; brand credibility, attitude toward brand and purchase intention, and brand loyalty.

This study was conducted Multivariate analysis method to investigate the fan identification importance role in sport sponsorship and the relationship between consumer behavior and brand loyalty. Statistical tests were employed to analyze the data gathered include, t-test, confirmatory factor analysis and structural equation model. Through the analysis research, the result of this study indicated that fan identification is positively related to brand credibility, attitude toward brand and purchase intention, and

brand credibility is also positively related with attitude toward brand. Moreover, we found out that consumer attitudinal response are related with brand loyalty.

Based on the result and previous literatures, several recommendations can be made. First, fan identification is important for managers/marketers to understand the effect of sport sponsorship on members of their target population because the financial requirements of sponsorship increase, as do stakeholders' expectations of measurable benefits to the firm. Second, managers/marketers should emphasis in choosing the team and sport event to sponsor based on fans' identification with the team. These findings expected to help marketers or managers to emphasis the importance of fan identification and its effects on consumer behavior and brand loyalty.

Factors Influencing Consumers' Purchase Intention of Make-up in Thailand

By Wachiraya Wiwutwanichkul

In the past few years, make-up product is the fastest growing segment of the cosmetics market in Thailand because it is highly competitive for both high-end internationally well-known brands and medium to low-end local brands. The cosmetics market trend has expected been growing in the future, especially for the make-up product due mainly to Thailand's positive economic situation and expected positive GDP growth. A 23-item survey questionnaire was developed for a survey on female consumer with 413 subjects. The relationships between brand, country-of-origin, perceived quality, perceived value, and purchase intention were examined. This study aimed to investigate the consumers' perceptions and purchasing intention in Thailand on the make-up products in four different brands and countries: Estee Lauder (America), Shiseido (Japan), Lancome (France), and Oriental Princess (Thailand). Factor analysis, analysis of variance (ANOVA), and multiple regression analysis were statistically conducted. The results of the present study indicated that brand and country-of-origin were positively correlated with perceived quality and value. Perceived value was positively related to purchase intention. Based upon the results, several suggestions can be made to increase consumer perception and purchase intention of make-up product. First, producers should pay attention on marketing strategy in order to offset the low country images of the products. Second, Thailand consumers did take products quality and perceived value into their account before making the decision of buying. Therefore, producers should improve brand and country image of the products in order to assure the level of perceived quality and value which, in turn, attributes the consumer's purchase intention.

Advisor: Hung-Chih Li

2007

The Relationship among Financing Decisions, Investment Decisions, Cash Dividends and Earning for the Aggregate Stock Market in Taiwan and China

By Arpita Patra

This study examines the relationship among financing decisions, investment decisions, cash dividends and earning for the aggregate stock market in Taiwan and China. According to Granger causality method, the multivariate vector autoregression and the Likelihood Ratio test, the dynamic relationship among them are investigated using the data of manufacturing firms. The empirical findings on the manufacturing firm of Taiwan indicate that (i) financing decision has relation with investment decision and earnings; (ii) dividend decision is the function of financing decision (iii) earning is the function of dividend decision and investment decision. There is no casual relationship from investment to financing, dividend to earning and financing to dividend. However, in case of manufacturing firm of China, (i) dividend decision is the function of investment decision (ii) investment decision is the function of earnings and financing decision (iii) earnings are the function of dividend decision, investment decision and financing decision. There is no interrelationship between dividend decision and earnings. However, there is an interrelationship between investment decision and earnings. There is also casual relationship between investment and financing decision and earning and financing decision. The major finding is that there is relationship among earnings, investment decision and cash dividend in both Taiwan and China, implying that firms have adopt suitable investment decision, dividend policies and adjust cash dividends for the expectations of earnings. So the policy decision to be particularly effective, decision makers must recognize these relevant cooperate decisions and thus makes the right choice to achieve desired objectives.

2008

The Study of the Promotion, Lifestyle, Brand Loyalty and Purchase Decision-making: Taiwan Organic Food Market as an Example

By Chun-Kuo Hsu

Nowadays, the dietary culture is focused on foods safer and healthier since LOHAS concept published. This study is exploring the affects of promotion activity, lifestyle and brand loyalty to purchase decision-making and employed four constructs to examine the interrelation of consumer behavior in organic foods market. The majority of objectives in this research was identifying the influence relationships among each dimension and defines various factors from differential consumer characteristics data analysis.

This study was conduct 144 of the returned questionnaires. Of totally 300 questionnaires, this study was remaining 127 valid questionnaires for analysis with 48% response rate. The empirical data was analyzed by descriptive statistics, factor analysis, reliability test, validity analysis, ANOVA and multiple regression analysis to test hypotheses.

The article concludes with implications for theory, research, and practice. This study conclusion results from analysis defined that:

1. Promotion activity has negative influence on the brand loyalty.
2. Lifestyle has negative influence on the brand loyalty.
3. Brand loyalty has significant positive influence on the purchase decision-making.
4. Promotion activity has significant positive influence on the purchase decision-making.
5. Lifestyle has significant positive influence on the purchase decision-making.

Exploring Relationship among Technological Opportunity, Knowledge Spillover and Innovative Effort for New Product Performance for semi-conductor Industry in Taiwan

By Hung-Chih Kao

This study employed four research constructs to build up several relationships. The major objectives of this study are to examine the influence relationships among technological opportunity, knowledge spillover, innovative effort, and new product performance and to identify the differences of firm characteristics on various factors. However, a total of 173 of the returned questionnaires were usable. The effective rate of questionnaire is 34.60%. The empirical data was analyzed by descriptive statistics, factor analysis, reliability test, validity analysis, analysis of variance (ANOVA), and then used multiple regression analysis to test the hypotheses.

The major findings of this study are shown as following:

1. The technological opportunity has significant positive influence on innovative effort.
2. The knowledge spillover has significant positive influence on innovative effort.
3. The innovative effort has significant positive influence on new product performance.
4. The technological opportunity has significant positive influence on new product performance.
5. The knowledge spillover has significant positive influence on new product performance.

2006

National Culture and Trust: A Cross Cultural Comparison on Trusting Building Processes and Trust in Canada and Taiwan

By Trevor James

Trust is increasingly important in the business world. In recent years globalization has allowed us to interact with a number of dissimilar cultures. Since trust is of extreme importance in forming business relationships, an examination of national culture, trust building processes, and trust in Taiwan and Canada revealed that national culture can affect the way in which a person forms inter-personal business relationships. The basis of this study focused on Hofstede's cultural dimensions. This study attempted to show that individualism/collectivism, uncertainty avoidance, masculinity/femininity, and power distance can determine to what extent people from different national cultures form trust via a number of trusting building processes.

2006

Power Distance Culture, Perceived Leadership Practices, and Employees' Satisfaction with Supervisors and Work: A Study of Employees of the Japanese Owned Factories in China

By Chun-Fang Huseh

This study examined the (1) relationship and influence of power distance culture on perceived leadership practices, and (2) the relationship between perceived leadership practices and job satisfaction of the employees working in the three Japanese owned factories in China namely: Hitachi Groups, Toshiba Machine (Shanghai), Asahi Kasei and other six groups from Hitachi Groups. Sample population of this study included 289 employees.

Four research questions and hypotheses were developed. SPSS software was applied to run the data. Linear regression analysis and multiple regression analysis were mainly used to test the hypotheses. The results showed that power distance culture had no influence on perceived leadership practices. And modeling the way and inspiring a shared vision leadership practices had significant relationships with job satisfaction. Based on the findings, this study suggested the important managerial implications and future research recommendations in the conclusion.

The Relationships between HRM Practices, Leadership Style, Competitive Strategy and Business Performance in Taiwanese Steel Industry

By Feng-Hui (Neil) Lee

In Taiwan, the steel industry has long been regarded as a symbol of national strength and it is closely related to the economic stability and national development. Moreover, within two years, Taiwanese steel industry will be the third largest industry in production value in Taiwan (production value will exceed one trillion NT\$). However, due to serious oversupply of global steel production capacity and rapid growth of Mainland China's steel industry, Taiwanese steel industry has been becoming more and more uncertain and competitive. Therefore, this study concentrates on how to improve and enhance the performance and competitiveness of the Taiwanese steel industry by investigating the effects of HRM practices, leadership style, and competitive strategy on business performance.

The data was gathered from 73 Taiwanese major manufacturing steel firms. The respondents of this study are 292 supervisors. The results of this study summarized as follows: (1) Combining six HRM practices, only three items influence business performance: training and development, compensation/incentives, and HR planning. (2) HRM practices significantly relate to leadership styles including transformational and transactional leadership. (3) Transformational leadership has significant influence on business performance. (4) Combining three HRM practices, including training and development, compensation/incentives, and HR planning, with transformational leadership style will significantly influence business performance. (5) HRM practices significantly relate to competitive strategy, including cost reduction, innovation, and quality enhancement. (6) Innovation and quality enhancement competitive strategies have significant influence on business performance. (7) Combining three HRM practices, including training and development, compensation/incentives, and HR planning, with innovation and quality enhancement competitive strategies will significantly influence business performance. (8) Both leadership styles, including transformational and transactional leadership styles, have significant relationships with or have significant influence on all three competitive strategies, including cost reduction, innovation, and quality enhancement competitive strategies. (9) Combining transformational leadership with innovation and quality enhancement competitive strategies will have significant influence on business performance. (10) Improper performance appraisal may decrease business performance.

The Relationship among Organizational Culture, Knowledge Management and Organizational Effectiveness: A Study of Commercial Banks in Thailand

By Ms. Sasinan Kruaechaipinit

Knowledge Management is now widely recognized as a competitive advantage and increasing a number of organizations are incorporating knowledge management as a core strategy to enhance their organizational competitive advantage. To gain a competitive advantage, a company must have the ability to effectively manage its chief asset, knowledge. A high percentage of organizations that have implemented knowledge management as a corporate strategy have not achieved their objectives. Research revealed that organizational culture is a major barrier to create and leverage knowledge assets.

This research examined the relationship between organizational culture and knowledge management, the impact of knowledge management on organizational effectiveness, and the influence of organizational culture to organizational effectiveness in the commercial banks in Thailand. A survey was conducted to collect data on participant's perceptions of their organizational culture,

knowledge management and organizational effectiveness. The data was analyzed using multiple regression analysis and canonical correlation analysis.

The results suggest that organizational culture had significant relationship with knowledge management and also had positive impact on organizational effectiveness in the commercial banks on Thailand. Knowledge management also had significant positive influence on organizational effectiveness.

The findings could help organizations assess the likelihood that implementation of knowledge management initiatives be successful or increase the organizational effectiveness in relationship to the current organizational culture.

2005

The Importance of Intrinsic and Extrinsic Motivation Factors as Determinants of Nurses' Job Satisfaction: Empirical Study of Taiwan and Myanmar

By Hla-Hla Win

This study examined the effects of intrinsic and extrinsic motivation factors towards nurses' job satisfaction in two different countries, namely Taiwan and Myanmar. A survey from 311 nurses from the two countries was analyzed. The results indicated that nurses' job satisfaction was significantly and positively related with each intrinsic factor in both countries. Nurses' job satisfaction in Taiwan also significantly and positively related with each extrinsic factor. However, not all the extrinsic factors had positive relationship with nurses' job satisfaction in Myanmar.

In addition, this study investigated the importance of the intrinsic and extrinsic factors in the two countries. The findings suggested that work itself was the most important intrinsic factor for both Taiwan and Myanmar nurses. Interpersonal relationship was the most important extrinsic factor for Taiwan nurses while hospital policy and administration was the most importance extrinsic factor for Myanmar nurses. The managerial implications of these findings were subsequently discussed.

An Empirical Study of the Relationship among Job Attitudes and Turnover Intention: Taiwanese Engineers

By nanthasatesuknopkit

The study investigated the relationship among job attitudes and turnover intention by focusing on job satisfaction, job involvement, and organizational commitment which are predicting the Taiwanese engineers' intention to leave their organization. Previous research indicated the relationship that job attitudes are related to turnover intention has important consequences on organizations. However, this study attempts to fill the gap by investigating how and why job attitude variables impact conditions of job attitude and are related to work outcome.

In this study, we examined the relationship among job satisfaction, job involvement, organizational commitment, and turnover intention. A total of 156 useable questionnaires were collected. The results of the research show that overall job attitudes among the independent variables are positively related to turnover intention. Furthermore, the conceptual framework of this study can be a guide to future research of Taiwanese engineers' turnover intention. Finally, the results of this study may help multinational organizations in Taiwan in understanding the issues with job attitudes and turnover intention and keep valuable human capital within the organization.

The Relationship among Ethical Climate, Job Satisfaction and Organizational Commitment: A Study of Managers in Taiwan

By Thant-Lwin Myint

The role of ethics in businesses and organizations has long been focused among researchers. Previous researches had proved that ethical climate could influence the employees' job satisfaction and organizational commitment. However, a lacking gap is a more comprehensive understanding of how specific ethical climates types relate to job satisfaction and organizational commitment.

In this study, we examine the relationship among three dimensions of ethical climate, different facets of job satisfaction and different organizational commitment types. Three hypotheses were developed to test these relationships. A 44-item survey questionnaire was developed to conduct a survey from the managers of Taiwan companies and organizations. Total of 133 usable questionnaires were collected. Through a series of questionnaire survey, the results of this study and implications are presented and discussed.

The results of the research show that organizational leaders can favorably influence organizational outcomes by engaging in, supporting and rewarding ethical behaviors. Among the three dimensions of ethical climate, benevolent climate and principled climate had most significant influence on job satisfaction and organizational commitment. Although benevolent climate is the most favorable climate, it had the least presence in Taiwan companies and organizations.

2004

A Study of the Interrelationships between Perceived Organizational Support, Job Satisfaction and Life Satisfaction - In the Case of High-Tech Industry in Taiwan

By Hsiu-Ling Lin

The study examined the relationship between job satisfaction and life satisfaction from a new perspective. We investigated the relationship between job and life satisfaction by taking perceived organizational support into account where perceived organizational support was characterized by supervisor support, time flexibility, and organization support.

Using the regression approach, the results indicated perceived organizational support was significantly related to job satisfaction. The results further suggested a significant relationship between life satisfaction and perceived organizational support. The results for the relationship between job satisfaction and life satisfaction provided most insightful implications. We found that job satisfaction was positively and significantly related to life satisfaction. Since a job played a vital part in one's life, the relationship between job satisfaction and life satisfaction was closely related – one's job experiences spilled over into one's life. The results overall suggested that the relationship between job and life satisfaction was reciprocal – job satisfaction did influence life satisfaction, and life satisfaction also influenced job satisfaction.

An empirical study on the impact of perceived organizational politics on job satisfaction

By Yu-Chia Kuo

This research simplified and deliberated the model of perceived organizational politics proposed by Ferris, Russ, and Fandt (1989). Five constructs are recruited including locus of control, perceived organizational politics, job satisfaction, and two moderators, perceived control, and understanding. The survey is conducted in Sin-Ying Blood Donation Station in order to avoid participants' anxiety owing to the sensitive topic of this research. Conducting survey outside companies can also ensure the breadth of position and industry of our sample. After one month long questionnaire collection, 297 useful questionnaires are collected to identify the relationships in this research.

The results indicate that locus of control is positively related to perceived organizational politics. Perceived organizational politics impacts on extrinsic job satisfaction more serious than impacts on intrinsic job satisfaction. Perceived control and understanding have the moderating effects on the negative relationship between perceived organizational politics, and job satisfaction. Besides, internals acquire higher intrinsic job satisfaction, and extrinsic job satisfaction compared to externals.

Advisor: Bo-Ywe Lee

2008

Forecasting Oil Price Movements: The Efficient Market Hypothesis, Elliot Wave Theory Comparison

By Craig Bisset

Two theories are compared, Efficient Market Hypothesis (EMH) and Elliot Wave Theory (EWT), using qualitative analysis in the form of a direct comparison and technical analysis in the form of chart analysis. Classical economic theory and its leading proponent Efficient Market Hypothesis EMH represent the status quo and the idea of rational decision making in financial markets, while Elliot Wave Theory represents the idea of mass irrational behavior which is somewhat predictable. These two theoretical extremes represent contrasting views of how finance markets work. Crude oil is the chosen medium through which these two theories are compared. The comparison is made within the framework of gleaned useful trading and investing advice for an amateur with limited resources. The results do not indicate a clear cut winner, but offers insight into the strengths and weaknesses of either theory, and how an amateur could benefit.

To Forecast Gold Prices based on Historical Prices and Volumes of the Gold Futures Market

By Jared Painter

Gold has been a popular investment for people throughout history and today, it has been used as currency and a hedge against inflation. It has been recommended that investors hold between 10% and 25% of their investments in gold depending on the outlook of the economy. An economical method of investing in gold is to access the gold futures market. Henceforth this study has attempted to forecast gold prices based on historical prices and volumes in the gold futures market. As yet quantitative research has proved inadequate in providing a model to successfully trade or invest in the gold futures market. An alternative method of approaching this gap in the research has been provided by this qualitative study.

A comprehensive literature review was conducted that highlighted important previous research on the gold futures market. This provided the study with a base to build on. In-depth interviews with experts in the gold futures industry were then used to provide insight into macroeconomic factors and technical analysis techniques to help forecast price and volume in the gold futures market. After the in-depth interviews were documented, over 32 years of price and volume gold futures data was displayed and analyzed using quantitative methods. Quantitative analysis in this research area was once again ineffective in providing guidance to forecast the gold futures market. Technical analysis was then used to demonstrate its effectiveness in forecasting prices and volumes in the gold futures market. When used in combination with the in-depth interview findings, and the literature review, it was found that the gold futures market could be forecasted successfully, as long as risk management was adopted and a trading plan existed. The implications for this study are that price and volume in the gold futures market can be forecasted interpreted using the right techniques as mentioned above. A quantitative model on its own however will not be effective in forecasting the gold futures market. Macroeconomic variables in combination with technical analysis and risk management are the most suitable method to forecast price and volume in the gold futures market. The technical analysis section of this study can also be used in an array of financial trading instruments; however fundamentals and macroeconomic factors will differ greatly from the gold futures market.

2007

Forecasting Taiwanese Stock Market Based on the Open Interest on the Futures Option

By Hsiang-Lin Chang

In recent years, Taiwanese Index Futures Option has drawn most investors' attention and more and more investors join the Taiwan Index Futures Option market. Taiwan Index Futures option's characteristics, limited risk and diploid profit, makes a lot of ordinary investors have dreams of being millionaires. However, in Taiwanese derivatives market, to be an ordinary investor is difficult to make money when trading with professional traders or institutes like banks or trust funds. In Sharleen's book, *Volume and open interest: cutting edge trading strategies in the futures markets* (1991), he suggested that volume and open interest are important indicators when trading in derivatives market; according to the foreign empirical studies, it also proves that open interests is more referential than other passive indicators.

The first purpose of this research is to detect the changes in option market as trading references to help investors make decisions in Taiwanese stock market and derivatives market. By using one function of derivatives market, price discovery, we can forecast the price trend in the spot market. So, we can increase the probability of profitability. The second purpose of this research is to offer a warning signal for investors when there are extraordinary trading situation happened in option market.

Investors' Reflection on Structure Notes After Subprime Mortgage Crisis

By Shu-Huang Yeh

The Federal Open Market Committee decided to lower its target for the federal funds rate 50 basis points to 4-3/4 percent on September 18, 2007. They mentioned the tightening of credit conditions has the potential to intensify the housing correction and to restrain economic growth across the board. The action was intended to help forestall some of the adverse effects on the broader economy that might otherwise arise from the disruptions in financial markets and to promote moderate growth over time. Although this statement imperturbably described the reason why the rate was cut to 4.75% from 5.25%, the financial markets have experienced a terrible period all over the world. This is due to the subprime mortgage crisis, which resulted from delinquencies and foreclosures from borrowers due to an increase of interest rates and the highly profitable derivatives, underlying subprime mortgage and related subprime lending in America.

The biggest subprime mortgage lender New Century Financial Corporation almost filed for bankruptcy after the housing bubble. In the late July of 2007, the capital value of Bear Stern's two hedge funds was close to nothing due to subprime mortgage crisis, the Dow Jones Industry Average then proceeded to drop over seven hundred points or 5% in one week from 7/23 to 7/27, the biggest single-week decline since 2002.

Similar incidents were taking place in Europe; three mutual funds issued by BNP Paribas Bank stopped redeeming, this created fear among global investors. The European Central Bank, Federal Bank, Bank of Japan and many central banks in the world all injected massive amounts of money to the financial markets to help stabilize the delinquent mortgage market. Derivatives of subprime mortgage, such as Collateralized Debt Obligation (CDO), Asset Backed Securities (ABS), and Mortgage Backed Securities (MBS), were widely invested in by financial institutions, insurance companies, investment banks, securities companies, hedge funds and mutual funds. These were the main buyers, these products were then segmented, and the derivatives and sold in small pieces to the endmost investors.

The structure notes linked to derivatives of subprime mortgage were also sold in Taiwanese banks and resulted in a significant loss of investor's wealth due to information asymmetry. Most of the structure notes underlying subprime mortgage were short term, with high interest and good rating attached. Investors in Taiwan were convinced these structure notes were core portfolios and

invested a lot of money in them. These investments were due to recommendations from personal bankers or financial consultants employed by Taiwanese banks, these employees didn't fully understand the inside risks and content.

The research's objective are exploring the selling procedure of structure notes in financial institutions, avoiding information asymmetry between financial institutions and investors and making meaningful suggestions to wealth management in Taiwan. Through interviewing market participants and supervisors, the research specified the sources to know the subprime crisis, cause of the subprime crisis, reasons and motivation to invest structure notes, risk disclosure and potential profit in selling of structure notes, condition of controversy handling of structure notes, characteristic of wealth management in Taiwan and perception of structure notes after the subprime crisis. The research also synthesized the responses from in-depth interview and concluded valuable suggestions to both financial institutions and investors.

2005

A Critical Review of Mongolian Securities Law on the Disclosure for Public Offering of Securities

By Tamjid Tsogtbayar

This Report examines the securities regulations concerning the disclosure for public offering of securities in a way to compare the similarities and differences of the securities laws among the United States, Taiwan and Mongolia. Content analysis, Delphi analysis and Correlation analysis are used to conduct this study.

The Content analysis reveals that the objectives of securities laws are to facilitate an efficient market and how the securities laws can standardize the disclosure requirements on a prospectus of public offering, the requirements on market participants and the enforcement powers of the Regulatory regarding to such disclosure requirements.

The Delphi analysis evaluates the significance of the securities rules concerning the disclosure for public offering that are issued based on the results of the comparison of the studying securities laws for Mongolian securities regulation.

The Correlation analysis examines the relationships among variables under the research conceptual model.

A Questionnaire of Delphi analysis was collected from 116 respondents, including 19 regulators, 18 market makers, 28 professionals, 21 securities issuers, and 30 securities holders who work on the securities market of Mongolia.

2004

The Application of Alternative Dispute Resolution (ADR) to the Generation Market under Electricity Liberalization of Taiwan Power Sector

By Ching-Shun Tseng

The traditional structure of integrated monopoly in electricity utility is being abandoned and the general trend is towards privatization and deregulation. In recent year there are many state-owned enterprises that have been privatized continuously in Taiwan in order to improve their productivity and administrative operation. The electricity has been thought to have production, marketing consistency, system operation complexity and scale economy. As the globalization continues rapidly, it comes the time for discussing the liberalization problems of electricity generation market related issues different aspects of now and in the future. Using Alternative Dispute Resolution (ADR) feasibility study as a means of facilitating the reaching of a formal agreement between the access provider and the access seeker. This study uses the Delphi Method as data analysis techniques. The qualitative data will be taken as the main result, and the quantitative data will be an auxiliary to the main result.

Advisor: Syou-Ching Lai

2007

Investment Decision based on Corporate Governance and Financial Situation

By Chandy Kim

This study mainly adopts listed companies from different industries in Taiwan stock market, except banking and insurance industries. The paper applies the method of three-factor model of Fama and French and CAPM to seek for the intercept of those companies. Classifying those companies' intercepts into 9 and 15 portfolios according to their financial distress and corporate governance, this study finds that a portfolio with high financial risk and strong corporate governance is the best choice for investors to invest in. Additionally, the thesis also examines the impact of financial distress and corporate governance on performance

individually. The result shows that high financial risk portfolio performs better than other low risk portfolios and strong corporate governance portfolio performs better than moderate and weak corporate governance portfolio.

Advisor: Meng-Kuan Lai

2007

How Cultural Dimensions Impact on Personalized Service of Customer Relationship Management: An Empirical Study of Automobile Industry in Taiwan and Vietnam

By Le-Phan-Tuyet Quynh

This study examined how Power Distance of cultural values impact on Customer Relationship Management in automobile industry in Vietnam and Taiwan. Specifically, it emphasized (1) the relationship and influence of Power Distance on CRM Personalized Service, and (2) the relationships among CRM Personalized Service, Customer Delight and Customer Retention.

Six research questions and seven hypotheses were developed with five constructs: Cultural Dimension, CRM Personalized Service, Customer Delight, Customer Loyalty, and Customer Retention. Data were collected from automobile owners of Vietnam and Taiwan. The results show that Power Distance does significantly impact on CRM Personalized Service. Seven hypotheses were supported. Based on the findings, this study gave research academic and managerial contributions. Plus, limitation and future research recommendation were also concluded.

Implementing Integrated Marketing Communications (IMC) with Limited Promo Budget

By Chivas Vinzons

The concept of integrated marketing communications (IMC) is now popular in the field of marketing because of the competitive advantages it provides to companies (Kitchen, 2005; Mcgrath, 2005). However, deciding for mix elements (advertising, sales promotions, personal selling and public relations) and media options (traditional media, new media, outdoor media, and promo items) maybe too expensive for some companies. Thus, this research explores how firms with limited promo budget like small and medium enterprises (SMEs) adopt IMC.

Through a survey among 93 of the "300 Dynamic SMEs" of Taiwan, it was found out that even though SMEs face some resource limitations, they have their own ways of implementing IMC. They frequently use new media to increase coverage, sales promotions to increase coordination, advertising to increase contribution, and personal selling to increase strategic consistency. Furthermore, industry type is found to be a moderating factor on how SMEs come up with their IMC mix decisions.

This research contributes to the marketing field by providing a client-based empirical research which explores how companies overcome financial barriers to implement IMC. The results also serve as a guide for marketing managers in deciding which marketing communications mix elements and media options they can frequently use to increase coverage, coordination, contribution and/or strategic consistency.

Advisor: Victor B. Kreng

2007

The Relationship among Organizational Support, Interpersonal Trust, Communication Climate, Knowledge Sharing, and Individual Performance

By Nguyen-Thanh Dung

Today the business environment is more severely competitive than in the past. Knowledge in an organization is one of the most important keys to gain competitive advantage in the global dynamic and complex business environment.

There are many foreign invested companies as Taiwanese, Koreans, Japanese, Singaporean as well as Vietnamese companies which are doing business in Vietnam. Sharing knowledge should be considered as one core competency of knowledge management in the companies, which is evaluated as an important key to success. It is important that knowledge sharing be integrated into a business strategy to reach goals such as competitiveness, effectiveness and performance.

The empirical results suggest that investigation of the relationship among interpersonal trust, organizational support, and communication climate, knowledge sharing and individual performance are significant validated.

Finally, the results reveal that the demographic characteristics influences on the five research constructs in the difference type of companies in Vietnam.

Exploring the Effects of Organizational Culture, Training on Knowledge Transfer, and Job Performance in the Banking Sector in Vietnam

By Tran-Van Thuong

Relatively little study has been performed on knowledge transfer as a process of improving job performance in the banking sector or even less in developing countries, such as Vietnam. This study investigates the relationship among training, organizational culture, knowledge transfer and job performance. Then a complete research model that was developed based on those four factors and tested by applying structural equation modeling. To achieve an in-depth empirical study, the banking sector in Vietnam was chosen for a case study. The findings are based on 269 replies to a questionnaire survey done from January to February 2008. The results reveal that training and organizational culture has a significant and positive effect on both knowledge transfer and job performance. The findings also indicate that the hypothesis of a strong positive relationship between knowledge transfer and job performance is supported. Therefore, it is necessary for organizations to consider current variables that show a relationship between the tested variables in implementing a knowledge management strategy in an organization.

2005

The Effects of Goal Setting and Job Characteristics on the Job Performance of Selected Manufacturing Firms in Taiwan

By Ivie Chua

The research study investigates the relationship of job characteristics and goal setting on employee job satisfaction in Taiwan's manufacturing firms. In particular, we will see if the job satisfaction generated from job characteristics and goal setting will have an effect on the job performance of the employees. We will also see if job characteristics by its own will influence job performance. Finally, we will investigate if the presence of goal commitment in goal setting plays a significant role in the employees' job performance in Taiwan's manufacturing firms.

From this empirical study, we found that the core job dimensions except skill variety were significantly related to job satisfaction. The study also shows that goal content, namely, goal specificity and goal difficulty, is positively related to job satisfaction. Furthermore, job characteristics, job satisfaction and goal content have a positive impact on the employee's productivity and work quality. Finally, goal commitment has no moderating effect on goal content and job performance; instead goal commitment has a direct impact on job performance.

Understanding Online Consumers' Repurchase Intention: An Integration of Cognitive Absorption and Expectation-Confirmation Model

By Huang-Tzu Wu

Expectation-Confirmation Theory (ECT) has been widely used to predict the continued usage in the consumer behavior literature. This research examines the factors influencing online consumers' intention to continue shopping in the context of B2C electronic commerce. Specifically, this study integrates Bhattacharjee's Expectation-Confirmation Model (ECM) with cognitive absorption to investigate online consumers' repurchase intention. Eight research hypotheses derived from the proposed model were empirically validated. The results suggest that online consumers' repurchase intention is determined primarily by satisfaction, followed by perceived usefulness. Also, satisfaction is jointly determined by confirmation, perceived usefulness, and cognitive absorption.

With the addition of cognitive absorption, the extended ECM provides a better fit than the original model for predicting online consumers' repurchase intention. Moreover, the research results indicate that cognitive absorption exerts a strong effect on satisfaction, whereas perceived usefulness exhibits a weak impact on consumers' satisfaction. This finding implies that online consumers' satisfaction may be more related to their intrinsic motivations rather than the extrinsic motivations.

An Empirical Study of Performance on Chung-Hwa Post Co., Ltd. in Taiwan through Developing Learning Organization and Knowledge Management

By Ruey-Er Chuang

The Directorate General of Posts was re-organized as the state-run Chunghwa Post Co., Ltd. on January 1, in 2003. It is now in its fourth year. Even more, it has been 110 years since Chunghwa Post was built in China. Although Chunghwa Post faces a more difficult and competitive environment especially after privatization, she has been just as profitable as any large private financial

institution. It is because of Chunghwa Post continues to develop knowledge management and built a learning organization with the aim of reshaping the postal service into an outstanding and sustainable holistic service provider.

Through a series of questionnaire survey, the results of this study indicated that the comprehensive model is valued and there are positive relationships between learning organization and knowledge management. Learning organization has a positive impact on organizational performance. Knowledge management has a positive impact on organizational performance.

The Effect of Habit and Social Influence on the Blog User's Use Intention in Taiwan

By Pey-Ling Pan

This study aims at understanding bloggers, for the main purpose of understanding the factors in affecting user behavior intension and usage. The study employs the "technology acceptance" model (Venkates et al., 2003). A questionnaire survey and purposive sampling was conducted for quantitative analysis.

This study first purpose relevant literatures related to Blog, and literature of Behavioral Psychology such as the Theory of Resoned Action (TRA), Theory of Planned Behavior (TPB), and Technology Acceptance Model (TAM) were collected and reviewed. Then, the conceptual framework and hypotheses of this study were developed. Questionnaire survey of this study will be conducted in Taiwan via Internet.

Finally, on the basis of research framework, the questions are if the four constructs: "habit", "social influence", "perceived usefulness", and "perceived ease of use" will affect user "use intention" and usage or not.

2004

The Application of ICDT to Online Auction and its Influence on Customer Satisfaction and Customer Loyalty

By Chien-Fu Chen

The business opportunities brought by the new economy give business practitioners to conduct a gold rush style to compete in the new stage. Those rampant competitions, according to Angehrn (1997), finally fall into the situation as economic bubble owing to the lack of strategic operations in the virtual space. The ICDT model, which refers to virtual information space, virtual communication space, virtual distribution space, and virtual transaction space, according to Angehrn, give business practitioners a successful way to operate their business in Internet. A success business, according to Oliver (1997), should have satisfied and loyal customers. This research identified the influences of ICDT on customer satisfaction and customer loyalty applied by auction website practitioners.

There are 280 participants who either study or work in Chung-Hwa College of Medical Technology because of their familiarity with computer technology. The results indicate that auction websites, which respectively applied virtual information space, virtual communication space, virtual distribution space, and virtual transaction-space can result in significant positive relationship with customer satisfaction. Of interest is that if we identify the ICDT concept collectively on customer satisfaction, virtual communication space becomes not significant. Besides, customer satisfaction is also significantly related to customer loyalty.

In the final chapter, research conclusions in terms of business techniques and research suggestions are discussed.

Advisor: Hsin-Hong Kang

2008

Evaluating the Contribution of FDI to Economic Growth and Poverty Alleviation in Vietnam

By Nguyen Tuan

Foreign Direct investment (FDI) has been considered a very important factor in the recent growth of Vietnam's economy as well as the reduction in poverty, these effects has for long been an issue of intense argument for a long time. Although this debate has provided rich insights in to the relationship between FDI and growth, poverty alleviation in developing countries, there is very little empirical analysis of the issue in Vietnam compared to other developing countries especially in applying econometric model to test the impact of FDI on economic growth and poverty alleviation in Vietnam.

The purpose of this research is to examine the relationship between FDI and economic growth and Poverty alleviation in Vietnam by using empirical panel data across provinces and cities in Vietnam in order to find the contribution of FDI to provincial poverty reduction. The result provides empirical evidence on the impact of FDI on the economic growth as well as poverty alleviation in surveyed provinces and cities in Vietnam from the period from 1995 to 2005. The major findings derived from the research are: First, The inflows of FDI in a province have a significant and positive effect on economic growth. Second, the economic growth at the

province has positive and statistically significant impact on the poverty alleviation. Third, the inflows of FDI have a directly and strongly positive and significant impact on the poverty reduction in a province.

The Impact of the U.S. Subprime Mortgage Crisis on Different Industries in the U.S.

Michael Brose

This study investigates an empirical relationship of previous financial crises with that of the U.S. subprime mortgage crisis of 2007. Using data from 2002 to 2008, this paper examines three key industries in the U.S. stock market before and after the U.S. subprime mortgage meltdown in the fall of 2007. There are one hundred and eighty companies examined, using a multiple regression model to examine the interdependencies between industries and previous global financial crises. This investigation contributes to the general literature by documenting the relationship between global financial crises this century and last to a proven financial crisis theory. A financial crisis theory is used to show the connection to prior financial crises to the U.S. subprime mortgage crisis, in order to better comprehend the fundamental and technical patterns of a financial crisis. The purpose of this paper is to analyze the impact the current U.S. subprime mortgage crisis has had on three industries in the U.S. stock market. A multiple regression model is used to investigate the significance of the subprime mortgage crisis on three separate U.S. industries. This paper analyzes important financial information from February 2002 to October 2008, five years prior to January 2007 and a period of twenty-one months after the U.S. subprime mortgage crisis became evident of its sheer size and power to influence financial institutions and markets in February 2007.

A Study of Macro Economic Factors, Number of Inbound Visitors Affect Taiwan Retail Trade Turnover

By I-Wei Huang

This study applies regression analysis to macroeconomic factors involving how inbound visitors affect Taiwan's retail trade turnover. The purpose of the study is to research whether increasing numbers of inbound visitors could benefit national consumption. The study period is from January, 2001, to August, 2007 (a total of eighty months), for which secondary data was collected from the TEJ Database. The factors studied include inbound visitors, the Taiwan stock index, Exchange Rate, CPI, Taiwan credit loan amounts, and Taiwan credit card payment amounts.

The study results indicate that the Taiwan stock index has a significant and positive relationship with Taiwan's retail trade turnover, while the exchange rate was negatively related to increase retail trade turnover, consumers are therefore encouraged to use credit or debit cards. This is more powerful than encouraging people to increase consumption through the use of loans. The inbound visitor factor to retail trade turnover was not significant in the same period, but in the Granger Causality test, inbound visitors lead retail trade turnover in one period. This result implies that if the number of inbound visitors increases, the lag period will reflect this factor. In Taiwan, as the manufacturing industry structure transfers to the financial services industry, an increase in inbound visitors affects the increase in national consumption. There are still some business items that are not allowed in the Taiwan tourism industry (ex: casino, horse racing). If the government relaxes tourism regulations, and sets up a greater tourism industry infrastructure to attract more inbound visitors to Taiwan, the "inbound visitors" factor will become more powerful, thus able to impact retail trade turnover.

The Impact of Macroeconomic Factors on Investment-Oriented Insurance Premium Revenue in Taiwan Bancassurance

By Hsu-Hsing Lu

The financial holding company (FHC) is a rapidly developing bancassurance business in Taiwan, as consumers are gradually becoming more conscious of which bank is more reliable, authentic and convenient. Not only can the bancassurance channel provide synergies to FHC but it can also regularly bring profit from financial product revenue income. The competitive strength of bancassurance has become the most important resource of insurance policies and new market channels in Taiwan. Through insurance policies, consumers can not only provide fundamental insurance interest but can also expect to earn profits. Thus, conventional life insurance cannot satisfy consumers' needs. The brand-new policy insurance product 'investment-linked insurance' has thus been generated, and occupies a high percentage of the market-share worldwide.

The motivation of this research is to conduct a comparative analysis on Taiwan's macroeconomic database including: Nation Income (NI), Unemployment Rate (UR), Taiwan Stock Exchange Capitalization Weighted Stock Index (TAIEX), Wholesale Price Index(WPI), Consumer Price Index (CPI), Personal Saving rate(PSR) , Interest Rate (IR) and Foreign Exchange Reserves(FER). The initial stage will introduce the history of the investment-linked insurance policy and establish a research structure through regression analysis to explain how the macroeconomic database variables influence the sales volume of the investment-linked insurance policies. The aim of this research is to advise Financial Holding Companies on how to frame its strategy under today's arduous circumstances; the financial insurance industry has immense influence on our country's economic development, and under the economic recession of today the importance of the above topic is high.

According to the final series of tests we obtained the simultaneous equation regression model that shows the estimated coefficients for the macroeconomic variables National Income and Taiwan Stock Exchange Capitalization Weighted Stock Index have positive correlations, while Unemployment Rate, Consumer Price Index, and Interest Rate demonstrated have negative correlations with Investment-Oriented Insurance Premium Revenue.

Causal Relationship between Trade and FDI: Study on Indonesia and Thailand

By Azman Muammar

The main objective for this paper is to study the causal link between FDI, GDP growth and trade in two countries, namely Indonesia and Thailand, during 1993-2008 periods. This study also investigates direction of causality between four variables involved, based on Granger causality test. In order to maintain Granger causality test, prior co-integration test and unit root test were conducted.

This study found that there are causality relationships between FDI, trade and economic growth in Indonesia and Thailand during 1993-2008 periods. Each country performs similarly in GDP growth, export and import trend but perform differently in FDI to export. The results show that in Indonesia FDI tends to Granger cause export while in Thailand export tends to Granger causes FDI. In Indonesia, GDP Granger causes export and in Thailand export Granger causes GDP. Further, the remaining relationships for GDP and import Granger causes FDI inflows.

An Analysis of the Relationship between Macroeconomic Variables and Foreign Direct Investment: A Case Study of Vietnam

By Peerapat Chukiathajorn

The main purpose of this study is to analyze the relationship between the specified macroeconomic variables and inward foreign direct investment (FDI) by using vector autoregression (VAR), and investigate which macroeconomic variables have an influence on the inflow of FDI. The economic factors in this research are gross domestic product (GDP), exchange rate, domestic lending rate, and export value. This study utilizes quarterly secondary data from 1997Q1 to 2008Q2. The analytical methods are the unit root test, vector autoregression (VAR), Johansen and Juselius's Cointegration, impulse response, and variance decomposition. The results reveal that there are long run stable relationships amongst all of the economic variables. Impulse response and variance decomposition show that export value has the largest influence on FDI, while FDI has the largest influence on GDP. Export value also has the largest influence on exchange rate, while exchange rate has a huge effect on domestic lending rate as well as has the largest influence on export value.

2007

A Study of Information Economy Analysis in Canada – Taiwan – Vietnam

By Hue Phuong

At the World Summit of the Information Society (WSIS) in Geneva, the ITU World Telecommunication ICT report 2006 highlighted "Measuring ICT for Social and Economic Development" toward the information society. The impact of the ICT investment on economic growth has been thoroughly examined for a number of industrialized cross-countries. More attention has been focused on the digital divide in the dynamics gap among countries by looking the relationship between ICT investments and widening the economic growth. This study aims at understanding the affect of ICT investment and stimulation economic construct to analyze the causal relationship of any positive or negative effects in developed countries and developing country. This study limited using Canada, Taiwan and Vietnam explains the ICT contribution to the efficiency in economic growth. The paper focuses on assessing and discussing the impact of ICT investment booming and the positive and negative significant impacts of ICT contribution to economic growth across countries over period 2000-2006.

The Determinants of Foreign Direct Investment: A Case Study of the Association of Southeast Asian Nations (ASEAN)

By Mao Seikveng

Because the Association of Southeast Asian Nations (ASEAN) is a major emerging market which has attracted significant flows of foreign direct investment (FDI), this study briefly examines the host country determinants of FDI into ten developing countries in the region. Using a panel dataset containing information of FDI flows from 1991 to 2007, this paper establishes the determinants of FDI inflows to ASEAN: GDP (PPP) per capita, international trade, exchange rate depreciation, inflation rate, and corruption freedom. Consistent with the prediction of the proposed hypotheses, the findings indicate that GDP (PPP) per capita, international trade, and depreciation of domestic currency is important determinants of FDI to encourage the inflow FDI into ASEAN with statistical significance. However, inflation rate which is employed to represent the economic stability of the region has negative impact on FDI.

Interestingly, corruption freedom which is approximated to institutional quality of the host countries is not only an important factor but it is the major promoted factor. From a policy point of view, ASEAN's governments should increase the level of GDP (PPP) per capita and international trade, depreciate exchange rate, keep inflation rate stable, and particularly improve the corruption freedom in order to keep their competencies in attracting inflow FDI.

Evaluate Performance between Regulated and Non-regulated Microfinance Institutions in Southeast Asia Countries

By Vu-Minh Hien

Microfinance sector in general and regulating microfinance institutions (MFIs) in particular have been drawing greatly attention of researchers, practitioners as well as regulators over the past decade. Besides advocates for rush to regulated microfinance, not few opponents caution to form and transform regulated microfinance institutions. The practice also simultaneously reflects both contrary sides as referred in those research studies and reports. Given in such controversial context, the paper aims at comparing the performance between regulated and non-regulated microfinance institutions. Mainly base on the research of Hartarska & Nadolnyak (2007), the first study so far examined the impact of regulation on MFIs, this paper deliberately focusing on Southeast Asia countries. The most important objectives are to test the effect of regulatory factor to MFIs and compare to the past literature reviews. The findings after using the empirical analysis shows that regulatory status have no direct effect on sustainability and number of active borrowers, as well as efficiency that are consistent with the cross-country evidence. However, the result finds the negative influence of savings to outreach and efficiency, which is considered as indirect effect of regulation. In other words, MFIs have savings reach less number of borrowers and efficiency.

Colors of Foreign Investment and Blossom of Stock Market: Evidence from India as a Developing Country

By Vandit B. Desai

In order to investigate directionality between stock market and foreign investment, a comprehensive study is applied including two facets of developing stock market visualized stock market growth and 30 day market volatility of Indian stock exchanges – Bombay Stock Exchange and National Stock Exchange. For foreign investment, three types of foreign investment – direct (FDI), indirect or institutional (FII) and depository receipt (such as ADR) are included in the study. Along with foreign investment variables, economic growth is also included. Through multiple regression, a strong link is obtained for investment and economic growth with the stock market growth. In terms of volatility, foreign speculators are found risk averse. After obtaining strong relation, Granger causality is applied on individual relationship, followed by test of exogeneity. Through these two tests, it is proved that stock market growth is playing lead role with respect to economic growth as well as foreign investment; whereas 30 days volatility has no causal relationship either with foreign investment or with economic growth.

2006

Customer Service Quality and Financial Performance of Financial Institutions in Cambodia

By Sou Pheng

The studies on service quality have gained considerable attention and become a critical research in different kind of organization. Recently, in banking industry, they found that service quality has become a critical competitive weapon for survival and success in developed and developing countries. Further more, service quality has been linked with profitability and provided important competitive advantage leading to be successful for organization. The purposes of this study are to know the evaluation of service quality of financial institutions in Cambodia based on the five dimensions of SERVQUAL and then by seeking to explore empirically the relationship between and customer service quality and financial performance of financial institutions in Cambodia.

The result has shown significant influence of the five dimensions on overall service quality of financial institutions in Cambodia which is the less developed country. Hence, the hypotheses as developed and tested in this study are to confirm all the five dimensions of SERVQUAL have positive correlation with customer service quality of financial institutions in Cambodia. This study shows that the commercial banks strongly out-perform the microfinance institutions in customer service quality. Furthermore, the research study has proved that customer service quality has positive correlation with financial performance of financial institutions in Cambodia. Moreover, the study has shown that the microfinance institutions' profitability is better than the commercial banks. Additionally, the research found that equity also as the factor that has positive influence on financial performance. However, the research did not find the influence of operating expense, number of employees and total asset on financial performance.

The Correlation between the Performance of Parent Company in Taiwan and its Subsidiary in Mainland China: A Study of the Automobile Industry

By Hao-Chun Lin

While Mainland China remains as the largest foreign direct investment (FDI) host country among all developing nations, the nearby Hong Kong and Taiwan are the two dominating sources of manufacturing FDI. This study aims at understanding the factors that determine the performance of automobile industry in Taiwan and the factors that determine the performance of its subsidiary (FDI) in Mainland China. Moreover, this study constructs a simultaneous equation model to analyze the correlation of these two explained variables.

The study using 14 Taiwan listed automobile industry companies as our research samples. Research result is as follows:

1. Performance of automobile industry in Taiwan will increase along with the upsurge of GDP growth rate of Taiwan, Wholesale price index of Taiwan, Performance of subsidiary in Mainland China. Contrarily, performance of automobile industry in Taiwan will be decreased along with the increase of population of Taiwan.
2. Performance of subsidiary in Mainland China will increase along with the upsurge of average manufacturing industry wage of China, performance of automobile industry in Taiwan. Contrarily, the performance of subsidiary in Mainland China decreased along with the wholesale price index of Mainland China.
3. The result of simultaneous equation indicated that there was a positive correlation between performance of automobile industry in Taiwan and the endogenous variable of the subsidiary's performance in Mainland China, and it did reach significant level.

The finding suggesting that performance of subsidiary in Mainland China was the most significant variable in explaining the performance of automobile industry in Taiwan. Other evidence showed that type of automobile industry (completed car assembly and auto-parts industry) had no significant effect on the ability of making profits in Taiwan and in Mainland China. Managerial implications for the automobile industry in cross-strait and the future prospects of automobile industry in Taiwan and Mainland China are discussed.

Advisor: Shan-Hui Hsu

2008

The Application of Social Identity Theory and Theory of Planned Behavior on the Role of Sports Brand Sponsorship

By Akshay katoch

Nowadays sponsorship has become a vital part of funding for a wide range of sport activities, artistic, and social events because sponsors believe that supporters' passions and interests on the events or on their supported teams would definitely generate to a long-term beneficial for the sponsors and how sponsors can effect to consumer behavior. On the other hand, traditional commercials such as TV advertising, flyers and sales promotion are facing challenges of reaching increasingly fragmented consumer markets.

The purpose of this study is to investigate how social identity influences the behavior planned theory and behavior outcomes. This study used 28-item survey questionnaire to conduct the research on sports fans with 250 respondents in order to identify relationship between sports fans' attitude towards the brand, subjective norm, brand loyalty and behavior.

Statistic Package for Social Sciences were employed to analyze the data gathered includes descriptive analysis factor analysis and Regression. Through the analysis research, the result of this study indicated that planned behavior and behavior outcomes influence positively on brand sponsorship, but social identity has only parsley effects on them. Moreover, the study found that consumer attitudinal responses are related with behavior out comes. For the managerial study, the research helps mangers to plan their marketing and sponsoring striates.

2008

The Analysis of Brand Alliance for Telecommunications Industry in Taiwan

By Yi-Chun Lin

Under the pressure of fierce competition, Taiwan's telecommunication industry needs to maintain a high degree of competitiveness in order to respond to an era of rapid technological change. Brand alliances, which are based on the win-win principle, have become an effective solution for telecommunication companies to enhance their competitiveness. Thus, brand alliances now constitute the most promising business model for telecommunication companies in the 21st century.

This study investigates which key factors affect decisions when choosing a co-branding partner. Specifically, of the decisions related to selecting brand alliances within Taiwan Mobile Company are analyzed. The results of this study are as follows:

1. When implementing a brand alliance strategy, brand fit has a positive impact toward the consumer's perception of the product.
2. When implementing a brand alliance strategy, product fit has a positive impact toward the consumer's perception of the product.
3. When implementing a brand alliance strategy, brand equity has a positive impact on brand and product fit and the consumer's evaluation of the product.
4. The trust between alliance members strongly correlates with achieving the goals of the alliance.

Content Analysis of Farmers' Association Websites in Taiwan

By Sin-Ying Tseng

Farmers' Associations (FA) are the oldest and most important intermediates between farmers and the government and assist the government to promote agricultural policies and greatly to contribute to the growth of the agricultural industry and the well-being of farmers. Present studies on Taiwan's agricultural industry aren't plentiful. Little work has been done on discussing the extent to FA digitalization and websites. Therefore, the aims of this paper are to provide relevant and useful data from researching FA websites. Based on previous research, this study uses content analysis to evaluate 303 Farmers' Associations (FA) websites in Taiwan.

In light of the concerns, the study has two purposes and they are as follows: (a) Evaluate the web functions of FA websites in Taiwan and discuss the current situation of FA websites in Taiwan. (b) Analyze and compare the current status of FA website content. The results of the study lead to three propositions: First, the more abundant the content of the FA website, the closer it connects consumer demands. Second, the more business activities FA websites involve, the more functions they provide. Third, the more marketing strategies FA websites employ, the closer the website is to realizing the key success factors for growth in the agricultural industry. Furthermore, the limitations and academic and practical suggestions are clarified at the end of the study.

The Determinants of Foreign Direct Investment Flow to Developing Countries: The Case of Taiwanese Investors in Poland

By Ryszard Maculewicz

This qualitative study focuses on Taiwanese FDI in Poland in general rather than individual segments of industries. Taiwanese investments in Poland are very rare, making this an innovative area of study, and potential reference point for future Taiwanese investors considering Poland as a new location to invest.

The research presented in this thesis is divided into two parts. The first part examines six Taiwanese firms operating in Poland in terms of the determinants of their country's choice, while the second part investigates disadvantages the firms faced after setting up their businesses in Poland.

Various methods of qualitative data collection were applied in preparation for thorough face-to-face interviews. The author used an inductive method in the data analysis process. Early findings show that geographic and economic factors such as: location, customers' needs, taxes and overall cost are the most significant for Taiwanese investors who decided to choose Poland as their host country, while factors such as: legal issues, cultural difference and bureaucracy are the most common challenges that Taiwanese investors face in Poland.

Advisor: Wen-Jen Hsieh

2008

Sugar and Ethanol: The Elusive Quest for Free Trade

By Paul-Robert Pestal

With sugar being a part of the human diet all over the world (per capita consumption is up to 60 kg pa in some regions, global average is approximately 25 kg pa), it is one of the key agricultural commodities. Total market quantities will increase from present (2005) 140 million metric tons to 170 million metric tons in 2015. The technical option of converting sugar crops into fuel is believed to fit into the global mega trend of reducing pollution and easing the dependency on mineral oil.

This paper deals with the economic aspect of sugar crops and the processing to sugar or fuel. Due to the dual channels of processing to food on one hand and fuel on the other, the market can absorb almost any quantity of both cane and beet. The “ethanol track” will be addressed in this paper; also from the perspective of corn.

National and regional interventions have a long tradition in many agricultural segments. Once implemented, they are sticking as persistent as taxes intended temporarily upon their implementation. Sugar and ethanol related segments are classical cases. And it is not clear whether pure economics are really the solution.

Exploring the relationship between environmental consciousness and willingness to pay for environmental measures

By Bronwyn Small

Stern (2007) stated global warming represents the failure of the market on a colossal scale. Economic theory says prices are set by the forces of supply and demand in the market. However, greenhouse gases are considered an externality in economic terms; that is, environmental costs are not paid for by those who create the emissions. The key aim in implementing environmental measures is to ensure that those generating emissions face a marginal cost of emissions that reflects the damage they cause. Not only does this encourage emitters to invest in alternative, low-carbon technologies, it encourages consumers to change their spending habits in response to price increases (Stern, 2007).

We explore the idea of environmental costs as externalities in the context of willingness to pay for environmental measures. These environmental measures include an environmental tax and voluntary carbon offsets. To determine an individual's willingness to pay a tax or voluntary carbon offsets, we explore an individual's environmental consciousness, which has been broken down into three distinct constructs: environmental attitudes, environmental behavior and ascription of responsibility.

Advisor: Shih-Chieh Fang

2007

The Effect of Knowledge Sharing between Organization's Human Relationships and Innovation Performance: Taiwanese High Tech Industry Firms

By Taiwanjargal Ganjinshandaa

This paper examines the human aspects of innovation management in an organization by modeling a knowledge sharing relationship model, which includes the following factors, culture, trust and informal network. It is expected to identify an innovation performance by the model in the organization for ensuring knowledge sharing relationships. A survey questionnaire were distributed to measure independent variables (trust , informal network, culture and knowledge sharing) and patent count data from two databanks (Taiwan Intellectual Property Office, TIPO and Taiwan Electronic Journal, TEJ) were used to measure the innovation performance. The overall sample consists of 276 high-tech firms in Taiwan operating during the period 2002 to 2006 years from Taiwan Stock Exchange (TSE). The research framework developed in this study was tested amongst managers of 100 high tech industry firms in Taiwan to examine if in the firms can make opportunity to share tacit knowledge with their employees and then influence their organizational innovation performance.

Whatever You Do, Don't Get Caught?: A Study on the Link Between Guilt and Shame and Global Stage Development

By Andy Chiou

While business ethics has recently become a popular field of study since the Enron scandal, not much empirical research has been done on whether differences in cross-cultural ethical and moral reasoning exist, and what might be the causes of these differences if they exist. McGregor in his popular book on investment and business opportunities in China, *One Billion Customers*, stated that such differences did exist, and were caused by how different cultures were shame or guilt oriented. According to McGregor, China was a shame culture, and hence capable of "almost anything as long as they don't get caught." These differences affected how businesses were to be conducted across national borders, in particular such problems as legal contracts, intellectual property, or business opportunities. There has already been a history of comparisons of shame and guilt culture and how behavior might differ between the two types of cultures. Benedict (1946) was one of the earliest scholars to define cultures as being either shame cultures or guilt cultures, with Japan being a true shame culture while the United States was a guilt culture. With the redefinition of shame and guilt as being distinct individual psychological emotions by Lewis (1971), new instruments have since been developed that allow for research to be conducted on the individual level in order to discover whether there truly are differences in shame- or guilt-proneness among individuals. This study will make use of recent psychological theories on shame and guilt in combination with Kohlberg's (1981) cognitive theory of moral development (CMD), two well established subsets of study within psychology, in order to research shame and guilt effects upon behavior. This study will make use of Tangney and Dearing's (2002) Test of Self-Conscious Affect-3 (TOSCA-3) in conjunction with Gibbs et al.'s (1984) Sociomoral Reflection Objective Measure (SROM) for the purposes of such study. Empirical research in this area should prove to be beneficial to the general understanding of ethical behavior, with possible applications in cross-cultural management.

Advisor: Fu-Yann Duh

2004

An Empirical Study of the Relationships between Business Ethics and Corporate Performance

By Hui-Chun Chiu

During the past two decades, business ethics became an important element for stakeholders' to evaluate a firm's integrity. Incidents like Enron and WorldCom have made stakeholders and investors pay much attention on the importance of corporate business ethics.

The first purpose of this study is to investigate the impacts of awareness of business ethics and ability of implementing business ethics on outcomes of ethical practices. Second purpose of this study is to examine the relationships between outcomes of ethical practices and corporate performance.

Data were collected from foreign enterprises in Taiwan, which is grouped into Japan, Europe, and United States, by using mail and Internet questionnaires. Total of 114 questionnaires are valid. Regression analysis of the results indicate that (1) ability of implanting business ethics especially reward systems and training programs has significant impact on outcomes of ethical practices, and (2) outcomes of ethical practices is significantly influenced corporate growth in sales, financial performance, and overall satisfaction. Awareness of business ethics does not have significant impact on outcomes of ethical practices. Some explanations as well as limited generalizations and implication are developed.

Advisor: Fong-Kang Chu

2008

An Empirical Study of the Impacts of Telecom Concept Store Experiential Marketing on Experiential Value, Customer Satisfaction, and Customer Loyalty

By Yueh-Hsiu Li

Due to the innovation within technology in the telecommunication industry, increasing numbers of mobile applications have been developed and launched into the mass market. Promoting these is difficult if it is based on the customers' imagination only, rather than physical examples. This is because customers need to see, try and feel the applications in order to gain personal experience related to product specifications and weight. Through this experience, customers can then decide which products or applications they need.

This study discusses the relationship between different models of experiential marketing and customer loyalty, where customer perception is treated as a moderating variable. The study gathers data through the questionnaire investigation method to empirically test the experiential marketing versus loyalty intention relationship and interaction. The statistical analysis includes confidence analysis, validity analysis, factor analysis, Pearson analysis and structural equation modeling (SEM).

The results of this study show that experiential marketing and experiential value have a significantly positive influence on consumer satisfaction and customer loyalty. These findings provide valuable information for mobile service operators, allowing them to better understand consumer behavior, to plan for further product or service promotions, and to improve service quality and customer value, satisfaction, and loyalty.

Advisor: Chin-Cheng Chien

2006

Successful Factors of ERP Implementation-A Case Study of T Company

By Fei-shan Hsu

Today's enterprises have been facing much more pressure than ever before not only because of the rapid change of market demand but the shorter product life cycle so as to survive among the competitors all over the world.

ERP system can serve to smooth business processes, to integrate each department's workflow to unify procedure of data processing and to combine all relevant data from various departments, and to enhance managers make a correct and precise decisions with real-time information. Therefore, if a company can successfully implement an ERP system and know how to use the ERP system efficiently, it can significantly sharpen the enterprise's competitive edge.

This study aims to observe how the T Company successfully implements and applies the Enterprise Resource Planning (ERP) system. The purpose of this study is to explore the impact of the ERP implementation degree of readiness, the ERP integration ability and ERP vendors supporting ability can provide on the performance of a firm.

The research methods include Descriptive Statistical Analysis, Exploratory Factor Analysis, Reliability Analysis and Multiple Regression Analysis, based Chinese version of SPSS Windows 12.0.

Advisor: Jun-Ren Chen

2008

Islamic Finance versus Conventional Finance: A Comparative Look at both Financial Systems

By John Bishara

Present day Islamic finance has grown far from domestic markets to emerge as one of the fastest growing financial markets in the international field. Despite many regulatory burdens, some of the world's most sophisticated commercial and legal jurisdictions are increasingly attempting to address the needs of Islamic investors all over the world. There are however, still many hurdles for Islamic banks to jump in order to educate the public and disassociate Islamic Finance from the stigma of funding Islamic radicalism and terrorism – which today plagues the industry from gaining a greater market share in the global financial services sector.

The rising defaults on subprime mortgages in the United States in late 2008, triggered a global crisis for the money markets and has no doubt shaken the confidence of depositors around the world. This presents Islamic financial institutions with a unique opportunity to increase market share. Many depositors have become skeptical of financial institutions and are looking for an alternative to the monopolistic way in which conventional Western banks operate.

Islamic finance is a centuries old concept but a very young discipline in the academic sense. It lacks the required extent and level of theories and models needed for expansion and implementation of the framework provided by the Qur'an and the Teachings of the Prophet Muhammad.

The modern Islamic banking industry should continue to evolve into a more refined and modern industry as promoters of Shari'ah-compliant investment products and their professional advisers work together to meet the regulatory, legal and judicial challenges that undoubtedly will arise. With an estimated 1.6 billion Muslims worldwide, demand for advanced and sophisticated Islamic products has risen in recent years. The industry and its advisers, together with many different regulators, should continue to create legal structures within which to operate in a secure and Shari'ah - compliant manner in a variety of jurisdictions around the globe.

Islamic banks face many roadblocks stemming from legal structure between the principles of Shari'ah law and Western law. While compliance to Shari'ah is paramount for Islamic banks, the law governing Islamic banking transactions may not necessarily give

any consideration to Shari'ah. For many investors today, Islamic Finance presents many circumstances where unawareness, fear and confusion arise as to the form of the laws in Islamic financial system and its instruments. More sophisticated public relations and awareness techniques should be implemented by Islamic financial institutions to educate potential Non-Muslim investors, as fear and distrust stigmatizes many Western investors in investing in Islam.

The main research objective of this thesis and the survey is to analyze and explain the general public's perception in terms of the feasibility of Islamic Finance and provide recommendations to the industry to enhance future growth. The paper is divided into the following sections: An introduction to history of the Islamic banking system and a look at its main practices, a historical literature review of practices and policies including the legal risk and the methodology that was used to analyze the Islamic Financial system compared to the conventional Western banking system in the online survey. There are four research propositions and the results and my analysis follow that.

This paper concludes by elaborating on corporate governance practices and provides recommendations exposed to institutions involved in Islamic banking and Finance. As the multitude of transactions that encompass the industry, issues of the capacity of the parties to enter into a contract and its enforceability, uncertainty in laws, regulations, and legal actions pertaining to Shari'ah; as well as the legality of Islamic financial instruments.

To begin analyzing the legal issues involved in this industry one must look at the history of Islam as it pertains to the laws and principles that attempt to guide the believers of Islam and how that has translated into in to multi-billion dollar world-wide industry practiced in over 70 countries by more than 300 financial services institutions.

Understanding Musical Artists Motivation to Share Creative Commons Licensed Musical Works: Applying Social Capital and Social Cognitive Theory

By Michael Todosichuk

Recent technological advancements around digital music, P2P file sharing, and the Internet have forced changes onto the established music industry, especially when it comes to protecting copyrights. In light of this recent clash between technology and law, a new copyright has emerged that has been rapidly accepted by musical artists – this new copyright allows more choice and goes by the name, Creative Commons. New virtual communities, like Jamendo.com, have sprung up in which individuals are able to interact and share their Creative Commons licensed music. All these changes have meant adapt or suffer for the established music industry, as they seem to be losing support from their most important clients, the clients that make their business work, the musical artists themselves. Using Social Capital Theory and Social Cognitive Theory, this study explores the motivation for artists to share their musical works using Creative Commons licensing, via the Jamendo.com virtual community. Aspects of these theories have been found to significantly explain musical artists' motivation, while a qualitative component of the study gives additional insight into musical artists' motivation. All of which should be understood by the established music industry as they try to develop strategies for the changing times.

Disease Gene Patents in the United States: Is the Allaying of Concerns Premature?

By Jason Lin

Gene patents have long been controversial but whereas the discussion over gene patents is no longer as fervent as it was during the high-profile Myriad Genetics controversy, authors generally concur that serious problems still exist with disease gene patents. This study looks at disease gene patents granted in the previous two years and compares them to Myriad Genetics' breast cancer gene patents. The study addresses the discussion over the concerns associated with Myriad Genetics' patents, the shift in the general perception from one with generally apocalyptic undertones to one less dire, and the content of newly issued disease gene patents as they relate to the concerns and the current perception. The study employs a combination of quantitative and qualitative methodologies. Patents were identified using a modified Cook-Deegan search algorithm to identify patents on genes that have been implicated in hereditary disorders and were analyzed using a gene patent classification scheme developed by Verbeure, Matthijs, and Van Overwalle (2006). The study concludes that changes to patenting practices since the grant of Myriad's BRCA patents have been minimal and that the old concerns are still relevant to newly granted patents. Managerial implications and future routes of study are also addressed.

Advisor: Ching-Fu Chen

2008

Factors Affecting Destination Choice for Inbound Tourists to Taiwan

By Wan-Chi Wu

In recent years, tourism has become one of the fastest growing sectors of the world economy and is widely recognized for its contribution to regional and national economic development. Taiwan government also promotes actively to all over the world, such as the Lantern Festival attracts many international travelers. However, in the various promotions, we said Taiwan has beautiful natural resources, delicious oriental snacks, and interesting folk and cultural activities. We show all attractiveness but loss of focus. From marketing point of view, product should sell to right client. If not find out the right target client, although the product is good, there is no buyer.

The object of this study mainly probed into the possible factors influence destination choice within a country and case study in Taiwan base on three respects, travel motivation, tourists' image of Taiwan, and socio-demographic attributes.

A discrete choice modeling approach is used to address the operational challenges of incorporating behavioral elements in choice analysis. The study revealed that travel motivation is significant to all the three types of destination choices, "Natural scenery", "Folk and cultural", and "Entertainment and food". Destination image defined in the study is tourists' image of Taiwan resulted less evidence to support. Some of the demographic characteristics of tourists, like age, travel partner, nationality show significant effects in this study.

2007

Exploring Relationships between Destination Brand Equity, Satisfaction, and Destination Loyalty: A Case Study of Mongolia

By Odonchimeg Myagmarsuren

There has been growing interest among researchers to know the concept of customer-based brand equity (CBBE) model which is widely applied in marketing research. Viewing tourist destination as a brand, the CBBE model has been applied to tourist destination recently. In the marketing literature, the CBBE can be classified into two types, i.e. perceptual brand equity (such as brand awareness, brand image, perceived quality) and behavioral brand equity (such as brand loyalty). Although many studies define both types of brand equity under an overall umbrella of CBBE, the causal relationship between perceptual brand equity and behavioral brand equity is evident.

In this study, we made an attempt to apply the concept of customer-based brand equity as a tourism destination (CBBETD) by incorporation various antecedents of destination brand equity that leads to tourist satisfaction and destination loyalty. A conceptual relationship model was proposed and examined by using Mongolia as a tourism destination. The respondents of this study are the international tourists who visited in Mongolia. Of 200 questionnaires distributed, 128 was returned back and was used to do further analysis.

This empirical study found that tourists' awareness of a tourism destination which influence positive perception of image can lead the expectation and actual experience of perceived service quality. Moreover, tourists want to get satisfied with tourism perceived quality, and subsequently with aspects that influences loyalty.

2006

Industry Environment, OBM Strategic Choice and New Venture Performance

By Sean Lian

The original equipment manufacturing (OEM) suppliers play an essential important role in today's global economy. Although the increasing importance and getting more popular of the investment in China, little has been done in the literature in examining the relationships among the industry environment, OBM strategic choice and new venture performance. To extend and further our understanding of new venture performance, this study attempts to identify the key determinants and to examine the effects between these determinants and new venture performance by providing an integrative research framework through extensive literature review. Further, the hypotheses were proposed and then examined through an empirical study.

A convenient sampling method was used to select respondents. From the 740 questionnaire mailed in this study, 110 valid and complete questionnaires were collected, yielding a response rate of 14.8%.

The major findings of this study include: First, this study investigated the relationship between various dimensions and new venture performance. Second, the results of the regression analyses reveal that the impact on new venture performance is partially supported with respect to munificence and dynamism characteristics.

2005

The Effects of Consumer, Website and Product Characteristics on Online Bidding Intention

By Shih-Yen Lin

While interactions in the real world bidding are mainly based on face-to-face activities between bidders and auctioneers, interactions in electronic commerce take place mainly through the auction web sites. Although the increasing importance and getting more popular of the online bidding, little has been done in the literature in examining the relationships among the consumer, website and product characteristics. To extend and further our understanding of online bidding intention, this study attempts to identify the key determinants and to examine the effects between these determinants and online bidding intention by providing an integrative research framework through extensive literature review. Further, the hypotheses were proposed and then examined through an empirical study.

A convenient sampling method was used to select respondents. From the 350 mailed questionnaire mailed in this study, 310 valid and complete questionnaires were collected, yielding a response rate of 88.6%.

The major findings of this study include: First, this study investigated the relationship between various characteristics of online bidding and they were effective. Second, the results of the regression analyses reveal that the impact on online bidding intention is partially supported with respect to consumer, website and product characteristics.

2004

Intellectual Capital and Knowledge Transfer Performance: the Moderating Roles of Knowledge Attribute, Alliance Form, and Causal Ambiguity

By Su-Yueh Yang

Despite the growing awareness of the importance of knowledge creation as the fundamental to firms' strategic success, firms should still benefit from practices involved ongoing knowledge exchange to reduce risks of self-sufficiency and to sustain their competitive advantage. Moreover, little attention has been given to researching this topic in examining the linkage of firm's intellectual capital and knowledge transfer performance. To extend and further our understanding of knowledge transfer performance, this study proposes and empirically investigates the linkage between intellectual capital and knowledge transfer performance. Further, the strengthen of the relationships between knowledge attributes, alliance forms, and causal ambiguity will be also examined in light of possible moderating effects.

A random stratified sampling method was used to choose 100 firms, listed as top 5,000 firms of Taiwan in the China Credit Information Service Incorporation, in each of the five levels. From the 500 mailed questionnaire mailed in the study, 97 completed, usable questionnaires were collected, yielding a response rate of 19.4%.

The major findings of this study include: First, the results of the regression analyses reveal that the impact on knowledge transfer performance is partially supported with respect to human, not supported with respect to structural capital, and strongly supported with respect to relational capital. Secondly, the results of the t-test suggest that knowledge attribute, alliance forms and causal ambiguity have the moderating effects with the linkage of intellectual capital and knowledge transfer performance.

Advisor: Hsin-Hsin Chang

2007

The Implementation and Integration of Computerized Consolidated Financial Statements: A Case Study of CSC Group

By Alan Chang

This thesis presents empirical research into the factors affecting successful implementation of computerized consolidated financial statements. Computerized consolidated financial statements as a part of enterprise information systems have emerged in recent years. Based on the experience of China Steel Corporation Group (CSC Group), this study mainly employed qualitative interviews with the IT managers, IT system designers, accounting managers and accounting administrators of the parent company

(China Steel Corporation) and one of its subsidiaries (Chung Hung Steel Corporation). For the project of computerized consolidated financial statements, this thesis has three major findings. Firstly, strong teamwork ability has positively enhanced top management support and the IT ability. Secondly, experienced Certified Public Accountants (CPAs) of contracted accounting firm joining the project as team members help to enhance teamwork ability. Thirdly, the biggest challenge of the project is to solve the problem of various coding methods of accounting code among the group.

Advisor: Hai-Ching Chang

2006

Organizational Commitment and Turnover Intention of Taiwanese Engineers in Hi-Tech Industry of Southern Taiwan: Examining the Selected Antecedents of Organizational Commitment

By Jeff Chang

To examine the problem of employee turnover, scholars have been interested in investigations into attitudinal measures of factors affecting such behavior. If the organization can predict organizational commitment, the organization has taken the first step in potentially altering those factors most applicable to repress satisfaction and commitment.

Taiwan Hi-Tech industry is facing hard time with high turnover rate of engineers due to high competition among the businesses. Hi-Tech companies are willing to hire qualified engineers with higher pays. Therefore, there is a need for research to examine the antecedents of organizational commitment which in turn reduces turnover intention.

This study examined the relationship between the four organizational related factors: organizational support, pay, opportunity for advancement and fairness, and the organizational commitment and its three components: affective commitment, continuance commitment and normative commitment. The respondents are the engineers from the three giant Hi-Tech companies of southern Taiwan.

This study found that three of the four organizational related factors except organizational support have significant influences on organizational commitment. Among the four factors, opportunity for advancement and fairness were the strongest predictors of organizational commitment and organizational support did not have significant influence on overall commitment. Organizational leaders or Taiwan Hi-Tech companies are suggested to emphasize on intrinsic motivators such as opportunity for advancement and fairness in the working environment.

Advisor: Ching-Chih Chang

2007

A Non-Linear Dynamic Model of Raw Materials in Dry Bulk Shipping Market

By Eva Mariana

The main purpose of this paper is to investigate the dynamics of the freight rate in the dry bulk transportation market with raw materials and find out which are the most relevant raw material that cause a stronger effect in the Baltic Dry Index behavior. Since the variables analyzed in this research are characterized as times series variables non-linear dynamics model was used. Unit roots test had been taking into account with the objective to find out the stationarity of the variables studied in this paper the used of Augment Dickey-Fuller and Phillip-Perron test contributed to obtain this results. To determine the causality between variables Granger Causality test was utilized, and finally and analysis of the variance to predict the tendency of the relevant variables found it in the process. The empirical results will help to understand and interpret the real behavior of the Baltic Dry Index, helping to the decisions makers settle on in the raw materials that are key predictors of the index. In other hand this paper contributes with the literature for future studies which is hardly recommended, since the lack of the material.