

# IOI Thailand 2013

2013 International Conference  
of Organizational Innovation



## International Conference of Organizational Innovation

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### Conference Date

July 2-4 2013

### Location

Hilton Hua Hin Resort and Spa 3 Naresdamri Road, Hua Hin, 77110, Thailand

# **PROCEEDINGS OF 2013 ICOI THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION**

**JULY 2 – 4, 2013**

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# **WELCOME TO THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION, HUA HIN, THAILAND 2013**



On behalf of the International Association of Organizational Innovation, I welcome you to the 2013 International Conference on Organizational Innovation. This conference promises to be the largest ever!

It is an honor and a pleasure for me to be in this historic locale of Hua Hin, The Resort of Kings! I am looking forward to interacting with all of you distinguished scholars and business men & women at this conference! And I am eager to explore another area of Thailand.

The International Association of Organizational Innovation has made great progress in the last few years! The main activities of the Association are hosting this conference and publishing *the International Journal of Organizational Innovation*. Both of these activities continue to grow. In addition, we are increasing our partnerships with other innovation related organizations. As a presenter at this conference you are automatically included as a member of the Association.

Besides welcoming you to this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal. Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal. I will give detailed information on these opportunities in my opening address at the conference.

I would like to thank all of the people who worked very hard to organize this Conference. I know the effort that they had to use in getting this conference together. I especially thank our hosts *The International College at Suan Sunandha Rajabhat University, Thailand* and their representatives here at the conference. Dr. Denis Ushakov deserves special recognition of the IAOI member who took the lead role in organizing this conference. I would also like to thank my colleague Dr. Chich-Jen Shieh for his hard work coordinating with Dr. Ushakov & Suan Sunandha Rajabhat University for the planning and delivery of this conference.

I look forward to meeting you all and working with you over the next few days.

For those of you who have published in the Journal or serve as an Assistant Editor, Please come up and introduce yourself to me.

Please take the opportunity to explore this exciting region and country. Enjoy the conference!

Dr. Frederick Dembowski, President,  
The International Association of Organizational Innovation



#### Biographical Sketch for Dr. Frederick L. Dembowski

Dr. Frederick L. Dembowski is currently serving as the President of the International Association of Organizational Innovation, and is the Editor of *The International Journal of Organizational Innovation*. He most recently served as the Hibernian National Bank Endowed Professor of Leadership at Southeastern Louisiana University, where he was honored as "The Outstanding Educator of 2008". He received his Ph.D. from the University of Rochester, New York. He has also served as a Professor, Department Head and Dean for over 35 years at Purdue University, SUNY Albany, Lynn University and the National University of Somalia, Africa. His work has focused on educational finance & business management, leadership & management, and international development of educational organizations. He has over 100 publications including: *Effective School District Management* (1999), published by the American Association of School Administrators and Scarecrow Press; and *Unbridled Spirit: Best Practices in Educational Administration – the 2006 NCPEA YEARBOOK* (2006), published by the National Council of Professors of Educational Administration. He has also served as the Editor of other four professional journals.

# FOREWARD



Dear ladies and gentleman, participants of International Conference on Organizational Innovations 2013, academics and scholars, presenters of research centers, educational institutes and business!

First of all, I want to warmly welcome You in Thailand. Last year choice of Huahin for being an ICOI-2013 venue was not occasional. Thailand now is seriously interested to consider each ability for own innovative development, to establish new and more effective forms of international collaboration in fields of innovative progress, areas of national innovative model formation. And I would like to express my deep gratitude to International association of organizational Innovations, whose efforts made possible this meeting of scholars and businessmen, interested in innovative modernization of society.

Innovative modernization has become a leading trend of world economic development. Innovations today are productive factor, which determines the economic progress, which reduces the company, society and country dependence on non-renewable natural resources. Innovations are the factor that can transform a country's role in international division of labor, can open new perspectives for national society and business development.

Finally, innovations are new ways of social life, new style of thinking, involving freedom, and creativity, social and individual openness. Creating of innovative modernization organizational conditions is a laborious process, requires a consolidation of efforts of science and industry, government and private sector, all public associations. Attractive prospects and innovative modernization challenges push research in this area in every country, which cares about the own future. Only by creating better living and working conditions for company staff, for all members of society, for the inhabitants of the country, we can talk about their innovative development. I would wish to everybody here to work in the companies, and to live in the countries, where this principle is the only true and central to any situation.

In conclusion I would like to thank all participants for coming here, for their wonderful and useful research submitted during last year. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be a host of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in the most beautiful and hospitable resort of the most mysterious and smiling country.

**Assoc.Prof.Dr.Luedech Girdwichai**  
**President of Suan Sunandha Rajabhat University**

# FOREWARD



Welcome to International Conference of  
Organizational Innovation – 2013!

As a host of ICOI-2013 we tried to make a conference aimed to create a strong platform for academic and educational international collaboration. Innovative development always requires a breaking of any boundaries between scientists, an increasing of international informational and technological exchange, new forms of cross-cultural and transnational collaboration. Due to this I am very glad to see here, on a hospitable land of Thailand, presenters of dozens countries from every continent. It proves that our activity in a direction of common, global study of patterns for effective, competitive and successful innovative development is important, is required by society, science and business. International College at Suan Sunandha Rajabhat University is strongly related with innovation progress of Thailand and ASEAN. Academics of our college conduct research in areas of innovative development of Thai tourism, hospitality, and restaurant and airline business. We are science partners with Tourism Authority of Thailand, Thailand ministry of sport and tourism, with presenters of Thai and international business such as banks, airlines, and travel operators. Active external collaboration of SSRUIC with educational and research centers of ASEAN, Europe, Australia and USA opens huge prospects of international collaboration also within International Association of Organizational Innovations. I can express a strong interest of International College at SSRU to be an important science and educational hub in IAOI network, to be a base of international collaboration and research.

Furthermore, for making our conference work more effective and memorable, we tried to provide a maximum comfortable conditions for all our delegates. We hope rooms and facilities of beachfront Hilton Huahin spa and resort hotel, our special lunches and gala-dinner and also trips from Huahin in Santorini Park and Bangkok will provide to our participants an exclusive experience in the *Land of Smile*.

Therefore, I hope that the ICOI 2013 will achieve its objectives to provide our delegates with education, networking, leadership enhancement and a sweet memories.

**Asst.Prof.Dr. Krongthong Khairiree**  
**Director of International College at**  
**Suan Sunandha Rajabhat University**

# FOREWORD



As the Honourable Chair of International Conference of Organization Innovation (ICOI) 2013, firstly I would like to congratulate the Suan Sunandha Rajabhat University Thailand for successfully hosting this annual conference.

The aim of ICOI-2013 is to serve as a primary channel of knowledge sharing and the promotion of innovation internationally. An important goal of the conference is to encourage learning from each other by exchanging ideas, views, and building networks.

A successful conference cannot be organized without the effort of many persons. I would like to thank all working team from IAOI organization, from Suan Sunandha Rajabhat University, and from faculty of Economics and Business Universitas Airlangga for their enormous contribution towards the detailed arrangement of this conference.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the ICOI-2013 conference as well as reviewers for their contribution and effort to an excellent conference proceeding.

Finally, let me welcome all of you to the ICOI-2013. I hope you will enjoy the conference and have a wonderful time during your stay in Hua Hin Thailand.

Regards,

**Prof. Dr. Muslich Anshori**  
2013 ICOI Honourable Chair,  
Dean  
Faculty of Economics and Business  
Universitas Airlangga  
Indonesia



# FOREWARD



Dr. Lane is a Professor and the Coordinator of the Doctoral Program in Educational Leadership at Southeastern Louisiana University in Hammond, Louisiana. Dr. Lane previously served as the Director of the National Center for Excellence in Distance Learning at California State University, San Bernardino.

Dr. Lane has an extensive background in Educational Administration and Leadership including experience as a school administrator in the public schools and as a department chair and an assistant dean on the university level. Additionally, he has chaired initiatives in developing copyright and intellectual property policies as well as successful accreditation procedures. Dr. Lane holds a Doctorate in Educational Administration from Texas A&M University - Commerce.

Dr. Lane has led delegations for People to People to South Africa and China to observe the quality of education including legal issues in education and the application of technology. He has over 130 publications in professional journals and books and over 110 presentations at local, state, national and international conferences. His current work centers on (1) intellectual property and copyrights issues and (2) assessing the needs of organizations and the skill level of the employees within those organizations to determine how to use the internet and computer applications to enable both the organization and the employees to be more effective.

**Dr. Kenneth E. Lane**  
**Coordinator of Doctoral Program**  
**Department of Educational Leadership & Technology**  
**Southeastern Louisiana University,**  
**USA**

# FOREWARD



Welcome you to Hua Hin, Thailand: The City of Life. I hope that you will enjoy the beautiful scenery of the city, experience the culture and tradition of Thai as well as gaining practical and academic knowledge through this conference. We are very delighted to have more than 200 scholars to Hua Hin, Thailand to share their experiences with us. We are very grateful that Dr, Marius Potgieter from Tshwane University of Technology, South Africa and Dr. Sergey Ivanov from University of the District of Columbia, USA will give a keynote speech and also had more than 150 professors from other countries will join a panel discussion on “Industrial globalization and Technology Innovation “.

I also want to thank all the participants for contributing their papers to 2013ICOI. With your support, we have received more than 254papers. We selected 204 papers for inclusion in this conference proceeding. In addition to regular paper presentations, we have also organized several special sessions to discuss issues of great interests to the participants.

Finally, may I wish this 2013ICOI reaps a bumper harvest in its harmonious atmosphere of academic interactions; and may I wish all of our respected attendants and friends enjoy a very wonderful time in Hua Hin, Thailand!

**Brian C. Gozun, PhD**  
**Dean of Ramon V. del Rosario College of Business**  
**De La Salle University – Manila, Philippines**  
**E-mail: [brian.gozun@dlsu.edu.ph](mailto:brian.gozun@dlsu.edu.ph)**

# FOREWORD



It is my great pleasure to welcome you to 2013 ICOI, the International Conference on Organizational Innovation and to the beautiful city of life – Hua Hin, Thailand. The conference will take place during July, 2 to 4; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines from all over the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest. The 2013 ICOI Conference has been established on a global basis. We have received 254 submissions, which are including Australia, New Zealand, Canada, China, Czech Republic, Israel, India, Malaysia, México, Pakistan, Philippines, Korea, Russia, Sri Lanka, Saudi Arabia, South Africa, Taiwan, Thailand, Turkey and USA. Each Submission was peer-reviewed by at least two anonymous reviewers and a total of 204 papers are accepted for presentation in the conference.

I wish to acknowledge the following individuals who have contributed a great deal to our conference. Special thanks to the keynote Speakers – Dr. Marius Potgieter from Tshwane University of Technology, South Africa, Dr. Sergey Ivanov from University of the District of Columbia, USA for their valuable time.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Hua Hin, Thailand.

## 2013 ICOI Conference Chair

*Szu-Yuan Sun*

Dr. Szu-Yuan Sun  
Professor, Department of Information Management  
Dean, College of Management  
National Kaohsiung First University of Science & Technology, Taiwan,  
R.O.C

# FOREWARD



Welcome to 2013ICOI the International Conference on Organizational Innovation on July 2~4, 2013, Hua Hin, Thailand. I would like to offer a very warm welcome to all the participants at 2013ICOI and wish you have a most enjoyable stay in the beautiful resort area, Hua Hin.

Hua Hin is the oldest and the most traditional Thailand resorts with the attractions of charming modern resort and productive fishing port. Hua Hin is a very high profile to foreign tourists. In addition to its great five miles long beach, Hua Hin provides the highest density of world-class golf courses in Thailand. Fortunately, the expense is the lowest in the world and the maintenance and service of those golf courses are superb.

This 2013ICOI conference, being one of the largest academic meetings ever held in this city, will be a grand gala of growing trend of international meeting. Hopefully, all the global family of industry and engineering professionals in the area of Organizational Innovation will share and exchange their research interests and applications during this conference meeting. Our call for papers was a great success. We received more than 254 submissions in high quality and are pleased to see great interest in this conference. Prestigious scholars will gather together from 20 countries all over the world including Australia, New Zealand, Canada, China, Czech Republic, Israel, India, Malaysia, México, Pakistan, Philippines, Korea, Russia, Sri Lanka, Saudi Arabia, South Africa, Taiwan, Turkey, and USA. About 204 papers will be presented and discussed in 41 sessions in the conference.

Finally, I hope you enjoy this 2013ICOI conference and this city, Hua Hin, a wonderful and charming place that you'll never forget.

**Dr. Chwen-Ming Chang**  
**College of Management**  
**Chang Jung Christian University, Taiwan, R.O.C.**  
**2013ICOI conference chair**

# **FOREWARD**

## **Welcome to the 7<sup>th</sup> International Conference of Organizational Innovation (2013 ICOI, Thailand)**



On behalf of the Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 7<sup>th</sup> ICOI Annual Conference 2013 in Thailand. Our previous 6 conferences in China, Thailand, Malaysia and Indonesia were a resounding success, and on this positive note, we continue the primary activity of our esteemed association, The International Association of Organizational Innovation (IAOI).

This year, Institutional Sponsor, International College at Suan Sunandha Rajabhat University, has facilitated an excellent venue and associated social activities to complement the academic exchanges over the next few days. The organising committee, on behalf on Conference Chair, Dr Charles Shieh, is truly appreciative of your willingness to both attend and participate in this conference.

We are greatly encouraged by the attendance of established leaders in the worldwide network of organizational innovation researchers along with many outstanding leaders from the region. We are particularly indebted to our VIPs and organisers of the conference. Please note the contribution of our sponsors as listed in the program, without whom we could not provide such a professional conference.

We are also fortunate to remind all delegates of our esteemed journal publication, The International Journal of Organizational Innovation (IJOI), under the editorship of Dr Frederick. L. Dembowski. This year, selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals. This year, we had 254 refereed paper applications, from 20 countries, with 204 acceptances. All papers went through a double-blind review process. We thank all applicants, and congratulations to all who had papers accepted for the conference proceedings. We thank our dedicated reviewers for their concerted scholarly efforts in reviewing the papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference.

Kind Regards

**Dr Alex Maritz**

**Associate Professor of Entrepreneurship, Australian Graduate School of Entrepreneurship, Swinburne University of Technology, Australia)**

**Visiting Professor (Chang Jung Christian University, Taiwan)**

**Adjunct Professor (RMIT, Vietnam)**

## FOREWARD



Dr. Fernando Cardoso de Sousa holds a Ph.D. and is a professor in Organizational Behaviour; and director of the BsC. in Real Estate Mediation and the M.A. in Human Resource Management, at the INUAF, Loule, Portugal. Founder and director of the Marketing Research Office (GAIM) and the president of the Portuguese association of Management of Innovation and Creativity in Organisations ([www.apgico.pt](http://www.apgico.pt)).

He is a speaker in universities and a Business consultant. He is the director of the Academic Cabinet of Research and Marketing ([www.gaim.pt](http://www.gaim.pt)). As an author, he has published “A Criatividade como Disciplina Científica” (Creativity as a scientific subject) in Spain, and several articles about business creativity in the magazine of Asocrea, entitled “Creatividad y Sociedad” (Creativity and Society) Guest speaker in universities and companies in Portugal, Brazil, Spain, South Africa, UK and EUA. Author of books and articles on subjects like creativity, innovation, leadership, human resources, psychology and military sociology.

Dr. Fernando Cardoso de Sousa  
Portuguese Creativity and innovation Association

# FOREWARD



It is my great pleasure to welcome you all in the 2013 International Conference in Organizational Innovation in Thailand.

The Committee of ICOI-2013 has designed a program that I am sure you will find intellectually stimulating, and professionally rewarding. The program comprised of more than 200 accepted academic papers from 20 countries.

The significant size of the presented papers of the conference reflects the fact that the organizational innovation issues still and remain important factors to maintain and sustain organizational competitive advantage.

Although recent perspectives indicate that Imitation beats Innovation, but without creative thinking and newness, i.e., innovation, sustainable competitive advantage is only a dream. We are grateful for this opportunity to organize this conference that disseminating fresh ideas related to this important issue.

I would like to deliver my sincere thanks the working team from Suan Sunandha Rajabhat University Thailand for their enormous contribution towards the detailed arrangement of this conference. I also want to thank the kind support of Sponsor Institutes: International Association of Organization (IAOI) USA and Chang Jung Christian University of Taiwan, Universitas Airlangga Indonesia, and Co-Sponsor Institutes: De La Salle University Philippines, Nanjing Audit University, China, Far East University of Taiwan, Southeastern Louisiana University of USA, and Swinburne University of Technology of Australia. My sincere thanks also goes Dr. Chich-Jen Shieh for his continuous and great support for this conference.

On behalf of all my colleagues, I would like to offer my best wishes for a successful, stimulating and memorable conference.

Welcome to Hua Hin Thailand !

Sincerely,

**Sri Gunawan, DBA.**  
**2013 ICOI Conference Co-Chair,**  
**Head**  
**Department of Management**  
**Faculty of Economics and Business**  
**Universitas Airlangga**  
**Indonesia**

# FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2013 ICOI- the International Conference on organizational Innovation in beautiful city, Surabaya. The conference will take place during July, 2 to 4; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines in the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2013 ICOI Conference has been established on a global basis. Exception Taiwan, we have received 254 submissions from 20 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 204 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America, Australia and Taiwan attend the meeting. Accepted papers are scheduled for presentation in 38 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2013ICOI Conference for their precious time and expertise.

The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. A conference of this size requires the integrated effort of hundreds of volunteers. We would like to take this opportunity to specifically thank Dr. Shieh, Chich-Jen, Dr. Chou, Jyh-Rong, Dr. Yeh, Shang-Pao who did an outstanding job in organizing these conferences. Furthermore, all participants are invited to attend the series of social functions that will be held in De La Salle University, Manila, Philippines.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, 2 keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Hua Hin, Thailand.

**Prof. Jenn-Yang Lin**  
**Department of Creative Product Design and Management**  
**Far East University, Taiwan**  
**2013 ICOI, Conference Chair**



# FOREWORD



About 5 years ago, when I first attended this conference entitled as 2009 International Conference Industrial Globalization and Technology Innovation (2009 ICIGTI) in Xian City of China, I thought I was going to take on the world's broadest and toughest innovation challenges, and it turns out to be worthy of the reputation. From 2010, the conference rename as the International Conference of Organizational Innovation (ICOI). The purpose of this rename is to let conference topic pluralism and strengthen the exchange of various countries scholar. As a result, in the following years, I never give up the chance to take part in this event, and every time I leave refreshed and inspired. Congratulations on organizing and facilitating such a cutting-edge event every year.

It is the goal of the IAOI to have the ICOI become a world-class conference. Indeed, launched in 2007, in IAOI continuing efforts to serve every prospective participant needs, the conference presents every possibility on new technologies related in any aspects of industry and business, and based on the promotion of the best research and practice outcomes through presentations, ideas and views exchanging, networks building, and innovation sharing internationally. Today, thank all of the people who worked very hard to organize this conference. ICOI is truly provides an excellent summary of the state-of-the-art in modern technology and business management both in terms of the theoretical knowledge of the field and in its practical application to real-world projects.

2013 marked the seventh year of the annual ICOI. This year we now have the opportunity to attend or participate again at the 2013 ICOI, Indonesia, which will be taken place in Hua Hin, Thailand on July 2-4, 2013. Hosted by Suan Sunandha Rajabhat University, Thailand in partnership with ICOI, this joint conference is organized both by the International College, Suan Sunandha Rajabhat University, Thailand and the International Association of Organizational Innovation (IAOI), USA, and will bring together around hundreds of scholars and experts from all over the world. This conference will be a key meeting place for all of those involved in the agenda. We look forward to welcoming you.

**Dr. Chih Yuan Huang**  
**Professor of Kao Yuan University, Taiwan**

# ACKNOWLEDGES



Warm greetings from [ICOI-2013@Huahin.TH](mailto:ICOI-2013@Huahin.TH) organizing committee!

A modern world always changes... Governments can easily change, countries can change, law and technologies can change fast, and even a human nature and preference can change, breaking traditions and increasing unpredictability of this world. Only one thing is never change...

Every year, somewhere in Asia one hundred or more scientists get together to discuss about past year events, to share some new scientific and practical findings and conclusions, to talk about further collaboration and just to meet each other again!

Yes, yes... I am talking about International Conference on Organizational Innovation. Venue of ICOI moved from China to Malaysia, after crossed equator to another hemisphere in Surabaya and finally, survived after the end of the world – 2012, returned back in Thailand!

As a coordinator of [ICOI-2013@Huahin.TH](mailto:ICOI-2013@Huahin.TH) organization I tried to do everything for making this year conference the best one! We spent many hours for choosing the place; we spent a lot of cups of coffee during discussions with Hilton team; we spent a lot of fuel for driving in Huahin from Bangkok every weekend; finally we lost few kilograms after training a Thai welcoming dance! Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of ICOI-2013 participant is record high! Geography of ICOI-2013 is covered all continents! I am proud to welcome our new-comers – participants from South Africa, Serbia, France, New Zealand and Latin America! Welcome to Global ICOI family!

And for sure, I am very happy to see again our permanent participants, my good friends and colleagues! Welcome back to Thailand! Enjoy Thai hospitality and nature, Siam gulf and white sands, local food and massage! Don't forget to meet a sunrise on the beach! To ride horse or elephant! To eat somtam and phadthai! And to get new knowledge, new ideas and new friends from [ICOI-2013@Huahin.TH](mailto:ICOI-2013@Huahin.TH)!!!

**Dr. Denis Ushakov**  
**International college at**  
**Suan Sunandha Rajabhat University, Thailand**

# ACKNOWLEDGAGES



The 2013 ICOI- International Conference on Organizational Innovation was held at Hilton Hua Hin Resort and Spa with Suan Sunandha Rajabhat University, Thailand. Hua Hin city is the wealth of cultural landmarks and attractions in addition to its notorious entertainment venues has made it synonymous with exoticism. Its historic wealth coincides with its rapid modernization, reflected in the cityscape and the urban society. 2013 ICOI brings together the best of this city at Hua Hin to present and have academic discussion.

The 2013 ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 204 papers were accepted for oral presentation at 2013 ICOI. These papers were presented in a single track of 41 sessions spanning two days, promoting extended interaction between the various Innovative disciplines. In addition to the contributed papers, 2 invited keynote addresses : 1. Dr. Marius Potgieter, Tshwane University of Technology, South Africa, 2 Dr. Sergey Ivanov, University of the District of Columbia, USA were given. I also thank all authors and participants for their contributions.

The 2013 ICOI cannot be successful without the full support from many institutes. I would like to thank International Association of Organizational Innovation, Chang Jung Christian University, College of Management, Taiwan, Chang Jung Christian University, Department of International Business, Taiwan, De La Salle University, Manila, Philippines, Nanjing Audit University, China, Southeastern Louisiana University, USA, Far East University, College of Hospitality and Leisure, Taiwan and Swinburne University of Technology, Master of Entrepreneurship and Innovation, Au

The city of Hua Hin, Thailand has grown to become the political, social and economic center of Indonesia and one of Southeast Asia , you can enjoy gourmet food and different cultures. Moreover , this is a city of order and efficiency. Finally I wish all of you to have a wonderful time in Hua Hin, Thailand. Please let us know if there is anything we can do to make your stay more enjoyable.

**Prof. Dr. Shieh, Chich-Jen (Charles)**  
**2013 ICOI, Executive Director**  
**Chang Jung Christian University**  
**Email: Charles@iaoiusa.org**

## 2013 ICOI ORGANIZATION LISTING

<b>Honorable Chairs</b>	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr.LuedechGirdwichai	President of Suan Sunandha Rajabhat University, Thailand
Dr. Muslish Anshori	Dean of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
<b>Conference Chairs</b>	
Dr. Chen, Chin-Seng	President of Chang Jung Christian University. Taiwan
Dr. Krongthong Khairiree	Director of International College, Suan Sunandha Rajabhat University, Bangkok, Thailand
Dr. Kenneth E. Lane	Southeastern Louisiana University, USA
Dr. Lin, Tsai-Yuan	Professor in Chang Jung Christian University, Taiwan, R.O.C
Dr. Mohd Fauzi Mohd Jani	Director, Center of Entrepreneurship and SMEs Development (UKM-CESMED), University Kebangsaan Malaysia, Malaysia
Dr.Brian C. Gozun	Dean of the Ramon V. del Rosario College of Business at De La Salle University (DLSU) Manila, Philippines
Dr. Chwen-Ming Chang	Dean of College of Management, Chang Jung Christian University, Taiwan
Prof. Jenn-Yang Lin	Professor in Far East University, Taiwan, R.O.C
Dr. Indrianawati Usman	Vice Dean of Faculty of Financial and HRD, Airlangga University, Surabaya, Indonesia
Dr. Sri Gunawan	Department Head of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
Dr. Ing.Barbara Cimatti	DIEM Department Mechanical, Nuclear, Aviation, and Metallurgical Engineering University of Bologna, Italy
Dr. Shih Wen Hsiao	Department of Industrial Design at the National Cheng Kung University, Taiwan,
Dr. Denis S. Ushakov	Suan Sunandha Rajabhat University, Bangkok, Thailand
Dr Alex Maritz	Program Director, Master of Entrepreneurship & Innovation, Swinburne University of Technology, Australia
Dr. Andy Klein	American University of Sharjah, UAE.
Dr. Prof René Pellissier	Research Professor, University of South Africa
Dr. Marius Potgieter,	Tshwane University of Technology, South Africa
Dr. Matos Eloiza	Universidade Tecnológica Federal do Paraná - UTFPR
Dr. Stephen P. Coelen	Faculty Associate CCEA, Connecticut Center for Economic Analysis, and Board of Directors of the UConn CIBER, one of 31 national Centers for International Business and Education Research
Dr. René Pellissier	Research Professor, University of South Africa Extraordinary Professor, University of the Western Cape Faculty Associate: The Albert Luthuli Centre for Responsible Leadership, University of Pretoria.

<b>Conference Co-Chairs</b>	
Dr. Pawan. K. Dhiman	Sant Longowal Institute of Engineering & Technology, India
Dr. Chih Yuan Huang	Kao Yuan University, Taiwan
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Dr. Chen,Chi-Min	Department of Information Application, Aletheia University, Taiwan, R.O.C
Dr. Chou, Jyh-Rong	I-Shou University, Taiwan
Dr. Nasser Alomaim	Riyadh College of Technology, Kingdom Of Saudi Arabia
Dr. Sergey Ivanov	University of the District of Columbia,USA
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Dr. Madeline Berma	Faculty of Economics and Business University Kebangsaan Malaysia, Malaysia
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Dr. Wan-Yu Chang	Department of Tourism Industry Management, Taiwan ShoufuUniversity, Taiwan, R.O.C.
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Dr. Jui-Fang Chang	National Kaohsiung University of Applied Sciences, Taiwan
Dr. Yu-Jia Hu	Department of Marketing and Distribution Management Fortune Institute of Technology, Taiwan



# 2013 The International Conference on Organizational Innovation Agenda

**DATE : July, 2 2012, Tuesday**

**LOCATION : Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

TIME	ACTIVITY	PLACE
08 : 30 – 09 : 00	<b>REGISTRATION</b>	
09 : 00 – 10 : 00	<p><b><u>Conference Host :</u></b> Prof. Dr. Krongthong Khairiree, Director of International College, Suan Sunandha Rajabhat University, Thailand</p> <p><b><u>Conference Grand Opening Speech :</u></b> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. Luedech Girdwichai, President of Suan Sunandha Rajabhat University, Thailand 3. Prof. Dr. Krongthong Khairiree, Suan Sunandha Rajabhat University, Thailand</p> <p><b><u>Honored VIP Speech :</u></b> 1. Dr. Muslich Anshori, Airlangga University, Indonesia 2. Dr. Brian C. Gozun, De La Salle University (DLSU) Manila, Philippine 3. Dr. Alex Maritz: Swinburne University of Technology, Australian 4. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 5. Dr. Sydney Engelberg Hebrew University, Jerusalem, Israel 6. Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan, R.O.C 7. Dr. Chih Yuan Huang, Kao Yuan University, Taiwan</p>	<b>Rama V</b>
10 : 00 – 10 : 30	<b>Tea Time and Academic Exchange</b>	Group picture
10 : 30 – 11 : 15	<p style="text-align: center;"><b>Keynote Presentation (1)</b></p> <p>Speaker : Dr. Sergey Ivanov Topic: Innovation, Feararchy, and the Next Great Shift</p>	<b>Rama V</b>
11 : 15 – 12 : 00	<p style="text-align: center;"><b>Keynote Presentation (2)</b></p> <p>Speaker : Dr. Marius Potgieter Topic: Innovation: A National Priority in South Africa</p>	<b>Rama V</b>
Lunch		



**DATE : July, 2 2013, Tuesday**

**LOCATION : Rama V-A, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 1.1</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Frederick Dembowski, President of IAIOI USA</b>	
	1. 13R-159: The Developing Design of Breast Implant Postoperative Underwear Assistive Device	Mao-Nien Wang, Taiwan
	2. 13R-150: A Study on the Application of Concurrent Design Strategy on Pumping Devices of Bicycles	Yu-Ting Hsiao, Taiwan
	3. 13R-158: The Study of the Aged people Use the interface of Multi Media Kiosks in Convenience Store	Chu-Hsuan Lee, Taiwan
	4. 13R-157: The Analysis of Appearance Aesthetic Measure of High/Vocational School Students in Taiwan	Chen-Yin Liu, Taiwan
	5. 13R-106: The Next Level Of Business Intelligence: Knowledge Management Integration	Thilini Ariyachandra, USA
<b>Tea Time</b>		
<b>Session 1.2</b> <b>14 : 30</b>   <b>15 : 50</b>	<b>Chair : Dr. Frederick Dembowski, President of IAIOI USA</b>	
	1. 13R-A05: The Effect of Satisfaction on Loyalty Moderated By Certainty -Study on the Seed Brand Multi Global Agrindo	Danas Avianto Nugroho, Indonesia
	2. 13R-A07: Application of Target Costing In Food Industry	Ferryanto Ari Iskandar Indonesia
	3. 13R-A14: Analysis of Factors Affecting the Role Of Women In Domestic Economy Needs Of Fishermen Family- Case Study In Coastal Sayung Demak	Himawan Arif Sutanto Indonesia
	4. 13R-A18: "Abandon the Ship" – Transition and Succession Planning in Family Farming Business: A Case Study in Small Medium Rice Mill Businesses in Kabupaten Lampung Tengah	Andiana Rosyid, Indonesia
	5. 13R-A68: The Effect of the Online Social Network Structure Characteristic toward Cognitive and Affective Involvement, And Its Implication toward Purchase Intention: Buzzing Product on Twitter	Sunardi S Brahmana Indonesia
<b>Tea Time</b>		
<b>Session 1.3</b> <b>16 : 00</b>   <b>17 : 20</b>	<b>Chair : Dr. Badri Munir Sukoco, Airlangga University, Indonesia</b>	
	1. 13R-A51: Interorganizational Imitative and Different Behavior: A Contingency Approach	Badri Munir Sukoco Indonesia
	2. 13R-A60: The Innovation of Micro, Small, and Medium Enterprises: A Case Study of Laweyan Batik Village – Indonesia	Oscar Nugroho Indonesia
	3. 13R-A73: Relationship Analysis Among Customer Orientation, Service Orientation And Job Satisfaction In Banking Sector - Case Study At Pt Bank Jateng Semarang, Central Java - Indonesia	Fitri Lukiastuti, Indonesia
	4. 13R-A74: Understanding Impulse Buying With Mix Methods	Gancar C. Premananto Indonesia
	5. 13R-097: Customer Retention: A case Study of Stakeholder Analysis in Higher Education	Jay Somasundaram , Australia

**DATE : July, 2 2013, Tuesday**

**LOCATION : Rama V-B, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 2.1 13 : 00   14 : 20</b>	<b>Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic</b>	
	1. 13R-090: Semi-automatic Technology Opportunity Development (TOD) System Based on Firm's Technology Capability,	Changseok kim Korea
	2. 13R-104: Hybrid Vehicle Diffusion and Vehicle Market Structure in Korea	Yongseung Lee, Korea
	3. 13R-A77: Relationships of CSR Activity, Customer Value and Customer Trust: Altruistic Value as moderator variables	Sri Hartini Indonesia
	4. 13R-A81: Queue and Service Quality Evaluation to Increase Customer Satisfaction	Yetty Dwi Lestari Indonesia
	5. 13R-119: Efficiency Analysis of Several EU Stock Markets: Mean-Risk Efficient Portfolios	Tomáš Tichý, Czech Republic
<b>Tea Time</b>		
<b>Session 2.2 14 : 30   15 : 50</b>	<b>Chair : Dr. K. Jayaraman, Universiti Sains, Malaysia</b>	
	1. 13R-A02: Innovation and Economic Behavior of Chinese Ethnic Entrepreneurs in Improving Competitiveness of Small and Medium Scale Food Industry	Stefanus Yufra M. Taneo Indonesia
	2. 13R-A09: The Influence of Motivation, Perception, Learning and Memory against The Decision Process To Invest In Capital Market	Bambang Hadi Santoso Indonesia
	3. 13R-A94: The Role of Habit on Repurchase Intention in Modern Grocery Retailing	Diyah Tulipa Indonesia
	4. 13R-A95: The Consumer behavior Model of Switching Process From Premium Fuel to Pertamina	Budhi Haryanto, Indonesia
	5. 13R-087: Determinants of The Intention to Use a Natural Gas Vehicle as An Alternative to A Petrol Car: An Empirical Study in Malaysia	K. Jayaraman Malaysia
<b>Tea Time</b>		
<b>Session 2.3 16 : 00   17 : 20</b>	<b>Chair : Dr. Anis Eliyana, Airlangga University, Indonesia</b>	
	1. 13R-089: Measuring Human Potential in Organizations: Challenges and Innovative Solutions	Bettina Stevanovic Australia
	2. 13R-A26: The Influence of Job Satisfaction Factors toward Affective Organizational Commitment with Gender as a Moderator Variable	Edwin Pandu Pradana Indonesia
	3. 13R-A52: Are Capital Market Integrated? An Empirical Test between Indonesian Capital Market and ACFTA'S Members (Singapore, Malaysia, Philippines, and China)	Raras Palupi Astarini, Indonesia
	4. 13R-A67: Analysis Performance Portfolio Can Slim Evidence in Indonesia Capital Market	Nidya A, Indonesia
	5. 13R-A88: The Role of Training Need Analysis to Leverage Human Capital Competence, in Order to Gain Competitive Advantage	Ida Bagus Gede Adi Permana Indonesia

**DATE : July, 2 2013, Tuesday**

**LOCATION : Rama V-C, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 3.1</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Marius Potgieter, Tshwane University of Technology, South Africa</b>	
	1. 13R-025: Fundamental Principles of the State Policy: A Global Perspective	Noor Mohammad, Malaysia
	2. 13R-A49: Comprehensive and Integrated Innovation in the Implementation of E-Government in Indonesia	Tuwanku Aria Auliandri, Indonesia
	3. 13R-A54: Role of Culture and Behavior Intention to Quality Service of Maranatha Christian University Bandung	Sondang Mariani Rajagukguk, Indonesia
	4. 13R-A64: Innovative Method of Universities In Preparing Accounting Graduates To The "Real World"	Sondang Mariani Rajagukguk Indonesia
	5. 13R-003: Innovate or Stagnate' – A Choice South African Tour Operators Have To Make	Marius Potgieter, South Africa
<b>Tea Time</b>		
<b>Session 3.2</b> <b>14 : 30</b>   <b>15 : 50</b>	<b>Chair : Dr. Dwi Ratmawati, Airlangga University, Indonesia</b>	
	1. 13R-A30: Entrepreneurial Competencies and the Competitiveness of Agribusiness in East Java, Indonesia	Y. Lilik Rudianto Indonesia
	2. 13R-A32: The Influence of Entrepreneurial Ability on the Performance Of Online Businesswomen And Situational Factor As The Moderating Variable	Marhayanie Iskandar Indonesia
	3. 13R-A33: Entrepreneurship in State Finance Management in Indonesia	Mila Mumpuni Indonesia
	4. 13R-A72: Employee Stock Ownership Plan, Productivity, and Performance with Size as moderating variable	Dwi Ratmawati Indonesia
	5. 13R-058: A Study on the collective Leadership Skills of Forsspac's department Heads, Particularly on the Aspect of Team Leadership and People Development	Stephan Earl S. Chow Philippines
<b>Tea Time</b>		
<b>Session 3.3</b> <b>16 : 00</b>   <b>17 : 20</b>	<b>Chair : Dr. Tri Siwi Agustina, Airlangga University, Indonesia</b>	
	1. 13R-A17: The Influence of Goal Orientation on Junior Auditor Job Performance through Self Efficacy at Public Accountant Firms In Surabaya	Praptini Yulianti Indonesia
	2. 13R-A20: Impact of Foreign Seafreight Cost at The EPC Contract (Engineering, Procurement & Construction) 4th Project of SMGR	Effnu Subiyanto Indonesia
	3. 13R-A40: Entrepreneur Role Stress, Emotional Intelligence and Momprenneur's Innovative behavior	Tri Siwi Agustina Indonesia
	4. 13R-A96: Examining Entrepreneurial Social Support among Undergraduates	Jenny Lukito Setiawan Indonesia
	5. 13R-118: Organizational Behavior of Employees in Manufacturing Environment	Igor Stankovic Saudi Arabia

**DATE : July, 2 2013, Tuesday**

**LOCATION : Rama VI, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 4.1</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia</b>	
	1. 13R-A44: Influence of Macro Economic Factors, Banking Industry Factor, Bank Specific Factor on Bank Profitability in Indonesia: Panel Data Analysis	I Made Surya Negara S. Indonesia
	2. 13R-A70: Comparative Analysis of the People'S Business Credit/Kredit Usaha Rakyat (Kur) in Mandiri Sharia Bank Depok and Mandiri Sharia Bank Ciputat	Amalia, Indonesia
	3. 13R-A97: Lecturers' Entrepreneurial Competencies: Students' View	Christina Indonesia
	4. 13R-146: Poverty and Environmental Degradation: The Case of Turkey	Esra Banu Sipahi, Turkey
	5. 13R-155: E-Democracy, Social Media and E-Participation within the Context Of New Participation Opportunities Of The Internet	Erhan Örselli Turkey
<b>Tea Time</b>		
<b>Session 4.2</b> <b>14 : 30</b>   <b>15 : 50</b>	<b>Chair : Dr. Indrianawati Usman, Airlangga University, Indonesia</b>	
	1. 13R-A76: Family Financial Literacy in Surabaya, Indonesia	Meliza Silvi, Indonesia
	2. 13R-A78: The Application of Overall Equipment Effectiveness Method through Six Big Losses Analysis in Improving Production Effectiveness	Indrianawati Usman Indonesia
	3. 13R-A79: Comparative Analysis on Stock Intrinsic Value With Estimation of Stock Value and Stock Market Value For Decision Making "Buy, Sell, or Hold" In Telecommunication Sector at Quarter I Of 2013	Norita, , Indonesia
	4. 13R-A82: Governance Performance Testing Of Information Technology Using Cobit Framework for Accounting Transaction Security On Rural Banking (Bpr) In West Java	Nanang Sasongko Indonesia
	5. 13R-082: Contractual Employees' Perception & Organizational Commitment: A Case on Enerthrust Inc.	Triviño, Jyro B., Philippines
<b>Tea Time</b>		
<b>Session 4.3</b> <b>16 : 00</b>   <b>17 : 20</b>	<b>Chair : Dr. Fitri Ismiyanti, Airlangga University, Indonesia</b>	
	1. 13R-027: Impact of Service Quality on Customer Satisfaction in Indian Banking Sector	Suhas B. Pakhare, India
	2. 13R-031: Motivation for Small and Medium-Sized Entrepreneurs for Internationalization of the Indian Market	Sudarshan Giramkar, India
	3. 13R-A22: Slack Resource Theory and Good Management Theory on Corporate Social Performance	Fitri Ismiyanti, Indonesia
	4. 13R-A62: The Effects of Creativity and Innovation to Business Performance (Survey on the Smes Trusmi Batik Center, Cirebon)	Raeni Dwi Santy Indonesia
	5. 13R-A92: Investor Reaction Analysis to Reverse Stock Event at Company in Indonesia Stock Exchange Period 2001 – 2011	Irni Yunita Indonesia

**DATE : July, 2 2013, Tuesday**

**LOCATION : Rama VII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 5.1</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand</b>	
	1. 13R-A11: The Role of Spirituality and Creative Process Engagement for Service Employee Performance	Ardian Adhiatma Indonesia
	2. 13R-A45: Iron Maiden with a Soft Heart a Qualitative Study on Woman Leadership within the Context of Family Business	Lusy Tanaya Indonesia
	3. 13R-A59: Job Redesign and Employee Performance	Nuri Herachwati, Indonesia
	4. 13R-A83: The Model of Factors Affecting Collaboration Practice in Indonesian Small-Medium Enterprises Supply Chain	Amak Mohamad Yaqoub, Indonesia
	5. 13R-123: Problems and Strategies for National Innovative Climate Formation -The Case Of Thailand	Denis Ushakov, Thailand
<b>Tea Time</b>		
<b>Session 5.2</b> <b>14 : 30</b>   <b>15 : 50</b>	<b>Chair : Dr. Emilina R. Sarreal, De La Salle University, Philippines</b>	
	1. 13R-A61: Competitiveness Improvement of National Logistics Service Providers Industries through Collaboration, Perspective of Consumer Goods Manufacturer in East Java, Indonesia	Puspandam Katias Indonesia
	2. 13R-A75: The Role of Knowledge Creation Mechanism toward Marketing Performance	Masmira Kurniawati Indonesia
	3. 13R-A80: Foreign Entry and Banks Efficiency in Indonesia	Rahmat Heru Setianto Indonesia
	4. 13R-A43: Design of Improvement Priorities in Service Quality Dimensions Using Analytic Hierarchy Process Approach in Small and Medium Enterprises of Culinary Field in Surabaya-Case Study in Wapo Restaurant, Gotri Restaurant and SAS Restaurant	Febriana Wurjaningrum Indonesia
	5. 13R-094: Frontiers of Entrepreneurship Education in the Academic Entrepreneurship Ecosystem of RVR College of Business	Emilina R. Sarreal, Philippines
<b>Tea Time</b>		
<b>Session 5.3</b> <b>16 : 00</b>   <b>17 : 20</b>	<b>Chair : Dr. Sony Kusumasondjaja, Airlangga University, Indonesia</b>	
	1. 13R-A53: The Effectiveness Use of Internet and Intranet in Educational Institution	Lina Anatan, Indonesia
	2. 13R-A89: An Implementation of Material Requirement Planning (MRP) as Inventory Cost Control in Cigarette Manufacturer	Baling Kustriyono, Indonesia
	3. 13R-A12: The Use of Information and Communication Technology (ICT) to improve the performance of Agricultural Extension in Central Java	Sucihatningsih Dian Wisika Prajanti , Indonesia
	4. 13R-A56: Altruisme and Online Negative Word-Of-Mouth -An Indonesian Perspective	Dien Mardhiyah Indonesia
	5. 13R-A65: The Effect of Relationship Quality and Trust on Relationship Commitment in High-Contact Membership-Based Services	Sony Kusumasondjaja Indonesia

**DATE : July, 2 2013, Tuesday**

**LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 6.1</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Sydney Engelberg Hebrew University Jerusale, Israel</b>	
	1. 13R-A16: The Influence of Competency and Commitment to Organizational Citizenship Behavior and Its Impact to Employee Productivity Based On Perception of Supervisors- A Survey at Star Hotels in West Java	Asep Kurniawan Indonesia
	2. 13R-A23: Non Performing Financing: Macroeconomics and Microeconomics Analysis	Mutamimah Indonesia
	3. 13R-A35: The Influence of Employee Ability, Hospital's ethic and Leadership to Satisfasaction through the Employee Commitment: A Study on Indonesian Type a Government Hospital	Ria Mardiana Yusuf Indonesia
	4. 13R-A87: The Legal Protection for Transaction on Online Airline Ticket Reservation in Indonesia	Aris Armuninggar Indonesia
	5. 13R-026: Organizational Myths: How Organizational Change is misunderstood and Why It is so rarely Successful	Sydney Engelberg , Israel
<b>Tea Time</b>		
<b>Session 6.2</b> <b>14 : 30</b>   <b>15 : 50</b>	<b>Chair: Dr. Noor Mohammad, Universiti Kebangsaan Malaysia</b>	
	1. 13R-A10: Brand Community Integration toward Customer Brand Attitude- Study of IM3 School Community Bandung, Indonesia	Jurry Hatammimi Indonesia
	2. 13R-A39: The Role of Donor Gratitude in Relationship Marketing	Tanti Handriana, Indonesia
	3. 13R-A46: User Experience Blackberry vs iOS	Osa Omar Sharif, Indonesia
	4. 13R-A85: Information Asymmetry and Herding Behavior	Puput Tri Komalasari Indonesia
	5. 13R-063: Potentialities and Constraints towards Postgraduate Supervision and Learning Environment in Malaysia: An Overview	Noor Mohammad, Rohimi, Malaysia
<b>Tea Time</b>		
<b>Session 6.3</b> <b>16 : 00</b>   <b>17 : 20</b>	<b>Chair : Dr. Aida L. Velasco, De La Salle University, Philippines,</b>	
	1. 13R-A13: A Qualitative Study on Linking Organizational Trust and Task Characteristic	Izzati Khoirina Indonesia
	2. 13R-A50: The Influence of Product Innovation and Market Orientation to Competitive Advantage (A Survey on Smes Batik Deden Tasikmalaya)	Raeni Dwi Santy Indonesia
	3. 13R-A58: Analysis of Market Potential of Traffic Lights in Print Media Based Geographic Information System (GIS)	Marsudi Lestariningsih Indonesia
	4. 13R-A66: The Influence of Brand Awareness, Perceived Quality, and Brand Association Brand to Customer's Purchase Intention Decision	Trio Aji Indonesia
	5. 13R-136: The Role Innovation Actors in Philippine Business Incubation	Aida L. Velasco, Philippines

**DATE : July, 2 2013, Tuesday**

**LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 7.1</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Sergey Ivanov, University of the District of Columbia, USA</b>	
	1. 13R-028: Who are Necessity and Opportunity Entrepreneurship? A Closer Look on an Expanded Span	Dafna Kariv, Israel
	2. 13R-A36: Building a Knowledge Sharing Culture in Private Universities through Learning Organization	Rina Anindita Indonesia
	3. 13R-A55: An Influence of Organizational Culture and Knowledge Management to the Intellectual Capital	Ernie Tisnawati Sule Indonesia
	4. 13R-A71: Antecedent Knowledge Management and The Relationship with Job Satisfaction	Arif Firmansyah Indonesia
	5. 13R-088: Courage vs. <i>Feararchy</i> : Does Asia Need a New Organizational Paradigm?	Sergey Ivanov USA
<b>Tea Time</b>		
<b>Session 7.2</b> <b>14 : 30</b>   <b>15 : 50</b>	<b>Chair : Dr. Deseré Kokt , Central University of Technology, South Africa</b>	
	1. 13R-A48: Entrepreneurial Competencies, Market Orientation and Its Effect on Business (Survey of Small and Medium Enterprises (SMEs) of Cibaduyut Shoes Bandung, West Java, Indonesia)	Raeni Dwi Santy Indonesia
	2. 13R-A28: Acquisition Motive of Indonesian Public Firms	Djoni Budiardjo Indonesia
	3. 13R-A69: The Influence of Brand Credibility toward Customer Perceived Value, Customer Satisfaction, Customer Loyalty, and its Impact to Generate Word of Mouth Recommendation- Case in Bank Mandiri Jakarta	Yudi Pramudiana Indonesia
	4. 13R-169: An Innovation in Avatar Program to Promote the Response Rate of Online Teaching	Sohail Ahmed Malaysia
	5. 13R-023: Assessing the Knowledge Management Practices of Tourism Management Programs at South African Universities	Deseré Kokt South African
<b>Tea Time</b>		
<b>Session 7.3</b> <b>16 : 00</b>   <b>17 : 20</b>	<b>Chair : Hermawanto, Airlangga University, Indonesia</b>	
	1. 13R-A15: Human Resource Management: Strategic Theoretical Perspective	Dyah Sawitri Indonesia
	2. 13R-A37: Analysis of Marketing Strategy for Port Competitiveness in Indonesia	RUMAJI Indonesia
	3. 13R-A57: The Role of Information and Service Quality on Customer Satisfaction	Hartikayanti, Indonesia
	4. 13R-A91: Equifinality-Based Fit of Strategy, System, Structure, and Culture Contributed To Good Performance in the Service Organization	Hermawanto Indonesia
	5. 13R-176: Who Influenced Inflation Persistence in China: A Comparative Analysis of the Standard Cia Model And Cia Model With Endogenous Money	Ying Liao China

**DATE : July, 3 2013, Wednesday**

**LOCATION : Rama V-A, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country</b>
<b>Session 1.4</b> <b>09 : 00</b>   <b>10 : 20</b>	<b>Chair : Dr. Frederick Dembowski, President of IAIOI USA</b>	
	1. 13R-043: Factors Affecting Location Based Marketing: Using Small and Medium Enterprises in Taiwan as an Example	I-Chun Hsieh, Taiwan
	2. 13R-044: Exploratory Factor Analysis of Leisure Constraint for Playing Online Game through Mobile Phone	Shui Lien Chen, Taiwan
	3. 13R-055: Thailand and New Technological Innovation: a Social Sciences Perspectives	Darma R. Khairiree, Thailand
	4. 13R-056: Innovative Blended-Learning Approach Through The Usage of Modern Education Technologies -The Case Of International College At Suan Sunandha Rajabhat University-Thailand	Nalin. Simasathiansophon, Thailand
	5. 13R-057: Modern Factors of Leisure Quality as an Innovative Approach to Wage Increasing: the Case of Thailand	Siriwan Saksiriruthai Thailand
<b>Tea Time</b>		
<b>Session 1.5</b> <b>10 : 30</b>   <b>12 : 00</b>	<b>Chair : Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan, ROC</b>	
	1. 13R-165: Clarifying the Effect of Investment Type on Firm Performance in Two Environmental Contexts	Chiayu Tu Taiwan
	2. 13R-129: Project Management as Practical Solution for Long-Term Care Service	Chun-Hsien Su Taiwan
	3. 13R-130: Incorporating Innovation Concept into ISO 9001 Quality Management System (QMS)	Chwen-Ming Chang, Taiwan
	4. 13R-160: Offshore Outsourcing of Manufacturing SMES and Developing Organizational Dynamic Capabilities	Muhammad Mohiuddin, Canada
	5. 13R-173: The Study on Ballroom Service Quality to Affect Customer Satisfaction	Lin, Hsiu-Min Taiwan
<b>Lunch</b>		
<b>Session 1.6</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair: Dr. Hong-Cheng Liu, I-Shou University, Taiwan, ROC</b>	
	1. 13R-040: An Empirical Test on Asymmetric Volatility: Using the EGARCH Model	Szu-Hsien Lin Taiwan
	2. 13R-061: Exploring the Servicing Effectiveness of Social Media in Customers' Electronic Word Of Mouth (eWOM)	Li-Shan Chen Taiwan
	3. 13R-100: Risk Catered Model for Business Transformation with E-Business: Base on a Developing Country	Kasuni Weerasinghe, Sri Lanka
	4. 13R-115: Effects of Personality Traits on Staff Performance of Employees in Betel Nut Industry - Leadership Style as the Moderator	Hui-Yao Lin Taiwan
	5. 13R-172: A Study on the Factors to Affect the Satisfaction of Web Shopping	Lin, Hsiu-Min Taiwan



**DATE : July, 3 2013, Wednesday**

**LOCATION : Rama V-B, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country</b>
<b>Session 2.4</b> <b>09 : 00</b>   <b>10 : 20</b>	<b>Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia</b>	
	1. 13R-045: Factors Affecting Differentiation from the Perspective of Foreign Tourists: A Case Study of Taiwan Leisure Farm	Ho Yu Wu, Taiwan
	2. 13R-046: The Effects of Subjective Pricing Tactics Persuasion Knowledge and Value Equity on Purchase Intention of Social Media Game	Yen-Tsen Chen Taiwan
	3. 13R-062: The Best Customer Selection of Cloud Computing Services in B2B Industry	June-Hong Chen, Taiwan
	4. 13R-121: The Effects of Environmental Factors and Territorial Attitudes on Perceived Homogeneity in a Heterogeneous Urban Neighbourhood	Aldrin Abdullah Malaysia
	5. 13R-147: PHYSICAL FORM OF TERENGGANU WOODCARVING Principal form and layout, type of incision and perforation, type of motif and design principles in contemporary design applications	Nejira Salihbasic Malaysia
<b>Tea Time</b>		
<b>Session 2.5</b> <b>10 : 30</b>   <b>12 : 00</b>	<b>Chair: Dr. Cheng-Jui Tseng, Asia University, Taiwan, ROC</b>	
	1. 13R-035: Measurement of SCM Performance Based on a Combined Model of Information Entropy and OWGA: An Exploratory Analysis	Cheng-Yi Liu Taiwan
	2. 13R-054: The Impact of the Internet on Service Quality in the Banking Sector	Qazi Muhammad Moinuddin, Pakistan
	3. 13R-060: The Influence of Advancement Systems on Employee Loyalty in the Service Industry	Tzu-Ming Huang Taiwan
	4. 13R-067: Shift-share Analysis and Independences	Shu-Hen Chiang, Taiwan
	5. 13R-142: Evaluating a Consumer Behavior Model: A Structure Equation Modeling Case Study of Retail Chain Stores in South of Taiwan	Yu-Jia Hu Taiwan
<b>Lunch</b>		
<b>Session 2.6</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Shang-Pao Yeh, I-Shou University, Taiwan, ROC</b>	
	1. 13R-075: Change Management- Illustrating Senge's Notion of Learning Organization in Taiwan's Culture	Chao-Hua Li , Taiwan
	2. 13R-083: The Effect of Perceived Social Distance on Variety Seeking Behavior	Pei-Hsun Wu Taiwan
	3. 13R-084: The Determinants of Length of Stay of Senior Inbound Travelers in Taiwan	Hsiao-I Kuo Taiwan
	4. 13R-095: The Relationships between Service Entrepreneur, Capabilities, and Business Overall Performance	Hui-Ling Huang Taiwan
	5.13R-102: Occupational Stress of Branch Managers' in State Commercial Banks of Sri Lanka	WRPK Fernando Sri Lanka

**DATE : July, 3 2013, Wednesday**

**LOCATION : Rama V-C, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 3.4</b> <b>09 : 00</b>   <b>10 : 20</b>	<b>Chair : Dr. Sergey Ivanov, University of the District of Columbia, USA</b>	
	1. 13R-051: Extroversion, Team Helping, and the Performance of Demographically Diverse Teams	Hsi-An Shih Taiwan
	2. 13R-081: Implementation of Decision Tree Learning Method (Id3) Web-Based For Production Optimization- Case Study of Towels Apparel Company	YoulliaIndrawaty N., Indonesia
	3. 13R-099: The implementation of KANO METHOD for defining features in Information System of Food Inventory	Mira Musrini Barmawi, Indonesia
	4. 13R-021: Re-Thinking the Future of Learning: The Possibilities and Limitations of Technology in Education in the 21 <sup>st</sup> Century	Raysa Leer, USA
	5. 13R-022: A Deeper Look into Education from the U.S.A. ,Toamman, Jordan	Sana J. Kifafi, USA
<b>Tea Time</b>		
<b>Session 3.5</b> <b>10 : 30</b>   <b>12 : 00</b>	<b>Chair : Dr. Shieh, Chich-Jen, Chang Jung Christian University, Taiwan, ROC</b>	
	1. 13R-066: Exploring the Relationship between Service Quality and Consumer Behaviors-A Case Study of 85°C Bakery Café from Taiwan	Chao-Hua Li, Taiwan
	2. 13R-068: A Survey and Analysis of Consumer Perceptions of the Service Quality of Housing Repair/Refurbishment Service Providers in Taiwan	Sung-Lin Hsueh , Taiwan
	3. 13R-076: Social Capital and Knowledge Creation- A case study of a Healthcare Organization from Taiwan	Chao-Hua Li Taiwan
	4. 13R-137: Compare the different International Tourist Hotels on Niche Theory	Chao-Yuen Cheng Taiwan
	5. 13R-148: Effects of Overseas Adaption on Job Satisfaction of Expatriates in Textile Industry	Shieh, Chich-Jen Taiwan
<b>Lunch</b>		
<b>Session 3.6</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Aleksey Kuskov, International Public Tourism Academy, Saratov, Russia</b>	
	1. 13R-069: The Research for Exploring Design Issues by Co-Related Marketing and Design Strategy	Yen Hsu Taiwan
	2. 13R-103: A Study on the Competencies of Hotel Butler	Peir-Yuan Patrick Li Taiwan
	3. 13R-107: A Study of Shape Generation by Parameterization of Product Features	Chi-Hung Lo Taiwan
	4. 13R-108: A Study of the Complexity of Operation Interface Layouts of Products	Ya-Chuan Ko
	5. 13R-072: Innovative Modernization of the Tourism Production and Mega-Trends of the Tourist Consumption	Aleksey Kuskov, Russia

DATE : July, 3 2013, Wednesday

LOCATION : Rama VI, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

Time	Topic of Seminar	Country/Region
<b>Session 4.4</b> 09 : 00   10 : 20	<b>Chair : Dr. Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand</b>	
	1. 13R-041: The Role of <i>Kerapatan Adat Desa</i> (Rural Institution) in Developing the Rural Area (Case Study in Padang Pariaman District, West Sumatera Province)	Wedy Nasrul Malaysia
	2. 13R-140: Research of the Tourists' Satisfaction with Hot Springs Resort – A case study of Reikei Hot Springs Resort in Guanziling, Tainan, Taiwan	Wan-Yu Chang Taiwan
	3. 13R-120: Innovation Approaches to Tourist Industry Management in Russia in The Context of Social and Cultural Specificity.	Andreeva Ekaterina Russia
	4. 13R-164: A study of MICE Attendees' Lodging Choice Factor: an empirical case of 2013 Taipei International Cycle Show	I-Ying Chang Taiwan
	5. 13R-166: User Preferences for Seating Objects In Putra Perdana Public Park, Malaysia	Perumal Velu Malaysia
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<b>Session 4.5</b> 10 : 30   12 : 00	<b>Chair : Dr. Chi-Hung Lo, Tunghai University, Taiwan, ROC</b>	
	1. 13R-149: A Music Retrieval System Based On Emotional Dimension of Thayer's Model	Shih-Kai Chen Taiwan
	2. 13R-151: A Study on the Corporate Identity System Design for Cognition and Aesthetic Measures	Zhen-Yang Lin Taiwan
	3. 13R-152: An Application for Form and Structure of Hairdryer Based on Concurrent Design Strategy	Chien-Yu Lin Taiwan
	4. 13R-153: Concurrent Design Method For Developing A New Toaster	Zhang-Chen Tian, Taiwan
	5. 13R-154: Concurrent Design Strategy in Modeling and Structure of Dehumidifier Research	Hua-Cheng Kao, Taiwan
<b>Lunch</b>		
<b>Session 4.6</b> 13 : 00   14 : 20	<b>Chair : Dr. Shu-Hen, Chiang , Chung-Yuan Christian University, Taiwan, ROC</b>	
	1. 13R-065: An Empirical Study on Intra-year Shifts in Earnings Distribution and Earnings Management in Taiwan	Li-Hua Lin, Taiwan
	2. 13R-077: Exploring Knowledge Sharing Through the Internal Processes and Difference among Communities of Practices	Chao-Hua Li Taiwan
	3. 13R-080: Performance Evaluation Practices in Public Sector Enterprises in India: an edge of Balance Scorecard over MoU	Seema Gupta India
	4. 13R-117: Study on motivation with Consumers' Intention to Continue Using Community Websites	Szu-Yuan Sun Taiwan
	5. 13R-138: Supportive or Defensive One- Which Communication Climate Prevails In Higher Education Institutions of Pakistan?	Munazza Ambreen Pakistan

**DATE : July, 3 2013, Wednesday**

**LOCATION : Rama VII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 5.4</b> <b>09 : 00</b>   <b>10 : 20</b>	<b>Chair : Prof. Hsien-Bin Wang, TransWorld University, Taiwan, ROC</b>	
	1. 13R-030: Innovation Management: A New Proposal for a Researcher's Innovative Capacity Enhancement Model	Nophadon Luangpirom Thailand
	2. 13R-096 : The Impacts of Social Intelligence, Emotional Intelligence and Personality Fit on Physician-Patient Relationship : The Views of Physicians and Patients	Hung-Chih Lai Taiwan
	3. 13R-116: Tourism Research and Development Center of Knowledge Transfer and Innovation	Tsai-Chiao Wang, Taiwan
	4. 13R-163: A Study on Structural Equation Modeling of How Customer Motivation, Hostel Service Environment, and Customer Experience Affect Customer Loyalty	Chun-Shuo Hsu Taiwan
	5. 13R-167: Exchange Rate Pass-Through and it's Impact on Inflation: A Comparative Study for Australia, China and India with Disaggregated Data	Shrabani Saha Australia
<b>Tea Time</b>		
<b>Session 5.5</b> <b>10 : 30</b>   <b>12 : 00</b>	<b>Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan, ROC</b>	
	1. 13R-047: Job Stress towards Organizational Change: A Study of Textile Industries of Northern India	Anis Ahmad, India
	2. 13R-086: Strategy for Application of ICT Business Innovation Technology in Retailing	Hsiang-Ting Su Taiwan
	3. 13R-134: A New Approach of Building an SoC Design Laboratory	Chih Yuan Huang, Taiwan
	4. 13R-161: Application of Data Envelopment Analysis to the Performance Appraisal of E-Learning in Public Sectors	Hong-Cheng Liu, Taiwan
	5. 13R-175: Pilot Study of an Innovative Ontology-based Approach on Learning Performance of Different-Achieving Secondary School Students	Yao-Chien Hsieh Taiwan
<b>Tea Time</b>		
<b>Session 5.6</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Prof. Jenn-Yang Lin, Far East University, Taiwan, ROC</b>	
	1. 13R-078: Problems Faced by Female Entrepreneurs: A Case from Sindh Pakistan	Pir Roshan Shah Rashdi Pakistan
	2. 13R-085: A Study on the Establishment of Creative Model for Expanding Cultural Imagery to Cultural Product Design	Chung-hung Lin
	3. 13R-133: Applying TRIZ and Life Cycle Engineering to Eco-innovation Product Design: A Practice Case	Jyh-Rong Chou Taiwan
	4. 13R-156: Multi-Dimensions Evaluation of Cultural Creativity Products in Remote Districts	Ying-Jye Lee Taiwan
	5. 13R-162: Effect of Web-Based Training on Corporate Performance – Evidence from Hotel Industry	Cheng-Jui Tseng Taiwan

**DATE : July, 3 2013, Wednesday**

**LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 6.4</b> <b>09 : 00</b>   <b>10 : 20</b>	<b>Chair : Dr. Ying-Jye Lee, Kaohsiung University of Applied Sciences, Taiwan, ROC</b>	
	1. 13R-064: How to Evaluate the Performance of the Home -Delivery Depot'S Operation?	Chin-Wei Liu Taiwan
	2. 13R-122: Tweets, Retweets for Oreo Touchdown	Vimviriya Limkangvanmongkl, USA
	3. 13R-139: Corporate Social Responsibility in Apparel Industry of Sri Lanka	W R P K Fernando, ,Sri Lanka
	4. 13R-174: A Concept Map-Oriented Gesture-based Learning System in Earth Science course	Sheng-Wen Hsieh, Taiwan
	5. 13R-171: A Study on the Acceptability to Pumpkin Regimen Bread among Preseniors- Taking the Preseniors on Tainan for Example	Liu, Mean-Shen Taiwan
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<b>Session 6.5</b> <b>10 : 30</b>   <b>12 : 00</b>	<b>Chair : Dr. Shih-Mao Lin, National Kaohsiung University of Applied Sciences, Taiwan</b>	
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	2. 13R-110: A Study of First Adopter Behavior of E-readers Among Chinese College Students in Taiwan	Sheng Chung Lo Taiwan
	3. 13R-111: Paternalistic Leadership and Ethical Judgment in Chinese Management: Confucian and Collectivism Approaches	Kai-Ping Huang, Taiwan
	4. 13R-112: Parenting Styles and Teachers' Act Strategies in Classroom Interactions on Preschoolers' Emotion Regulation Competence	Yi-Chan Tu, Taiwan
	5. 13R-113: Affective Commitment, Interactional Justice, Parent-Child Participation, Satisfaction and Loyalty in B & B Services	Ming-Yuan Wang, Taiwan
<b>Tea Time</b>		
<b>Session 6.6</b> <b>13 : 00</b>   <b>14 : 20</b>	<b>Chair : Dr. Mei-Ju Chou, Early Childhood Education Department, Taiwan Shoufu University, Taiwan</b>	
	1. 13R-126: Nostalgia, Perceived Value, Satisfaction, and Loyalty of Cruise Travel	Ming-Yuan Wang Taiwan
	2. 13R-144: Competitiveness Analysis on Taiwan Wafer Foundry Industry	Ping -Sen Pao Taiwan
	3. 13R-168: The Effects of Music Technology Curriculum on Young Children's Learning: From the Perspective of Creativity Capability and Aesthetic Appreciation Development	Chia-Hui, Ko Taiwan
	4.13R-177: Internationalisation of Family Firms: The Effects of Entrepreneurial Orientation and Generational Involvement	Sheng Chung Lo, Taiwan
	5. 13R-178: Managerial Behavior in Emerging Economics- A Study on Guanxi and Ethical Judgement in Chinese Management in China	Jane Tung Taiwan

**DATE : July, 3 2013, Wednesday**

**LOCATION : Rama VIII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 7.4 09 : 00   10 : 20</b>	<b>Chair: Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC</b>	
	1. 13R-024: Resources and Capabilities Development of Musicians: The Case of the School of Higher Sacred Music of the Archdioceses of Guadalajara	José G. argas-Hernández, México
	2. 13R-033: Using Mystery Shopper Method to Explore the External Stimulus Factors of Amusement Park	Hsien-Bin Wang, Taiwan
	3. 13R-038: Exploring the Relationships among Corporate Social Responsibility, Service Quality, Corporate Image and Purchase Intentions Evidenced from Taiwanese Convenience Store Consumers	Ching-Sing You Taiwan
	4. 13R-053: Co-Creation for the Promotion of Organizational Strategically Innovation and NPD Performance	Yen Hsu, Taiwan
	5. 13R-179: An Exploratory Study of Entrepreneurship in Taiwan – A Multi Case Examination	Wen-Chia Tsai Taiwn
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<b>Session 7.5 10 : 30   12 : 00</b>	<b>Chair : Dr. Oleg V. Lokota, National Economy and Public Administration, Russia</b>	
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	2. 13R-145: Applying Zaltman Metaphor Elicitation Technique to Concretize Abstract Cultural Elements of Baishatun Matsu	Ying-Jye Lee Taiwn
	3. 13R-073: Innovations in Governance Development Due To the Business Virtualization	Oleg V. Lokota, Russian
	4. 13R-059: Key Success Factors of Dispatched Personnel in Enterprises	Hsin-Hsi Lai Taiwan
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## **Analysis Of Factors Affecting The Role Of Women In Domestic Economy Needs Of Fishermen Family- Case Study In Coastal Sayung Demak**

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### **Abstract**

Women's participation in fulfilling the needs of fishermen fishing families cause rise to the dual role of women fishing, in addition to being a housewife is also required participation in helping the economic needs of the family, on the other hand fisher woman demanded to carry out the main tasks in the household as well as possible. This study aims to (1) identify the profile of women's fishing and (2) determine the factors that affect women's economic needs of fishermen families. A total of 85 female fishers were sampled by purposive sampling. Multiple regression analysis was used to analyze the factors that affect the participation of women in the family economic needs of fishermen. Most of the fishermen in the study area women of childbearing age (55.3%) with relatively low education level of the SD (78.8%). The Number of family members of fishermen in the study are most of the 5-7 people (58.9%) with a average family income (husband plus wife) is 880,000 rupiahs. Factors that significantly influence the role of women in the economic needs of fishermen fishing families is their husband's income, the outpouring of time, level of education, number of family members and fishermen status.

**Keywords:** Gender, multiple roles, women fishermen, socio-economic, fishermen families.

## 1. Background

Almost all the shallow waters around the coast of Indonesia became the mainstay of livelihood for local fishermen as fish and shrimp fishing area. Coast is an area that has great potential for marine, coastal communities but most of livelihood as fishermen still synonymous with the problem of poverty is still a classic coastal phenomenon, because the level of economic and social welfare of the poor (Kusnadi, 2003).

The existence of limited income of fisherman family has demanding women fishermen and their children to work in the coastal areas. Coastal Woman or women fisherman is a term for a woman who lives in the family fishing. The women in the family are generally involved in the activities of fishermen making a living family (Astutie, Hariati and Widiati, 2008). In the course of sea fishing fisherman women play a very strategic, especially in the realm of post-harvest and marketing of fisheries products (Dinarsih, 2007)

In some areas the role of women fishing, also frequently touched areas considered as the work of men like the fishing is commonly found in the activity of catching crabs in mangrove Bintuni Bay area of Papua. This productive role, for women fishers often beat or domestic reproductive role. Study results Widaningroem et al. (in Dinarsi, 2007) on the south coast of Yogyakarta shows that although reproductive roles performed by women such as cleaning, washing and preparing meals to reach 80% of the allocation of time each day, when they are doing productive activities on the coast, the role temporarily abandoned and turned over to the child or mother / grandmothers. This contribution to the income of fishermen family, can achieve half of their husband's income.

Approximately 60% of population of Java Island is located in coastal areas with a density of 300-3000 people per km<sup>2</sup> who depend on fisheries. However, season and strength of the waves are difficult to overcome, possessed little capital and did not have adequate technological equipment are factors that cause traditional fishermen more vulnerable to natural and economic pressures (Suyanto, 1996).

Demak region potentially good fishing very abundant marine fisheries and aquaculture, with a coastline of 34.71 Km spread in 4 districts (Sayung, Karangtengah, Bonang and Wedung). The resulting production of marine fisheries in 2010 reached 1476.75 tons with a value of 6123, 84 million rupiahs (BPS, 2011). For most people's main livelihood in coastal areas of Demak district is fishing. Traditional fishing communities are communities with poor socio-economic conditions in comparison to the outside community engaged in other fields. On the other hand human resources in fisheries generally still weak. This condition is described by the structure of employment and low education levels. Low levels of education of fishermen and fish farmers tend to inhibit the transfer of technology and skills that impact on the ability of management and business scale. As a result, fishermen will be hard to get out of the circle of problems faced (Budiastuti in Jume'edi, 2005).

To meet the daily needs, women fishing families (include wife and children) as part of a family of fishermen, also earning a living as an additional family income. Domestic fishermen to supplement the family income are usually doing other activities that can bring an extra income. According Aryani (1994) selected the type of activities of women in the family is a type of domestic activities. The type is not tied to hours of work, this is due to the woman's family did not want the fishermen to leave the main job at home.

Similarly, a phenomenon that occurs in district Sayung beach which is most of its population income is also fisheries. The economic condition of fishermen are still low and inadequate, has pushed many families women go fishing for a living. It can be seen the number of women in the coastal district of fishermen that working on fishery processing sector (Survey, January 2012).

Participation of women in the work gave rise to the dual role of women, where women are required participation in the needs of economic development and assist families, on the other hand, women also required to carry out the main tasks in the household as well as possible. Therefore the formulation of the problem in this study is what the factors that influence women's participation in household economic needs of fishermen? Based on formulation of the problem, the purpose of this study is: (1) Identify the profile of a woman fishing in coastal of Sayung district - Demak regency, (2) Analyze the factors that affect women's fishermen take part in household economic needs of fishermen in the coastal of Sayung district, Demak Regency.

## **2. Materials and Methods**

Since the last two decades, the discourse on gender has begun to busy talking about people. The events surrounding the world of women in various parts of the world has also led to the development of a long debate about feminist thinking which is based on the analysis of "gender relations". When called budget common gender word is synonymous with women. Gender is a concept that always speaks of the social problems of men and women equally (Astuti, 2011:1). Blurring the meaning of the term gender has resulted in gender struggles faced much opposition that does not just come from men who feel threatened "hegemonic power" but also come from the women themselves are not aware of what is actually disputed by the gender struggle. Gender concepts must first be distinguished from the concept of sex or biological sex. Understanding sex or biological sex is division two sexes are biologically determined human attached to a particular gender (Fakih in Astuti, 2011).

Narayan et al (the World Bank, 2006) wrote of social norms and customs define the roles of women and men within the family and society shape the individual reference and authority relations between the sexes, and also specify the type of work that is appropriate for women and men. Men would look awkward if done properly job as women's work, while women are considered not feminine or invite sexual interaction when working in the nominated men. In social norms creates strong incentives that guide a person's attitude as husband / wife, parents and workers and citizens outside the bounds of behavior deemed worthy will shows social sanction of formal and informal systems.

According to The World Bank (2005) reported that worldwide, women do the bulk of child care and household care. In general, women combine domestic work with market and non-market work to supplement your income or increase in household consumption, but usually not recorded in traditional employment statistics. Women also tend to work with the number of hours worked and higher-time than men when the job market and households alike calculated.

This raises the question of how the impact of the imposition of housekeeping and other chores on women to the welfare of women relative to men. The gender division of labor in the family means that women bear the expense of housework activities to increase revenue (income generating activities), it would weaken their bargaining position and ability to make

decisions in the family. It also carries implications for their wealthy. In addition, the gender disparity in the number of working hours showed that although no gender bias in household consumption in a house over, women will spend more hours working than men to achieve the same level of consumption as described by Loptong and Ravallion (the World Bank , 2005)

In Gender and development, World Bank Policy Research Report (2005) described the technology, the availability of labor market functioning, as well as the norms of gender segregation in employment are the three things that are very instrumental in the allocation of resources for work and entertainment in a society. In most societies, women are burdened with domestic responsibilities of cooking, fetching water, looking for fuel, as well as child care for sick family members or elderly. The average time women work longer than men, especially when having to work to earn money.

On the other hand, men are expected to be the main breadwinner and protector of the family, and the dignity and status in the society is formed from its ability to meet the expectations of increasingly assertive rules and hierarchies of gender roles in society, the more rigid gender roles also segregation in society. Economic development creates incentives and opportunities that can remove rootedness of gender segregation in economic roles allow women to participate as well as men in the market economy (not just when his only economic recession) and the men began to join various roles in the affairs of the household. Economic growth could ease the burden of household women, give them a break time is longer and the option to engage in the labor market.

Woman or women coastal fishing is a term for a woman who lives in the family fishing. Revenue is highly dependent on fishing gear and catches fish marketing. While the arrest itself is generally greatly influenced by the type of boat, fishing gear, seasons and nature, as well as the potential of the existing fish resources. There are two factors that cause the emergence of vulnerabilities on the family fishing season and fish price and durability. Like the lives of farmers, fishermen life is strongly influenced by changes in the weather and nature. During fishing season, daily life there is no problem even if the price drops a little fish, but the fishermen Income remained elevated. The problem is when it is time to enter the surf west season or seasons where no fishing activity at sea, weather disturbances, lack of capital and excessive exploitation and mismanagement led to the arrest of a traditional fishing areas increasingly entangled in poverty. The issue price and the durability of the fish that can not survive long, if not immediately sold, it will rot and therefore the price is a very cheap (Mukhlis, 1998). Small fishing usually able to survive because generally have side jobs or fisherman whose family members go to work. Most fishermen involving wives or other family members to help make a living, either inside or outside the home in order to sustain their economic life (Suyanto, 1996).

Most of the coastal communities are depend on fishing sector. Low of education, still using traditional tools and an inability to work in other field than fisheries are caused difficulties coastal communities out of the poverty problem. To meet the increasing of economic needs of the families, the wife (wives of the fishermen) other family members were forced to do the actual work that is not their responsibility. Many factors can encourage women to participate in economic sustain fishing families among individual factors, including education level, the outpouring of time and age. Family factors include the husband's income, status, and number of family members. Relationship of these factors can be described as follows:



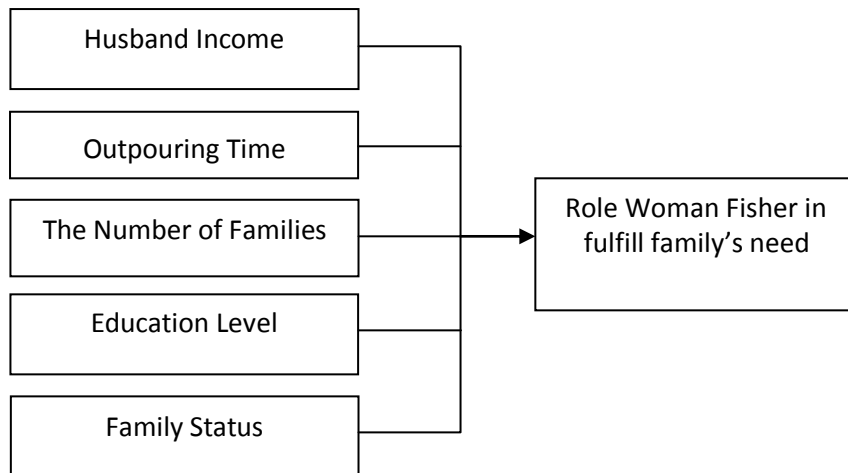


Figure 1: Research Framework

The population in this study was women fishermen in the coastal village of Bedono, sub-district Sayung at Demak regency, amounting to as many as 573 fishermen. A total of 85 women fishers were sampled using simple random sampling. Multiple regression analysis was used to examine the influence of factors that affect women's role in family economic needs of fishermen. This research model can be written as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$$

Description:

Y = The role of women fishers (fishers female share of the total income of a family of fishermen)

X1 = husbands income (Rupiahs / month)

X2 = outpouring of women working time (hours)

X3 = Number of Family Members (people)

X4 = level of education

x5 = status of women fishers (scale of 0 = dummy fisherman family labor, 1 = family fishing skipper)

$\beta_0$  = constant

$\beta_i$  = regression coefficient

e = error

Partial test is used to determine the effect of independent variables with the dependent variable at a significance level chosen by t test (Gujarati, 2003). If the t-value is bigger than t-table or significance probability value is smaller than the chosen then  $H_0$  is rejected.

## 4. Results and Discussion

### 4.1 Profile of Female Fishermen

To know the profile of women's fishing in this area of research can be done through the description of the respondent. Respondents in this study were women in the fishing village of coastal district Bedono- Sayung Demak regency. All number of 85 female fishermen in Bedono village taken as respondents to obtain information about the profile of women fishermen in this study. Description of respondents presented by: age, level of education and

the number of families. The average age of respondent housewife fisherman in this study was 44.2 years. Respondent base on age is shown in Table 1 as follows

Table .1  
Respondent by Age

No	Age Respondents	of	Frequency	Percent
1	<30 Years		1	1.2
2	31-40 Years		30	35.3
3	41-50 Years		47	55.3
4	>50 Years		7	8.2
Total			85	100

Sources: Primary data processed, 2012

Shown on Table 1 the majority (55.3%) of respondents in the study were between 41-50 years. This shows that housewives fishermen in the study area is still in the productive age range in the work so that the mother-housewife fishermen in the study area still has a high morale in order to meet the economic needs of fishermen families especially those with many family members. Education level of respondents in this study can be seen in Table 2 as follows:

Table. 2  
Level of Education of Respondents

No	Education	Frequency	Percent
1	No School / Not finished	3	3.5
2	Elementary School	67	78.8
3	Junior high school	13	15.3
4	high school	2	2.4
Total		85	100

Sources: Primary data processed, 2012

Based on Table 2 above shows that the majority of respondents in the study elementary education (SD). The table shows, housewife fishermen in the study area has a low level of education. The low educational level of mothers resulted in helping households meet home economics fishermen, only able to enter the work as laborers with low wages. Besides generally housewives in the study area are also only able to work in the fisheries sector which had been passed down through generations. Respondents by the number of families as shown in Table 3 below:

Table. 3  
Number of Families

No	Family Number	Frequency	Percent
1	<5 People	5	5.9
2	5-7 People	50	58.8
3	8-10 People	29	34.1
4	> 10 People	1	1.2
Total		85	100.0

Sources: Primary data processed, 2012.

Table 5.3 shows that the vast majority or 50% of respondents have family size between 5 to 7 people. This indicates the economic burden on families of fishermen is quite high, if only one person is working to meet the economic needs of fishing families. Hence, the need for family members who work to ease the burden. Median family income of fishermen in the study area for Rp.880.000, -per month. The income is used to meet the economic needs of families, most of the number of families in the top 5 so that the economic burden of families in the area research still felt heavy. In detail, the family income of respondents is shown in Table 4 below:

Table 4  
Income Families

No	Family Income	Frequency	Percent
1	<500,000	33	38.8
2	500000-1000000	32	37.7
3	>1,000,000	20	23.5
Total		85	100.0

Sources: Primary data processed, 2012

Based on Table 4 above shows that the majority or 76.5% of respondents family income of less than one million dollars. This shows the household income of fishermen in the study area is still not sufficient for the family economy, especially with family members over 5 people. To ease the economic burden of the family including some family members of the housewife must go to work.

#### 4.2. Regression Analysis

To understand the factors that influence women participate in family economic needs of fishermen performed with multiple linear regression analysis. Such factors include husband's income, the outpouring of time, family size, education level, and family status of the fishermen. Results of multiple linear regression analysis in full can be seen in Table 5 below:

Table. 5 Estimated Regression Output

Variable	Standardized Regression Coefficient	Std error	t-value
Husband income (X1)	-.354	.004	-3.824***
Outpouring of time (X2)	.271	1.386	3.505***
Aug Family (X3)	.456	1.451	5.474***
Education level (X4)	.247	5.722	2.676***
Status (X5)	.235	7.521	2.603**
F-Value : 19,067			
Sig. : 0,000***			
R <sup>2</sup> Adj : 0,518			
Dependent Variable : Income Share of female fishermen			
Description:			
*** significance level up to 1%			
** significance level up to 5%			

Based on the analysis of the data, it can be explained that the husband's income gives a negative coefficient of -0.354 which means that the smaller the husband's income, then to meet the economic needs of the family, the wife or other family members will seek to work in order to get additional income so the income of family fisherman husband increase. Lower Income of household economy resulted in less need for pushing wife trying to meet the shortfall by finding other income by working. The smaller the household income generated by the husband, the more demanding the role (portion) wife in order to meet the need of donated income households (Zein, 2000). In economic difficulties, usually wives of fishermen (fisher-women) took part in the show to support their families (Norr, et al. 1991), for example with a variety of activities so that in certain circumstances can be overcome economic hardships households (Zein, 2000). In accordance with the nature of a woman in the countryside have a dual role, namely as a housewife as its main role (taking care of husband, children and households) and the second role is to make a living to help the household economy, (Aminah & Yater in Zein, 2006 ).

Outpouring of time gave a positive regression coefficient of 0.271, which means that the flow of time fishing families in working women will be more in line with the needs of the growing economic burden of fishermen families. The amount and flow of time women in household activities are generally higher than the outpouring of male labor. The women are charge as domestic work (household management) that require more time. Household chores are done before and after work for a living. Dual role is what causes female labor mobility is limited (Sajogyo, 1987). Quantitative basis, the dual role of women will be very large if the subsistence activities undertaken in the fisheries sector are increasingly uncertain at this time.

Family members provide a positive regression coefficient of 0.456, which means that family members are the greater the role of women (wives of fishermen) will be greater to cover the needs of a growing economy with increasing number of family members. Family members the greater the role of women (wives of fishermen) will be greater to cover the needs of a growing economy with increasing number of family members. The Number of family members will affect the amount of work done housewife. Allocation of household labor time flow is determined by background and overall condition of the household. Family size and composition affect the flow of household labor time to earn a higher income in order to meet the growing needs of their families (Irawan in Jume'edi, 2005:17)

Education level had positive coefficient of 0.247, which means the higher education level of women (wives of fishermen), the role of housewife is getting big in contributing to support their families. This is because women who have higher levels of education would be minded gender equality in which a woman may also work. Level of education affects one's perspective on something in this awareness participate to meet the needs of working families. The higher of education level of women (wives of fishermen), the role of housewife is getting big in contributing to support their families. This is because women who have higher levels of education would be minded gender equality in which a woman may also work. Women's education and also determine the type of employment opportunities. Employment opportunities for who have low education level are limited, so they can only work as laborers, or jobs requiring less energy of think (Aryani, 1994:18)

Status result a positive regression coefficient of 0.235, which means that women fishing skipper participation in the economic needs of fishermen families is greater than the fisherman women workers. Family income between different groups of fishermen are general because the small fishing laborers fishermen, fishing families workers must work harder to

provide for their families need than women fishing skipper. While the women in the family who has not married her outpouring time more than who have a family because they do not have responsibility for the husband and the responsibility of the child

The Government through the Department of Marine and Fisheries (DKP) has provided a variety of programs aimed at improving standards of living and economic conditions of fishermen, especially to increase the household income of fishermen, meanwhile until today only certain activities that can cover all fishermen. Therefore DKP as a government organization have responsibility to improve the welfare of coastal communities to provide skills training program for fishermen wives, for instance: fisheries processing, managing family finances, how to manage of small fisheries business, etc. This is expected to sustain the income of the husband whose incomes tend to be seasonal. Besides, other government organizations such as the Office of Empowerment and Family Planning has been also doing coaching for better family planning, program 2 children are enough. With this program expected life of fishermen can be better planned and not burdened economically by the number of children that a lot. Organization of fishers as a group of fishermen very important role as a partner of the government in an effort to improve the welfare of fishermen not only provide feedback (capital assistance, boats, nets) and hook (increased fishing skills of women), but also provides enhanced thinking skills through a variety of education and also improving access to education for children of the fishermen (scholarships). Based on our observation at the study area show that increase the real economic needs of families of fishermen due to the inflated prices for basic needs, medical expenses and costs for education as well as operating costs for fishing. Meanwhile there is no significant change for fish prices. Therefore, these condition needs to get the attention of the government through the Department of Marine and Fisheries organizations by implementing Coastal Resource Management in the study area to maintain the sustainability of fish stocks and special fuel price policy for fishermen.

## 5. Conclusion

The Factors that influence participation of woman fishermen to fulfill economic needs of fishermen family in the study area are husband's income, the outpouring of time, level of education, family size and family status. Based on the results of the study some recommendations that can be considered for government officials, among others: (1) conduct outreach about the similarity of responsibilities between men and women in family life, so as to create a balanced division of labor between men and women (2) developing social awareness on the community to be fair in terms of responsibilities between men and women. Government has a responsibility to improve the economy of coastal communities with a variety of policies among others program of skill training fisherman's wife, cheap fuel and sustainable management of coastal areas.

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