# Contents

## Business Intelligence

The Use of Social Media in Gathering and Sharing Competitive Intelligence.............................................1  
Vilma Vuori, Jaani Väisänen

Utilizing Business Intelligence Framework for Leveraging Product Lifecycle Management...........................9  
Jussi Myllärniemi, Jussi Okkonen, Hannu Kärkkäinen.

Intensifying Patient Flow Management by Using Data Mining Methods........................................................17  
Jouni Paavilainen, Jussi Myllärniemi, Jaani Väisänen

Monitoring the Evolutionary Patterns of Technological Advances Based on the Dynamic Patent  
Lattice: a Modified Formal Concept Analysis Approach..............................................................................25  
Changyong Lee, Yongtae Park

Relationship among Customer Value, Satisfaction, and Loyalty of Social Network Service...........................32  
Kuan-Wei Wu, Hsiu-Lan Wu, Huei-Mei Liang

A Functional Model for Data Analysis and Result Visualization.................................................................40  
Nicolas Spyratos, Ekaterina Simonenko, Tsuyoshi Sugibuchi

## Case Study in e-Health

A Framework for the Design of Speech-Enabled Self-Care E-Health Systems.............................................49  
Oyelami, Olufemi Moses, Uwadia, Charles Onuwa, Akinwale, Adio Taofeek

A Case Study for Exploring Dental Patients’ Preferred Roles in Taiwan......................................................56  
Yon-Lin Cheng, Ya-Hsin Li, Chi-Chang Chang, Chung-Han Lee

Modeling Medical Summary Sharing Service with Web Services............................................................61  
Yung-Hsiu Lin, Rong-Rong Chen, Su-Chien Chiang, Her-Kun Chang

## Customer Relationship Management

Mining Implicit Patterns of Customer Purchasing Behavior Based on the Consideration of RFM  
Model.........................................................................................................................................................67  
Liewean Cheng, Ja-Shen Chen, Che-Wei Chang

Examining the Role of Information Technology in Cultivating Firms’ Dynamic  
Marketing Capabilities...............................................................................................................................74  
Eric T. G. Wang, Han-Fen Hu, Paul Jen-Hwa Hu

A Value-Based Framework for Internet-Enabled CRM Services..............................................................85  
Wei-Lun Chang, Yu-Xin Wu

How Does a Retailer's Service Plan Affect a Manufacturer's Warranty.....................................................90  
Jiang, Bo, Zhang, Xubing

Personality Facets and Customer Loyalty in Online Games...........................................................................94  
Ching-I Teng, Yun-Jung Chen
Examination of Four Channels of Flow..................................................................................99
Ching-I Teng, Shu-Hua Lin

Critical Factors Influencing the Extent of Customer Relationship Management Systems
Adoption in Hospitals.............................................................................................................103
Shin-Yuan Hung, Wei-Hsi Hung, Chia-An Tsai, Shu-Chen Jiang

Intelligent E-Learning System with Personalized Misconception Diagnose and
Learning Path Guidance......................................................................................................112
Ling-Hsiu Chen, Yi-Chun Lai, Yi-Hsu Weng

Data Mining and Warehousing

Analyzing the Risk and Financial Impact of Phishing Attacks Using a Knowledge
Based Approach.....................................................................................................................119
Xi Chen, Indranil Bose, Alvin Chung Man Leung, Chenhui Guo

Property Price Modelling: the Regression Model and the Neural Newtwork Model.........................127
Y V Hui, S L Cheung

Effect of Web Mining on B2b Marketing................................................................................129
S. L. Gupta1, Hitesh Gupta

A Review of Approaches to Ensure the Quality of Data Collected on the Internet.........................136
Chun-Hung Cheng

Knowledge Discovery from Financial Text.............................................................................142
Samuel W.K. Chan

eBusiness and Entrepreneurship

A Research Review on Entrepreneurial and Intrapreneurial Characteristics..............................150
Chao, Ping-Yi, Sheu, Huai-Zhi

Understanding Buyer’s Adoption Intent of B2B Electronic Marketplaces.....................................159
Shih-Wei Chou, I-Hua Hung

Normative Legitimacy in the Commercialization of Online Community Website.............................170
Chih-Chien Wang, Yann-Jy Yang

A Framework for Positioning the Global Business.......................................................................175
John Hamilton

What Dynamic Capability are Needed to Implement E-Business..................................................180
Li-Min Lin, Tzyh-Lih Hsia, Jen-Her Wu

e-Commerce: Theory and Applications Development - Recent Theoretical Advancements

Effects of IS Characteristics on the E-Business Success Factors for Small- and Medium-Sized Enterprises..........................................................190
She-I Chang, Chin-Tsang Ho, Li-Min Chang, Mei-Chen Chiang
## Contents

The Effect of Customization Service on Flow Experience and Behavior Intentions in Customer Co-Design Process .................................................. 201  
Wei-ping Pu, Kuo-Hsiang Chen, Meng-Dar Shieh, Hsiang-Ming Fang

Post-Adoption Behaviors of E-Bookstore Customers .................................................. 209  
Bor-Yuan Tsai1, Yu-Ren Yen

The Effects of Language Difference on Operational Performance and Satisfaction with B2B E-Marketplace Interface ...................................... 217  
Pei-Chun Lin, Yi-Han Huang

Procuring Innovation on Internet-Based Markets .................................................. 226  
Ruyi Ge, Pengzhu Zhang

The Research of Online Service Recovery Based on Kano’s Model ...................................... 233  
Ling-Hsiu Chen, Tzu-Hsien Wu

Virtual Social Identity Development for Customer Electronic Word-of-Mouth Participation .................................................. 243  
Haeyoung Jeong, Junghoon Moon

### e-Commerce: Theory and Applications Development

Identifying Users’ Behavior Purchasing Virtual Items .................................................. 250  
Emil R. Kaburuan, Chien-Hsu Chen, Tay-Sheng Jeng

The Impact of Perceived Valence, Perceived Information Credibility and Valence Intensity of Online Reviews on Purchase Intentions ...................................... 257  
Arne Floh, Monika Koller, Alexander Zauner

Understanding Online Traders: Trading and Performance in Common Stock Investment .................................................. 265  
Y. C. George Lin, Y. C. Elena Kang, Chiung-Lin Chiu

Critical Success Factors on E-Government Application - From the View of Government Workers in Guangdong .................................................. 271  
Alexander N. Chen, Yumei Chen

Time-Decay-Based Reputation Method for Buyers Making Decisions in Online Shopping .................................................. 280  
Ping Mu1, Maiga Chang

The Role of Espoused National Cultural Values in Facebook Adoption: A Replication with Arabic Sample .................................................. 286  
Kathy Ning Shen, Maha Shakir

An Empirical Investigation of Bidding Strategies and their Effects on Online Single-Unit Auctions .................................................. 287  
Xiling Cui, Vincent S. Lai

Future Achievement in Online Games .................................................. 294  
Ching-I Teng

### e-Communities & e-Government

Young-Joo Lee, Jung-Hoon Lee, Dong-wan Park
The Role of Government to Bridge Digital Gap between Urban and Rural Area in Korea
Junghoon Moon, Jin Ki Kim, Cheul Rhee

Toward Kansei Engineering Model in Service Design: Interaction for Experience in Virtual Learning Environment
Ezra Peranginangin, Kuo Hsiang Chen, Meng-dar Shieh

Towards a Paradigm for Inter-Organization E-Collaboration: Collaborative Business
Sung-Chi Chu, Waiman Cheung, Gang Chen

Product Integration Formats and Consumers’ Evaluations of the Online Extended Product: a Product Integration Perspective
Peijian Song, Cheng Zhang, Heng Xu, Lihua Huang

E-Government from a Web 2.0 Prospective
Kam-Fai Wong

Designing a Social Networking Prototype: An Action Research Approach in Building a User-Centric Web 2.0 System
Peter Ractham, Daniel Firpo

Electronic Government Service Acceptance: the E-Gov-Sam Aspect of the E-Revenue System
Siriluck Rotchanakitummuai

A Design Framework for Online Support Systems of E-Government in China
Shasha Deng, Pengzhu Zhang

Zhen Ye, Xue Yao-wen, Zhang Peng-zhu

Enterprise e-Services Architectures and Service Innovations and Strategies

Assessing the Fit between Mobile Technology on Self-Service and Individual Difference in the Exhibition Industry
Hsin-Lu Chang, Jia-Ren Lin

Realizing the Value of Mobile Services in the Exhibition Industry – The Verification of "Limit-to-Value" Framework
Hsin-Lu Chang, Shu-Ling Tseng

Building IT Change-Readiness Capabilities in the Mobile Service Delivery: A Case Study in the Exhibition Industry
Hsin-Lu Chang, Chieh-Hao Lo

Factors Influencing the Usage of Mobile Value-Added Services
Kai Wang, Chien-Liang Lin, Shu-Chen Yang

A Comparative Study of Consumers’ Intention to Use Mobile Internet in USA, Russia and China
Ramin Vatanparast, Hamed Z. Qadim

Information Management
The Impact of IS Employees’ Perceived Fairness on Organizational Commitment in Post-Merger Information Systems Integration
Changjin Lee, Jung-Hoon Lee, Jung-In Yang

The Research of Effective Factors on IT Organization Planning Capability of IT Organization
Dongchul Sung, Junghoon Lee, Dongho Kim

An Empirical Study of Civil Servants’ Lifelong E-Learning Continuance Intention
Szu-Yuan Sun, Chao-Yun Wu, Chang-Yao Wu, Pei-Ju Chao

Electronic Word-of-Mouth: Impact on Music Sales in the American Market
Migue Morales-Arroyo, Tushar Pandey

Transforming Experience Good into Search Good: How Virtual Experience May Change the Internet Advertising Market
Seng Su Tsang, Wei-Chen Hsu

Do Male and Female Favor Online Product Review the Same
Yu, T.W. Billy

IOS-Enabled Control in Mobile Service Partnership - A Case Study
Lei Nie, Jinlong Zhang

The Effect of IT, Geographical Coverage, Services, and Managerial Competence on 3PL Service Providers’ Performance in China
Quanwu Zhao, Jeff Hoi Yan Yeung, Xiande Zhao, Min Zhang, Xiaofen Bei

Information Security
Sharing Competitive Intelligence, Securing Company Knowledge – A Framework
Ilona Ilvonen, Vilma Vuori

Blog Advertising Effectiveness – An Ad Endorser Perspective
Kuang-Hui Chiu, Cheng-Hsun Ho

Factors of Employee’s E-Learning Effectiveness: A Multi-Level Study Based on Socio-Technical Systems Theory
Wen-Chieh Wu, Ming-Shiun Chen, Kuang-Hui Chiu

A Case Study of Remote Monitoring of Health Status of the Elderly at Home in Taiwan
Kuang-Hui Chiu, Yolande Yun-hsiou Yang

An Integrated Dataflow Based Model for Digital Investigation
Che-Pin Cheng, Ruey-Shiang Shaw, Te-Chao Liang, Ta-Yu Fu

Innovation in e-Business
The Business System of B-to-B Websites in Japanese Manufacturing Companies: Case Study of NC Network
Takuya Miyamoto

Modeling and Evaluating of Business Revenue Models under Different Product Life Cycles Using System Dynamics Simulation
Wang, K.-J., Tzeng J.L., Jiang S. P.
Building Trust in Online Shopping: The Moderating Effect of Individualism and Collectivism………..527
Sze Hang Cheung, Man Kit Chang

A Technological Catching-Up Model of Modularized Industry in Developing Countries………………..535
Yi-Bo Lu, Jing-Qin Su

**Interactive TV Service**

A Practical Case Study of the Interactive TV Service as a Time-Critical Product……………………540
Chiung-Yu Huang, Yan-Ping Ch, Shih-Yu Chang

Profiling Interactive Television Research: A Bibliometric Review……………………………………..546
Ada Hui-Chuan Chen, Rua-Huan Tsaih, Shrane-Koung Chou

The Analysis of Antecedents for the Video Telephony Service Adoption:
From the Value-Based Perspective………………………………………………………………………………554
Jong-Sung Park, Ju-Yeon Ham, So-Yun Cho, Jung-Hoon Lee, Byung-Chan Park

Study of the Basic Characteristics of an Interactive TV Service……………………………………….564
Chiung-Yu Huang, Karl Min Ku

**Internet Security and Privacy**

A Fairness Heuristic Analysis of the Primacy Effect of Reputation on Perceived
of Privacy Policy and Privacy Seals……………………………………………………………………………572
Shu Yang, Kanliang Wang

A Proposed Cross Platform Privacy and Security Framework for Supply
Chain Information Sharing…………………………………………………………………………………………582
Jerrel Leung, Frank C.H. Tong, Zongwei Luo

Why do Bloggers Share with Strangers……………………………………………………………………589
Xueyu Jin, Timon C. Du

**IT Outsourcing**

IT Outsourcing Success in Healthcare Industry: Build Your Capabilities
on Multiple Fronts within the Institutional Framework………………………………………………………591
Hwang-Yeh Chen, Sophia Wang, Jie Jenny Tian

The Role of Corporate Cultural Similarity for Outsourcing Relationship Quality
and Outsourcing Success…………………………………………………………………………………………600
Daniel Beimborn, Fabian Friedrich, Stefan Blumenberg

Exploring the Collaboration Model of Offshore outsourcing: A Study of IT
Software Development……………………………………………………………………………………………………610
Hwang-Yeh Chen

Assessing the Impact of Supply Chain Integration through an ERP System…………………………613
Pierre-Majorique Léger, Gilbert Babin, Jacques Robert, Robert Pellerin, Luc Cassivi, Pierre Hadaya

Organizational Culture, Supply Chain Management Practices and Organization’s
Decision upon ERP Systems…………………………………………………………………………………………618
Mincong Tang, Waiman Cheung
Knowledge Management 1

Corporate Social Responsibility Initiatives of Major Asian Airlines ................................................. 624
Fang-Yuan Chen, Yeong-Shen Lin

Huan-Chen Kang, Ying-Wei Wang

The Selection Model for Compound or Portfolio Relationships Oriented in Supply Chain .................. 634
Jao-Hong Cheng, Chih-Ming Lee

Problem Solving Evolutionary Method for Ontology Knowledge Representation with Protégé-2000 .... 641
Zhong Yao, Xiaoxi Chen

Extracting Expert Knowledge and Building Strategic Decision in International Logistics and Kaohsiung Area ......................................................................................................... 648
Liang-Chien Lee, Jao-Hong Cheng, Chih-Huei Tang, Mu-Han Wang Tang, I-Ping Chen

Knowledge Management 2

A Study on Knowledge Sharing in Vietnamese Organizations ............................................................... 653
N. T. T. Ha, K. L. Yen, M. H. Hsiao

Knowledge Sharing in Virtual Community: The Comparison between Contributors and Lurkers .......................................................... 661
Yi-Wen Fan, Cheng-Chieh Wu, Li-Chiao Chiang

Assessing Maturity Requirements for Implementing and Using Product Lifecycle Management ........ 669
Hannu Kärkkäinen, Jussi Myllärniemi, Jussi Okkonen, Anneli Silventoinen

Understanding Users’ Continuance Intention to Answer Questions in Online Question Answering Communities ..................................................................................................................... 679
Xiao-Ling Jin, Matthew K.O. Lee

A Methodology for Identifying Core Technologies Based on Technological Cross-Impact: Association Rule Mining and ANP Approach ................................................................. 689
Chulhyun Kim, Hyeonju Seo

Knowledge Creation and Organizational Performance: An Organizational Agility Perspective .......... 697
T. Rachel Chung, Ting-Peng Liang, Chih-Hung Peng, Deng-Neng Chen

Mobile Commerce

Factors Influencing Consumption Experience of Mobile Device: A Study From Experiential View .......................................................... 701
Xi Chen, Min Li, Qilu Fang

Secure and Transferable Mobile Ticketing Using Digital Rights Managements .................................. 711
Sue-Chen Hsueh, Shih-Chi Chuang
Securing Mobile Access of Confidential Documents by Integrating Trusted Computing Platforms with Digital Rights Managements
Sue-Chen Hsueh, Chien-Chih Kuo

An Extended UTAUT Model for the Study of Negative User Adoption Behaviours of Mobile Commerce
Donny Chi-Fai Lai, Ivan Ka-Wai Lai, Ernest Jordan

Mobile Services in Hubei: Adoption Model and Empirical Analysis
Mingsong Mao, Jinlong Zhang, Yuqing Liu

Influencing Factors for the Introduction of Mobile-Integrated Business Processes
Laura Goeke, Key Pousttchi

A Process Virtualization Theory Approach to Understanding the Usage Continuance of Cross-Channel Instant Messaging
Mengxiang Li, Lih-Bin Oh, Kanliang Wang

Antecedents and Consequences of Mobile Advertising Intrusiveness
Ting Wang, Lih-Bin Oh, Kanliang Wang

Improving the Adoptability of a Mobile Service: A Case Study
R. Vatanparast, H. Qadim, M. Ebrahimi

Mobitrack - Holistic Measurement of Mobile User Behavior
Hannu Verkasalo

**Operations Strategy for e-Commerce**

E-Services and Tourism: A Case Study of UAE Hotel Industry
Wenshin Chen

Strategy Formation Framework for Technology Adoption in Supply Chain Management
Benjamin Yen

Supporting Complex Decision Making – The Role of Enterprise Technologies
Lee Schlenker

RFID as Green IT: Lessons Learned from Case Studies
Shipeng Yan, Indranil Bose

**Personalized, Mobile and Ubiquitous e-Service**

A Suggestion on the Roadmapping Process to Make an Integration Roadmap between Service-Device-Technology—With a Focus on the Case of U-City
Hyungil Kim, Junghoon Lee, Byungchan Park

The Leapfrog Effects of Wireless Networks for SMEs: Preliminary Findings from a Community Hospital
Wenshin Chen

An Exploration into Thai Internet Users’ Attitude towards Captcha
Chatpong Tangmanee, Paradorn Sujarit-apirak
The Value of Sponsored Ads for XML Documents.................................................................................. 821
Michel de Rougemont

Production and Logistics System Optimization

Research on Repatriates’ Incentive Mechanism: Based on Knowledge Transfer Perspective........822
Xiuzhen Jiang, Lin Quan, Weiqin Bao, Yajing Wan

Inventory Management of Platelets in Hospitals: Optimal Inventory Policy for Perishable
Products with Emergency Replenishments...................................................................................... 827
Deming Zhou, Lawrence C. Leung, William P. Pierskalla

Analysis of Mainland China’s International Air Cargo Network: Status Quo and Challenges........838
Weiguo Fang, Ying Wan, Ying Gao

Measurement and Analysis of Bilateral Costs between China and Trading
Partners Based on the Revised Gravity Model.............................................................................. 846
Fang Hong, Yin Yu, Feng Zhe

SCM & e-Logistics

Tug of War between the Retailers and Consumers: The Phenomenon of Group Purchase
in China........................................................................................................................................ 855
Benjamin Yen, Minyi Huang

A Study on the Satisfaction of Supply Chain Management System from the View of
Justice and Value............................................................................................................................ 864
Szu-Yuan Sun, Pei-Ju Chao, Chang-Yao Wu

Mindlessly Following Partly Mindless Leaders the Case of RFID Implementations.........................875
Frank G. Goethals, Yazgi Tütüncü, Chieh-Yu Lin, Alban Caron

Characteristics of Value Bundles in RFID-Enabled Supply Networks........................................... 886
Key Pousttchi, Holger Schrödl, Klaus Turowski

Towards a Framework for Aligning RFID Applications With Supply Chain Strategies................894
Jerrel Leung, Sung-Chi Chu, Waiman Cheung

Service Innovation and Strategy

Unconventional Negotiation: Survey and New Directions............................................................... 901
Kwang Mong Sim

A Model of E-Banking Applications Evolution Issues..................................................................... 908
Nikolaï Partnov, Thibault Estier

Forefront Office in Service Systems: Concept and Design.............................................................. 912
Yongyoon Suh, Hakyeon Lee, Yongtae Park

Idea Diamond: a Systematic Innovation Model for Social Network Services............................... 919
I-Chieh Chu, Seng-cho T. Chou

The Value-Expectations Model: A Service Industry Relationship for Targeting Customers............ 929
John Hamilton, Singwhat Tee
Constructing an Online Property Management System for Leisure Farms ...........................................932
Tsong-zen Liu, Meng-cheng Lin

A Dynamic Shift-Share Analysis on the China’s R&D: A Structure Analysis ........................................941
Sidá Lin, Hongyi Li, Liang Huang

Another Look at Price Promotion ..................................................................................................962
Wen Cao

**Supply Chain Integration**

Recycling E-Waste: a Solution through Third Party Recycler .............................................................965
Hua Zhong, Shu Schiller

Managing Supply Chain Risk – Role of IT/IS ..................................................................................970
Ravi Seethamraju

Developing Mass Customization Capability through Supply Chain Integration ..............................978
Min Zhang, Xiande Zhao, Denis Lee

Revenue Sharing with Multiple Airlines and Airports ......................................................................983
Anming Zhang, Xiaowen Fu, Hangjun Yang

Examining the Antecedents of Repurchase Intention in Convenience Stores:
A Perspective of Expectation-Disconfirmation Theory ..................................................................1001
Eldon Y. Li, Jerry Cheng-Chieh Hsiao, Jean Ai-Jun Yang, HsiuJu Rebecca Yen

Moving Away from Traditional Elements to Build Trust in E-Commerce ........................................1008
Frank G. Goethals, Antonio Giangreco, Nicole Cho

Taste Visualization Technique for Online Food Shopping Malls: Development and Application ......1015
Hoeryong Chung, Joowon Park, Haeyoung Jeong, Junghoon Moon

The Role of Knowledge Sharing in Supply Chain Integration Processes .......................................1022
Breite, Rainer, Mäenpää, Sari

**Virtual Community**

The Cone of Learning: A Tertiary Level Empirical Study across Traditional, Blended
and Flexible Learning Modes ..................................................................................................1030
John Hamilton, Singwhat Tee

Extending the Biggs 3P Teaching and Learning Model: A Structural Equation Modeling
Approach .......................................................................................................................................1037
John Hamilton, Singwhat Tee

Heartthrob in Cyberspace - The Characteristics of the Popular Online Daters ..............................1043
Chih-Chien Wang, Yi-Ting Wang

Comparing the Behavioral Models in Cyber-World Using Social Roles ........................................1052
Nai-Ching Yeh, Judy Chuan-Chuan Lin, Hsi-Peng Lu

The Role of Perceived Critical Mass in Explaining We-Intention to Use Instant
Messaging for Team Collaboration .................................................................................................1060
Aaron X.L. Shen, Matthew K.O. Lee, Christy M.K. Cheung, Huaping Chen
Trust-Building Mechanisms and Knowledge Sharing in Virtual Communities.........................1070
Chun-Ming Chang, Chia-Hui Yen, Hsiang-Lan Cheng

Facebook Usage among Arabic College Students: Preliminary Findings on Gender Differences.................................................................1080
Kathy Ning Shen, Mohamed Khalifa

Formation and Operation of a Blogging Community: A Structurational Perspective...........1088
Siew Fan Wong

**Uncertainty Management**

Cross-Entropy of Uncertain Variables.............................................................................1093
Xiaowei Chen

Analysis on Random Fuzzy Queueing Systems with Finite Capacity...............................1096
Yufu Ning, Ruiqing Zhao

Liang Cheng, Li Ma

Approximate Common Knowledge Based on Uncertain Measure.......................................1106
Cheng Wang, Wansheng Tan, Ruiqing Zhao

$L^2$ p-Forms and Ricci Flow with Bounded Curvature on Manifolds..................................1114
Baiyu Liu, Li Ma