

2016 Management Theory and Practice Conference

Program Overview

Day 1, Sunday, April 3, 2016

Time	Agenda	
08:10-08:30 20m	Registration	
08:30-09:00 30m	Opening Ceremony	
09:00-09:50 50m	Keynote Speech Changing Japanese Management?: The Impact of Globalization and Market Principles Professor Norio Kambayashi, Kobe University	International Science Innovation Building (5F)
09:50-10:20 30m	Coffee Break	
Session 1 10:20-11:20 60m (15m/paper)	Concurrent Session 1.1: Corporate Social Responsibility Chair: Rong-Ruey Duh 0063 Do Firms Appear to Be More Socially Responsible When They Are Committing Financial Fraud? 0124 Corporate Social Responsibility and Financial Performance: The Role of Input Ratio Substitution 0171 Corporate Social Responsibility and CEO Equity Incentives	Room 1 Research Building No. 2
	Concurrent Session 1.2: Investment Chair: San-Lin Chung 0093 Do Spans of Continuous Sequences Induce the Hot-Hand Fallacy and Gambler's Fallacy in Foreign Exchange Markets? 0173 Do Family Firms Controlled by Founder Perform Better? Evidence from Taiwan 0186 Pre-Market Trading and IPO Pricing	Room 2 Research Building No. 2
	Concurrent Session 1.3: Career and Job Choice Chair: Rico Lam 0060 The Mediating Effect of Learning-Goal Orientation on Protean Career Attitude and Perceived Internal and External Employability 0197 Relationship between Women Personality Traits, Glass Ceiling Beliefs and Their Impact on Subjective Career Success 0198 The Divergence in Chinese Graduates' Decision Criteria for Job Choice: An Experimental-Designed Investigation	Room 3 Research Building No. 2
	Concurrent Session 1.4: R&D Project and Innovation Chair: Jiuh-Biing Sheu 0076 Academic R&D Productivity in Taiwan: Performance Evaluation on Short-Term and Long-Term 0094 Understanding the Effect of Management Innovation on Hospital Performance: The Role of Organizational Capital	Room 4 Research Building No. 2

	0111 Agile Methodology Use and Game Project Quality: The Moderating Role of Feedback Specificity and Feedback Timing	
11:20-12:30 70m	Lunch	Research Building No. 2 (3F)
Session 2 12:30-13:30 60m (15m/paper)	Concurrent Session 2.1: Human Resource Staffing and Team Outcomes Chair: Riki Takeuchi 0058 Psychological Similarity, Cohesion and Team Outcomes: The Moderating Role of Trait Emotional Intelligence 0062 Perceived Realistic Recruitment and Entry Stage Consequences: The Mediating Effect of Newcomers' Cognitive Dissonance 0200 How Does New Institutional Legitimacy Affect Organizations' Selection Pattern for Professionals?: The Case of Taiwan's Newly-Enacted Law of Patent Attorneys since 2008	Room 1 Research Building No. 2
	Concurrent Session 2.2: Corporate Social Responsibility and Governance Chair: Min-Ping Kang 0069 Corporate Political Actions and the Strategy Making of Firms: Evidence from China 0078 Financial Analyst Coverage and Corporate Social Performance: Evidence from Natural Experiments 0158 Does CEO Career Horizon Matter for Corporate Misconduct? Evidence of Semiconductor Firms' Environmental Irresponsibility in Taiwan	Room 2 Research Building No. 2
	Concurrent Session 2.3: Corporate Governance Chair: Shing-Yang Hu 0067 Corporate Governance and Overvalued Equities Ex-Ante and Ex-Post in a Weak Investor Protection Economy: Evidence from Taiwan 0073 Do Rapid Reversals of Prior-Quarter Asset Impairment Recognition and the Strength of Corporate Governance Influence Earnings Quality? 0151 CEO Incentives and Bank Liquidity Management	Room 3 Research Building No. 2
	Concurrent Session 2.4: Auditing Issues Chair: Masaki Kusano 0098 New Clients, Audit Quality, and Auditor Industry Expertise 0128 Audit Firms' Knowledge Sharing and Audit Report Timeliness: The Role of Information Technology 0191 Audit Quality and Clients' Business Risk: Evidence from Small- and Medium-Sized Audit Firms in Japan	Room 4 Research Building No. 2
13:30-13:50 20m	Coffee Break	Research Building No. 2 (3F)
Session 3 13:50-14:50 60m (15m/paper)	Concurrent Session 3.1: International Strategies Chair: Heng-Chiang Huang 0168 The Pull Factors to Using Traditional and Complementary Medicine in Malaysia: A Structural Equation Model	Room 1 Research Building No. 2

	0172 Re-Examine the CD Paradox in Entry Model Choice: An Integral Perspective of Strategic Fit 0179 The Divestment Strategy in Emerging Country: Evidence in China's Retail Industry in a Real Option Logic	
	Concurrent Session 3.2: Social Perspectives in New Economy Chair: Ming-Huang Chiang 0112 The Effect of Intercustomer Social Support on Place Attachment, Customer Co-Creation and Well-Being: An Example of Tamsui Community-Based Servicescape 0141 Perceived Interactivity on Social Network Sites 0149 Observations of Biotech and Pharmaceutical Industry Merger Acquisition Acquired In-Process Research and Development Impairment Indicators	Room 2 Research Building No. 2
	Concurrent Session 3.3: Organizational Mechanism and Firm Performance Chair: Aichia Chuang 0082 Trickle-Down Effects of Global Enterprises' Control Mechanisms on Subsidiary Top Management Team Member Job Satisfaction: An Integrative, Cross-Level Theorizing 0121 Contractual Organizational Forms and Firm Growth 0183 How Team Leadership Works in Self-Managing Teams: A Case Study of the Overseas Business Team at Company X	Room 3 Research Building No. 2
	Concurrent Session 3.4: Cooperation and Diversification Chair: Hong-Jen Chiu 0052 The Impact of Technology on Market Diversification in the Animation Industry: Case Study of a Chinese Firm 0096 Cooperative Benefit and Competitive Balance within Strategic Networking 0108 Exploring Business Partners Choice of Brand and/or OEM Business Model: The Considerations of Complementors, Capabilities, and Organizational Boundaries	Room 4 Research Building No. 2
14:50-19:00	City Tour (Shuttle bus to Kinkaku-ji)	
19:00-21:00	Welcome Banquet (Buffet at Brighton Hotel)	

* Please note that only registration, opening ceremony, and keynote speech will be held at the International Science Innovation Building. From 09:50, all sessions of presentations will be held at Research Building No. 2. Please refer to the map on the last page.

Day 2, Monday, April 4, 2016

Time	Agenda	
08:15-08:30 15m	Registration	Research Building No. 2 (3F)
Session 4 08:30-09:40 70m	Panel: Entrepreneurship Research, Education, and Practice Chair: Ji-Ren Lee, National Taiwan University Panelists: Mark Cannice, University of San Francisco Yanto Chandra, City University of Hong Kong Jin-ichiro Yamada, Osaka City University	Room 1 Research Building No. 2
	Concurrent Session 4.1: Branding and R&D Partnership Chair: Ruey-Shan Guo 0131 Choose Foreign R&D Partners from Right Pools: A Synthesis Framework 0135 Exploring Dual-Business Model Choice of Brand and OEM Businesses 0156 Negative Spillover Effects in Co-Branding Service Failures: The Impact of Stereotype Change	Room 2 Research Building No. 2
Session 5 09:45-10:45 60m (15m/paper)	Concurrent Session 5.1: Marketing and Societies Chair: Jiun-Sheng Lin 0123 Explaining Consumers' Inclination to Avoid Market Offerings from Unethical Companies: A Study in China 0146 Do You Follow the Crowd? The Impact of Disfluency on Conformity Behavior 0181 Helping Those in Need? An Analysis of Charitable Giving in Various Conditions	Room 1 Research Building No. 2
	Concurrent Session 5.2: Management Review and Strategy Chair: Naoki Wakabayashi 0075 The Intersection Between Transaction Cost Economics and Franchising Research: A Preliminary Review Research 0114 Asia Pacific Management Research: 2000-2015 0122 Self-Replication and Imitation Strategy: The Case of American Film Studios	Room 2 Research Building No. 2
	Concurrent Session 5.3: Organizational Justice and Conflict Chair: Shu-Cheng Chi 0054 When Organizational Justice Matters for Affective Merger Commitment 0086 Academics' Interpersonal Conflict Handling Styles: A Cognitive Resource View 0088 Linking Distributive and Procedural Justice with In-Role Performance: The Mediating Role of Organization Embeddedness 0110 Interpersonal Conflict and Innovative Behavior: The Role of Constructive Conflict and Grit	Room 3 Research Building No. 2
	Concurrent Session 5.4: Accounting Standards Chair: Atsuko Takinishi 0118 Verifying Analyst Predictability Using Long-Term Earnings Forecasts 0194 Differences in Comment Letter Participation for Global Accounting Standard Setting among Various Stakeholders: The Case of the Establishment of the Accounting	Room 4 Research Building No. 2

	Standard Advisory Forum	
	0195 The Need for a Rules-Based Approach and the Development of a Principles-Based Approach in the U.S.	
10:45-11:00 15m	Coffee Break	Research Building No. 2 (3F)
Session 6 11:00-11:40 40m (12m/paper)	Concurrent Session 6.1: Supply Chain and Project Management Chair: Bing-Yu Chen 0059 A Network Technique to Evaluate the Performance of a Project with Stochastic Duration 0106 New Product Introduction in Supply Chains: Competition between National and Store Brands 0125 Supplier Hoarding and Government Intervention for Post-Disaster Supply Chain Recovery	Room 1 Research Building No. 2
	Concurrent Session 6.2: Business Networking Chair: Ming-Je Tang 0100 The Determinants of Network-Ecosystem Links in Open Innovation: Does Size of the MNC Affiliates' Social Capital Matter? 0162 The Effect of Life Cycle Stages on Entrepreneurial Networking Actions and Innovativeness of Opportunity 0202 Institutional Policy and Network Evolution in Industry University Collaborations: Longitudinal Analysis of Joint Patent Networks in Japanese Biotechnology Cluster during 2000's	Room 2 Research Building No. 2
	Concurrent Session 6.3: Branding and Consumers Chair: Chia-Chi Chang 0101 Understanding the Impact of Gamification Marketing Activities on Value, Brand Love, and Desirable Consumer Behaviors 0148 Brand Equity Strategy: An Analytic Approach to Foreign Tourist Travel Intention 0177 Paving the Road to Brand Loyalty with Both Brand-Community and Peer Identifications: The Roles of Community Value Congruence and Brand-Community Identity Fusion	Room 3 Research Building No. 2
	Concurrent Session 6.4: Leadership and Employee Attitudes Chair: Yoshiko Niwamoto 0084 Leave or Stay When Facing Abusive Supervision? An Application of AET to the Effect of Abusive Supervision on Intentions to Quit and Prohibitive Voice 0090 How Do Leader and Member Perfectionism Play in Job Burnout? 0163 Abusive Supervision and Subordinate Forgiveness: Investigating the Role of Subordinate-Attributed Supervisor Performance Promotion Motives	Room 4 Research Building No. 2
11:50-12:30 40m	Award Ceremony	Room 1 Research Building No. 2 (3F)

