

International Conference on Internet Studies

<http://www.internet-studies.org/>

August 17-19, 2012, Bangkok, Thailand

**Published by Academy of Taiwan Information Systems Research
Sponsored by International Business Academics Consortium (IBAC)**

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Welcome

Welcome to the 2012 International Conference on Internet Studies (NETs2012). The aim of the NETs2012 is to serve as a forum for scholars of the relative disciplines of Internet studies. The NETs2012 Conference has been established on a global basis. We have received around 85 submissions from 24 countries including Australia, Brazil, China, Egypt, Greece, Hong Kong, India, Indonesia, Iran, Japan, Macao, Malaysia, Mexico, Nigeria, Philippines, Singapore, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, and United States. Each submission was peer-reviewed by at least two anonymous reviewers and a total of 44 papers are accepted for presentation in the conference. The low acceptance rate (51.8%) makes sure that all presentations in NETs2012 are with high quality. Researchers of all five continents of the world, Asia, Europe, America, Australia and Africa, attend the meeting.

Accepted papers are scheduled for presentation in 9 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of committees of the NETs2012 Conference as well as editorial committees of International Journal of Electronic Commerce Studies (IJECS) and International Journal of Cyber Society and Education (IJCSE) for their precious time and expertise.

Bangkok is a multi-culture city which connects Asia and the world. In this city, you can enjoy various culture activities, wonderful shopping experience and gourmet food. We would like to take this opportunity to specifically thank our staffs Ms. Yi-Lei Chang, Ms. Valentina Wang, Ms. Susan Chang, Mr. Yu-Ping Chiu, and Mr. Hsiang Chen, who did an outstanding job in organizing this conference. We would also like to thanks our program committee members Dr. Nien-Lin Hsueh, Dr. Chih-Yung Tsai, Dr. Chen-Chi Chang, Dr. Yean-Fu Wen, and Dr. Chinyang Tseng, who did an outstanding job in keeping the quality of this conference.

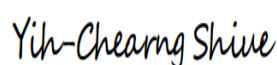
We hope you enjoy this conference and this city and look forward to seeing you next year.



Chaur-Chin Chen
Conference Chair
National Tsing Hua University



Wenchang Fang
Conference Chair
National Taipei University

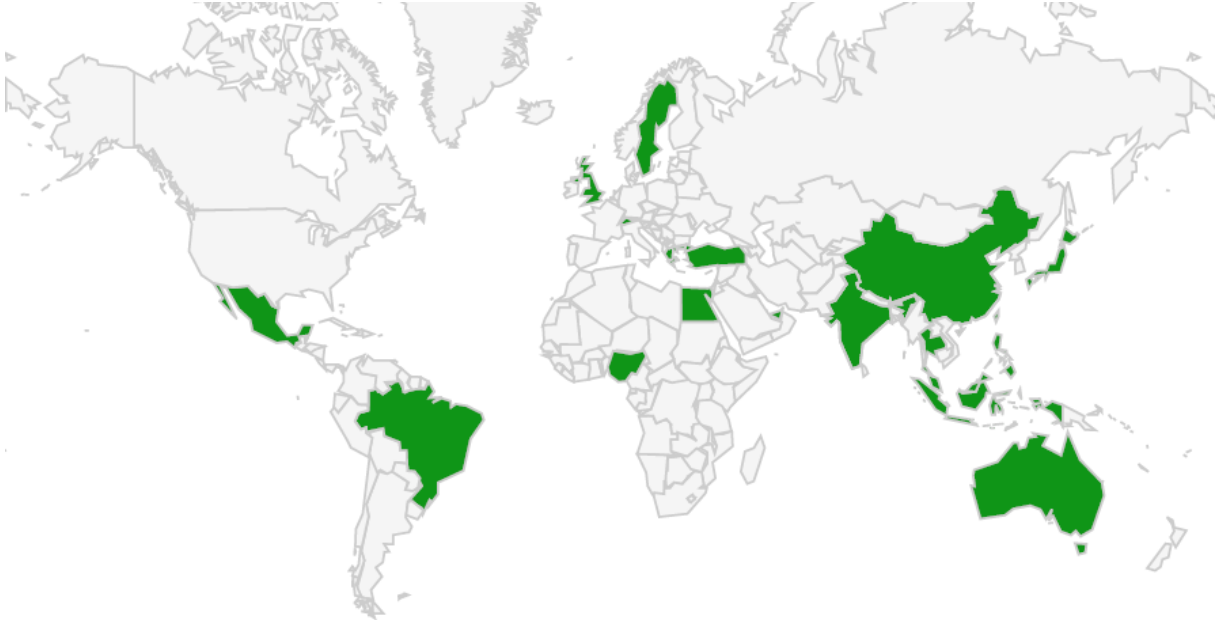


Yih-Chearng Shiue
Conference Chair
National Central University



Chien-Chang Chen
Program Chair
Tamkang University

Country Distribution of NETs2012 Submissions



NETs2012 have received around 85 submissions from 24 countries including Australia, Brazil, China, Egypt, Greece, Hong Kong, India, Indonesia, Iran, Japan, Macao, Malaysia, Mexico, Nigeria, Philippines, Singapore, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, and United States.

**International Conference on
Internet Studies (NETs 2012)
Summary of Schedule**

August 17, 2012

17:00~18:00 Registration

August 18, 2012

09:30~17:00 Registration

10:00~12:00 Session 1, 2, 3

12:00~13:30 Lunch - Located at 3F

13:30~15:00 Session 4, 5

15:30~17:00 Session 6, 7

August 19, 2012

09:30~12:00 Registration

10:00~12:00 Session 8, 9

12:00~13:30 Lunch - Located at 3F

Saturday, August 18, 2012

Session[4]

13:30-15:00

Sukhumvit 1 (3F)

Session Chair: Worapat Paireekreng Murdoch University

Integrated mobile content recommendation: A comparison study

Worapat Paireekreng Murdoch University

Kevin Wong Murdoch University

Lance Fung Murdoch University

Using text mining techniques to analyze how the movies forum affect box office

I-Ping Chiang National Taipei University

Yean-Fu Wen National Taipei University

Yu-Chun Luo National Taipei University

Ming-Chien Li National Taipei University

Hsu Chiao-Ying National Taipei University

Memory efficient QC-LDPC codes constructed from quadratic congruences for multimedia communications

Chung-Ping Young National Cheng Kung University

Chung-Chu Chia National Cheng Kung University

Choa-Chin Yang Kun-Shan University

Virtual Presentation

A special XQuery program dealing with nested loop structure

Wang Zhen	Beijing Institute of Technology university
Nie Huabei	City College of DongGuan University of Technology

Classification of ids alerts with data mining techniques

Hany Nashat Gabra	Ain Shams University
Ayman M. Bahaa-Eldin	Ain Shams University
Huda Korashy	Ain Shams University

Survey recruitment using facebook: three studies

Hazel Tan	Monash University
Helen Forgasz	Monash University
Gilah Leder	Monash University
Amber McLeod	Monash University

Repfinder: An effective system for fault recovery in parallel processing of mobile grid computing

Aghila Rajagopal	SSG group
Maluk Mohamed	MAM College of Engineering

NETs2012 is collocated with ICMS2012 (International Conference on Marketing Studies). All participants are welcome to all sessions of both two conferences.

Saturday, August 18, 2012

[ICMS2012] Session[A] 13:30-15:00 Sukhumvit 3 (3F)
Session Chair: Peter Jacso University of Hawaii

Bibliometric ranking of marketing-focused journals using the Microsoft academic search service

Peter Jacso University of Hawaii

Calculation and visualization of dynamic price Elasticities

Hirokazu Tajima Tokyo Keizai University

Cultural symbolism: Thai food products in the United States markets

Ratiwan Watanasin Suandusit Rajabhat University
Alma Whiteley Curtin University of Technology

**Measuring the efficiency and technology gap of APEC mobile telecommunications firms:
Stochastic metafrontier model**

Chun-Hsiung Liao National Cheng Kung University
Wanju Tung National Cheng Kung University

Personality trait, social interaction and mobile phone usage dependence

Chun-Hsiung Liao National Cheng kung University
Yi-Bei Wan National Cheng kung University

The influence of internet-based customer relationship management

Aris Y.C. Lam Hong Kong Polytechnic University
Ronnie Cheung Hong Kong Polytechnic University
Mei Mei Lau Hong Kong Polytechnic University

Saturday, August 18, 2012

[ICMS2012] Session[B]

15:30-17:00

Sukhumvit 3 (3F)

Session Chair: Birgit Wauters Vrije Universiteit Brussel

The effect of priming on the effectiveness of threat appeals

Birgit Wauters

Vrije Universiteit Brussel

Malaika Brengman

Vrije Universiteit Brussel

The effectiveness of green advertising appeals under various price/quality perceptions

Wen-Kuei Wu

Chaoyang University of Technology

Yu-Ting Gong

Chaoyang University of Technology

Smart mobile shopper feeling and negative aspects of consumer behaviors

Cheol Park

Korea University

Thae-Min Lee

Chungbuk National University

Jong-Kun Jun

Hankuk University of Foreign Studies

The selection of promotion alternatives on internet shopping - an example of smart phone

Po-Hung Lin

Huafan University

Determinants and consequences of cooperation in international strategic distribution channel alliances

Rajiv Mehta

New Jersey Institute of Technology

Takao Ito

Ube National College of Technology

Jolanta Mazur

Warsaw School of Economics

Rolph E. Anderson

Drexel University

New trends in marketing: Life-driven line marketing

Sarah Louisa Birchley

Toyo Gakuen University

Hisamitsu Ihara

Toyo Gakuen University

Sunday, August 19, 2012

[ICMS2012] Session[C] 10:00-12:00 Sukhumvit 3 (3F)
Session Chair: Desalegn Abraha Gebrekidan University of Skövde

Establishment processes in the traditional, complex and fast developing emerging economy – the case of swedish firms in china

Desalegn Abraha Gebrekidan University of Skövde

How to extract knowledge from fashion experts through emotional design approach

Nattapong Kongprasert Srinakharinwirot University

The varying influences of positive emotions on consumption motivation

Saran Wanglee Sasin Graduate Institute of Business Administration of
Chulalongkorn University

An intelligent determination model of user's emotion using sequential neural network

Min Kyu Jung Kyung Hee University

Jae Kyeong Kim Kyung Hee University

Young Ryu University of Texas at Dallas, Kyung Hee University

Hyun Chul Ahn Kookmin University

Role of retailer positioning on the relationship between private label consumption and price sensitivity versus perceived quality

Mercedes Martos-Partal Universidad de Salamanca

Óscar González-Benito Universidad de Salamanca

Sunday, August 19, 2012

[ICMS2012] Session[D]

13:30-15:00

Sukhumvit 1 (3F)

Session Chair: Ilenia Confente University of Verona

Value drivers for intermediaries in the business to business context: An exploratory study

Ivan Russo	University of Verona
Ilenia Confente	University of Verona
Ayman Omar	Kogod School of Business-American University

Measuring service quality in the banking industry: A Hong Kong based study

Mei Mei Lau	The Hong Kong Polytechnic University
Ronnie Cheung	University of South Australia
Aris Y. C. Lam	The Hong Kong Polytechnic University
Yuen Ting Chu	Muse Marketing Ltd.

Exploring the factors affecting electronic cooperative relationships between supplier and retailer

Ying-Pin Yeh	Yu Da University
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Study on individual identification tracking technology for personalization marketing service in exhibition space

Hyun-Chul Jung	Mogencelab Co. Ltd.
Su-Hwan So	Mogencelab Co. Ltd.
Lee-Kwon Choi	Mogencelab Co. Ltd.

Competitive advantage of SMEs internationalization process in bio-energy industries

Teck-Yong Eng	University of Essex
Miang Hong Ngerng	UCSI University

Sunday, August 19, 2012

[ICMS2012] Session[E]

13:30-15:00

Sukhumvit 2 (3F)

Session Chair: Yih-Chearng Shiue National Central University

Brand building and social media: A discursive and visual analysis of user-generated brands

Natalia Yannopoulou

Nottingham University Business School

Mona Moufahim

Nottingham University Business School

Xuemei Bian

Nottingham University Business School

Closing the identity gap through internal branding

Khanyapuss Punjaisri

University of Hull

Ranis Cheng

University of Sheffield

Relation between brand experience, brand personality and customer experiential value

Ching-Jui Keng

National Taipei University of Technology

Van- Dat Tran

National Taipei University of Technology

Tuyet Mai Le Thi

National Taipei University of Technology

Sunday, August 19, 2012

[ICMS2012] Session[F]

13:30-15:00

Sukhumvit 3 (3F)

Session Chair: Macy Wong Hong Kong Polytechnic University

A study on expectation, motivation and attitude of travellers

Macy Wong	Hong Kong Polytechnic University
Calvin Wan	Hong Kong Polytechnic University
Ronnie Cheung	Hong Kong Polytechnic University

Conjoint analysis of Japanese consumer attitudes about health food claims

Mitsunori Hirogaki	Hiroshima University of Economics
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Ideal and ideal-social image congruence: A need-congruence-attitude model of endorser effects in china

Kineta Hung	Hong Kong Baptist University
Caleb Tse	University of Hong Kong
Andy Wong	Hong Kong Baptist University

Sunday, August 19, 2012

[ICMS2012] Session[G] 15:30-17:00 Sukhumvit 1 (3F)
Session Chair: C. Henry Tseng National Taipei University

The concept of experience within context of festival and special event

Norazirah Ayob	Universiti Malaysia Sarawak
Nabsiah Abdul Wahid	Universiti Sains Malaysia
Azizah Omar	Universiti Sains Malaysia

Determinants of financial benefits of inter-organizational relationship marketing between international travel companies

Mai Ngoc Khuong	International University - Vietnam National University, Ho Chi Minh City
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A booth recommendation procedure using visit sequences in exhibitions

Hyun Sil Moon	KyungHee University
Jae Keyong Kim	KyungHee University
Yoon Ho Cho	KookMin University
Young Ryu	Texas University at Dallas

Variables influencing spectators' desire to stay at a professional golf tournament in

Japan

Yasuhiro Watanabe	Hiroshima University of Economics
Koji Matsumoto	Hiroshima University of Economics
Haruo Nogawa	Juntendo University

Sunday, August 19, 2012

[ICMS2012] Session[H]

15:30-17:00

Sukhumvit 2 (3F)

Session Chair: Sema Sakarya Bogaziçi University

Cultural differences in online shopping behavior: Turkey and the United Kingdom

Sema Sakarya Bogaziçi University

Nagehan Soyer Bogaziçi University

Understanding the effects of EWOM on cosmetic consumer behavioral intention

Wei-Cyuan Chen Feng Chia University

Chien-Wen Chen Feng Chia University

Wen-Kuo Chen Chaoyang University of Technology

Impact of product placements on generating e-word of mouth: moderating influence of prominent versus subtle placements

Ameet Pandit Northumbria University

Ken Yeoh Northumbria University

Elmira Djafarova Northumbria University

Matthew Sutherland Northumbria University

How do interaction activities among customers, and between customers and firms, influence the lifetime and sales of mobile applications?

Sungsoo Jang Sogang University

Jaihak Chung Sogang University

Sunday, August 19, 2012

[ICMS2012] Session[I] 15:30-17:00 Sukhumvit 3 (3F)
Session Chair: Anupriya Kaur Jaypee University of Information
Technology

SEM approach to teen influence in family decision making

Anupriya Kaur Jaypee University of Information Technology
Yajulu Medury Jaypee University of Information Technology

Consumer evaluations of temporal reframing of prices

Miyuri Shirai Yokohama National University

The effect of assortment changes on consideration set formation

Wirawan Dony Dahana Osaka University

The realization of mobile application for personalized marketing service in exhibiting environment

Jong-Hwan Bae Mogencelab Co. Ltd.
Sung-Jun Na Mogencelab Co. Ltd.
Eun-Jin Kim Mognecelab Co. Ltd.
Lee-Kwon Choi Mogencelab Co. Ltd.

Virtual Presentation

A study on consumer purchase intention towards tablet PC

Yung-Chen Hung SooChow University
Jia-Chyi Huey SooChow University

A study on the drivers of relationship value

Hui-Chen Chang National Taipei University
Lin-Ju Cheng St. John's University
Yen-Tsung Shih National Taipei University

Does it matter if Thai Airways uses American versus Chinese aircraft? The effect of country of origin of ingredient brand on consumers' perception of host brand

Subramanian Sivaramakrishnan University of Manitoba
Sergio W. Carvalho University of Manitoba

Effects of review attribute and valence on message credibility in E-WOM: Focusing on the moderating effects of subjective knowledge and regulatory focus

Dongmo Koo Kyungpook National University
Kyungtag Lee Kyungpook National University

Proposals for improving human resources management from tourism and hospitality industry. Case study: International five star hotels

Dan Popescu Academy of Economic Studies
Alina Ciocarlan-Chitucea Academy of Economic Studies
Cristina State Academy of Economic Studies

The complexity of the country-of-origin literature: Past, present, and future

Ting-Hsiang Tseng Feng-Chia University

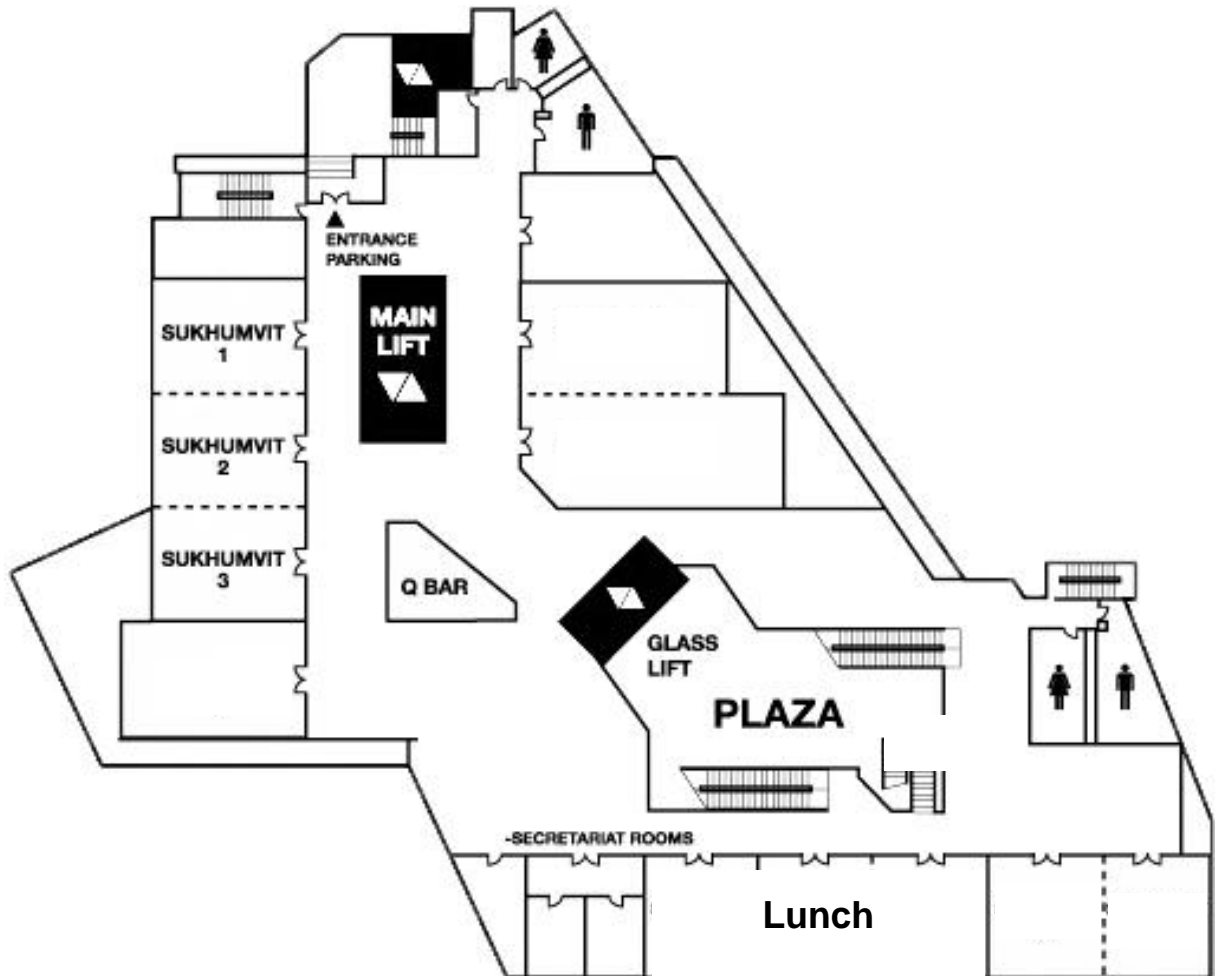
The effects of relationship destroying factors on customer relationship: the moderating effects of relationship recovery

Hui-Chen Chang National Taipei University
Yi-Ching Tsai Shih Chien University
Sheng-Yuan Hsu National Taipei University

Vietnamese consumer behavior toward children's over-the-counter preventive medications: Will perceived vulnerability and threat predict medicating intention?

Phuong Nguyen University of Economics

Layout of Session



NETs2012

Hotel Transportation Information

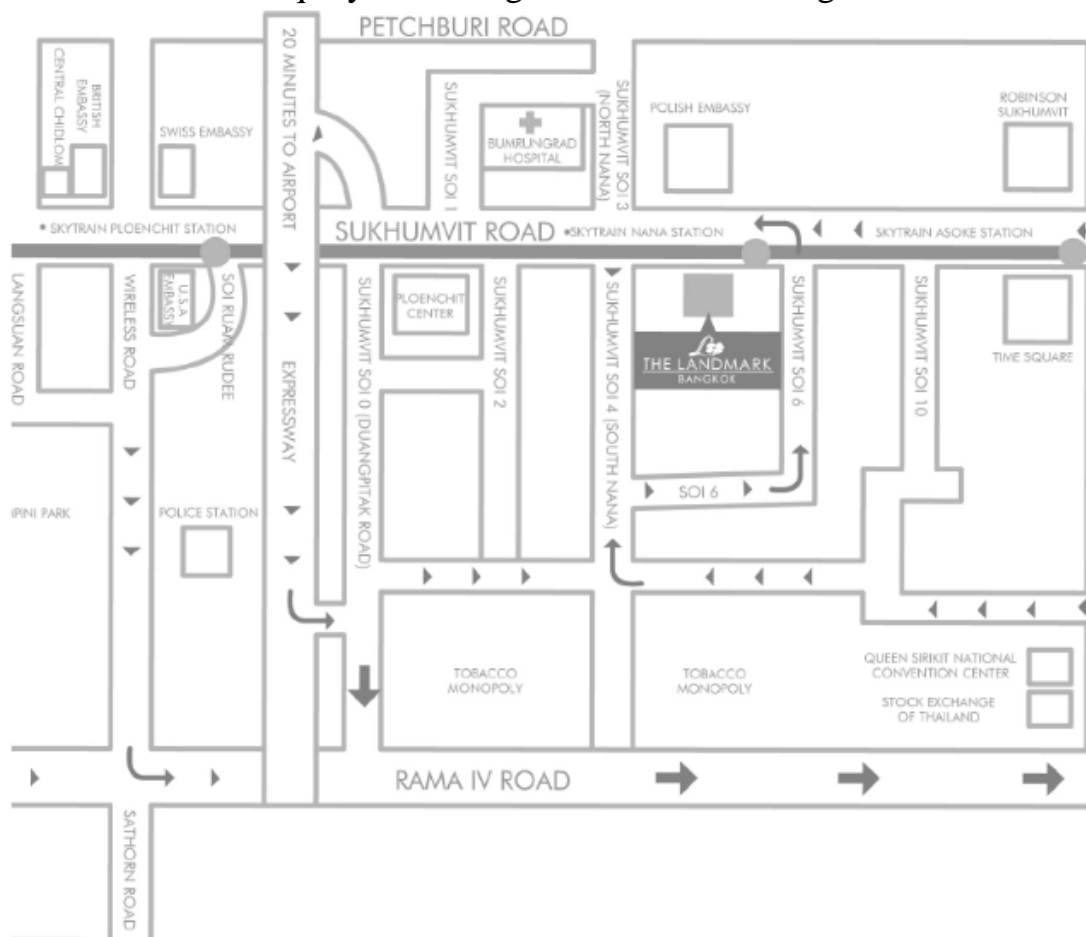
The Landmark, Bangkok, Thailand

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Fax: 66 (0) 2253 4259

E-mail: enquiry.marketingsvcs@landmarkbangkok.com



LANDMARK BANGKOK HOTEL MAP

138 Sukhumvit Road. Bangkok 10110. Thailand
Tel: 66 (0) 2254 0404 Fax: 66 (0) 2253 4259

Guide to Presenters and Session Chair

1. Please be in the session 5 minutes before the schedule.
2. Session chair should divide the available time equally among all papers to be presented and announce the same to the paper authors and audience. Each paper should be presented within allotted sparing three minutes for discussion.
3. The papers having more than one author will not get any extra time for making their presentations.
4. Session chair should remind the speakers about the time limit three minute before the time he or she is expected to finish the presentation. If a speaker goes beyond the allotted time, session chair should remind her or him to close the presentation.

Projector

During the conference, an LCD projector, screen and laptop (notebook) computer will be provided for each meeting room. Any additional equipment needed is at the discretion of the presenter, and it will be his or her responsibility to provide the extra equipment.

Conference Registration Desk

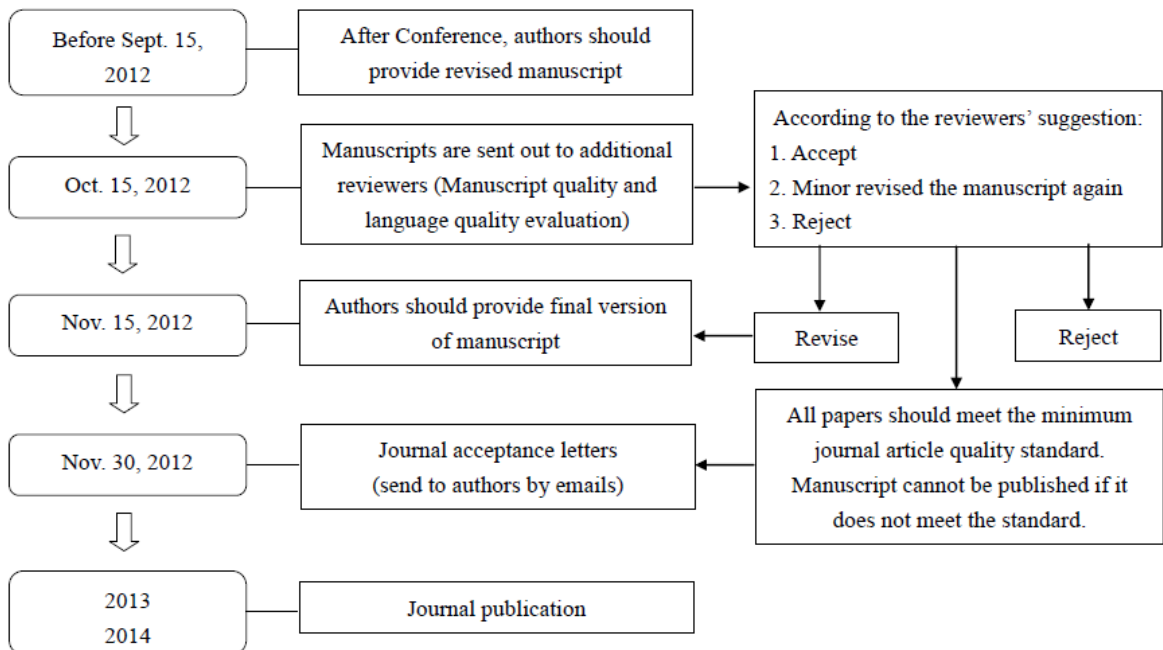
The conference registration desk will be open from PM 17:00 to PM 18:00 August 17, 2012 and from AM 09:30 to PM 17:00 August 18-19, 2011.

Lunch

Two lunches are included in the conference registration fee. Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-13:30.

NETs2012

Manuscript Process Procedure for Journal Publication



Call for Papers - NETs2013

International Conference on INTERNET STUDIES

September 7-8, 2013, Hong Kong, China

<http://www.internet-studies.org/>

Organized by: Academy of Taiwan Information Systems Research

Sponsored by: National Taipei University

The 2013 International Conference on Internet Study (NETs 2013) will be held on September 7-8, 2013, in Hong Kong, China. This conference is organized by Academy of Taiwan Information Systems Research (ATISR), and sponsored by National Taipei University, National Taiwan University, Chinese Culture University, Tamkang University. This conference provides a forum for researchers and practitioners to exchange research results and share development experiences on internet study.

The upcoming NETs 2013 proceedings covers, but not limited to the following areas:

Electronic Commerce-Technology Digital payment systems

Authentication

Privacy-enhancing technologies

Information security

Databases and data mining

Other relative topics

Electronic Commerce- Management/Marketing Internet Advertising

Internet Banking

Online consumer behavior

Online retailing

Trust on the Net

Other relative topics

Cyber Society cyber law and cyber crime

Cyber sex and cybering

Ethic in cyber society

Online friendship and virtual relationship

Social communications on the internet

Other relative topics

Call for papers - 2nd. ATISR2012

International Conference on Applied and Theoretical Information Systems Research

December 27-29, 2012, Taipei, Taiwan

Submission deadline: September 10, 2012

Sponsored by

Institute of Information Management, National Taipei University

Department of Computer Science & Information Engineering, Tamkang University

The Second International Conference on Applied and Theoretical Information Systems Research (2nd-ATISR2012) will be held on December 27-29, 2012, in Taipei, Taiwan. This conference provides a forum for researchers and practitioners to exchange research results and share development experiences on information technology, system, and management research.

The upcoming 2nd-ATISR2012 conference covers, but not limited to the following areas:

Information system

Accounting Information Systems

Cyber Behavior and IS

E-Learning

Emergency Response Information Systems

Enterprise Systems

Human-Computer Interaction

IS Implementation, Adoption and Diffusion

Information Science and Systems

Information Security and Privacy

IS/IT in Healthcare

IT Governance

IT Global Sourcing and Cloud Computing

Service Science

Online Social Networking

Web 2.0 and Data Mining

Information technology

Artificial Intelligence, Neural Networks and Genetic Algorithms

Computer and Information Science

Communication Systems & Networks

Data Mining & Knowledge Discovery

Database, Data Warehousing, Data Engineering

Image, Acoustic, Speech and Signal Processing

Image Processing & Pattern Recognition

Intelligent Agent Technology, Agent Based Systems

Internet Technology and Applications, e-Commerce

Mobile/Wireless Computing

Programming Languages, Compilers, & Operating Systems

Software Engineering and Information Engineering

Technology Education and Training

Technology and Innovation

Visual and Multimedia Computing

Web Engineering & Applications

Information management

Global IT/IS Management

IS/IT Project Management

Business Process Management

Management and Business Intelligence

Electronic Commerce

Management Information System

Web Technology and Management



Special Track on Measurement Scale Development and Validation

Special Track on Social Networking Behavior

PUBLICATION OPPORTUNITIES

All submitted papers will be reviewed using the double-blind method. The papers accepted for presentations at the conference will be further evaluated for possible submission to the following journals collaborating with our conference.

The Journal designated to this conference includes:

- International Journal of Electronic Commerce Studies (IJECS) (ISSN: 2073-9729)
- Contemporary Management Research (CMR)(ISSN: 1813-5498)
- International Journal of Cyber Society and Education (IJCSE) (ISSN: 1995-6649)

IMPORTANT DATES

Submission Deadline: September 10, 2012

Acceptance Notification: October 1, 2012

Registration Deadline: November 1, 2012

Conference Dates: December 27-29, 2012

PAPER FORMAT AND FINAL SUBMISSION

In general, the paper must be prepared the way you want it to appear in the proceedings. Authors could choice to publish their full papers or one page abstracts in the conference proceedings in CD-ROM. All papers must be original and not published anywhere. However, the authors do not need to transfer copyright of papers or abstracts included in the proceedings. This means authors could submit their articles for journals or books after conference.

MANUSCRIPT SUBMISSION

Please submit your manuscript or abstract online to
<https://www.easychair.org/conferences/?conf=2ndatizr>

Please check website for more details <http://atizr.org/2ndATISR/>

or

Contact us: atizr@academic-journal.org

International Journal of Electronic Commerce Studies

Call for Papers

<http://ijecs.academic-publication.org/> E-mail: ijecs@academic-journal.org

OBJECTIVE

International Journal of Electronic Commerce Studies is a double-blind referred academic journal for all fields of electronic commerce. All theoretical, empirical and applied manuscripts will be considered for publication.

International Journal of Electronic Commerce Studies is a publication of the Academy of Taiwan Information Systems Research sponsored by National Taipei University which located in Taipei, Taiwan.

CONTENTS AND SUBJECT

The journal publishes original and review papers, technical reports, case studies, research notes, teaching case, and commentaries. Contribution may be by submission or invitation, and suggestions for special issues and publications are welcome.

REVIEW PROCESS

Each paper submitted to International Journal of Electronic Commerce Studies would be reviewed by the editor for general suitability. If it is judged suitable, two reviewers are selected and a double-blind review process takes place. Based on the recommendations of the reviewers, the editor then decides whether the article should be acceptable as it is, revised or rejected.

CALL FOR PAPERS

**International Journal of
Cyber Society and Education**

ISSN 1995-6649

<http://ijcse.academic-publication.org> Email: ijcse@academic-journal.org

SCOPES

The IJCSE is a double-blind referred academic journal for all fields of cyber society and education, such as following topics. All theoretical, empirical and applied manuscripts will be considered for publication.

campus information systems
computer aided assessments
computer and education
crime prevention in cyber society
cyber law and cyber crime
cyber sex and cybering
e-learning evaluation and content
e-learning technologies
standards and systems
ethic in cyber society
information and society
intellectual property
internet addiction
internet security
knowledge management

marketing and promoting e-learning
mobile learning
multimedia in e-learning
online friendship and virtual relationship
organization learning
practices and cases in e-learning
practices and cases in cyber society
role and mission of cyber police
social benefits of e-learning
social communications on the internet
systems and technologies issues
technology adoption and diffusion
trust and privacy issues in cyber society
virtual learning environments
other relative topics

REVIEW

Before submitting the manuscript, the author should have his/her paper proofread for grammatical and spelling corrections as well as the readability of the paper. The IJCSE is a double-blind referred academic journal. Each manuscript would be reviewed by the editor for general suitability. If it is judged suitable, a double-blind review process takes place. Based on the recommendations of the reviewers, the editor then decides whether the article should be accepted. The evaluation period is short, usually we evaluate manuscript within two to three months. Please remind us if you do not receive the review results after two to three months.