

TABLE OF CONTENTS

IEEE International Technology Management Conference 2011

Platinum Sponsor Profile	iii
--------------------------------	-----

Session A1 - Venture Capital, Institutional Environment and Entrepreneurship

Session Chair: Poh Kam Wong, National University of Singapore

Venture Capital and New Venture Growth: A Comparative Study Between India and China	1
Fang-cheng Tang and Ru-qing Wei, Beijing Jiaotong University	
Venture Capital Funding of Asian Entrepreneurs in Silicon Valley: A Longitudinal Analysis	9
Poh Kam Wong, Yuen Ping Ho, Annette Singh, Entrepreneurship Centre, National University of Singapore	
R&D Continuity of Biotech Start-ups under Global Financial Crisis	19
Takao Fujiwara, Toyohashi University of Technology	
Entrepreneurs' Response to Failure in Early Stage Technology Ventures: A Comparative Study	29
Keith Cotterill, University of Cambridge	
Bringing Entrepreneurial Ideas to Life	40
Charles Eesley, Stanford University; David Hsu, Wharton School, University of Pennsylvania; Edward Roberts, Massachusetts Institute of Technology	

Session A2 - Adapting to Changing Management & Career Paths

Session Chair: Kimball Williams, Past President, Electromagnetic Compatibility Society

Managerial Career Learning in Engineering: An Integrated Approach	61
Quey-Jen Yeh, National Cheng-Kung University; and Tai-Ping Chang, National Kaohsiung First University of Science and Technology	
The Challenge of Career Path Uncertainty for Internal Corporate Ventures	67
Gordon Adomdza, Mathew Allen, Marc Meyer, Northeastern University	
The Role of Technology Agility on Business Processes and Organizational Agilities	77
Denise Dunlap-Hinkler Tucker Marion, John Friar, Northeastern University; Ronaldo Parente, Rutgers University	
A Collaborative Engineering Manager Training and Certification Program	86
Benjamin Dow, Jr, and William Daughton, Missouri University of Science & Technology	
Stretching Role Breadth: Overachieving IT Managers in Underperforming IT Organizations	89
Linda Pittenger, Dick Boland, Sheri Perelli, Case Western Reserve University	
Can Agency Theory Disclose Organizational Commitment? Exploring Employees and Agency Workers	100
Pei-Chen Chen and Shih-Chieh Fang, National Cheng Kung University	

Session A3 - Managing Innovation

Session Chair: Celia Desmond, Chapters Chair, Technology Management Council

Researching the 'Forgotten Sector': Low and Medium Tech (LMT) Innovation - Present Light on Future Trends	103
Muhammad Nouman, Lorraine Warren, Stephen Rhys Thomas, University of Southampton	
Innovation in e-Business Models: A Net-Enabled Business Innovation Cycle (NEBIC) Theory Perspective with Empirical Evidence	114
Abdullah Basiouni and Rod McNaughton, University of Waterloo	

Challenges in Managing Diffusion of Telemedicine Technology in South Africa	121
Michael Ogembo Kachieng'a, University of Pretoria, South Africa	
Research on the Mechanism of Building Total Innovation Management System via Information and Communication Technology: Case Studies in the Context of China	126
Qingrui Xu, Lu Jin, Liang Mei, Zhejiang University	
Integrating User Perception and Experience into the Technology Acceptance Model: An Empirical Investigation of Online Payment Service Innovation	134
Chyi Jaw, National Yunlin University of Science & Technology; Oliver S. Yu, Kenneth C. Gehrt, San Jose State University	
Technology Commercialization Factors, Frameworks and Models	144
Joe E. Amadi-Echendu, and Ricky T. Rasetlola, Univ of Pretoria	

Session B1 - R&D Mangement I

Session Chair: Animesh Debnath, University of Burdwan

A Comparison of International R&D Strategies of Chinese Companies in Europe and the U.S.	149
Jieyin Zhang and Alberto Di Minin, Scuola Superiore Sant'Anna; Xiaohong (Iris) Quan, San Jose State University	
Key Drivers of Organizational Performance in Times of Crisis	158
Wei-Tsong Wang, National Cheng Kung University	
On Global Diffusion of Electrical and Electronics Engineering Research: An Extensive Quantitative Analysis of IEEE Publications (1980–2008)	165
Nobuyuki Shirakawa, Takao Furukawa, Minoru Nomura, Kumi Okuwada, National Institute of Science and Technology Policy (NISTEP)	
Comparing Organizational Structure and Design in Canadian & Russian Enterprises Based in P.R. of China (Specialized in Hi-tech and Nano-technologies)	173
Denis Pedyash, Chunsheng Shi, Xiaoli Meng, Harbin Institute of Technology; Denis Pedyash, Far-Eastern Federal University; Olesya Shulgina, Amur State University; Eduard Dushenko, International Engineering Design Studio	
Research on Microelectronics Outsourcing	181
Viraj Pandit, Novellus Systems Inc; Surabhi Patwardhan, University of Houston	

Session B2 - Information Technology and Systems Sustainability

Session Chair: Charles Rubenstein, Pratt Institute

Impact of Sustainability on Integration and Interoperability between BIM and ERP – A Governance Framework	187
Saumyendu Ghosh and Mirosław J. Skibniewski, University of Maryland; Sam Negahban, Brawner Builders, Inc.; Young Hoon Kwak, George Washington University	
The Formation Mechanism of IT-Driven Emerging Industries: A Perspective of Generalized Ecological Community	194
Weihui Dai and Hongkun Song, Fudan University; Ni Xu, Delphi Shanghai Dynamics & Propulsion Systems Co., Ltd; Genghui Dai, Sun Yat-Sen University	
Application of Systems Engineering Methodologies to Transitions to Sustainable Technologies: An Architecture Framework Supporting Management of Portfolios of Sustainable Technology Transition Projects	201
Kim Davis, Thomas Mazzuchi, Shahram Sarkani, The George Washington University	
A Smart Phone Hosted, Low Powered and Eco-Friendly E-Commerce System	206
Shuchih Ernest Chang, Yu-Teng Jang, Ming-Hsuan Tsai, National Chung Hsing University	
A Fuzzy Expert System for Elemental Life Cycle Estimate	212
Nannan Wang, Shandong University	

Session B3 - Improving Innovation Productivity

Session Chair: Luke Maki, President, Technology Management Council

Technology and the Growth of the Manufacturing Firm	222
Steven Formanek, The American University in Cairo	
Efficiency and Advantage of Government-sponsored R&D Projects: An Inter-industry Comparison	231
Chao-Chih Hsueh, National Pingtung University of Science and Technology; Fang-Ming Hsu, National Dong Hwa University	
Factors Affecting Improved Innovation Output in Service Sector Firms	239
Christopher McGrath and Jennifer Percival, University of Ontario Institute of Technology	
The Co-Evolution Effects of Technological Capabilities and Business Configuration on Technological Trajectory	247
Yi-Chia chiu, National Chengchi University; Tai-Yu Lee, National Chung Hsing University	
Introducing Innovations into Serbian Companies Organizational Culture: Questionnaire and EFA as Tools for Researching Employees' Assumptions	254
Mladen Pecujlija, Ilija Cosić and Zoran Delic, University of Novi Sad	

Session B4 - Dialog Session

Session Chair: Atif Shaikh, IBM Corp, ITMC Co-Chair

When to Commit to a Prior Technological Entry: A Multi-theoretical View on Follow-up Patenting	264
Hsueh-Liang Wu and Jung-Ching Lin, National Taiwan University; Cheng-Yu Lee, Southern Taiwan University	
An Insight into R&D Collaborations	274
Muhammad Fiaz, Yang Naiding and Muhammad Rizwan, Northwestern Polytechnical University	
Switching Online Channel Brand to Offline Channel Brand	279
Shui-Lien Chen, Wei-Ting Lu and Chun-Yang Lo, Tamkang University; Yung-Hsin Lee, National Taiwan University of Science and Technology	
Local Governance in Industrial Clusters: Pproposal of a Management Model and a Self-assessment Tool	284
Rafael Henrique Palma Lima and Luiz Cesar Ribeiro Carpinetti, University of Sao Paulo	
A Comparative Investigation on IT Improvement Opportunities between Korea and Thailand: A Critical Study Based on United Nations' E-Government Indexes	290
Joong Mook Choi, Assumption University	
Fertilizer Production by Biodegrading Lignocelluloses and Process Design	299
Weizun Li, Meiting Ju, Yannan Wang, Tie-Long Li, Le Liu, Er-Fu Guo, Nankai University	
Selection of End user in Supply Chain Network using Fuzzy–Pareto Approach	302
Jinesh Kumar Jain, Govind Sharan Dangayach and Gopal Agarwal, Malaviya National Institute Technology; Soumya Banerjee and Partho Dey, Birla Institute of Technology	
Economic and Educational Perspective on Outsourcing/Offshoring Microelectronics in India	309
Viraj Pandit, Novellus Systems Inc.	
Job Performance of Subcontractor Workers in the Construction Industry	315
Ying-Hua Huang, and Kuo-Wei Lu, National Yunlin University of Science and Technology	

Session C1 - R&D Mangement II

Session Chair: Mohammed Bakhshwain, University of Southern California

Comparative Study of University Technology Transfer between Germany and China.....	318
Shuiyuan Tang, Jiping Lu, Harald Kunz and Jianhua Zuo, Beijing Institute of Technology; Zhonghua Jian, China North Industries Group Corporation	
Managing Innovation Practices of SMEs in the Caribbean: An Exploratory Study	324
Ambika Koonj Beharry and Kit Fai Pun, The University of the West Indies	
Energy Related Outsourcing: The Case of ESCOs in the Swedish Pulp and Paper Industry	329
Patrik Thollander and Mikael Ottosson, Linkoping University	
A Case Study on the Road to IP Telephony: A Company's Strategic Decision to Move Toward the Next-Generation Network	338
Mohammed Bakhshwain, University of Southern California	
Option-Games Analysis on Software Clusters in China.....	346
Yuhua Hu and Takao Fujiwara, Toyohashi University of Technology	

Session C2 - Innovative Business Models

Session Chair: Poh Kam Wong, National University of Singapore

Inclusive Growth through Resource Integration to Serve the High End Market.....	351
Xudong Gao, Yunhuan Tong, Liping Zhang, Jianghua Zhou, Xi Shao, Tsinghua University	
Patent Valuation for Innovative Business Models in Start-up Companies and University Spin-offs.....	357
Paul Pöltner, Thomas Grechenig and Martina Pöll, Vienna University of Technology; Thomas Schwingenschlögl, IMMOFINANZ AG; Andreas Gotwald, TPA Horwath	
Exploring the Formation Management of Two-Sided Platforms.....	363
Thomas Bohné, The University of Auckland Business School	
Commercial Communications Satellites - A Unique Business Model for Space Programs	368
Larry Wray, Gerrit Van Ommering, Brian Kosinski, Space Systems/Loral	

Session C3 - Information Networks

Session Chair: Luke Maki, President, Technology Management Council

Knowledge Assimilation in R&D Alliance: The Effectiveness of Firms' Internal and External Capabilities.....	379
Ming-Chao Wang, National Cheng Kung University; Cheng-Yu Lee, Southern Taiwan University	
Accumulation of Knowledge Capabilities: The Perspective of Knowledge-based View and Network Theory.....	383
Ming-Chao Wang and Shih-Chieh Fang, National Cheng Kung University	
Knowledge Network and Innovation Activities by MNC Subsidiaries: The Effects of Internal and External Knowledge Resources	388
Feng Liang, Rutgers University; Dean Xu, China Europe International Business School (CEIBS)	
The Required Intensity and Media-richness of Communication among Strategic Partners in New Product Development Projects	394
Yuosre Badir and Barbara Igel, Asian Institute of Technology	
Management of Information Flow in Innovation Networks.....	404
Avi Messica, The College of Management (Israel)	

Session D1 - Globalization R&D

Session Chair: Subhankar Dhar, San Jose State University

Understanding Organizational Capabilities for Effective Offshoring.....	412
Petra Edoff and Jayakanth Srinivasan, Malardalen University	
Optimizing Financial Parameters to Disincentivise International Grey Traffic and Rationalization of Measures to Curb Illegal International Telephony in Pakistan.....	419
Muhammad Choudhary, University of Engineering & Technology; Aftab Hina, National University of Science & Technology	
From Outsourcing To Cloud Computing: Evolution of IT Services.....	434
Subhankar Dhar, San Jose State University	
Principles and Business Improvement Initiatives of Lean Relates to Environmental Management System	439
A.P. Puvanasvaran, Robert S.T. Kerk, M.R. Muhamad, Universiti Teknikal Malaysia Melaka	

Session D2 - Facilitating Collaboration

Session Chair: Bob Shapiro, VP of Conferences, Technology Management Council

Evolution of the Corporate Venture Capital Operations of Japanese Electronics Companies.....	445
Katsuya Hasegawa, The University of Tokyo	
Factors that Drive Success in Collaborative Product Development.....	454
Sanjay Mathrani, Anuradha Mathrani and Cathy Liu, Massey University	
Taxonomy of Technology Roadmaps in Service Areas.....	462
Chanwoo Cho and Sungjoo Lee, Ajou University	
An Analysis Model for Health Information Technology Adoption.....	468
Nima Behkami, Portland State University & Oregon Health Sciences University; Tugrul Daim, Portland State University	
Role of Lead Market Factors in Globalization of Innovation: Emerging Evidence from India & its Implications.....	475
Rajnish Tiwari and Cornelius Herstatt, Hamburg University of Technology	

Session D3 - Risk Management in Supply Chains

Session Chair: Md. Mamun Habib, American International University - Bangladesh

Evaluating Process Capability under Undetected Fluctuations	484
Yu-Ting Tai, Kainan University	
Managing the Risks of Outsourcing in Supply Chain Networks.....	488
Ka Man Lee, Yu Ching Yeung, William Hong, Nanyang Technological University	
System Dynamic Methodological Approach for Design and Analysis of Risk in Supply Chain	495
Atul Sidola, Pradeep Kumar and Dinesh Kumar, Indian Institute of Technology Roorkee	
Towards An Approach for Measuring the Risk-Bearing Capacity of Construction Contracts.....	501
Chen-Yu Chang, University College London	
Assessing Security Risk in Global Supply Chains	510
Mary Meixell and Mario Norbis, Quinnipiac University	

Session D4 - HR Management of Innovation

Session Chair: George Farris, Rutgers University

Technology and Human Resource Management Methodology in "Kaikaku" (Corporate Innovation) Program	516
Kumiko Shirai, Nihon Unisys, Ltd.; Ichiro Koshijima, Nagoya Institute of Technology; Tomio Umeda, Chiba Institute of Technology	

How Contract Manufacturers Compete with Their Clients: A Case Study of Innovation Capability Reconfiguration	522
Ting-Kuei Kuo, Natioanl Taiwan University of Science & Technology	
Perception of Innovation in Companies: Measuring the Mindset of Tangible and Intangible Innovation in Companies.....	532
Emma Lindberg, Josef Ekman, Johan Andersson, Filip Bengtsson Cecilia Waldehorn and Fredrik Nilsson, Lund University;	
Managing IT Innovation: Recessionary Service and Staffing Model Perspectives	543
Joseph M. Woodside, KePRO / Cleveland State University	

Session E1 - Energy and Climate Change Innovation

Session Chair: Wil Thissen, Delft University of Technology

The Path Towards Low-Carbon Governance for China	547
Nannan Wang, Yen-Chiang Chang, Ronggui Ding, Peipei Li, Zihui Ling, Shandong University	
A Study on Bicycles Promotion for Reductions in CO₂ Emissions.....	551
HongJoo Lee, Tai-Woo Chang and Hyunsoo Kim, Kyonggi University	
The Policy Impact on Clean Technology Diffusion	558
Yi-Tui Chen, National Taipei University of Nursing and Health Sciences; Dong-Shang Chang, National Central University; Chia-Yon Chen, National Cheng Kung University	
Energy Security Innovation at Industrial and Military Installations: A Multicriteria Analysis with Regulatory, Environmental, Economic, and other Emergent Conditions	569
James Lambert, Christopher Karvetski and Michelle Hamilton, University of Virginia; Igor Linkov, Tarek Abdallah and Melanie Johnson, US Army Corps of Engineers; Renae Ditmer, STRATCON LLC; Jeffrey Keisler, University of Massachusetts Boston	

Session E2 - Partnering for Innovation

Session Chair: Tugrul Daim, Portland State University

The Effects of a Focal Firm's Internal and External Boundary Conditions on the Performance Implication of R&D Alliance Participation.....	575
Cheng-Yu Lee, Southern Taiwan University; Ming-Chao Wang, National Cheng Kung University; Jung-Ching Lin, National Taiwan University	
The Absorptive Capacity for Complex, Science-based Innovation: The Case of Bio-pharmaceuticals.....	587
Danielle Dunne, Fordham University; Deborah Dougherty, Rutgers University	
Do Co-Publications with Industry Lead to Higher Levels of University Technology Commercialization Activity?	591
Poh-Kam Wong and Annette Singh, National University of Singapore	
Absorptive Capacity for Radical Innovation: A Case Study in the Semiconductor Industry	601
Pascal Le Masson and Benoît Weil, MINES ParisTech; Patrick Cogez and Yacine Felk, STMicroelectronics	
The Challenge of University Startups in the USA: A Lesson from Successful Cases	615
Paul Swamidass, Auburn University	

Session E3 - Outsourcing Issues in Global Supply Chains

Session Chair: Md. Mamun Habib, American International University - Bangladesh

Monte Carlo Simulation Based Estimations: Case from a Global Outsourcing Company	619
Jyotirmoy Dasgupta, Patni Computer Systems Limited; G. Sahoo, Birla Institute of Technology; R. P. Mohanty, ITM Group of Institutions	
Applicability of the UTAUT Model in Playing Online Game through Mobile Phones: Moderating Effects of User Experience	625
Shui-Lien Chen, Chi-Jung Kuan and Hsiang-Ling Huang, Tamkang University; Yung-Hsin Lee, National Taiwan University of Science and Technology	
The Global Data Synchronisation Network (GDSN): Technology and Standards Improving Supply Chain Efficiency	630
Sean Lockhead, GS1	
Relationship between Country of Origin, Brand Experience and Brand Equity: The Moderating Effect of Automobile Country.....	638
Shui-Lien Chen and Yi-Jing Wu, Tamkang University; Wei-Chun Chen, Ming Chuan University	
Hands-off the Mess: Contract Choice for Business Process Outsourcing	643
Ling Ge, University of Massachusetts Dartmouth	

Session E4 - Management of Knowledge Creation

Strategic Management of Scrum Projects: An Organizational Learning Perspective.....	651
Rafael Landaeta, Andreas Tolk, Old Dominion University; Stacia Viscardi, Agile Evolution, Inc.	
Management System for Multidisciplinary University Research Institutes.....	657
Simon Philbin, Imperial College London	
Innovation Management in Subsidiaries of Multinational Corporations in the Brazilian Electro-Electronic Industry.....	666
Muriel Gavira, University of Campinas & Technical University of Lisbon; Ruy Quadros, University of Campinas	
A Pseudo-Psychological Inquiry on Research Personnel Management in the United States.....	674
Karthik Mahesh Varadarajan, TU Vienna	
Technical and Contextual Challenges in Developing Advanced Medicinal Products: The Example of Cytotherapeutic Development.....	680
Carol Walton and Paul Heffernan, University of Cambridge	

Session F1 - Sustainability Management and Policy

Session Chair: Bob Shapiro, VP of Conferences, Technology Management Council

Geometric Scaling and Long-Run Reductions in Cost: The Case of Wind Turbines	691
Srikanth Narasimalu and Jeffrey Funk, National University of Singapore	
Material Adoption Practices of Wind Industry and its Effect on Product Scaling Trends	697
Srikanth Narasimalu, Nanyang Technological University & National University of Singapore	
Initial Development of a Metrics Framework for Green Competitiveness	706
Jerry J.R. Ou, Bureau of Energy; JrJung Lyu, Chia-Wen Chen, National Cheng Kung University	
A New Method for Maritime Traffic Safety Index Appraisal.....	711
Rajesh Prabhu Gaonkar and Min Xie, National University of Singapore; Anil Kumar Varma, Singapore Maritime Academy	
Practicing Sustainability in PFI Project Management.....	717
Nannan Wang, Ronggui Ding and Hua Sun, Shandong University; Milan Radosavljevic, University of Reading	

Session F2 - Intellectual Property

Session Chair: Terri Griffith, Santa Clara University

Exploring an Essential Patent through a GTM-based Standard Map	723
Seonkoo Jeong and Byungun Yoon, Dongguk University	
Technology Roadmapping Based on Patent Citation Network Considering Technology Life Cycle	731
Yujin Jeong and Byungun Yoon, Dongguk University	
Does Pro-patent Policy Spur Innovation?: A Case of Software Industry in Japan	739
Kazuyuki Motohashi and Masayo Kani, University of Tokyo	

Session F3 - Purchasing and Supply Management Issues

Session Chair: Tugrul Daim, Portland State University

Identifying Purchasing Competences and Organizational Configuration for Innovative Product Development	745
Linda Zhang, University of Groningen	
Headquarters-Centered Common Sourcing Management: Order Coordination and Order Consolidation	752
Ting Zhang and George.Q Huang, The University of Hong Kong	
Supplier Selection in Webinar Supply Chain Using Self-organizing Maps and Data Mining	759
Roya Hosseini, Nahid Ghassabzadeh Saryazdi, Sayyed Alireza Hashemi Golpayegani Amirkabir University of Technology	
Dynamic and Adaptive Price Quotation in a Make-to-Order Company	765
Jian Zhang, Barrie R. Nault and Yiliu Tu, University of Calgary	
Diversification Strategies in Emerging Industries: A Supply Network Perspective	770
David Kirkwood and Jagjit Srani, University of Cambridge	

Session F4 - Optimizing Knowledge Management in Changing Organizations

Session Chair: John Delany

Engineering Problem Solving and Knowledge Creation: An Epistemological Perspective	777
Rachel Itabashi-Campbell, Sheri Perelli, Julia Gluesing, Wayne State University	
From Belonging to Technology Diffusion: A Critical Role of Perceived Organizational Support	790
Sheng-Tsung Hou, Feng Chia University; Hsueh-Liang Fan, National Chengchi University	
The Impact on Project Success of Using Technology in Modern Project Planning and Control	801
Svein-Arne Jessen, Norwegian School of Management	
Strategy and Technology Management: An Innovation-Leader Case Study	806
Bill Williams, Setubal Polytechnic Institute & CEG-IST; José Figueiredo, CEG-IST & UTL	
Electronic Management Systems: Efficient Tools and Inefficient Implementation Processes	812
Josefin Ejlertsson, Emelie Gustafsson, Henrik Hagman, Magnus Hellgren, Hannes Ullman, Lund University	

Session G1 - Open Innovation

Session Chair: Terri Griffith, Santa Clara University

Describing Knowledge Integration in Innovation Processes	819
Toshiro Kita and Masaki Ohtsuka, Doshisha University	
Dynamic Open Innovation Model of Research and Development Management for Enterprise Globalization	827
Wu Li-Jen, Feng Chia University & National Cheng Kung University & William Science and Technology Research Co., Ltd; Tsai Chien-Tzu and Chang Pao-Long, Feng Chia University	
How Does Openness Affect Academic Production? Empirical Evidence from the National Key Laboratories of China	836
Ping Lv and Xielin Liu, Graduate University of Chinese Academy of Sciences	
Innovation Networks: Exploring Inter-organizational Dynamics in Open Innovation Environments	845
Pablo Munoz and Lucy Lu, Newcastle University	

Session G2 - Inventory Management

Session Chair: Tugrul Daim, Portland State University

Lean Production and Business Efficiency: An Artificial Neural Network Analysis in Auto Parts Companies	855
Jose Antonio Arantes Salles, UNINOVE; Luis Eugenio Carretero Diaz and Pablo Garcia Estévez, UCM	
Development of a Decision Support System for Inventory Analysis and Control	864
Numera Tahir, Muhammad Abbas Choudhary, National University of Science and Technology	
An Integrated Modeling for Supplier Selection and Optimal Lot Sizing: A Case Study of Four-Echelon Supply Chain	877
Behin Elahi and Seyed-Mohammad Seyed-Hosseini, Iran University of Science and Technology; Leila Etaati, Islamic Azad University	

Session G3 - Managing Change and Maintaining Organizational Performance

Session Chair: John Delany

An Exploratory Study on Change Resistance Measurement	885
Joshua C. Chang, Chien-Kuo Technology University	
Employee-Organization Relationship and Job Performance	892
Hsi-An Shih and Hui-Wen Tsay, National Cheng Kung University; Chu-Chun Hsu, Southern Taiwan University	
The Usage of Learning Journals in a Technology Management Education	900
Charlotta Johnsson, Fredrik Nilsson, Gudbjorg Erlingsdottir, Carl-Henric Nilsson, Goran Alsen, Lund University	
Analysis of Influencing Factors on Doctor's Prescription Behavior in China	905
Weihui Dai and Jiapeng Chai, Fudan University; Huajuan Mao and Xiaohua Hu, Second Military Medical University	

Session H1 - IT Adoption

Session Chair: George Farris, Rutgers University

Technology Management in the Environment of Convergence and Disruptions	913
Jarmo Harno, Wipro Technologies	
Analysis of Factors Affecting the Adoption of Smartphones	919
Young Mo Kang, Chanwoo Cho and Sungjoo Lee, Ajou University	
The Innovation Strategies of Government Agencies in Implementing Information Systems	926
Fang-Ming Hsu and Yu-Tzeng Lin, National Dong Hwa University; Chiu-Tsu Fan, Tunghnan University; Wen-Hsi Chang, National Archives Administration	
Risk Governance Framework for Enterprise-Wide Application Implementations	932
Saumyendu Ghosh and Miroslaw Skibniewski, University of Maryland College Park; James William Boswell and Young Hoon Kwak, The George Washington University	
An Empirical Study of the Adoption Dynamics of Beta Products in Co-creation	939
Saku J. Makinen, Juho Kanninen and Ilkka Peltola, Tampere University of Technology	

Session H2 - Project and Technology Issues in Supply Chains

Session Chair: Md. Mamun Habib, American International University - Bangladesh

Logistics Technology Transfer Process Model	944
Abdullah Al Hajri, Sultan Qaboos University; Maruf Hasan, University of New South Wales	
An Exploratory Study of Supply Chain Management for Tertiary Educational Institutions	957
Md. Mamun Habib, American International University - Bangladesh	
The <i>AutoVenture Forum</i>: Demonstrating a New Process for Managing Automotive Innovation	964
David Bodde and John Skardon, 1Clemson University; Ethan Byler, ASME	
Supply Chain Performance Evaluation: A Case Study in a Company of Equipment for Refrigeration	969
Emilio Della Bruna Jr, Leonardo Ensslin, Sandra Rolim Ensslin, Federal University of Santa Catarina	
Alignment of After-Sales Services with Measures to Improve Quality: A Case Study in a Major Auto Assembly Plant in Brazil	979
José Antonio Salles, Alexandre Oliveira Dias and Rosangela Vanalle, Nove de Julho University	

Session H3 - Innovative Strategies of Entrepreneurial Firms

Session Chair: Xiaohong "Iris" Quan, San Jose State

The Framing of Entrepreneurship	985
Robert Zacca, United Arab Emirates University	
A Piece of the Action: Lessons from Silicon Valley's First Semiconductor Enterprise.....	992
Stephen Adams, Salisbury University	
How Can Executives/Entrepreneurs in Small to Medium Sized Software Enterprises Leverage Partnerships with Large Firms?	1001
Kyootai Lee, UNIST; Kailash Joshi, University of Missouri-St.Louis	
A Framework to Manage the Innovation Strategies of New technology Based Firms	1007
Shirley Davey, Brian Meenan and Rodney McAdam, University of Ulster; Michael Brennan, Ulster Business School	
Changing Entrepreneurial Strategies to Developing Capitalist Institutions: A Look at Chinese Technology Entrepreneurs	1014
Charles Eesley, Stanford University; Delin Yang, Tsinghua University	

Session J1 - Alternative Energy

Session Chair: Steve Adams, Salisbury University

An Inverse Innovation for Photovoltaic (PV) Industry	1034
Mitsuyuki Maeda and Kinji Mori, Tokyo Institute of Technology	
Dynamics of Innovation in Solar Cell Industry: Divergence of Solar Cell Technologies	1042
Yukihiko Nakata, Ritsumeikan Asia Pacific University	
Bridging the Gaps in Industry Evolution: Solar Photovoltaic Industry.....	1048
Gregory Theyel, Glen Taylor and Paul Heffernan, University of Cambridge	
Striving for Business Excellence: Achieving "Energy Smartness" by Living It	1053
Narayana G.P.L. Mandaleeka, Tata Consultancy Services, Ltd.	

Session J2 - Strategic and Tactical Issues in SCM

Session Chair: Md. Mamun Habib, American International University - Bangladesh

Corporate Social Responsibility, Size, and ICT Firm Performance	1058
Cheng Zhang, Xiaoya Liang and Xiongwen Lu, Fudan University; Gilbert Bock, Sungkyunkwan University	
A Dynamic Virtual Hub Location Problem in Airline Nnetworks: Formulation and Metaheuristic Solution Approaches.....	1061
Ehsan Teymourian, Farzin Taghipourian Farzinloo, Mazandaran University of Science and Technology; Ali Sadeghi, Amirkabir University of Technology	
Finding Business Partners and Building Reciprocal Relationships – A Machine Learning Approach	1069
Junichiro Mori, Yuya Kajikawa, Hisashi Kashima, The University of Tokyo	
Case Study: Collaboration of Premier Foods and British Sugar on the way to CIPS 2010 Best Supplier Relationship Management Award.....	1074
Elcin Erkin, University of Strathclyde, Glasgow	