### 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**
  Fang-cheng Tang and Ru-qing Wei, Beijing Jiaotong University ................................. 1
- **Venture Capital Funding of Asian Entrepreneurs in Silicon Valley: A Longitudinal Analysis**
  Poh Kam Wong, Yuen Ping Ho, Annette Sngh, Entrepreneurship Centre,
  National University of Singapore .................................................................................. 9
- **R&D Continuity of Biotech Start-ups under Global Financial Crisis**
  Takao Fujiwara, Toyohashi University of Technology .................................................. 19
- **Entrepreneurs’ Response to Failure in Early Stage Technology Ventures:**
  A Comparative Study ....................................................................................................... 29
  Keith Cotterill, University of Cambridge

**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**
  Quey-Jen Yeh, National Cheng-Kung University; and Tai-Ping Chang,
  National Kaohsiung First University of Science and Technology .............................. 61
- **The Challenge of Career Path Uncertainty for Internal Corporate Ventures**
  Gordon Adomdza, Mathew Allen, Marc Meyer, Northeastern University ...................... 67
- **The Role of Technology Agility on Business Processes and Organizational Agilities**
  Denise Dunlap-HinklerTucker Marion, John Friar, Northeastern University;
  Ronaldo Parente, Rutgers University ........................................................................... 77
- **A Collaborative Engineering Manager Training and Certification Program**
  Benjamin Dow, Jr, and William Daughton, Missouri University of Science & Technology 86
- **Stretching Role Breadth: Overachieving IT Managers in Underperforming IT Organizations**
  Linda Pitterger, Dick Boland, Sheri Perelli, Case Western Reserve University .............. 89

**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**
  Muhammad Nouman, Lorraine Warren, Stephen Rhys Thomas, University of Southampton 103
- **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
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
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
Chyi Jaw, National Yunlin University of Science & Technology;
Oliver S. Yu, Kenneth C. Gehrt, San Jose State University

Technology Commercialization Factors, Frameworks and Models
Joe E. Amadi-Echendu, and Ricky T. Rasetlola, Univ of Pretoria

Session B1 - R&D Management I
Session Chair: Animesh Debnath, University of Burdwan

A Comparison of International R&D Strategies of Chinese Companies
in Europe and the U.S.
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
Wei-Tsong Wang, National Cheng Kung University

On Global Diffusion of Electrical and Electronics Engineering Research:
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)
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
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
Saumyendu Ghosh and Miroslaw 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
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
Kim Davis, Thomas Mazzuchi, Shahram Sarkani, The George Washington University

A Smart Phone Hosted, Low Powered and Eco-Friendly E-Commerce System
Shuchih Ernest Chang, Yu-Teng Jang, Ming-Hsuan Tsai, National Chung Hsing University

A Fuzzy Expert System for Elemental Life Cycle Estimate
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 Formaneck, 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: Proposal 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 Management II
Session Chair: Mohammed Bakhashwain, University of Southern California

Comparative Study of University Technology Transfer between Germany and China
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
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
Patrik Thollander and Mikael Ottosson, Linköping University

A Case Study on the Road to IP Telephony: A Company’s Strategic Decision to Move Toward the Next-Generation Network
Mohammed Bakhashwain, University of Southern California

Option-Games Analysis on Software Clusters in China
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
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
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
Thomas Bohné, The University of Auckland Business School

Commercial Communications Satellites - A Unique Business Model for Space Programs
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
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
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
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
Yuosre Badir and Barbara Igel, Asian Institute of Technology

Management of Information Flow in Innovation Networks
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 Relations 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, National 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*

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

### Session E4 - Management of Knowledge Creation

*Session Chair: Rafael Landaeta, Andreas Tolk, Old Dominion University; Stacia Viscardi, Agile Evolution, Inc.*

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

### Session F1 - Sustainability Management and Policy

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geometric Scaling and Long-Run Reductions in Cost: The Case of Wind Turbines</td>
<td>691</td>
</tr>
<tr>
<td>Srikanth Narasimalu and Jeffrey Funk, National University of Singapore</td>
<td></td>
</tr>
<tr>
<td>Material Adoption Practices of Wind Industry and its Effect on Product Scaling Trends</td>
<td>697</td>
</tr>
<tr>
<td>Srikanth Narasimalu, Nanyang Technological University &amp; National University of Singapore</td>
<td></td>
</tr>
<tr>
<td>Initial Development of a Metrics Framework for Green Competitiveness</td>
<td>706</td>
</tr>
<tr>
<td>A New Method for Maritime Traffic Safety Index Appraisal</td>
<td>711</td>
</tr>
<tr>
<td>Rajesh Prabhu Gaonkar and Min Xie, National University of Singapore; Anil Kumar Varma, Singapore Maritime Academy</td>
<td></td>
</tr>
<tr>
<td>Practicing Sustainability in PFI Project Management</td>
<td>717</td>
</tr>
<tr>
<td>Nannan Wang, Ronggui Ding and Hua Sun, Shandong University; Milan Radosavljevic, University of Reading</td>
<td></td>
</tr>
</tbody>
</table>
Session F2 - Intellectual Property
Session Chair: Terri Griffith, Santa Clara University

Exploring an Essential Patent through a GTM-based Standard Map
Seonkoo Jeong and Byungun Yoon, Dongguk University

Technology Roadmapping Based on Patent Citation Network
Considering Technology Life Cycle
Yujin Jeong and Byungun Yoon, Dongguk University

Does Pro-patent Policy Spur Innovation?: A Case of Software Industry in Japan
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
Linda Zhang, University of Groningen

Headquarters-Centered Common Sourcing Management:
Order Coordination and Order Consolidation
Ting Zhang and George.Q Huang, The University of Hong Kong

Supplier Selection in Webinar Supply Chain Using Self-organizing Maps and Data Mining
Roya Hosseini, Nahid Ghassabzadeh Saryazdi, Sayyed Alireza Hashemi Golpayegani
Amirkabir University of Technology

Dynamic and Adaptive Price Quotation in a Make-to-Order Company
Jian Zhang, Barrie R. Nault and Yiliu Tu, University of Calgary

Diversification Strategies in Emerging Industries: A Supply Network Perspective
David Kirkwood and Jagjit Srai, University of Cambridge

Session F4 - Optimizing Knowledge Management in Changing Organizations
Session Chair: John Delany

Engineering Problem Solving and Knowledge Creation: An Epistemological Perspective
Rachel Itabashi-Campbell, Sheri Perelli, Julia Gluesing, Wayne State University

From Belonging to Technology Diffusion: A Critical Role
of Perceived Organizational Support
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
Svein-Arne Jessen, Norwegian School of Management

Strategy and Technology Management: An Innovation-Leader Case Study
Bill Williams, Setubal Polytechnic Institute & CEG-IST; José Figueiredo, CEG-IST & UTL

Electronic Management Systems: Efficient Tools and Inefficient Implementation Processes
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
Toshiro Kita and Masaki Ohtsuka, Doshisha University

Dynamic Open Innovation Model of Research and Development Management for Enterprise Globalization
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
Ping Lv and Xielin Liu, Graduate University of Chinese Academy of Sciences

Innovation Networks: Exploring Inter-organizational Dynamics in Open Innovation Environments
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
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
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
Behin Elahi and Seyed-Mohammed 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
Joshua C. Chang, Chien-Kuo Technology University

Employee-Organization Relationship and Job Performance
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
Charlotta Johnsson, Fredrik Nilsson, Gudbjorg Erlingsdottir, Carl-Henric Nilsson, Goran Alsen, Lund University

Analysis of Influencing Factors on Doctor’s Prescription Behavior in China
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; Chi-Yu 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 Kanniainen 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 AutoVenture Forum: Demonstrating a New Process for Managing Automotive Innovation ............. 964
David Bodde and John Skardon, Clemson University; Ethan Byler, ASME

Supply Chain Performance Evaluation: A Case Study in a Company of Equipment for Refrigeration .......... 969
Emílio 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 Stratagies 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 Networks:
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