

## About the Contributors

**Te Fu Chen** is an Assistant Professor in the Department of Business Administration at Lunghwa University of Science and Technology, Taiwan. He has taught in the Department of Information Management at Chang Jung Christian University. He has also taught in Department of International business at Ching Yun University and Cheng Shiu University, Taiwan. Dr Chen received his MBA degree in business and information management from MBA, Providence University Taiwan in 1999; and PhD degree in management from the University of Western Sydney, Australia in 2007. His research interests include business model innovation, knowledge-based innovation, knowledge management, e-commerce/e-business, CRM, SCM, international marketing and service innovation and management. Recently, he starts to research tourism and leisure management and cultural innovation and creative industry. Dr Chen has published over one hundred papers and books in international journals global publishers, such as Edward Elgar (EE) Publishing Ltd, IGI Global Publishing group in the UK and USA, Journal of Global Commerce and Management, Tamsui Oxford Journal of Management Sciences (International journal), Journal of Knowledge Management and Practice (Top 7 for KM among International journals), International Journal of e-business management (EI), International Journal of Central Asian Studies, Journal for SME Development, Journal of Entrepreneurship Research, Web Journal of Chinese management review (International journal), International Journal of Information Technology and Management (EI) etc. Currently, he is the book editor in IGI Global publishing group, USA and IBIMA Journal of Innovation Management in SMEs. Also, he has been the reviewer in Journal of Internet Technology (SCI-E), International Journal of Electronic Business (IJEB), a special issue for the quality papers presented in ICEB 2005, International Journal of Technology Management (SCI/SSCI) on the theme "Trade, Technology and Economic Development in China", reviewer and the member of Editor board, "Risk Assessment and Management in Pervasive Computing: Operational, Legal, Ethical and Financial Perspectives", IGI Global, USA., International conference on e-business 2005, Hong Kong, International conference on e-business 2007, Taiwan, 20th Australasian Conference on Information Systems 2009, Monash University: Caulfield Campus, Melbourne, The 44th Hawaiian International Conference on System Sciences (HICSS-44), 2010, one of the most reputable and influential conferences in the field of system sciences.

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**Yih-Chang Chen** is an Assistant Professor in the Department of Information Management at Chang Jung Christian University, Tainan, Taiwan. Dr Chen received his BSc degree in Computer and Informa-

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tion Sciences from Tunghai University, Taiwan in 1992; MSc (Econ) degree in Information Systems Security from The London School of Economics and Political Science (LSE), University of London in 1996; and PhD degree in Computer Science from the University of Warwick, United Kingdom in 2002. His research interests include business process reengineering, empirical modelling, lean thinking and lean management, software engineering and requirements engineering, and the use-case approach to system development. Currently he is the deputy director of RFID Research Centre at Chang Jung Christian University, Taiwan.

**Min-Ching Chen** received her Master of Education from Education Department (TEFL) in University of Bristol, UK. Miss Chen is a lecture of Language Center in National Chiao Tung University. She is interested in English teaching approaches and methodology, material designing and evaluation.

**Tsungting Chung** (鍾從定) is a professor at the Department of Business Administration and Dean of International Affairs Office, National Yunlin University of Science and Technology, Yunlin, Taiwan, where he teaches International Management (MBA/EMBA, Ph.D. level), Cross-Culture Management, International Negotiation Theory and Practice (MBA/EMBA, Ph.D. level), and Cross Taiwan Strait Commercial Relations. He was the Chairman of Business Administration Department and Provost at Providence University, Taichung, Taiwan. Most of his research and publications are in the fields of negotiation and international management. Other than journal articles, he published two books, *International Negotiation Theory and Practice* and *Research Methodology: Quantitative and Qualitative Approaches* with co-author Chi-Shiun Lai. He is also a licensed mediator at Taichung District Court, and has served as Board member of Chamber of Commerce at Taichung City Government and Yunlin County Government, Taiwan, Republic of China. He received his Ph.D. from Graduate School of International Studies, University of Denver, USA and a certificate on Case Method and Participant-Centered Learning Program from Harvard Business School, Harvard University, USA.

**Liang-Cheng Huang** received his MBA Degree from Tamkang University, Taipei, Taiwan, Rep. of China in 2006. He is now a Ph. D. student with a major in Information Management at National Taiwan University. Currently, his research interests include collective actions, online behavior, and social networks. He is now also a research assistant with the Social Networks Group, Academia Sinica in Taiwan, Rep. of China.

**Ti Hsu:** Upon completing his Ph. D. at Syracuse University, Dr. Ti Hsu went to work for the Southeastern Michigan Transportation Authority as Manager of IS and Marketing Research and Project Manager of the Alternative Analysis Study, a 3-million plus dollars project of building a subway system in Detroit. He started his academic career in 1979 as a business professor at Rutgers University and has taught ever since. Currently, he is a business professor at the Chinese Culture University in Taiwan. Being an interdisciplinary person, he has conducted his research in a number of areas. But his primary research interests have always been evolved around information technology. Starting out with small group behavior initially, he then moved into GDSS, when PCs became available and later to virtual teams when the Internet emerged. From there, he got into CSCL/W and e-learning. Now, he is into virtual communities and social networking.

**Yuan-Chu Hwang** received his Ph.D. in Management of Information Systems from the College of Commerce of National Chengchi University. Dr. Hwang is an Assistant Professor of Information Management Department in National United University. His research interests include Collaborative e-Service Innovation, Ubiquitous Commerce and Privacy/Trust Issues for Social Mobile Applications.

**Chieh-Heng Ko**, Ph.D., is a lecturer in the Hospitality Department at the Chung Hua University in Taiwan. Ko got his Ph.D. at the University of Western Sydney in Australia. He also holds a BA in Political Science (Taiwan) and an MBA in Hotel Management at the University of Western Sydney. Before doing research, Ko worked as a front office manager at a Taiwanese hotel for seven years. His working experience in the hotel brought him interest in performance measurement in the hotel industry. In his research, he used data envelopment analysis to measure the relative operational efficiency of Taiwanese International Tourist Hotel and further explored the critical success factors that lead to hotels with good performance in Taiwan.

**Moria Levy** is the founder and CEO of ROM Knowledgeware, the largest Israeli firm specializing in Knowledge Management and Business Intelligence solutions (over 20 consultants). Moria has over 20 years of experience, and nearly 10 of them with expertise in Knowledge Management. Levy is now working on her PhD, focused on Knowledge Management Utilization in Organizations. She is the author of the book- "Management in the 21st Century: A personal blog". Levy also holds the position as the CEO of the Israeli Knowledge Management Forum, an association that consolidates all knowledge management practitioners in Israel.

**Pu Chuan Li** lives in Taipei, the capital city of Taiwan. Because the city is changing non-stop, and new technology and other modern things are being adopted, Li is very interested in surfing the web to understand the new technology and see information from all over the world. Of traveling, he said, "I need not spend money to go to other countries because I see them through the Internet's lens, but as an adage said 'Actions speak louder than words.' Hence, I plan to see the world, not by the mouse, but by my feet".

**Yeen Ni Li:** Being an Indian-born Chinese, I was more "Indian" than "Chinese" (Culturally) since I grew up in an Indian society. The economic boom, created by the rise of "Chindia", made me want to balance the Indian and the Chinese side in me. I chose Taiwan as a destination to pursue my Bachelor's degree in Business Administration for two reasons. I always had interest in the business world and felt that being in a foreign educational institution would be a good change, for one, and second, I could be more fluent in the Chinese language. Music has always played a significant part of people's life, including mine, and due to the development of computers and technologies; music can be downloaded very easily from the Internet. There is no doubt that the Internet is the "Big Thing" now, but we cannot be certain if it would be a Big Problem in the future.

**Li Lin**, born in Taipei in 1963, studied philosophy at the National Taiwan University from 1981 to 1985. Then he, after his military duty, continued his philosophical study in Germany and got a masters degree (1992) and the doctoral degree (1996) from University Trier. Since then he has taught at the Graduate Institute of European Studies of the Tamkang University located in Taipei County. Professor Li Lin is specialized in ethics and legal and political philosophy.

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**Nikita Hsiang-Yi Lin** is affiliated with the Ching Yun University, Taiwan. He previously worked at the National Policy Foundation. He received his Ph.D. and M.A. from the Tamkang University in Taiwan. Having taught students of international business, business ethics, and management at both the undergraduate and graduate levels, Dr. Lin is a dedicated contributor to international business education. He previously held teaching or research appointments at the Moscow State University, Saint-Petersburg State University, Russian Academy of Sciences, and National Kaohsiung University of Applied Sciences at Kin Men. Dr. Lin specializes in global business ethics and corporate governance. He is also the author of more than 10 publications on various business ethics topics, including global business ethics and Catholic theology.

**B. K. Mangaraj** has been working as a Professor in Production & Operations Management Area at XLRI School of Business and Human Resources, Jamshedpur, India since 1st November, 2006. Prior to joining XLRI, he was a Professor and Head of the Department of Business Administration at Utkal University, Bhubaneswar, India. He did his M.Sc in Mathematics & Ph.D. in Operations Research, both from Indian Institute of Technology, Kharagpur, India. He also holds a D.Sc degree in Development Anthropology from Utkal University, India. His research interest includes Multi-Objective Decision-Making, Fuzzy Logic and their applications to organizational and societal development problems at one end and “Cultural Management” at the other. Several of his publications have already appeared in reputed journals and edited volumes, including IGI Global publication. He has also presented forty-two research papers in various conferences and has written management teaching cases for classroom discussion.

**Viju Mathew's** research involves wide subject area like Marketing, Strategy, Entrepreneurship, Knowledge Management, etc. The research profile of Dr. Viju Mathew involve more than 30 papers published in national and international journals and magazines showing a range of new models, theories, and quantitative and qualitative evidences added to the current knowledge. More recently, he focused on the Entrepreneurship and Marketing aspects in Middle East region considering various aspects and increasingly wide set of data sources, services, and entrepreneurial data analysis. Dr. Mathew is a Science graduate, and Management doctorate with wide experience working in different continents. He was also involved in financial industry developing and coordination Marketing strategy for the financial and non-financial product. Later joining the academics he was involved extensively in active teaching, research, consultancy, and developmental programs at various levels and capacities. Mathew's teaching interests include marketing management in Undergraduate and graduate level, as well as in higher active research. He was also involved in implementing multi-dollar DIF projects funded by International Development Agency (World Bank) and MoHE, FDRE. He is actively involved in conducting development programs, community service and development programs, and executive education from CEO grade and below. He is also part of advisory board for several educational projects and programs.

**Sheng Hong Su** was born in Kaohsiung, which is a lively and friendly city. The weather in Kaohsiung is suitable for working out. I usually play softball with my friends on weekends and watch MLB baseball games on TV, whenever possible. I have been watching baseball tournaments for more than 10 years and my favorite player is John Smoltz (Atlanta Braves). Other than watching baseball tournaments, I also like to listen to music on my free time. Music can soothe my soul and hence, it plays an important role in my life.

**Reima Suomi** is a professor of Information Systems Science at Turku School of Economics and Business Administration, Finland since 1994. He is a docent for the universities of Turku and Oulu, Finland. In 1992-93 he spent as a “Vollamtlicher Dozent” in the University of St. Gallen, Switzerland, where he led a research project on business process re-engineering. Currently he concentrates on topics around management of telecommunications, including issues such as management of networks, electronic and mobile commerce, virtual organizations, telework, and competitive advantage through telecommunication-based Information Systems. Different governance structures applied to the management of IS and enabled by IS belong, too, to his research agenda, as well as application of information systems in health care. Reima Suomi has worked on over 300 publications, and has published in journals such as *Information & Management*, *Information Services & Use*, *Technology Analysis & Strategic Management*, *The Journal of Strategic Information Systems*, *Behaviour & Information Technology*, *Journal of Management History*, and *Information Resources Management Journal*. For the academic year 2001-2002, he was a senior researcher “varttunut tutkija” for the academy of Finland. With Paul Jackson he has published the book “Virtual Organization and workplace development with Routledge, London.

**Min Chi Tsai** was born in Taichung, which is in the central part of Taiwan, and lived there till I completed High School. After that, I came to Taipei, the capital city of Taiwan, to pursue a college education with a major in Business Administration. Here, I can feel information being transmitted at a rapid speed as well as the convenience in obtaining it. The Internet has brought a lot of benefits to my life. For instance, I like to search for things that have interested me on the Web, like novels, magazines, music, books, and so on. At the same time, I can make new friends with similar interests and chat with them online. Of late, I started blogging to exchange views and ideas with friends on the books I like reading and the music I enjoy hearing. Besides, I get to practice my writing skills in English. I would like to build up a career in the publishing industry in the future.

**Yu Kai Tsai:** Born in the busy city of Taipei, I like to relax myself by listening to music. Reading magazines about business and automobiles is also one of my hobbies in my leisure time. I also like to surf on the Internet to look for things that are of interest to me. For today’s Internet-generation college kids, the Internet is an easy and convenient way to search for music and download the ones one likes, especially since file sharing on music is such a common practice. When I was exposed to the issues of the intellectual property, copyrights, Internet privacy, etc., in a business course, I began to appreciate the seriousness of music piracy and file sharing on movies, videos, and music. I participated in this research so that we could understand more about the problems associated with the music piracy.

**Chien Chih Wang:** My name is Mike and I was born in Ping Tung. I came from a small family and I am the only child in the house. My father is mainly engaged in sales of tea and my mother is a housewife. That is why they have a high expectation of me. As such, I am very serious about my education and learning. In general, I am an easygoing and ambitious person, but also very active. I like reading and listening to music. I also like going to the movies with my friends and taking part in outdoor activities. I decided to major in business management because I had, and still have, a generic interest in issues related to business management and leadership. I hope I can put the management knowledge that I learned in college into good use in the workplace in the future so that it could help me build my career as a professional manager.

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**Weng Wong:** I was born, raised and bred in a populated island called Macau. As I grew older, I wanted to see the outside world. Hence, I came to Taiwan and met different people from different backgrounds. I have learned a lot about the culture here in Taiwan and gained more knowledge. I also picked up many interpersonal, communication, and leadership skills while I collaborated during execution of this project. I am sure this will help me a lot when I start to work.

**Fang Zhao** (PhD) is currently Associate Professor of Management in the American University of Sharjah (AUS), the UAE. She has authored/edited and published 3 peer-reviewed research books in the areas of e-business and IT management. She established the International Journal of e-Business Management in 2007 and has been the Editor-in-Chief ever since. She has also published over 65 research works in peer-reviewed journals, books and conferences internationally in the areas of entrepreneurship and innovation, research commercialization, knowledge management, TQM, etc. Her current research interests are in m-commerce and e-government practices in the Middle East and other regions. She was Senior Lecturer and Senior PhD Supervisor at the Royal Melbourne Institute of Technology University (RMIT) in Australia before joining AUS.