

## **Poster Presentation (sorted by Region)**

### **Poster Session**

**Venue:** Academic Concourse, HKUST

**Start:** 12:30, 1<sup>st</sup> August 2012

**End:** 15:00, 2<sup>nd</sup> August 2012

BS-01: Quality Management in New Product Development: Pharmaceuticals Aspect  
(*Dr. A. S. M Ansarul ISLAM*)

CAQ-08: Improve the Labor Productivity of Ronggui Toll Station (*HE Jianjun and WANG Junbiao*)

CAQ-09: Reducing the Lost Rate of Password Card between Two Non-Networking Sites on the Shenzhen – Guangzhou Highway (*WU Shanggan, TAN Fei, YANG Shaotian, YAN ZhuoWang, LIANG Xiaoying and LIN Qingsheng*)

CAQ-12: Increasing Outfield Equipment Intactness Rates of Mainline Closed Circuit Televisions (*WU Shanggan, QU Zheng, LI Rongai, LIU Bibo, JIN Wenmin, and XU Xianwei*)

CAQ-14: The Quality Economic Model and Strategy based on the Generalized Quality and Customer Value (*XUE Chao*)

CAQ-15: The Continuous Improvement Method for Oilfield Engineering Technical Service Enterprise Quality Management (*Jianzhu GONG*)

HK-03: Principals' Perception of Quality and Accountability: A Case Study of Lasallian Schools (*Peter P.K. KWOK*)

HK-07: The Effects of Teamwork Quality, Team Goals and Personality on Project Success: An Empirical Study (*Shing-Chung NGAN, Yung-Sin CHENG, Hon K. YAU, and T.C. WONG*)

HK-09: Evaluation of the Practice of Quality Assurance in Greater China Construction Industry (*Philip H.E. CHAN, Prosper BERNARD, Michel PLAISENT, and James Ming-Hsun CHIANG*)

HK-14: Perceptual Influence of Problem Solving Approach to the Student Learning from Mistakes (*Hon Keung YAU, T. C. WONG, and S. C. NGAN*)

HK-22: The Impact of Blaming on the Effectiveness of Error-based Learning in Hong Kong Higher Education (*T. C. WONG, H. K. YAU, and S. C. NGAN*)

HK-25: Elected Leader Capability based on Eight Quality Management Principles – Hong Kong Case in 2012 (*Lotto, Kim Hung LAI*)

IND-02: Science of Quality Education for Social Excellence (*Dr K Nithyanandan*)

IND-23: Application of Human Error Prevention (*Rohit Pathak, Rajinder Singh, and Milind Deshpande*)

IND-33: Internal Quality Assurance Cell: A Platform to Sustain and Enhance Academia-Industry Interaction (*Dr. B. S. Madhukar and Mr. I. H. Jahagirdar*)

IND-34: Exploitation of Fume Extraction Dust for the Development of Paving Blocks using Eco-Friendly Geopolymerisation Process (*Sanjay Kumar, K. B. Gaud, S. K. Nath, YVSC Chowdhary, and R M Kamat*)

- IND-35: Aligning Our Water Goal to National Water Policy 2020 (*N P Singh, K. B. Gaud, S B Bhapkar, P N Gawade, and D M Patil*)
- IND-42: Improving Turnaround Time for Loan Disbursement Process (*Yogesh Gaat, Usha Dutta, Brijesh Shukla, and Sunil Y Jadhav*)
- IND-44: Creating Business Value (*Rajesh Sehgal and Gopal Aggarwal*)
- IND-47: Doing Things Right, the First Time and Every Time to Enhance Customer Satisfaction (*Sachin Bora, Manoranjan Sahoo, Pankaj Shrivastava, and Rajmani Singh*)
- IND-48: To Reduce the Rejection in Seat Belt Assembly: A Case Study (*Dr K. Kumar, Sagar Vashisht, Sudipta Sarkar, and Praveen*)
- IND-49: To Reduce the Damping Force (D.F.) Rework of Shock Absorber Assembly: A Case Study (*Dr K. Kumar, Sagar Vashisht, Narender Gaba, and Vivek Gupta*)
- JP-12: Semantic Analysis of the Customer Inquiry Data Based on Text Mining Using Ontology (*Hodaka NAKAMURA, Fumiaki SAITOH, and Syohei ISHIZU*)
- JP-37: Improvement of Work Sensitivity in Keyboard Input Operation by Neurofeedback (*Kazuki TAKEUCHI, Raita OHORI, Fumiaki SAITOH, and Syohei ISHIZU*)
- JP-39: Construction of Quality Function Deployment Ontology Involving Logical Restriction among Qualities (*Ken TOMIOKA, Fumiaki SAITOH, and Syohei ISHIZU*)
- JP-40: Algorithm for a Family of Evaluation Attributes Sets Representing Customer Preference Relation (*Takuya MOGAWA, Fumiaki SAITOH, and Syohei ISHIZU*)
- KSQ-02: A Study on Shopping Value and Performance in Online Auctions in Korea (*Chul-Ho Cho*)
- KSQ-05: Choice Change in Future Context: Focusing on Temporal Construal Theory (*Jun-Sik, Kwak and Kwang-Ho, Ahn*)
- KSQ-07: Incorporating Platform-based Product Development into Systems Engineering Process (*Hee-Kweon Yoon and Jai-Hyun Byun*)
- KSQ-08: Measuring the Quality Cost in Service Industry (*Liu Fan, Sang-Chan Park, Yung-Ho Suh, and Sang-Chul Lee*)
- KSQ-11: Analyzing Clinical Patterns of the Integrative Medical Service (*Hyung-Lae Lee, Sang-Chan Park, and Sang-Chul Lee*)
- KSQ-18: Public Online Service and Customer Satisfaction in U-City (*Insu Cho and Heejun Park*)
- KSQ-19: A Study on Effects of the Manufacturer's Market Orientation on Innovative Activity and Business Performance (*Hanjoo Yoo, Jong-Woo Park, and Gwangsook Song*)
- KSQ-20: Fuzzy Relation Analysis on the Core Competence of CEO and Management Index (*Jignesh Panchal, PARK Bong-Gyeong, HWANG Seung-Gook, and PARK Young-Man*)
- KSQ-21: Developing a TPM Model for Quality Management (*Ju-Young Han, Liu Fan, Sang-Chul Lee, Sang-Chan Park, and Yung-Ho Suh*)
- KSQ-22: Developing the Qcost System in Service Company (*Kwang-Hyuk Im, Liu Fan, Sang-Chul Lee, Sang-Chan Park, and Yung-Ho Suh*)
- KSQ-23: Developing a Method for Integrative Medical Service by using Decision Modeling Method (*Ka-Eun Oh, Sang-Chan Park, and Sang-Chul Lee*)
- KSQ-24: Developing R&BD Evaluation Systems (*Young-Tae Kim, Ka-Eun Oh, Hyung-Lae Lee, Sang-Chan Park, Sang-Chul Lee, and Kwang-Hyuk Im*)

- KSQ-25: Efficiency Analysis of Public Organizations Management Assessment Criteria in Korea (*Wan Seon Shin, Jae Yeon Park, Sung Hoon Hong, and Eun Ki Jung*)
- KSQ-26: A Semantic Web Approach to Improving the Quality of XBRL Business Report (*Pyo Jin Jeon, Young Gon Bae, and Dae Won Kim*)
- KSQ-29: Determining the Most Profitable Target Values for a Tool Wear Process based on a Correlated Variable (*Cheol-Eun Jeong, Hyuck Moo Kwon, Sung-Hoon Hong, Taeho Park, and Min Koo Lee*)
- KSQ-30: A Continuous Screening Procedure using Performance and Surrogate Variables with a Specified AOQL Value (*Sung Hoon Hong, Eun Ki Jung, Hyuck Moo Kwon, and Min Koo Lee*)
- OV-06: Development of Knowledge Management Capabilities for ISO 9001 Certified Enterprises: A Research Agenda (*Kit Fai PUN and Man Yin Rebecca YIU*)
- OV-08: Measuring Knowledge Management Performance in Industrial Enterprises: An Integrated Model (*Man Yin Rebecca YIU and Clement K. SANKAT*)
- RUS-03: Comparison between the Desirability Function by E.C. Harrington and the Loss Function by Genichi Taguchi (*Dr. Yuri ADLER and Galina STASOVA*)
- SQI-05: Flow Improvement in Histopathology Laboratory through Resource Leveling (*NG Yun Suan Melissa and Ilyana Huda Bte Mohammed Hussain*)
- SQI-06: To Reduce Pain and Discomfort for Patient with Scrotal Swelling (*LEE Teng Teng, XU Yi, HONE Swee Mui, HENG Pei Boon, MUHAMMAD Najib Bin Ngasewan, TAN Wu Meng, NORHAYATI Bte Mohd Dali, and KOU Seow Wei*)
- SQI-09: To Eradicate Splint: Associated Problems at SGH Neonatal to Zero within 6 Months (*JULIET LEE WAI KHENG*)
- SQI-15: Order Up! To Reduce the Time Taken for A1/B1 Diet Ordering Process in Ward 73 by 50% within 6 Months (*LEE, C. W., ROSLAN, S., and OSMAN, H.*)
- TW-10: The Diffusion of Voluntary ISO 26000 among SMEs in Taiwan: Exploratory Evidence from the National Survey (*Yen-Chun Jim WU and Chih-Hung YUAN*)
- TW-12: Assessing the Effects of Experimental Marketing and Image on Customer Satisfaction and Loyalty in Extensive Education (*Ling-Lang TANG and Yun-Chung YEH*)
- TW-14: National Logistics Competitiveness and Corruption: Evidence from Emerging Country (*Yen-Chun Jim WU and Chih-Hung YUAN*)
- TW-18: Analysis of Critical Evaluation Factors of the EWPS Scale for Boundary-Spanners using DEMATEL (*Hsuan-Kai CHEN, Shang-Ping LIN, Tsai-Ding LIN, and Hsin-Hung WU*)
- TW-21: Development and Implementation of the Hazardous Substance Process Management (*Gary TSAI, Chia-Fu CHANG, and Ya-Hui CHAN*)
- TW-22: Applying Lean Thinking to Develop a Customer Value Analytic Model for the Service Industry (*Chang-Hsi YU, Chi-Hsun TSAI, Chi-Kuang CHEN, and An-Jin SHIE*)
- TW-23: A Study on the Relationship between Organizational Slack and Quality Performance: The Mediating Role of Ambidexterity (*Che-Hung LIN and Guo-Chang CHUNG*)
- TW-24: A Study of Consumer Behavior of Taiwan in “Topical Pain Reliever” Products (*CHEN Hsuan-KAI, CHEN Long-Sheng, HUANG Yueh-Chuen, and WAN Wei-Ping*)

TW-25: The Efficiency Evaluation in Taiwan Commercial Banks (*Iuan-Yuan LU, Wei-Wen HSIAO, and Da-Zheng HSIAO*)

TW-27: Discuss the B&B Industry on the Employee Variability versus Customer Variability (*Ching-Chow YANG, Ping-Shun CHEN, and Yu-Hui CHIEN*)

TW-30: An Empirical Study of the Measurement of Eco-Component of Service Quality in Taiwan's International Tourist Hotels (*Iuan-Yuan LU, Chih-Yun YANG, and Cheng-Jui TSENG*)

VIE-03: The Innovation of Training Curriculum Focusing on Training Skills – A Method of Improving the Training Quality at Red Star University (*Vu Quang Thap, Phi Dang Tue, and Nguyen Thi Huyen*)

VIE-08: Mentoring ELT Teachers into the Learner-Centered Approach to Improve Students' Oral English Proficiency at Red Star University (*Nguyen Thi Huyen and Phi Dang Tue*)

VIE-09: Society's Needs Attach to School Development Program in Thua Thien Hue College of Education (*Hoang Ngoc Quy*)

VIE-10: The Advantages and Disadvantages of using Smart Pens for Young Children's English Learning (*Le Ngoc Diep and Ngo Van Nhon*)