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**Recent Advances in
Energy & Environment Integrated Systems**

*Proceedings of the 2nd International Conference on
Integrated Systems and Management for Energy, Development,
Environment and Health (ISMAEDEH '13)*



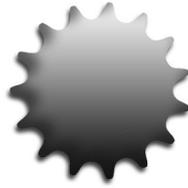
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Plenary Lecture 1

Going Green Business Excellence



Assistant Professor Davorin Kralj
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Abstract: There is no doubt about sustainable environmental future and environmental excellence. Environmental Excellence means more than corporate responsibility; it is now a priority issue that global business needs to integrate into its green business policy and strategy. Environmental Excellence strategies now feature in boardroom discussions across the world. Top management has a moral imperative and sustainable obligation to bring about environmental friendly change. Not only is “green” business excellence an issue of corporate responsibility, it is also in the interest of global policy and business to integrate it into its sustainable business and strategy. Decision makers and managers should be doing far more to assist and encourage the process. Truly environmental excellence companies engage all their employees at all levels in their decision processes. It is essential for the real effectiveness of environmental management to have appropriate leadership and keep well-regulated interpersonal relations in an enterprise. Congenial and stimulating atmosphere, promoting relaxed free and unimpeded activities, work satisfaction and satisfaction with co-operation with others, are all elements distinguishing excellent environmental performance. It is paramount importance for the company to make its sustainability decisions after it has thoroughly studied and analyzed possible course and outcomes, risks and benefits brought about by such a decision. Management should not focus on short-term benefits, but on long-term consequences of sustainability aimed at long-term efficiency and effectiveness of the company’s business and environmental activities and excellence. Sustainable Environmental Excellence Model provides an holistic view of the organisation and it can be used to determine how these different methods fit together and complement each other.

Brief Biography of the Speaker: Dr. Davorin Kralj completed his undergraduate studies at the University of Maribor, Faculty of Chemistry and Chemical Engineering (1987) and post-graduate study at the University of Maribor- Faculty of Organizational Sciences, in the area of Integral Quality Management (1991) and also post-graduate master’ study program Management and Organization - MBA at Faculty for Economics and Business in Maribor (2008). In 2009 he holds a Ph.D in the field of Chemistry and Chemical Engineering and in 2012 he holds a second PhD at the Faculty of Economics in Ljubljana. His main teaching and research areas include organizational sciences, environmental management and sustainable development. He has authored or co-authored various scientific papers and environmental patents. He has been awarded numerous certificates and awards. In 2008, have been distinguished with the silver award during the China Association of Inventions and IFIA International Federation of Inventors’ Associations, the silver award during the International Jury of IENA 2008 and award of the Best Eco Inventor during the WIPO World Intellectual Property Organization. He has been contributing in some European researches and projects on pedagogical aspects of e-learning and development of creativity and abilities of future engineers and teachers as well. He is member of Committee for Teacher Training of Hungarian Rectors’ Conference and secretary of Informatics Section of Pedagogical Committee of Hungarian Academy of Sciences. Dr. habil. Toth has issued about 75 papers in several journals and conference proceedings.

Plenary Lecture 2

Green Practices in Car Dealership



Assistant Professor Jui-Min Hsiao

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Abstract: The relationships among service quality, corporate image, customer satisfaction and customer loyalty had been widely studied in literature. However, the focus of green practices was lacking. The present paper includes green aspects in the study, trying to explore the effects of green service quality and green corporate image on green customer satisfaction and green customer loyalty. There are more and more car dealers put green innovation or environmental management into practices. Data were collected from random customers of Ford-Right Co., Ltd., a Ford Car dealer in southern Taiwan. The research framework was tested with structural equation modeling. In doing so, the relationships among research variables were investigated. The results show that both green service quality and green corporate image have positive effects on green customer satisfaction and green service quality is the more influencing factor. Green service quality and green corporate image also affect green customer loyalty. Moreover, green customer satisfaction leads green customer loyalty. Based on our findings, conclusions and implications for management are presented.

Brief Biography of the Speaker: Jui-Min Hsiao, completed his bachelor studies at Feng Chia University, Department of Industrial Engineering (1998), master studies at National Cheng Kung University, Department of Industrial Management Science (2000) and also doctoral studies at National Cheng Kung University, Department of Industrial and Information Management (2005).

He specialized in industrial engineering and business administration. He worked as instructor at Fortune Institute of Technology, Department of Industrial Engineering and Management (2000-2005), as assistant professor at Fortune Institute of Technology, Department of Business Administration (2005-2006) and also as assistant professor at Kun Shan University, Department of Business Administration (2007-2011). In the recent decade, he also worked as consultant at Ford-Right (2003-2009), at Chia-Shing Suzuki (2010-2011), Mazda-Right (2010-2011), and at SMEA. He was also former VP of Ford-Right (2010-2011) and is now concurrently serving as a management consultant at Ford-Right.

He is now Director of the Innovation and Incubation Center, Leader of the Industrial-Academic Cooperation Division and also as assistant professor at National I-lan University, Department of Applied Economics and Management (2011-2012).

His main teaching and research areas include E-commerce, supply chain management, operational management, marketing, management information system, business negotiation, human resource management, and knowledge management. He has anchored various industrial-academic cooperation projects and research projects. He also authored or co-authored 18 patents. He was invited by various organizations for training and lectures. He has been endeavoring his efforts to put academic management tools in practice. Published articles and technical reports include research papers about automobile selling industry, biotechnology industry, pharmaceutical industry, etc. He is author of about 60 papers published in international journals and conference proceedings.

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