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International Conference on Innovation and Management

IAM2015S

Sapporo, Japan, July 14-17, 2015

International Conference on Innovation and Management (IAM2015 Summer) Sapporo, Japan, July 14-17, 2015



Society for Innovation in Management (SIIM)

12F-1, No.5, Guangfu N. Rd. Songshan Dist.,

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IAM

International Conference on Innovation and Management

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University Sains Malaysia, Malaysia

Chair's Message

The committees of the International Conference on Innovation and Management (IAM2015 Summer) are pleased to welcome you to this meeting held at Sapporo, Japan on July 14-17, 2015. On behalf of the organizers, I express my delight in sharing the time with the delegates from all around the world and hope you will have good stay here.

With the rapid development in e-business and technology, enterprises are now facing fiercer threaten and vague opportunity. How to assist enterprises in gaining competitive advantages through technological and managerial innovation has become a crucial issue to the industrial and academic societies. The main objective of IAM International Conference is to provide a venue where business stakeholders, researchers and experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote business innovation and management. We believe it is of immense significance to have an opportunity to share the knowledge from all participants.

Among 189 excellent manuscript submissions from 12 countries, 136 of them come from 10 countries have been further selected for presentation in the conference. These papers provide unique insights and are regarded as the research forefront of the key areas including applications of innovation and management in selected industries, innovative systems and knowledge management, contemporary business behavior and data. We would like to express our gratitude to all those who contributed in helping deliver quality content of IAM2015S.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

July 14, 2015 (Tuesday)	
15:00-16:30	Registration (3F)

July 15, 2015 (Wednesday)			
08:30-16:00 Registration (3F)			
Room	Rosario (3F)	Syrah (3F)	Niagara (3F)
09:00-11:50 (Break at 10:15-10:35)	Session A1	Session A2	Session A3
11:50-13:40	Lunch (1F Restaurant Vigne or B1 Chinese Restaurant Hyoumanrou)		
13:40-16:30 (Break at 14:55-15:15)	Session B1	Session B2	Session B3

July 16, 2015 (Thursday)		
08:30-16:00 Registration (3F)		
Room	Rosario (3F)	Syrah (3F)
09:00-11:50 (Break at 10:15-10:35)	Session C1	Session C2
11:50-13:40	Lunch (1F Restaurant Vigne or B1 Chinese Restaurant Hyoumanrou)	
13:40-16:30 (Break at 14:55-15:15)	Session D1	Session D2

July 17, 2015 (Friday)		
08:30-16:00 Registration (3F)		
Room	Rosario (3F)	Syrah (3F)
09:00-11:50 (Break at 10:15-10:35)	Session E1	Session E2
11:50-13:40	Lunch (1F Restaurant Vigne or B1 Chinese Restaurant Hyoumanrou)	
13:40-16:30 (Break at 14:55-15:15)	Session F1	Session F2

Agenda

July 15, 2015 (Wednesday)

Session A1

09:00-11:50

Room: Rosario

Session Chair: Po-Hsin Ho

National Taipei University, Taiwan

Does Information Disclosure Matter to Firm Valuation?

Tao Chen

Open University of Hong Kong

A Portfolio Optimization Model Applied to Portfolio Selection in Taiwan Stock Market

Jung-Fa Tsai

National Taipei University of Technology

Chih-Lun Kuo

National Taipei University of Technology

Ming-Hua Lin

Shih Chien University

Media Monitoring and Government Banks

Po-Hsin Ho

National Taipei University

Chen Hung-Kun

Tamkang University

Chih-Yung Lin

Yuan Ze University

Che-Wei Chi

National Taichung University of Science and Technology

Corporate Jets and Disclosure Policy

Chia-Wei Huang

Yuan Ze University

Chih-Yen Lin

Fu Jen Catholic University

Investor Sentiment and Capital Markets

Chu-San Edward Wang

National Taipei University

Managerial Overconfidence and Capital Structure Adjustment

Ju-Fang Yen

National Taipei University

Ownership Structure, the Board Structure, and Level of Information Disclosure:

Views of Corporate Governance

Yi-Wen Wang

Ming Chi University of Technology

Shin-Tien Chen

Ming Chi University of Technology

Agenda

July 15, 2015 (Wednesday)

Session A1

09:00-11:50

Room: Rosario

Session Chair: Po-Hsin Ho

National Taipei University, Taiwan

**The Impact of Consumption, Investment, Trade in Services and Goods on Hong Kong
Economic Growth after Signing of CEPA: VAR Model**

Chun Han Yang

National Taipei University

Yeong Jia Goo

National Taipei University

Corporate Payout Policies and Cash Holdings in Family Firms

Yi-Pei Chen

Chung Yuan Christian University

Tsui-Jung Lin

Chinese Culture University

Agenda

July 15, 2015 (Wednesday)

Session A2

09:00-11:50

Room: Syrah

Session Chair: Jinn-Yi Yeh

National Chiayi University, Taiwan

Examining Knowledge Impacts of the IS Journals in the Discipline

Chien Hsiang Liao National Taichung University of Science and Technology

Polarizing Customers' Opinions with a Sales-inferred Sentiment Analysis Model

Guan Yu Chen National Cheng Kung University

Hui Chi Chuang National Cheng Kung University

Sheng Tun Li National Cheng Kung University

Credit Rating with a Monotonicity-Constrained Metric Learning Support Vector Machine

Chih-Chuan Chen Taiwan Shoufu University

Shu-Ching Kuo Taiwan Shoufu University

Yi-Chung Cheng Tainan University of Technology

Pei-Chih Chen Tainan University of Technology

Sheng-Tun Li National Cheng Kung University

A Study of the Correlation between Organizational Learning and Organizational Commitment in Hospital

Chien-Chang Yang Far Eastern Memorial Hospital

Mei-Yien Lin Golden Hospital

Chia-Jung Chung Golden Hospital

A CAD for Tumor Detection in Mammograms based on Multi-Band Generation Processes and Principal Component Analysis

Jinn-Yi Yeh National Chiayi University

Si-Wa Chan Taichung Veterans General Hospital

Tai-Hsi Wu National Taipei University

Understanding User Satisfaction and Use Intention toward Serious Games from Hedonic Perspective: Comparison between Different Platforms

Jiunn-Woei Lian National Taichung University of Science and Technology

Agenda

July 15, 2015 (Wednesday)

Session A2

09:00-11:50

Room: Syrah

Session Chair: Jinn-Yi Yeh

National Chiayi University, Taiwan

A Study of Critical Factors Analysis of High-Rise Building Fire Safety Equipment Installation by Consistent Fuzzy Preference Relation

Chui-Yu Chiu	National Taipei University of Technology
Po-Chou Shih	National Taipei University of Technology
Yen-Ting Yeh	National Taipei University of Technology
Wen-Lung Chen	National Taipei University of Technology

An Adaptive Monument Learning Cloud

Yi-Hsing Chang	Southern Taiwan University of Science and Technology
Chung-Wei Chung	Southern Taiwan University of Science and Technology
Rong-Jyue Fang	Southern Taiwan University of Science and Technology

Application of CAMI System to the Innovation Strategy of Customized Products in Cultural and Creative Industry - Taiwan Handicrafts Market as an Example

Yi-In Lee	Chung Chou University of Science and Technology
Shun-Fa Hsu	Chung Chou University of Science and Technology
Shan-Ming Chen	Morn sun dev. Co., Ltd.

Agenda

July 15, 2015 (Wednesday)

Session A3

09:00-11:50

Room: Niagara

Session Chair: Feng-Tse Lin

Chinese Culture University, Taiwan

An Exploration of the Relationship between Knowledge Management and Organizational Control in Governmental Departments

chiou chi ho

Chien Hsin University of Science and Technology

Chen Hai Hsiung

National Taipei University

Combine DEA and Six Sigma Method for Evaluating the Efficiency of Dental Preventive Services in Taipei City

Hsu Ling Hsin

National Taipei University

Yu-Hsiang Hsiao

National Taipei University

Determinants of Visitors' Revisit Intentions

Su-Ching Chang

Takming University of Science and Technology

Product Fit and Brand Fit on an Acquirer's Brand Equity after Mergers and Acquisitions

Hsiang Ming Lee

Chien Hsin University of Science and Technology

Tsai Chen

Fo Guang University

Hao Wang

School of Government Peking University

Wei Yuan Lo

Tunghai Universtiy

Family Firms and the Performance of Sustainability

Fang-Chun Liu

Feng Chia University

Hsiang-Tsai Chiang

Feng Chia University

Empirical Analysis of Suitable Control Parameter Settings in Differential Evolution

Feng-Tse Lin

Chinese Culture University

Exploring the Approaches of People Seeking Medical and Health Information

Ying-Chun Li

National Sun Yat-sen University

Shih-Chieh Lin

National Sun Yat-sen University

Agenda

July 15, 2015 (Wednesday)

Session A3

09:00-11:50

Room: Niagara

Session Chair: Feng-Tse Lin

Chinese Culture University, Taiwan

Impact of Effective Price, Fix Bonus, and Additional Prize on Lottery Sales - Lotto 6/49 as the Example

Yeong-Jia Goo

National Taipei University

Zong-De Shen

National Taipei University

Technological Navigation Apps Development Project for Tourism Factory: Taiwan Glass Gallery as an Example

Shun-Fa Hsu

Chung Chou University of Science and Technology

Yi-In Lee

Chung Chou University of Science and Technology

Mei-Ying Lan

Chung Chou University of Science and Technology

Ching-Tzu Hsu

National Taiwan University

Cheng-Hsi Wang

National Changhua University of Education

Agenda

July 15, 2015 (Wednesday)

Session B1

13:40-16:30

Room: Rosario

Session Chair: C. K. Farn

National Central University, Taiwan

Decision to Be Entrepreneurs or Civil Servants

Yao-Tung Chen	Ming-Chuan University
Yuh-Ju Lan	Ming-Chuan University
Yuh-Yao Lin	Ming-Chuan University

How Does an R&D Offshoring Firm Choose Her Governance Model?

wen bin chuang	National Chi-Nan University
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Resources Flow and Value Creation Analysis Model of Industry and Research Collaboration – A Case of Taiwan's High-Tech Spin-off Enterprise

Yu-Shing Chang	MinDao University
Nien-Chu Wu	ITRI's Service System Technology Center

The Patent Transactions Network: A Network Structure Analysis of TFT-LCD Industry

Hsin-Yu Shih	National Chi Nan University
Hung-Chun Huang	National Chi Nan University

Regional Interaction Model for Assessment Innovation Management of UNASUR IT Integration

Pablo Cardozo Herrera	HP Enterprise Services Argentina
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Creativity in Technology – Are Technology Startup's More Creative than Large Technological Firms?

Antonio Caldas Neto	Stetson University
Joseph M. Woodside	Stetson University

Agenda

July 15, 2015 (Wednesday)

Session B1

13:40-16:30

Room: Rosario

Session Chair: C. K. Farn

National Central University, Taiwan

A Novel Real-Time Bidding Model Based on Video Processing Technology

Jiesheng Zhang	University of Michigan - Shanghai Jiao Tong University Joint Institute
Chenyan Feng	Electronic Information and Electrical Engineering - Shanghai Jiao Tong University
Jia Tan	University of Michigan - Shanghai Jiao Tong University Joint Institute
Vincent Chang	University of Michigan - Shanghai Jiao Tong University Joint Institute
Tian Qin	University of Michigan - Shanghai Jiao Tong University Joint Institute

A Study of the Relationships between Family Social Capital, Explorative Orientation and New Product Development in Family Business

Chia-Jung Lee	National Taiwan University
Cheng-Yu Lee	Southern Taiwan University of Science and Technology
Hsueh-Liang Wu	National Taiwan University

Business and Technology Diversification in Latecomer Firms: Case Studies from Taiwan's Flat Panel Display Manufacturers

Ya-Shiou Chuang	Kainan University
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Agenda

July 15, 2015 (Wednesday)

Session B2

13:40-16:30

Room: Syrah

Session Chair: Hung-Yi Wu

National Chiayi University, Taiwan

An Analysis of the Technology Readiness and Acceptance Model in Examining Intention to Use of Google Mobile Services

Min Hung Ho	Chien Hsin University of Science and Technology
Cheng Ju Hsu	Chien Hsin University of Science and Technology
Fu Hsing Hsing	Chinese Culture University

Identify Critical Service Quality Attributes on Sports Center

Ching-I Lin	Lunghwa University of Science and Technology
Kuo-An Tseng	Lunghwa University of Science and Technology
Xue-Jhen Cheng	Lunghwa University of Science and Technology
Yan-Jie Chen	Lunghwa University of Science and Technology
Li-Sin Siao	Lunghwa University of Science and Technology

A Study on the Critical Success Factors of Internet-based Information System Based on Online Consumers' Purchasing Decisions

Hung-Yi Wu	National Chiayi University
Hung-Shu Wu	Huafan University
Wan-Yu Su	National Chiayi University

Organizational Culture, Operational Strategy and Innovation: Taiwan Manufacturing SMEs

LI-Fan Wu	NSYSU
Ing-Chung Huang	NUK
Pey-Lan Du	NQU
Hui Zhen Hung	NUK

An Innovative Mean of Measuring Users Characteristics of Bus Information Services

Jin-Yuan Wang	National Chiao Tung University
Tung-Ling Wu	National Chiao Tung University

Agenda

July 15, 2015 (Wednesday)

Session B2

13:40-16:30

Room: Syrah

Session Chair: Hung-Yi Wu

National Chiayi University, Taiwan

Building a Supply Chain Flexibility Model for Fast Fashion Industry

Chien-Chih Yu National Chengchi University

I-Wen Fang National Chengchi University

An E-Scooter Share System: The Case of the NPU Campus

Ying-wei Wang National Penghu University of Science and Technology

Cheng-Hao Lu National Penghu University of Science and Technology

Shyang-Chyuan Fang National Penghu University of Science and Technology

Huan-Chen Kang National Penghu University of Science and Technology

Ming-Lin Chung National Penghu University of Science and Technology

Developing Mobile BIM-based Facility Management System Integrated with RFID Technology

Yu-Cheng Lin National Taipei University of Technology

Yen-Pei Chen National Taipei University of Technology

Yu-Chih Su WeBIM Services Company

A Study of Recommendation Model Utilizing Customer Online Reviews through Multiple Kernel Learning

Seung Yean Cho Yonsei University

Jee-Eun Choi Yonsei University

Hee-Woong Kim Yonsei University

Effects of Codependency on the Loyalty of Virtual Community Members

Kuang-Hui Chiu National Taipei University

Tung-Tun Chi National Taipei University

Yao-Chung Yu National Taipei University

Agenda

July 15, 2015 (Wednesday)

Session B3

13:40-16:30

Room: Niagara

Session Chair: Wenchieh Wu

St. John's University, Taiwan

Diagnostic Pro-Innovation Methodology for Socio-Environmental Responsible Organizations

Iluska Lobo Braga	Federal University of Rondônia / Member at the GEITEC – Research Group on Management of Innovation and Technology
Flávio de São Pedro Filho	Federal University of Rondônia / Coordinator at the GEITEC – Research Group on Management of Innovation and Technology
Jeoval Batista da Silva	Federal University of Rondônia / Member at the GEITEC – Research Group on Management of Innovation and Technology
Irene Yoko Taguchi Sakuno	Member at the GEITEC – Research Group on Management of Innovation and Technology
Janilene Vasconcelos de Melo	Member at the GEITEC – Research Group on Management of Innovation and Technology

Another Social Balance Power - Nonprofit Organizations Employee's Personality Traits Influence the Work-Family Conflict and Mediation Effect of Organizational Commitment and Job Involvement

Changlung Hsu	National Sun Yat-sen University
Vincent Fan	National Sun Yat-sen University
Yu-Siou Ye	Sunshine Social Welfare Foundation
Liang-Chih Huang	National Chung Cheng University

Constructive Competition between Colleagues: Effects of a Rival's Perceived Actions

KUO-I CHANG	National Dong Hwa University
Hong-Ju Chen	National Dong Hwa University

Agenda

July 15, 2015 (Wednesday)

Session B3

13:40-16:30

Room: Niagara

Session Chair: Wenchieh Wu

St. John's University, Taiwan

Authoritarian Leadership, Benevolent Leadership, and Employee Voice Behavior: A Taiwanese Case

Miao Sui Hsu	Kaohsiung Municipal Hsiao-Kang Hospital, Kaohsiung Medical University Hospital, Kaohsiung Medical University
An Chih Wang	National Sun Yat-sun University

Conventional Industries' Employee Turnover Investigation and Retention Suggestion in China

Ing-Chung Huang	National University of Kaohsiung
Bih-Shiaw Jaw	National Sun Yat-sen University
Yi-Shien Yeh	National Sun Yat-sen University
Man-Chun Lien	National Sun Yat-sen University

The Relationship between the Co-existence of Benevolent and Authoritarian Leadership and Job Performance – The Moderator Effect of Organizational Identification

Wei Chang Huang	National Sun Yat-Sen University
Ing Chang Huang	National University of Kaohsiung
Pey Lan Du	National Quemoy University
Tzu Jung Wu	National Sun Yat-Sen University
Kuo Ping Wu	National University of Kaohsiung

Study of Employment Will Engaged In the Nursery Work of Psychiatric Department from the Competency of Nursing Students

Fang-Yih Hsu	National Sun Yat-sen University
Chih-sheng Fan	National Sun Yat-sen University
Yi-yen Lee	Kaohsiung Psychiatric Hospital
Ing-chuang Huang	National Sun Yat-sen University

Agenda

July 15, 2015 (Wednesday)

Session B3

13:40-16:30

Room: Niagara

Session Chair: Wenchieh Wu

St. John's University, Taiwan

Toward a Health-Based View of Human Capital in Organizations

Tsai-Fei Lin	National Sun Yat-Sen University
Long-Sheng Lin	Tainan University of Technology
Ing-Chung Huang	National University of Kaohsiung
Pey-Lan Du	National Quemoy University

Leave or Stay? The Interactive Effect of Traditionlity and Modernity on Work-Family Conflict and Turnover Intension in Chinese Context Society - An Experimental Study

Miaoju Wang	National Sun Yat-sen University
Zhi-Xuan Louisa Le	National Sun Yat-sen University
Ing-Chung Huang	National University of Kaohsiung

A Study of Relationships among Organizational Identification, Job Involvement and Working Performance - A Case of S Army Officers and Soldiers

Shin-Yuan Lu	National Kaohsiung First University of Science and Technology
Ing-chung Huang	National University of Kaohsiung
Pey-lan Du	National Quemoy University
Tung-Ming Lin	National Sun Yat-sen University

Examining the Use of Emoticons for the Impression Management in Social Network Services

Eun-Young Cho	Yonsei University
Hee-Woong Kim	Yonsei University
Sun-Gyu Lee	Yonsei University

Agenda

July 16, 2015 (Thursday)

Session C1

09:00-11:50

Room: Rosario

Session Chair: Tzong-Ru Tsai

Tamkang University, Taiwan

Collaborative Supply Chain Strategy for Deteriorating Products Considering Transportation Costs

Hui Ming Wee	Chung Yuan Christian University
Shou-Bao Lee	Chung Yuan Christian University
Yen-Deng Huang	Chung Yuan Christian University
Meng-Chih Lin	Chung Yuan Christian University

Application of Genetic Algorithms in Police Scheduling

Han Chieh Lin	National Kaohsiung University of Applied Sciences
Yi Chao Huang	National Pingtung University of Science and Technology

Impact of Background Music Tempo on Occupational Performance for Sheltered Workers with Developmental Difficulties

Rong-hwa Huang	Fu Jen Catholic University
Leemen Lee	Fu Jen Catholic University
Meng-shan Li	Fu Jen Catholic University

Minimizing Total Energy Consumption with Non-Delay in Flexible Flow Shop Scheduling Problem

Rong Hwa Huang	Fu Jen Catholic University
Po Han Chen	Fu Jen Catholic University

Effects of PPT Background Color on Reading Performance

Rong Hwa Huang	Fu Jen Catholic University
Tzu Yun Chien	Fu Jen Catholic University
Kang Ho	Fu Jen Catholic University
Szu Ying Chen	Fu Jen Catholic University
Li Yeh Yu	Fu Jen Catholic University

Agenda

July 16, 2015 (Thursday)

Session C1

09:00-11:50

Room: Rosario

Session Chair: Tzong-Ru Tsai

Tamkang University, Taiwan

Effects of Uniform Color on Attention and Mood of People with Developmental Difficulties in the Workplace

Rong-hwa Huang	Fu Jen Catholic University
Leemen Lee	Fu Jen Catholic University
Chen-shuo Wang	Fu Jen Catholic University

A Note of Using Brownian Motion Process and Gamma Process for Two-Variable Accelerated Degradation Tests

Tzong-Ru Tsai	Tamkang University
Ya-Yen Fan	Tamkang University

Rolling Supply Chain Scheduling with Respect to Production and Delivery Lot-Size

Rong Hwa Huang	Fu Jen Catholic University
Chen Yun Lee	Fu Jen Catholic University

An Innovative Product Design Approach – Using Ergonomic Musculoskeletal Checklists to Develop Assistive Devices

Shiaw-Tsyr Uang	Minghsin University of Science and Technology
Cheng-Li Liu	Vanung University

Economic Value of Using TiO₂ Thin Films and the Contribution of Using Control Chart for Process Stability

TAI, SHIH-HUNG	Lunghwa University of Science and Technology
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Consumer Participation and Consumer Roles in a Social-Media-Based Brand Community – A Case of Social Enterprise

Ming-Hsien Yang	Fu Jen Catholic University
Chang-Tang Chiang	Fu Jen Catholic University
Ya-Yun Cheng	Fu Jen Catholic University

Agenda

July 16, 2015 (Thursday)

Session C2

09:00-11:50

Room: Syrah

Session Chair: Yi-Wen Fan

National Central University, Taiwan

Return and Volatility Spillovers of the U.S. Quantitative Easing Across Stock Markets

Chien-Chiang Lee

National Sun Yat-Sen University

Mei-Ping Chen

National Taichung University of Science and Technology

Chun-Chie Huang

National Chi-Nan University

Compensation Committee Quality and the Relationship between CEO Cash

Compensation and Accounting Performance

Yenyu Rebecca Huang

St. John's University

Ya-Yu Cloudia Ho

Kainan University

Multiple Outside Directorships and Directors' Meeting Attendance

Yenyu Rebecca Huang

St. John's University

Ya-Yu Cloudia Ho

Kainan University

Create a SoA based OpenStack to Provide a High QoS Cloud Computing Environment

Shu-Ching Wang

Chaoyang University of Technology

Kuo-Qin Yan

Chaoyang University of Technology

Shun-Sheng Wang

Chaoyang University of Technology

Min-Mao Liu

Chaoyang University of Technology

The Construction of Private Cloud Services in an Open Source Cloud Platform

Shin-Hung Pan

Asia University

Shu-Ching Wang

Chaoyang University of Technology

Shun-Sheng Wang

Chaoyang University of Technology

Jiun-Lung Juang

Chaoyang University of Technology

Agenda

July 16, 2015 (Thursday)

Session C2

09:00-11:50

Room: Syrah

Session Chair: Yi-Wen Fan

National Central University, Taiwan

The Integration and Application of Smart Home Automation System - An Example of Household Gas Water Heater Control

Shun-Sheng Wang	Chaoyang University of Technology
Shu-Ching Wang	Chaoyang University of Technology
Kuo-Qin Yan	Chaoyang University of Technology
Yung-She Lin	Chaoyang University of Technology

A Study of the Intention of Forwarding Online Content using Social Media

Yi-Wen Fan	National Central University
Yea-Huey Su	National Central University
Yu-Hsien Fang	National Central University

Application of Kano Model to Discuss Tourist Satisfaction on Hinoki Village in Taiwan

Wu Ching Hsuan	Chia Nan University of Pharmacy and Science
Lo Chen Chang	Chia Nan University of Pharmacy and Science
Tsai Dong Lin	Chia Nan University of Pharmacy and Science

Application of Kano Model to Discuss Tourist Satisfaction and Attactive Quality on Anping Fort in Taiwan

Wu Ching Hsuan	Chia Nan University of Pharmacy and Science
Liu Jia Wei	Chia Nan University of Pharmacy and Science
Yan Bo Han	Chia Nan University of Pharmacy and Science
Fu Jun Wen	Chia Nan University of Pharmacy and Science

Application of Kano Model to Discuss Tourist Satisfaction and Aattactive Quality on Chi Mei Museum in Taiwan

Wu Ching Hsuan	Chia Nan University of Pharmacy and Science
Lung Huan Sheng	Chia Nan University of Pharmacy and Science
Zeng Yu Ting	Chia Nan University of Pharmacy and Science

Agenda

July 16, 2015 (Thursday)

Session C2

09:00-11:50

Room: Syrah

Session Chair: Yi-Wen Fan

National Central University, Taiwan

Discussion Tourists Satisfaction of the National History Museum in Taiwan by Kano Model

Wu Ching Hsuan

Chia Nan University of Pharmacy and Science

Ye Xiu Hong

Chia Nan University of Pharmacy and Science

Wang Yu Hao

Chia Nan University of Pharmacy and Science

Director Optimal Pay against Fat Cats in Taiwan

Peng Guan Hao

Chaoyang University of Technology

Lin Feng Li

Chaoyang University of Technology

Agenda

July 16, 2015 (Thursday)

Session D1

13:40-16:30

Room: Rosario

Session Chair: Rong-Ho Lin

National Taipei University of Technology, Taiwan

The Relationships among Impulse Buying Tendency, Non-Interactive Social Influence, and “Felt an Urge to Buy Impulsively”

Chun-Ling Chuang

Kainan University

Hong-Lin Tian

National Taipei University of Technology

Rong-Ho Lin

National Taipei University of Technology

The Study of Integrated Competence e-Evaluation System Model

Kuo-Qin Yan

Chaoyang University of Technology

Shu-Ching Wang

Chaoyang University of Technology

Chin-Shan Peng

Chaoyang University of Technology

Explore Green Energy Status and Future Trends in Taiwan

Kuo-Qin Yan

Chaoyang University of Technology

Shu-Ching Wang

Chaoyang University of Technology

Yung-Hsiang Su

Chaoyang University of Technology

Prediction of Stocks Market Trend Using Support Vector Machine with Parametric-Margin Model

Pei-Yi Hao

National Kaohsiung University of Applied Sciences

Min-Wei Jiang

National Kaohsiung University of Applied Sciences

Measuring the Relationship among Consumers’ Focus, Satisfaction, and Repeat Visit – A Case of Taiwan Times Village

JENSHENG LIAO

Feng Chia University

Research on Business Model of Third Party Online Payment of Financial Institutions

Yuchiung Chen

National Taipei University

Jiin-tarnq Shieh

National Taipei University

The Study of University-Owned Business for Interning

Chun-Chieh Yu

National Taipei University

Agenda

July 16, 2015 (Thursday)

Session D1

13:40-16:30

Room: Rosario

Session Chair: Rong-Ho Lin

National Taipei University of Technology, Taiwan

Is It Attractive to Drive Employee Innovative Behavior by Empowering Leadership?

Pi-Hui Chang National Taipei University

Jiin-tarng Shieh National Taipei University

Study on the Internationalization Strategy of a Logistics Company: The Case of the T Logistics Company

Wen-Hao Lai National Taipei University

Jin-Tarng Shieh National Taipei University

Improved the Availability and Performance of Scheduling Algorithms for Heterogeneous Cluster in a Cloud Computing Environment

Mao-Lun Chiang Chaoyang University of Technology

Tsui-Ping Chang Ling Tung University

Chun-Nan Lin Shu-Te University

Shih-Hsuan Lin Chaoyang University of Technology

Agenda

July 16, 2015 (Thursday)

Session D2

13:40-16:30

Room: Syrah

Session Chair: Won-jun Lee

Cheongju University, Korea

Depicting the Acquisition of Model Group by Ab Inbev: He Implications for the Mexican Beer Market

José G. Vargas	University Center for economic and Managerial Sciences, University of Guadalajara
J. S. López-Morales	Instituto Tecnológico de Veracruz
T. Martínez-Haro	University Center for economic and Managerial Sciences, University of Guadalajara

Applying Fuzzy Delphi Method and DEMATEL Approaches to Analyze the Entry Strategy of Investment in Vietnam

Weng-Kun Liu	Feng Chia University
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Process Selection by Using the Overall Production Yield as the Criteria

Chen-ju Lin	Yuan Ze University
Yi-ling Shen	Yuan Ze University

The Impact of Embeddedness between Investment Banks on Acquisition Premium

kwang-ho kim	Hankuk University of Foreign Studies
Yoojung Kim	Konkuk University
Hyesung Youn	Konkuk University

Does Top Management Team Diversity Matter in Abruptly Dynamic Environments?

Wein-Hong Chen	National Dong Hwa University
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ThaeMin Lee	Chungbuk National University

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July 16, 2015 (Thursday)

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13:40-16:30

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Cheongju University, Korea

The Corporate Value Relevance of Intellectual Capital, Financial Capital and Business Strategy

Kuo-An Tseng

Lunghwa University of Science and Technology

Ching-I Lin

Lunghwa University of Science and Technology

TRIZ-based Conflicts-solving Approaches in the Development of the an Innovative Model for Bottom of the Pyramid Markets

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National Taipei University of Technology

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Core Decision-making Team and the Diversification of Business Groups- Study from Taiwan

Chien-Nan Chen

National Dong Hwa University

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National Taiwan Normal University

Manpower Training Program Design for Social Enterprise Operation and Social Entrepreneurship

Chang-Lin Yang

Fu Jen Catholic University

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July 17, 2015 (Friday)

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09:00-11:50

Room: Rosario

Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

The Consumer Image of Smartphone

Su-Jen Chuang Hsing Wu University

Tein-Chen Chou Hsing Wu University

Enhancing the Effect of Advertised Reference price: The Moderating Role of Corporate Social Responsibility

Ching-Wei Ho Feng Chia University

May-Ching Ding Feng Chia University

Yuan-shuh Lii Feng Chia University

Western-Style Fast Food Industry in Fujian Province Marketing Mix (7P) and Performance Evaluation

Su Mei Lin China University of Technology

Shih Hsiung Cheng China University Of Technology

What Makes Chinese Apple Customers Want to Buy?

Ying-Chan Tang National Chiao Tung University

Yu-Mei Wang Asia University

Wei-Cheng Wang National Chiao Tung University

Chiao-Ling Lo Asia University

Data Mining for Store Design

Shu-hsien Liao Tamkang University

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Chih-Huang Lin Feng-Chia University

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Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

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Hsiu-Li Liao	Chung Yuan Christian University
Hui-Min Chu	Chung Yuan Christian University

Green Performance Assessment with Application to Retail Industry in Taiwan

Ruey-Chyn Tsaour	Tamkang University
Chyong-Hwa Chen	Tamkang University
Hui-Ting Huang	Tamkang University

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Tai-Hsi Wu	National Taipei University
Jinn-Yi Yeh	National Chiayi University

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Shang-Ling Wei	Shih Chien University

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Masoud Ghorbanhosseini College of human Science, Saveh Branch, Islamic Azad University

A Study of Interviewing 15 Taiwanese Expatriates as Knowledge Contributors in Mainland China

Shih-Yu Cheng National Cheng Kung University

Show Me Your True Colors: Stress Interview as a Double-Edged Sword

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Yu-Hsuang Lee National Taipei University of Technology

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Li-Cyuan Wang Ming Chi University of technology

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Chih-Hung Chou National Central University

Ya-Wen Lin National Central University

C. K. Farn National Central University

The Impact of Career Initiative on Career Satisfaction for Policemen The Moderating Effect of Political Skills

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Shin Yih Chen National Taipei University

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How Shared Game Concept Formulation Can Facilitate Teamwork Processes in Computer Game Development Project: An Explorative Case Study Approach

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Yi-Ting Jamie Chang

Tunghai University

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The Impact of Human Resource Management on Employee's Performance and Employee's Innovation in Family Firms

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Chung Yuan Unniversity

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Building a New International Stock Market Model to Identify Turning Points and Return Correlations in Taiwan's Stock Market

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Product Modularity, Collaboration and the Impact on Innovation Performance in Intra-organizational R&D Networks

Daniel Martinez Martin	CASS Business School – City University London / TIAS Business School
Tim de Leeuw	Tilburg School of Economics and Management
Stefan Haefliger	CASS Business School – City University London

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Identifying Strategies for Designing Attractive Tourism APPs through Kano Model

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Vertical Integration of Cross-Agency Data Application Framework and Implementation of Open Government Data

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Chih Chieh Chen	Chinese Culture University
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1. Please be in the session 10 minutes before the schedule.
2. Session chair should divide the available time equally among all papers to be presented and announce the same to the paper authors and audience. Each paper should be presented within allotted sparing three minutes for discussion.
3. The papers having more than one author will not get any extra time for making their presentations.
4. Session chair should remind the speakers about the time limit three minute before the time he or she is expected to finish the presentation. If a speaker goes beyond the allotted time, session chair should remind her or him to close the presentation.

Projector

During the conference, an LCD projector, screen and laptop (notebook) computer will be provided for each meeting room. Any additional equipment needed is at the discretion of the presenter, and it will be his or her responsibility to provide the extra equipment.

Conference Registration Desk

Pre-conference registration will be open from 15:00 to 16:30 July 14, 2015.

The conference registration desk will be open from 08:30 to 16:00 July 15-17, 2015.

Lunch

Six tea breaks and three lunches are included in the conference registration fee. Lunch would be provided for registered (paid) participants only. The lunch time is 11:50-13:40 at Restaurant Vigne (1F) or Chinese Restaurant Hyoumanrou (B1).

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