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IAM2019S



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Chair's Message

The committees of the International Conference on Innovation and Management (IAM2019 Summer) are pleased to welcome you to this meeting held at Hiroshima, Japan on July 9-12, 2019. 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 escalating competitions and vague opportunities. How to assist enterprises in gaining competitive advantages through technological and managerial innovations has become a crucial issue for both academicians and practitioners. 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 96 excellent manuscript submissions from 18 countries, 58 of them come from 12 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 IAM2019S.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

July 9, 2019 (Tuesday)	
15:30-16:30	Registration (Lobby, 1F)

July 10, 2019 (Wednesday) 08:30-16:00 Registration	
Room	BOSTON (22F)
08:50-12:00	Session A
12:00-13:30	Lunch (Top of Hiroshima Lounge, 23F)
13:30-16:40	Session B

July 11, 2019 (Thursday) 08:30-16:00 Registration	
Room	BOSTON (22F)
08:50-12:00	Session C
12:00-13:30	Lunch (Top of Hiroshima Lounge, 23F)
13:30-16:40	Session D

July 12, 2019 (Friday) 08:30-16:00 Registration	
Room	BOSTON (22F)
08:50-12:00	Session E
12:00-13:30	Lunch (Top of Hiroshima Lounge, 23F)
13:30-16:40	Session F

Agenda

July 10, 2019 (Wednesday)

Session A

08:50-12:00

Room: BOSTON

Session Chair: Wei-Tsong Wang

National Cheng Kung University, Taiwan

Implementation of an Infants and Child Growth Assessment System

Chiung San Lee

Oriental Institute of Technology

Exploring the Dynamics of the Performance of ERP Customization Projects from the Perspectives of Conflict Management and Leadership Styles: A Case Study of DLE Corporation

Wei-Tsong Wang

National Cheng Kung University

Mei-Chun Luo

National Cheng Kung University

Yu-Ming Chang

National Cheng Kung University

Understanding SNS Continuance from a Perspective of Friends' Self-Disclosure and Social Support

Shiu-Li Huang

National Taipei University

Meng-Ying Lin

National Taipei University

A New Hybrid MCDM Model for Improving Hotel Website Performance

Kuo-hsien Lu

Jinwen University of Science and Technology

Chih-Ming Wu

National Taipei University

Flexible IT Infrastructure and Organizational Agility: The Moderating Role of Integrated Senior Team and Integrated Organizational Members

Sessika Roshala Siregar

Yuan Ze University

Kuo-Chung Chang

Yuan Ze University

Business-IT Alignment in the Digital Age, an Empirical Analysis

PABLO ALFONSO

University of Lleida

GAJARDO

ARIEL ISAAC LA PAZ

University of Chile

Agenda

July 10, 2019 (Wednesday)

Session A

08:50-12:00

Room: BOSTON

Session Chair: Wei-Tsong Wang

National Cheng Kung University, Taiwan

Using CRISPS-DM Approach for Customer Satisfaction Analysis of Mobile Apps

Jirapon Sunkpho

Thammasat University

Markus Hofmann

Technological University Dublin

The Relationships between the Supply Chain Integration and Performance

Shu-hsien Liao

Tamkang University

Szu-ting Chen

Tamkang University

Mining Financial News to Predict S&P 500 Index Trend

Meifan Yang

National Cheng Kung University

LihChyun Shu

National Cheng Kung University

YuChih Wang

National University of Kaohsiung

The Practical Reviewing of Adopters Dilemma of ICT Related Service Innovation

Kuang-Li Yang

Chung-Yuan Christian University

D. Y. Sha

Chung-Yuan Christian University

Yung-tsan Jou

Chung-Yuan Christian University

Implementation of an Infants and Child Growth Assessment System

Chiung-San Lee¹, Shao-Lun Lee², Tsu-Chia Liang³ and Pi-Feng Chang⁴

Department of Electronic Engineering,¹

Department of Information Management,²

Oriental Institute of Technology, Taiwan

Department of Pediatrics Division of Gastroenterology and Hepatology,

Far Eastern Memorial Hospital, Taiwan^{3,4}

csl@mail.oit.edu.tw¹

sllee@mail.oit.edu.tw²

Corresponding Author: csl@mail.oit.edu.tw

Abstract

PURPOSES: In response to the Ministry of Education's health promotion plan, the Department of Pediatrics Division of Gastroenterology and Hepatology has begun to provide outpatient services for children's and adolescents' healthy posture and nutrition consultation. It is expected to develop an integrated IMFeD [1] evaluation system to assist infants and young children in promoting healthy posture and diagnosing feeding difficulties. The system uses seven reference points to effectively improve the errors of other systems which use five reference points. **METHODS:** The system can analyze the location of the growth curve of infants and young children according to the individual conditions of each outpatient patient, and evaluate the severity of feeding problems with multiple categories by using relevant screening questionnaires. **RESULTS:** Six diagnostic attributes of feeding difficulties were further screened with the evaluation system. **CONCLUSION:** According to the screening results, the system can show that infants and children with potential feeding difficulties can get diagnosed in a shorter time and enjoy a higher quality of medical care overall, for assistant doctor, dietitians and family members have clear communication directions with the help of the evaluation system.

Keywords: Infants and young children, children with developmental delay, growth curve, feeding difficulties, malnutrition

Exploring the Dynamics of the Performance of ERP Customization Projects from the Perspectives of Conflict Management and Leadership Styles: A Case Study of DLE Corporation

Wei-Tsong Wang¹, Mei-Chun Luo² and Yu-Ming Chang³

Department of Industrial and Information Management,
National Cheng Kung University, Taiwan

wtwang@mail.ncku.edu.tw¹

r38011056@mail.ncku.edu.tw²

q8501055@msn.com³

Corresponding Author: wtwang@mail.ncku.edu.tw

Abstract

Enterprise resource planning (ERP) systems have been widely implemented to enable operational excellence of companies. It is common for a company to customize a commercial ERP package to allow the system to fit better with the specific needs of the company by collaborating with the ERP vendors. However, studies that specifically discuss this issue from a conflict management perspective are scarce. Additionally, prior research indicates the significant role that the various types of transformational leadership behaviors play in resolving conflicts. Nevertheless, research efforts into the relationships among conflict management and transformational leadership in the context of ERP customization projects are limited. Consequently, in this study the associations between conflicts, transformational leadership, and the performance of ERP customization projects will be explored by conducting an in-depth case study. The relationships among the key concepts indicated above will be formalized in a number of dynamic hypotheses. Finally, the expected contributions, limitations, and directions for future research of this study are discussed.

Keywords: ERP customization, project management, conflict management, transformational leadership, system dynamics

Understanding SNS Continuance from a Perspective of Friends' Self-Disclosure and Social Support

Shiu-Li Huang¹ and Meng-Ying Lin²

Department of Business Administration, National Taipei University, Taiwan

slhuang@mail.ntpu.edu.tw¹

newden7@hotmail.com²

Corresponding Author: slhuang@mail.ntpu.edu.tw

Abstract

This paper examines how an individual's perception of a friend's social support and self-disclosure influence the individual's intention to continue using a given social networking site (SNS). We also examine how subjective wellbeing and intimate relationship mediate the relationships between the constructs of friend's self-disclosure, friend's social support, and SNS usage continuance. An Internet survey is conducted to collect data from Facebook users. Structural equation modeling is used to test the hypotheses. The results show that a friend's self-disclosure increases the user's intention to disclose, while a friend's social support increases both the user's intention to browse and to support. The intimate relationship factor influences the user's intention to browse and to support, while subjective wellbeing influences the intention to browse and to disclose. The research findings help SNS providers retain users and create value for them.

Keywords: Self-disclosure, social support, intimate relationship, subjective wellbeing, SNS usage continuance

A New Hybrid MCDM Model for Improving Hotel Website Performance

Kuo-Hsien Lu¹ and Chih-Ming Wu²

Department of Business Administration, National Taipei University, Taiwan^{1,2}

Department of Hotel Management, Jinwen University of Science and Technology, Taiwan¹

wulu@just.edu.tw¹

wcm@mail.ntpu.edu.tw²

Corresponding Author: wulu@just.edu.tw

Abstract

With the rapid advancement of information technology, website has been recognized by hotel operator as the most efficient platform to create connections with potential customers, as it can provide all kinds of information that is of interest to potential customers. However, the relationships between these dimensions and measures and their respective weights have not been clarified. Therefore, this study adopted a new Hybrid Multiple Criteria Decision Making Model (Hybrid MCDM) and the Decision Making Trial and Evaluation Laboratory method (DEMATEL) to investigate the weight of each dimension and criterion affecting hotel website performance. The goal was to help hotels improve their website operation and competitiveness and further propose innovation strategies that meet customer needs.

Prior studies paid considerable attention to the effectiveness of website functions and usually measured a website by functionality and usability. “Functionality” refers to (D1) richness of information provided on the website, which is affected by ordering information (C1), service/product information (C2), destination information (C3), information quality (C4), and contact information (C5). “Usability” (D2) refers to the ease of use of the website, which depends on language (C6), layout and graphic presentation (C7), information structure (C8), user interface and navigation (C9), and generalization (C10).

In this study, 15 people, including hotel website operators and scholars in related fields, were invited to answer a DEMATEL questionnaire. Two major findings were obtained from the survey, including (1) The functionality of hotel websites should be improved first. In improving this dimension, ordering information should be prioritized, and the next is information quality, which is followed by destination information, contact information, and service/product information; (2) The usability of hotel websites is the next dimension to improve. By priority order, the sub-dimensions to improve are generalization, user interface and navigation, layout and graphic representation, language, and information structure. Improvements in this dimension could bring better experiences to customers and result in higher website performance.

Keywords: Hotel website performance, Hybrid MCDM, DEMATEL, website functionality

Flexible IT Infrastructure and Organizational Agility: The Moderating Role of Integrated Senior Team and Integrated Organizational Members

Sessika Siregar¹ and Kuo-Chung Chang²

Department of Information Management, Yuan Ze University, Taiwan

s1049207@mail.yzu.edu.tw¹

changkc@saturn.yzu.edu.tw²

Corresponding Author: s1049207@mail.yzu.edu.tw

Abstract

Current environment volatility requires organizations to be constantly agile, yet organizations continue to be hindered by organizational inertia. Fortunately, IT infrastructure flexibility through digital options can help organization to decrease inertia and achieve agility. However, the implementation of flexible IT infrastructure alone is insufficient to realize the optimum value of flexible IT infrastructure to organizational agility. Drawing from ambidexterity literature, we propose the moderating effects of senior team integration and organizational integration on the relationships between IT infrastructure flexibility, digital options, and organizational agility. In this research proposal, we posit that integrated senior team and integrated organizational members are important to realize optimum strategic value of a flexible IT infrastructure.

Keywords: IT infrastructure flexibility, organizational agility, digital options, organizational ambidexterity, senior team integration, organizational integration

Business-IT Alignment in the Digital Age, an Empirical Analysis

Pablo A. Gajardo¹ and Ariel I. La Paz²

University of Lleida, Spain¹

University of Chile, Chile²

pablo.a.gajardo@gmail.com¹

lapaz@fen.uchile.cl²

Corresponding Author: pablo.a.gajardo@gmail.com

Abstract

After emerging concepts such digital transformation, digitalization, digital strategies, among other related, Business IT alignment seems to have lost its prominence as one of the most important concerns of the organizations, in terms of IT administration. This paper postulates that strategic alignment initiatives continue to have the same relevance indicated by the innumerable written documents on this topic, and that transformation initiatives should be considered as a prerequisite the strategic alignment between the business and the IT function. Misalignment between the business and the IT will limit the chances of success of such initiatives. Therefore, the persistent relevance and the need to measure it with updated instruments capable of measuring the degree of maturity reached and feeding back to the organization remain as a key topic in IT administration. Based on an updated instrument, a study was conducted to measure the strategic alignment degree between business and IT, applied to a sample of mostly large companies in Chile.

Keywords: Business-IT alignment, maturity alignment level, updated model

Using CRISPS-DM Approach for Customer Satisfaction Analysis of Mobile Apps

Jirapon Sunkpho¹ and Markus Hofmann²

Thammasat University, Thailand¹

Technological University Dublin, Ireland²

jirapon@tu.ac.th¹

markus.hofmann@itb.ie²

Corresponding Author: jirapon@tu.ac.th

Abstract

Customer Satisfaction Analysis is one of the approaches for firms to examine how customers think about produces and services that firms offer. Traditionally, once the data from customer survey has been collected, statistical methods were used to analyze the data. Recently, data mining techniques have been used to perform customer satisfaction analysis. This paper demonstrated how the CRISP-DM or Cross Industry Standard Process for Data Mining was applied to customer satisfaction analysis of an MEA Smartlife, a mobile application developed by Metropolitan Electricity Authority (MEA) of Thailand in order to provide some e-service features to its customers. Each year, MEA is collecting the data on how its customers like their app. The result from the survey was reported to the government and helps MEA to understand its customer better and thus providing better service. User satisfaction rating along with demographic profile from 1,446 subjects with diverse background were collected. The data collected from the survey included 20 attributes. Six attributes out of 20 contain demographic information and another 14 attributes contain the subjective evaluation on how a user thinks about different characteristic of the App. Data preparation techniques was performed to reduce the number of attributes before performing data mining tasks. Modeling techniques for this study include decision tree, Naïve Bayes, and logistic regression. The techniques used are based more on the intuitiveness of the model rather than the predictive performance, as understanding what makes users satisfied with the App is more important than predicting whether the customers like the App. The resulting models achieved more than 90% accuracy while having lower level of precision on the negative class. Feature selection techniques help improve overall accuracy and improve the negative class precision. The resulting model indicated 'ease of use' is the most important factor in determining whether customers are satisfied or unsatisfied with the App. Payment feature also plays an important role in making customers satisfied with the App.

Keywords: CRISP-DM, data mining, customer satisfaction

The Relationships between the Supply Chain Integration and Performance

Shu-hsien Liao¹ and Szu-ting Chen²

Department of Management Science, Tamkang University, Taiwan

Michael@mail.tku.edu.tw¹

Corresponding Author: Michael@mail.tku.edu.tw

Abstract

Supply chain integration is a critical issue in the study of supply chain management in terms of working with partners on operations management to complete tasks, enhance capability and increase performance. However, is the influence of supply chain integration and supply chain capability on supply chain performance could has positive effect according to the degree of integration on a supply chain? Furthermore, is the degree of integration has impact on the direct or indirect effect of supply chain integration affecting supply chain performance? Through questionnaire-survey, 454 valid responses were collected. This study investigates the relationships between the supply chain integration, supply chain capability, supply chain performance and the degree of integration by using a structured equations model in the Taiwan elevator industry. It was found that the supply chain integration affected directly and indirectly the supply chain performance in a positive way, and also has a moderated mediating effect in the research model.

Keywords: Supply chain integration, supply chain capability, supply chain performance, degree of integration, moderated mediation effect

Mining Financial News to Predict S&P 500 Index Trend

MeiFan Yang¹, LihChyun Shu² and YuChih Wang³

Department of Accountancy and Graduate Institute of Finance,
National Cheng Kung University, Taiwan

R87061032@mail.ncku.edu.tw¹

shulc@mail.ncku.edu.tw²

M1053302@mail.ncku.edu.tw³

Corresponding Author: R87061032@mail.ncku.edu.tw

Abstract

The stock market is flooded with a bunch of financial news every day. Economist Eugene Fama (1970) proposed Efficient Market Hypothesis (EMH), stated that stock prices in the Semistrong-form efficient market already fully reflect publicly available information. Is it possible that investors can get exceed returns from the market via daily financial news? To answer this question, our study use text mining to obtain a lot of financial news from the Bloomberg website, we quantify financial news and turn them into financial sentiment index. Then, we utilize financial sentiment index to build the technical analysis model for predicting S&P 500 index trend; we conduct the Vector Autoregression (VAR) statistical test, the result shows that there is no significant relation between financial sentiment index and S&P 500 index. This study finds that the information of financial news does not affect the trend of the S&P 500 index until the intensity fluctuation of the information is strong enough. We mine the textual data from financial news to gain the useful information through three lexicons, moreover, create the news sentiment index. We consider the news sentiment index as an indicator of stock technical analysis. If the fluctuation range of the news sentiment index does not exceed 2.5 standard deviations, the S&P 500 index continuously will be moving in its original direction. When the volatility of the news sentiment index exceeds 2.5 standard deviations, it will have a significant impact on the S&P 500 index. We employ the discovery to simulate trading strategy in S&P 500 index, and the returns for the three lexicons were 6.12%, 6.02%, 4.42% and, respectively.

Keywords: financial news, S&P500 index, lexicons, news sentiment index

The Practical Reviewing of Adopters Dilemma of ICT Related Service Innovation

Kuang Li Yang¹, D. Y. Sha² and Yung-tsan Jou³

Department of Industrial and Systems Engineering, Chung-Yuan Christian University, Taiwan

g10202411@cycu.edu.tw¹

yjsha2013@gmail.com²

ytjou@cycu.edu.tw³

Corresponding Author: yjsha2013@gmail.com

Abstract

In a highly competitive environment, only through "innovation" can bring competitive advantage for the company. Innovation of products/services, materials, processes, operating systems, or business models may create unique value for customers, and thus become a major source of revenue and profit of the company. At present, the arguments about the failure of innovation are more prominent in the dilemma of innovators, and less on the impact of adopter's role of innovation.

Innovation is an economic or social action, rather than only the outcome of science and technology, and most successful innovations are quite ordinary.

The constant pursuit of innovation in order to create unique values and advantages for the company.

Keywords: Innovation failure, S curve, innovation life cycle, adopter's dilemma

Agenda

July 10, 2019 (Wednesday)

Session B

13:30-16:40

Room: BOSTON

Session Chair: Wen-jhan Jane

Shih Hsin University, Taiwan

Exploring the Mechanisms of the Relationship between Leaders' Emotional Intelligence and Team Performance

Thi-Yen Hoang National Taipei University of Technology

Chien-Cheng Chen National Taipei University of Technology

Cultural Distance on Box Office Revenues for International Films in Taiwan

Wen-jhan Jane Shih Hsin University

A study of the Correlation between Importing Talent Quality Management System and Intellectual Capital in Taiwan Medical Institutions

Chien Chang Yang Far Eastern Memorial Hospital

Establishment of the Professional Competency Scale for Community Affairs Caretaker of Property Management Company in Taiwan

Pio-Go Hsieh Hwa Hsia University of Technology

Effects of Servant Leadership on Consumer Incivility, Stress Mindset, and Turnover Intention

Hsiao-Ling Chen National Cheng Kung University

Fong-Yi Lai National Pingtung University of Science and Technology

Cheng-Chen Lin National Pingtung University of Science and Technology

An Investigation of the Mediating Effects among the Relationship Between Authentic Leadership and Organizational Commitment of Nursing Staff in Taiwan

Shih-Hao Chen Tainan University of Technology

Hui-Lin Chou Chang Jung Christian University

An-Hsiang Huang Tainan University of Technology

Agenda

July 10, 2019 (Wednesday)

Session B

13:30-16:40

Room: BOSTON

Session Chair: Wen-jhan Jane

Shih Hsin University, Taiwan

The Influence of Human Resources Management Practices on Military Personnel's Willingness to Stay

Yung-Ming OuYang

I SHOU University

Influences of Contingent Worker Engagement on Job Satisfaction and Organizational Commitment

Sian Roderick

Swansea University

Michael D Williams

Swansea University

Development of a Size Classification and Recommendation Model in Combination with a Prototype APP for Digital Camouflage Uniform Garments

Jose Carlos Carrasco

National Defense University, Management College

Chih-Cheng Hsu

National Defense University, Management College

Chih-Hao Wen

National Defense University, Management College

Yuh-Chuan Shih

National Defense University, Management College

Tourism Megatrends and Their Implications for Strategic Planning Practice

Paul Anderson Phillips

University of Kent

Exploring the Mechanisms of the Relationship between Leaders' Emotional Intelligence and Team Performance

Thi-Yen Hoang¹ and Chien-Cheng Chen²

Department of Business Management, National Taipei University of Technology, Taiwan

yenctt55@gmail.com¹

ccchen@mail.ntut.edu.tw²

Corresponding Author: yenctt55@gmail.com

Abstract

In today's business world, the role of Emotional Intelligence (EI) is gaining more attention to the success of leaders. Due to the increasing complexity and demanding speed of execution, the need for effective team leadership is becoming more and more important than ever. This study is conducted with the objective to investigate the mechanisms through which leaders' EI affects team performance. Participants in this study consisted of 144 leaders from various industries in Taiwan. Results prove that leaders who have higher EI ability do indeed lead to successful team performance. In addition, these leaders can increase team cohesion driven by EI which, in turn, links to the outstanding team performance. Overall, this research supports the relationship between leaders' EI and team performance which contributes to practical leadership effectiveness. This study extends previous studies by examining the processing mechanisms through which leaders, with high EI, regulate their emotions, as well as become aware of and understand other team members, which directly leads to successful team performance. Directions for future research and practical implications are also discussed in this paper.

Keywords: Leader, emotional intelligence, team performance, team cohesion, team trust

Cultural Distance on Box Office Revenues for International Films in Taiwan

Wen-jhan Jane

Shih Hsin university, Taiwan

krisenwerk@gmail.com

Corresponding Author: krisenwerk@gmail.com

Abstract

Cultural products and services are created to cater to markets made up of cultural consumers. By using Hofstede's research on the dimensions of national culture, the cultural distances (CDs) between Taiwan and each of 36 countries from which she imports such products and services were measured. Data on 3,075 movies' box office revenues and film characteristics from January 2013 to December 2015 were collected. The analysis shows that not only do Hollywood movies dominate the Taiwanese market, but the returns to CD decrease when an imported movie's CD becomes larger. Action, science-fiction, and sequel movies during the Chinese New Year make more money. A change in box office revenue from the highest CD to the lowest CD would result in a loss of over 1.12 million US dollars.

Keywords: box office revenues, cultural distance, hollywood movies, motion-picture industry

JEL Classification: F12, L82, Z10

A study of the Correlation between Importing Talent Quality Management System and Intellectual Capital in Taiwan Medical Institutions

Chien-Chang Yang

Department of Human Resource, Far Eastern Memorial Hospital, Taiwan

yang@mail.femh.org.tw, yang1016588@gmail.com

Corresponding Author: yang@mail.femh.org.tw, yang1016588@gmail.com

Abstract

This study is to explore the impact of the importing of Talent Quality Management System (TTQS) on the intellectual capital of medical institutions. It is taking Taiwan medical institutions as the research object, total issued 450 copies of questionnaire, and returned 137 copies of effective questionnaire. The valid retrieve rate was 30.4%. After analyzing the results, the demographic variables have significant differences to the five management loops of TTQS and cognition of intellectual capital. There are significant positive correlations between five constructs of TTQS, which are Plan, Design, Do, Review, and Outcome, and three constructs of intellectual capital, which are human capital, structural capital, and relational capital. Five constructs of TTQS: Plan, Design, Do, Review, and Outcome are respectively significant positive effect to three constructs of intellectual capital: human capital, structural capital, and relational capital.

It recommends that the management of each medical institution should pay attention to and support the promotion of Talent Quality Management System to construct and strengthen the intellectual capital of the organization. Further creating competitive advantages, to achieve the goal of sustainable development.

Keywords: Medical institutions, talent development, quality management, intellectual capital, competitive advantage

Establishment of the Professional Competency Scale for Community Affairs Caretaker of Property Management Company in Taiwan

Pio-Go Hsieh

Department of Assets and Property Management,
Hwa Hsia University of Technology, Taiwan
spg@cc.hwh.edu.tw
Corresponding Author: spg@cc.hwh.edu.tw

Abstract

This research intends to establish a professional competency scale for community affair caretakers who work for property management companies. Such scale can provide property management companies with an assessment and appraisal procedure for their affair caretakers, which will stand as basis for targeted training programs, designed to improve affair caretakers' quality, and standardize and institutionalize their community services.

First, this study established preliminarily professional competency indexes based on the relevant literature review and community affair caretakers' actual work. Afterwards, indexes were screened through expert reviews and questionnaire surveys. Next, a behaviorally anchored rating scale was used to establish behavioral scales for the indexes, hence, a professional competency scale was established for community affairs caretakers. Lastly, the scale's applicability and effectiveness were tested through appraisal application on the professional competency of caretakers in the two communities: Taipei (Taiwan) and New Taipei City (Taiwan), respectively. The corresponding results showed that the scale could help point out caretakers' weaknesses in their professional competency, based on which, tailored personnel training can be provided to improve the service quality and effectiveness of property management.

Keywords: Property management, professional competency scale, affairs caretaker, behaviorally anchored rating scales

Effects of Servant Leadership on Consumer Incivility, Stress Mindset, and Turnover Intention

Hsiao-Ling Chen¹, Fong-Yi Lai² and Cheng-Chen Lin³

Business Administration, National Cheng Kung University, Taiwan¹

Business Administration, National Pingtung University of Science and Technology, Taiwan^{2,3}

hsiaoochen@gmail.com¹

fylai@mail.npust.edu.tw²

timothy@mail.npust.edu.tw³

Corresponding Author: hsiaoochen@gmail.com

Abstract

This study used a moderated mediation model to examine how servant leadership moderated the relationships between customer incivility, stress mindset, and turnover intention. We collected data from 1,150 nurses over two time periods to test our hypotheses. Our statistical analysis results supported the moderated mediation effect. Findings suggest that, when servant leadership is high, the positive relationship between customer incivility and turnover intention can be weakened by reducing the negative stress mindset rather than enhancing the positive stress mindset. The following article discusses the implications of these results and highlights directions for future research.

Keywords: Customer incivility, stress mindset, servant leadership, turnover intention

An Investigation of the Mediating Effects among the Relationship between Authentic Leadership and Organizational Commitment of Nursing Staff in Taiwan

Shih-Hao Chen¹, Hui-Lin Chou² and An-Hsiang Huang³

Tainan University of Technology, Taiwan^{1,3}

Chang Jung Christian University, Taiwan²

ericchen101016@gmail.com¹

hhuillin@gmail.com²

tj0029@mail.tut.edu.tw³

Corresponding Author: ericchen101016@gmail.com

Abstract

This study examined nursing faculty members' perceptions of nursing directors' leadership and nurses' self-psychological ownership levels to understand how perceptions of leadership styles related to psychological ownership in Taiwan. According to the social identity Theory, leadership group prototypicality have an important effect in employee's group identity, and work attitude. In this article, we explore the mechanism between authentic leadership and psychological ownership to understand how leadership group prototypicality works. The purpose of this study was to investigate the relationship among authentic leadership and other constructs. This study specifically focused on the hospital industry, involving a study sample of nurses from six hospitals in Southern Taiwan. A purposeful sampling method was adopted, and 342 nurses' data were collected. This study used HLM methods to test the hypotheses. The crucial findings of this study revealed a significant association between authentic leadership and organizational commitment via psychological ownership and leader group prototypicality. Sequential mediation analysis revealed a significant association between authentic leadership and organizational commitment via mediators, psychological ownership leader group prototypicality. The tested model provides empirical evidence about the pattern of authentic leadership in health care workplace, thus confirming the important of authentic leadership and followers' positive cognition of their organizations.

Keywords: Authentic leadership, leader group prototypicality, psychological ownership, organizational commitment, social identity theory (SIT)

The Influence of Human Resources Management Practices on Military Personnel's Willingness to Stay

Yung-Ming OuYang

Department of Information Engineering, I-Shou University, Taiwan

oyym0514@gmail.com

Corresponding Author: oyym0514@gmail.com

Abstract

This study explored the impact of Human Resource (HR) management practices on military personnel's willingness to stay alongside the context of the annuity reform, and selected suitable research methods based on its purposes, determined the items in the HR management practice of the National Army that exerted an impact on soldiers' willingness to stay via literature review, framed research questions, and designed the questionnaires. The results show that HR management practices have a significant impact on soldiers' willingness to stay in the military. Meanwhile, there was no significant difference between the perception of HR management practices and all background variables of the respondents. There was also no significant difference between the respondents' willingness to stay in the military and all background variables.

Keywords: Human resource management, personnel willingness, military

Influences of Contingent Worker Engagement on Job Satisfaction and Organizational Commitment

Sian Roderick¹ and Michael D. Williams²

School of Management, Swansea University, UK

s.roderick@swansea.ac.uk¹

m.d.williams@swansea.ac.uk²

Corresponding Author: m.d.williams@swansea.ac.uk

Abstract

The rapid growth of temporary contract work, with a corresponding presence of recruitment agencies has seen the number of temporary workers increase year upon year. Despite their significance to the economy, relatively little is known about these workers' commitment to their agency or placement, and how this might affect work performance, behavior and their intention to quit. Correspondingly, this study extends existing knowledge by developing and empirically testing a model of employee engagement using variance-based structural equation modeling, including multi-group analysis. Empirical data to test the model were captured from 277 employees across three recruitment agencies assigned to a major UK retail distribution center. Results established that placement and agency engagement play key roles, influencing job satisfaction, placement commitment, and intention to quit, being influenced in turn by job engagement. Differences in results were also revealed based on gender and on part-time/full-time work status. Theoretical and practical contributions are presented, along with acknowledged limitations and suggestions for further work.

Keywords: Contingent worker, employee, engagement, commitment

Development of a Size Classification and Recommendation Model in Combination with a Prototype APP for Digital Camouflage Uniform Garments

Chih-Hao Wen¹, Yuh-Chuan Shih², Jose Carlos Carrasco Raudales³ and Chih-Cheng Hsu⁴

Department of Logistics Management, National Defense University, Taiwan

chichhao@gmail.com¹

river.amy@msa.hinet.net²

jcarrascoraudales10@gmail.com³

kino6886@hotmail.com⁴

Corresponding Author: jcarrascoraudales10@gmail.com

Abstract

With the current adoption of smartphones and Internet, the consumer's behavior in retail is changing; thus a wide range of personal and professional user needs are being fulfilled with a variety of mobile applications that developers have created. The current research incorporated the results of using Anthropometry, 3D Body Scanning, and Data Mining techniques to develop a classification and recommendation Digital Camouflage Garment size model. The results were merged with the creation of a prototype App to provide users a platform where they can select the best Garment size or chose other secondary options in case the first one is out of stock. The garment manufacturers will also benefit by reducing the costs of producing every size and keep a lower inventory demand. The objectives were attained using a modern 3D Body Scanners to collect Anthropometric data in an accurate, quick and convenient way. Finally, the C5.0 Decision Tree classification algorithm was used to classify the acquired data, because this algorithm provides a solution in rules that can be easy to understand, providing useful insight and explanations. The classification results showed that for both genders an acceptable performance was obtained, providing 170 total classification rules. Furthermore, the classification rules were used in combination with the created prototype App to provide users with a more convenient way to find their correct size in a matter of seconds, and it can be of great value to manufacturers that intend to expand their online consumers.

Keywords: Anthropometry, 3D body scanner, C5.0, digital camouflage uniform garments

Tourism Megatrends and Their Implications for Strategic Planning Practice

Paul A. Phillips

Kent Business School, University of Kent, UK

p.a.phillips@kent.ac.uk

Corresponding Author: p.a.phillips@kent.ac.uk

Abstract

This paper extends the current tourism strategic planning literature by providing a platform for future conceptual and theoretical work. The goal of this study is to identify and examine the salient tourism megatrends. The analysis incorporates a selection of megatrends drawn from within tourism practitioner and academic domains. The key identified megatrends were split into supply and demand - Technology (Supply); Sustainability (Supply); Politics (Demand); Changing values (Demand); Shifting demographic dynamic (Demand).

These megatrends will transform tourism organisation over the coming years. The study uses an example of a salient technology driver, blockchain, to illustrate the 80/20 rule. 20% of the challenge relates to technology and the other 80% relates to business transformation. This latter perspective tends to be underestimated.

Academic research is required to shed new light on the key strategic planning practices to identify and interpret salient drivers of these megatrends. The Strategy-as-practice lens may help to understand how tourism organisations deal with megatrends. But there is currently a disconnect, between the knowledge produced by academics and consumed by practitioner.

Keywords: Tourism megatrends, strategic planning practice, strategy-as-practice, future of tourism, blockchain

Agenda

July 11, 2019 (Thursday)

Session C

08:50-12:00

Room: BOSTON

Session Chair: Syming Hwang

National Chengchi University, Taiwan

Develop Material Flow Cost Accounting System Integrated Sustainable Development Goals (SDGs): A Case Study of Taiwanese Petrochemical Company

Yi-Hua Lin

Southern Taiwan University of Science and Technology

Does Residential Segregation Foster Entrepreneurial Success? The Case of Urbanizing Villages and Self-employment of Rural Migrants in China

Pengyu Zhu

The University of Hong Kong

Case Study of a Global Social Brand: The Big Issue in Taiwan

Ingrid Tseng

Yuan Ze University

Etta Y. I. Chen

Yuan Ze University

The Implementation of Human Resource Management Information System

Hsiu-Li Liao

Chung Yuan Christian University

Su-Houn Liu

Chung Yuan Christian University

Ling Chen

Chung Yuan Christian University

Pickup and Delivery in Supply Chain Optimization with Carbon Emission Constraint

Peng-Yeng Yin

National Chi Nan University

Ya-Lan Chuang

National Chi Nan University

A Six Sigma Project Selection Framework

Chun-Chin Wei

Chien Hsin University of Science and Technology

Yung-Lung Cheng

Chung Yuan Christian University

Optimization of Preventive Maintenance Scheduling for High-Speed Rails

Rong Hwa Huang

Fu Jen Catholic University

Po Han Wu

Fu Jen Catholic University

Agenda

July 11, 2019 (Thursday)

Session C

08:50-12:00

Room: BOSTON

Session Chair: Syming Hwang

National Chengchi University, Taiwan

Using Interactive Genetic Algorithms to Determine Disassembly Sequence Planning

Hwai-En Tseng

National Chin-Yi University of Technology

Shih-Chen Lee

Overseas Chinese University

No-wait Flexible Flow Shop Scheduling with Reentrant Constraints

Rong Hwa Huang

Fu Jen Catholic University

Han Hu

Fu Jen Catholic University

Two Control Charts for Monitoring the Short-Run Process Yield

Mou-Yuan Liao

Providence University

Develop Material Flow Cost Accounting System Integrated Sustainable Development Goals (SDGs): A Case Study of Taiwanese Petrochemical Company

Yi-Hua Lin

Department of Accounting Information,
Southern Taiwan University of Science and Technology, Taiwan
a974gtl@stust.edu.tw

Corresponding Author: a974gtl@stust.edu.tw

Abstract

In 2015, the United Nations established 17 Sustainable Development Goals (SDGs) for people, planet, and prosperity. Achieving the SDGs requires the efforts of governments, the private sector, civil society, communities and individuals. That is, companies will not just focus on financial performance but pay attention on environmental management. It is necessary to develop a good environmental management system. Material Flow Cost Accounting (MFCA) concept is developed to evaluate both material costs and environmental impacts of products and their production. The MFCA includes the consideration of environmental impacts, material costs, and system costs simultaneously and helps organizations achieve cost reduction by identifying emissions and wastes within manufacturing process. According to The Chemical Sector SDG Roadmap (Roadmap), since the chemical sector is diverse and complex, 10 goals were identified as being priority SDGs for the sector. This research focuses on integrating SDGs into MFCA. A Taiwanese petrochemical company case is employed to collect the information and develop the framework. The result shows that the framework of MFCA and SDGs provides a reliable set of data that can help decision-makers to evaluate material productivity, enhance both financial and environmental performances more effectively and make appropriate improvement plans to achieve the goals of waste reduction.

Keywords: Environmental management, material flow cost accounting system, sustainable development goals, the chemical sector

Does Residential Segregation Foster Entrepreneurial Success? The Case of Urbanizing Villages and Self-employment of Rural Migrants in China

Pengyu Zhu

Department of Geography, The University of Hong Kong, Hong Kong

pengyuzhu2002@yahoo.com

Corresponding Author: pengyuzhu2002@yahoo.com

Abstract

In China, both urban labor market and housing market faced by rural migrants are segmented. Urbanizing village, a special segment of the urban housing market, is one of the few low-cost housing options accessible to rural migrants due to exclusionary housing regulations. While most rural migrants are concentrated in urbanizing villages, they are also observed to have higher tendency to engage in self-employment than rural migrants living in other types of communities. Through a survey conducted in twelve cities across four most rapidly urbanizing regions in China, our empirical analyses explore whether migrant's residential segregation (in urbanizing villages) has a causal effect on their entrepreneurial success. We apply Instrumental Variable approach to address self-selection bias associated with migrant's location choice so as to more accurately estimate the causal effect. The findings corroborate that residential segregation in urbanizing villages fosters migrant's entrepreneurial success in all three measures, including self-employment propensity, business size and self-employment income. These are in line with what the 'enclave theory' suggests. The demand for local products and services, and the unique network externalities in urbanizing villages have facilitated migrant's entrepreneurship. As many cities in China are enthusiastic about demolishing urbanizing villages in the name of 'urban renewal', this paper suggests policymakers to rethink about the important role urbanizing villages play in fostering small businesses among rural migrants as they are assimilating into the urban labor market. This research also has international implications, particularly for countries that, like China, have informal settlements (or slums) where minority groups concentrate.

Keywords: Entrepreneurship, residential segregation, urban village, migrants, self-employment

Case Study of a Global Social Brand: The Big Issue in Taiwan

Ingrid Tseng¹ and Etta Y. I. Chen²

College of Management, Yuan Ze University, Taiwan

ettachen@saturn.yzu.edu.tw²

Corresponding Author: ettachen@saturn.yzu.edu.tw

Abstract

Social enterprise taking the concept of social innovation as the goal, the ultimate purpose is to improve societal problems, which is not limited to a country. It is important to apply the business model through the globalization going beyond the home country to help foreign societies in need. The research used The Big Issue Taiwan as a case of global social brand which designs a special channel for the Big Issue magazine to help homeless people earn for a living to start over their life. The Big Issue, a social enterprise with a global thinking, transferred and conducted its notion through national boundaries meanwhile solve the local problems. The Big Issue Taiwan, as a licensee of this global social brand, connects their enterprise, beneficiaries (the street vendor of The Big Issue) and consumers to create social value and economic value. The research conducted a qualitative interview including 13 independent interviews of chief editor, nine consumers and three street vendors in Taiwan to explore this successful global social brand about how to realize the brand value in a foreign market. Through the three-party triangulation, this research proposed six propositions.

Keywords: Global social brand, social enterprise, social innovation

The Implementation of Human Resource Management Information System

Hsiu-Li Liao¹, Su-Houn Liu² and Ling Chen³

Department of Information Management, Chung Yuan Christian University, Taiwan

hsiuliliao@cycu.edu.tw¹

vandy@cycu.edu.tw²

lingchen@im.cycu.edu.tw³

Corresponding Author: hsiuliliao@cycu.edu.tw

Abstract

Human resource management has also begun to conduct information technology to enhance the efficiency of human resource work. The research objectives are (1) Does the implementation of human resource management information system be enhanced work efficiency? (2) What are key factors to influence the implementation of human resource management information system? This research adopts case study with in-depth interviews at X University of Science and Technology. The interviewees of this study were mainly 1 director and 4 staffs working at the department of human resource. The research results show that the system quality is acceptable and the system security is perfect. All users have consistent opinions on the bad quality of information and they spend more time to check the data at work. The system use frequency of each user is different, mainly depending on the content of their work. Users who are used less have higher user satisfaction in human resource management information system. Most users perceive that the personal benefit is increased, and feel that this system can enhance personal benefits and improve the organization benefits for personnel management.

Keywords: Human resource management, system quality, information quality, personal benefit, organization benefit

Pickup and Delivery in Supply Chain Optimization with Carbon Emission Constraint

Peng-Yeng Yin¹ and Ya-Lan Chuang²

Department of Information Management, National Chi Nan University, Taiwan

pyyin@ncnu.edu.tw¹

tinaandre6312@gmail.com²

Corresponding Author: pyyin@ncnu.edu.tw

Abstract

The optimal pickup and delivery sequence in supply chain management (SCM) is related to customer's requests (such as 24h fast delivery, cooling condition), logistics resources (vehicle fleet, oil price, road condition), and government regulations (such as carbon emissions, taxes). The companies have to opt new SCM technologies which not only meet the noted requirements but also minimize the cost incurred in both pickup and delivery chains. In this paper, we propose a new pickup-and-delivery model which has new elements such as truck depreciation, fuel efficiency, and carbon emissions. We develop a GRASP optimization algorithm to tackle this problem. The proposed algorithm identifies that maintaining high truck's fuel efficiency considering the changing freight weight in both pickup and delivery chains not only achieves green logistics but also benefits business profit. Worst-case analysis with our approach is conducted to provide a quality-of-service (QoS) practice on the supply chain.

Keywords: Optimization, CO₂, quality of service, supply chain management, pickup and delivery

A Six Sigma Project Selection Framework

Chun-Chin Wei¹ and Yung-Lung Cheng²

Department of Marketing and Distribution Management,
Chien Hsin University of Science and Technology, Taiwan¹

Department of Business Administration, Chung Yuan Christian University, Taiwan²

d887801@uch.edu.tw¹

ylcheng@cycu.edu.tw²

Corresponding Author: d887801@uch.edu.tw

Abstract

Six Sigma Management has been proven to be an effective quality improvement approach. Because Six Sigma adopts a project-oriented process to improve the quality of products, services and business processes, selecting suitable Six Sigma projects is the most important mission. This work presents a Six Sigma project selection framework. The proposed framework combines the objective management skill to establish the structure of the Six Sigma project evaluation objectives to support the strategies and requirements of the company. Based on the objective structure, decision makers can develop proper attributes. Multiple attributes, including quantitative and qualitative attributes, are involved. Because people usually use linguistic terms to describe their ratings, a fuzzy multiple attribute decision-making (FMADM) approach is employed to assign the weight to each attributes and evaluate and aggregate the linguistic ratings of all potential Six Sigma projects. We present a real case in Taiwan for illustrating the feasibility of the proposed framework.

Keywords: Six Sigma project evaluation, fuzzy multiple attribute decision-making approach, objective management technology

Optimization of Preventive Maintenance Scheduling for High-Speed Rails

Rong-Hwa Huang¹ and Po-Han Wu²

Department of Business Administration, Fu-Jen Catholic University, Taiwan

026299@mail.fju.edu.tw¹

popohan0970@gmail.com²

Corresponding Author: 026299@mail.fju.edu.tw

Abstract

High-speed rail is one of the most important of transportation for the domestic public in the country. It not only defeats domestic air transportation, but also changes the lifestyle of the people. Since the high-speed rail still maintains zero liability accidents, this is closely related to maintenance safety. During the dispatch period, it is necessary to arrange the trains to be repaired in the order according to the maintenance regulations and the company's hardware facilities.

This study is use the train maintenance cost as the main axis to carry out the mathematical modeling of vehicle scheduling, and consider the length of maintenance, the number of inspections, factory restrictions, related regulations and other restrictions, planning train maintenance schedule, It is hoped that the problems found in the train maintenance scheduling practice is established, and the planting schedules that meet the rationality and legitimacy is established to minimize the cost.

Keywords: Preventive maintenance scheduling, high-speed rails, Tabu search

Using Interactive Genetic Algorithms to Determine Disassembly Sequence Planning

Hwai-En Tseng¹ and Shih-Chen Lee²

Department of Industrial Engineering and Management,
National Chin-Yi University of Technology, Taiwan¹

Department of Innovative Living Design, Overseas Chinese University, Taiwan²

hwaien1123@gmail.com¹

d821104@gmail.com²

Corresponding Author: hwaien1123@gmail.com

Abstract

In addition to garbage sorting and resource recycling, green design should be the fundamental method for solving environmental problems, and design for disassembly (DFD) is an important foundation for green design. This study focuses on how to provide quantitative assessment methods for designers' reference. This study proposes interactive genetic algorithms to solve the problem of disassembly sequence planning. First, the disassembly factor is measured by the fuzzy scoring procedure method, and then the genetic algorithm is used to select the optimal sequence. With the penalty value provided from the process, a reference is provided for the revised design. Finally, through the discussion of some examples, it can be inferred that the proposed approach is a feasible method.

Keywords: Design for disassembly (DFD), block-based genetic algorithms, interactive genetic algorithms (IGAs)

No-wait Flexible Flow Shop Scheduling with Reentrant Constraints

Rong-Hwa Huang¹ and Han Hu²

Department of Business Administration, Fu Jen Catholic University, Taiwan

026299@mail.fju.edu.tw¹

endurawave301@gmail.com²

Corresponding Author: 026299@mail.fju.edu.tw

Abstract

Scheduling is an important part of production management, and its purpose is to effectively allocate production resources. With the advancement of science and technology, the production system of enterprises has become more complicated. How to improve the performance of production systems with good production schedule has become an important goal pursued by firms which have scheduling problems.

Reentrant scheduling problem and no-wait scheduling problem have been proven to be NP-hard in the production schedule, while scheduling problems with no-wait constraint and reentrant are more complex, such as the manufacturing process of wafer fabrication. In several production scheduling environments, flexible flow shop is common in many industries, such as assembly, pharmaceutical and high-tech industries. Therefore, this study focuses on the flexible flow shop Scheduling Problem with no-wait and Reentrant constraints, using genetic algorithms solve the problem in an effective way.

Keywords: Production scheduling, flexible flow shop, no-wait, reentrant

Two Control Charts for Monitoring the Short-Run Process Yield

Mou-Yuan Liao

Department of Statistics and Informatics Science, Providence University, Taiwan

mouyuanliao@gmail.com

Corresponding Author: mouyuanliao@gmail.com

Abstract

Process yield index S_{pk} is often used to assess the process performance since it can provide an exact measure of the process yield. Traditionally, the practitioner judges whether the process has met the yield requirement c by comparing the value of S_{pk} with it. If S_{pk} is larger than c , then the practitioner can accept all the products. However, a new trend of the process capability analysis is not only to assess the process yield of the overall production process, but also investigate the short-run process yield. If all the short-run process yield are in control, then we can avoid a bad overall process yield. This preventative measure can also avoid a lot of unnecessary costs. Therefore, this study provides two control charts for monitoring the short-run process yield.

Keywords: Cornish-Fisher expansion, process yield, weighted standard deviation

Agenda

July 11, 2019 (Thursday)

Session D

13:30-16:40

Room: BOSTON

Session Chair: Kuangnen Cheng

Marist College, United States Of America

Inventory Pooling through Location Pricing: The Car Rental Industry

Kuangnen Cheng

Marist College

Effects of The Surrogate Website's Design Quality, Transaction Costs, and Shopping Value on Online Customer Relationship Performance

Nan-Hong Lin

Tatung University

Yi-Chen Tsai

Tatung University

Kai-Wen Wu

Tatung University

Application of Chatbot in Mobile Commerce

Yung-Hsin Wang

Tatung University

Shih-Chih Chen

National Kaohsiung University of Science and Technology

Yao-An Chiang

Tatung University

Support of Collaborative Design Thinking using ADOxx

Wilfrid Utz

University of Vienna

Factors Influencing Users' Willingness to Consult Chatbots for Health Information

Yi-Ping Hsu

Shuang Ho Hospital, Taipei Medical University

Chih-Hsi Ying

National Central University

Wen-Chin Hsu

National Central University

The Concept of Innovating Business Opportunity and Value in Industry Specificities – Case Study, Fu Yam Wire Industry Co., Ltd., a Small and Medium Enterprise in Taiwan

MING CHEN CHEN

National Sun Yat-sen University

Chien Yuan Sher

National Sun Yat-sen University

Agenda

July 11, 2019 (Thursday)

Session D

13:30-16:40

Room: BOSTON

Session Chair: Kuangnen Cheng

Marist College, United States Of America

Using the Bayesian Skill Rating System and Network Visualization for Analyzing the Admission by Application of Taiwan's Universities

Ta-Cheng Chen National Formosa University

Benyapa Matupumanon National Formosa University

New Product Conceptualization Trough the Technology Based Use Function Reconfiguration

Pawel Jerzy Filipowicz AGH University of Science and Technology

Computer Simulation as an Innovative Didactic Method

Mieczysław Adamowicz Pope John Paul II State School of Higher Education in
Biała Podlaska

Mariusz Pyra Pope John Paul II State School of Higher Education in
Biała Podlaska

Forecasting Patient Empowered Health Information Technologies

Tony R Sahama Federation University (Brisbane Campus)

Andrew Stranieri Federation University (Mt Helen Campus)

Kerryn Butler Henderson University of Tasmania

Angelique McInnes Central Queensland University

Inventory Pooling through Location Pricing: The Car Rental Industry

Kuangnen Cheng

Department of Management, Marist College, U.S.A.

Kuangnen.cheng@marist.edu

Corresponding Author: Kuangnen.cheng@marist.edu

Abstract

Building upon the concepts that 1) dynamic pricing optimizes profits; 2) inventory pooling is most beneficial when demands between different locations are negatively correlated; and 3) effective pricing decisions complement capacity adjustment to minimize inventory shuttling, this investigation utilizes the three largest U.S. car rental firms' live pricing data to detect whether each firm's pricing decisions at different locations within a pool complement each other. Results produced by the Pearson Correlations Method from analyzing descriptive data of 8,280 observations reveal that most airport locations have distinct weekday and weekend fare fluctuations, with the exception of downtown and suburb locations. When demand is stochastic and supply is adjustable at a cost, effective pricing decisions should account for the pooling effect and reflect those adequate weekday and weekend fare fluctuations incurred by customer segmentation. However, mixed results of the complementary correlation between locations within the same pool indicate certain factors impact pricing decisions and profit optimization does not necessary require pricing coordination between locations within the same pool.

Keywords: Car rental industry, complementary demands, dynamic pricing, flexible capacity, inventory pooling

Effects of The Surrogate Website's Design Quality, Transaction Costs, and Shopping Value on Online Customer Relationship Performance

Nan-Hong Lin¹, Yi-Chen Tsai² and Kai-Wen Wu³

Graduate School of Business Management, Tatung University, Taiwan

nhlin@ttu.edu.tw¹

alice005618@gmail.com²

kevin960314@gmail.com³

Corresponding Author: nhlin@ttu.edu.tw

Abstract

Surrogate dealers accept consumers' commission and help them to deal with some multinational transaction problems, including language barrier or complicated transaction procedures, bringing a lot of convenience to consumers. Online surrogate shopping service is becoming more and more popular in the online shopping market. So, it is worthwhile to explore how to establish trust and satisfaction with customers and customer relationship performance among surrogate websites. This study explores the impact of three types of factors from the perspective of surrogate website design quality (service quality, information quality, and system quality), transaction cost (time efficiency and price discount), and shopping value (utilitarian value and hedonic value) on trust and satisfaction, and subsequently examine how they influence the relationship length, depth, and breadth of customer relationship performance. In this study, 174 valid questionnaires were collected using the online questionnaire. SmartPLS 2.0.M3 software was used for PLS analysis in order to verify relevant hypotheses.

The results showed that: (1) Consumers' perceived surrogate website design quality has a positive effect on trust and satisfaction. (2) There is a significant negative relationship between surrogate website transaction cost and satisfaction. (3) Consumers perceive a significant positive relationship between shopping value and satisfaction. (4) Satisfaction has a positive effect on trust. (5) Trust has a positive effect on relationship length, but has no positive effects on relationship depth and relationship breadth. (6) Satisfaction has positive effects on relationship length and breadth, but has no positive effect on relationship depth. Finally, managerial and research implications of the findings are discussed.

Keywords: Surrogate shopping service, website design quality, transaction costs, shopping value, trust, satisfaction, customer relationship performance

Application of Chatbot in Mobile Commerce

Yung-Hsin Wang¹, Shih-Chih Chen² and Yao-An Chiang³

Department of Information Management, Tatung University, Taiwan^{1,3}

Department of Information Management,

National Kaohsiung University of Science and Technology, Taiwan²

ywang@ttu.edu.tw¹

scchen@nkust.edu.tw²

Corresponding Author: ywang@ttu.edu.tw

Abstract

Mobile commerce has been growing rapidly over the past decade. The promotion and development of online marketing is prevalent. Many industries have gradually expanded from physical stores to virtual ones that require new way of management. The development of chatbot is increasingly attached, which has provided a conversational service that has become a customer service assistant. However, the so-called smart customer service is often not as good as expected. There still have problems with inconvenience and the characteristics of chatbots are not properly utilized. The objective of this study is to develop a user friendly platform for mobile commerce consumers and service managers based on the Google Android, Firebase cloud services, and machine learning powered Dialogflow API, to address some online shopping disputes and/or procedural issues. Features with our system include: (1) with the single screen multi-function interface, users do not need to rely on third-party platforms for further information or jump pages to change settings, (2) by directly using the dialogue service users can easily find the desired products, (3) the virtual assistant suite can be easily embedded for a variety of mobile apps or web portal, and (4) by collecting usage keywords in the conversation, the backend server can analyze customer data to provide adaptive and personalized services.

Keywords: Chatbot, mobile commerce, android, dialogflow, firebase, cloud service

Support of Collaborative Design Thinking using ADOxx

Wilfrid Utz

Research Group: Knowledge Engineering, University of Vienna, Austria
wilfrid.utz@univie.ac.at

Corresponding Author: wilfrid.utz@univie.ac.at

Abstract

Design thinking has gained popularity in recent years as a means to capture novel and innovative aspects in an enterprise setting and continuously re-align business models to needs and demands from the market. Organization striving to digitally transform their product and service offerings need to work in a multi-disciplinary setting and involve various stakeholders in agile design and adaptation processes. Design thinking is regarded an approach that enables a collaborative, creative and innovative setting to identify demands, assess technology evolution and trigger business transformation. A key challenge observed relates to the increasing demand of communication in distributed team setting: the elicitation of ideas and their transformation in concrete service/product offerings requires technological support to handle and perform innovation processes, document results and communicate them in virtual, global settings. The results presented in this paper aim to contribute to this challenge by discussing modelling tool support for design thinking. The proposed modelling tool builds on meta-modelling technologies to realize model-value functionality for design thinking such as verification/validation, communication/interaction with stakeholders, analysis and assessment and documentation using graphical, conceptual models. The interaction on conceptual models supports virtual, distributed settings as an agile technique to process feedback and improvement proposals by involved parties. The concept presented is evaluated in a prototypical implementation using the SAP Scenes approach for design thinking.

Keywords: Design thinking, scenes, modelling, metamodelling, collaboration

Factors Influencing Users' Willingness to Consult Chatbots for Health Information

Yi-Ping Hsu¹, Ying Chih-Hsi² and Wen-Chin Hsu³

Department of Information Management, National Central University, Taiwan

mapleocat@gmail.com¹

jhihsying@gmail.com²

hsuwc@mgt.ncu.edu.tw³

Corresponding Author: hsuwc@mgt.ncu.edu.tw

Abstract

Busy healthcare professionals often do not have enough time to provide their patients with comprehensive health education. As a solution, a small number of organizations have attempted to use chatbots to relay this information. Whether patients can accept this new technology, and what factors influence their willingness to engage with it, are still unclear. Using the theory of planned behavior, uses and gratification theory and involvement theory, this study explored the factors influencing the use of chatbots for health education. We conducted a questionnaire survey that generated 117 valid responses. Results showed that convenience, fashion and involvement all significantly influence user attitudes ($p < 0.05$). Attitudes and subjective norms both have a significantly positive impact on intention ($p < 0.05$). The results of this research can serve as reference for healthcare organizations in designing chatbots.

Keywords: Chatbots, health education, theory of planned behavior, uses and gratification theory

The Concept of Innovating Business Opportunity and Value in Industry Specificities – Case Study, Fu Yam Wire Industry Co., Ltd., a Small and Medium Enterprise in Taiwan

Ming-Chen Chen¹ and Chien-Yuan Sher²

Department of Business Management, National Sun Yat-sen University, Taiwan

fuyamwir@ms49.hinet.net¹

cyshe@mail.nsysu.edu.tw²

Corresponding Author: fuyamwir@ms49.hinet.net

Abstract

Most concepts or theories in sustained advantage competition are influenced by SWOT framework to clarify firm obtains internal strength to respond to external opportunity. But the strength can't be sustained for long. Hamel and Prahalad (1994) doubled down, they argued in *Competing for the future* that a lack of resources shouldn't limit a company's ambitions, nor its accomplishment. In this study, we try to suggest the industry specificity can replace the concept of strength. We try to describe a new concept that the industry specificity can be the cornerstone for companies to create a new business opportunity and value avoiding competition. In this study, we try to use our case study and some literature with examples and case studies to prove the subject.

Keywords: Industry specificity, business opportunity, strength, competition, innovation

Using the Bayesian Skill Rating System and Network Visualization for Analyzing the Admission by Application of Taiwan's Universities

Ta-Cheng Chen¹ and Benyapa Matupumanon²

Department of Information Management, National Formosa University, Taiwan^{1,2}

Department of M-Commerce and Multimedia Applications, Asia University, Taiwan¹

tchen@nfu.edu.tw¹

Corresponding Author: tchen@nfu.edu.tw

Abstract

Nowadays, Taiwan's university entrance examination program is undergoing major reforms. It is mainly to implement the new high school curriculum to adapt to the development of teaching adaptability and diversity in high school. Among the reforms, the most important things include the number of test subjects in the entrance examination is decreased, and the emphasis on the learning process of acquisition. The purpose is to change the past study exam mode of study, and toward the adaptable multiple learning modes. In this research, we applied a suitable skill ranking system method to analyze the admission by applications of students to the specific departments of the universities. Based on the students' final decisions to choose the universities, it looks like the competition between any pairs of universities to recruit the students. By using the skill rating system approach, the social networks topology can be properly constructed and the related competition ranking can be then provided. However, the structure of the social network composed of all universities' departments in a country is quite large and complex. Therefore, it is very difficult for analysts to obtain the concepts hidden in a complex network to do the exact analysis, interpretation. For overcoming this difficulty, the social network analysis and visualization technique have been applied for obtaining a better network analysis and interpretation. It is wished that the proposed method can assist Taiwan's Ministry of Education in promoting the implementation of university enrollment specialization to all universities, and provide a reference for students to apply the departments of universities.

Keywords: Admission by application, learning portfolio, skill ranking system, network visualization

New Product Conceptualization Trough the Technology Based Use Function Reconfiguration

Pawel Filipowicz

Faculty of Management, AGH Technological University, Poland

pfilipow@zarz.agh.edu.pl

Corresponding Author: pfilipow@zarz.agh.edu.pl

Abstract

New technology based innovations often become the key factor for the company portfolio configuration. Its purpose is to minimize the investment risk and insure the future market success. Hence the importance of adequate strategy model formation, particularly in case of actual market saturation and growing pressure for profound differentiation as the source of commercialization process for technological innovation. The conception of such strategy model based on Moore's law is presented and its viable parametrization using the technical debt and customer perceived value is discussed. Also the interesting approach the structure of product consisting of the use function configuration is shown and explained with an example of new product conceptualization. The potential model of use function value and technical debt as the company portfolio source is finally presented and future areas of research are indicated.

Keywords: New technology based innovation, product port-folio, customer perceived value, technical debt, product use function configuration

Computer Simulation as an Innovative Didactic Method

Mieczysław Adamowicz¹ and Mariusz Pyra²

Department of Economics and Management, Pope John Paul II State School of Higher

Education in Biała Podlaska, Poland

adamowicz.mieczyslaw@gmail.com¹

m.pyra@dydaktyka.pswbp.pl²

Corresponding Author: adamowicz.mieczyslaw@gmail.com

Abstract

The teaching process in the 21st century is subject to constant transformations, as new teaching tools and methods appear. Computer simulations are gaining more and more supporters among teachers and lecturers. The first part of the article has an overview character. Its aim is to present computer managerial simulations, with particular emphasis on Marketplace simulation. The second part of the article is of empirical nature. It includes the analysis of the impact of computer simulation on the effectiveness of the training process while also comparing the results of this analysis with the efficiency of the training process in the traditional form.

Keywords: Computer simulation, marketplace, innovation, teaching, efficiency

Forecasting Patient Empowered Health Information Technologies

Tony Sahama¹, Andrew Stranieri², Kerryন Butler Henderson³ and Angelique McInnes⁴

Federation University of Australia, Australia^{1,2}

University of Tasmania, Australia³

Central Queensland University, Australia⁴

t.sahama@federation.edu.au¹

a.stranieri@federation.edu.au²

kerryn.butlerhenderson@utas.edu.au³

a.mcinnnes@cqu.edu.au⁴

Corresponding Author: t.sahama@federation.edu.au

Abstract

The growth and implementation of electronic health records (HER) are progressing in many countries. Though adoption often lacks momentum amidst privacy and security concerns. This paper uses an interrupted time series (ITS) analysis of OECD data related to EHRs from many countries to make predictions about EHR adoption. The ITS model can be used to explore the impact of various health information technologies on adoption. Assumptions about the impact of Information Accountability are entered into the model to generate projections if information accountability technologies are developed. In this way, the OECD data and ITS analysis can be used to perform simulations for improving EHR adoption.

Keywords: Electronic health records, intervention study, information accountability

Agenda

July 12, 2019 (Friday)

Session E

08:50-12:00

Room: BOSTON

Session Chair: Cheng-Kiang Farn

National Central University, Taiwan

Investigating the Determinants of Credit Spread by a Markov Regime Switching Model

Su-Lien Lu National Pingtung University of Science and Technology
Kuo-Jung Lee National Pingtung University

The Information Implications of China A Shares Included in the MSCI Index Initially

Yu-Chen Cheng Chinese Culture University
Yi-Hsien Wang Chinese Culture University
Hsiao-Chen Chang Chinese Culture University
Fu-Ju Yang Chinese Culture University

Back-propagation Neural Network with GARCH Volatility for TAIEX Futures Prediction

Bo-Chao Lan Chinese Culture University
Chun-Yueh Lin Chinese Culture University
Hsiao-Chen Chang Chinese Culture University
Yi-Hsien Wang Chinese Culture University

Extra Reaction of Stock Market on Firm's Reducing Carbon Activities: Evidences from the 2000-2016 Market Reaction on Firm's Announcements of Establishing the Wastewater and Waste Heat Recovery Systems

Lien-Sheng Yu National Kaohsiung University of Science and Technology
Tzu-Hung Huang National Kaohsiung University of Science and Technology
Shou-Lin Yang National Kaohsiung University of Science and Technology

The Development Trajectory of Readiness for Environmental Changes: A Citation Network Analysis

Kenderly Jester Duverge Yuan Ze University
Louis YY Lu Yuan Ze University
Hua-Hung Robin Weng Yuan Ze University

Agenda

July 12, 2019 (Friday)

Session E

08:50-12:00

Room: BOSTON

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National Central University, Taiwan

Geographic Distance in M&A and Market Activity

Wen-Xiang Fang	Chinese Culture University
Wan-Rung Lin	Chinese Culture University
Fu-Ju Yang	Chinese Culture University
Yi-Hsien Wang	Chinese Culture University

The Effect of Work Gloves on Hand Dexterity - The Conflict between Protecting and Hindering

Lin Ching-Hua	Chung Hua University
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Trimming Effect and Momentum Investing

Hung-Wei Wayne Yang	National Chung Cheng University
An-Sing Chen	National Chung Cheng University

A Study on Promotion of Tourism Industry in Korea by Analyzing Singularity through Data Analysis

Gyeong Ju	Yonsei University
Hee-Woong Kim	Yonsei University

Exploring the Effects of Credibility of Advertising Spokesperson on Brand Preference and Willingness of Mobile Payment APP

Hsin-Hao Chen	Chinese Culture University
Hsiao-Chen Chang	Chinese Culture University
Yin-Jie Chuang	Chinese Culture University
Fu-Ju Yang	Chinese Culture University
Yi-Hsien Wang	Chinese Culture University

Investigating the Determinants of Credit Spread by a Markov Regime Switching Model

Su-Lien Lu¹ and Kuo-Jung Lee²

International Bachelor Degree Program in Finance,
National Pingtung University of Science and Technology, Taiwan¹

Department of Commerce Automation and Management,
National Pingtung University, Taiwan²

lotus-lynn@mail.npust.edu.tw¹

kjlee@mail.nptu.edu.tw²

Corresponding Author: lotus-lynn@mail.npust.edu.tw

Abstract

This study investigates the determinants of credit spreads via a Markov regime switching model. The study considers financial variables as candidate proxies to measure determinants of credit spread, including default risk, liquidity risk and corporate governance. According to Maalaoui Chun, Dionne and Francois (2014), we construct two models. The first model introduces credit spread regressions with no regime switching, i.e., the single regime model. The second model assumes that credit spreads follow the Markov regime switching model. Further we specify four regimes, including endogenous credit regime, economic state regime, monetary policy regime, and credit supply regime. We focus on the loan markets in Taiwan. The spread which we study are the distances between loan rate and risk-free rate. The different credit spreads of different borrowers indicate the relative riskiness of debts. Thus, understanding the determinants of credit spread is important for financial analysts, investors, economic policy maker and banks.

Keywords: Credit spread, default risk, liquidity risk, corporate governance

The Information Implications of China a Shares Included in the MSCI Index Initially

Yu-Chen Cheng¹, Yi-Hsien Wang², Hsiao-Chen Chang³ and Fu-Ju Yang⁴

Department of Banking and Finance, Chinese Culture University, Taiwan

jenny86080175@gmail.com¹

holland@mail2000.com.tw²

jean91525@gmail.com³

fuju@faculty.pccu.edu.tw⁴

Corresponding Author: jenny86080175@gmail.com

Abstract

The event study was applied to examine the information implications of the event that China A-share were included in the MSCI index for the first time both on announcement date and effective date. The mean adjusted returns model was used to discuss whether stock prices exist significant abnormal returns. The result indicated that China A-share included for the first time have an asymmetric effect on the announcement date and effective date. The stock price reaction on the announcement day was positive. However, the negative stock price reversal on the effective date demonstrated that the price change of China A-share included in the MSCI index for the first time corresponding to Price Pressure Hypothesis. The possible explanation of the asymmetric effect is that there existed variables affecting China A-shares included in the MSCI from announcement date to the effective date. It resulted in a negative return on the effective date of China A-share market. The result is not completely as expected.

Keywords: Information implications, MSCI index, China a shares, abnormal return, price pressure hypothesis

Back-propagation Neural Network with GARCH Volatility for TAIEX Futures Prediction

Bo-Chao Lan¹, Chun-Yueh Lin², Hsiao-Chen Chang³ and Yi-Hsien Wang⁴

Department of Banking & Finance, Chinese Culture University, Taiwan

s981724@gmail.com¹

lly898@gmail.com²

jean91525@gmail.com³

holland@mail2000.com.tw⁴

Corresponding Author: holland@mail2000.com.tw

Abstract

TAIEX futures serve both as a hedging instrument and an investment tool for investors. Speculators and arbitrageurs can take advantage of the high leverage to pursue handsome returns with limited capital. TAIEX futures are subject to the influence of a long list of factors, such as finance, economy, politics, society, and investor psychology. In consideration of the characteristics of the TAIEX futures market, this paper applies the backpropagation neural network to forecast the closing price of TAIEX futures on the next day. The raw data of three variables, i.e. prices, volumes, and times to expirations are sourced. The prices sampled are the underlying prices and bases between spots and futures. The sampled volumes data are open positions and trading volumes. Sampled prices, volumes, and times to expiration dates and volatility are estimated by the GARCH model as the input variables. The collected observations are divided into two groups: 80%, 40%, and 20% of the intraday data are the training data, while the remaining are the test data. Neural networks are constructed with R software, and the closing prices of TAIEX futures are forecasted with these neural networks after training. The empirical evidence suggests that the backpropagation neural network, as constructed with the 40% training data set, boasts accurate predictive capability. The research findings in the context of neural networks can serve as a reference for investment decisions and hedging strategies.

Keywords: Back-propagation neural network, prediction, futures, GARCH volatility

Extra Reaction of Stock Market on Firm's Reducing Carbon Activities: Evidences from the 2000-2016 Market Reaction on Firm's Announcements of Establishing the Wastewater and Waste Heat Recovery Systems

Lien-Sheng Yu¹, Tzu-Hung Huang² and Shou-Lin Yang³

Department of Logistics Management,
National Kaohsiung University of Science and Technology, Taiwan
slyang@nkust.edu.tw³

Corresponding Author: slyang@nkust.edu.tw

Abstract

This study observed the abnormal returns of stock prices after the companies announced the establishment of the wastewater and waste heat recovery systems in East Asia from 2000 to 2016. Moreover, the capital expenditure on the wastewater and waste heat recovery system and the expected impact on revenue were considered, and the stock market was analyzed to verify whether there was additional evaluation after the company carried on such carbon emission reduction activity. The study found that after more than a decade of technological advancement and the promotion of carbon reduction behaviors, the market now has showed more positive reactions to the kind of carbon reduction measures such as wastewater and waste heat recovery systems. However, the additional positive reaction in the markets of developing countries is lower than in the developed countries. If developing countries want domestic manufacturers to go for more carbon emission reduction activities, the government may need to give more policy incentives which will make investors in the market to support manufacturers to actively investing in carbon reduction measures. Certainly, manufacturers will be more motivated to implement or cooperate with voluntary carbon reduction measures.

Keywords: Carbon reduction, market reaction, event study

The Development Trajectory of Readiness for Environmental Changes: A Citation Network Analysis

Kenderly Jester Duverge¹, Louis Y. Y. Lu² and Hua-Hung Robin Weng³

College of Management, Yuan Ze University, Taiwan

kenderlyduverge@gmail.com¹

LouisLu@saturn.yzu.edu.tw²

RobinWeng@saturn.yzu.edu.tw³

Corresponding Author: RobinWeng@saturn.yzu.edu.tw

Abstract

As the environmental changes become more dramatic, readiness for these changes are important to both governments and businesses. This study aims to identify the overall development trajectory of the readiness for environmental changes. The academic areas include business, management, decision science and economics. In this study, 2949 academic papers are analyzed by two major citation network technics: edge-betweenness and key-route main path. Four important topics have been identified, including consumer willingness to pay for organic products, valuation of environmental goods, contingent valuation method, and green consumerism and consumer environmental behaviors. The results show that the contingent valuation, used to value environmental goods and eco-friendly products, is the base of the readiness for environmental changes. The results also show that climate change will likely be a new track of research in the readiness for environmental change.

Keywords: Readiness, environmental changes, citation analysis

Geographic Distance in M&A and Market Activity

Wen-Xiang Fang¹, Wan-Rung Lin², Fu-Ju Yang³ and Yi-Hsien Wang⁴

Department of Banking & Finance, Chinese Culture University, Taiwan

ypps920054@gmail.com.¹

linyumiko@gmail.com²

fuju@faculty.pccu.edu.tw³

holland@mail2000.com.tw⁴

Corresponding Author: holland@mail2000.com.tw

Abstract

In the era of development, transportation becomes more convenient through continuous change and innovation. Based on the fierce business competition in today's society, in order to improve efficiency and win business opportunities, enterprises often arrange their schedules to allow staff to fly back and forth between two places on the same day; however, most business trips still depend on the general railway system, high speed railway, and convenient passenger routes. However, trips back and forth between two places by self-driven cars still accounts for a large proportion of business travels. According to the annual reports of the Freeway Bureau, there is a staggering traffic flow of 3,000 million vehicles per kilometer on freeways each month in Taiwan. The M&A data of listed companies, as collected by the TEJ database, were taken as the samples during 1997-2018. The public information of the Market Observation Post System and the portal for tax administration of the Ministry of Finance were used to inquire the registered business addresses of the head offices of the samples. The travel distance and measurement of distance between acquiring companies and the acquired (target) companies were calculated via google map, and the responses to abnormal returns in merger and acquisition cases of listed companies were analyzed according to the geographical perspective. The event study was adopted to analyze whether there were abnormal returns around the event day, according to the perspective of the acquiring companies, in order to facilitate the reduction of the target scope and improve companies' benefits in merger and acquisition, which can be used for future selection of target companies, as conducted by the management teams and leaders of the acquiring companies. This study anticipated that, for cases of short-distance merger and acquisition, AR are more likely to occur before the event day due to early disclosure of advance information; on the contrary, for cases of long-distance merger and acquisition, AR are more likely to occur after the event day, which maybe due to non-transparent information. This study discussed whether M&A distance exists between significant abnormal returns in merger and acquisition cases with close distance.

Keywords: Distance, Enterprise Merger and Acquisition, Event Study, Abnormal Returns

The Effect of Work Gloves on Hand Dexterity - The Conflict between Protecting and Hindering

Ching-Hua Lin

Department of Industrial Management, Chung Hua University, Taiwan

kate@chu.edu.tw

Corresponding Author: kate@chu.edu.tw

Abstract

Hands are the most frequently moving and the most dexterous segments of human body, on the other hand, hands are in high risk of contact hazardous substances, or energy. Gloves are designed and used to protect hands from various impairment and hurt. However, the lack of comfort and the reduction of dexterity of hands often frustrate the use of gloves. This paper aimed to study the effects of gloves on hand dexterity. Four kinds of gloves were used, including cotton cloth gloves, cotton knitted gloves, rubber gloves, and latex gloves. Hand dexterity was tested by three sizes of wooden peg and board assembly. Thirty participants were equally sampled from two gender strata. The hand dexterity was evaluated referring to ASTM standard test method. The results showed that hand dexterity was affected by the interaction effect of glove cross size of operated component. The results of the post hoc test of the interaction effect indicated that latex glove was the best for operating large component, cotton cloth and cotton knitted glove were the second, and rubber glove was the worst. As for operating medium and small component, latex and cotton cloth were the best, cotton knitted glove was the second, and rubber glove was still the worst. The results and the discussions of these effects offered suggestions and references for gloves selection and work design.

Keywords: Gloves, hand dexterity, ASTM F2010/F2010M-103D

Trimming Effect and Momentum Investing

Hung-Wei Wayne Yang¹ and An-Sing Chen²

Finance, National Chung Cheng University, Taiwan

wayne197910@hotmail.com¹

finasc@ccu.edu.tw²

Corresponding Author:wayne197910@hotmail.com

Abstract

This study tests whether momentum investing manifest the trimming effect. We test the hypothesis sample that be trimmed to generate a greater performance. Our conclusion rejects hypothesis. We find that the performance of momentum investing is depend on the trimming level. When the data are trimmed lower level, it generates greater winner performance and worse loser performance over the 1927 to 2013.

JEL classification: G11, G12, G14, G17

Keywords: Trimming level; trading strategies; investment strategies

A Study on Promotion of Tourism Industry in Korea by Analyzing Singularity through Data Analysis

Gyeong Ju¹ and Hee-woong Kim²

Graduate School of Information, Yonsei University, Republic of Korea

jugng@yonsei.ac.kr¹

kimhw@yonsei.ac.kr²

Corresponding Author: jugng@yonsei.ac.kr

Abstract

Tourism is a global industry. All countries are investing to attract more tourists as it can be a huge profit. As a result of this, as data analysis has been used in many industries, many ways to promote the tourism industry have been explored using data analysis. However, there is a lack of effort to find out the fundamental reason “Why there are less people in the area?”. In order to attract more tourists, to find out why there are less people, finding out the singular points of tourists in each country and analyzing the problems will have a long-term effect rather than a short-sighted marketing plan. This study aims to analyze the fundamental reason “Why there are less tourists in Republic of Korea” and use in long-term marketing plan to promote Korea's tourism industry. This study analyzed the public data “Inbound in Republic of Korea 2010-2019”, conducted text mining by using the keyword “Korea” to see how foreigners think about Korea from this singularity. Topics were selected through Topic Modeling. It is expected that this study would be useful for establishing a radical marketing strategy by exploring the singularities and problems of Korean tourism industry and devising practical marketing plan based on it.

Keywords: Tourism, singular points of tourists, data analysis, text mining, topic modeling

Exploring the Effects of Credibility of Advertising Spokesperson on Brand Preference and Willingness of Mobile Payment APP

Hsin-Hao Chen¹, Hsiao-Chen Chang², Yin-Jie Chuang³, Fu-Ju Yang⁴ and Yi-Hsien Wang⁵

Department of Banking and Finance, Chinese Culture University, Taiwan

a0915860117@gmail.com¹

jean91525@gmail.com²

umbrella23rejeff@gmail.com³

fuju@faculty.pccu.edu.tw⁴

holland@mail2000.com.tw⁵

Corresponding Author: a0915860117@gmail.com

Abstract

With the rapid development of information technology, the functions of smart phones are not only used to make calls, send text messages and browse the Internet, but also be used to pay and combine with financial services. At present, diversified payment methods subvert the traditional trading payment habits. People can trade through stored value or post-trade payments, making life consumption more convenient.

This study wants to further explore the impact of the credibility of advertising spokesperson to brand preference and willingness of the mobile payment APP, and the impact of the brand preference to willingness of the mobile payment APP. At the same time, it is further explored whether the credibility of the advertising spokesperson has an interference effect on the brand preference and willingness of the mobile payment APP.

This study will dispense the questionnaire to collect data, and use SPSS statistical software for analysis, and conduct descriptive statistics analysis, correlation analysis, reliability and validity analysis, and one-way analysis of variance for the data. The analysis further clarifies the impact between the variables. It is hoped that the results of this study will provide a reference for the marketing strategy of the markers of the mobile payment app, so as to the usage rate of mobile payment in Taiwan can rise.

Keywords: Credibility of advertising spokesperson, mobile payment APP, brand preference, willingness

Agenda

July 12, 2019 (Friday)

Session F

13:30-16:40

Room: BOSTON

Session Chair: Long Chuan Lu

National Chung Cheng University, Taiwan

Effect of Product Knowledge on Consumers' Purchase Intentions for Open-Shelf

Cosmetics

Tsung-Yu Chou	National Chin-Yi University of Technology
An-Chi Liu	Fujian Business University
Chih-Hung Tseng	Asia University

An Empirical Study of Usage Discontinuance of Gamification App

Cheng-Kui Huang	National Chung Cheng University
Chun-Der Chen	Ming Chuan University
Yu-Tzu Liu	National Chung Cheng University

Internet Flaming: Stock Price Reactions and Corporate Response

Keiya Mori	University of Tokyo
Fumiko Takeda	University of Tokyo

An Empirical Analysis of the Willing to Travel to Korea after Watching Korean

Drama

Cheng-Wen Lin	Oriental Institute of Technology
Shun-Hsing Chen	Oriental Institute of Technology
Jia-Fang Li	Oriental Institute of Technology

A Study on Driving Forces of Online Deshopping Proclivity

Long Chuan Lu	National Chung Cheng University
Jou An Su	National Chung Cheng University

A Study on the Influential Factors of Social Support for Community-Dwelling Elderly People in Taiwan

Chin-Hua Huang	MeiHo University
Ya-Ai Zheng	I-Shou University
Chao-Hsien Lee	MeiHo University

Agenda

July 12, 2019 (Friday)

Session F

13:30-16:40

Room: BOSTON

Session Chair: Long Chuan Lu

National Chung Cheng University, Taiwan

Yu-Ting Tseng

MeiHo University

A Text Mining Analysis of Hackers' Online Black Market

Minsu KIM

Yonsei University

Hee-woong KIM

Yonsei University

Crisis Dissemination Research of Taiwan - from 2004 to 2018

YI-JING WU

I SHOU University

Effect of Product Knowledge on Consumers' Purchase Intentions for Open-Shelf Cosmetics

Tsung-Yu Chou¹, An-Chi Liu² and Chih-Hung Tseng³

Department of Distribution Management,
National Chin-Yi University of Technology, Taiwan¹
Department of Circulation Economy, Fujian Business University, China
Department of Business Administration, Asia University, Taiwan³

arthur@ncut.edu.tw¹

goforangela@qq.com²

boy217010@hotmail.com³

Corresponding Author: boy217010@hotmail.com

Abstract

With the increase in information covered by the media, information relevant to cosmetics has accumulated. Because consumers' needs change and are increasingly diverse, enterprises, particularly those related to open-shelf cosmetics, must reinforce the product knowledge of consumers in addition to attracting them to use various marketing methods. This study employed an online questionnaire survey on university students in Taiwan to explore the effect of product knowledge on purchase intentions. Out of the 420 total responses returned, 399 were confirmed as valid.

The results revealed that consumers' knowledge regarding open-shelf cosmetics positively and significantly influenced their intentions to purchase these products. Accordingly, industry owners are recommended to provide educational videos online to reinforce consumers' product knowledge. Product expositions and staff demonstrations can be implemented to enable consumers to comprehensively experience and understand products as well as acquire more product knowledge.

Keywords: Open-shelf cosmetics, product knowledge, purchase intentions

An Empirical Study of Usage Discontinuance of Gamification App

Cheng-Kui Huang¹, Chun-Der Chen² and Yu-Tzu Liu³

Department of Business Administration, National Chung Cheng University, Taiwan^{1,3}

Department of Business Administration, Ming Chuan University, Taiwan²

bmahck@ccu.edu.tw¹

marschen@mail.mcu.edu.tw²

pisa7308703@gmail.com³

Corresponding Author: marschen@mail.mcu.edu.tw

Abstract

In the research field of information systems adoption, most research has focused on the adoption and continuous usage intention phases. The last phase, discontinuous usage intention, has lacked of prior investigations. In additions, gamification apps have been implemented in a variety of areas, and an extensive of gamification app research has examined what factors lead to adopt and implement continuously. However, there are no studies which are inspected what circumstances lead to the discontinuance use of gamification apps. Therefore, this study aims to investigate what drives individual users to stop using gamification apps and proposes a research model to comprehend the causality for discontinuance use intention of gamification apps, based on the expectation-confirmation model, technology acceptance model and three critical constructs, regret, habit and value. A total of 210 valid responses were received, and our findings show that (1) regret, habit and gamification value significantly influence discontinuance intention, (2) gamification app value, confirmation and perceived usefulness significantly influence user's satisfaction, (3) satisfaction, perceived usefulness and frequency of prior use significantly influence users' habits, (4) confirmation negatively influences user's regret. Implications and suggestions for future research are also addressed in this study.

Keywords: Discontinuance usage, expectation-confirmation model, technology acceptance model, regret, habit, gamification app value

Internet Flaming: Stock Price Reactions and Corporate Response

Keiya Mori¹ and Fumiko Takeda²

Department of Technology Management for Innovation, University of Tokyo, Japan

mori-keiya570@g.ecc.u-tokyo.ac.jp¹

takeda@tmi.t.u-tokyo.ac.jp²

Corresponding Author: takeda@tmi.t.u-tokyo.ac.jp

Abstract

This study investigates the influence of Internet flaming and corporate responses on stock prices, and the factors that affect stock price fluctuations during flaming. We conducted an event study analysis using 154 flaming events targeting Japanese listed companies from 2009 to 2018. The results show that stock prices drop significantly due to the flaming, and whether the effect dies down in the short term depends on responses of the flamed companies. When a company apologizes or deletes comments, its stock price tends to decrease significantly immediately after the outbreak of the flaming, but this decrease does not continue after a few days. In contrast, when the company objects or is provoked, its stock price starts to decline a few days after the flaming outbreak and continues to further decline. We also find that newspaper publications do not substantially affect the stock price of the flamed company.

Keywords: Flaming, stock price, internet, event study, Japan, firm behavior

An Empirical Analysis of the Willing to Travel to Korea after Watching Korean Drama

Cheng-Wen Lin¹, Shun-Hsing Chen² and Jia-Fang Li³

Department of Marketing & Distribution Management,
Oriental Institute of Technology, Taiwan
chen88@mail.oit.edu.tw²
Corresponding Author: chen88@mail.oit.edu.tw

Abstract

In recent years, Korean drama is famous to all Asia. With the advances in online information, many media are covering the trend of entertainment from Korea. Korean drama is not only influential to young people but also popular among elderly and middle-aged women. It has affected our life and even encouraged the travel to Korea. The sales in the tourism industry and the related products also rise greatly. These acts are all worth our discussion about the reasons why Korean drama is loved by many people and successful. This study has collected the related documents on the reasons why Korean drama is popular and concluded 14 items such as romantic plot, concise episodes, and introduction to delicacies, and through the questionnaire survey will understand the motives of watching Korean drama and the motives and willingness of traveling. First is “Like the plot,” second is “Like the actors or actresses,” and third is “Entertainment and leisure activity.” Among the traveling motives, first is “Shopping,” second is “Relieving pressure,” and third is “Experiencing the local lifestyle.”

Keywords: Korean drama, tourist willingness, sightseeing marketing

A Study on Driving Forces of Online Deshopping Proclivity

Jou An Su¹ and Long Chuan Lu²

Department of Business Administration, National Chung Cheng University, Taiwan

1435325752@qq.com¹

bmalcl@ccu.edu.tw²

Corresponding Author: bmalcl@ccu.edu.tw

Abstract

Although online shopping might be convenient, it also increases the uncertainty for consumers to purchase goods. Retailers are trying to attract consumers to purchase, they have launched a policy that consumers are allowed to return their products within certain days with no reason. However, with the great increase in sales volume, the volume of returning goods also increases. The reason for the increase in return volume may be from the consumers' selfishness and abuse. Besides, consumers return the used or damaged products, or they have the intention of returning goods before the purchase, this phenomenon is called "Deshopping proclivity". It comes with the ethical issues as well. This situation has become increasingly serious. This study focuses on the effects of religiosity, moral disapproval, and past deshopping proclivity on the intention of deshopping proclivity. Based on the relevant literatures, this study establishes a model and proposes the hypothesizes to detect the intention of consumer fraud returns. The data and survey are collected by online questionnaires, and finally validates the research hypothesizes with structural equation modeling. This study provides relevant management advice to online retailers and hope that consumers have a correct perspectives of returning products and enable their correct ethics through the communication.

Keywords: Religiosity, moral disapproval, deshopping proclivity

A Study on the Influential Factors of Social Support for Community-Dwelling Elderly People in Taiwan

Chin-Hua Huang¹, Ya-Ai Zheng², Chao-Hsien Lee³ and Yu-Ting Tseng⁴

Department of Health Business Administration, MeiHo University, Taiwan^{1,3,4}

Department of Information Engineering, I-Shou University, Taiwan¹

Department of Healthcare Administration, I-Shou University, Taiwan²

x00003078@meiho.edu.tw¹

yaai@isu.edu.tw²

x00002167@meiho.edu.tw³

x00010631@meiho.edu.tw⁴

Corresponding Author: yaai@isu.edu.tw

Abstract

This study aimed to determine the social support that the community-dwelling elderly in Taiwan receive. This study recruited participants who are aged over 65 and who are living in Meinong District of Kaohsiung, Taiwan, through purposive sampling. A survey questionnaire with a social support scale as the measurement tool was administered. Data processing and statistical analysis were conducted through SPAWS for Windows release 18.0. A total of 196 valid samples were obtained. The corresponding results can be used as a reference for health practitioners, especially those involved in providing mental healthcare services for the elderly, to deliver better healthcare services to community-dwelling elderly, which in turn could improve their quality of life.

The results showed that there were significant differences in social support in terms of population attributes such as ethnicity, marital status, the number of offsprings, living arrangements, financial support from children, presence or absence of cataract or other chronic diseases, drinking habits, physical activity, etc. Moreover, regarding the source of social support for the elderly, the results indicated that family, which is part of the informal supportive system, played the most important role in social support and provided significant emotional support. As a whole, the elderly in Meinong District, Taiwan received a relatively high level of social support.

Keywords: Community-dwelling elderly people, social support

A Text Mining Analysis of Hackers' Online Black Market

Minsu Kim¹ and Hee-woong Kim²

Graduate School of Information, Yonsei University, Republic of Korea

mskim31@yonsei.ac.kr¹

kimhw@yonsei.ac.kr²

Corresponding Author: kimhw@yonsei.ac.kr

Abstract

Many cybercrimes are happening since the Internet began to be commercialized. According to this phenomenon, online black market of hackers is formed, and information sharing, and trading of illegal hacking tools are taking place. Therefore, this research aims at analyzing what kind of information is shared by hackers and what kind of information they need by collecting by analyzing black market of hackers. Also, this paper figures out the trend and aims at providing a security point of view. For the analysis, hacker community data are collected in the online black market. Based on the collected data, this paper will analyze the information sharing and transaction status on the online black market through text mining and social network analysis technique. For efficient analysis, data will be analyzed by dividing into information provider data and information receiver data. In the text mining section, we will specifically look at the information that is traded or shared. In the social network analysis, we will analyze the network status of the online black market by analyzing the connection relationship of the information sharers. There is an academic implication of analyzing online black market by mixing text mining technique and social network technique technically and it can be expected that the key point of security can be found by looking at trend of information sharing of hackers in practice.

Keywords: Hackers, hacking, text mining, topic modeling, social network analysis, security

Crisis Dissemination Research of Taiwan - from 2004 to 2018

YI-JING WU

Department of Information Engineering, I-Shou University, Taiwan

ebc.reporter@gmail.com

Corresponding Author: ebc.reporter@gmail.com

Abstract

Critical incidents are commonly seen in our life. Natural and man-made disasters are lurking near us and can happen whenever and wherever possible, causing great damages to our life, property and confidence. The research on crisis mainly concentrated on crisis management, and the enterprises' handling crisis. Its scope is defined from 2004 to 2018, and based on the research trend of crisis dissemination in 14 years. The results show that crisis response capacity also represents the ability of keeping up one's image and performance management. In the future, the public's trust in and support for the government lie in its crisis response and communication capacity. Therefore, research and development in crisis-related areas are becoming increasingly important at present.

Keywords: crisis dissemination, crisis management, response capacity

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