

ISSN:2218-6387

# International Conference on Innovation and Management

# IAM2015W

*Singapore, February 3-6, 2015*

**Society for Innovation in Management (SIIM)**

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

Taipei City 10560, Taiwan (R.O.C.)

<http://www.siim.org.tw>



## **Chair's Message**

The committees of the International Conference on Innovation and Management (IAM2015 Winter) are pleased to welcome you to this meeting held at Singapore on February 3-6, 2015. On behalf of the organizers, I express my delight in sharing the time with the delegates from all around the world and hope you will have good stay here.

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

Among 133 excellent manuscript submissions from 19 countries, 93 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 IAM2015W.

Looking forward for your participation again in our next event.



Conference Chair

## Schedule

<b>February 3, 2015 (Tuesday)</b>	
15:00-17:00	Registration (Level 2)

<b>February 4, 2015 (Wednesday)</b>		
<b>09:00-15:00 Registration (Level 2)</b>		
<b>Room</b>	<b>Ocean 12 (Level 2)</b>	<b>Ocean 13 (Level 2)</b>
09:30-12:00 (Break at 10:30-10:50)	Session A1	Session A2
12:00-14:00	Lunch (Edge Restaurant, Level 3)	
14:00-16:30 (Break at 15:00-15:20)	Session B1	Session B2

<b>February 5, 2015 (Thursday)</b>		
<b>09:00-15:00 Registration (Level 2)</b>		
<b>Room</b>	<b>Ocean 12 (Level 2)</b>	<b>Ocean 13 (Level 2)</b>
09:30-12:00 (Break at 10:30-10:50)	Session C1	Session C2
12:00-14:00	Lunch (Edge Restaurant, Level 3)	
14:00-16:30 (Break at 15:00-15:20)	Session D1	Session D2

<b>February 6, 2015 (Friday)</b>		
<b>09:00-15:00 Registration (Level 2)</b>		
<b>Room</b>	<b>Ocean 12 (Level 2)</b>	<b>Ocean 13 (Level 2)</b>
09:30-12:00 (Break at 10:30-10:50)	Session E1	Session E2
12:00-14:00	Lunch (Edge Restaurant, Level 3)	
14:00-16:30 (Break at 15:00-15:20)	Session F1	Session F2

# **Agenda**

**February 4, 2015 (Wednesday)**

**Session A1**

**09:30-12:00**

**Room: Ocean12**

**Session Chair:** Rupali Kishore Gadkari

K.J. Somaiya Institute of  
Management Studies and Research, India

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## **Influence of Benefits Provided by Self Help Group (SHG) on Financial Organizations and Individual Income of Women Members of SHG**

Rupali Kishore Gadkari	K.J. Somaiya Institute of Management Studies and Research
kirti abhijeet arekar	K.J. Somaiya Institute of Management Studies and Research
Satish c Ailawadi	K.J. Somaiya Institute of Management Studies and Research

## **Impact of Value Added Tax (VAT) on Economic and Social Development of Emerging Nations: Case Study Botswana**

Tshwanelo Losho	University of Botswana
Bonu Narayana Swami	University of Botswana

## **Appraising Marketing Performance for Insurance Businesses through Improved Fuzzy Modified GRA**

Shang-Yu Chen	National Taipei University of Technology
Chung-Cheng Jason Lu	National Taipei University of Technology

## **The Moderating Effect of Team Performance on the Influence of Customer Experience and Team Identification on Repatronage Intention**

Hui-Chen Chang	National Taipei University
Po-Yueh Chiu	Nationa Taipei University

## **Financial Reforms and Global Competitiveness in Taiwan**

Shu-hen Chiang	Chung-Yuan Christian University
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## **A Study on the Measurement of Service Quality for Security Firms in Non-urban Area Using EFA**

Cheng-Po Lai	Nanhua University
Li-Su Huang	Mingdao University

# **Agenda**

**February 4, 2015 (Wednesday)**

**Session A1**

**09:30-12:00**

**Room: Ocean12**

**Session Chair:** Rupali Kishore Gadkari

K.J. Somaiya Institute of  
Management Studies and Research, India

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**Using Social Influence Theory to Explain Knowledge Sharing Intention in Virtual Community**

Tze-Hsien Liao

Tatung University

**Modeling the Market Share of Route Distribution within A City-Pair Air Traveling**

Chih-Wen Yang

National Taichung University of Science and Technology

Hsiao-Chun Wang

National Taichung University of Science and Technology

# Agenda

**February 4, 2015 (Wednesday)**

**Session A2**

**09:30-12:00**

**Room: Ocean13**

**Session Chair:** Matthias Schulten

Furtwangen University, Germany

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## **The Role of Network Diversity in Green Practices and Innovation**

Jing-Wen Huang                      National Pingtung University

Yong-Hui Li                              National Pingtung University

## **Quality of Service Enhancement in a Load Balance-Based Cloud Storage**

Shu-Ching Wang                      Chaoyang University of Technology

Shih-Chi Tseng                        Chaoyang University of Technology

Shun-Sheng Wang                      Chaoyang University of Technology

Bo-Wei Chen                              Chaoyang University of Technology

## **The Study of Resources Allocation on the OpenStack Cloud Computing Platform**

Shun-Sheng Wang                      Chaoyang University of Technology

Shu-Ching Wang                        Chaoyang University of Technology

Chih-Ming Chang                        Chaoyang University of Technology

Min-Mao Liu                              Chaoyang University of Technology

## **The Experience Sharing for Campus Collaborative Platform Building-A Case Study of Asia University**

Shin-Hung Pan                        Asia University

## **The Relationship Network for Value Co-creation in High-tech Business-to-business (B2B) Firms**

Changhyun Park                        Sungkyunkwan University

Heesang Lee                              Sungkyunkwan University

## **Exploring Industriepreneurship: Evidence from NARLabs' IoT Neural System Construction in the Big Data Era**

Ching Yin Wang                        National Applied Research Laboratories, Taiwan

Peter J. Sher                              National Applied Research Laboratories, Taiwan / National  
Chi Nan University

# **Agenda**

**February 4, 2015 (Wednesday)**

**Session A2**

**09:30-12:00**

**Room: Ocean13**

**Session Chair:** Matthias Schulten

Furtwangen University, Germany

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**Crowdsourcing in Retail: The Influence of Process Satisfaction and Sense of Virtual Community on Affective Commitment and Customer Loyalty - An Experimental Study**

Fabian Schaefer                      Furtwangen University

Matthias Schulten                  Furtwangen University

Gotthard Pietsch                    Furtwangen University

**Technological, Personal, and External Determinants of VoIP Telephony Use Patterns**

Ying-Wei Shih                      National Changhua University of Education

Ya-Ling Wu                          Tamkang University

Chiung-Liang Chen                National Chi Nan University

# **Agenda**

**February 4, 2015 (Wednesday)**

**Session B1**

**14:00-16:30**

**Room: Ocean12**

**Session Chair:** Rohana Mahbub

Universiti Teknologi MARA, Malaysia

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## **The Role of Social Network Ties in the Socialization Process of Newcomers**

Chang Ling E                      National Taichung University of Science and Technology

Liu Yun Shi                        National Yunlin University of Science and Technology

## **Popularity-based Rapid Consistency Strategy of Data Replica in the Cloud Computing Environment**

Kuo-Qin Yan                      Chaoyang University of Technology

Shu-Ching Wang                Chaoyang University of Technology

Yung-Hsiang Su                 Chaoyang University of Technology

Sheng-Zhong Chen              Chaoyang University of Technology

## **AMOLED Patent Value Analysis and Prediction Models Design**

Pei Shu Fan                      China University of Science and Technology Taiwan

Chin Yuan Fan                 National Applied Research Laboratories

Yi Shiuan Kao                  China University of Science and Technology Taiwan

## **Moderating Role of Ethical Leadership on Employees' Moral Competence and Their Voice Behavior: A Group-level Perspective**

Hsiu-Hua Hu                    Ming Chuan University

## **A Transferrable E-cash Payment System**

Fuw-Yi Yang                     Chaoyang University of Technology

Su-Hui Chiu                     Chaoyang University of Technology

Chih-Wei Hsu                  Chaoyang University of Technology

## **Changes in Labor Force Quantity and Quality under the Pressure of Foreign Direct Investment (FDI): Case of Viet Nam**

Thuy Thi Thanh Nguyen        Asia University, Taichung, Taiwan ROC

Tain-Fung Wu                    Asia University, Taichung, Taiwan ROC



# **Agenda**

**February 4, 2015 (Wednesday)**

**Session B1**

**14:00-16:30**

**Room: Ocean12**

**Session Chair:** Rohana Mahbub

Universiti Teknologi MARA, Malaysia

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**Minimalization of Multiple Programming Languages Marking System Using Unit Testing**

Riki Hiraoka

Kinki University

Masamitsu Moriyama

Kinki University

**Framework on the Barriers to the Implementation of Automation and Robotics in the Construction Industry**

Rohana Mahbub

Universiti Teknologi MARA

# Agenda

**February 4, 2015 (Wednesday)**

**Session B2**

**14:00-16:30**

**Room: Ocean13**

**Session Chair:** C. K. Farn

National Central University, Taiwan

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**A Model of Knowledge Sharing Behavior through Mobile Instant Messaging APP**

Tsung-Hua Tsai

National Taipei University

**Co-production, Joint Learning, and Innovation**

Kuo-Hsiung Chang

Tunghai University

**An English e-Learning System Construction for low Achieving Students**

Jia-Rong Wen

Shu-Te University

Kuo-Ming Cheng

National Kao-Hsiung University

Ming-Kaung Chaung

National Kao-Hsiung University

**Exploratory Research on the Dynamic Capabilities of High-Tech Firms: Research Frame Building**

Byungjoo Paek

Sungkyunkwan univ.

Heesang Lee

Sungkyunkwan univ.

**Critical Influencing Factors of Taiwan Diagnosis Related Groups, Tw-DRGs Accept Intention**

Meng-Hua Jenny Lin

National Taipei University

Kuang-Hui Chiu

National Taipei University

**A Study of Adaptive Learning Based on E-portfolio Embedded in An Educational Computer Game**

Tsung-Ting Tsai

Soochow University

Shou-Yi Tseng

Soochow University

**Increase Technological Innovation in Research & Technology Institutions by Adopting the Integrated Technological Innovation Capability Value Chain (ITIC-VC)**

AINI SUZANA ARIFFIN

UNIVERSITI TEKNOLOGI MALAYSIA

# **Agenda**

**February 4, 2015 (Wednesday)**

**Session B2**

**14:00-16:30**

**Room: Ocean13**

**Session Chair:** C. K. Farn

National Central University, Taiwan

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## **Constructing a Model to Evaluate the Purchase Intention of Environmentally Friendly Products**

Din Jong

Chung Hwa University of Medical Technology

Shih-Chih Chen

Southern Taiwan University of Science and Technology

Chun-His Wang

National Taichung University of Science and Technology

Li-Hua Huang

National Taipei University of Business

## **Fixed, Marginal Costs, and Price Fairness Impression**

jacques picard

Université du Québec à Montréal, Netanya Academic  
College

# Agenda

**February 5, 2015 (Thursday)**

**Session C1**

**09:30-12:00**

**Room: Ocean12**

**Session Chair:** Gwown Shieh

National Chiao Tung University, Taiwan

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## **Measuring Luxury Value of High-end Smart Phone**

Cheng-Hsun Ho                      National Taipei University

Yu-Chen Wu                         National Taipei University

## **Mining online users' knowledge to explore social network sites purchase behaviors**

Shu-hsien Liao                      Tamkang University

Pei-Yuan Hsiao                      Tamkang University

Chien-Wen Li                        Tamkang University

Yun-Fei Lin                         Tamkang University

## **Intention towards Online Public Complaining: Exchange, Revenge, Prosocial, or Planned Behavior?**

Fu Jen Ruei                         National Kaohsiung University of Applied Sciences

## **Factors Influencing Consumers' Co-creation Intention on Social Media**

Ming-Hsien Yang                      Fu Jen Catholic University

Tzu-Yi Kao                         Commerce Development Research Institute

Chang-Tang Chiang                      Fu Jen Catholic University

Ya-Yun Cheng                        Fu Jen Catholic University

## **The Detection of Moderating Effects between Categorical Variables under Heteroscedasticity: Sample Size Procedure and Software Implementation**

Gwown Shieh                        National Chiao Tung University

Show-Li Jan                         Chung Yuan Christian University

## **Organizational Culture and Transformational Leadership on Job Performance - Using Motivation System as to Influence.**

YuhShy Chuang                      Chien Hsin University of Science and Technology

Chih Yin Wang                        Chien Hsin University of Science and Technology

# **Agenda**

**February 5, 2015 (Thursday)**

**Session C1**

**09:30-12:00**

**Room: Ocean12**

**Session Chair:** Gwownen Shieh

National Chiao Tung University, Taiwan

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**Hotel Employees' Thriving at Work: Combining Social Support and Employees' Service Innovation Behavior**

YUAN-DUEN LEE

Chang Jung Christian University

CHI-MIN WU

Chia Nan University of Pharmacy and Science

TSO-JEN CHEN

Tainan University of Technology

TING-FEI CHEN

Chang Jung Christian University

**Exploring the Relationship between Follower-Leader Capital and Employees' Self-Reported Creativity: The Mediating Role of Work Engagement**

Dave Bouckennooghe

Goodman School of Business

# Agenda

**February 5, 2015 (Thursday)**

**Session C2**

**09:30-12:00**

**Room: Ocean13**

**Session Chair:** Hui-Chen Chang

National Taipei University, Taiwan

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**Determination of the Service Needs for Aging in Place Policy by QFD Method**

Chen Shun-Hsing

Yu Da University of Science and Technology

**Technology Transfer in View of Agency Theory**

Chien-Hsin Lin

Dayeh University

Beryl Zi-Lin Kuo

Taipei College of Maritime Technology

Peter J. Sher

National Chi Nan University

**How Horizontal Cooperation Influence Relational Capital and Company Performance? Transportation Industry as the Example**

Hsin-Hui Chang

National Taipei University

Hui-Chen Chang

National Taipei University

**Bus Advertising Contact Rate Calculation cum Interactive Advertising APP**

Heng Su

National Taipei University

Kuang-Hui Chiu

National Taipei University

**Site Selection and Performance Model for Breakfast Store Chain**

Chen-Chen Wen

National Taipei University

Kuang-Hui Chiu

National Taipei University

**The Influence of Green Wash on the Green Reputation: The Mediation Effects of Green Satisfaction and Green Cognitive Value**

Yu-Shan Chen

National Taipei University

Pi-Yu Lai

National Taipei University

**The Research of the Consumers Change Smart Phones' Factors**

Chien-Liang Liao

National Taipei University

Kuang-Hui Chiu

National Taipei University

# Agenda

**February 5, 2015 (Thursday)**

**Session C2**

**09:30-12:00**

**Room: Ocean13**

**Session Chair:** Hui-Chen Chang

National Taipei University, Taiwan

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**Be Queen Bee in the Service Industry - Attention Management in Swarm Behavior**

Pin-Rui Hwang

National United University

Yen-Ting Chiu

National United University

**Does Poisoning Relationships Matter in Business to Business? Can Interdependence be the control?**

YI-CHEN WU

National Taipei University

Hui-Chen Chang

National Taipei University

# Agenda

**February 5, 2015 (Thursday)**

**Session D1**

**14:00-16:30**

**Room: Ocean12**

**Session Chair:** Thomas Wolfgang Thurner

Higher School of Economics,  
Russian Federation

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## **Optimal Multi-Degree Cyclic Scheduling of Reentrant Electroplating Lines Including Multiple Hoists without Overlapping**

Felix T. S. CHAN	The Hong Kong Polytechnic University
Xin Li	The Hong Kong Polytechnic University
B. Niu	The Hong Kong Polytechnic University

## **Constructing a Profit-Maximization Model for a Manufacturer-Retailer Channel in Considering Imperfect Production System**

Ya-Hui Lin	Asia-Pacific Institute of Creativity
Yan-Chun Chen	Tungnan University
Dan Zhu	Zhejiang Technical Institute of Economics
Bao-Qing Yin	Zhejiang Technical Institute of Economics

## **Investigation on the Operating Status of Senior Citizen's Welfare Institutions in Taiwan**

Jui-Ying Hung	Chaoyang University of Technology
Qian-Hui Yang	National Chung Cheng University
Kuo-Song Lu	Chaoyang University of Technology

## **Fuzzy Multi-objective Remanufacturing Planning Decisions with Multiple Products**

Tai-Sheng Su	National Pingtung University of Science and Technology
Chin-Chun Wu	I-SHOU University
Li-Tzu Lin	National Pingtung University of Science and Technology

## **Intercountry Distances and Foreign Target Market Selection: The Contingent role of Host Country Entrepreneurial Factor Conditions**

Chao-Ching Chang	Fu Jen Catholic University
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# **Agenda**

**February 5, 2015 (Thursday)**

**Session D1**

**14:00-16:30**

**Room: Ocean12**

**Session Chair:** Thomas Wolfgang Thurner

Higher School of Economics,  
Russian Federation

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## **How Manufacturing Firms Go Green: A Cluster Analysis of Strategic Options**

Thomas Wolfgang Thurner      Higher School of Economics

Vitaly Roud      Higher School of Economics

## **Control Mechanism, Partner Characteristics and Performance: A Conceptual Framework**

Yunyao Cheng      Tatung Institute of Technology

# Agenda

**February 5, 2015 (Thursday)**

**Session D2**

**14:00-16:30**

**Room: Ocean13**

**Session Chair:** Chui-Yu Chiu

National Taipei University of Technology, Taiwan

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**Is there Informed or Uninformed Dealer Dominate the Foreign Exchange Market?**

YING-HSIN LEE

National Taipei University

**Consideration for the Curatorial Approaches of Local Designs – Taking the Special Exposition “Pure Taiwan” as an Example**

Chen Jun Liang

National Taiwan University

Lin Yu Ju

National Taiwan University

Lin Mei Ting

National Taiwan University

**A Clear Picture of Design Education in Taiwan through the Assessment Data of Departments of Industrial Design in Universities**

Lin Mei Ting

National Taiwan University of Art

Lin Yu Ju

National Taiwan University of Art

Chen Jun Liang

National Taiwan University of Art

Lin Rung Tai

National Taiwan University of Art

**Bridging the Gap between Affordable Housing, Liveable and Sustainable Home**

shadiya mohamed baqutayan

University Technology Malaysia

Aini Suzana Binti Ariffin

University Technology Malaysia

**Driving Herding Behavior in Taiwan's Service Industry: Methods & Analysis**

Pin-Rui Hwang

National United University

Wan-Yeh Chuang

National United University

**Applying Rough Set Theory with Association Rules in Research of Recidivism Factors of Commuted Prisoners**

Chui-Yu Chiu

National Taipei University of Technology

Po-Chou Shih

National Taipei University of Technology

Chia-Wei Huang

National Taipei University of Technology

Yung-Lien Lai

Central Police University

# Agenda

**February 6, 2015 (Friday)**

**Session E1**

**09:30-12:00**

**Room: Ocean12**

**Session Chair:** Wenchieh Wu

St. John's University, Taiwan

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## **Research for Variable Scaling Hybrid Differential Evolution**

Chiou Ji Pyng                      Ming Chi University of Technology

Lin Chia Ying                      Ming Chi University of Technology

## **Network Reconfiguration of Distribution Systems by Genetic Algorithm**

Chiou Ji Pyng                      Ming Chi University of Technology

Chang Chung Fu                      Wufeng University

Jhang Jyun Siang                      Ming Chi University of Technology

## **The Evaluation of the Operational Performance of Bus Transits with Considering Environmental Emissions: A Two-stage Network DEA Approach**

Chao-Chung Kang                      Providence University

Cheng Min Feng                      Providence University

Bo Ruei Liao                      Providence University

## **Using the Time-Varying DES Cryptosystem for the Order Dish System**

Chung-Shu Wu                      Ming Chi University Of Technology

## **Green Management and Eco-awareness in the Fulfillment of Educational Sustainable Development**

Hao-An Liang                      Asia University

## **A Heuristic Algorithm for Two-Dimensional Rectangular Packing Problems**

Ming-Hua Lin                      Shih Chien University

Jung-Fa Tsai                      National Taipei University of Technology

Ru-Shan Ye                      Shih Chien University

Kuan-Chung Lai                      Shih Chien University

# **Agenda**

**February 6, 2015 (Friday)**

**Session E2**

**09:30-12:00**

**Room: Ocean13**

**Session Chair: Syming Hwang**

**National Chengchi University, Taiwan**

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## **The Causes of Impact of Inter-organizational Knowledge Transfer on Value Creation**

Yafang Tsai

Chung Shan Medical University

Shih-Wang Wu

Chia Nan University of Pharmacy

Jersan Hu

Fu Jen Catholic University

## **Over-payment to Directors: A Discussion from the Perspective of Corporate Governance**

Jin Ying Wang

Ming Chuan University

## **Long-run Performance and Insider Trading in Completed and Canceled Private Placements**

Lee-Young Cheng

National Chung Cheng University

Kung-Chi Chen

National Chung Cheng University

Ting-Wen Wu

National Chung Cheng University

## **Mining Some Important Features from IMDb Reviews**

CHI-LUN HUANG

Soochow University

Li-Chen Cheng

Soochow University

## **The Intention to Continue Using App-PHR: Perspective of College Students**

Ming-Da Tsai

National Chung Cheng University

Hsin-Ying Wu

National Chung Cheng University

Yi-Ting Li

National Chung Cheng University

Chin-Chi Yang

National Chung Cheng University

## **Can Involvement of Social Networking Sites and Online Social Support Influence on the Elders Successful Aging?**

Yu-Feng Huang

National Chung Cheng University

I-Chiu Chang

National Chung Cheng University

Pei-Hsuan Lee

National Chung Cheng University

Li-Yun Huang

National Chung Cheng University

# **Agenda**

**February 6, 2015 (Friday)**

**Session E2**

**09:30-12:00**

**Room: Ocean13**

**Session Chair: Syming Hwang**

**National Chengchi University, Taiwan**

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**The Development of BOT Major Sport Projects in Taiwan - A Case Study of  
Kaohsiung Arena**

Kun-Yu Liu

David Leading Sports Ltd

Tien-Hsiu Liu

Shu-Te University

**Am I a Stubborn or Receptive Person? The Moderating Effect of Conformity and  
Anonymity on the Relationship between Collective Dissonance and eWOM Intention**

Wei-Lin Ko

National Taipei University

Yolande Yun-Hsiou Yang

National Taipei University

Chih-Chien Wang

National Taipei University

**A Study of Use Behavior in Telehealth Care Service: A Case Study in Taiwan**

Kuang-Hui Chiu

National Taipei University

Yao-Chung Yu

National Taipei University

An-Yu Shih

National Taipei University

# Agenda

**February 6, 2015 (Friday)**

**Session F1**

**14:00-16:30**

**Room: Ocean12**

**Session Chair:** Anita Radon

University of Borås, Sweden

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## **The Impact of Sense of Virtual Community on Membership Behaviors**

Wenchieh Wu	St. John's University
Shu-Wan Hung	National Taipei University
Cheng-Hsun Ho	National Taipei University

## **Determinants of Service Firms Adoption toward Cloud Service**

Tsui-Yii Shih	National Taipei University of Business
Cha-Wei Lin	National Taipei University of Business

## **An Exploration of the Factors Perceived to Enhance or Inhibit Export Market Expansion within the Taiwanese Food and Beverage Firms**

Tsui-Yii Shih	National Taipei University of Business
Rumintha Wickramasekera	Queensland University of Technology
Zhi Song	Queensland University of Technology

## **The Global Trading of Machine Tools Manufactured in Taiwan and Machinery Export Pattern Recognition**

Ko-Ming Ni	Ling Tung University
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## **The Effects of Negative Word-of-Mouth on the Internet**

Hsiu-Li Liao	Chung Yuan Christian University
Su-Houn Liu	Chung Yuan Christian University
Shih-Yi Chuang	Chung Yuan Christian University

## **Does Corporate Governance Have Effects on Political Connections?**

Yi-Ling Chen	National University of Kaohsiung
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## **The Relationship between Investor Sentiment and Gambling Preferences in the Options Market**

Ming-Chun Wang	National Kaohsiung First University of Science and Technology
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# **Agenda**

**February 6, 2015 (Friday)**

**Session F1**

**14:00-16:30**

**Room: Ocean12**

**Session Chair:** Anita Radon

University of Borås, Sweden

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## **Don't Forget Consumer Value - Investigating Consumer Attitudes toward QR-codes**

Malin Sundström

University of Borås

Anita Radon

University of Borås

Stavroula Wallström

University of Borås

# Agenda

**February 6, 2015 (Friday)**

**Session F2**

**14:00-16:30**

**Room: Ocean13**

**Session Chair: C. K. Farn**

**National Central University, Taiwan**

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## **Solving Power System via Hybrid Differential Evolution**

Chiou Ji Pyng	Ming Chi University of Technology
Kuo Ching Hsiang	Ming Chi University of Technology
Chiang Shang Tse	Ming Chi University of Technology

## **Differential Evolution for Capacitor Placement Problems**

Chiou Ji Pyng	Ming Chi University of Technology
Chang Chung Fu	Wufeng University
Wang Chao Ching	Ming Chi University of Technology

## **Development of the Virtual Community of Inquiry Model for Applied Thai Traditional Medicine Instruction**

Ong-art Chanprasitchai	Chulalongkorn University
Jintavee Khlaisang	Chulalongkorn University
Pakpachong Vadhanasindhu	Chulalongkorn University
Nagul Cooharajanone	Chulalongkorn University

## **An Application of the Network Time Protocol for the Fire Warning Ordering System**

Po-Huang Su	Ming Chi University Of Technology
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## **To Quantize Comments from IMDB as For Improving Sequels**

yanwei Huang	Soochow University
Li-Chen Cheng	Soochow University

## **Poetic Interaction Design: Spirit Transformation in Cultural Creative Design**

Lin Yu Ju	National Taiwan University
Lin Mei Ting	National Taiwan University
Chen Jun Liang	National Taiwan University



# **Agenda**

**February 6, 2015 (Friday)**

**Session F2**

**14:00-16:30**

**Room: Ocean13**

**Session Chair:** C. K. Farn

National Central University, Taiwan

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## **Using Multidimensional Scaling to Discuss Consumer's Cognition towards Motels in I-Lan**

Chen Yen Yu

St. Mary's Junior College of Medicine, Nursing and  
Management

Chen Yin Jen

Vanung University

# **Officers and Organizing Committees**

## **Conference Officers**

### **Conference Chair**

Kuang Hui Chiu                      National Taipei University, Taiwan

### **Conference Co-Chairs**

C. K. Farn                              National Central University, Taiwan

Syming Hwang                      National Chengchi University, Taiwan

### **Treasurer, Executive Secretary**

Ching-Chih Chiang                  Society for Innovation in Management, Taiwan

### **MIS Manager**

Cheng-Hsun Ho                      National Taipei University, Taiwan

### **Staff**

Wenchieh Wu                      St. John's University, Taiwan

Meng-Hua Jenny Lin                  National Taipei University, Taiwan

Wei-Lin Ko                              National Taipei University, Taiwan

Yao-Chung Yu                      National Taipei University, Taiwan

## **Editorial Board**

### **Editor in Chief**

C. K. Farn                              National Central University, Taiwan

### **Editorial Board (alphabetical order of first name)**

Bae-Muu Chang                      Chienkuo Technology University, Taiwan

Cheng-Hsun Ho                      National Taipei University, Taiwan

Chi-Feng Tai                          National Chiayi University, Taiwan

Chin-Chia Hsu                      St. John's University, Taiwan

Chun-Der Chen                      Ming Chuan University, Taiwan

Devaraja Thattekere                  University of Mysore, India

Settygowda

Hsiu-Li Liao                          Chung Yuan Christian University, Taiwan

Hui-Jen Yang	National Chin-Yi U.of Technology, Taiwan
Josefa, Ju-Yun Lin	Taiwan Shoufu University, Taiwan
Jui Chen Peng	St. John's University, Taiwan
Kai Wang	National University of Kaohsiung, Taiwan
Kuang Hui Chiu	National Taipei University, Taiwan
Li-Ting Huang	Chang Gung University, Taiwan
Ming-Kuei Huang	National Taipei University, Taiwan
RueyMing Lin	Oriental Institute of Technology, Taiwan
Ruey-Shiang Shaw	Tamkang University, Taiwan
Shu-Chen Yang	National University of Kaohsiung, Taiwan
Sze-hsun sylcien CHANG	Shih Hsin University, Taiwan
Veerapaneni Suryaprakasa Rao	ICFAI University, India
Wei-Chiang Hong	Oriental Institute of Technology, Taiwan
Wenchieh Wu	St. John's University, Taiwan
Yao-Chung Yu	National Taipei University, Taiwan
Zulnaidi Yaacob	University Sains Malaysia, Malaysia

## **Program Committee**

### **Committee Chair**

Syming Hwang	National Chengchi University, Taiwan
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### **Program Committee (alphabetical order of First name)**

Chen-Fu Chien	National Tsing Hua University, Taiwan
Dah-Chuan Gong	Chung Yuan Christian University, Taiwan
Fan Wang	Sun Yat-Sen University, China
Fen-Hui Lin	National Sun Yat-sen University, Taiwan
Houn-Gee Chen	National Taiwan University, Taiwan
James T. Lin	National Tsing Hua University, Taiwan
Jie-Haun Lee	National Chengchi University, Taiwan
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L. Wang	Tunghai University, Taiwan
Ming Dar Hwang	Tamkang University, Taiwan
Ming-Kuen Chen	National Taipei University of Technology, Taiwan
R. S. Shaw	Tamkang University, Taiwan
Tsungting Chung	National Yunlin University of Science and Technology, Taiwan

Voratas Kachitvichyanukul	Asian Institute of Technology, Thailand
Waiman Cheung	The Chinese University of Hong Kong, Hong Kong
Y. W. Fan	National Central University, Taiwan
Yao-Chin Lin	Yuan Ze University, Taiwan

## **Guide to Presenters and Session Chairs**

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

### **Projector**

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

### **Conference Registration Desk**

Pre-conference registration will be open from 15:00 to 17:00 February 3, 2015.

The conference registration desk will be open from 09:00 to 15:00 February 4-6, 2015.

### **Lunch**

Six tea breaks and three lunches are included in the conference registration fee. Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-14:00 at Edge Restaurant (Level 3).