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Chair's Message

The committees of the International Conference on Innovation and Management (IAM2018 Summer) are pleased to welcome you to this meeting held at Chiang Mai, Thailand on July 10-13, 2018. 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 51 excellent manuscript submissions from 5 countries, 38 of them come from 4 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 IAM2018S.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

July 10, 2018 (Tuesday)	
15:30-16:30	Registration (Lobby)

July 11, 2018 (Wednesday) 08:30-16:00 Registration	
Room	M Room (Base Floor)
09:00-12:00	Session A
12:00-13:30	Lunch (Café SOI, G Floor)
13:30-16:30	Session B

July 12, 2018 (Thursday) 08:30-16:00 Registration	
Room	M Room (Base Floor)
09:00-12:00	Session C
12:00-13:30	Lunch (Café SOI, G Floor)
13:30-16:30	Session D

July 13, 2018 (Friday) 08:30-11:30 Registration	
Room	M Room (Base Floor)
09:00-12:00	Session E
12:00-13:30	Lunch (Café SOI, G Floor)

Agenda

July 11, 2018 (Wednesday)

Session A

09:00-12:00

Room: M Room

Session Chair: Kuangnen Cheng

Marist College, United States of America

A Problem Based Learning Approach for Teaching and Learning ERP

Tien-Tsai Huang

Lung-Hwa University of Science and Technology

Jou Cheng

Lung-Hwa University of Science and Technology

Chir-Ho Chang

Lung-Hwa University of Science and Technology

Aligning Operations and Marketing to Circumvent Endogenous Mobility Barriers: The Case of The U.S. Domestic Airline Industry

Kuangnen Cheng

Marist College

Applying Parallel Association Algorithms to Value Meal Design for a Chinese Fast Food Chain Restaurant

Chi-Bin Cheng

Tamkang University

Liam Y. Hsieh

George Mason University

Yu-Chung Su

Tamkang University

A Conceptual Model of Green Product Design Combining Quality Function Deployment and Voting Analytic Hierarchy Process

Shui-Shun Lin

National Chin-Yi University of Technology

Ying-Shen Juang

Chung Hua University

Tsai-Chen Yang

National Chin-Yi University of Technology

A Mathematical Model for Number of Vehicles in a FMS

James T. Lin

National Tsing Hua University

Bih-Wen Chan

National Tsing Hua University

A Support Vector Machine Approach for AGV Dispatching

James T. Lin

National Tsing Hua University

Meng-Wei Hsyu

National Tsing Hua University

Agenda

July 11, 2018 (Wednesday)

Session A

09:00-12:00

Room: M Room

Session Chair: Kuangnen Cheng

Marist College, United States of America

Decoupling CO₂ Emissions from Economic Growth in Russia

Hsiao-Tien Pao

National Chiao Tung University

Hsin-Chia Fu

National Chiao Tung University

Corporate Governance-CSR Financial Performance Nexus: Evidence from Pakistan

Niaz Ahmed Bhutto

Sukkur Institute of Business Administration University

Kiran Tariq

Sukkur Institute of Business Administration University

Khuda Dino

Sukkur Institute of Business Administration University

Mahwish Jillani

Sukkur Institute of Business Administration University

A Problem Based Learning Approach for Teaching and Learning ERP

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Abstract

The PBL learning is a new trend in Taiwan. More and more courses were changing their rendering style to provide a better educational environment for students. Since an effective low-cost ERP system is gaining more and more attention lately. We foresee the future market will be an open battle field for ERP vendors. This paper talk about how we plan and design PBL style lecturing for the low-cost ERP courses. We try and design multifunctional prototype evaluating systems to give academic scores for students. We summarize and give suggestions at the end of the paper.

Keywords: Enterprise Resource Planning (ERP), Problem Based Learning (PBL), PBL Achievement Evaluation System

Aligning Operations and Marketing to Circumvent Endogenous Mobility Barriers: The Case of the U.S. Domestic Airline Industry

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Abstract

This empirical study intends to understand how firms apply an operations and marketing alignment strategy to combat effects of endogenous mobility barriers. Using U.S. domestic carrier competition behaviors as an example and drawing from the concepts that 1) mobility barriers repel rivals' threats, 2) a better integration between operations and marketing functional units yields efficiency, and 3) the intensity of carrier competition is depicted by the correlation between service frequency and price dispersion, this investigation analyzes 66,390 observations from panel data of real-life service frequencies and price dispersions of 2017. The findings suggest that, to align internal processes with external events, firms may wish to 1) escalate marketing efforts to increase market share or maintain competitiveness in markets shielded by historical rigid endogenous barriers or long-established reputations; 2) conserve operational resources and fall back from entrenched primary markets that are strategically guarded by powerful incumbents; 3) upsurge integration of operations and marketing to potentially expand into new secondary markets.

Keywords: Alignment, entrenched markets, mobility barriers, operational efficiency, price dispersion

Applying Parallel Association Algorithms to Value Meal Design for a Chinese Fast Food Chain Restaurant

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Abstract

The case company of this study is a Chinese fast food chain restaurant. To enhance its operating efficiency, the company's tactics are to encourage the expenditure by customer per transaction and to improve the service speed by serving more value meals (i.e. combo) to customers. The design of the company's value meal is based on some fixed base items coupled with main dishes. To implement this operational policy, the company must confirm that the base items for value meals meet customer preferences, as well as appropriate prices. This study utilizes the POS data to find implicit information regarding customer preferences by the association analysis between individual items. Considering the fast growth of POS data in the future, we adopt Hadoop as the computing platform, and use parallel FP-Growth algorithm for association analysis. Two tasks are carried out based on the association analysis: 1) combining weather and POS data, the resulting association rules provide information regarding popular products under different weather information, and such information can be used for marketing designs; and 2) based on pair-wise support of items, the design of the value meal base is modeled as an optimization problem where the objective is to maximize the overall supports in a value meal base.

Keywords: Association rules, menu design, FP-growth, optimization, parallel computing

A Conceptual Model of Green Product Design Combining Quality Function Deployment and Voting Analytic Hierarchy Process

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Abstract

Computers, communication and consumer electronic products, categorized as 3C products in Taiwan, play an important role in our daily life. The environmental protection issue on 3C products has become focal points worldwide. In recent years, environmental protection laws, such as RoHS and WEEE, were implemented one after another. The 3C industry have to design and manufacture products that comply with the environmental protection laws by including concepts of design for environment, such as regenerated materials, avoiding hazardous substances, and final product recycling.

The objectives of this research are as follows: (1) to assess the current operation of green design in 3C industry, (2) to develop a framework of green product design utilizing QFD, (3) to establish criteria of green product design from the viewpoints of manufacturers and consumers, and (4) to calculate weight of green product design criteria via the utilization of VAHP and establish the house of quality for green product design. The QFD utilizes house of quality (HOQ) as a base for understanding customer requirements, and establishing criteria of product design. The utilization of VAHP ensures that the criteria can be objectively arranged, and the house of quality for green product design can be systematically established.

The findings of this research are as follows: (1) main considerations for 3C manufacturers in green product design are technical capability of alternative green materials, avoiding containing hazardous substance in raw material, high safety in using products, free of hazardous packaging material/container/label, and recycling materials, (2) main considerations for general consumers in green product design include free of toxic packaging material, high safety in using products, durability of product, product testing report, and durable raw materials, (3) with the aid of QFD, while integrating customer voices and design parameters, the most important factors in green product design are materials recycling, free of hazardous packaging material/container/label, and avoiding containing hazardous substance in raw material.

Keywords: Green product design, Quality Function Deployment (QFD), Voting Analytic Hierarchy Process (VAHP)

A Mathematical Model for Number of Vehicles in a FMS

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Abstract

In this paper, a mathematical model to determine number of automated guided vehicles (AGVs) in flexible manufacturing system (FMS) environment is presented. When introducing AGV system to handle the transportation, the first question is to determine number of vehicles to transportation demand among workstations. In past studies, optimal number of AGVs is the least one satisfying the whole transportation demand. However, this number of vehicles is probably not cost-effective when demand increases with variation. Thus, the objective of proposed integer programming (IP) model is to minimize the cost comprising set-up cost of additional AGVs, weighted sum of transporting cost, and weighted sum of penalty cost for incomplete transportation demand. The computational results show that there is a tradeoff between transporting cost and penalty cost for incomplete transportation. An optimal number of AGVs is the one that can balance these three concerned costs in AGV system.

Keywords: Flexible manufacturing system, automated guided vehicle, integer programming

A Support Vector Machine Approach for AGV Dispatching

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Abstract

With the development of highly automated manufacturing lines, the application of Automated Guided Vehicles (AGVs) in Material Handling System (MHS) has drawn a lot of attention. An AGV dynamic dispatching in Flexible Manufacturing System (FMS) by using Support Vector Machine (SVM) is presented in this paper. The objective is to minimize mean tardiness of orders in FMS. The simulation run will be carrying out for generating the training data for SVM. The system attributes that might affect the performance of SVM will also be discussed. Finally, simulation model is used to test the feasibility of the SVM dispatching model.

Keywords: Automated guided vehicle, dispatching rules, machine learning, support vector machine, simulation

Decoupling CO₂ Emissions from Economic Growth in Russia

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Abstract

This paper examines the validity of Carbon Kuznets Curve (CKC) hypothesis in Russia during 1991-2016 from World Development Indicators (WDI) database. Russia has large mitigation potential to play a major role in international climate policy as it is the fifth largest emitter country in the world. The CKC hypothesis postulates that the relationship between economic development and the environment resembles an inverted U-shape. The emission-energy-output (EEO) model is performed, which use carbon emissions as dependent variable. Ordinary least square method is employed for determining the elasticities of the long-run relationships. Our results show that emissions is negatively inelastic regarding real GDP and emissions is perfectly positive elastic regarding energy consumption. The CKC hypothesis does not hold. This means that decoupling has already occurred and the Russian economy has passed the turning point of inverted-U. As we can see that Russia made huge progress in promoting sustainable development and achieving the 2030 Agenda.

Keywords: Carbon Kuznets Curve (CKC), carbon emissions, Gross Domestic Product (GDP), Russia

Corporate Governance-CSR Financial Performance Nexus: Evidence from Pakistan

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Abstract

This study applies pooled regression analysis to examine the relationship between corporate social Responsibility (CSR) and corporate financial performance with the moderating impact of corporate governance measured as a proxy of board size. A moderate sample of 50 Pakistan Stock Exchange listed firms is considered. ROA, ROE and Tobin's Q as corporate social performance indicators, size of board as a proxy measure for corporate governance and leverage ratio as a control variable. For corporate social performance we have taken dummy variable because corporate social performance is composite of many factors it includes different activities and different firms perform different type of activities in perspective of CSR. The results of study confirm a positive effect of corporate social responsibility on financial performance of firms and corporate governance supports this positive association.

Keywords: Corporate governance, CSR & financial performance of firm

Agenda

July 11, 2018 (Wednesday)

Session B

13:30-16:30

Room: M Room

Session Chair: JenRuei Fu

National Kaohsiung University of Science and Technology, Taiwan

Loss Aversion Behavior of Futures Day Trader Based on Three Cutting Points

Feng Chen Lin	Chang Jung Christian University
Hungchih Li	National Cheng Kung University
Syouching Lai	Chang Jung Christian University

Family Succession and Cost of Bank Loans: Evidence from China

Tzu Ching Weng	Feng Chia University
HsinYi Chi	National Chung Hsing university
WeiRen Yao	National Dong Hwa University

The Announcement Effect of Carbon Reduction Actions on Corporate Market Value

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

Interactions and Experiences of Online Fans in a Blog Context: A Netnography Analysis

Yi-Sheng Wang	Oriental Institute of Technology
Yu-Zhan Lu	Oriental Institute of Technology

Viewers' Media Consumption Intention in the Live Game Streaming Context – An Integrated Framework

Jen-Ruei Fu	National Kaohsiung University of Science and Technology
Mei-Chi Wang	National Kaohsiung University of Science and Technology

Effects of Psychological Contract on Cross-channel Free-riding Behavior

ALEXANDER KUAN	National Taiwan University of Science and Technology
DAIY	
TOM MENG-YEN LIN	National Taiwan University of Science and Technology
WEN-CHIN LU	National Taiwan University of Science and Technology

Agenda

July 11, 2018 (Wednesday)

Session B

13:30-16:30

Room: M Room

Session Chair: JenRuei Fu

National Kaohsiung University of Science and Technology, Taiwan

Antecedents and Consequences of Customer Participation: A Perspective of Service-dominant Logic

Wann-Yih Wu Nanhua University

Phuoc-Thien Nguyen Nanhua University

The Effect of Perceived Physical Attractiveness and Brand Attitude on Usage Intention

Hsiu-Li Liao Chung Yuan University

Su-Houn Liu Chung Yuan University

Yi-Lun Ho Chung Yuan University

Loss Aversion Behavior of Futures Day Trader Based on Three Cutting Points

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Abstract

In this paper, we explore whether futures day traders in the Taiwan index futures act with loss aversion behavior (LA) between January 1, 2006, and December 31, 2007. We use before and after three cutting points including maximum realized losses (MRL), median of maximum realized losses (M-MRL) and midpoint of the trading day 11:15 a.m. as the preceding period and later period to examine whether traders with profits or losses in the preceding period would increase or reduce their later period risk-taking. In addition, we analyze whether the differences exist in loss aversions on the basis of investors' characteristics of professionalism. Our analyses suggest that these three cutting points provide different results. Especially, the results of M-MRL is different from those of middle time cutting point at 11:15 a.m. and the former displays loss aversion behavior, which might result from that when we use M-MRL as cutting point we can better analyze whether the investors have acted with loss aversion when they are under the pressure of fearing loss just before the time where they face the maximum loss of the trading day. In addition, the M-MRL cutting point can better satisfy the S-shaped value domain of Prospect Theory than the middle-time cutting point.

Keywords: Futures day traders, prospect theory, loss aversion, maximum realized losses

Family Succession and Cost of Bank Loans: Evidence from China

Tzu Ching Weng¹, Hsin Yi Chi² and WeiRen Yao³

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Abstract

The purpose of this study is to examine the effect of family succession on cost of bank loan and nonprice contractual terms. Using a unique dataset from China, we find that lending banks are more likely to charge higher interest rate and tighter contractual terms, such as maturity of loans and collateral requirement for second-generation family firms. This indicates that information risk and default risk may arise after subsequent family succession.

Keywords: Family succession, cost of bank loan, loan contract terms

The Announcement Effect of Carbon Reduction Actions on Corporate Market Value

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Abstract

This study uses data from nine East Asian countries and applies event study methodology to investigate the impact of announcements regarding carbon reduction actions on corporate market value. The empirical results show that announcements regarding carbon reduction actions have a negative impact on corporate market value and the negative reactions for investors in developed and developing markets are similar. This finding suggests that investors do not believe that the benefits of carbon reduction actions are sufficient to cover the costs incurred by corporations engaged in reducing carbon emissions. This also explains why voluntary agreement (VA) on carbon reduction has limited results in practice.

Keywords: Carbon reduction, event study, market value

Interactions and Experiences of Online Fans in a Blog Context: A Netnography Analysis

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Abstract

In a blog context, fan interactions are of high importance for marketers and fan page administrators. However, little is known about the psychology behind fans joining fan pages in a blog context; the factors driving them to like, share, and comment on posts on fan pages; or the manner in which fans experience and interact with such pages. These topics were not given sufficient explanation in past research. This study aimed to explore the special situations and unique life experiences that fans experience in a blog context. A netnography analysis was conducted through online interviews and field observations. Three phases of contextual experiences were determined, including observing and collecting data online, active participation, and emergent design. The contribution of this study is its establishment of a substantive theory in the form of a fan experience model and its suggestion of nine propositions that can provide insights into fan page interaction and experience models.

Keywords: Interactions and experiences, online fans, blog context, netnography

Viewers' Media Consumption Intention in the Live Game Streaming Context – An Integrated Framework

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Abstract

Live-streaming in the game industry have grown incredibly fast and is becoming popular as a form of online entertainment. Scholar has pointed out that live-streaming media is likely to become part of the audio and video mainstream as well as the social mainstream in the future. Despite the prevalent use of live streaming by steamers and viewers, a key issue has received less attention: why people around the globe spend their time on watching other playing games? Why viewers would be willing to subscribe or donate money to a streamer? Together with literature review suggests that researchers know little about spectators' consumption intentions in the live streaming context.

Prior research in the consumption motives of live game streaming focused on the gratifications individuals gained by consuming the media. And most existing research stressed the potential of social media technology for two-way communication between the streamer and the audience. However, the interaction between the streamer and viewers may exhibit in a unidirectional and one-to-many pattern, especially when viewer size exceeds a certain amount. Based on uses and gratifications theory and perspective of parasocial interaction, this research attempts to develop a solid, integrated framework to understand viewers' media consumption intentions in the live game streaming context.

Keywords: Live game streaming, parasocial interaction, users and gratification theory, media consumption intention

Effects of Psychological Contract on Cross-channel Free-riding Behavior

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Abstract

Cross-channel free-riding behavior has been long embarrassing e-tailers. Consumers make use of e-tailers' platform for searching product/service information, but contribute their consumption to offline competitors, such as a brick-and-mortar store. This study look inside how psychological contract and product type influence purchase channel choice. 135 samples were collected from online and a PLS path modeling was conducted to validate the research model and hypothesis. The results of current study imply that hedonic product is more sensitive to psychological contract on cross-channel free-riding behavior than utilitarian product. Consequently, the results enable marketers to focus more details in psychological factors while design their web sites and provide a more efficient method for channel management.

Keywords: Retailing, consumer relationship marketing, multichannel marketing, purchase behavior, channels

Antecedents and Consequences of Customer Participation: A Perspective of Service-dominant Logic

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Abstract

Customer participation (CP) has received a special interest in service research. It is one of the most important aspects of services which can improve outcomes for customers and service providers. Through their participation, customers play a significant role on the service process and its outcomes. Different studies have investigated CP issues from different angles. Specifically, most of previous studies have focused on the influential factors of CP, the consequential and moderating factors are largely ignored. However, previous studies have yet to explore an integrative framework of customer participation with multiple antecedents, consequences and moderators

In this study, meta-analysis was conducted by collecting data from previous studies using customer participation as its main topic. The results from meta-analysis suggested that customer participation has a positive effect on customer citizenship behaviors (i.e., recommendation, helping customers, and providing feedback), while service-dominant orientation, personality and subjective has positive effect on customer participation. Ten hypotheses are proposed in this study.

It is expected that the results of this research can enable us to get better understanding about antecedents and consequences of customer participation. The results could be very helpful for academicians to further validate the research model and could also be very useful for professionals to design and implement their service strategies.

Keywords: Service-dominant logic, customer participation, customer citizenship behaviors, role identification, perceived benefit of participation

The Effect of Perceived Physical Attractiveness and Brand Attitude on Usage Intention

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Abstract

This study explores whether differences in perceived physical attractiveness and mobile application types can affect usage intentions of the application via Facebook advertisements. The study investigates how these factors influence users' overall views of Facebook advertisements, attitudes toward application branding, and intentions to use applications by a 2 x 2 experimental design. Subjects were randomly put into one of four groups controlled by different levels of physical attractiveness of non-celebrity advertising spokespersons and different application types. The research results show that when non-celebrity advertising spokesperson with high physical attractiveness, users had higher perceptions of physical attractiveness and better brand attitude than normal physical attractiveness. The users' attitude towards advertisement for shopping apps is influenced by Facebook advertisements more easily compared to that for game apps. Facebook Ads tended to influence brand attitude for users of shopping apps more significantly compared to users of game apps. Facebook ads tended to influence the usage intention for shopping app users compared to users of game apps. The study results provide suggestions for marketing professionals and mobile application developers to effectively improve their advertising methods.

Keywords: Perceived physical attractiveness, advertisements attitude, brand attitude, usage intention

Agenda

July 12, 2018 (Thursday)

Session C

09:00-12:00

Room: M Room

Session Chair: Cheng-Kiang Farn

National Central University, Taiwan

An Empirical Study of the Correlation between Human Resource Development Strategy and Innovation Capability in Taiwan Medical Institutions

Chien Chang Yang

Far Eastern Memorial Hospital

Can Negative Leadership Affecting Employee's Well-being? Data from Taiwan

Yu-Mei Huang

MingHsin University of Science and Technology

Workplace Spirituality to Psychology Capital of Hospitality Industry

Ming-Chia Chen

Mingdao University

Wen-Ta Huang

Mingdao University

Hsin-Ying Tsai

National Kaohsiung University of Hospitality and Tourism

The Roles of Family-related Factors on Expatriate's Social Capital, Expatriate Adjustment and Performance

Li-Yueh Lee

Kun Shan University

Phuoc-Thien Nguyen

Nanhua University

The Influence on International Perspective to Intercultural Effectiveness

Men Ling Tho

Ming Dao University

Ming-Chia Chen

Ming Dao University

Cross-Factory Manufacturing Procurement Process Integration under Services-Oriented Architecture

Yung-Hsin Wang

Tatung University

Shing-Han Li

National Taipei University of Business

Hsiao-Chu Hsu

Tatung University

Agenda

July 12, 2018 (Thursday)

Session C

09:00-12:00

Room: M Room

Session Chair: Cheng-Kiang Farn

National Central University, Taiwan

Evaluating Value Co-creation Assessment and Improvement Using a MCDM

Approach in the Life Aesthetics and Catering Industry

Kuang-Hui Chiu National Taipei University

Yu-An Yeh National Taipei University

Using the Technology Acceptance Model to Analyze the Learning Outcome of Open Education Resources

Pei-Wun Wang National Taiwan Normal University

Hsien-Sheng Hsiao National Taiwan Normal University

Shao-Yu Lu National Taiwan Normal University

An Empirical Study of the Correlation between Human Resource Development Strategy and Innovation Capability in Taiwan Medical Institutions

Chien-Chang Yang

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Abstract

Human resources are the most important key success factors for an enterprise. Innovation is a necessary strategy for organizational development and sustainable development. This research aims to explore the relationship between human resource development strategy and innovation capability effects and their impact. This study took Taiwan hospital as the research object. A total of 495 questionnaires were issued, and 182 questionnaires were collected validly, the effective rate is 36.8%.

The result from this research shows that three factors of the human resource development strategy, training and development strategy, organization development strategy and career development strategy, are respectively and positively correlated with four factors of the innovation capability, administrative innovation, technical innovation, process innovation and product innovation. Three facets of the human resource development strategy, training and development strategy, organization development strategy and career development strategy, have a significant positive influence on administrative innovation. Training and development strategy and organization development strategy two facets, respectively have a significant positive impact on technical innovation, process innovation and product innovation.

The result of the study shows that when hospitals provide quality training and development mechanisms, and establish clear development goals, as well as provides employees with good career development plans, it will help hospitals to improve management performance and technology and establish good processes to effectively provide good medical service. It is suggested that hospital operators should actively promote human resources development strategy and cultivate employee's innovative attitude to build sustainable competitive advantages.

Keywords: Hospital, human resource development strategy, innovation capability

Can Negative Leadership Affecting Employee's Well-being? Data from Taiwan

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Abstract

The subordinates' perception of negative leadership can affected employee's well-being. The data from Taiwan revealed the perception of leaders' negative leadership from subordinates was negatively related to the perception of employees' well-being. Data collected from multiple sources and used a scale for questionnaire survey involving 275 samples. The regression revealed that the negative leadership can predict the employee well-being. Recommendations are provided for how future research can offer deeper insight into negative leadership that explains the effects of workplace experiences on mental well-being.

Keywords: Negative Leadership, Employees' Well-being

Workplace Spirituality to Psychology Capital of Hospitality Industry

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Abstract

Catering practitioners are different from other industry employees. They don't have two days off on weekdays, and their salaries are lower than other industry. In addition, their competitive pressures more higher, staffs lost quickly. So, they often work overtime, and cause great impact on their body and mind. Thus, the purpose of the study is to help solve problem of brain drain, then help some hotels to reduce labor costs. Make hospitality practitioners understand their own mental health, in order to achieve better efficiency. This paper use questionnaire survey method, then throwing a questionnaire to top 300 hospitality companies, and returned 1428 effective questionnaires with the effective returned rate of 47.63%. The results show that workplace spirituality has a has a very high degree of relationship to psychology capital among hospitality industry's employees.

Keywords: Psychology capital, workplace spirituality, hospitality

The Roles of Family-related Factors on Expatriate's Social Capital, Expatriate Adjustment and Performance

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Abstract

Although the issues of expatriate adjustment and expatriate failure have been evaluated extensively in the past three decades, most of these studies have dominated on “stressor-stress-strain paradigm” that are more “expatriate-centric” without considering the effects of other stakeholders. This study intends to develop a more comprehensive research framework to explain the phenomenon of expatriate success and failure from the perspectives of expatriates' family-to-work conflict and social capital. The first perspective concerns about the factors as family/spouse support, family adaptability, and parental demand as the key factors. The second perspective concerns about the factors such as leader-member exchange (LMX), and perceived organizational support (POS). This study integrated the factors of the above two perspectives to identify their individual and composite influences on expatriate stress, adjustment and performance, and empirically test the viability of the model.

Mail and online survey were conducted to empirically test the developed research hypotheses. With 287 questionnaire answer, the survey results suggested that both family-to-work conflict and social capital are critical for the reduction of expatriate stress and promotion of expatriate adjustment and performance. It is expected that the findings of this study could be very helpful for human resource managers in selecting, recruiting, evaluating, and management of the firm's expatriates in the overseas marketplaces. The findings could also be very useful for academicians to develop further theoretical foundations in expatriate management.

Keywords: Family-work conflict, social capital, expatriate stress, expatriate adjustment, expatriate performance

The Influence on International Perspective to Intercultural Effectiveness

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Abstract

The study first summarizes about the definition of “international perspective” and “intercultural”, then collect and analyze the literatures and structure theoretical foundation. This study focused on the international students and Taiwanese students, the research designed the questionnaire from the focus group interview. After that, the study recalled all questionnaire to conduct the analysis, and investigate the impact of students' international perspective to intercultural effectiveness. This study also compared international students and Taiwan student's international perspective and intercultural effectiveness. Several factors of international perspective and intercultural effectiveness had been defined in this study, which are international experiences, international theory and information, as well as international qualifications the factors of international perspective. Perception and cognition, emotion and attitude, behavior and skill, knowledge and comprehension from the intercultural effectiveness session. The result proved that there is a receivable impact between international perspective and intercultural effectiveness.

Keywords: International perspective, intercultural, intercultural effectiveness

Cross-Factory Manufacturing Procurement Process Integration under Services-Oriented Architecture

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Abstract

As information technology continues to progress, enterprises in manufacturing industry have encountered problems to integrate their legacy systems and versatile independent new systems. This study aims to use the Service-Oriented Architecture (SOA) and Web services technologies to improve manufacturing cross-factory systems and processes. We adopt the Service-Oriented Modeling and Architecture (SOMA) method for business Analysis and modeling. This study also establishes the SOA layer of procurement management and complies with standard Business Process Execution Language (BPEL) for service orchestration and composition. Results show that our solution can promote service reusability, efficiently integrate resources, increase process efficiency, and is more flexible, agile and cost-effective.

Keywords: Service-oriented architecture, service-oriented modeling, business process execution language, procurement management

Evaluating Value Co-creation Assessment and Improvement Using a MCDM Approach in the Life Aesthetics and Catering Industry

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Abstract

In the currently emerging life aesthetics and catering market, value co-creation service is acknowledged as having high potential to have an impact on customer loyalty. Providing a value co-creation service can create a powerful means of distinguishing a company from its competitors and also stimulating purchases. In the past, this has been a vague concept and has been difficult to define quantitatively.

This study therefore proposes a MCDM (multi-criteria decision-making) model that can quantify a value co-creation service so that management can fully comprehend the relative positioning of a company in the markets to make informed judgments and formulate management strategies. This involved conducting a study of life aesthetics and catering service in Taiwan to verify its viability. The results indicate that resources compose the critical underlying factor of the life aesthetics and catering market, while customers appear to have very limited interest in the management structure. However, the management structure is an important cause factor in the cause group.

Keywords: Analytic hierarchy process, value co-creation, service logic logic

Using the Technology Acceptance Model to Analyze the Learning Outcome of Open Education Resources

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Abstract

Along with the development of information and communications technology, open educational resources were widely applied in training usage. The use of these resources facilitates the access to knowledge by enabling learners to transcend time and space. In this way, learners are able to obtain new knowledge more actively and efficiently than before. Using Technology Acceptance Model (TAM) as the theoretical foundation, this study aims to explore the learning outcome of using open educational resources with the perceived convenience as the external variable. In this study, the open educational resources were defined as online courses on the Open Course Ware (OCW) and Massive Open Online Courses (MOOCs), on which the learners choose courses themselves and study without the impact from people, matters, time, space, and things with the help of the Internet. To achieve the objectives of the study, the researchers conducted a survey with the participants who had already used the open educational resources. In total, 40 valid samples were collected. The Partial Least Squares (PLS) statistical method was used to carry out the analysis. Overall, the model of this study has good prediction and explanatory power. After the data analysis, the study found that the perceived convenience exerts a positive impact on the use of the open educational resources. In addition, among the four TAM variables, the perceived usefulness does not exert a significant impact on the behavioral intention to use, but the other three TAM variables all have a significant impact on the behavioral intention.

Keywords: Technology acceptance model, perceived convenience, open educational resources, learning outcome

Agenda

July 12, 2018 (Thursday)

Session D

13:30-16:30

Room: M Room

Session Chair: Syming Hwang

National Chengchi University, Taiwan

A Case Study on Business Model Innovation of Social Enterprises in an Uncertain Environment

Hsueh-Ling Wu

National Taipei University

Chin-Shyong Su

National Dong-Hwa University

Tser-Yieth Chen

National Taipei University

Will Too Much Gamification Lead to Reduce IS Continuance Intention? An Environmental Psychological Perspective

Sheng-Cheng Lin

Tunghai University

What Drives Older Adults' Usage Intention of Mobile Health Apps?

Chiung-Wen Hsu

National Kaohsiung University of Science and Technology

Jun-Shan Lai

National Kaohsiung University of Science and Technology

A Domestic Research on the Effect of Self-Selective Reading Approach for ASD Patients

Chir-Ho Chang

Lung-Hwa University of Science and Technology

Rew-Fen Chang

Lung-Hwa University of Science and Technology

Jou Cheng

Lung-Hwa University of Science and Technology

Linking Thai Culture in Global Era with Creativity

Khanita Tumphasuwan

Chulalongkorn University

Analysis of Mercedes-Benz Concept Car Using Biomimicry Design Spiral

Chun-Ming Yang

Ming Chi University of Technology

Ju-Ying Hung

Ming Chi University of Technology

Yuan-Li Wang

Ming Chi University of Technology

Yu-Hsuan Lien

Ming Chi University of Technology

Agenda

July 12, 2018 (Thursday)

Session D

13:30-16:30

Room: M Room

Session Chair: Syming Hwang

National Chengchi University, Taiwan

A Qualitative Study of Taiwanese Freelancers: Work-Life Balance and Drivers to Entrepreneurship

Yi-Hsin Lin

National Taiwan Normal University

A Case Study on Business Model Innovation of Social Enterprises in an Uncertain Environment

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Abstract

A business model innovation creates a niche for sustainable development and for modern companies' competitive advantages. It provides an interesting mode for social enterprises. Based on literature analysis, interviews and a single case study in Taiwan (using Lee-Zen Social Enterprise as the object), this article explores how social enterprises can innovate business models in an uncertain environment and then achieve the goal of sustainable development. Our six findings confirm that Lee-Zen Corporation originated from “subversive thinking” and triggered a series of innovations. Lee Zen followed Schumpeter's (1934) innovation theory and the opinions of other scholars. Therefore, its success mode is consistent with previous research. More importantly, the most successful innovative practices of Lee-Zen are spontaneous, organic, and collaborative; its emergent innovations were triggered by the bottom-up process within the organization, and differ from intended and classical innovations (i.e. technical products and process innovations). All in all, this article's innovations are based on business model innovations for use as a reference mode for social enterprises, organic agriculture, SMEs and related emerging industries.

Keywords: Business model innovation, social enterprise, real option, spread option, emergent innovation

Will Too Much Gamification Lead to Reduce IS Continuance Intention? An Environmental Psychological Perspective

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Abstract

Increasing the intention of users to use systems continuously is always an important issue of system design and implementation. The most recently development of this research stream is Gamification, which emphasizes embedding game mechanisms into system design to increase the opportunities of user engagement. Gamification has been deemed as the next step of network development after social media, big data, and Internet of things. A system incorporated with gamification mechanisms may have users engaged in using systems continuously. It works when one system is concerned; however, when most systems surrounding us in our daily life embedding with gamification mechanisms as suggested, what will happen?

Once users are facing an environment full of systems of game mechanisms, which may continuously recall them to come back to these systems to gain rankings, experiences, and badges, users may perceive the stress of continuously system usage. A model based on the crowding theory from environmental psychology was proposed to address this issue. Ironically, users may choose to withdraw from some systems to relieve the stress according to the crowding theory, which is in opposition to the original design purpose of Gamification. The research results may provide alternative viewpoints towards Gamification.

Keywords: Gamification, IS continuance stress, crowding theory

What Drives Older Adults' Usage Intention of Mobile Health Apps?

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Abstract

Mobile health apps for consumers have received increasing attention in recent years. Taiwan has been gradually aging society and mobile health apps such as mobile registration may be helpful for older adults. The older adults' usage intention to mobile health apps is the main topic in the study. The study provides a conceptual model to predict older adults' intention to mobile health apps based on UTAUT. In addition, the aging factors for older adults, such as perceived physical conditions, technology anxiety, inertia, are integrated to the research framework exploring further the usage intention of mobile health. The proposed model will be empirically evaluated using a survey method, and the partial least squares (PLS) approach will be used to analyze the research model. The results may rich the studies concerning older adults' health technology adoption and provide further insights for the practitioner in the field of mobile health.

Keywords: Mobile Health apps, UTAUT, perceived physical conditions, technology anxiety, inertia, older adults

A Domestic Research on the Effect of Self-Selective Reading Approach for ASD Patients

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Abstract

Children who suffered from Autism Spectrum Disorder ASD have been reported in the rising trend since 2012. Statistics shows that one of 88 children suffered from such kind of diseases. The etiology of most serious ASD such as autism is not yet clear. Research at this stage shows that genes and the environment are important factors. Since early behavioral/educational interventions were very successful in many ASD children. This research will use IT technology: the E-book as a media. Questionnaires were designed data will be collected and analyzed from ASD victims who interact with the designated E-Book for learning a foreign language. Final goal is to find out the ultimate design features on an E-learning system for help ASD children. We summarize this research with our findings and recommendations.

Keywords: Information technology, autism spectroscopy, curriculum of foreign language, e-book

Linking Thai Culture in Global Era with Creativity

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Abstract

Local wisdom is a cultural heritage that has been practiced and passed down for generations. Wisdom is a material object. It is clearly visible through the handicraft products that local people have occupied from past to present. This article explores the situation in manufacturing and the change in handicrafts by 4 artisans in Chiang Mai. The results show that the product is not capable of using creativity to expand the product. Consequently, the situation in business process based on wisdom has the trend to encounter the loss of wisdom in the future.

Keywords: Local wisdom, cultural heritage, creativity, handicraft

Analysis of Mercedes-Benz Concept Car Using Biomimicry Design Spiral

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Abstract

As industry and technology continues to develop, the incidence of technical bottlenecks and damage to the environment likewise grows. In response, product designers have started to look to nature for inspiration. However, the means of effectively drawing on principles in nature and integrating them into product development are a considerable challenge. This study used the Biomimicry Design Spiral proposed by the Biomimicry Institute to examine the concept car developed by Mercedes-Benz; using biomimetics, the Bionic was inspired by the aerodynamic qualities of the species ‘boxfish’. This paper interprets how the designers at Mercedes-Benz used the operational mechanisms of a living being to achieve innovative product design; we also examine the influence of this approach on the design and development process. We further demonstrate the effectiveness of the Biomimicry Design Spiral in biomimetics, assisting not only with the biomimetic product design in question but also with the systematic application of these same concepts to other innovative product designs.

Keywords: Biomimicry design spiral, bionics, biomimetics, innovative product design

A Qualitative Study of Taiwanese Freelancers: Work-Life Balance and Drivers to Entrepreneurship

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Abstract

Self-employment is being studied in these decades since globalization and advanced technology impacted the work, life, time, economy and geography. Individual, who partaken as a freelancer, is more likely to be considered to have better work-life balance. There seems to be having some contradiction of this thought. Thus, the purpose of the study is to find in the reality, the work and life for a freelancer are balanced or unbalanced, and what is the satisfaction upon this. Through several interview questions, the study will disclose the circumstances in the real life of a freelancer. Meanwhile, the research discovers that the freelancer tends to be satisfied with the wage per month than the annual pay; in the former, freelancer only considers the physiological need, while the latter, the self-actualization is not fulfilled. More finding of the driver to become self-employed among the participant is that they are not satisfied with the policy and management in the organization. The findings provide different information from the Taiwanese freelancers, as for further research, the social network of the individual is a drive to self-employed. Moreover, the social network of the freelancer is a cooperation or competition in the future era.

Keywords: Freelancer, work-life balance, entrepreneurship, qualitative approach, social network

Agenda

July 13, 2018 (Friday)

Session E

09:00-12:00

Room: M Room

Session Chair: Hui Chen Chang

National Taipei University, Taiwan

Study on Improving the Structural Strength of ABS Plastics by Applying the Taguchi Experimental Design Method

Chun-Hung Lin	Chung Yuan Christian University
An-Jin Shie	Dhurakij Pundit University
Yung-Tsan Jou	Chung Yuan Christian University
Wen-Tsann Lin	National Chin-Yi University of Technology
Chun-Ju Chen	National Chin-Yi University of Technology

Technology and Process of Intelligent Automated Production of Medical Appliances with Big Data

Shu-Hui Yeh	Chung Yuan Christian University
An-Jin Shie	Dhurakij Pundit University
Yung-Tsan Jou	Chung Yuan Christian University
Wen-Tsann Lin	National Chin-Yi University of Technology
Yen-Chen Lin	National Chin-Yi University of Technology

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

Su Mei Lin	China University of Technology
Shih Hsiung Cheng	China University of Technology

The Study of Relationship among Salesperson's Competitive Intelligence Behavior, Performance and Job Satisfaction

Hui Chen Chang	National Taipei University
Lin Ju Cheng	St. John's University
Chi Hsien Wu	National Taipei University

An Innovative Practice of Modular Dinnerware Mode in the Banquet Division of Hotels in Taiwan

Jing Yin Chang	China University of Technology
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Agenda

July 13, 2018 (Friday)

Session E

09:00-12:00

Room: M Room

Session Chair: Hui Chen Chang

National Taipei University, Taiwan

Relationship between Bikeway Image, Tourism Value and Intention to Revisit

Bikeways in Taiwan

Li-Yang Hsieh	China University of Technology
Yao-Chang Lin	Chung Hua University
Yao-Hsien Lee	Chung Hua University
Shen-Teh Lee	China University of Technology

The Selection of Location for The Logistics and Distribution Centre of Chain

Supermarkets

SHIH HSIUNG CHENG	China University of Technology
Su Mei Lin	China University of Technology

Study on Improving the Structural Strength of ABS Plastics by Applying the Taguchi Experimental Design Method

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Abstract

For this research to discuss the appearance of embroidery frame is unsymmetrical turnout in frame shape constructor in order to find the reason that's caused amount of deformation for product during injection procedure. During research process uses mold-flow analysis and injection parameters to study.

In this research method uses characteristic analysis and expert interview to integrate technical map for screen experimental factor. Also uses Taguchi method to get obvious influence critical factor for amount of deformation for product. Also uses response surface method and Genetic Algorithm to compare and analysis to get process capability. Using these two kinds of method to combine neural network backpropagation to make test and verification in order to make construction for optimized embroidery frame. The result shows Cpk becomes to 1.46 after response surface method improvement and Cpk becomes to 1.61 after Genetic Algorithm improvement, process capability is raised up. Especially process capability indice is the best after Genetic Algorithm method. According to best processing parameters to make tolerance analysis in order to make reasonable tolerance. In the future this research method will be used for other plastic injection parts in order to improve quality and more competitive.

Keywords: Household sewing machine, ABS injection parts, Response surface method, Genetic Algorithm, Neural network backpropagation

Technology and Process of Intelligent Automated Production of Medical Appliances with Big Data

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Abstract

Give advices for enterprise transformation to increase the international competition of enterprises, the kernel of this study is to improve the production of medical equipment production equipment. Use medical equipment intelligent automation technology and process to provide case companies transform into small and medium-sized enterprises with advanced industry 4.0 advanced technology. To help the industry through the development of medical equipment to develop automated production technology and process the production yield is high, good quality and high production rate medical equipment.

First, according to interrelated document by Automatic optical detection(AOI) abnormal or misjudged influencing factors to search influencing factors. And then through the expert interviews please expert in connection with the factors for the selection of points. Filter to the key factors and Coordinate Tolerance Level. After through the data to explore a large number of data screening, use the Back-Propagation Network to compare the difference between the XY coordinates before and after screening and the data before and after screening. Using the Two-stage clustering method to verify the comparison. Verify the consistency of the results of each rating level. At last, use expert interviews screened five reasons for the impact of automatic optical detection anomalies to collect data. Through data, the detection of the number of abnormalities (Level A and Level E) is about 8%. Through explore with the experts to find out the reasons for the amendment, by improving the stability of AOI automatic optical detection, the number of abnormal detection significantly reduced to about 4%. This study effectively reduces the number of detection abnormalities occur, and then improves the detection quality and accuracy, and produce better quality products.

Keywords: Automated optical inspection, data mining, back-propagation network, two-stage clustering method

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

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Abstract

In response to consumer behavior change, fast food restaurants increased year by year, While the foreign fast-food industry rapidly develop, in the meantime the western fast food industry in China is also increasing in the fierce competition environment. The industry is constantly thinking about how to improve business performance and how the core problem for the most efficient improvement is quite important. What are the keys to successful marketing mix (7 P). Therefore, the purpose of this study is to explore the most important priority and influential marketing mix (7P) in western chain fast food industry in Fujian province.

Keywords: Fast food, marketing mix, Decision Making Trial and Evaluation Laboratory (DEMATEL), Analytic Network Process (ANP), Simple Additive Weighting method (SAW)

The Study of Relationship among Salesperson's Competitive Intelligence Behavior, Performance and Job Satisfaction

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Abstract

Salesperson's Competitive Intelligence Behavior (SCIB), including Salesperson's Competitive Intelligence Collection (SCIC), Salesperson's Competitive Intelligence Utilization (SCIU) and Adaptive Selling Behavior (ASB), has currently become a hot topic for research due to its important impact on performance. The main purpose of this study is to explore how SCIB impact on performance and job satisfaction. Our questionnaires were sent out via Google online survey system. In total 507 surveys were received, 18 surveys were invalid. The empirical results show that SCIC increases SCIU, and SCIU enhances ASB. Both SCIU and ASB increase performance and job satisfaction. Performance and job satisfaction have positive effects on each other.

Keywords: Salesperson's competitive intelligence behavior (SCIB), salesperson's competitive intelligence collection (SCIC), salesperson's competitive intelligence utilization (SCIU), adaptive selling behavior (ASB), performance, job satisfaction

An Innovative Practice of Modular Dinnerware Mode in the Banquet Division of Hotels in Taiwan

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Abstract

This study aims to explore the effect of innovative modular dinnerware standard operation procedure (SOP) on the efficiency of the banquet division of international tourist hotels in Taiwan by improving the traditional practice and applying the improved procedure to Chinese wedding banquet. From the perspective of banquet divisions, this study designed a thorough procedure that helps hotels control service quality, cut lead times, and re-duce waste. These objectives were effectively achieved through technology management. The experiment was carried out in one of the rooms of the KK International Tourist Hotel. The results showed that innovative SOP can effectively promote the efficiency of the banquet division by over 18%. In addition, the researchers also conducted interviews with directors and service personnel of the department. The interviewees all agreed that if there were enough space and dinnerware, the innovative modular dinnerware SOP could actually improve work efficiency. Because of the improved procedure, service personnel did not need to stay late to set the reserved tables. Thus, this study suggests that the banquet division of other international tourist hotels can refer to this innovative mode.

Keywords: Innovation, modular dinnerware, standard operation procedure, management of technology

Relationship between Bikeway Image, Tourism Value and Intention to Revisit Bikeways in Taiwan

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Abstract

Taiwan is a “bicycle island” as it is surrounded by the sea and has pleasant weather, diverse landscapes, cordial people, convenient lifestyles, and roads extending in all directions. Cycling has become a new lifestyle, a new culture, and the new mainstream in Taiwan. This study explored Taiwan’s top 10 classic cycling routes, as selected in a 2015 competition. Convenience sampling was adopted to study visitors cycling along the top 10 classic cycling routes. A questionnaire was distributed to 300 cyclists, and 292 valid samples were obtained. SPSS was employed to conduct Pearson’s correlation coefficient tests, regression analysis, and tourist personal attributes analysis to validate the research hypotheses. The results revealed significantly positive correlations of bikeway image with tourism value and revisit intention, and tourism value was significantly positively correlated with revisit intention.

Keywords: Bikeway image, Tourism value, Revisit intention

The Selection of Location for the Logistics and Distribution Center of Chain Supermarkets

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Abstract

With the development of the social economy and the improvement of the national income level, the expenditures for the national consumption have been increasing continuously. Hence, there is a broad space for the development of general merchandizing, especially the opening of the chain supermarkets which is like the spring bamboo after the rain. Facing such a fierce competition environment, the decision makers of chain supermarkets focus more and more on the construction of logistics center. Therefore, with the regard to the selection of location for the logistics, this research takes the New Hua Du Supermarket as an example and applies with the analytic hierarchy process for the assessment on the elements of impact on the selection of location for the logistics and get the most suitable sequence for the location of logistics; the analytic hierarchy process inclines to the judgment on the subjective element, the mathematical programming approach is applied as a further step to simplify and abstract the complicated problems of location selection and establish the model with the mathematical symbol or formula as the limit condition that impacts the decision and target and the related elements, under the minimization of the total cost for the logistic distribution center and transportation, get the most suitable quantity for the logistics distribution center and the locations for the setting. At last, with the integration of the analysis result of the two kinds of research methods, verify the applicability and feasibility of these two kinds of research methods and provide to the decision maker for the adequate planning of location selection.

Keywords: logistics network design problem, analytic hierarchy process, transportation cost

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