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Chair's Message

The Committees of the International Conference on Innovation and Management (IAM2023 Summer) are pleased to welcome you to this meeting held at Osaka, Japan on July 11-14, 2023. On behalf of the organizers, I express my delight in sharing the time with the delegates from several countries and hope you all have pleasant a 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 47 excellent manuscript submissions from 6 countries, 40 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 IAM2023S.

Looking forward for your participation again in our next event.

Conference Chair

<u>Schedule</u>

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July 14, 2023 (Friday) 08:30-11:00 Registration	
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09:00-11:50	Session E
12:00-13:30	Lunch (YURAYURA, 2F)

Schedule

<u>Agenda</u>

July 12, 2023 (Wednesday)

Session A   09:00-11:50   **Room:** RURI

Session Chair: Shu-Hsien Liao
                    Tamkang University, Taiwan

The Effects of Co-branding Alliances on Rival Firms

Shao-Chi Chang	National Cheng Kung University
Hisn Tien	National Cheng Kung University

Channel Brand Trust and Customer Satisfaction Enhance Re-patronage: Two Moderated Mediation Models Investigation

Shu-Hsien Liao	Tamkang University
Hui-Ling Chung	Tamkang University

The Value of Smart City Branding During the COVID-19 Pandemic: Perceptions of Different Customer Groups

Hui-Ju Wang	National Taiwan Ocean University

Moderating Effect of Leader–Member Exchange Under the Perceived Emotional Blackmail: A Betrayal Perspective

Chun-Yi Chou	National Changhua University of Education
Chih-Chieh Chu	National Changhua University of Education
Chih-Rong Chan	National Changhua University of Education

Research on the Job Training for Public Servants: Applying Task-Technology Fit Model at Local Government

Jin Lo	National Dong Hwa University

Exploring Learning Potential of the Workplace and Creative Performance

Chieh-Peng Lin	National Yang Ming Chiao Tung University
Kuang-Jung Chen	National Yang Ming Chiao Tung University

<u>Agenda</u>

July 12, 2023 (Wednesday)

Session A   **09:00-11:50**   **Room:** RURI

Session Chair: Shu-Hsien Liao
                    Tamkang University, Taiwan

The Relationship Ethical Leadership and Work Outcomes

Shu-Ling Chen	National Dong Hwa University
Kuan-Yeh Tung	Southern Taiwan University of Science and Technology
Msuku Zikani	National Dong Hwa University

From Cultural Preservation to Cultural Tourism Talent Cultivation: A Preliminary Study on the Feasible Model of Cultural Tourism Education Using Action Research Methodology

Chia-Chin Chuang	National Chi Nan University
Shu-Ling Wu	National Chi Nan University

The Effects of Co-branding Alliances on Rival Firms

Shao-Chi Chang[*] and Hsin Tien

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Abstract

This study investigates the intra-industry effect of cobranding announcements. The literature has suggested two competing hypotheses, the contagion, and competitive hypotheses. Our evidence suggests that stock market reactions to co-branding announcements of partnering firms are significantly positively related to those of their rivals. The result supports the contagion effect of cobranding announcements, and Co-branding between partnering firms benefits both the announcing firms and their rivals. Moreover, the study also finds that rivals' stock reaction to co-branding announcements is positively related to product innovativeness. The rivals' abnormal returns are greater when the co-branding products are with the corporate brand instead of household brands. Finally, when co-branding products are targeted at children, rivals experience significantly lower stock reactions.

Keywords: Co-branding, rival effects, announcement returns

Channel Brand Trust and Customer Satisfaction Enhance Re-patronage: Two Moderated Mediation Models Investigation

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Abstract

In the era of e-commerce, there is no boundary between online and offline services for consumers. An omni-channel is a retailing that the behavior of companies adopts many retails channel types to integrate cross-channel sales to meet the comprehensive needs of customers in shopping and social networking both online and offline. This study investigates offline-to-online and online-to-offline re-patronizing in the Taiwan Chunghwa Telecom omni-channel. This study considers that there is a reciprocal way with two paths, starting with offline-to-online in terms of investigating the cause-and-effect relationship of channel brand trust, customer satisfaction and re-patronize intention in chain stores. If there are positive effects from this relationship, it can generate a positive power return to online. In addition, online-to-offline moves on a path that have stronger influence of re-patronize intention or physical chain stores with customers' online rating and online involvement. Two moderated mediation models are investigated in this study.

Keywords: Channel brand trust, customer satisfaction, online rating, online involvement, re-patronize intention, moderated mediation model

The Value of Smart City Branding During the COVID-19 Pandemic: Perceptions of Different Customer Groups

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Abstract

COVID-19 has rapidly spread across the entire world and caused unprecedented crises for people over the past several years; nonetheless, COVID-19 provides smart cities with an opportunity to strengthen their brand value via smart prevention, as the pandemic crisis puts high demands on city governments. Recently, both brand practitioners and researchers have recognized the significance of brand value propositions based on customer demands in difficult times during the pandemic. However, the existing literature has not explored this issue in the context of smart city branding, specifically from the perspectives of different customer groups. Considering that different groups have different interests and perspectives about a city brand, this study attempts to explore the value of smart city branding from the perspectives of different customer groups (i.e., domestic residents and foreign visitors) during the COVID-19 pandemic. Using the sample brands in Taiwan and multiple research approaches, the study investigates the perceived value of smart city branding during the COVID-19 pandemic by developing and analyzing the value maps of smart city branding among the two groups. This study contributes to providing researchers and practitioners of city branding with customer-centric and strategic information toward developing or devising value propositions in times of crisis, such as the COVID-19 pandemic.

Keywords: Smart city branding, brand value

Moderating Effect of Leader–Member Exchange Under the Perceived Emotional Blackmail: A Betrayal Perspective

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Abstract

The present study investigated the lasting effects of perceived emotional blackmail on emotional exhaustion and work withdrawal behavior through negative affect, framed in the affective event theory. Adopting the betrayal perspective, we incorporated leader-member exchange as a contextual variable in the proposed indirect process. The hypothesized moderated mediation model was tested with a panel data from 161 employees in Taiwan with interval of 1-month. Our results revealed that negative affect mediated the effects of perceived emotional blackmail on emotional exhaustion and work withdrawal behavior after 1 months. In addition, we found that leader-member exchange reverse-buffered the noxious impact of perceived emotional blackmail on outcomes (i.e. emotional exhaustion and work withdrawal). This research provides a significant warning evidence about the phenomenon of emotional blackmail and detrimental effect of high-quality leader-member exchange in the workplace and thus, organizations should be more sensible to manage the interpersonal relationships.

Keywords: Perceived emotional blackmail, negative affect, leader–member exchange (LMX), affective event theory (AET), betrayal perspective

Research on the Job Training for Public Servants: Applying Task-Technology Fit Model at Local Government

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Abstract

Empowering and training public servants has become a significant issue and challenge in public organizations. The governors have been concerned about how and what their governance goals could be achieved. On the other hand, personnel managers are expected to identify public servants' potential and abilities and then plan a series of training classes to enable the workforce's performance. This study aims to explore the important factors that affected the performance of different units from the local government managers' perspectives. The researcher used the Task-Technology Fit (TTF) model to conduct a survey among upper and middle-level managers to understand how Sustainable Development Goals (SDGs) training courses would fit the different tasks and lead to the good performance of the Hualien government in Taiwan. Sustainable development has been the long-term policy of Hualien County. In addition, this research followed annual training courses, which focused on the UN's SDGs. The results can offer several significant theoretical inferences for the researchers interested in human resource management and city governance. But also, contribute to meaningful implications for the city governors and the personnel managers in strategic planning.

Keywords: Task-Technology fit, local governance, public workforce, intention, SDGs

Exploring Learning Potential of the Workplace and Creative Performance

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Abstract

Drawing upon social cognitive theory, this study established a research model of creative performance. In the model, creative performance is hypothetically influenced by task-related learning potential of the workplace (task-related LPW) and interactional learning potential of the workplace (interactional LPW) directly and indirectly through learning self-efficacy. In the meantime, the effects of task-related LPW, interactional LPW, and learning self-efficacy on creative performance are hypothetically moderated by learning goal orientation. Statistical assessments are demonstrated based on the empirical data of engineers from large semiconductor firms in Taiwan. Finally, implications about workplace learning and personal development are discussed.

Keywords: Creative performance, learning goal orientation, learning self-efficacy, learning potential of the workplace

The Relationship Ethical Leadership and Work Outcomes

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Abstract

Based on social learning theory (Bandura, 1977), this study investigates whether psychological capital mediates the ethical leadership-work engagement link and the ethical leadership- job satisfaction link. Again, it tests whether moral identity moderates the relationship between ethical leadership and psychological capital. With data collected from 177 public servants in Malawi, this study's findings reveal that psychological capital fully mediates the relationship between ethical leadership and work engagement while it partially mediates the ethical leadership- job satisfaction link. Furthermore, the results reveal that moral identity moderates the relationship between ethical leadership and psychological capital. The study has important implications for practice especially in human resource management in developing and adopting practices that promote work engagement and job satisfaction among employees.

Keywords: Ethical leadership, psychological capital, work engagement, job satisfaction, moral identity

From Cultural Preservation to Cultural Tourism Talent Cultivation: A Preliminary Study on the Feasible Model of Cultural Tourism Education Using Action Research Methodology

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Abstract

In the face of global sustainable trends and changing consumer behavior brought about by the pandemic, small-scale, safe, worthwhile, and ecologically sound tourism will become a prominent trend in the future of tourism (Assaf, Kock, & Tsionas, 2022). Against this backdrop, and with the emerging trends of sustainable and agile management practices in global organizations, global talent management is facing significant challenges. This study is integrated with the USR program of the university, aiming to establish a university talent training strategy that responds to the experiential design needs of cultural tourism industries in the classroom, and to gain a more nuanced understanding of the integration of software and hardware in the training of experiential design talents in cultural tourism. Through the classroom, this study proposes an experiential design method that can be applied in practical tourism settings. The study has already identified the training directions and framework for students to engage in practical experiential design and development in tourism, and has obtained preliminary results and analysis of student experiences. In the future, the study intends to further explore the process of training and learning, and their dynamic changes, in order to propose a more refined and practical experiential design optimal plan that can be applied in real-world tourism experience settings, serving as a reference for the practical industry's experiential design talent training.

Keywords: Cultural experience design, higher education tourism talent cultivation, design thinking

<u>Agenda</u>

July 12, 2023 (Wednesday)

Session B   **13:30-16:20**   **Room:** RURI

Session Chair: Chih-Hong Huang

National Taipei University of Technology, Taiwan

Influence of Subtropical Urban Summer Rainfall Weather Patterns on Outdoor Thermal Comfort Based on K-means Clustering Algorithm

Chih-Hong Huang	National Taipei University of Technology
Ching-Hsun Wang	National Taipei University of Technology
Yu-Ping Tsaur	National Taipei University of Technology

Cooling Performance of Vertical Transfer of Surface Heat in Subtropical Urban Canopies by Building Double Curtain Wall Channel

Chih-Hong Huang	Taipei University of Technology
Yu-Ping Tsaur	National Taipei University of Technology
Ching-Hsun Wang	National Taipei University of Technology

Add Image Border to Improve Eyes Detection for the RetinaFace Model

Chiung-San Lee	Asia Eastern University of Science and Technology
Huai-Kuei Wu	Asia Eastern University of Science and Technology

A Multi-Criterion Decision-Making Model for Assessing the COVID-19 Government Response

Z.H. Che	National Taipei University of Technology
Tzu-An Chiang	National Taipei University of Business
Ya-Han Yang	Nan Ya Plastics Corporation
Wei-Chien Chen	National Taipei University of Technology
Wei-Sheng Lin	National Taipei University of Technology
Kai-Yu Wang	National Taipei University of Technology
Po-Chun Hsieh	National Taipei University of Technology

Effectiveness of Team-Based Learning on Leadership Development Course

Tsung-I Pai	Chia Nan University of Pharmacy and Science
Wan-I Chen	Tainan University of Technology
Chia-Chun Wang	Southern Taiwan University of Science and Technology

<u>Agenda</u>

July 12, 2023 (Wednesday)

Session B   13:30-16:20   **Room:** RURI

Session Chair: Chih-Hong Huang

National Taipei University of Technology, Taiwan

Corporate Social Responsibility and Financial Performance: Imitation or Strategy?

Chun-Yun Cheng   Soochow University

A Preliminary Exploration on Factors Influencing the Development of Smart Sustainable Cities

Wei-Ming Wang   Chung Hua University

Chia-Ruei Hsu   Chung Hua University

What Insights Can Trip Data Reveal? A Case Study of Taipei YouBike's Pricing Strategy

Kuangnen Hans Cheng   Marist College

Angela H.L. Chen   Chung Yuan Christian University

Influence of Subtropical Urban Summer Rainfall Weather Patterns on Outdoor Thermal Comfort Based on K-means Clustering Algorithm

Chih-Hong Huang[1*], Ching-Hsun Wang[2] and Yu-Ping Tsaur[2]

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Abstract

In order to understand the impact of summer rainfalls on thermal comfort in subtropical urban areas, this study examines the impact of rainfall weather patterns on other meteorological factors and thermal comfort as basic information when improving thermal comfort for urban design measures. This study used the data from Taipei Weather Station of the Central Weather Bureau. The temperature, relative humidity, wind velocity, rainfall and cloud amount collected every five years during 1900 to 2020. Statistical analysis and machine learning K-means Clustering algorithms are performed to formulate urban climate trends and the effects of different weather patterns on characteristics and thermal comfort. The results showed that, with the increase of urbanization, the temperature and apparent temperature (AT) tend to increase in spring, summer, autumn and winter, especially from May to August when the temperature increases by 2.3°C, 4.6°C, 2.9°C and 2°C respectively, which is obviously a very uncomfortable environment in the summer. The findings are to apply on urban design measures, which could reduce evaporation caused by vegetation or induce wind flow leads to dehumidification or cooling effect.

Cooling Performance of Vertical Transfer of Surface Heat in Subtropical Urban Canopies by Building Double Curtain Wall Channel

Chih-Hong Huang[1*], Yu-Ping Tsaur[2] and Ching-Hsun Wang[2]

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Abstract

With the urban construction, a large number of buildings and pavements have increased the surface roughness, which limits the fresh airflow into the city. When solar radiation continues to heat the surface during the day, the long-wave radiation reflected by the surface and the building envelope accumulates inside the city. The heat absorbed by the urban topography circulates in the built environment of the urban canopy. This leads to a reduction in outdoor thermal comfort and an increase in the electricity demand for air conditioning.

This study intends to apply the so-called "urban canopy cooling curtain wall system" to transfer heat vertically, to achieve the purpose of continuous passive cooling of the urban canopy surface in subtropics. Using Computational Fluid Dynamics (CFD) to simulate and analyze the summer environment's temperature, and vertical and horizontal distribution.

The research results show that the curtain wall channel causes a 2.20°C cooling effect on the horizontal building site, and the closer it is to the surface, the better the cooling effect. Heat on the surface is channeled dramatically above the urban canopy by vertical delivery of curtain wall ducts to address heat issues at the microclimate scale. This will be a very effective passive way with enormous potential to cool down the urban outdoor thermal environment.

Keywords: Urban canopy, cooling curtain wall, vertical cooling, thermal environment, CFD

Add Image Border to Improve Eyes Detection for the RetinaFace Model

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Abstract

This paper proposes a heuristic procedure that adding a border for an image before passing through the RetinaFace model can effectively improve the accuracy of eyes detection. Our experimental datasets consist of LFW, Real-Fake-Face-Detection, Kaggle-Humans-Face and self-collect-augment; there are totally 17,275 face-photo files including highly tilted or vertically flipped photo files. Results show that there are 1,001 face photo files got a detection score lower than 0.5 or undetectable; after adding the black border to the images, the remaining 12 face-photos cannot be located the eyes coordinates.

Keywords: Eyes detection, image border, RetinaFace model

A Multi-Criterion Decision-Making Model for Assessing the COVID-19 Government Response

Z.H. Che[1*], Tzu-An Chiang[2], Ya-Han Yang[3], Wei-Chien Chen[1],
Wei-Sheng Lin[1], Kai-Yu Wang[1] and Po-Chun Hsieh[1]

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Abstract

Since 2019, COVID-19 has posed severe risks to human health and life, caused severe economic crises and social problems, and obstructed the pursuance of the sustainable development goals established by the United Nations. Accordingly, governments worldwide have employed public health and social measures to mitigate the impact of the pandemic. In this study, a government response index (GRI) model was proposed for evaluating the stringency of government pandemic responses and policies. The model comprised four dimensions, namely, containment and closure policies, economic policies, health system policies, and vaccination policies, and involved a hierarchical Data Envelopment Analysis (H-DEA) to obtain the objective weights for each criterion. It also adopted Evaluation based on Distance from Average Solution (EDAS) to rank each country according to its stringency of pandemic responses. Finally, the result of empirical analysis show that the proposed model can be used to effectively evaluate the stringency of government responses.

Keywords: COVID-19, government response index, sustainable development goals, H-DEA, EDAS

Effectiveness of Team-Based Learning on Leadership Development Course

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Department of Leisure, Recreation, and Tourism Management,
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Abstract

This study aimed to examine the impact of leadership development on team-based learning. Very little research has examined the effectiveness of this strategy by taking a deeper look at team characteristics. In this research, the researcher designed a team-based learning in a leadership development course consisting of leadership topics and development because of team characteristics. According to team-based learning research, the researcher hypothesized that individual leadership support should be more engaged in team and program training activities. 118 participants were randomly selected from one college in southern Taiwan. The results showed that individuals who participated in TBL scored significantly on leadership development. Furthermore, students' performance presented a deep learning of leadership development than traditional teaching methods. It provides significant consequences that students' learning behavior can shift from a creative teaching pedagogy.

Keywords: Team-based learning, leadership development, practical experience

Corporate Social Responsibility and Financial Performance: Imitation or Strategy?

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Abstract

The accelerating rate of adoption of corporate social responsibility (CSR) practices recently has provoked an academic as well as a wider debate about the nature of CSR and its performance implications for the firm. Is the adoption of CSR practices a form of strategic differentiation that can lead to superior financial performance or is it an imitation that can merely ensure corporate survival but not necessarily outperformance? Are there any contextual factors moderate the above mentioned relationship between CSR practices and financial performance of the firm? To answer these questions, this study merges financial data in Compustat into CSRhub for empirical analysis and divides the adoption of CSR practices into two parts. First, CSR is spreading as a "common practice" and as such, it may be a necessary condition for survival, but it cannot be a sufficient condition for building a competitive advantage. Second, CSR can be "strategic practices" to differentiate themselves and occupy a unique position through developing a difficult to imitate strategy that generates a competitive advantage and therefore, results in superior performance. That is, by being different, a firm may gain strategic benefit because it would face less competition. In addition, this study examines two contextual factors, ownership structure and corporate social irresponsibility (CSI), that influence the relationship between CSR practices and the firm's financial performance.

Keywords: Corporate social responsibility, financial performance, imitation, strategy, ownership structure, corporate social irresponsibility

A Preliminary Exploration on Factors Influencing the Development of Smart Sustainable Cities

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Abstract

Since the rise of sustainable development in the 1990s, the pursuit of urban sustainability has become the vision and goal of contemporary urban planning. Such planning should simultaneously consider and balance the separate development of the environmental, economic and social aspects. With the rapid advancement of science and technology, information and communication technology are becoming widely used for monitoring issues such as climate change, resource and energy consumption, environmental impacts, and social capital. Smart cities have been proposed as a way of maintaining an ecological balance, safety and health, service efficiency, and quality of life. They are being widely used to construct and connect urban developments, and are regarded as an important weapon to effectively practice urban sustainability and achieve sustainable cities. Therefore, the concept of the smart sustainable city is being recognized as an inevitable trend of future urban development. However, as the smart sustainable city combines intelligent technological tools with ideal visions of sustainability, many complex and extensive dimensions are involved. To effectively integrate and implement smart cities, it is necessary to explore the critical influencing factors to serve as the basis of subsequent guided development. Firstly, this paper reviewed the relevant literature on urban sustainability and smart cities and summarized six classifications, including environmental sustainability, urban readiness, smart mobility, health and well-being, operation and governance, and growth for competition, as well as 42 related possible influencing factors under each aspect. Next, the fuzzy Delphi method (FDM) was applied to extract 18 critical criteria for evaluating smart sustainable city development. The results of this paper not only could serve as the foundation for a series of research on smart sustainable city development but also provide guideline for subsequent practical applications and public sector policy formulation.

Keywords: Smart sustainable city, influencing factor, evaluation criteria, fuzzy Delphi method

What Insights Can Trip Data Reveal?
A Case Study of Taipei YouBike's Pricing Strategy

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Department of Industrial and Systems Engineering, Chung Yuan Christian University, Taiwan[2]
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Abstract

To improve access and egress times to mass transit systems, major metropolitan cities around the globe provide various solutions to strengthen this weakest link in the public transport chain. This study aims to understand how bike-sharing pricing strategies influence riders' intentions to utilize cycling as a mode of transportation. Python was used to process more than 1.7 billion unstructured transactional records from Taipei's Bike-sharing System (YouBike) and Metro Rapid Transit System (MRT) to detect the relationship between bike-sharing and rapid transit systems. The results reveal that YouBike's penetration pricing strategy improves the tendency towards a supplementary rather than competitive relationship, as the pricing structure economically reduces the cost of access and egress and effectively increases accessibility. Additionally, its progressive pricing strategy ensures a utilitarian rather than recreational relationship, as the range of distances for the most popular bike routes falls between 700m and 2.63km. The results of this study, derived from these huge transactional records, complement those findings relying on survey data or mathematical predictive models from most existing transportation literature. Conventional wisdom in public transport economics asserts that access and egress times constitute a major portion of total trip time. These findings provide an underutilized methodology for increasing the attractiveness of public transport.

Keywords: Access and egress times, environmental sustainability, bike-sharing, Python, multimodal

<u>Agenda</u>

July 13, 2023 (Thursday)

Session C　　　　　　　　　**09:00-11:50**　　　　　　　**Room:** RURI

Session Chair: Chia-Ying Li

National Taichung University of Science and Technology, Taiwan

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Bulk Reward Policy and Inverse Depreciation Effect on Housing Prices

Wen-Kai Wang	National University of Kaohsiung
I-Chun Tsai	National Tsing Hua University

The Decision-Making Behaviors of Homeowners and Non-Homeowners

I-Chun Tsai	National Tsing Hua University
Wen-Kai Wang	National University of Kaohsiung

Does Financial Literacy Matter with National Competitiveness? The Role of Digital Capability

Dao Lieu Huynh	Da-Yeh University
Yu-Fen Chen	Da-Yeh University
Suvdmaa Erdenebayar	Da-Yeh University
Yu-Shing Chao	Da-Yeh University

Consumers' Initial Trust in Robo-advisor Services and Purchase Intention

Rong-An Shang	Soochow University
Wen-Chi Yeh	CTBC Bank

Investigating the Impact of Sustainability on Consumer Choice Behavior and Customer Behavior in the E-Commerce Platforms Context

Thi Kieu Oanh Co	Yuan Ze University
Hua-Hung Robin Weng	Yuan Ze University

How Chatbots Build Parasocial Relationship with Customers?　The Lens of Parasocial Interaction Theory

Chia-Ying Li	National Taichung University of Science and Technology
Yu-Hui Fang	Tamkang University

<u>Agenda</u>

July 13, 2023 (Thursday)

Session C   **09:00-11:50**   **Room:** RURI

Session Chair: Chia-Ying Li

National Taichung University of Science and Technology, Taiwan

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An Empirical Analysis of Netflix Customer Satisfaction Using the Importance-Satisfaction Model

Shun-Hsing Chen	Asia Eastern University of Science and Technology
Yang-Ju Chen	National Changhua University of Education
Wing-Ching Leung	Asia Eastern University of Science and Technology

Role of Deep Acting in the Relationship Between Humble Leadership and Service Recovery Performance

Chi-Min Wu	Chia Nan University of Pharmacy & Science
Tso-Jen Chen	Tainan University of Technology
Shih-Hao Chen	Tainan University of Technology
Tsung-I Pai	Chia Nan University of Pharmacy & Science
Chih-Jan Huang	Chia Nan University of Pharmacy & Science

Bulk Reward Policy and Inverse Depreciation Effect on Housing Prices

Wen-Kai Wang[1*] and I-Chun Tsai[2]

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Anfu Institute for Financial Engineering, National Tsing Hua University, Taiwan[2]
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Abstract

This study examines the effect of Taipei City's bulk reward policy, which is the city's main incentive policy for urban renewal, on the prices of old houses and analyses the effectiveness of such policies. Taipei City is used as the site of the research because of the abundance of older residential buildings. A model that considers the real options of incentives for urban renewal is constructed; land value is broken down into the initial land price excluding development value and the appreciation achieved through land development. We verify that the value of real options could be elevated through incentives for plot ratios, thereby increasing the probability of development and further boosting housing prices. Following implementation of a bulk reward policy, the expected value of real options regarding old houses would exceed the loss of depreciation of buildings. Hence, initially, a house's price decreases progressively as it becomes older (depreciation effect), but when the house reaches a certain age threshold, its price becomes higher as ages further (inverse depreciation effect). Additionally, this study compares the situations in Taiwan's two largest cities, Taipei and Kaohsiung, and determines that residential real estate in Taipei City, which has high bulk rewards, exhibits the inverse depreciation effect, whereas houses in Kaohsiung City only exhibit the depreciation effect; hence, the price of a house becomes lower as the house becomes older.

Keywords: Urban renewal, incentives for plot ratio, real option, inverse depreciation effect

The Decision-Making Behaviors of Homeowners and Non-Homeowners

I-Chun Tsai[1,2] and Wen-Kai Wang[3]*

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Abstract

This paper constructs a theoretical model to explore the decision-making behavior of renters (non-homeowners) facing leases of different terms and the decision-making behavior of homeowners when they choose how long to own a house. This paper respectively deduces the main influencing factors and influencing directions of these two kinds of decisions. The model infers that when the house price is higher, and the upper limit of the rent is higher, the public will tend to sign a long-term lease. The factors that will cause homeowners to hold real estate for longer are higher interest rates and higher volatility of housing prices. However, when the cost of using the house or the transaction costs are higher, homeowners will tend to sell the house as soon as possible. The inference of this paper implies that in the rental market and the housing market if some traders are affected or restricted by other exogenous factors, the prices (rent and housing prices) in the two markets will be affected by different factors, which could explain the delay in correcting deviations in rents and house prices in some countries. This paper uses Beijing's rent and housing prices, which have implemented home purchase restrictions. In the face of such market segmentation, the decision-making behavior of homeowners and non-homeowners should be considered separately. Therefore, the traditional model of rent-purchase behavior cannot answer the real impact of the purchase restriction regulations. This paper verifies that the fluctuation behavior of housing prices and rents after the purchase restriction regulation in May 2010 is affected by different factors and deviates more.

Keywords: Homeowners and non-homeowners, housing tenure choice, rent, housing price, housing purchase restriction

Does Financial Literacy Matter with National Competitiveness? The Role of Digital Capability

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Abstract

This paper investigates whether financial literacy contributes to national competitiveness. Furthermore, it also explores how national digital capability changes the relationship between financial literacy and national competitiveness. By using the data from the OECD/INFE 2020 International Survey of Adult Financial Literacy, the cross-sectional regression models were constructed to explore the relationships among financial literacy, national competitiveness and digital capability. Our findings indicate that higher levels of financial literacy are associated with greater national competitiveness. Additionally, digital capability amplifies the impact of financial literacy on national competitiveness. These findings highlight the importance of promoting financial literacy and digital capability for enhancing a nation's competitiveness in the global economy.

Keywords: Financial literacy, national competitiveness, digital capability

Consumers' Initial Trust in Robo-advisor Services and Purchase Intention

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Abstract

Intelligent services may be an important trend in future market. Robo-advisor is one of the few intelligent services that consumers currently can purchase. Consumers need to be able to trust in the robos so they will be willing to buy its service. In accordance with the trust transfer theory, we propose a model to show how consumers' faith in humanity and perceived structural assurance affect their trust in bank, which further affects consumers' initial trust in robo-advisors, and then the intention of purchasing the robo-advisor service. The results of a survey research support most of the hypotheses in our model of trust transfer stage and show the importance of institutional trust in enabling consumers to purchase innovative intelligent financial services. This finding indicates some important challenges for the diffusion of new financial technologies.

Investigating the Impact of Sustainability on Consumer Choice Behavior and Customer Behavior in the E-Commerce Platforms Context

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Abstract

The logistics industry is experiencing robust growth in the global economy, particularly in the context of the COVID-19 pandemic, driven primarily by the rapid expansion of e-commerce activities. In this study, a quantitative research approach is employed, utilizing structural questionnaires grounded in existing literature, to examine the proposed model. The findings reveal a positive impact of sustainability in green logistics operations on consumer choice behavior, including functional value, emotional value, conditional value, social value, and epistemic value, based on data collected in Vietnam. On the contrary, this relationship does not exhibit statistical significance when analyzing Taiwan data. However, the perceptions of customers about green services and products in both countries contribute to their satisfaction and subsequent loyalty. This research makes a noteworthy contribution to the existing literature by addressing pertinent issues and increasing stakeholders' awareness of sustainability, thereby emphasizing the critical importance of investigating eco-friendly services and products as fundamental benchmarks within the logistics industry.

Keywords: Sustainability, consumer choice behavior, customer behavior, e-commerce platform

How Chatbots Build Parasocial Relationship with Customers?
The Lens of Parasocial Interaction Theory

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Abstract

With the rapid development of information technology and artificial intelligence, many enterprises have offered chatbot service in the context of retail industry, allowing brands to establish interpersonal relationships with customers similar to real-life situations. As brands establish relationships with customers, but previous research rarely explored parasocial interaction for customers –brands relationship. On the basis of paraosical interaction theory, this study will investigate whether the attributes of chatbot service (functionality, trustworthiness, efficiency, humanity, responsiveness, and digital reference services) affect consumers' perceived interaction and trigger brand experience, thereby promoting the establishment of parasocial relationships between brands and customers. Questionnaire survey will be adopted by inviting consumers who have used chatbot service as the respondents. Our findings can assist managers in numerous industries in applying AI technologies when implementing digital transformation strategies and improving customer services.

Keywords: Parasocial relationships, chatbot services, perceived interactivity, brand experience

An Empirical Analysis of Netflix Customer Satisfaction Using the Importance-Satisfaction Model

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Abstract

With the rise of online video streaming platforms and the epidemic prevention period of COVID-19, staying at home has become the best choice for people, and the online video streaming platforms, one of the home economy sectors, have also rapidly grown. Netflix is a subscription-based service that provides movies and TV programs through online streaming to subscribers. This study uses the Importance-Satisfaction Model as a research tool to investigate customer satisfaction. Through literature review and confirmation by experts and scholars, 16 key quality factors are identified. A survey on importance and satisfaction is conducted among Netflix customers. The study shows that 2 quality factors fall in the "Improvement area" quadrant, 9 quality factors fall in the "Excellent area" quadrant, 4 quality factors fall in the "Careless area" quadrant, and 1 quality factor falls in the "Surplus area" quadrant, indicating that customers are relatively satisfied with the service quality of Netflix.

Role of Deep Acting in the Relationship Between Humble Leadership and Service Recovery Performance

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Abstract

Consumers expect high-quality service from hospitality staff, but service failures can occur. Thus, hospitality researchers and managers seek to improve service recovery performance (i.e., recovery from service failure). This study uses self-determination theory to construct and test a model on the relationship among humble leadership, deep acting, and service recovery performance. In this model, (1) humble leadership is positively associated with deep acting and service recovery performance and (2) deep acting mediates the relationship between humble leadership and service recovery performance.

Keywords: Self-determination theory, humble leadership, deep acting, service recovery performance

<u>Agenda</u>

July 13, 2023 (Thursday)

Session D   13:30-16:20   **Room:** RURI

Session Chair: Cheng-Kiang Farn
                     Chung Yuan Christian University, Taiwan

Study on the Marketing Strategy of Unmanned Smart Hotel Chains in the Post-Pandemic Era

Hsin-Yeh Tsai   Shu-Te University

Tsung-Han Wu   Shu-Te University / National Kaohsiung University of
                                 Hospitality and Tourism

An EGM-based Study on the Attractive Attributes of Hand-Shaking Drinks in Taiwan

Ying-Hsuan Lee   National Kaohsiung University of Hospitality and Tourism

Te-Yi Chang   National Kaohsiung University of Hospitality and Tourism

A Fake News Knowledge Network Research: Based on Social Network Analysis

Kai-En Lin   Chung Yuan Christian University

Min-Jie Hsieh   Chung Yuan Christian University

Lu-Ching Yu   Chung Yuan Christian University

Kuo-Chen Li   Chung Yuan Christian University

Shih-Ming Pi   Chung Yuan Christian University

The Antecedents and Consequences of Firms' AI Adoption - IoT Technology and Innovation Perspectives

Yu-Xiang Yen   Yuan Ze University

A Preliminary Informetrics Study Exploring the Important Development and Trends in the Field of Platform Economy from 2000-2022

Chun-Der Chen   Ming Chuan University

Tzu-Lan Tseng   Tamkang University

Yu-Jung Hsieh   National Changhua University of Education

Chih-Tung Chang   Tamkang University

Yi-Chen Wu   Tamkang University

<u>Agenda</u>

July 13, 2023 (Thursday)

Session D   **13:30-16:20**   **Room:** RURI

Session Chair: Cheng-Kiang Farn
                    Chung Yuan Christian University, Taiwan

A Study of Implementing a Comprehensive Marketing Technology Based APP System in Tourism- Using the Example of the National Chi Nan University Cherry Blossom Festival

Chih-Sheng Tsai   National Chi-Nan University

Ping-Ho Ting   National Chi-Nan University

Small Steps for Big Changes: The Way of Making Products More Disruptive

Jeong-Dong Lee   Seoul National University

Youwei He   Seoul National University

Dawoon Jeong   Seoul National University

Sungjun Choi   Seoul National University

Jiyong Kim   Seoul National University

National Economy and Entrepreneurship: The Role of Geopolitical Risk

Long Bao Ha   Da-Yeh University

Dao Lieu Huynh   Da-Yeh University

Yu-Fen Chen   Da-Yeh University

Jing-Tang Wu   Da-Yeh University

Study on the Marketing Strategy of Unmanned Smart Hotel Chains in the Post-Pandemic Era

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Abstract

The new coronavirus (COVID-19) hit the world mercilessly and hard at the end of 2019, resulting in the rare phenomenon of "city lockdown" and had a significant impact on the global economy. Countries all around the world established border controls, dropping a bombshell on the hospitality and tourism industry. With the innovation of information technology and the world adapting to coexist with COVID-19, Unmanned smart hotels have become a feasible operation mode in the post-pandemic era. This study chose unmanned smart hotel chains in Taiwan that have operation locations in both Taipei City and Kaohsiung City as the case study objects. This study was conducted first with the case analysis approach to open the dialogue, then implementing in-depth interview techniques to engage with the case companies. Secondly, we analyzed the marketing strategy with the marketing theory of 4Ps followed by the second in-depth interview. Finally, we proposed the marketing strategy plans and suggestions of smart hotels in the post-pandemic era for the case companies' reference.

Keywords: Unmanned smart hotels, marketing strategy, hotel business

An EGM-based Study on the Attractive Attributes of Hand-Shaking Drinks in Taiwan

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Abstract

Taiwan's hand-shaking drinks' culture is very representative, with huge market demand and low barriers to entry. During the COVID-19 epidemic, it still grew against the trend. In the past 10 years, the hand-shaking drink market has grown by a full three times, so it has become the first choice for many people to start a business. According to statistics from the Ministry of Finance, Taiwanese people can drink more than 50 billion yuan of hand-shaking beverages in one year alone. Taiwan's hand-shaking drinks are not only famous for their pearl milk tea, but also aroused world trends through the development of Taiwan's refined agriculture and the innovation of fruits and tea drinks. For Taiwan's fruit market, where production and sales are often out of balance, hand-cranked drinks can not only stabilize fruit production and sales in Taiwan, but also use it to expand overseas. The purpose of this study is the following two points: 1. Through the relevant literature on the current situation and future trends of Taiwan's hand-shaking beverages, and in-depth interviews with industry, government, and academic experts in the catering industry, analyze the operating conditions of Taiwan's hand-shaking beverages at home and abroad and the way to create product differences. 2. Analyzing and constructing the charm factor of Taiwanese hand-shake drink products for consumers by using the evaluation grid method and KJ method. This study uses the qualitative in-depth interview method, evaluation grid method, and KJ method to discuss issues. The study conducted in-depth interviews with 8 consumers of hand-shaking drink enthusiasts, and conducts expert interviews with senior executives, brand consultants, experts in the catering industry, and relevant executives of government departments in Taiwan's chain hand-shaking drinks. And in the process of opinion integration, it is constantly revised until the common opinion is integrated, and integrated EGM and KJ methods to obtain 9 charm factors of hand-shaking drinks in Taiwan. The 9 Charm Characteristics of this study, the follow-up verification of the quantitative method can be carried out through the arrangement of the questionnaire items.

Keywords: Evaluation grid method, Miryoku engineering, hand-shaking drinks

A Fake News Knowledge Network Research: Based on Social Network Analysis

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Abstract

This study aims to investigate the literature on fake news, utilizing bibliometric analysis and social network analysis to construct a knowledge network of the literature related to fake news. To understand the recent developments and trends of this topic, we used keywords to search on Web of Science database to collect relevant literature on fake news published in the past five years. We selected the top 80 ranked papers based on citation counts and screened the collected papers, resulting in a final sample of 70 papers. Social network analysis was conducted on the keywords and the country affiliations of the publishing institutions using UCINET, to construct keyword and country networks for identifying 1) the important issues in fake news literature, 2) the extent and importance of countries' involvement in fake news research and 3) constructing the knowledge network of recent fake news issues, which could serve scholars as a reference for future research.

Keywords: Fake news, misinformation, social network analysis, social network, knowledge network

The Antecedents and Consequences of Firms' AI Adoption -
IoT Technology and Innovation Perspectives

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Abstract

Artificial intelligence (AI) technologies is one of the most important technologies in recent years. Firms have been motivated by the increasing development of AI applications to evaluate or adopt AI technology for their business performance and competitiveness. Previous research still lack of studies on the antecedents and consequences of firms' AI technology adoption. The research purposes is to study the antecedents and consequences of firms' adopting AI technology in new product development, specifically the roles of Internet of Things (IoT) technology adoption and product innovation. The contributions are to propose an integrated research model to disclose the influence mechanism for the antecedents and consequences of AI adoption, and to extend the theoretical discussion of MOA framework into the AI research.

The research applied questionnaire survey method to collect empirical data from Taiwan listed electronics firms. Questionnaires were distributed to R&D and marketing/sales managers in the sample firms. The study used PLS-SEM to analyze the collected questionnaire data and verify the research model and hypotheses. The findings propose that firms' AI adoption in new product development is impacted by their AI technology readiness, top management support, supply chain partners' pressure, and IoT technology adoption. Moreover, both the adoption of AI and IoT technologies have direct influences on firms' adaptive capability, which has positive influence on product innovation. However, the competitive pressure has not significant influence on firms' AI adoption.

Keywords: Artificial intelligence, Internet of Things, adoption, top management support, adaptive capability, product innovation

A Preliminary Informetrics Study Exploring the Important Development and Trends in the Field of Platform Economy from 2000-2022

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Abstract

The sharing economy phenomenon is a hot topic for businesses and academic scholars worldwide. The platform economy has emerged as a significant new business paradigm. With the aid of the Internet, people exchange their intangible assets and underutilized tangible assets for cash or for free, resulting in a new business model and a distinct study area. This study aims to analyze numerous expressions and clearly distinguish between them. An Informetrics analysis has been conducted to achieve this objective. This study analyzed 59,609 documents in the Scopus database from 2000 to 2022. We use the co-occurrence to set the threshold as 100 and get the 577 of 127,591 keywords. Finally, we use these keywords to build the overview knowledge graph of platform economy research. The terms "digital economy" and "sharing economy" most frequently describe this phenomenon. The study presents an Informetrics perspective to explore platform economy topics, provides the evolutionary venation and research development trends for further research in the context of the platform economy, and aids commercial and academics in formulating their development and strategy in this field.

Keywords: Platform economy, informetrics analysis, knowledge graph analysis, social network analysis, Scopus database

A Study of Implementing a Comprehensive Marketing Technology Based APP System in Tourism- Using the Example of the National Chi Nan University Cherry Blossom Festival

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Abstract

For many years, the tourism industry has developed various information technologies to assist business development, requiring tourism operators or researchers to learn many new information technologies. Especially during the COVID-19 pandemic, the tourism industry was hit hard, forcing operators to prioritize digital upgrades and transformations. In the past, data collection, data analysis, advertising, marketing, and operations in tourism activities could not be collected using a single technology or model, and researchers had to spend time and effort to collect data and further analyze it.

This study developed an information system suitable for small and medium-sized enterprises to attempt to realize Scott Brinker's Martech concept, which was first proposed in 2008. Martech is short for Marketing Technology, and it means "using technology for marketing." The system was developed to achieve the six aspects mentioned by Martech: Advertising & Promotion, Content & Experience, Social & Relationships, Commerce & Sales, Data, and Management. This Martech system was connected to the mobile app social software LINE, which has the largest market share in Taiwan, through API bridging programs. The system was tested at the National Chi Nan University Cherry Blossom Festival, which is the most famous cherry blossom festival in central Taiwan. 375 visitors were randomly selected to participate in the study using the LINE@ app to answer questions and finish related tests we find the satisfaction is reach 91% satisfied.

The results showed that in a situation where Taiwanese people heavily rely on their mobile phones, visitors were more willing to join the system and answer questions. All six Martech interfaces were fully provided with data on the LINE@ interface, and visitors were willing to use the discount information provided by LINE@ to consume in the on-site shops. The shop owners reported an increase in sales revenue and hoped to continue the relevant activities the following year. This study provides a comprehensive (i.e. the six dimensions of Martech) practical and theoretical discussion of a Martech system. The link between theory and practice is helpful for researchers in developing the system.

Keywords: MarTech, line, tourism, APP, user interface

Small Steps for Big Changes: The Way of Making Products More Disruptive

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Abstract

Product innovation is achieved by replacing old technologies with new ones or by forming various technologies through different combinations. We demonstrate product evolution by genetizing technology in products to generate a phylogenetic network of products. In this network, there is a direct relationship between the inheritance rate of lineage genes and the mutation rate of product genes, and product innovativeness. In this study, we take automobile products as an example and find that greater absolute mutation rates of product genes lead to greater disruptiveness. However, greater relative mutation rates lead to smaller disruptiveness. Additionally, when product genes are similar to the lineage genes' importance, there is greater disruptiveness.

Keywords: Phylogenetic networks, technology importance, product lineage, disruptive innovation, CD index

National Economy and Entrepreneurship: The Role of Geopolitical Risk

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Abstract

This study examines the interplay between national economy, entrepreneurship, and geopolitical risk across different regions of Europe. Specifically, it explores the role of geopolitical risk as a moderating factor in the relationship between economic growth rate and national entrepreneurship. The research focuses on four sample regions: East, West, South, and North Europe. The aim is to determine if the impact of economic growth on entrepreneurship is contingent upon the level of geopolitical uncertainty in each region.

Using a comprehensive dataset comprising economic and geopolitical indicators, this quantitative research employs regression models to analyze the relationship between economic growth rate and national entrepreneurship while considering the moderating effect of geopolitical risk. The findings reveal that geopolitical risk, particularly geopolitical uncertainty, plays a significant moderating role only in the countries of South Europe.

The results suggest that in South European countries, characterized by higher levels of geopolitical uncertainty, the relationship between economic growth rate and national entrepreneurship is influenced and conditioned by geopolitical risk. Geopolitical risk introduces additional complexity and uncertainty into the entrepreneurial landscape, potentially impacting entrepreneurial activities, investment decisions, and business development.

These findings highlight the importance of considering the influence of geopolitical risk when examining the relationship between national economy and entrepreneurship. Policymakers and business leaders in South Europe should consider the geopolitical factors that can affect entrepreneurial activities and adapt their strategies accordingly. Effective risk management, diplomacy, and regional cooperation can mitigate geopolitical risks, fostering a more conducive environment for entrepreneurial development and economic growth.

This research contributes to understanding the nuanced interplay between national economy, entrepreneurship, and geopolitical risk. It emphasizes the specific moderating effect of geopolitical risk, particularly geopolitical uncertainty, on the relationship between economic growth rate and national entrepreneurship in the countries of South Europe.

Keywords: Economy, entrepreneurship, geopolitical risk, European countries, moderating factor

<u>Agenda</u>

July 14, 2023 (Friday)

Session E   09:00-11:50   **Room:** RURI

Session Chair: Jieh-Haur Chen

National Central University, Taiwan

Exploring the Value of Taiwanese Consumer Toward Local Specialty Coffee -A Means-End Chain Approach

Tsung-Po Tsai	National Chi Nan University
Yi-Wen Chiu	National Chi Nan University
Yan-Da Lin	National Chi Nan University

Exploring the Buzz Variation of New Consumer Behaviours Using Social Big Data -A Case Study of Food and Beverage Industry's Delivery Platform

Chao-Yung Hsu	National Chi Nan university

Exploratory Study on Co-creation Culture -A Case of Otaku Consumption

Shu-Ling Wu	National Chi Nan University
Yi-Qian Peng	National Chi Nan University

The Implementation of ITIL on Customer Service Center in the Information Service Industry

Hsiu-Li Liao	Chung Yuan Christian University
Su-Houn Liu	Chung Yuan Christian University
Kun-Ting Tsou	Chung Yuan Christian University
Pei-Hsuan Tseng	Chung Yuan Christian University

Simulation Optimization Approach for Setting the Buffer Zone Mechanism of the Baggage Handling System in an Airport

Chun-Chih Chiu	National Yunlin University of Science and Technology
Tzu-Mei Liao	National Tsing Hua University
James T. Lin	National Tsing Hua University

<u>Agenda</u>

July 14, 2023 (Friday)

Session E   **09:00-11:50**   **Room:** RURI

Session Chair: Jieh-Haur Chen

National Central University, Taiwan

A Study Towards Quotation Impact Factors for General Contractor: A Viewpoint from Private Sectors

Jieh-Haur Chen	National Central University
Chih-Kuo Chang	National Central University
Ju-Ting Hou	National Central University

Exploring Association Rules for Subcontractors' Quotation Behavior to General Contractor in Taiwan Construction Industry

Jieh-Haur Chen	National Central University
Chih-Kuo Chang	National Central University
Yi-De Lee	National Central University

Circular Economy-Based Machine Learning Model for Municipal Waste Generation in the European Union

Chun-Chih Chen	National Taichung University of Science and Technology

Exploring the Value of Taiwanese Consumer Toward Local Specialty Coffee -A Means-End Chain Approach

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Abstract

Although "Taiwan's local coffee" is well known to many people in the Taiwanese coffee industry, it has not been accepted by ordinary consumers despite the various marketing promotions by government departments and non-governmental organizations. This research uses the Means-end chain (MEC) to learn about 25 consumers of domestic coffee in Taiwan as the research object, and conducts one-on-one in-depth interviews through online communication software and face-to-face interviews. Examine the cognitive process and experiential value obtained by consumers in the experience of drinking coffee. In this study, a total of 29 factors were classified in the attributes, outcomes and values of specialty coffee in consumers' minds for further in-depth research in the future.

Keywords: Taiwanese local coffee, experience, value, means-end chain

Exploring the Buzz Variation of New Consumer Behaviors Using Social Big Data: A Case Study of Food and Beverage Industry's Delivery Platform

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Abstract

In today's world, the use of the internet and social media is becoming increasingly common, and people usually share their experiences through social media, which has become an indispensable part of their lives. The use of big data analysis enables businesses to instantly capture people's buzz, analyze them, and continually track and analyze market trends to assist businesses in formulating strategies.

However, despite the surge in demand for delivery platforms during the pandemic, the delivery industry is facing challenges such as declining usage rates and escalating operating costs in the post-pandemic era. Therefore, the food delivery platform, Foodpanda, announced that it will begin charging a platform fee in specific areas of Taiwan starting June 7, 2022, and an additional platform fee of 3-5 NT dollars per order. On August 1, it further announced that customers who cancel orders will only have to pay 40% of the single meal cost to the restaurant, leading to significant changes in both business and consumer purchasing behavior.

Therefore, this study will collect data related to this event through the OpView social listening tool and analyze it using statistical methods to explore the impact of the policies adopted by Foodpanda on consumers' choice of delivery platform in the new normal of the delivery industry after the pandemic. This study will examine the characteristics of the delivery platform industry and changes in the volume and emotion ratio during the event development cycle from the perspectives of consumer behavior and restaurant strategies.

Keywords: Social big data, Online Food Delivery (OFD), buzz variation, positive/negative ratio, social listening

Exploratory Study on Co-creation Culture -A Case of Otaku Consumption

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Abstract

Given the flourishing development of online activities, the interaction and coordination between businesses and consumers have become important marketing issues. This study aims to explore the consumer's consumption process, the construction of the relationship between the consumer and the consumed object, and the interaction between the consumer and the business. Qualitative research methods were employed in this study, conducting in-depth interviews with 17 ACG (Anime, Comic, and Game) consumers in Taiwan using a snowball sampling technique. The results of the study indicate that consumers play the role of co-creators in the consumption process and naturally transition between virtual and physical domains, leading to unique consumption processes, multidimensional relationships, and productivity. Consequently, this also cultivates a passionate form of consumer loyalty.

Keywords: Otaku consumption, co-creation, cultural consumption

The Implementation of ITIL on Customer Service Center in the Information Service Industry

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Abstract

With the development of technology and the evolution of information technology, enterprises need to rely on a large amount of information to ensure their advantages in order to enhance their competitiveness. The ITIL (Information Technology Infrastructure Library, ITIL) information infrastructure library provides a set of best practice models for IT service management and is used to standardize the architecture of information technology service management. The purpose of this study is how to systematically improve service quality, improve operations efficiently, learn from previous research results, and then develop practical and feasible improvement plans, so that the case company can achieve effective implementation. The case company is one of large information service company in Taiwan and provides comprehensive e-solutions and services for industries and enterprises. There are 6 interviewees in this study. The research results will provide reference for academic and practice.

Simulation Optimization Approach for Setting the Buffer Zone Mechanism of the Baggage Handling System in an Airport

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Abstract

This paper explored the control factors settings problem of a baggage handling system (BHS) with a carousel-based unloading zone and proposed a simulation optimization approach to determine the best buffer zone mechanism for reducing system congestion. Different buffer zone mechanism settings were applied in different time periods because the arrival of baggage during peak time differed from that during non-peak time. The increase in the number of tourists in recent years has led to a BHS capacity problem at the Taiwan Taoyuan International Airport (TPE). This insufficient capacity has resulted in manual baggage handling, which may increase the possibility of mishandling and affect the quality of service. A simulation model rather than a costly real-life one was constructed to validate the performance measure. This study shows that proper buffer zone mechanisms, including the time bucket of the buffer zone, could reduce the manual handling of baggage but increase the reflux of baggage, which may increase the waiting time of passengers. Therefore, the objective was to minimize the number of manual handling baggage and reflux baggage. Based on the experiment results, the simulation optimization framework can be properly used to determine reliable decisions compared to the practical setting of BHS.

Keywords: Airport baggage handling system, control factor, simulation optimization

A Study Towards Quotation Impact Factors for General Contractor: A Viewpoint from Private Sectors

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Abstract

Quotation provided from private sectors to the project general contractor varies dependent on real considerations. The research objective is to determine the impact factors that influence quotation for general contractors. A comprehensive literature and expert interviews determine 4 major aspects that involve 38 impact factors regarding quotation patterns. The survey aiming at construction professionals is conducted and has 123 valid returns out of 146 distributions. With Cronbach's Alpha > 0.8, the survey is validated, followed by the factor analysis that conform those 30 impact factors with their corresponding weights. The results come with the management implications suggesting practitioners with pragmatic findings including information disclosure, project constraints, and subcontractors' capabilities. The stereotypes being stated in the previous work to impact quotation matters including reputation and social connection are not significant.

Keywords: Quotation pattern, construction management, subcontractor, survey

Exploring Association Rules for Subcontractors' Quotation Behavior to General Contractor in Taiwan Construction Industry

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Abstract

Subcontractors' quotation behaviors directly influence project costs control for private sectors. The research objective is to massively collect data as the base in order to conduct factor analysis and association rules for subcontractors' quotation behaviors. The literature review and expert interview explore quotation behavior features used for the data collection, containing data from nine engineering major categories for typical construction projects and 6 quotation behavior features. A total of 10433 quotations from private sectors are collected in recent five years at convenient sampling. Their project sizes range from 40 million to one billion NTD for buildings mainly located in the northern Taiwan. There are two to five association rules using Apriori for each engineering category, respectively. The findings contribute the practitioners with improvement for procurement strategy, efficiency for budget control, and practical discount range for quotations.

Keywords: Subcontractor, quotation behavior, construction project, association rule, procurement strategy

Circular Economy-Based Machine Learning Model for Municipal Waste Generation in the European Union

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Abstract

The aim of the study was to evaluate the feasibility of utilizing the XGBoost machine learning algorithm in combination with selected indicators of the Circular Economy (CE) - Circular Material Use Rate (CMR), Resource Productivity (RP), and Municipal Waste Recycling Rate (RMW) - to predict per capita generation of municipal waste (GMWp) in countries of the European Union at various stages of development. Data collected from 27 EU nations between 2010 and 2020 was used to develop and implement the XGBoost model. The results of the study demonstrated the efficacy of the XGBoost model in modeling and forecasting GMWp at the national level, as evidenced by a Mean Absolute Percentage Error (MAPE) lower than 1% (R^2-99%) for the training and validation sets (2010-2017) and a MAPE lower than 7% (R^2-75%) for the testing set (2018-2020). Additionally, the contribution of each input feature was analyzed using the Shapley Additive Explanations (SHAP) method, revealing that among the selected CE indicators, CMR held the highest significance in predicting GMWp, followed by RP and RMW.

Keywords: Circular economy, municipal waste generation, machine learning, European Union

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