NETs 2016

Program at-a-Glance

Friday, July 22, 2016		
08:40-16:00	Registration	
09:00-10:30	Session A1 Room B(2F)	Session B1 Room C(2F)
10:30-10:50	Tea Break	
10:50-12:20	Session A2 Room B(2F)	Session B2 Room C(2F)
12:20-13:40	Lunch - Raffinato Restaurant (1F)	
13:40-15:10	Session A3 Room B(2F)	Session B3 Room C(2F)
15:10-15:30	Tea Break	
15:30-17:00	Session A4 Room B(2F)	Session B4 Room C(2F)
Saturday, July 23, 2016		
08:40-16:00	Registration	
09:00-10:30	Session C1 Room B(2F)	Session D1 Room C(2F)
10:30-10:50	Tea Break	
10:50-12:20	Session C2 Room B(2F)	Session D2 Room C(2F)
12:20-13:40	Lunch - Raffinato Restaurant (1F)	
13:40-15:10	Session C3 Room B(2F)	Session D3 Room C(2F)
15:10-15:30	Tea Break	
15:30-17:00	Session C4 Room B(2F)	Session D4 Room C(2F)

Sunday, July 24, 2016		
08:40-16:00	Registration	
09:00-10:30	Session E1 Room B(2F)	Session F1 Room C(2F)
10:30-10:50	Tea Break	
10:50-12:20	Session E2 Room B(2F)	Session F2 Room C(2F)
12:20-13:40	Lunch - Raffinato Restaurant (1F)	
13:40-15:10	Session E3 Room B(2F)	Session F3 Room C(2F)
15:10-15:30	Tea Break	
15:30-17:00	Session E4 Room B(2F)	Session F4 Room C(2F)

Friday, July 22, 2016

Session A1   **09:00-10:30**   **Room B(2F)**

Session Chair: Lee Yen Chaw
UCSI University

WARRANTING VALUE OF INFORMATION AND TOURISTS' TRUST IN ONLINE BOOKING WEBSITES

Chun Meng Tang   JCU Singapore
Lee Yen Chaw   UCSI University

UNDERSTANDING CUSTOMER LOYALTY IN O2O BUSINESS MODEL OF SHARED ECONOMY

Yu Chou   Tunghai University
Li-Wei Wu   Tunghai University

DISCUSSION ON DOMESTIC TOURISM SATISFACTION - A CASE STUDY OF COLLEGE STUDENTS

Chien Wen Hung   Chia-Nan University of Pharmacy & Science

THE EFFECTS OF SPONSORED ARTICLES AND CONSUMER PERSUASION KNOWLEDGE

Li-Shia Huang   Fu Jen Catholic University
Po-Yuan Hsiao   Fu Jen Catholic University
Ya-Ting Shu   Fu Jen Catholic University

THE NEW MARKETING CRAZE OF VISUAL MARKETING: THE ADVERTISING EFFECT OF LINE STICKERS ON BRAND AWARENESS, BRAND ATTITUDE, ADVERTISING ATTITUDE AND PURCHASE INTENTION

Shu-Feng Liu   National Kaohsiung University of Applied Sciences
Han-Ni Chou   National Kaohsiung University of Applied Sciences

Friday, July 22, 2016

Session B1   **09:00-10:30**   **Room C(2F)**

Session Chair: Ma. Theresa F. Pescador
                University of Northern Philippines

A PILOT STUDY ON INTEGRATING VIRTUAL MENTORING INTO SERIOUS GAMING

Morris Siu-Yung Jong	The Chinese University of Hong Kong
Wilfred Wing-Fat Lau	The Chinese University of Hong Kong
To Chan	The Chinese University of Hong Kong

AN ADAPTIVE GAZE TRACKING SYSTEM IN THE DIVERSE ENVIRONMENT

Chiaowen Kao	National Central University
Hui-Hui Chen	Ming Chuan University
Shyi-Huey Wu	Vanung University
Bor Jiunn Hwang	Ming Chuan University
Hung-Sheng Lai	Fu Jen Catholic University

THE BRAIN/VISUAL TRAINING TO DEBUG PROGRAMMING CODES VIA EYE-TRACKING AND INTERACTIVE MULTIMEDIA CONTENT

Hui-Hui Chen	Ming Chuan University
Bor-Jiunn Hwang	Ming Chuan University
Chiao-Wen Kao	National Central University
Kuo-Chin Fan	National Central University
Shih-Yu Huang	Ming Chuan University

THE DESIGN AND IMPLEMENTATION OF A 3D-BASED PEDAGOGICAL TOOL ON MOBILE DEVICES FOR THE DEVELOPMENT OF LEARNERS' SPATIAL ABILITY

Shih-Yi Hsu	National Taichung University of Science and Technology
Kuo-Feng Hwang	National Taichung University of Science and Technology
Geeng-Neng You	National Taichung University of Science and Technology

COMPUTER AND INTERNET USE: IT'S EFFECT ON THE PERFORMANCE OF THE STUDENTS IN PLANE GEOMETRY

Ma. Theresa F. Pescador	University of Northern Philippines
Mary Loreen Cayabyab	University of Northern Philippines

REACTIVE AGGRESSIVE RESOURCE ALLOCATION ALGORITHM ON FEDERATED CLOUDS

Kuo-Chan Huang   National Taichung University of Education

Yi-Hsuan Lee   National Taichung University of Education

Kuan-Chou Lai   National Taichung University of Education

Friday, July 22, 2016

Session A2　　　　　　　**10:50-12:20**　　　　　　**Room C(2F)**

Session Chair: Yoshiro Imai
　　　　　　Kagawa University

AN EFFICIENT ROADSIDE UNIT DEPLOYMENT IN URBAN VEHICULAR AD HOC NETWORKS

Shiow-Fen Hwang	Feng Chia University
Wei-Chen Chen	ALCOR MICRO, CORP.
Guan-Yu Chen	Feng Chia University
Chyi-Ren Dow	Feng Chia University

INTELLIGENT POIS RECOMMENDER SYSTEM BASED ON TIME SERIES ANALYSIS WITH SEASONAL ADJUSTMENT

Meng-Kuan Chen	Tamkang University
Hsin-Wen Wei	Tamkang University
Wei-Tsong Lee	Tamkang University
Hisayuki Aoyama	University of Electro-Communications
Kulwadee Somboonviwat	International College, King Mongkut's Institute of Technology Ladkrabang

THE OPTIMIZATION OF PATH LOAD USING SOFTWARE DEFINED NETWORKING

Li-Ming Sun	Tamkang University
Wei-Chun Cheng	Tamkang University
Wei-Tsong Lee	Tamkang University
Hsin-Wen Wei	Tamkang University

DESIGN OF DOCUMENT-WRITING SUPPORT EDITOR AND ITS APPLICATION TO ICT-BCP DESCRIPTION

Sora Tochimoto	Kagawa University
Shunsuke Doi	Kagawa University
Masakazu Kyokane	Kagawa University
Yoshiro Imai	Kagawa University
Kazuaki Ando	Kagawa University
Kyosuke Takahashi	Kagawa University
Hitoshi Inomo	Kagawa University

A SENSOR MANAGEMENT AND ALERT SERVICE SYSTEM

Chyi-Ren Dow   Feng Chia University
Yaun-Zone Wu   Feng Chia University
Bonnie Lu   Feng Chia University
Shiow-Fen Hwang   Feng Chia University

Friday, July 22, 2016

Session B2　　　　　　　　**10:50-12:20**　　　　　　　　**Room B(2F)**

Session Chair: Suyu Lin
Tamkang University

A COMPARISON OF DIGITAL READING BEHAVIORS AMONG GRADUATE STUDENTS IN TAIWAN AND THE USA

Suyu Lin	Tamkang University
Chia-Hsiang Chen	National Taiwan Normal University
Hao-Ren Ke	National Taiwan Normal University

TO EXPLORE THE EFFECT OF "CHALLENGE" GAMIFICATION ELEMENTS FOR SPORT APP

Yu-Syuan Song	National Taichung University of Science and Technology
Tzu-Wei Tsai	National Taichung University of Science and Technology

SEMANTIC RECOMMENDATION FOR MOBILE APPLICATIONS: A CALENDAR-BASED APPROACH

Shang-Pin Ma	National Taiwan Ocean University
Jui-Hsiang Lin	National Taiwan Ocean University
Wen-Tin Lee	National Kaohsiung Normal University
Yong-Yi Fanjiang	Fu Jen Catholic University

THE RESEARCH AND DEVELOPMENT OF VIRTUAL REALITY BASED MULTI-USERS FIRE EVACUATION SIMULATION SYSTEM

Po-Yen Lin	Tamkang University
Wen-Bin Horng	Tamkang University

THE NARRATIVE ANALYSIS OF ANIMATION LANGUAGE APPLIED IN THE GREEN ENERGY EDUCATION FILM

Yuh-Shihng Chang	Shih Hsin University

Friday, July 22, 2016

Session A3   **13:40-15:10**   **Room B(2F)**

Session Chair: Carolina Herrando
           University of Zaragoza

BOOSTING PURCHASE INTENTION AND ONLINE PARTICIPATION THROUGH PASSION

Carolina Herrando   University of Zaragoza
Julio Jiménez-Martínez   University of Zaragoza
María José Martín De Hoyos   University of Zaragoza

UNDERSTANDING CRITICAL SUCCESS FACTORS OF OFFLINE-TO-ONLINE BUSINESS MODEL

Shari Shang   National Chengchi University
Li-Cheng Li   National Chengchi University

THE SELLER'S LISTING STRATEGY IN ONLINE AUCTIONS: EVIDENCE FROM EBAY

Kong-Pin Chen   Academia Sinica
Hung-Pin Lai   National Chung Cheng University
Ya-Ting Yu   Academia Sinica

USING META-FRONTIER APPROACH TO MEASURE THE EFFICIENCY OF GLOBAL LINER SHIPPING COMPANIES: AN ASPECT OF JOINING E-COMMERCE ALLIANCES

Shih-Liang Chao   National Taiwan Ocean University
Wei-Hsiung Chen   LILY Logistics Center

IMPLEMENTATION OF WI-FI LOG ANALYSIS SYSTEM WITH ELK STACK

Chao-Tung Yang   Tunghai University
Sheng-Cang Chou   Tunghai Univeristy
Cai-Jin Chen   Tunghai University
Shu-Heng Cao   Tunghai University
Yue Sun   Tunghai University

EVALUATING CHINA'S GOVERNMENT CLOUD COMPUTING POTENTIAL RISK FACTORS USING DEMATEL METHOD

Kuang-Hua Hu   Nanfang College of Sun Yat-sen University
Fu-Hsiang Chen   Chinese Culture University

Friday, July 22, 2016

Session B3 13:40-15:10 **Room C(2F)**

Session Chair: Michael Adiwijaya
Petra Christian University

THE DESCRIPTIVE ANALYSIS OF AESTHETIC APPEAL, LAYOUT AND FUNCTIONALITY, AND FINANCIAL SECURITY: CASE STUDY FOR THE INDONESIAN E-COMMERCE.

Michael Adiwijaya   Petra Christian University
Thomas. S Kaihatu   University of Ciputra
Agustinus Nugroho   Petra Christian University
Endo Wijaya Kartika   Petra Christian University

A STUDY OF NWOM ON INTERNET SOCIAL MEDIAS – CASE STUDY ON PUBLIC FIGURES

Shari Shang   National Chengchi University
Yu Huei Zeng   National ChengChi University

VALUES OF STAKEHOLDERS ON NET NEUTRALITY IN TAIWAN

An-Shou Cheng   National Sun Yat-sen University

CYBER DEMOCRACY VERSUS CONTROLLING SHAREHOLDERS: THE IMPLICATIONS OF E-VOTING SYSTEM FOR CORPORATE GOVERNANCE

Kuo-Pin Yang   National Dong Hwa University

A TYPOLOGY FOR ICT-FACILITATED CITIZEN COPRODUCTION: PRE- AND POST-DISASTER

Yuya Shibuya   The University of Tokyo

UNDERSTANDING THE FORMATION OF CONTINUANCE FOR KNOWLEDGE OUTCOME IMPROVEMENT IN E-COMMUNITIES—THE SOCIAL RELATIONSHIP PERSPECTIVE

Chih-Chang Yang   National Kaohsiung First University of Science and Technology
Chia-Shiang Hsu   Shu-Te University
Shih-Wei Chou   National Kaohsiung First University of Science and Technology
Hui-Tzu Min   National Cheng Kung University

Friday, July 22, 2016

Session A4   **15:30-17:00**   **Room B(2F)**

Session Chair: Chetneti Srisaan
Rangsit University

A LOCATION BASED MOBILE COMMUNITY USING ANT-BASED CLUSTERING ALGORITHM

Chetneti Srisaan   Rangsit University

IMPLEMENTATION OF INTELLIGENT GREEN ENERGY MANAGEMENT SYSTEM

Chao-Tung Yang   Tunghai University
Sheng-Cang Chou   Tunghai University
Ren-Hao Liu   Tunghai University
Yin-Zhen Yan   Tunghai University
Pei-Lun Sun   Tunghai University
Tsung-Yueh Wan   Tunghai University
Shuo-Tsung Chen   Tunghai University

IMPLEMENTATION OF DATA SYNCHRONIZATION MECHANISM IN VIRTUAL DESKTOP INFRASTRUCTURE

Chao-Tung Yang   Tunghai University
Jheng-Yue Li   Tunghai University
Cai-Jin Chen   Tunghai University
Chun-I Chiang   Tunghai University

NETPG: AN INTERNET PARENTAL CONTROL SOFTWARE

Rocelle Uriarte   Technological University of the Philippines
Ma Ian De Los Trinos   Technological University of the Philippines

FILEGUARD: A STEGANOGRAPHY SOFTWARE

Maria Carmela Francisco   Technological University of the Philippines
Jayr Torres   Technological University of the Philippines

Friday, July 22, 2016

Session B4   **15:30-17:00**   **Room C(2F)**

Session Chair: Ina Blau
The Open University of Israel

HOW DIGITAL TECHNOLOGIES AFFECT ACADEMIC DISHONESTY BEHAVIOUR OF SCHOOL STUDENTS?

Ina Blau   The Open University of Israel
Yoram Eshet   The Open University of Israel

PERCEIVED IMPORTANCE OF PRIVATE DATA

Yu-Ju Hung   National Formosa University
Chih-Chin Liang   National Formosa University, Taiwan

UNDERSTANDING THE FORMATION OF SOFTWARE-AS-A-SERVICE (SAAS) COMMITMENT—THE RELATIONAL VALUE CREATION PERSPECTIVE

Chia-Shiang Hsu   Shu-Te University
Shih-Wei Chou   National Kaohsiung First University of Science and Technology

A COMPARISON OF SELF-SERVING ATTRIBUTION TEDENCY BWTWEEN ONLINE AND OFFLINE EDUCATION ENVIRONMENT

Chia-Yi Chen   National Pingtung University of Science and Technology

HOW MARRIAGE-IMMIGRANT FEMALES OBTAIN SOCAIL CAPITAL AND WELL-BEING THROUGH FACEBOOK

Cecilia Lin   Chia Nan University of Pharmacy & Science
Feng Yang Kuo   National Sun Yat-sen University

EFFECTS OF DRAWING DIRECTION AND ANGLE ON STABILITY OF POINT-TO-POINT DRAWING TASK VARYING LENGTH OF DRAWING FOR THE ELDERLY

Kuo-Chen Huang   National Taipei University of Business
Wen-Te Chang   National Taipei University of Education

Saturday, July 23, 2016

Session C1   **09:00-10:30**   **Room B(2F)**

Session Chair: Siraphop Tooprakai
King Monkut's Institute of Technology Ladkrabang

PERFOMANCE OF CLOUD COMPUTING BY VMWARE AND ORACLE

Saran Lertrat	King Monkut's Institute of Technology Ladkrabang
Kraipich Jirawongprapa	King Monkut's Institute of Technology Ladkrabang
Siraphop Tooprakai	King Monkut's Institute of Technology Ladkrabang

THE FAST ANALYTICAL DATA SYSTEM IN CLOUD ENVIRONMENT

Tse-Chuan Hsu	Hsuan Chuang University
Dong-Meau Chang	Hsuan Chuang University
Yao-Hong Tsai	Hsuan Chuang University
Hsin-Jan Lee	Hsuan Chuang University

RESEARCH ON THE SOCIAL ADVERTISEMENT RELEASE MECHANISMS

Sung-Shun Weng	National Taipei University of Technology
Hao-Cheng Chang	National Taipei University of Technology

TREND FORECASTING FOR SOCIAL TOPICS BASED ON TOPIC AND TIME SERIES MODEL

Sung-Shun Weng	National Taipei University of Technology
Huai-Wen Hsu	National Taipei University of Technology

THE EFFECT OF THE EXPERIENTIAL MARKETING IN ONLINE CHANNELS

Mengkuan Lai	National Cheng Kung University
Shu-Ping Liu	National Cheng Kung University

APPLYING DIMENSION REDUCTION TO KEYWORD COMBINATION OF NEWS TITLE RECOMMENDATION

Sung-Shun Weng	National Taipei University of Technology
Jing-Yi Wu	National Taipei University of Technology

Saturday, July 23, 2016

Session D1   **09:00-10:30**   **Room C(2F)**

Session Chair: Makoto Nakayama
DePaul University

IMPACT OF PROJECT MANAGEMENT TOOLS ON PROJECT ESTIMATES AND BENEFITS

Makoto Nakayama   DePaul University
Charlie C. Chen   Appalachian State University

ANDROID BASED NAVIGATION SYSTEM FOR THE VISUALLY IMPAIRED

Yi-Ting Lai   Tamkang University
Hsin-Wen Wei   Tamkang University
Wei-Tsong Lee   Tamkang University
Wei-Chun Cheng   Tamkang University
Wei-Jyun Wong   Tamkang University

TOWARDS A MONITORING FRAMEWORK FOR MICROSERVICES APPLICATIONS USING SOFTWARE AGENTS AND ELK STACK

Hsi-Min Chen   Feng-Chia University
Nien-Lin Hsueh   Feng Chia University
Yi-Chung Chen   Feng-Chia University
Yang-Syuan Chen   Feng-Chia University
Xuan-Ye Yang   Feng-Chia University

A FRAMEWORK FOR WEB COMMENTS-BASED OPINION MINING SYSTEM

Nien-Lin Hsueh   Feng Chia University
Zong-Han Wu   Feng Chia University
Feng-Cheng Lin   Feng Chia University

AN APPROACH FOR SITUATION AWARE CLOUD SERVICE COMPOSITION AND INTEGRATION FRAMEWORK

Chih-Hung Chang   Hsiuping University of Science and Technology
Tse-Chuan Hsu   Hsuan Chuang University
William Cheng-Chung Chu   Tunghai University

Saturday, July 23, 2016

Session C2   **10:50-12:20**   **Room B(2F)**

Session Chair: Mengkuan Lai
National Cheng Kung University

ELECTRONIC BANKING IN OPINION OF YOUNG CUSTOMERS IN POLAND

Elzbieta Wyslocka   Czestochowa University of Technology
Dorota Jelonek   Czestochowa University of Technology

A STUDY OF APPLYING A MODIFIED LOGISTIC REGRESSION TO CREDIT SCORING

Sung-Shun Weng   National Taipei University of Technology
Yu-Fang Wu   National Taipei University of Technology

THE HERDING BEHAVIOR AFTER LIFTING THE SHORT-SALE PRICE RESTRICTION UNDER THE AGE OF E-SECURITY BROKERS

Chiao Yi Chang   National Taichung University of Science and Technology

THE LULL BEFORE THE STORM: RISE OF THE UNCONVENTIONAL BANKS

Jong-Peir Li   National Cheng Chi University

STUDY ON USER GENERATED CONTENT: TEXT ANALYTICS APPROACH OF HOTEL ONLINE REVIEWS

Yi Loon Saw   Hsuan Chuang University
Liang-Chih Yang   Hsuan Chuang University

A STUDY ON IDENTIFYING ONLINE FAKE REVIEWS

Sung-Shun Weng   National Taipei University of Technology
Chin-Shiang Wu   National Taipei University of Technology

Saturday, July 23, 2016

Session D2   **10:50-12:20**   **Room C(2F)**

Session Chair: Chyuan-Huei Thomas Yang
Hsuan Chuang University

A DATA HIDING METHOD BASED ON ADAPTIVE DIVIDED BLOCK SIZE WITH EXCLUSIVE-OR OPERATION IN BINARY IMAGE

Chyuan-Huei Thomas Yang   Hsuan Chuang University
Yu-Tzu Wang   Hsuan Chuang University
Po-An Chen   Hsuan Chuang University
Shih-Syuan You   Hsuan Chuang University

BIOMETRIC SPOOFING DETECTION BASED ON IMAGE QUALITY ANALYSIS

Yao-Hong Tsai   Hsuan Chuang University
Yu-Jung Lin   Hsuan Chuang University
Yi-Cheng Chang   Hsuan Chuang University
Yu-Ping Huang   Hsuan Chuang University

A LOW-COST INTERACTIVE 3D MEDICAL IMAGE DISPLAY SYSTEM BASED ON GOOGLE CARDBOARD AND LEAP MOTION

Tsai-Rong Chang   Southern Taiwan University of Science and Technology
Ding-Horng Chen   Southern Taiwan University of Science and Technology
Guan-Yin Chen   Southern Taiwan University of Science and Technology

A MECHANISM FOR ADAPTIVE MUSIC-TYPE SELECTION BASED ON WEARABLE DEVICE

Ning-Han Liu   National Pingtung University of Science & Technology
Deng-Yu Yang   National Pingtung University of Science & Technology

THE MULTIPLE-USER VIRTUAL REALITY FPS GAME IMPLEMENTATION WITH A HEAD-MOUNTED DISPLAY

Kuo-Yi Chen   National Formosa University
Yu-Cheng Lu   National Formosa University

THE RESEARCH OF VISUALIZATION EFFECT ON RECOMMENDER SYSTEM

Wen-Yau Liang   National Changhua University of Education

Saturday, July 23, 2016

Session C3   **13:40-15:10**   **Room B(2F)**

Session Chair: Dorota Jelonek
          Czestochowa University of Technology

APPLYING THE BALANCED SCORECARD TO UNIVERSITY E-LEARNING SYSTEM

Dorota Jelonek   Czestochowa University of Technology
Elzbieta Wyslocka   Czestochowa University of Technology

QUALITY-ORIENTED FLIPPED BLENDED E-LEARNING COURSES PLANNING AND IMPLEMENTATION

Shu-Ping Chang   Asia University and Chihlee University of Technology
Rong-Chi Chang   Asia University
Ming-Hsiu Yu   Ku-Pao Home Economics & Commercial High School

A DOCUMENTS WRITING SUPPORT SYSTEM: LEARNING AND SHARING HOW TO EXPRESS BY TEXT

Tatsuya Kobayashi   Takushoku University
Hitoshi Sasaki   Takushoku University
Nana Yamamoto   Takushoku University

THE EFFICACY OF THE WEB-BASED METABOLIC SYNDROME PREVENTION PROGRAM IN TAIWANESE ADOLESCENT GIRLS

Mei-Chen Su   Chang Gung University of Sciences and Technology
Lee-Ing Tsao   National Taipei University of Nursing and Health Sciences

EFFECTS OF SELF-EFFICACY AND FEEDBACK STRATEGIES ON PROGRAMMING DEBUGGING ACTIVITIES

Yu-Feng Lan   National Formosa University

AN IOT-BASED 3-TIER ARCHITECTURE FOR LEARNING LEAN-BASED OPERATIONS MANAGEMENT CURRICULUM

Ming-Jen Chiou   St. John's University
Kirin Chen   AXIS-Group
Jyun Jie Jay Chen   National Taipei University of Technology
Yin Tung Albert Sun   National Taipei University of Technology

Saturday, July 23, 2016

Session D3   **13:40-15:10**   **Room C(2F)**

Session Chair: Chang-Yang Lin
Eastern Kentucky University

PROACTIVE INFORMATION GOVERNANCE FOR PRE-DISCOVERY

Chang-Yang Lin   Eastern Kentucky University

THE STUDY OF GEOSPATIAL DISTRIBUTION BY SOM CLUSTERING IN TRAJECTORIES MINING - THE CASE OF BEIJING

Feng-Cheng Lin   Feng Chia University
Tin-Yin Chou   Feng Chia University
Yan-Po He   Feng Chia University
Chang-Shian Chen   Feng Chia University

INVESTIGATING PHYSICIANS' INTENTIONS TOWARD ELECTRONIC MEDICAL RECORDS EXCHANGE SYSTEM CONTINUANCE: AN INTEGRATION OF EXPECTATION CONFIRMATION MODEL AND KNOWLEDGE SHARING PERSPECTIVE

Rai-Fu Chen   Chia Nan University of Pharmacy & Science
Ju-Ling Hsiao   Chia Nan University of Pharmacy & Science
Chin-Yu Chen   Chi-Mei Medical Center

AN AUTOMATIC PROGRESS PREDICTION SYSTEM FOR PROJECTS IN THE CONSTRUCTION OF SOIL AND WATER CONSERVATION BUREAU IN TAIWAN

Feng-Cheng Lin   Feng Chia University
Wie-Chien Chang   Feng Chia University
Tin-Yin Chou   Feng Chia University
Jui-Peng Wu   Soil and Water Conservation Bureau, Council of Agriculture

GAME RECOMMENDATION BASED ON PERSONALITY TRAITS

Hsin-Chang Yang   National University of Kaohsiung
Cathy S. Lin   National University of Kaohsiung
Zi-Rui Huang   National University of Kaohsiung

DISCOVERY OF CUSTOMER BEHAVIORAL CHANGE IN E-COMMERCE

Cheng-Kui Huang   National Chung Cheng University

Ming-Ching Lee   National Chung Cheng University

Saturday, July 23, 2016

Session C4   **15:30-17:00**   **Room B(2F)**

Session Chair: Alfred Miller
Higher Colleges of Technology

COMPUTER-AIDED CONTENT ANALYSIS OF THE CORPUS OF BUSINESS DISCOURSE: A COMPARISON OF ACCOUNTING AND HR LEARNERS.

Alfred Miller   Higher Colleges of Technology

DESIGNING NEEDS OF E-HEALTH MANAGEMENT PLATFORM AMONG PREGNANT WOMEN WITH HIGH RISK OF GESTATIONAL DIABETES MELLITUS

Mei-Chen Su   Chang Gung University of Sciences and Technology
Hui-Chi Huang   Chang Gung University of Sciences and Technology
Jui-Chang Sun   Chang Gung University of Sciences and Technology
Min-Yu Chang   Chang Gung Memorial Hospital

THE IMPORTANCE OF COMPUTERS IN EDUCATION

Marcean Crin   Scoala Postliceala Sanitara "Fundeni"
Alexandru Mihaela   Scoala Postliceala Sanitara "Fundeni"
Mihai Florenta   Scoala Postliceala Sanitara "Fundeni"

CONSTRUCTING A PERFORMANCE EVALUATION MATRIX IN THE MEASURE STEP OF SIX-SIGMA TO IMPROVE E-LEARNING QUALITY

Kuen-Suan Chen   National Chin-Yi University of Technology
Hsuan-Yu Chen   Feng Chia University
Ming-Teng Hsu   National Ilan University

INTERACTIVE COMPUTER PROGRAM AND CRASH COURSE APPROACH ARE EFFECTIVE MODE FOR INDUSTRY EMPLOYMENT TRAINING IN CENTRAL MINDANAO PHILIPPINES

Mildred Accad   Sultan Kudarat State University

Saturday, July 23, 2016

Session D4   **15:30-17:00**   **Room C(2F)**

Session Chair: Darryl Forsyth
Massey University

IN MY PROFESSIONAL OPINION: ACADEMIC AND PRACTITIONER VIEWS ON WORKPLACE CYBERBULLYING IN NEW ZEALAND

Darryl Forsyth   Massey University
Natalia D'Souza   Massey University
David Tappin   Massey Univeristy
Bevan Catley   Massey University

EXPLORING SOCIAL MEDIA USE AND CIVIC ENGAGEMENT ON THE DISCUSSION OF ANTI-NUCLEAR ISSUE

Cathy S. Lin   National University of Kaohsiung
Feng Yang Kuo   National Sun Yat-sen University
Ching-Ya Hung   National University of Kaohsiung

THE EMPIRICAL STUDY OF USABILITY AND CREDIBILITY ON INTENTION USAGE OF GOVERNMENT-TO-CITIZEN SERVICES

Tsang-Hsiang Cheng   Southern Taiwan University of Science and Technology
Shih-Chih Chen   Southern Taiwan University of Science and Technology
Taqwa Hariguna   STMIK AMIKOM Purwokerto

UNVEILING THE IMPACT OF EMOTICONS IN THE PHILIPPINE CONTEXT

Paolo Gabriel Sabaulan   De La Salle University-Manila, Philippines
Lara Eliza Camacho   De La Salle University-Manila, Philippines
Bea Angela Rivera   De La Salle University-Manila, Philippines
Jose Alberto Reyes   De La Salle University-Manila, Philippines

A STUDY OF DIGITAL ADVERTISING STRATEGIES FOR LUXURY BRANDS IN A GLOBAL PERSPECTIVE

Satikarn Gipp Limaksorn   Fu Jen Catholic University
Shang-Chia Liu   Fu Jen Catholic University
Pay-Wen Yu   Fu Jen Catholic University
Shang-Lin Yang   Fu Jen Catholic University

INVESTIGATE THE INFLUENCE AND MODERATORS OF THE EMBARRASSMENT ON THE CONTINUAL USAGE AND KNOWLEDGE SHARING INTENTION IN VIRTUAL COMMUNITIES: A DRAMATURGIC APPROACH

Sheng-Cheng Lin   Tunghai University

Sunday, July 24, 2016

Session E1   **09:00-10:30**   **Room B(2F)**

Session Chair: Simon Wong
            The Hong Kong Polytechnic University

RESEARCH PARADIGM, VALIDITY AND RELIABILITY OF MIXED METHODS DESIGNED TO EXPLORE THE INFLUENCES ON ONLINE LEARNING IN HONG KONG BILINGUAL CYBER HIGHER EDUCATION

Simon Wong   The Hong Kong Polytechnic University
Paul Cooper   Brunel University

BIBLOMETRIC ANALYSIS OF SOCIAL EXCHANGE THEORY

Chien-Liang Lin   Kaomei Junior College of Health Care and Management
Jun-Yan Liu   Kaomei Junior College of Health Care and Management
Yen-Chung Chen   Kao Yuan University
Pei-Jun Yang   Kao Yuan University

THE INFLUENCE OF SUPPLY CHAIN RELATIONSHIPS ON THE ADOPTION OF OPEN STANDARDS INTER-ORGANIZATIONAL INFORMATION SYSTEMS: A CONCEPTUAL FRAMEWORK

Xiaodie Pu   The Hong Kong Polytechnic University
Felix T. S. Chan   The Hong Kong Polytechnic University
Alain Y. L. Chong   University of Nottingham

THE CORE KNOWLEDGE OF FACEBOOK

Wen-Lung Shiau   Ming Chuan University
He-Hong Lai   Ming Chuan University

THE INTENTION FOR INTERNATIONAL STUDENTS TO USE E-BOOK IN TAIWAN

Nguyen Trong Thanh   Chinese Cuture University
Kuang-Heng Shih   Chinese Culture University

TAIWAN TELECOMMUNICATION COMPANY 4G MOBILE INTERNET SERVICE QUALITY EVALUATION BY UTILIZING FUZZY PREFERENCE RELATION

Tsung-Han Chang   Kao Yuan University
Hong-Ming Chen   I-Shou University

Sunday, July 24, 2016

Session F1   **09:00-10:30**   **Room C(2F)**

Session Chair: Thomas Y.S. Lee
University of Illinois at Chicago

PERFORMANCE ANALYSIS OF MOBILE COMMUNICATION NETWORKS

Thomas Y.S. Lee   University of Illinois at Chicago

LONG EXTENDED TREE STRUCTURE FOR LOCAL DIAGNOSABILITY

Y-Chuang Chen   Ming Hsin University of Science and Technology
Cheng-Wei Ni   Ming Hsin University of Science and Technology

CONTROLLER TUNING IN MULTI-ROUTER NETWORKS

Teresa Alvarez
J.M. Maestre   University of valladolid

COLLABORATIVE DECISION FOR REMANUFACTURING SYSTEM

Liang-Tu Chen   National Pingtung Institute of Commerce
Chun-Chin Wei   Chien-Hsin University

MATHEMATIZED CUTTER TOPOLOGY OF MACHINING PROCESS BY FRACTAL ALGORITHM

Sung-Hua Wu   National Kaohsiung First University of Science and Technology

Sunday, July 24, 2016

Session E2   **10:50-12:20**   **Room B(2F)**

Session Chair: Geng Cui
              Lingnan University

IDENTIFYING THE INFLUENTIAL ASPECTS AND RATERS OF HOTELS FROM ONLINE REVIEWS: AN ITEM RESPONSE THEORY PERSPECTIVE

Geng Cui	Lingnan University
Ling Peng	Lingnan University
Chunyu Li	Lingnan University

DOES MOBILE APPLICATIONS CREATE MOBILE CUSTOMERS? THE EFFECTS OF MOBILE APPLICATION LOYALTY PROGRAM ADOPTION ON CUSTOMERS' INTER-PURCHASE TIME

Yoonseock Son	Korea Advanced Institute of Science and Technology
Wonseok Oh	Korea Advanced Institute of Science and Technology

A STUDY ON THE RELATIONSHIPS AMONG PERSONALITY TRAITS, GENDER AND CUSTOMER KNOWLEDGE PREFERENCES

Shu-Mei Tseng	I-Shou University
Chau-Wei Liang	I-Shou University
Hsien-Leing Tsai	I-Shou University,

THE STUDY OF THE IMPACTS OF GAMIFICATION TACTICS ON USER'S SENSE OF BELONGINGS, PARTICIPATION AND SUBSEQUENT BEHAVIORAL LOYALTIES

Chun-Der Chen	Ming Chuan University
Qun Zhao	College of Science &Technology Ningbo University
Jin-Long Wang	Ming Chuan University

CUSTOMER CHOICE IN MULTICHANNEL ENVIRONMENT OF CREATIVE PRODUCT

Hsieh-Chih Chen	National Sun Yat-sen University/Kao Yuan University
Meng-Chu Chang	Meiho University /National Cheng-Kung University
Ching-Ching Ke	Kao Yuan University

IF THE PIECES FIT: THE CONFIGURATION EFFECT OF ONLINE PROMOTION ATTRIBUTES

Ling Peng   Lingnan University
Suntong Qi   Lingnan University

Sunday, July 24, 2016

Session F2   **10:50-12:20**   **Room C(2F)**

Session Chair: Surasak Sanguanpong
Kasetsart University

INFORMATION GAIN BASED BAGGING BOOSTING MODEL FOR BGP MISCONFIGURATION DETECTION

Min Cheng	City University of Hong Kong
Xuefeng Lin	IP Technology Research Dept. Huawei Technologies Co., Ltd
Qing Li	City University of Hong Kong
Wenyin Liu	City Tunghai University of Hong Kong
Yuezhong Song	IP Technology Research Dept. Huawei Technologies Co., Ltd

TOWARDS 100 GB/S WEB FILTERING WITH MULTI-CORE PROCESSORS

Surachai Chitpinityon	Kasetsart University
Supaporn Erjongmanee	Kasetsart University
Surasak Sanguanpong	Kasetsart University
Kasom Koht-Arsa	Kasetsart University

TAG-READER MUTUAL AUTHENTICATION PROTOCOL FOR SAFE RFID/USN ENVIRONMENTS

Hong-Sung Kim	National Security Research Institute
In-A Song	Kunsan National University
Young-Seok Lee	Kunsan National University

XOR-BASED PROGRESSIVE VISUAL CRYPTOGRAPHY SCHEMES

Pei-Ling Chiu	Ming Chuan University
Kai-Hui Lee	Ming Chuan University

OPTIMALLY ESSENTIAL SECRET IMAGE SHARING SCHEME

Chien-Chang Chen	Tamkang University
Shih-Chang Chen	Tamkang University

Sunday, July 24, 2016

Session E3   **13:40-15:10**   **Room B(2F)**

Session Chair: Kwok Fai Tso
City University of Hong Kong

EFFECTS OF PLAYER'S PARTICIPATION PATTERNS ON ECONOMIC PERFORMANCE OF ENTERTAINMENT SHOPPING WEBSITE

Jin Li   Xidian University
Kwok Fai Tso   City University of Hong Kong

WHAT INFLUENCES READERS' INTENTION TO USE E-BOOKS- APPLYING THE ELABORATION LIKELIHOOD MODEL

Wen-Lung Shiau   Ming Chuan University
Li-Chun Huang   Ming Chuan University
Ya-Wen Yang   Ming Chuan University

QUEUING BEHAVIOR AND EFFECTS ON PRICE PROMOTION: A CASE STUDY

Fang-Yu Kuo   National Formosa University
Chih-Chin Liang   National Formosa University

EXPERIENCES ON BUILDING A BIG DATA PLATFORM FOR REAL APPLICATIONS: THE CASE OF ANSYS SIMULATIONS

Haochun Chen   National Cheng Kung University
Yifang Hsieh   National Cheng Kung University
Hung-Chang Hsiao   National Cheng Kung University
Yu-Chang Chao   Industrial Technology Research Institute

USING ELECTRONIC WORD ON EXPLORING ONLINE BRAND IMAGE

Ting Lie   Yuan Ze University
Chaochang Chiu   Yuan Ze University
Yu-Ching Lin   Yuan Ze University

ADOPTING MOBILE TECHNOLOGIES FOR SUPPLY CHAIN INTEGRATION AND PERFORMANCE

Wei-Hsi Hung   National Chung Cheng University
Wei-Hsiu Lin   National Chiayi University
Tai-Wei Huang   National Chung Cheng University
Alex J.Y. Lee   National HsinChu University of Education

Sunday, July 24, 2016

Session F3 13:40-15:10 **Room C(2F)**

Session Chair: Mrs. Goodness Ntombentle Zulu
University of South Africa

THE ILLUSION OF DIFFUSION: A PERCOLATION PERSPECTIVE ON SOCIAL STRUCTURE AND SEGREGATION IN TWITTER NETWORKS

Byung Cho Kim	Korea University
Hyeokkoo Eric Kwon	Korea Advanced Institute of Science and Technology
Youngok Kwon	Sookmyung Women's University
Dongwon Lee	Korea University
Kyu-Min Lee	Korea University
Wonseok Oh	Korea Advanced Institute of Science and Technology

MATERIALISM ON SMARTPHONE ADDICTION: REVEAL THE MISSING LINKS THROUGH SELF-EFFICACY AND SOCIAL ANXIETY

Yu-Kang Lee	National Sun Yat-sen University
Chun-Tuan Chang	National Sun Yat-sen University
You Lin	National Sun Yat-sen University
Zhao-Hong Cheng	National Sun Yat-sen University

EVALUATION ON PERFORMANCE OF SWITCHING INTENTION IN MOBILE HEALTHCARE INFORMATION SYSTEMS IMPORT : SELF-DETERMINATION THEORY PERSPECTIVE

Wei-Tsong Wang	National Cheng Kung University
Chih-Yang Cheng	National Cheng Kung University

A STUDY OF RADIO AUDIENCE EXPERIENCES AND THEIR IMPACT ON MOBILE APPLICATION USE

Wan-Ning Wu	National Sun Yat-sen University
Feng-Yang Kuo	National Sun Yat-sen University
Chih-Yi Tseng	National Sun Yat-sen University
Hsiu-Hui Tsai	National Sun Yat-sen University

THE INFLUENCE OF AESTHETICS DESIGN ON PURCHASE INTENTION IN MOBILE GAMES

Li-Chun Huang	Ming Chuan University
Chia-Yu Chao	Ming Chuan University

NOT ALL SELFIES ARE THE SAME: THE SELFIES SCALE AND ITS ASSOCIATION WITH PERSONALITY TRAITS

Yi-Tai Seih   National Taiwan University of Science and Technology

Kate Blackburn   University of Texas at Austin

Sunday, July 24, 2016

Session E4   **15:30-17:00**   **Room B(2F)**

Session Chair: Antoinette Basson
              University of South Africa

UNDERSTANDING AND RESPONDING TO THE IDENTIFIED IMPACT OF ONLINE PORNOGRAPHY ON HUMAN BEHAVIOUR

Antoinette Basson   University of South Africa

CYBERBULLYING: A GROWING PHENOMENON AMONGST THE YOUTH IN SOUTH AFRICA

Mrs. Goodness Ntombentle Zulu   University of South Africa

PROBLEMATIC CELL PHONE, INTERNET AND TEXT MESSAGE BEHAVIOUR AMONG METROPOLITAN ADOLESCENTS OF SOUTH AFRICA

Deon Tustin   University of South Africa

WORD-OF-MOUTH TRANSMISSION IN VIRTUAL IDENTITIES VERSUS REAL-LIFE IDENTITIES COMMUNITIES

Cheng-Hsi Fang   Chien Hsin University of Science and Technology
Yu-Hsiang Lin   Chinese Culture University

EXPLORING THE VALUE OF WORD-OF-MOUTH LIFE CYCLE (WOMLC) IN FORECASTING SALES: AN EMPIRICAL INVESTIGATION OF THE MOVIE INDUSTRY

Lichung Jen   National Taiwan University
Yu-Hsiang Lin   Chinese Culture University

Sunday, July 24, 2016

Session F4   **15:30-17:00**   **Room C(2F)**

Session Chair: Ting Lie
Yuan Ze University

STUDIES ON BEHAVIOR OF USING FREE-OF-EFFORT TECHNOLOGY: PRELIMINARY IDEAS ABOUT APP-COMMERCE AND UBIQUINOMICS

Hsi-Peng Lu   National Taiwan University of Science and Technology
Chiao-Shan Chen   National Taiwan University of Science and Technology

CONSUMER'S ATTITUDE TOWARD ADOPTION OF THIRD PARTY PAYMENT IN ELECTRIC BIKE

Chunyi Lin   Chung Hsing University
Ying-Jiun Hsieh   Chung Hsing University
Lan-Ying Huang   National Chunghua University of Education

THREE-STEP SEEDING OF VIRAL MARKETING CAMPAIGNS: AN ACTION RESEARCH STUDY

Johannes Putzke   National Institute of Informatics
Lukas Dopstadt   Social Value GmbH für eine bessere Gesellschaft
Detlef Schoder   University of Cologne
Hideaki Takeda   National Institute of Informatics

HOW CAN THE PUBLIC MOTORCYCLE SHARING SYSTEM WORK IN TAIWAN

Shu-Fang Lai   Takming University of Science and Technology
Yi-Ching Wang   Takming University of Science and Technology
Ya-Jyun Huang   Takming University of Science and Technology

THE ANTECEDENTS AND CONSEQUENCES OF ONLINE SHOPPING BEHAVIORS

Ching-Ching Ke   Kao Yuan University

Virtual Presentation

THE INFLUENCES OF PRICE DISCOUNT AND CROWD PSYCHOLOGY ON PURCHASING BEHAVIOR IN ONLINE GROUP PURCHASING ENVIRONMENT

Hoang Thanh Nhon   International University- Vietnam National University