

Conference Schedule

| Sunday, July 03, 2016 | |
|-----------------------|--|
| 14:00-15:30 | Registration |
| 14:30-15:30 | <p>Opening Ceremony</p> <p>Welcome Remarks</p> <p>Keynote Speeches</p> <p>Dr. Ron Johnson, Global Academic Advisors, LLC <i>“Business Higher Education: The International Dimension Imperative”</i></p> <p>Mr. Aritsune Kino, Nagoya Congress Center <i>“Nagoya, Japan Central: Past, Present and Future”</i></p> |

| Monday, July 04, 2016 | | | | | | | |
|-----------------------|---------------------------------|----|----|----|----|----|----|
| 09:20-16:30 | Registration | | | | | | |
| 09:30-10:45 | A1 | B1 | C1 | D1 | E1 | F1 | G1 |
| 10:45-11:00 | Poster Session 1 & Coffee Break | | | | | | |
| 11:00-12:15 | A2 | B2 | C2 | D2 | E2 | F2 | G2 |
| 12:00-13:00 | Lunch | | | | | | |
| 13:00-14:00 | A3 | B3 | C3 | D3 | E3 | F3 | G3 |
| 14:00-14:15 | Poster Session 2 & Coffee Break | | | | | | |
| 14:15-15:30 | A4 | B4 | C4 | D4 | E4 | F4 | G4 |
| 15:30-15:45 | Poster Session 3 & Coffee Break | | | | | | |
| 15:45-17:00 | A5 | B5 | C5 | D5 | E5 | F5 | G5 |

| Tuesday, July 05, 2016 | | | | | | | |
|------------------------|---------------------------------|-----|-----|-----|-----|-----|-----|
| 09:20-16:30 | Registration | | | | | | |
| 09:30-10:45 | A6 | B6 | C6 | D6 | E6 | F6 | G6 |
| 10:45-11:00 | Poster Session 4 & Coffee Break | | | | | | |
| 11:00-12:15 | A7 | B7 | C7 | D7 | E7 | F7 | G7 |
| 12:00-13:00 | Lunch | | | | | | |
| 13:15-14:30 | A8 | B8 | C8 | D8 | E8 | F8 | G8 |
| 14:30-14:45 | Poster Session 5 & Coffee Break | | | | | | |
| 14:45-16:00 | A9 | B9 | C9 | D9 | E9 | F9 | G9 |
| 16:00-16:15 | Poster Session 6 & Coffee Break | | | | | | |
| 16:15-17:30 | A10 | B10 | C10 | D10 | E10 | F10 | G10 |

BAI 2016

2016 International Conference on Business and Information

Conference Program

Nagoya, Japan
July 03-05, 2016

Conference Organizers

Int'l Business Academics Consortium (iBAC)
Japan Society for Production Management
Nagoya Institute of Technology, Japan
National Taipei University, Taiwan

09:30-10:45, Monday, July 04, 2016

Session [A1]-[F1]

Session [A1]

Marketing

Meeting Room A

Session [B1]

Accounting and Finance

Meeting Room B

Session [C1]

Multidisciplinary articles

Meeting Room C

Session [D1]

Management Information Systems

Meeting Room D

Session [E1]

Technology and Innovation Management

Meeting Room E

Session [F1]

Accounting and Finance

Meeting Room F

**Session: A1 | 09:30-10:45, Monday, July 04, 2016 | Meeting Room: A
Marketing**

Session Chair: Dr. Wee Kheng Tan, Kainan University

The Mystification of Price Discount Presentation under Product Familiarity Effect

Ya-Chung Sun, Vanung University

Marketing Brand Ambassadors: The Influence of Bonang Matheba for Revlon South Africa on South Africans

Marius Potgieter, North-West University

Kamogelo Mabyane, North-West University

Cross Culture Comparison of Customer Expertise, Participation, Participation Enjoyment and Loyalty

Pi-Chuan Sun, Tatung University

Dai Omote, Tatung University

Wen Szetu, Tatung University

The Relationship between Tourist's Destination Satisfaction, Travel Motivation and Motivation to Share Travel Experience Immediately at the Destination

Wee Kheng Tan, Kainan University

Knowledge Creation: The Role of Market Environment

Khalid Abdul Wahid, Universiti Teknologi MARA

Haruthai Numprasertchai, Kasetsart University

Yuraporn Sudharatna, Kasetsart University

Tipparat Laohavichien, Kasetsart University

Somchai Numprasertchai, Kasetsart University

Session: B1 | 09:30-10:45, Monday, July 04, 2016 | Meeting Room: B
Accounting and Finance
Session Chair: Dr. Shu-Chin Huang, Ming Chuan University

The Model of Operational Performance Measurement By Tobin's Q Theory of the Listed Companies in Set 100 Whose Corporate Governance Ranked from Very Good to Excellent in the Year 2014

Kotchakorn Chalermkanjana, Chulalongkorn University

Nat Kulvanich, Chulalongkorn University

Active Interest-Rate Policies and Bank Inefficiencies: Evidence from OECD Countries, Taiwan, Hong Kong, Macau, and mainland China

Shu-Chin Huang, Ming Chuan University

Institutional Trades and Aggregate Idiosyncratic Volatility

Hsin-Yi Huang, National Taichung University of Science and Technology

The Factors to Impact the Intention to Use APP of Financial Industry

Fu-Ju Yang, Chinese Culture University

Wan-Rung Lin, Chinese Culture University

Iris Hai Yen Chang, Chinese Culture University

Yu-Ting Lin, Chinese Culture University

Session: C1 | 09:30-10:45, Monday, July 04, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Hian Chye Koh, SIM University

Effectiveness Analysis of Digital Information Technology into the Creative Teaching Method: A Flipped Classroom of the Healthcare Management Professional Course

Shu-Hui Chuang, Asia University

Yi-Ting Wang, Asia University

Educational Data Mining and Learning Analytics

Hian Chye Koh, SIM University

Size, Structure and Growth of the Swedish Information Economy: A First Account

Volha Pashkevich, Linnaeus University

Darek M. Haftor, Linnaeus University

Solving the Rubik's Cube Using the Simulated Annealing Approach

Shahram Saeidi, Islamic Azad University

Session: D1 | 09:30-10:45, Monday, July 04, 2016 | Meeting Room: D
Management Information Systems
Session Chair: Dr. Chih-Chin Yang, Kainan University

Evidence against Combining Technical Trading Rules Using Particle Swarm Optimization

Sumedh Chalermkanjana, Chulalongkorn University

Kotchakorn Chalermkanjana, Chulalongkorn University

A Rectangular Mesh Partitioning Approach for Scheduling Squared Mesh Tasks

Jiann-Fu Lin, Takming University of Science and Technology

Towards an Understanding of Primary School Teacher Acceptance of E-Learning

Chih-Chin Yang, Kainan University

A Study on an Integrated Model of IT Governance

Ruey-Shiang Shaw, Tamkang University

Che-Pin Cheng, Taipei City University of Science and Technology

Session: E1 | 09:30-10:45, Monday, July 04, 2016 | Meeting Room: E
Technology and Innovation Management
Session Chair: Dr. Yaeko Mitsumori, Osaka University

Applying Factor Analysis and ISA to Empirically Study the Servitization of Manufacturing - The Case of Taiwanese Bike Industry

Pao-Tiao Chuang, National University of Kaohsiung

Jian-Hong Chen, National University of Kaohsiung

Digital Forensic with Cross-Layer Log Files

Jung-Shian Li, National Cheng Kung University

The Indicators of Patent Value: Evidence from Taiwan Litigated Patent

Chao-Chih Hsueh, National Pingtung University of Science and Technology

Chun-Chieh Wang, National Taiwan University

Potential and Challenge of Renewable Energy: Small Hydro Power Plants in Nasunogahara Land Improvement Districts in Tochigi Prefecture

Yaeko Mitsumori, Osaka University

Session: F1 | 09:30-10:45, Monday, July 04, 2016 | Meeting Room: F

Accounting and Finance

Session Chair: Dr. Johnny Siu-Hang Li, University of Waterloo

Stock Bubbles and Investment Strategy

Kuangfu Cheng, Ling Tung University

Strategic Management Accounting Techniques: Relations with Companies' Characteristics

Ksenija Černe, Juraj Dobrila University of Pula

Robert Zenzerović, Juraj Dobrila University of Pula

Kristina Faraguna, Juraj Dobrila University of Pula

Analysis on the Shareholder Wealth Effect of the Sports Event Champion - Nippon Professional Baseball Organization Case

Wan Rung Lin, Chinese Culture University

Yi-Hsien Wang, Chinese Culture University

Li-Hsin Chen, Chinese Culture University

11:00-12:15, Monday, July 04, 2016

Session [A2]-[F2]

| | |
|---|----------------|
| Session [A2] Strategy | Meeting Room A |
| Session [B2] Accounting and Finance | Meeting Room B |
| Session [C2] Multidisciplinary articles | Meeting Room C |
| Session [D2] Operations Management and Industrial Engineering | Meeting Room D |
| Session [E2] Organization Behavior and Human Resource Management | Meeting Room E |
| Session [F2] Management Information Systems | Meeting Room F |

**Session: A2 | 11:00-12:15, Monday, July 04, 2016 | Meeting Room: A
Strategy**

Session Chair: Dr. Fernando A. F. Ferreira, University Institute of Lisbon

A Preliminary Study on The Success Key Factors of Medical Institutions in Mainland China

Hsuan-Yu Pan, Feng Chia University

Shen-Ho Chang, Feng Chia University

Chuan-Chuan Huang, Feng Chai University

A New Model for University-Industry Cooperation: The Case of Chengdu Keda Ltd.

Shanzhong Peng, ISCTE Business School - University Institute of Lisbon

Fernando Ferreira, ISCTE Business School - University Institute of Lisbon

He Zheng, University of Electronic Science and Technology of China

The Relational Model of Big Data Applications Effectiveness and Customer Relationship Management in Financial Industry

Hsiao-Chen Chang, Chinese Culture University

Fu-Ju Yang, Chinese Culture University

Chen-Yu Yen, Chinese Culture University

How Could IT Sector Benefit from the Use of Skills Frameworks?

Mehdi Asgarkhani, Christchurch Polytechnic Institute of Technology

Session: B2 | 11:00-12:15, Monday, July 04, 2016 | Meeting Room: B

Accounting and Finance

Session Chair: Dr. Hideaki Sakawa, Nagoya City University

**An Influence of Global Energy Index and Global Material Index Volatility in
Asia Two Stock Markets: Empirical Study of Taiwan and Singapore Countries**

Ching-Huei Chen, Chia Nan University

Jui-Chen Chang, Nanhua University

Wann-Jyi Horng, Chia Nan University

**Stock Performance and Insider Trading in Completed and Canceled Private
Placements**

Lee-Young Cheng, National Chung Cheng University

Yan Zhao, City College of New York

Kung-Chi Chen, Hubei University of Economics

Ting-Wen Wu, National Chung Cheng University

The Impact of National Culture on Working Capital Management

Wen-Lin Wu, Feng Chia University

Session: C2 | 11:00-12:15, Monday, July 04, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Keiichi Yamada, Nakamura Gakuen University

**The Simultaneous Estimation of Cronbach's Alpha Coefficients with
Multidimensional Items**

Fur-Hsing Wen, Soochow University

Ai Ju Shao, Ming Chung University

**Supporting the Poor: Current Status and Issues on Activities of Non-
Government Organizations and Non-Profit Organizations in Philippines**

Keiichi Yamada, Nakamura Gakuen University

The Impact of Internet Usage on the Workforce

Sebastian David, Upper Canada College

The Global Competitiveness of Brics: Implications for Canadian Businesses

Kam (Mark) Loon Loo, Concordia University of Edmonton

Session: D2 | 11:00-12:15, Monday, July 04, 2016 | Meeting Room: D
Operations Management and Industrial Engineering
Session Chair: Dr. Mei Choi Chiu, Hong Kong Institute of Education

A Study of Prediction Model for HCPV Systems

Gwo-Luh Lee, Vanung University

Hornng-Jyh Lin, Vanung University

Jin-Yinn Wang, Vanung University

Robust Dynamic Pairs Trading with Cointegration

Mei Choi Chiu, Hong Kong Institute of Education

Hoi Ying Wong, The Chinese University of Hong Kong

**The Establishing an Evaluation Model of New Products Development by Using
Analytical Hierarchy Process - A Case of Elderly Care Industry**

Yung-Tsan Jou, Chung Yuan Christian University

Hsiao-Hui Wu, Chung Yuan Christian University

Session: E2 | 11:00-12:15, Monday, July 04, 2016 | Meeting Room: E
Organization Behavior and Human Resource Management
Session Chair: Dr. Jonathan Damiani, Nagoya Univ. of Commerce & Business

**The Effect of Organizational Justice on Deviant Behavior and Organizational
Citizenship Behavior - The Mediating Role of Psychological Contract Breach**

Pi-Chuan Sun, Tatung University

Chun-Ming Huang, Tatung University

Kuang-Cheng Wang, Tatung University

Yi Shiuan Jiang, Tatung University

**Responsible Downsizing Strategy: Perspectives of Employee Organizational
Citizenship Behavior and Locus of Control**

Philip Cheng-Fei Tsai, Wenzao Ursuline University of Languages

Yvonne Yu-Fan Yen, National Quemoy University

**The Effects of Individual Gamification Elements on Motivation and
Performance Quality**

Taryn Steyn, Gordon Institute of Business Science

Gavin Price, Gordon Institute of Business Science

Session: F2 | 11:00-12:15, Monday, July 04, 2016 | Meeting Room: F
Management Information Systems
Session Chair: Dr. Yean-Fu Wen, National Taipei University

iAnnounce- A Ubiquitous Campus Smart Board System

Chia-Chen Chou, Chinese Culture University
Yih-Jiun Lee, Chinese Culture University
Heng-Chia Hsiao, Chinese Culture University
Pei-Chen Wang, Chinese Culture University
Kai-Wen Lien, ChienKuo Technology University

**Design an Interesting Smart Trash Cleaning System for Taiwan Night
Marketing-An IoT Solution**

Chaochun Ku, National Taipei University of Education
Tusnli Weng, National Taipei University of Education
Yichen Hsu, National Taipei University of Education
Yihjiun Lee, Chinese Culture University
Jenchih Lin, National Taipei University of Education

The Effect of Knowledge Sharing on Open Innovation in Organizations

Deng-Neng Chen, National Pingtung University of Science and Technology
Kai-Ping Lu, National Pingtung University of Science and Technology

**Optimize Quality-Of-Experience with Scheduling Design in Heterogeneous
Wireless Networks**

Li-Wen Fang, National Taiwan University
Yeong-Sung Frank Lin, National Taiwan University
Yean-Fu Wen, National Taipei University
Chiu-Han Hsiao, National Taiwan University

**A Comparative Study of Information Security Risk Management Enterprise
Architecture and Architecture-Oriented Model**

Wei-Ming Ma, Cheng Shiu University

13:00-14:00, Monday, July 04, 2016

Best Paper Awards Session [A3]-[F3]

Session [A3]

Marketing

Meeting Room A

Session [B3]

Accounting and Finance

Meeting Room B

Session [C3]

Technology and Innovation Management

Meeting Room C

Session [D3]

Operations Management and Industrial Engineering

Meeting Room D

Session [E3]

Organization Behavior and Human Resource Management

Meeting Room E

Session [F3]

Multidisciplinary articles

Meeting Room F

Session: A3 | 13:00-14:00, Monday, July 04, 2016 | Meeting Room: A
Best Paper Awards Session

Session Chair: Dr. Nobutaka Odake, Nagoya Institute of Technology

Developing the Integrative Model of Sense of Virtual Community

Tze-Hsien Liao, Tatung University

Hsiao-Chen Kuo, Tatung University

Shu-Yu Chang, Tatung University

Yi-Hsuan Su, Tatung University

The Electronic Word-Of-Mouth Credibility and Adoption for Green Product

Tzyy Jane Lai, Yuan Ze University

Yuek Yang Choong, Yuan Ze University

Session: B3 | 13:00-14:00, Monday, July 04, 2016 | Meeting Room: B
Best Paper Awards Session
Session Chair: Dr. Ron Johnson, Global Academic Advisors, LLC

Opinion Shopping: Partner versus Firm-Level Evidence

Belen Gill-De-Albornoz, Universitat Jaume I

Beatriz Garcia Osmá, Universidad Carlos III

Elena De Las Heras, Universidad Autónoma de Madrid

Bank Risk-Taking and the Board of Directors Role: Evidence from Japan

Hideaki Sakawa, Nagoya City University

Naoki Watanabe, Nagoya City University

**A DCC-Garch Multi-Population Mortality Model and Its Applications to Pricing
Catastrophic Mortality Bonds**

Johnny Siu-Hang Li, University of Waterloo

Zihe Wang, University of Waterloo

Session: C3 | 13:00-14:00, Monday, July 04, 2016 | Meeting Room: C

Best Paper Awards Session

Session Chair: Dr. Chih-Chien Wang, National Taipei University

Supplier's Choice in Transaction: A Study of the Japanese Auto-Parts Suppliers

Atsushi Inuzuka, Nagoya University

Non-Practicing Entities and Patent Transfer

Jong-Rong Chen, National Central University

Chia-Hua Chung, National Central University

Chih-Hai Yang, National Central University

Session: D3 | 13:00-14:00, Monday, July 04, 2016 | Meeting Room: D

Best Paper Awards Session

Session Chair: Dr. Chien-Chang Chen, Tamkang University

**Applications of a Comprehensive NGBM(1, 1) for Energy Consumption
Forecasting in China**

Guo-Wei Chen, Ming Chi University of Technology

Ying-Yuan Chen, Energy Management System CO., LTD

Ssu-Han Chen, Ming Chi University of Technology

Optimization of Digital Systems by the Bayesian Point Estimation Method

Ful-Chiang Wu, Vanung University

Pei-Chun Wu, Vanung University

Cheng-Hsiung Chen, Yuan-Ze University

Session: E3 | 13:00-14:00, Monday, July 04, 2016 | Meeting Room: E
Best Paper Awards Session
Session Chair: Dr. Pi-Chuan Sun, Tatung University

**How Organizational Support Lead To Employee Performance: The Mediation
Roles of Voice, Positive Mood and Extra-role Customer Service Behavior**

Hui-Ling Tung, Da-Yeh University

Chia-Yen Shih, Da-Yeh University

Ding-Yue Zheng, Da-Yeh University

**The Relationships among Employee-Perceived HR Practices, Job Satisfaction,
Job Embeddedness and Intention to Leave: A Survey on Accounting Professionals**

Decha Dechawatanapaisal, Chulalongkorn University

Rethinking Leadership Education: Student-Teacher Partnerships and Dialogue

Jonathan Damiani, Nagoya University of Commerce & Business

James Rolling Jr., Syracuse University

Session: F3 | 13:00-14:00, Monday, July 04, 2016 | Meeting Room: F

Best Paper Awards Session

Session Chair: Dr. David Ang, Auburn University Montgomery

A Rule-Based Decision Support System for Real Estate Brokerage Service Evaluation

Fernando A. F. Ferreira, ISCTE Business School - University Institute of Lisbon

Ronald W. Spahr, University of Memphis

Mark A. Sunderman, University of Memphis

Audrius Banaitis, Vilnius Gediminas Technical University

João J. M. Ferreira, University of Beira Interior

The U.S. Immigrant Farm Workers' Relative Access to Health Services

Tianyuan Luo, University of Georgia

Cesar L Escalante, University of Georgia

14:15-15:30, Monday, July 04, 2016

Session [A4]-[F4]

| | |
|--|----------------|
| Session [A4] Marketing | Meeting Room A |
| Session [B4] Accounting and Finance | Meeting Room B |
| Session [C4] Multidisciplinary articles | Meeting Room C |
| Session [D4] Management Information Systems | Meeting Room D |
| Session [E4] Technology and Innovation Management | Meeting Room E |
| Session [F4] Technology and Innovation Management | Meeting Room F |

**Session: A4 | 14:15-15:30, Monday, July 04, 2016 | Meeting Room: A
Marketing**

Session Chair: Dr. Yu-Bing Wang, Feng Chia University

**Corporate Social Responsibility, Corporate Reputation and Application
Intentions**

Hsiu-Hui Chang, Chungyu Institute of Technology

Fang-Ping Chen, Chihlee University of Technology

Chih-Wei Chiu, Chungyu Institute of Technology

Wen-Ling Chou, Taipei College of Maritime Technology

**A Conceptual Framework for Managing the Internationalisation of Asian
Restaurant Business: A Case Study of Blue Elephant International Plc.**

Vimolboon Cherapanukorn, Chiang Mai University

**Online to Offline: The Power of Virtual Community and Brand Social Network
Relationship**

Ching-Wei Ho, Feng Chia University

Yu-Bing Wang, Feng Chia University

**Exploration of the Influence of Advertising Strategies on the Business
Performance of International-Class Tourist Hotels from the Perspective of
Industry Development: Taiwan as a Case Example**

Yu Shu Tang, Communication University of China

Li Fei Hsu, Chung-Yuan Christian University

Mobile App Strategy in Retail Industry

Ailie Tang, The University of Hong Kong

Session: B4 | 14:15-15:30, Monday, July 04, 2016 | Meeting Room: B

Accounting and Finance

Session Chair: Dr. Belen Gill-de-Albornoz, Universitat Jaume I

The Relationship between Disclosure Quality and Analysts' Forecasts: Evidence from Chinese Family Firms

Hueiling Chen, National Taiwan Normal University

Chian-Yu Chen, National Taiwan Normal University

Investor Sentiment, Order Submission, and Investment Performance on the Taiwan Stock Exchange

Pi-Hsia Hung, National Chi Nan University

Modeling the Loss Given Default Distribution: A Pointwise Logit Model

Ruey-Ching Hwang, National Dong Hwa University

C.K. Chu, National Dong Hwa University

Session: C4 | 14:15-15:30, Monday, July 04, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Jung Wan Lee, Boston University

Exploration of the Kyoto Protocol and Doha Round Long-Run and Short-Run Dynamics on Decarbonizing between High Income OECD and Developing Countries

Tantatape Brahmastre, Purdue University North Central

Jung Wan Lee, Boston University

The Indeterminacy of Endogenous Growth under Stochastic Model

Chin-Chang Lai, Tamkang University

Perceived Key Determinants of Payment Instrument Usage: A Fuzzy Cognitive Mapping-Based Approach

Fernando Ferreira, ISCTE Business School - University Institute of Lisbon

Fabiana Santos, ISCTE Business School - University Institute of Lisbon

Edmundas K. Zavadskas, Vilnius Gediminas Technical University

Ieva Meidutė-Kavaliauskienė, ISCTE Business School - University Institute of Lisbon & Vilnius Gediminas Technical University

Using Servicescape Model to Construct the Gender Friendly Medical Environment and Investment Performance Evaluation

Ying-Chyi Chou, Tunghai University

Hsin-Yi Yen, Tunghai University

The Effects of Destination Image, Nostalgia Emotions, and Overall Satisfaction on Revisit Intentions

Su-Ching Chang, Takming University of Science and Technology

Session: D4 | 14:15-15:30, Monday, July 04, 2016 | Meeting Room: D
Management Information Systems
Session Chair: Dr. David Ang, Auburn University Montgomery

An IoT Enable Telematics for Motorcycles Riders

Tsun Li Weng, National Taipei University of Education
Ting Hao Yuan, National Taipei University of Education
Yih Jiun Lee, Chinese Culture University
Jen Chih Lin, National Taipei University of Education

The Analysis and Design of a C2C Travel Matching System

Tinghao Yuan, National Taipei University of Education
Chaochun Ku, National Taipei University of Education
Yichen Hsu, National Taipei University of Education
Yihjiun Lee, Chinese Culture University
Jenchih Lin, National Taipei University of Education

Monte Carlo Simulation-Based Studies of Operational Variations for Onshore-Land and Offshore-Maritime Oil-Drilling Rigs to Assess and Manage Oil-Spill Risk

David Ang, Auburn University Montgomery
Mehmet Sahinoglu, Auburn University Montgomery

Influence of Message Content and Social Capital on eWOM and Purchase Intention in Social Commerce: A Perspective of Consumer Behavior Process Model

Li-Ting Huang, Chang Gung University

Understanding Symbolic Meaning on Smartphone Repurchase Intentions

Avus Cy. Hou, Oriental Institute of Technology
Rong-An Shang, Soochow University

Session: E4 | 14:15-15:30, Monday, July 04, 2016 | Meeting Room: E
Technology and Innovation Management
Session Chair: Dr. Atsushi Inuzuka, Nagoya University

Investigating the Effect of Augmented Reality Applied to Elementary School Teaching Materials on Children's Learning Motivation and Purchasing Willingness of Parents - A Case Study of Understanding the Eight Planets

Chu-Chun Cheng, National Taipei University of Education

Yun-Han Wang, National Taipei University of Education

Yi-Chen Hsu, National Taipei University of Education

A Study of the Influence of Different Reading Mediums on a User's Memory of Received Content

Po-Wei Chien, National Taipei University of Education

Kun-Ming Yeh, National Taipei University of Education

Yi-Chen Hsu, National Taipei University of Education

Jen-Chih Lin, National Taipei University of Education

Client-Side Protection Integrated with Login State Check against CSRF Attack Using Chrome Extension

Chih-Hung Wang, National Chiayi University

Iok-Peng Ng, National Chiayi University

Offshore R&D and Institutional Quality in the Host Country

Wen-Bin Chuang, National Chi-Nan University

To-Han Chang, Nanhua University

**Session: F4 | 14:15-15:30, Monday, July 04, 2016 | Meeting Room: F
Technology and Innovation Management
Session Chair: Dr. Jong-Rong Chen, National Central University**

A Bibliographic Review of Innovation Management Literature from 1978 To 2015

Louis Y. Y. Lu, Yuan Ze University

John S. Liu, National Taiwan University of Science and Technology

Regional Innovation within Industry Clusters - An Example of Machinery Industry

Ting-Yi Lin, Feng Chia University

Constructing the Maturity Model of Information Security for the Banking Industry of Taiwan

Yu-Chung Hung, National Chung Cheng University

Nan-Hong Lin, Tatung University

Fan Jhen Su, Tatung University

Surviving in Hostile Emerging Markets - The Case of a High-Tech Entrepreneur in Sri Lanka

Barbara Igel, Asian Institute of Technology

Nayana D.P. Dehigama, M/s Epic Lanka (Pvt.) Ltd.

15:45-17:00, Monday, July 04, 2016

Session [A5]-[F5]

| | |
|---|----------------|
| Session [A5] Strategy | Meeting Room A |
| Session [B5] Accounting and Finance | Meeting Room B |
| Session [C5] Multidisciplinary articles | Meeting Room C |
| Session [D5] Operations Management and Industrial Engineering | Meeting Room D |
| Session [E5] Organization Behavior and Human Resource Management | Meeting Room E |
| Session [F5] Operations Management and Industrial Engineering | Meeting Room F |

**Session: A5 | 15:45-17:00, Monday, July 04, 2016 | Meeting Room: A
Strategy**

Session Chair: Dr. Faizal Bin Yahya, National University of Singapore

Uniform vs. Discriminatory Pricing in Spatially Separate Markets

Chih-Min She, National University of Kaohsiung

Ya Po Yang, National University of Kaohsiung

**An Empirical Study of the Key Factor in Business Expansion of Bank - Evidence
form the Third-Party Payment Service**

Hsiao-Chen Chang, Chinese Culture University

Fu-Ju Yang, Chinese Culture University

Chang-Heng Hsieh, Chinese Culture University

**Identifying a Potential Target Market for BNP Paribas: Macro-Environment and
SWOT Analysis**

Peyman Bashar Doost, University of Salford

Elham Shokoohi, Azad University

Future Economy and Employment in Singapore

Faizal Bin Yahya, National University of Singapore

**Value Added or Tunneling? Evidence from New Product Announcements by
Taiwanese Business Groups**

Shao-Chi Chang, National Cheng Kung University

I-Feng Chen, National Cheng Kung University

Session: B5 | 15:45-17:00, Monday, July 04, 2016 | Meeting Room: B

Accounting and Finance

Session Chair: Dr. Pang-Ru Chang, Shih Chien University

Directors' and Officers' Liability Insurance and Corporate Investment

Pang-Ru Chang, Shih Chien University

Institutional Quality and Earnings Management in Foreign Owned Subsidiaries

Simona Rusanescu, Universitat Jaume I

Belén Gill-De-Albornoz, Universitat Jaume I

Industry Competition, Patent War and Information Effect of the Investors

Yi-Hsien Wang, Chinese Culture University

Fu-Ju Yang, Chinese Culture University

Hsiao-Chen Chang, Chinese Culture University

Chih-Ta Shih, Chinese Culture University

Research on Value at Risk in International Agricultural Commodities Futures Markets

Kai Chiung Peng, Chien Hsin University of Science and Technology

Chang Chia Wen, Chihlee University of Technology

Yi Hsiu Ho, Chien Hsin University of Science and Technology

Using the Co-opetition Theory and Technology Acceptance Model to Discuss the Operational Mode of Third-party Payment

Wan Rung Lin, Chinese Culture University

Fu-Ju Yang, Chinese Culture University

Wan-Ting Liao, Chinese Culture University

Session: C5 | 15:45-17:00, Monday, July 04, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Piyasiri Ruangsrimun, Sukhothai Thammathirat Open Univ.

The Application of Experimental Teaching for 5E Inquiry Pedagogy to Curriculum” Seed Germination” in Agriculture Cluster at Vocational High Schools

Ming-Hsiung Wu, China University of Science and Technology

Hsin-Cheng Chen, China University of Science and Technology

Sz-Jie Wu, National Taiwan University

Kuo-Shu Hsu, National Tao-yuan Agricultural & Industrial Vocational High School

Min-Lian Kuo, National Tao-yuan Agricultural & Industrial Vocational High School

Coverage Analysis of D2D-based Information Dissemination at the Network Edge in the 5G Mobile Network

Jenq-Muh Hsu, National Chiayi University

Chih-How Kuo, National Chiayi University

Social Enterprise-Behind the Veil

Chen-Min Huang, Fu-Jen Catholic University

Yu Chen, Fu-Jen Catholic University

Kai-Ping Huang, Fu-Jen Catholic University

Inter and Intra Systemic Entrepreneurship in Higher Education Institutions

Emmanuel James Chao, Mzumbe University

Panoramic Photography Applied to Online Tour Systems of Cultural Heritage

Chiou-Shu J. Hwang, Meiho University

Session: D5 | 15:45-17:00, Monday, July 04, 2016 | Meeting Room: D
Operations Management and Industrial Engineering
Session Chair: Dr. Calvin K Yu, Ming Chi University of Technology

Optimization of Fuzzy Relational Inequalities with Addition-Min Composition

Yan-Kuen Wu, Vanung University

Chia-Cheng Liu, Vanung University

Yung-Yih Lur, Vanung University

Predicting the Performance of Queues - A Data Analytic Approach

Kum Khiong Yang, Singapore Management University

Applying RMA-based Time Series in Predicting the Taiwan Steel Price Trends

Chui Yu Chiu, National Taipei University of Technology

Kuei Chieh Huang, National Taipei University of Technology

Shu Ting Chou, National Taipei University of Technology

Yen Wen Kuo, National Taipei University of Technology

Integrating Six Sigma and Lean Manufacturing Into ISO 9000 Quality Management System

Calvin K Yu, Ming Chi University of Technology

Li-Ping Su, Ming Chi University of Technology

Session: E5 | 15:45-17:00, Monday, July 04, 2016 | Meeting Room: E
Organization Behavior and Human Resource Management
Session Chair: Dr. Chi-Chuan Wu, Tatung University

The Factors Influencing Turnover Intention - Emperical Study in Taiwan

Chi-Chuan Wu, Tatung University

Yen-Chun Liu, Tatung University

**Corporate Social Responsibility, Employee Attitude and Behavior, and
Organizational Performance in Cable TV Industry**

Chun Hsiung Liao, National Cheng Kung University

Min Hsin Cheng, National Cheng Kung University

**Tourist Awareness of Environmental and Recreational Behaviors at the Sih-Cao
Wetland, South Taiwan**

Yung-Tan Lee, Aletheia University

Tze-Yi Hsu, Aletheia University

Hsiao-Ling Yu, Aletheia University

Lieh-Chi Su, Aletheia University

**The Influence of Enterprise's Communication Network Structure on Knowledge
Integration in CFT: The Case of Chinese Mobile Applications Enterprise**

Yixuan Wang, Nagoya University

Session: F5 | 15:45-17:00, Monday, July 04, 2016 | Meeting Room: F
Operations Management and Industrial Engineering
Session Chair: Dr. Chun-I Chen, I-Shou University

The Application of Savitzky-Golay Filter Method to Improve the Forecasting Precision of Grey Theory

Ying-Ying Lo, I-Shou University
Chun-I Chen, I-Shou University
Hsiao-Kang Lin, I-Shou University
Gui-Fang Huang, I-Shou University

Two-Stage Multiple Project Scheduling with Limited Multiple Resources

Calvin K Yu, Ming Chi University of Technology
Hsin-Hui Tung, Ming Chi University of Technology

Application of Neural Networks and Genetic Algorithm to Optimize the Welding Parameters of the Magnesium Alloy

Jhy-Ping Jhang, HuaFan University
Ting-Jui Hu, HuaFan University

A Decision Support System of Inventory Routing Problem with Simultaneous Pickup and Delivery Concerning Carbon Footprint

Gia-Shie Liu, Lunghwa University of Science and Technology
Kuo-Ping Lin, Lunghwa University of Science and Technology
Wen-Hsaun Hsu, Lunghwa University of Science and Technology
Shi-Jie Gao, Lunghwa University of Science and Technology

Association between Health Examination Items and Osteoporosis

Yeh-Chun Juan, Ming Chi University of Technology
Yung-Chang Chen, Ming Chi University of Technology
Mei-Chuan Chang, Chang Gung Memorial Hospital
Ching-Ming Chen, Chang Gung Memorial Hospital

09:30-10:45, Tuesday, July 05, 2016

Session [A6]-[F6]

| | |
|--|----------------|
| Session [A6] Strategy | Meeting Room A |
| Session [B6] Accounting and Finance | Meeting Room B |
| Session [C6] Multidisciplinary articles | Meeting Room C |
| Session [D6] Management Information Systems | Meeting Room D |
| Session [E6] Technology and Innovation Management | Meeting Room E |
| Session [F6] Multidisciplinary articles | Meeting Room F |

**Session: A6 | 09:30-10:45, Tuesday, July 05, 2016 | Meeting Room: A
Strategy**

Session Chair: Dr. Kai-Ping Huang, Fu Jen Catholic University

How Elite CEOs Affect Firm Innovation

Peng-Hua Qiao, Qiqihar University

Anna Fung, University of Washington

Hung-Gay Fung, University of Missouri-St Louis

Impact of Emotional Contagion in Service Interactions

Kai-Ping Huang, Fu Jen Catholic University

Chang-Lin Yang, Fu Jen Catholic University

Karen Yuan Wang, University of Technology Sydney

A Long-term Strategy Based on Business Model Innovation for Dai-An Software Company

Wen-Hua Yang, Chaoyang University of Technology

Chung-Cheng Lee, Chaoyang University of Technology

Minh-Tuan Pham, Chaoyang University of Technology

Boost Software Business Products with Hybrid Development

Miguel Oliveira, University of Aveiro

Rui Jesus, GoFox, Information Technologies Ltd.

Discuss the Resource Allocation of Mansion Builders by FAHP

Ting-Lin Lee, National University of Kaohsiung

Chi-Cheng Huang, Aletheia University

Yu-Tang Fang, National University of Kaohsiung

Session: B6 | 09:30-10:45, Tuesday, July 05, 2016 | Meeting Room: B

Accounting and Finance

**Session Chair: Dr. Chou-Wen Wang, National Kaohsiung First University of
Science and Technology**

Portfolio Selection under Leptokurtic Asset Returns

Chou-Wen Wang, National Kaohsiung First University of Science and Technology

Bin Li, University of Waterloo

Kai Liu, University of Waterloo

Ken Seng Tan, University of Waterloo

Contagion in Financial Markets: Dynamic Conditional Correlation Model

Chu-Hsiung Lin, National Kaohsiung First University of Science and Technology

Tzu-Chuan Kao, Kun Shan University

Chang-Cheng Changchien, Chang Jung Christian University

Wei-Shun Kao, National Kaohsiung First University of Science and Technology

**The Mediating Effect of Investor Recognition on the Association between Social
Corporate Responsibility and Firm Value**

Roger C. Y. Chen, National Kaohsiung First University of Science and Technology

Cheng-Xing Yang, National Kaohsiung First University of Science and Technology

Chen-Hsun Lee, National Kaohsiung First University of Science and Technology

Closing Call Transparency and Market Quality: Evidence from Taiwan

Yu-Chuan Huang, National Kaohsiung First University of Science and Technology

Session: C6 | 09:30-10:45, Tuesday, July 05, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Cesar L Escalante, University of Georgia

Brand Strategy of PANDORA: A Semiotic Analysis

Ying-Hsun Chen, National Yunlin University of Science and Technology

Ming-Chyuan Ho, National Yunlin University of Science and Technology

The Impact of Technological Turbulence and Opportunity Recognition on Enterprise's growth from the Perspective of Strategic Alignment

Yueh-Hua Lee, Tamkang University

Kunshan Wu, Tamkang University

Exploring Cyberbullying Bystanders' Intentions and Motivations and the Effectiveness of Possible Prevention and Intervention

Szu-Wei Chen, I-Shou University

Session: D6 | 09:30-10:45, Tuesday, July 05, 2016 | Meeting Room: D
Management Information Systems
Session Chair: Dr. Shing-Han Li, National Taipei University of Business

The Indicators for Evaluating the Performance of Savings and Credit Cooperatives in Thailand

Raphssorn Kongtanajaruanun, Maejo University

Aree Cheamuangphan, Maejo University

Do You Want to Play Sports Games Again?

Ching-I Teng, Chang Gung University

Hsin-Ying Chiu, Chang Gung University

Modeling Is Upgrade Intention, Its Mediator and Antecedents

Yuan-Hui Tsai, Chihlee University of Technology

Chieh-Peng Lin, National Chiao Tung University

Sheng-Wuu Joe, Vanung University

Chou-Kang Chiu, National Taichung University of Education

Chia-Hsiang Wang, National Yunlin University of Science and Technology

Service-Oriented Design and Implementation of a Mobile Signoff Platform

Yung-Hsin Wang, Tatung University

Wen-Hsien Lin, Tatung University

Shing-Han Li, National Taipei University of Business

Session: E6 | 09:30-10:45, Tuesday, July 05, 2016 | Meeting Room: E
Technology and Innovation Management
Session Chair: Dr. Mei-ting Hsieh, Lunghwa University

**Construction of a Smart Library through RFID-Using New Taipei City Library
as an Example**

Scott Matthew Miao, National Chengchi University

E-Service Quality of Service-Oriented Sharing Economy

Jia Ying Chang, Chung Yuan Christian University

A Smart Home Control System Implementation with Embedded Systems

Chia-Chi Chang, Chaoyang University of Technology

Chuan-Bi Lin, Chaoyang University of Technology

Tsung-Yu Yao, Chaoyang University of Technology

Jih-Siang Jhan, Chaoyang University of Technology

**The New Business Model for Efficiency of Using App: Evidence from
International Chain Hotels**

Mei-Ting Hsieh, Lunghwa University

Session: F6 | 09:30-10:45, Tuesday, July 05, 2016 | Meeting Room: F

Multidisciplinary articles

Session Chair: Dr. Tai-Hsi Wu, National Taipei University

The Impact of Perceived Usefulness, Active Participation and Work Load on Satisfaction of the New Disability System among Medical Professionals

Ching-Ying Lin, National Taipei University

Yu-Shan Chen, National Taipei University

Kwang-Hwa Chang, Taipei Medical University

Tsan-Hon Liou, Taipei Medical University

The Impacts of Green Shared Vision and Environmental Organizational Culture on Green Product Development Performance

Yu-Shan Chen, National Taipei University

Chih-Wei Chang, National Taipei University

Wen-Pin Tien, National Kaohsiung First University of Science & Technology

Ching-Wen Huang, National Taipei University

When Working Overseas: CQ, Family Support and In-Role Performance for Taiwanese Expatriate in Vietnam

Shin-Yih Chen, National Taipei University

Yu-Chen Lin, National Taipei University

Measurement of Corporate Social Performances: An Application of Data Envelopment Analysis Approach

Tai-Hsi Wu, National Taipei University

Hsiang-Lin Chih, National Taipei University

Market Sensing Capability and New Service Performance of Tourism: The Moderating Role of Service Innovativeness, Competitive Intensity and Market Turbulence

Kuen-Hung Tsai, National Taipei University

Feng-Sha Chou, National Taipei University

11:00-12:15, Tuesday, July 05, 2016

Session [A7]-[F7]

Session [A7]

Marketing

Meeting Room A

Session [B7]

Accounting and Finance

Meeting Room B

Session [C7]

Multidisciplinary articles

Meeting Room C

Session [D7]

Management Information Systems

Meeting Room D

Session [E7]

Technology and Innovation Management

Meeting Room E

Session [F7]

Operations Management and Industrial Engineering

Meeting Room F

**Session: A7 | 11:00-12:15, Tuesday, July 05, 2016 | Meeting Room: A
Marketing**

Session Chair: Dr. Alex S.L. Tsang, Hong Kong Baptist University

Distance Brings about Beauty: The Effect of Psychological Distance on the Persuasion of Online Review

Qin Zhang, Central South University

Yanping Gong, Central South University

Ling Zhou, Hunan University

Consumer-Brand Relationship and Expectation on Corporate Donation

Sze Lung Alex Tsang, Hong Kong Baptist University

Xingang Wang, Zhongnan University of Economics and Law

Yuanyuan Zhou, HuaZhong University of Science and Technology

Nan Zhou, City University of Hong Kong

Zelin Tong, North China University of Technology

Electronic Word-Of-Mouth: Effects on Perceived Values and Purchase Intention in Online Communities

May-Ching Ding, Feng Chia University

Yuan-Shuh Lii, Feng Chia University

The Study of Unforgettable Music Festival Experience in Spring Scream Music Festival

Chu-Hsing Yang, Shu-Te University

Jie-Yu Lin, Shu-Te University

Impacts of Tourism Patterns and Emotional Attraction in Advertising Country Personality: A French Case

Wiranpat Mongkolamnuay, Khon Kaen University

Kawpong Polyorat, Khon Kaen University

Session: B7 | 11:00-12:15, Tuesday, July 05, 2016 | Meeting Room: B

Accounting and Finance

Session Chair: Dr. Erin H.C. Kao, Ling Tung University

Large boards die hard: Evidence from China

Erin H. Kao, Ling Tung University

Ho-Chuan (River) Huang, Tamkang University

Bingzhuo He, Zhejiang University

Hung-Gay Fung, University of Missouri St. Louis

Impact of Single Stock Futures on the Volatility of Underlying Taiwan Stocks

Min-Sun Horng, National Kaohsiung First University of Science and Technology

Jian-Hsin Chou, National Kaohsiung First University of Science and Technology

Chao-Hui Yeh, I-Shou University

Van-Dat Tran, Banking University of Hochiminh City

Yu-Han Hong, National Kaohsiung First University of Science and Technology

Fundamental Stock Selection in Shanghai and Shenzhen Security Exchanges

Chou-Wen Wang, National Kaohsiung First University of Science and Technology

Chin-Wen Wu, Nanhua University

Sha-Chi Chou, Hua Nan Commercial Bank

Return Volatilities of U.S., U.K. and Australian Stock Markets on the Influence of Brazil Stock Market

Yao-Cheng Tsai, Ling Tung University

Wann-Jyi Horng, Chia Nan University

Ming-Chi Huang, Chia Nan University

Session: C7 | 11:00-12:15, Tuesday, July 05, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Pranee C. Lundberg, Uppsala University

The Effects of Experience on Participation Intention of Virtual Reality Leisure Activities

Tsu-Ming Yeh, Da-Yeh University

Mei-Yuan Jeng, Da-Yeh University

Jia-En Chen, Da-Yeh University

Yi-Che Tsai, National Changhua University of Education

Vietnamese Family Members' Experiences of Caregiving to Persons Living with HIV/AIDS: Implications for Health Care Administration

Pranee C. Lundberg, Uppsala University

Thoa Thi Kim Doan, University of Medicine and Pharmacy

Piyasiri Ruangsrimun, Sukhothai Thammathirat Open University

Empirical Study of Change-Prone and Fault-Prone Method Prediction Focusing on Comment Ownership

Aji Ery Burhandenny, Ehime University

Takashi Nakano, Ehime University

Hirohisa Aman, Ehime University

Minoru Kawahara, Ehime University

A Paradigm of an Old House Renovated and Reused with Cultural Revival in Taiwan: Sky-Yard B&B

Hsien-Chun Wu, National Yunlin University of Science and Technology

Ming-Chyuan Ho, National Yunlin University of Science and Technology

Ming-Mao Lai, National Yunlin University of Science and Technology

Session: D7 | 11:00-12:15, Tuesday, July 05, 2016 | Meeting Room: D

Management Information Systems

Session Chair: Dr. Friedrich K. Jondral, Karlsruhe Institute of Technology

Understanding the Help Network of Online Social Networking Sites: An Integration of Social Networking Theory and Social Well-Being

Shing Ling Wu, National Kaohsiung First University of Science and Technology

Meng Hsiang Hsu, National Kaohsiung First University of Science and Technology

Utilization of Radio Communications in Production Facilities for Industry 4.0

Friedrich K. Jondral, Karlsruhe Institute of Technology

An Ontology-Oriented Data Modelling Approach: A Case Study for the Recommendation of the Joint Outpatient Ophthalmologist

Tsair-Yuan Chang, Ming Chuan University

Yu-Liang Chi, Chung Yuan Christian University

Chien-Ho Wu, Fu Jen Catholic University

Examining the Drivers of Employee Performance in Projects

Sung-Tae Oh, KT

Sodam Kim, Yonsei University

Hee-Woong Kim, Yonsei University

Session: E7 | 11:00-12:15, Tuesday, July 05, 2016 | Meeting Room: E
Technology and Innovation Management
Session Chair: Dr. Jung-Hua Chang, National Sun Yat-sen University

Toward a Model of Understanding End-Users Adoption Factors of Mobile Money Technology Vis-Vis Socia-Cultural, Economic and Political Issues in a Sub-Saharan Africa Nation: The Case of Nigeria

Emmanuel Matthew Ikart, Corrective Service NSW

A Study on QR-Code Ticket System Practice of Construction and Transport Service Industry

Scott Matthew Miao, National Chengchi University

Technostress of Using Mobile Instant Messaging in Workplace

Ching Heng Chiang, Chung Yuan Christian University

Exploring the Acceptance of Potential Users in Web-based Medical Service

Jung-Hua Chang, National Sun Yat-sen University

Shan-Huei Wang, National Taiwan University

Session: F7 | 11:00-12:15, Tuesday, July 05, 2016 | Meeting Room: F
Operations Management and Industrial Engineering
Session Chair: Dr. Ying Ying Liao, Hamdan Bin Mohammed Smart University

Including Workers with Disabilities in Job Shops Scheduling

Rong Hwa Huang, Fu-Jen Catholic University

Po Sheng Hsu, Fu-Jen Catholic University

Optimal Lot Size for Three-stage Supply Chain Rolling Scheduling

Rong Hwa Huang, Fu-Jen Catholic University

Jen Chieh Liu, Fu-Jen Catholic University

The Quality Effects of Inter-Firm Relationships on a Global Scale: Some Qualitative Evidence

Ebrahim Soltani, Hamdan Bin Mohammed Smart University

Ying Ying Liao, Hamdan Bin Mohammed Smart University

Effects of Load and Height of Backpack on Children's Body Strains

Yi-Lang Chen, Ming Chi University of Technology

Che-Yu Chang, Ming Chi University of Technology

Ying-Cen Mu, Ming Chi University of Technology

13:15-14:30, Tuesday, July 05, 2016

Session [A8]-[F8]

| | |
|---|----------------|
| Session [A8] Marketing | Meeting Room A |
| Session [B8] Accounting and Finance | Meeting Room B |
| Session [C8] Multidisciplinary articles | Meeting Room C |
| Session [D8] Accounting and Finance | Meeting Room D |
| Session [E8] Organization Behavior and Human Resource Management | Meeting Room E |
| Session [F8] Operations Management and Industrial Engineering | Meeting Room F |

**Session: A8 | 13:15-14:30, Tuesday, July 05, 2016 | Meeting Room: A
Marketing**

Session Chair: Dr. Patrick Poon, Lingnan University

How Promotional Formats Influence the Inaction Inertia

Hsin-Hsien Liu, National University of Kaohsiung

Yu-Cih Liang, National University of Kaohsiung

The Framing Effect of Sales Packages on Inaction Inertia of the Individual Items

Hsin-Hsien Liu, National University of Kaohsiung

Fang-Yun Lin, National University of Kaohsiung

Rewarded Online Reviews: The Roles of Shopping Experience and Altruism

Patrick Poon, Lingnan University

Cheng-Yue Yin, Northeast Normal University

Information Diffusion of Marketing Strategies on the Social Network Sites - The Case of Facebook Fan Page

Ting-Lin Lee, National University of Kaohsiung

I-Hsien Ting, National University of Kaohsiung

Huan-Yi Chu, National University of Kaohsiung

Session: B8 | 13:15-14:30, Tuesday, July 05, 2016 | Meeting Room: B
Accounting and Finance
Session Chair: Dr. Yulia Ilina, Saint Petersburg University

The Impact of Market Concentration Rate on Capital Expenditure in China

Chao-Lung Lien, Dhurakij Pundit University

Yu-En Lin, Jilin University

Hsiang-Hsuan Chih, National Dong Hwa University

Jian-Hua Zhuang, Fujian Xishi Group

Stock Market Reaction to Dividend Surprises: Evidence from the Emerging Market of Russia

Yulia Ilina, Saint Petersburg University

Irina Berezinets, Saint Petersburg University

Marat Smirnov, Saint Petersburg University

Lilia Bulatova, Amadeus Data Processing GmbH

The Effect of Rating Reports of Foreign Institutions on the Trading Behavior of Investors in the Bear Market or Bull Market

Chuang-Min Chao, National Taipei University of Technology

Shih-Wei Wu, National Taipei University of Technology

Yu-Shiuan Hsu, National Taipei University of Technology

Operational Efficiency of Financial Institutions in Taiwan using Value-based Measurement

Chuang-Min Chao, National Taipei University of Technology

Ming-Miin Yu, National Taiwan Ocean University

Ya-Ju Chang, National Taipei University of Technology

Session: C8 | 13:15-14:30, Tuesday, July 05, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Chiou-shu J. Hwang, Meiho University

An Optimization of Input factors Allocation for Biofuel Production in the Community Level

Montri Singhavara, Maejo University

Phunchit Pinthadit, Phayao University

Aree Cheamuangphan, Maejo University

Wasapol Wongdeethai, Maejo University

Kamoltip Panyasit, Rajabhat University

Doing Business In-Between – A Rhetorical Analysis of Managerial Work in a Marketing Context

Tomas Nilsson, Linnaeus University

A Preliminary Study on the Development Ability of Innovation and Transition of Higher Technological and Vocational Universities and Colleges of Teaching Excellence in Taiwan

Li-Jiun Hsieh, National Taiwan Normal University

Ru-Ping Hu, National Taiwan Normal University

Session: D8 | 13:15-14:30, Tuesday, July 05, 2016 | Meeting Room: D

Accounting and Finance

Session Chair: Dr. Simon Yang, Adelphi University

The Effect of Earnings Persistence on Incremental Value Relevance of Earnings Levels and Earnings Changes

Simon Yang, Adelphi University

Accounting and Auditing of Sustainability: A Model

Arne Fagerstrom, University of Gävle

Fredrik Hartwig, University of Dalarna

Gary M Cunnibgham, University of Gävle

The Role of Venture Capitalists in the Going-Public Process

Ruei-Shian Wu, Yuan Ze University

Huai-Chun Lo, Yuan Ze University

Ruei-Yu Wu, Hwa Hsia University of Technology

Should Investors Focus Their Attention on the Japanese Financial Statement?

Junjian Gu, Nagoya University

Hu Dan Semba, Nagoya University

Session: E8 | 13:15-14:30, Tuesday, July 05, 2016 | Meeting Room: E
Organization Behavior and Human Resource Management
Session Chair: Dr. Muhammad Jameel Qazi, King Fahd University of Petroleum
and Minerals

**Role of Cross-Cultural Competencies in Shaping a Global Mindset among
Former Adult Third Culture Kids (TCKs), Currently Working as Self-Initiated
Expatriates (SIEs)**

Muhammad Jameel Qazi, King Fahd University of Petroleum and Minerals

**Study on Structural Transition and Its Employment Effect of China's Emerging
Strategic Industries**

Xiaoxia Zhou, Hefei University of Technology

Cisheng Wu, Hefei University of Technology

Exploring the Research Trends of Employer Brand in the Decade of 2005-2014

Hui-Chun Huang, Chang Jung Christian University

Yuan-Duen Lee, Chang Jung Christian University

Ing-San Hwang, Tatung University

Session: F8 | 13:15-14:30, Tuesday, July 05, 2016 | Meeting Room: F
Operations Management and Industrial Engineering
Session Chair: Dr. Chi-Guhn Lee, University of Toronto

The Effects of Supply Chain Integration and Relational Stability on Firms' Performance in Buyer-Supplier Relationships

Fan-Yun Pai, National Changhua University of Education

Tsu-Ming Yeh, Da-Yeh University

Chia-Jung Tsai, National Changhua University of Education

Pei-Hua Lin, Da-Yeh University

Dynamic Pricing and Sequencing of Vertically Differentiated Products for Consumers with Sequential Search

Chi-Guhn Lee, University of Toronto

A Constrained Programming Model for Tour-Guide Scheduling of Field Trip to Minimize the Makespan

Hui-Mei Wang, Vanung University

Mei-Chen Chien, Vanung University

Fuh-Der Chou, Chien Hsin University

A Study of Multi-Objective Parallel Machine Scheduling Problems Considering Setup Times and Resource Constraints

Cheng-Hsiang Liu, National Pingtung University of Science and Technology

Rujapa Nanthapodej, National Pingtung University of Science and Technology

Zhi-Ting Lin, National Pingtung University of Science and Technology

Jian-Jiun Dai, National Pingtung University of Science and Technology

14:45-16:00, Tuesday, July 05, 2016

Session [A9]-[F9]

Session [A9]

Marketing

Meeting Room A

Session [B9]

Accounting and Finance

Meeting Room B

Session [C9]

Multidisciplinary articles

Meeting Room C

Session [D9]

Management Information Systems

Meeting Room D

Session [E9]

Technology and Innovation Management

Meeting Room E

Session [F9]

Operations Management and Industrial Engineering

Meeting Room F

**Session: A9 | 14:45-16:00, Tuesday, July 05, 2016 | Meeting Room: A
Marketing**

Session Chair: Dr. Aurathai Lertwannawit, Thammasat University

Affect-Based Complementarity and The Value-Discounting Effect

Hsin-Hsien Liu, National University of Kaohsiung

Jia-Tsen Chen, National University of Kaohsiung

**The Influence of Sport Involvement and Team Identification on Sponsoring
Brand Outcomes**

Aurathai Lertwannawit, Thammasat University

Anawat Pornvisavarakskul, Thammasat University

Brand Valuation by Value Analysis and Engineering

Ting-Lin Lee, National University of Kaohsiung

Ting-Wei Yeh, National University of Kaohsiung

Session: B9 | 14:45-16:00, Tuesday, July 05, 2016 | Meeting Room: B

Accounting and Finance

Session Chair: Dr. Fah Fah Cheng, University Putra Malaysia

A Study on the Financial/Business Performance and Market Share of Non-Life Insurance Industry in Taiwan - An Application of Multivariate Analysis and Panel Data Regression

Guan-Chih Chen, Dhurakij Pundit University

Is the Board Structure a Determinant of Financial Performance? Evidence from Russia

Irina Berezinets, Saint Petersburg University

Yulia Ilina, Saint Petersburg University

An Empirical Study on the Investor Overconfidence of China Stock Market

Chuang-Min Chao, National Taipei University of Technology

Shih-Wei Wu, National Taipei University of Technology

Chung-Jung Lee, Ming Chuan University

Ya-Ting Yu, National Taipei University of Technology

Effects of Interest Rate, Exchange Rate, Inflation and Share Price on REIT Markets in Malaysia and Singapore

Fah Fah Cheng, University Putra Malaysia

Wong Wai Choon, University Putra Malaysia

Nasir Annuar, University Putra Malaysia

Session: C9 | 14:45-16:00, Tuesday, July 05, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. sadık rıdvan karluk, Turgut Ozal University

**The Membership Perspective and the Problems Encountered in the EU
Membership Process of Turkey**

Sadık Rıdvan Karluk, Turgut Ozal University

**The Hull-White Interest Rate Model with Stochastic Volatility after the Credit
Crunch**

Hoi Ying Wong, The Chinese University of Hong Kong

Mei Choi Chiu, Hong Kong Institute of Education

Wanyang Liang, DBS Hong Kong

Exploring Design Factors for Gamification

Feng-Liang Lee, Chia Nan University of Pharmacy & Science

Design of a Mobile Application to Support Diabetes Self-management

Jing-Ing Yu, Chang Gung University

Yu-Cheng Lan, Chang Gung University

Her-Kun Chang, Chang Gung University

Session: D9 | 14:45-16:00, Tuesday, July 05, 2016 | Meeting Room: D
Management Information Systems
Session Chair: Dr. Chien-Lung Chan, Yuan Ze University

An Efficient Authentication Scheme in Telecare Medicine Information Systems

Shin-Yan Chiou, Chang Gung University

Ching-Hsuan Lin, Chang Gung University

The Impact of Walking Exercise on the Gait Parameter, Falls Self-Efficacy and Fall Risk of the Elderly Diabetic Patients

Chien-Lung Chan, Yuan Ze University

Yu-Chi Chiu, Yuan Ze University

Ren-Hao Pan, Yuan Ze University

Hsien-Wei Ting, Taipei Hospital, Ministry of Health and Welfare

Nan-Ping Yang, Keelung Hospital, Ministry of Health and Welfare

Understanding the Factors Affecting Customer Purchase Intention in Social Media Brand Community: The Role of Switching Costs and Its Antecedents

Chun-Ming Chang, Ming Chuan University

Ling-Chieh Ma, Aletheia University

Hsin-Pei Cho, Aletheia University

Mei-Chun Wang, National Taipei University of Education

Session: E9 | 14:45-16:00, Tuesday, July 05, 2016 | Meeting Room: E
Technology and Innovation Management
Session Chair: Dr. Jia-Yen Huang, National Chin-Yi University of Technology

Patent Clustering Analysis of Cloud Computing

Jia-Yen Huang, National Chin-Yi University of Technology

**Using GIS Techniques to Assess Spatial Accuracy of GPS Equipment for
Improving Park Management: A Case Study in the Yehliu GeoPark**

Chiung-Hsu Liu, Chinese Culture University

Meng-Lung Lin, Aletheia University

Chien-Min Chu, Chinese Culture University

Huey-His Lo, Aletheia University

Yung-Tan Lee, Aletheia University

Lightweight Authentication Schemes for IoT Applications

Kuo-Yu Tsai, Hwa Hsia University of Technology

Yen-Wu Ti, Hwa Hsia University of Technology

Session: F9 | 14:45-16:00, Tuesday, July 05, 2016 | Meeting Room: F
Operations Management and Industrial Engineering
Session Chair: Dr. Hui-Mei Wang, Vanung University

An Extended VIKOR Multiple Criteria Decision Making Technique with Intuitionistic Fuzzy Sets and Its Application

Kuo-Chen Hung, Hungkuang University

A Bi-Criterion Scheduling for Sterilization Operation in a Professional Disinfection, Sterilization and Waste Disposal Services

Hui-Mei Wang, Vanung University

Fuh-Der Chou, Chien Hsin University

Mapping Customer-System Interactions to E-Service Quality in Internet Shopping

An-Che Chen, Ming Chi University of Technology

Chia-Hsun Lee, Ming Chi University of Technology

Hsin-Ting Chiu, Ming Chi University of Technology

Hsin-I Tsai, Ming Chi University of Technology

16:15-17:30, Tuesday, July 05, 2016

Session [A10]-[F10]

Session [A10]

Marketing

Meeting Room A

Session [B10]

Accounting and Finance

Meeting Room B

Session [C10]

Multidisciplinary articles

Meeting Room C

Session [D10]

Accounting and Finance

Meeting Room D

Session [E10]

Management Information Systems

Meeting Room E

Session [F10]

Multidisciplinary articles

Meeting Room F

**Session: A10 | 16:15-17:30, Tuesday, July 05, 2016 | Meeting Room: A
Marketing**

Session Chair: Dr. Tzyy Jane Lai, Yuan Ze University

**Increasing Market Capabilities and Competitiveness of Community Enterprises
in Chiang Mai Province to Asean Economics Community**

Raphassorn Kongtanajuruanun, Maejo University

Chanita Panmanee, Maejo University

**Discussion on the Relationship among Tourist Value, Satisfaction and Loyalty in
Traditional Festival Activities from the Perspective of Sustainability - Take
Tourist Characteristic as the Moderating Variable**

Cheng-Wei Chung, Shu-Te University

Yi-Ying Zhu, Shu-Te University

Ze-Yin Huang, Shu-Te University

**Understanding the Impact of Backpackers' Intention on Independent Travel
Websites: An Extension of Theory of Planned Behavior**

Shih-Chih Chen, Southern Taiwan University of Science and Technology

Shih-I Cheng, Shu-Te University

Din Jong, Chung Hwa University of Medical Technology

Chia-I Pan, National Sun Yat-sen University

Yen-Ching Chen, National Sun Yat-sen University

Why Do Some Customers Get Perks During Service? A Conceptual Explanation

Thanawut Limpanitgul, Thammasat University

Session: B10 | 16:15-17:30, Tuesday, July 05, 2016 | Meeting Room: B

Accounting and Finance

Session Chair: Dr. Khewika Sukiam, Kasetsart Univ. Kampeangsean Campus

Sustainable Tourism Development in Economic Aspect

Khewika Sukiam, Kasetsart University Kampeangsean Campus

Performance and Risk of Outsider-Managing Firms

S. Cheung-Sum Lu, Tamkang University

Profit Efficiency, Technical Efficiency and Allocative Efficiency of Financial Institutions in Taiwan under the Non-Fully Competitive Market: The Metafrontier Approach

Chuang-Min Chao, National Taipei University of Technology

Ming-Miin Yu, National Taiwan Ocean University

Shin-Yun Hsu, National Taipei University of Technology

The Effect of Directors' and Officers' Insurance on Audit Fees: The Case of an Emerging Economy

Kuei-Fu Li, Ming Chuan University

Yi-Ping Liao, Ming Chuan University

Institutional Ownership Stability and Earnings Quality

Jia-Chi Cheng, Yuan Zu University

Session: C10 | 16:15-17:30, Tuesday, July 05, 2016 | Meeting Room: C

Multidisciplinary articles

Session Chair: Dr. Natalia Maehle, Bergen University College

Gamification: How Companies Can Use Games in Their Business Strategy

Natalia Maehle, Bergen University College

Why Don't Business Sub-Degree Students Further Their Study? An Application of TRA

Calvin Cheng, The Hong Kong Polytechnic University

Simon S.M. Yuen, The Hong Kong Polytechnic University

Captcha Checkup by Character Recognition

Chen-Chiung Hsieh, Tatung University

Kai-Miao Chueh, Tatung University

Session: D10 | 16:15-17:30, Tuesday, July 05, 2016 | Meeting Room: D
Accounting and Finance
Session Chair: Dr. Wang Mu-Shun, Kainan University

Factor Affecting Technical Change of Credit Union Co-operative in Upper Northern of Thailand

Aussawin Phaoumnuaywit, Chiang Mai University

Thanes Sriwichailamphan, Chiang Mai University

Nisit Panthamit, Chiang Mai University

Idiosyncratic Volatility, Incentive-based CEO compensation and Earning Quality: The Experience of Taiwan

Mu-Shun Wang, Kainan University

How the Global Financial Crisis Affects the Risk Estimates of Stock Markets?

Jung-Bin Su, China University of Science and Technology

The Delayed Effect of Stealth Trading of Major Traders on Taiwan Stock Index Options

Hui-Huang Tsai, National United University

Wei-Hwa Wu, Ming-Chuan University

Mu-En Wu, Soochow University

Session: E10 | 16:15-17:30, Tuesday, July 05, 2016 | Meeting Room: E
Management Information Systems
Session Chair: Dr. Hussein Moselhy Ahmed, Sadat Academy for Management
Science

Developing a Decision Support System for Human Factors of Musculoskeletal Hazards in SMEs

Jiun-Shiung Lin, Ming Chi University of Technology

Jen-Huei Chang, Tungnan University

Yu-Chia Chang, Ming Chi University of Technology

Examining the Antecedents of Mobile Office Use

Tae Young Kong, KT

Jong Won Park, Yonsei University

Young Ju Youn, Yonsei University

A Proposed Model for an Online Database Management for Renew Monument Services [RMS]

Hussein Moselhy Ahmed, Sadat Academy for Management Science

Bishoy Sawiris, Sadat Academy for Management Science

Session: F10 | 16:15-17:30, Tuesday, July 05, 2016 | Meeting Room: F

Multidisciplinary articles

Session Chair: Dr. Aree Cheamuangphan, Maejo University

Cultivating Compassion in Business Schools: Towards a Pedagogy Based on Immersive Learning

Muayyad Jabri, University of New England

Factors Enhancing Efficiency of Farmer Production in Upper Northern Region

Aree Cheamuangphan, Maejo University

Montri Singhavara, Maejo University

Using Novel Genetic Algorithm to Explore the Factors Associated with Stroke and Sleep Disorders

Hsueh-Yi Lu, National Yunlin University of Science and Technology

Evaluation of the Balance on Young Subjects for Regular Runners

Chien Chih Wang, Ming Chi University of Technology

Chien-Yu Lin, Ming Chi University of Technology

Poster Session [P1]-[P6]

Session [P1] 10:45-11:00, Monday, July 04, 2016

Session [P2] 14:00-14:15, Monday, July 04, 2016

Session [P3] 15:30-15:45, Monday, July 04, 2016

Session [P4] 10:45-11:00, Tuesday, July 05, 2016

Session [P5] 14:30-14:45, Tuesday, July 05, 2016

Session [P6] 16:00-16:15, Tuesday, July 05, 2016

The Study of Admission Policies of Mainland Chinese Students in Taiwan

Hsin Ying Chu, National Taichung University of Education

Jeng Yi Lin, National Taichung University of Education

Business Opportunities for Developing Cross-Border Electricity Supplier in Taiwan

Jin-Duan Lai, Jin Wen University of Science and Technology

Li-Lin Shang, Jin Wen University of Science and Technology

Real-Estate Property Recommendation Based on Browsing Sequence

Tomomi Sanjo, NEXT Co., Ltd.

Akito Sakurai, Keio University

The Study of Electronic Medical Records Infusion and Performance: Views of Healthcare Practitioners

Ju-Ling Hsiao, Chia Nan University of Pharmacy & Science

Ting-Hung Chen, Chia Nan University of Pharmacy & Science

Rai-Fu Chen, Chia Nan University of Pharmacy & Science

Research and Design of a Stepper Machine Considering of the Seniors

Shu-Jen Hu, Lunghwa University of Science and Technology

Fang-Wen Yu, Lunghwa University of Science and Technology

Kuan-Yu Lai, Lunghwa University of Science and Technology

The Investigations of Environment-Oriented Worship Behavior in Temples

Chih-Hsuan Huang, Tunghai University

Wei-Ling Hu, Tunghai University

Wei-Che Hsu, Tunghai University

Kai-I Huang, Tunghai University

Sue-Ming Hsu, Tunghai University

The Success of Hand-Off Information System in a Taiwan Hospital

Hsiu-Jung Tu, National Cheng Kung University Hospital

Weir-Sen Lin, Chia Nan University of Pharmacy & Science

Ju-Ling Hsiao, Chia Nan University of Pharmacy & Science

Effects of Cup Elongation on Consumers' Volume Perception

Yi-Lang Chen, Ming Chi University of Technology

Liang-Jie Shi, Ming Chi University of Technology

On the Way to Sustainability- A Study of Green Consumption for the Future Campus

Kai-I Huang, Tunghai University

Wei-Che Hsu, Tunghai University

Chih-Hsuan Huang, Tunghai University

Sue-Ming Hsu, Tunghai University

Mei-Lan Wu, Tunghai University

The Evolution and Regional Network Correlation of Vertical Disintegration and Industry Agglomeration: An Analysis of Space-Time Perspective

Li-Yu Chan, Jinwen University of Science and Technology

Ming-Ju Pan, Jinwen University of Science and Technology

Session: Poster 2 | 14:00-14:15, Monday, July 04, 2016

Role of Embedded Ties in the Dissolution of Interorganizational Relationships

Yong-Sheng Chang, Tamkang University

The Effects of Customer Product Involvement on Emotional Connectivity, Satisfaction, and Brand Loyalty

Paige Glovinsky, University of South Carolina

Jiyeon Kim, University of South Carolina

Joohyung Park, University of South Carolina

The Influence of Personnel Problems in IFRS Conversion on the Benefits of IFRS

Wen-Hsien Tsai, National Central University

Hsiu-Li Lee, National Central University

Ming-Ling Liao, National Central University

Development of a Wearable Device with Motion Analysis and Simulation Functions for Baseball Players

Yueh-Yun Wang, Far East University

Yi-Cing Lu, Far East University

A Study on Video Community of Live Streaming Applications

Shih-Yi Kao, Chung Yuan Christian University

Building the Innovational Business Model for Traditional Souvenirs Retailing in Taiwan

Ting-Chung Huang, Ching-Kuo Institute of Management and Health

A Control-Flow-Pattern Based Process Modeling and Verification Approach

Yeh-Chun Juan, Ming Chi University of Technology

**Collective Benefits, Target Awareness and Organizational Citizenship Behavior -
A Study of the Governmental Institutions and Corporate Organizations in
Taiwan**

Chiho Chiou, Chien Hsin University of Science and Technology

**Patients' Attitudes toward Using the PharmaCloud for Safety Medication in a
Southern Taiwan Hospital**

Chao-Yung Wang, Tainan Municipal Hospital

Wen-Chin Lee, Tainan Municipal Hospital

Weir-Sen Lin, Chia Nan University of Pharmacy and Science

Su-Hui Tsai, Tainan Municipal Hospital

Jui-Liang Weng, Tainan Municipal Hospital

Performance Interpretation of Various Classifiers for Medical Works

You-Shyang Chen, Hwa Hsia University of Technology

**Innovation Work Behavior in the Knowledge-Intensive Services Organizations:
Exploring the Roles of Shared Leadership and Improvement-Oriented Voice**

Chiung-Hui Huang, National Kaohsiung University of Applied Sciences

Session: Poster 3 | 15:30-15:45, Monday, July 04, 2016

Explore the Key Factors of Competitive Advantage of Wire Communication Equipment Industry in Taiwan

Po Hsin Hsieh, National Chiao Tung University

Grace T.R. Lin, National Chiao Tung University

Pang Hsiang Hsi, National Chiao Tung University

Hsiao Jung Fu, National Chiao Tung University

Social Commerce and Relationship Marketing in Indonesia

Kuang-Wen Wu, Feng Chia University

Silvia Kosasih, Feng Chia University

Qualitative Characteristics of Accounting Information and Their Effects on Decision Making Pertaining to Fair Value

Sin Hui Yen, Tamkang University

Yun Ting Lai, Tamkang University

Hui Ling Chen, Tamkang University

The Mobility of Physical Examination Screening Service

Chun-Ying Lin, Lunghwa University of Science and Technology

Chia-Li Chen, Lunghwa University of Science and Technology

A Knowledge Management Platform Based on User Experience Design to Support New Product Design

Jiun-Shiung Lin, Ming Chi University of Technology

Jen-Huei Chang, Tunghnan University

Cherng-Min Ma, Ming Chi University of Technology

A Strategic Model for Decoupling Point Determination in Mass Customization

Chun-Ying Shen, Chien Hsin University of Science and Technology

Monitoring Process Mean and Variability Using a Single EWMA-Type Control Chart with Variable Samplings Intervals

Chi-Jui Huang, JinWen University of Science & Technology

How Empowering Leadership Encourages Knowledge Sharing? A Multi-Level Approach

Wei-Li Wu, Chien Hsin University of Science and Technology

Build a Healthcare Guidance Platform of Dementia Disorder Automatic Classification Based on Support Vector Machine

Nan-Chen Hsieh, National Taipei University of Nursing and Health

Jui-Fa Chen, Tamkang University

Tsai Hsin-Che, Tamkang University

Enhanced Robust Biometric and Smartcard Based Authenticated Key Agreement with Privacy Protection for Multi-Server Environments

Tian-Fu Lee, Tzu Chi University

Guo-Jun Su, Tzu Chi University

Using Fuzzy Decision Tree to Acquire Knowledge of Factors Influencing Service Performance of Service Employees

Kuan-Yeh Tung, Southern Taiwan University of Science and Technology

Shu-Ling Chen, National Dong Hwa University

Session: Poster 4 | 10:45-11:00, Tuesday, July 05, 2016

Close-Loop CSR Evaluation and Improvement System for Manufacturing Plant

Chang-Lin Yang, Fu Jen Catholic University

Chuang-Chung Chiu, Fu Jen Catholic University

Outsourcing or Insourcing: The Case of Container Transport Company

Yi-Hui Tai, Ming Chuan University

Using Parallel K-means Clustering to Construct the Stock Decision Support System Based on Hadoop

Tsung-Yeh Ho, Chung Yuan Christian University

The Application of TRIZ to Improve the Assembly Efficiency of Alginate Mixer

Chien-Chih Wang, Ming Chi University of Technology

Li-Ling Tsai, Ming Chi University of Technology

Optimized Planting Scheduling of Community Supported Agriculture

Rong Hwa Huang, Fu-Jen Catholic University

Shou Yao Wu, Fu-Jen Catholic University

Application QFD and RPN Method to Determine Service Needs of Aging in Place

Shun-Hsing Chen, Oriental Institute of Technology

Cheng-Wen Lin, Oriental Institute of Technology

A Study on Occupational Stress Status and Coping Strategies of Senior High School Teachers in Chengdu Urban City

Xin Xu, Dhurakij Pundit University

Chia-Ching Tu, Dhurakij Pundit University

Fuzzy Descriptor Control Strategy with Its Applicable Systems

Chih-Peng Huang, University of Taipei

Performance of Distributed Antenna System with Cross-layer Design and Imperfect CSI in Composite Fading Channels

Xiangbin Yu, Nanjing University of Aeronautics and Astronautics

Binbin Wu, Nanjing University of Aeronautics and Astronautics

Hao Wang, Nanjing University of Aeronautics and Astronautics

Sainan Qiu, Nanjing University of Aeronautics and Astronautics

Xiaoyu Dang, Nanjing University of Aeronautics and Astronautics

Improved Time Domain Sampling Approach for Volumetric Shadows

Chin-Chen Chang, National United University

The Successful Entrepreneurial Operation Mode of High-Tech Spin-Off Company - A Case Study Based on Industrial Technology Research Institute

Yu-Shing Chang, MingDao University

Nien-Chu Wu, ITRI's Service System Technology Center

Creativity and Bricolage in High Tech Startups

Chiayu Tu, Ming Chuan University

Suechin Yang, Tamkang University

Learn Entrepreneurship through Gaming

Yu-Ling Lin, National Chin-Yi University of Technology

Hong-Wen Lin, National Taiwan University of Science and Technology

Ya-Cing Jhan, National Taiwan University of Science and Technology

Flat-rate Pricing Scheme in 4G Internet Access Service Considering Network Neutrality

Chu-Fen Li, National Formosa University

Continuous Usage Intention of Mobile Instant Messaging Software: An Exploratory Study

Kuan-Yu Lin, Ling Tung University

Mission-Coordinated Ant-Team Colony Optimization Algorithm with Max-Min Strategy to Solve MTSP with Min-Max Objective

Tai-Wen Yue, Tatung University

Li-Chih Lu, Tatung University

Application of Linear Programming with Production Cost-Effective Analysis for Remanufacturing Planning

Tai-Sheng Su, National Pingtung University of Science and Technology

Jyi-Chang Tsai, I-Shou University

Chin-Chun Wu, I-Shou University

The Study on Relationship among Green Supply Chain Management, Green Shipping Practices and Organizational Performance

Yu-Hui Cheng, National Kaohsiung Marine University

Sheng-Hong Hsiao, National Kaohsiung Marine University

The Relationship between Social Capital, Overconfidence and Entrepreneurial Intention

Chun Chieh Liao, Chinese Culture University

Lin -Ju Cheng, Chinese Culture University

Using IA Base Approach for Optimal Subgroup Detection with Regulatory Relationship

Ta-Cheng Chen, Asia University

Tai-Wei Chiang, SS3C Consumer Communicate Chains

Shin -Yi Lin, National Formosa University

Jing-Wei Syu, National Formosa University

The Relationship between Professional Competences, Relation Quality, and Customer Loyalty

Hui-Chen Chang, National Taipei University

Yi-Ching Tsai, Shih Chien University

Lin-Ju Cheng, St. John's University

Jung-Hao Chung, National Taipei University

Session: Poster 6 | 16:00-16:15, Tuesday, July 05, 2016

The Effect of Service Quality on Repurchase Intention in A Multiple Mediator Model

Nan-Hong Lin, Tatung University

Han Yu, Tatung University

Ya-Han Lin, Tatung University

Hedonic Bias of Co-Creation of Recovery

Joohyung Park, University of South Carolina

Sejin Ha, University of Tennessee

Corporate Reputation and Stakeholder Value Maximization: Evidence from Strategic Alliances

Jia-Yu Chen, Jinwen University of Science and Technology

Constructing GWMA Control Chart System to Detect Small Shifts

Tse-Chieh Lin, Lunghwa University of Science and Technology

Applying System Dynamics on Supply-Demand of Instructor Manpower of Education and Mobilization Recall - A Case Study of Taiwan's Mobilization Troops of R.O.C.

Wen-Yuan Wu, National Defense University

Pei-Leen Liu, National Defense University

Tingko Lee, National Defense University

Wisdom Handset on the Influence of Student Nearsightedness- Case by Chia Nan University

Wann Jyi Horng, Chia Nan University

Chen Mei Yinn, Chia Nan University

Ming-Chi Huang, Chia Nan university

Exploring the Key Factors for Life Satisfaction to Elderly- A Case Study in Taiwan

Kai-I Huang, Tunghai University

Mei-Lan Wu, Tunghai University

Wei-Che Hsu, Tunghai University

Exploring the Effect of Customer Orientation on Customer Values in Hotel Industry

Ta-Wei Tang, Asia University

ISTEL 2016

2016 International Symposium on Teaching, Education,
and Learning

Conference Program

Nagoya, Japan
July 03-05, 2016

Conference Organizers

International Business Academics Consortium (iBAC)
Hyogo University of Teacher Education, Japan
Nagoya Institute of Technology, Japan

Session [G1]-[G10]

Meeting Room G

| | |
|---------------|--|
| Session [G1] | Teaching and Learning |
| Session [G2] | E-learning, Teaching, and Learning |
| Session [G3] | Best Paper Awards Session |
| Session [G4] | Teaching, Learning, and Education |
| Session [G5] | E-learning |
| Session [G6] | Education |
| Session [G7] | Teaching, Learning, and Higher Education |
| Session [G8] | Teaching, Learning, and Higher Education |
| Session [G9] | Education |
| Session [G10] | Teaching and Learning |

Session: G1 | 09:30-10:45, Monday, July 04, 2016 | Meeting Room: G
Teaching and Learning
Session Chair: Dr. Neslihan Arhun, Baskent University

Teachers' Craft Knowledge Development: A Video Repository for English Language Teacher Education

Lai-Yiu Eunice Tang, The Chinese University of Hong Kong

Sin Yi Irina Chong, The Chinese University of Hong Kong

Inviting Peer Feedback for Improving Oral English via E-Portfolio: An Exploratory Study in an EAP Classroom

Eric Ho, The Hong Kong Polytechnic University

Linking Cognitive Capabilities to Success in Dental Education: A Cohort Study

Neslihan Arhun, Baskent University

Ayse Gulsahi, Baskent University

Yasemin Genc, Ankara University

Factors Affecting Academic Achievement in English Listening-Speaking Course of Undergraduate Students at Prince of Songkla University, Pattani Campus

Suchawadee Prasobnet, Prince of Songkla University

Phattrawan Tongkumchum, Prince of Songkla University

Session: G2 | 11:00-12:15, Monday, July 04, 2016 | Meeting Room: G
E-learning, Teaching, and Learning
Session Chair: Dr. Joyce Hwee Ling Koh, Nanyang Technological University

Three Lesson-Level Blends for Integrating Resusable Learning Objects to Support Meaningful Blended Learning

Joyce Hwee Ling Koh, Nanyang Technological University

The Role of Concept Mapping Teaching Strategy, Motivation, Attitude, and E-book Learning in Student Performance of Art Course

Wei Pan, National Taiwan University of Science and Technology

Dai-Qi Lin, National Taiwan University of Science and Technology

Shu-Ling Wang, National Taiwan University of Science and Technology

Effects of Different Role Playing Picture E-Books on Junior High School Students' Reading Motivation, Critical Thinking and Flow

Yi-Ming Kao, National Taiwan University of Science and Technology

Chien-Hui Chen, National Taiwan University of Science and Technology

Course Design of Language Learning Strategies for Chinese Learners

Ching-Ching Lu, National Hsinchu University of Education

Hsin-Yi Jiang, National Hsinchu University of Education

Zi-Hsuan Yang, National Hsinchu University of Education

Ching-Chong Li, National Hsinchu University of Education

Hsiu-Chi Tsai, National Hsinchu University of Education

The Study on Relations among Parental Literacy Involvement, Perceived Parent Goals, Trichotomous Goals, Maladaptive Learning Behaviors, and Achievement for Elementary School Students Learning English as a Foreign Language in Taiwan

Tung-Hsien He, National Taipei University of Education

Session: G3 | 13:00-14:00, Monday, July 04, 2016 | Meeting Room: G

Best Paper Awards Session

Session Chair: Hironori Sasaki, Chugokugakuen University

A Study of Correlation between Behavioral Usage of Facebook and Grade Point Average (GPA) of Undergraduate Students at Phuket Rajabhat University (PKRU)

Pita Jarupunphol, Phuket Rajabhat University

Wipawan Buathong, Phuket Rajabhat University

The Education & Training and the Utilization of Multi-Cultural Workforce

Su Won Kim, Korea Research Institute for Vocational Education and Training

The Utilization of Online Professional Development and Its Relationship with English Language Teachers in Thailand

Nattaporn Luangpipat, Naresuan University

Session: G4 | 14:15-15:30, Monday, July 04, 2016 | Meeting Room: G
Teaching, Learning, and Education
Session Chair: Dr. Hironori Sasaki, Chugokugakuen University

The Ability of Fourth Grade Students in Solving Word Problems of Natural Numbers

Patcharin Setteechaichana, Valaya Alongkorn Rajabhat University

Is a Moral Dilemma Story Useful for Education of Information Ethics?

Hironori Sasaki, Chugokugakuen University

Ayaka Matsuo, Miyuki Elementary School

Yuka Kawasaki, Hyougo University of Teacher Education

Teacher Interest Group in School- A Case Study in Taiwan

Yinan Amanda Chu, National Taiwan Normal University

A Study of Recommendation System for College Majors and Career Planning

I-Fan Liu, Oriental Institute of Technology

Chun-Wang Wei, Far East University

Exploration the Inclusive Classroom Setting of the Children with Autism

Mahbuba Naznin Sani, Griffith University

Barbara G Garrick, Griffith University

**Session: G5 | 15:45-17:00, Monday, July 04, 2016 | Meeting Room: G
E-learning**

Session Chair: Dr. Vincent Leung, Hong Kong Baptist University

**Facilitating the Viewing of and Learning from Instructional Video Content by
Applying the Notion of a Structured Script**

Cheng-Huang Yen, National Open University

**Facilitating Problem-based Learning: A Cross Nation Joint Class via eLearning
Technologies**

Vincent Leung, Hong Kong Baptist University

Eva Wong, Hong Kong Baptist University

Theresa Kwong, Hong Kong Baptist University

**Effects of Different Role-Playing Picture E-Books on Children's Reading
Behaviors and Critical Thinking Performance: An Eye Movement Study**

Xin Zhi Chiang, National Taiwan University of Science and Technology

Gloria Yi Ming Kao, National Taiwan University of Science and Technology

Tom Foulsham, University of Essex

**Relationship between Thinking Styles and Problem Solving Skills of Elementary
School Student in Interactive Ebooks through Eye-Tracking**

Chichia Wu, National Taiwan University of Science and Technology

Gloria Yi Ming Kao, National Taiwan University of Science and Technology

Global Competence and New Paradigm for College English Education

Wenli Tsou, National Cheng Kung University

**Session: G6 | 09:30-10:45, Tuesday, July 05, 2016 | Meeting Room: G
Education**

Session Chair: Dr. Chi-wai Chan, The Open University of Hong Kong

Peer Normative Use Moderates the Association between Heavy and Problematic Internet Use in Hong Kong Adolescents

Francisco Tsz Tsun Lai, The Hong Kong Institute of Education

Joyce Lok Yin Kwan, The Hong Kong Institute of Education

Picking the Right Major: Determinants and Satisfaction Perceived by Students

Hsuan-Fu Ho, National Chiayi University

Tien-Ling Hu, National Chiayi University

A Pilot Study about the Strategic Leadership Practices of Kindergarten Leaders in Hong Kong

Chi-Wai Chan, The Open University of Hong Kong

Using Eye-tracking Technology to Investigate the Effects of Dual Channels on Junior High School Students' Reading Attention Distribution with Electronic Picture Books

Ting-Ru Hsieh, National Taiwan University of Science and Technology

Gloria Yi Ming Kao, National Taiwan University of Science and Technology

Session: G7 | 11:00-12:15, Tuesday, July 05, 2016 | Meeting Room: G
Teaching, Learning, and Higher Education
Session Chair: Dr. Chamroenrat Chitchirachan, Vongchavalitkul University

A Model Development of Application of the Philosophy of Sufficiency Economy for Self-Study Development of Students of the Higher Education Institutions in the Northeastern Region of Thailand

Chamroenrat Chitchirachan, Vongchavalitkul University

Development of an Evaluation Tool for Caring Behaviors in Teaching by Nursing Instructors at Institution of Nursing Suranaree University of Technology

Wallapa Boonrod, Suranaree University of Technology

Parental Expressivity and Parent Self-Efficacy in Taiwan Families: Relations to Children's Psychological Adjustment

Yin-Ping Teresa Teng, Shih Chien University

Li Tsung Wen Kuo, National Taitung University

Qing Zhou, University of California

Session: G8 | 13:15-14:30, Tuesday, July 05, 2016 | Meeting Room: G
Teaching, Learning, and Higher Education
Session Chair: Dr. Wenli Tsou, National Cheng Kung University

A Systematic Review: Positive Behavior Support to Manage Challenging Behavior of Children on the Autism Spectrum

Wik Ki Wong, The Hong Kong Institute of Education

Ping Ying Li, The Hong Kong Institute of Education

Ming Xia Ji, The Hong Kong Institute of Education

Tsz Tsun Lai, The Hong Kong Institute of Education

Sing Kai Lo, The Hong Kong Institute of Education

Comparing the Effectiveness of Two Problem-based Learning (PBL) Activities in a University Language Classroom

Angela Ng, Hong Kong Baptist University

Peter Lau, Hong Kong Baptist University

A Technique for Resizing of Sprite in Scratch

Kento Yoshihara, Mie University

Kazunori Yamamori, Mie University

Conceptual Framework Development Process for a Study on Learning Motivations and Learning Barriers of Overseas Internships

Man Kuen Chak, The Chinese University of Hong Kong

**Session: G9 | 14:45-16:00, Tuesday, July 05, 2016 | Meeting Room: G
Education
Session Chair: Dr. Kim Su Won, Korea Research Institute for Vocational
Education and Training**

Does Tax Education Improve Tax Compliance? Evidence from Hong Kong

Agnes W. Y. Lo, Lingnan University

Raymond M. K. Wong, City University of Hong Kong

The Assistances Required by University Students Who Willing to Study Abroad

Tien-Ling Hu, National Chiayi University

Hsuan-Fu Ho, National Chiayi University

**Junior High School Students' Perceptions of Engineers and Self-Efficacy of
Engineering Practices**

Yi Kai Tseng, National Taiwan University of Science and Technology

Chia Ying Lu, National Taiwan University of Science and Technology

Su Fen Chen, National Taiwan University of Science and Technology

**Session: G10 | 16:15-17:30, Tuesday, July 05, 2016 | Meeting Room: G
Teaching and Learning**

Session Chair: Dr. Thomas Nielsen, University of Canberra

“Walking the Talk”: Improving Student Well-being, Engagement, and Social Concern through Four Modes of Giving Pedagogy

Thomas W Nielsen, University of Canberra

Jennifer S Ma, Australian National University

School - based Teachers Development Model

Marut Patphol, Srinakharinwirot University Thailand

Wichai Wongyai, Srinakharinwirot University Thailand

Student Learning Through Teaching in Higher Education: A Way Forward?

Franziska Kroh, National University of Ireland

Insa Hartung, St. Andrews University

The Development of Teachers by using Coaching System to Enhance Students' Learning Achievement and Their 21st Century Skills

Kittikoon Rungruang, Srinakharinwirot University

Siriyupa Poonsuwan, Srinakharinwirot University

Phatchana Intharatsami, Srinakharinwirot University

Poster Session [P1]-[P6]

Session [P1] 10:45-11:00, Monday, July 04, 2016

Session [P2] 14:00-14:15, Monday, July 04, 2016

Session [P3] 15:30-15:45, Monday, July 04, 2016

Session [P4] 10:45-11:00, Tuesday, July 05, 2016

Session [P5] 14:30-14:45, Tuesday, July 05, 2016

Session [P6] 16:00-16:15, Tuesday, July 05, 2016

An Analysis of the Relations between English Proficiency and English Learning Motivation by EFL Technology University Students

Mei-Ling Lee, Chienkuo Technology University

Yeh-Uh Hsueh Chen, Chienkuo Technology University

Perceptions Regarding the Implementation of E-portfolio for Students in Sport and Recreation Internship Placements

Siu Yin Cheung, Hong Kong Baptist University

Heather H M Kwok, Hong Kong Baptist University

Peggy H N Choi, Hong Kong Baptist University

Design of the Context-sensitive Real-time Adaptive EFL System in Museum Environment

Hong-Ren Chen, National Taichung University of Education

Jung-Jung Chang, National Taichung University of Education

What Makes Better Historical Understanding? A Study of Rational and Emotional Teaching Approaches

Pei-Fen Sung, National Taipei University

Session: Poster 2 | 14:00-14:15, Monday, July 04, 2016

The Effectiveness of Combining Virtual and Physical Manipulatives on Third Grade Students' Understanding of Evaporation and Condensation

Tzu-Ling Wang, National Hsinchu University of Education

Yi-Kuan Tseng, National Central University

Assessing Taiwanese Elementary School Students' Understanding of State Changes of Water across Three Grade Levels and Gender

Yi-Kuan Tseng, National Central University

Shu-Fen Wu, National Taipei University of Education

Tzu-Ling Wang, National Hsinchu University of Education

Session: Poster 3 | 15:30-15:45, Monday, July 04, 2016

Hands-On Biotechnology: A Multi-Disciplinary Curriculum "GMO Plants" for Senior High School Students

Yu Shan Chen, National Taichung Girls Senior High School

Shu Ian Liou, National Taichung Girls Senior High School

The Effectiveness of Young Children's Indigenous Language Performance in the Indigenous Language as Family Heirloom Project

Li Tsung Wen Kuo, National Taitung University

Hui - Chuan Huang, Meiho University

Teresa Yin-Ping Teng, Shih Chien University

Session: Poster 4 | 10:45-11:00, Tuesday, July 05, 2016

Satisfaction Survey in Compiling Songs of Chinese History Dynasties

An-An Wu, Hsin Sheng Junior College of Medical Care and Management

Analysis of Students' Cognitive Structure about Food Safety Issue by Different Searching Strategy

Kai-Ping Wang, Hsin Sheng Junior College of Medical Care and Management

Smart-Clothing Teaching Mode Applied to Science Education

Wei-Kai Liou, National Taiwan Normal University

Chun-Yen Chang, National Taiwan Normal University

To Explore the Effect of Situated Interactive Virtual Reality Teaching System (SIVRTS) on Simulation Nursing Education

Chih-Fen Yuan, Hsin Sheng Junior College of Medical Care and Management

Pao-Ju Chen, Hsin Sheng Junior College of Medical Care and Management

Session: Poster 5 | 14:30-14:45, Tuesday, July 05, 2016

The Relationships between Adults' Conceptions of Augmented Reality Book Reading and Their Reading Self-Efficacy

Kun-Hung Cheng, National Chiao Tung University

Enhance Students' Graduate Attributes and Learning Through Service Learning

Peggy Hiu Nam Choi, Hong Kong Baptist University

Siu Yin Cheung, Hong Kong Baptist University

Lives of Offenders' Wives

Donghun Lee, Sungkyunkwan University

Jiyeol Jeon, Sungkyunkwan University

Juyeon Kim, Sungkyunkwan University

Session: Poster 6 | 16:00-16:15, Tuesday, July 05, 2016

Transformation through Cultural Encounters

Yuko Hoshino, Tokyo University of Pharmacy and Life Sciences

Leon Wayne Sanders, Rose-Hulman Institute of Technology

The Effects of Fitness Courses on the Elderlies' Quality of Life

Kaichen Yang, National Taiwan Normal University

Elderly Learners' Learning Satisfaction and Life Adjustment

Chienpei Liao, National Chung Cheng University

A Study of Science Activity Integrated into Festival Thematic in Kindergarten

Chien-Kuo Ku, Applied Physics and Chemistry

Ya-Fang Huang, Taipei Municipal Zhishan Elementary School

**A Qualitative Study on Traumatic Experiences of Adolescents Losing Friends
from the Sewol Ferry Disaster Based on Counselors' Reports**

Dong Hun Lee, SungKyunKwan University

Ji Young Shin, SungKyunKwan University

You Jin Kim, SungKyunKwan University

Hyun Suk Kang, SungKyunKwan University

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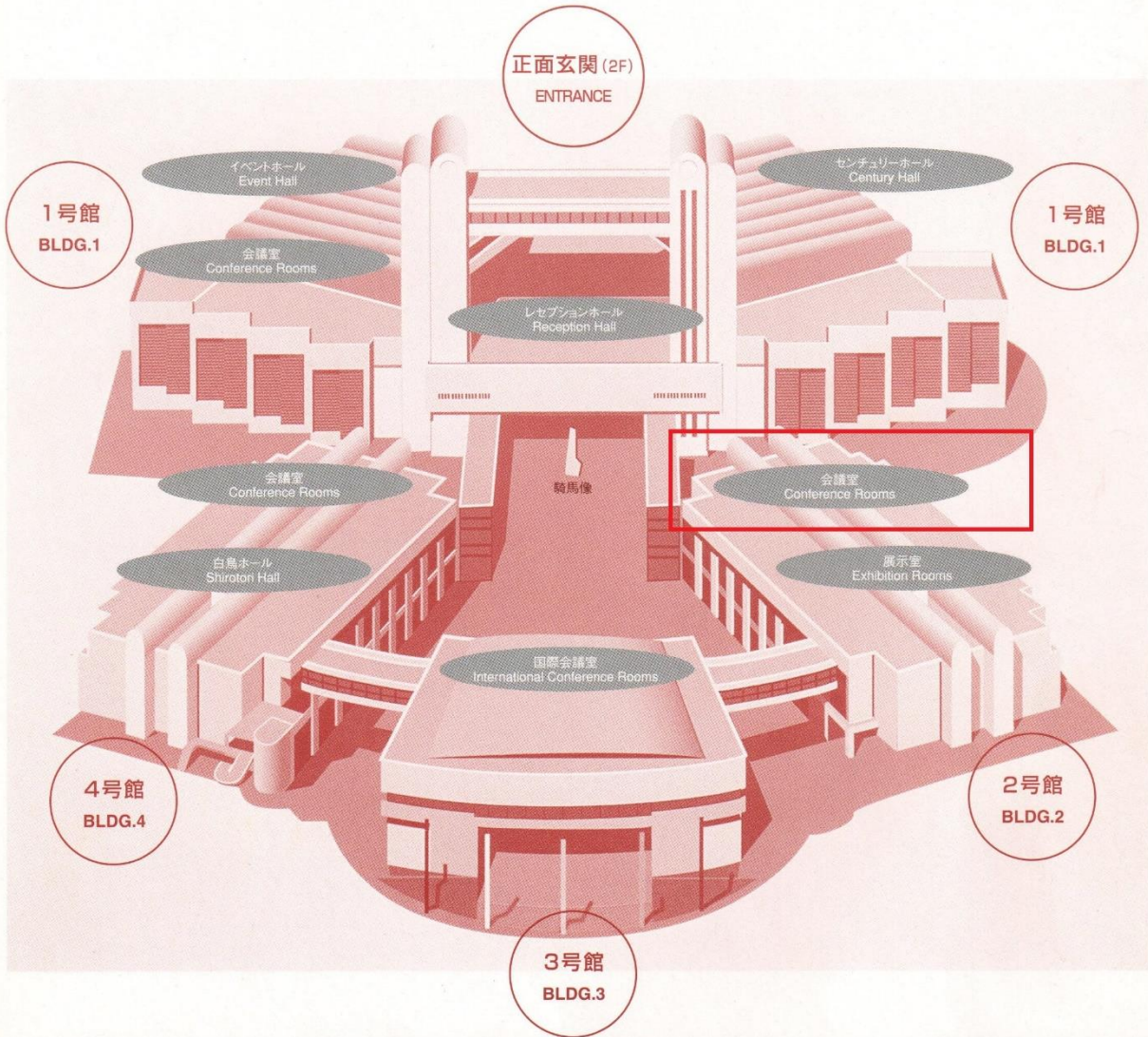
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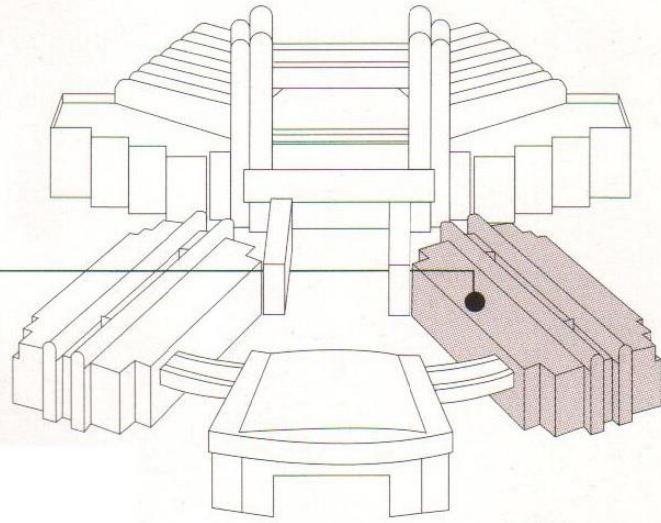


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