

## NETs 2016

### Program at-a-Glance

<b>Friday, July 22, 2016</b>		
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)
<b>Saturday, July 23, 2016</b>		
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)

<b>Sunday, July 24, 2016</b>		
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**

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**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**

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### **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**

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**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**

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**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
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## Friday, July 22, 2016

**Session A3**

**13:40-15:10**

**Room B(2F)**

**Session Chair: Carolina Herrando**

**University of Zaragoza**

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### **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 University
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  
Fu-Hsiang Chen

Nanfang College of Sun Yat-sen University  
Chinese Culture University

**Friday, July 22, 2016**

**Session B3**

**13:40-15:10**

**Room C(2F)**

**Session Chair: Michael Adiwijaya**

**Petra Christian University**

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

Kuo-Pin Yang	National Dong Hwa University
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**A TYPOLOGY FOR ICT-FACILITATED CITIZEN COPRODUCTION: PRE- AND POST-DISASTER**

Yuya Shibuya	The University of Tokyo
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**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**

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**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**

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### **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 TENDENCY BETWEEN ONLINE AND OFFLINE EDUCATION ENVIRONMENT**

Chia-Yi Chen                              National Pingtung University of Science and Technology

### **HOW MARRIAGE-IMMIGRANT FEMALES OBTAIN SOCIAL 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**

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**PERFORMANCE 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**

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### **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**

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**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**

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**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
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**Saturday, July 23, 2016**

**Session C3**

**13:40-15:10**

**Room B(2F)**

**Session Chair: Dorota Jelonek**

**Czestochowa University of Technology**

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**APPLYING THE BALANCED SCORECARD TO UNIVERSITY E-LEARNING SYSTEM**

Dorota Jelonek Czestochowa University of Technology  
Elzbieta Wyslodka 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**

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### **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**

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**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**

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**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 University
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**

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**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 Culture 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**

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**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

University of valladolid

J.M. Maestre

**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**

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**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  
Suntong Qi

Lingnan University  
Lingnan University

**Sunday, July 24, 2016**

**Session F2**

**10:50-12:20**

**Room C(2F)**

**Session Chair: Surasak Sanguanpong  
Kasetsart University**

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**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**

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**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**

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**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**

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**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**

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**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**

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

Hoang Thanh Nhon

International University- Vietnam National University