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Chair's Message

The committees of the International Conference on Innovation and Management (IAM2017 Summer) are pleased to welcome you to this meeting held at Osaka, Japan on July 4-7, 2017. On behalf of the organizers, I express my delight in sharing the time with the delegates from all around the world and hope you will have good stay here.

With the rapid development in e-business and technology, enterprises are now facing fiercer threaten and vague opportunity. How to assist enterprises in gaining competitive advantages through technological and managerial innovation has become a crucial issue to the industrial and academic societies. The main objective of IAM International Conference is to provide a venue where business stakeholders, researchers and experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote business innovation and management. We believe it is of immense significance to have an opportunity to share the knowledge from all participants.

Among 68 excellent manuscript submissions from 7 countries, 58 of them come from 7 countries have been further selected for presentation in the conference. These papers provide unique insights and are regarded as the research forefront of the key areas including applications of innovation and management in selected industries, innovative systems and knowledge management, contemporary business behavior and data. We would like to express our gratitude to all those who contributed in helping deliver quality content of IAM2017S.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

July 4, 2017 (Tuesday)	
15:00-16:30	Registration (Lobby, 1F)

July 5, 2017 (Wednesday) 09:00-15:00 Registration	
Room	Ohgi 扇 (6F)
09:30-12:00	Session A
12:00-13:30	Lunch (All Day Dining Remone, West Wing 1st Floor)
13:30-16:00	Session B

July 6, 2017 (Thursday) 09:00-15:00 Registration	
Room	Ohgi 扇 (6F)
09:30-12:00	Session C
12:00-13:30	Lunch (All Day Dining Remone, West Wing 1st Floor)
13:30-16:00	Session D

July 7, 2017 (Friday) 09:00-15:00 Registration	
Room	Ohgi 扇 (6F)
09:30-12:00	Session E
12:00-13:30	Lunch (All Day Dining Remone, West Wing 1st Floor)
13:30-15:30	Session F

Agenda

July 5, 2017 (Wednesday)

Session A

09:30-12:00

Room: Ohgi

Session Chair: Shu-hsien Liao

Tamkang University, Taiwan

Investor Attention and Herding Behavior

Shu-Fan Hsieh	National Kaohsiung First University of Science and Technology
Ming-Chun Wang	National Kaohsiung First University of Science and Technology
Yi-Ling Chen	National University of Kaohsiung

Consumption Values on Net Generation: A Grounded Theory of LINE Services

Yi-Sheng Wang	Oriental Institute of Technology
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E-marketing Mix for E-customer Loyalty through E-customer Satisfaction: Internet Usage Behavior as the Moderator

Chingfang Lee	Mingdao University, Taiwan
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A Rough Set Approach for a Brand Evaluation Model

Shu-hsien Liao	Tamkang University
Yin-Ju Chen	Tamkang University

Are the Adverse Effects of Innovative Extensions More Detrimental?

Joseph W Chang	University of Massachusetts, Dartmouth
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A Study on the Data Envelopment Analysis of the Efficiency of Taiwan Local Governments' Response to and Alleviation of Disasters

Ta-Chih Chin	National Taipei University
Hui-Chen Chang	National Taipei University

Forecasting of Taiwan's Gross Domestic Product Using Grey Markov Model

Pei-Han Hsin	Cheng Shiu University
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Agenda

July 5, 2017 (Wednesday)

Session A

09:30-12:00

Room: Ohgi

Session Chair: Shu-hsien Liao

Tamkang University, Taiwan

Application of Design Thinking in Industrial Design Class Project

Chun-Ming Yang

Ming Chi University of Technology

Hong-Thien T. Man

Ming Chi University of Technology

Hair Segmentation Using LOPC Embedded ICRG Algorithm

Jiann-Shu Lee

National University of Tainan

Assessing Consumer Behavior of Smart Locker: The Taiwan Colleges Experience

Yun-Wei Hung

Industrial Technology Research Institute

Wei-Hung Hsiao

Industrial Technology Research Institute

Tsung-Sheng Chang

Da-Yeh University

Po-Yang Mai

Da-Yeh University

Investor Attention and Herding Behavior

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Abstract

Utilizing intraday data on Taiwan stock exchange and based on the framework of Da, Engelberg and Gao (2011, 2015), Zhou and Lai (2009) and Venezia, Nashikkar and Shapira (2011), we make an attempt to compare the retail with institutional investors' relationship between internet information demand and herding behavior. We provide three empirical results: 1. Google Search Volume Index (investor attention) shows a positive correlation with the herding behavior. 2. The retail investors' positive correlation between Google Search Volume Index (investor attention) and the herding behavior should be greater than the one of institutional investors. To our knowledge, this will be the first study to tackle this issue.

Keywords: Search volume index, investor attention, herding behavior

Consumption Values on Net Generation: A Grounded Theory of LINE Services

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Abstract

This study examines the LINE service consumption values of the net generation to explore the related social contexts and situations and construct a conceptual framework of the consumption values of the net generation. For the research subjects, we selected supervisors at Chunghwa Telecom and people of the net generation. We applied grounded theory to conduct three-stage coding of the data, that is, open coding, axis coding, and theoretical coding. Then, summarized the concepts and explored various propositions until a theory emerged. The findings show that the seven key value propositions, including the relationship between the LINE services, driven-capabilities, service values, dynamic elements, generation gap, flow experience and consumption values of net-generation. This study contributes to exiting literature by proposing a conceptual framework of grounded theory for LINE services, and providing a knowledge base of consumption values that can be referenced by managers establishing LINE services.

Keywords: Net generation, consumption values, LINE services, grounded theory

E-marketing Mix for E-customer Loyalty through E-customer Satisfaction: Internet Usage Behavior as the Moderator

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Abstract

This quantitative study applied a structural equation model (SEM) to comprehensively examine the relationship among proposed e-marketing mix (eMM), e-customer satisfaction (eCS) and e-customer loyalty (eCL). Through the antecedents of the literature, we proposed eMM as a two tier construct. The sub-constructs of eMM include the traditional 4Ps (product, price, promotion, and place) and security. The population in this research was identified as customers from the top internet cosmetics drug store in Taiwan, 86 shop, resulting in 423 female university students in the sample for analysis. The findings support the proposed hypotheses as follows. EMM has a significant and positive influence on eCS and eCL. ECS has a significant and positive influence on eCL. Internet usage behavior (IUB) negatively and significantly moderates the impacts of eMM on eCS and eCL. Finally, this research generated certain managerial implications for the e-tailing industry and suggestions for future research.

Keywords: E-marketing mix, e-customer satisfaction, e-customer loyalty, e-tailing, internet usage behavior

A Rough Set Approach for a Brand Evaluation Model

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Abstract

This study proposes a mining approach, a rough set rule induction, implemented on a brand evaluation model. In addition, it presents as one way to deal with data uncertainty to analyze data, while creating predictive if-then rules that generalize data values to the retail region. As such, this study uses the analysis of algorithms to find alcoholic beverages brand trust recall. Finally, discussions and conclusion are presented for further managerial implications.

Keywords: Data mining, rough set theory, brand evaluation model

Are the Adverse Effects of Innovative Extensions More Detrimental?

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Abstract

This research advances innovation research by examining the adverse effects of inferior innovations on parent brands from the perspectives of brand innovability and consumer innovativeness. The first study reveals that radical and incremental innovations exert asymmetric adverse effects on brand innovability. The second study shows that high- and low-innovativeness consumers yield discrepant vulnerability to inferior innovation information. In comparison, brand innovability is less susceptible than brand quality to inferior innovation information. Pioneer brands are more obliged to ensure the success of the radical innovations because the adverse effects of inferior radical innovations are more detrimental to pioneer brands. Radical and incremental innovations should target their markets on high- and low-innovativeness consumers, respectively, to maximize the efficiency of innovation adoption and diffusion and minimize possible negative results caused by innovation failures.

Keywords: Brand innovability, extension innovativeness, consumer innovativeness, cue-diagnostics, brand extension, adverse effects

A Study on the Data Envelopment Analysis of the Efficiency of Taiwan Local Governments' Response to and Alleviation of Disasters

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Abstract

Due to climate change, there has been an increase in the occurrence of extreme weather. In recent years, the government has adhered to the principle of “prevention is more important than rescue, and evacuation is even better than prevention” to alleviate disasters. According to Taiwan’s Disaster Prevention and Protection Act, a three-level system of labor division is adopted: the central government is on the first level; the governments of municipalities and counties (include provincial cities) are on the second level; the towns and townships (include districts) offices are the on the third level. In this study, the second-level governments of disaster prevention and alleviation were taken as the decision marking units (DMUs). The research method was the data envelopment analysis (DEA), and the data source was the “Statistical Yearbook of Fire Agency” (2008-2015) of National Fire Agency. This study aims to offer some reference concerning disaster response and alleviation to relevant departments of local governments in Taiwan.

Keywords: Disaster prevention and protection, local government, data envelopment analysis

Forecasting of Taiwan's Gross Domestic Product Using Grey Markov Model

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Abstract

Grey forecasting is applied in many field. The traditional Grey Model, GM (1,1) , is simple to calculate and understand. Sometimes, it has poor precision. Thus, this study proposes a grey Markov model to revise the error term of predicted value. The grey Markov model is used to forecast the Taiwan's gross domestic product (GDP). It is then compared to grey model (GM). The empirical results show that the grey Markov model has higher precision than GM and that Taiwan's GDP will increase in 2017. They can be served as a reference for policy makers and investors.

Keywords: Grey Markov Model, grey forecasting, gross domestic product

Application of Design Thinking in Industrial Design Class Project

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Abstract

Design thinking is an effective, human-centered approach to more creative problem-solving. This methodology has been applied as an innovative idea generation technique not only in product and service design but also in both academic and business environments. This study, incorporated the design thinking process within an industrial design class project, aims to encourage students to embark on this freshly new approach, strengthen their confidence in design experiences, and hope to help them build up with design thinkers' personalities. Three cases from the hands-on class project were also presented.

Keywords: Design thinking, industrial design, collaborative design, problem solving

Hair Segmentation Using LOPC Embedded ICRG Algorithm

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Abstract

Hair is not only an important feature for human appearance but also becomes a part of nowadays fashion. Automatic hair region labeling plays an important role in the studies of human identification, hair styles classification, hair sketch and modeling. In this paper, we proposed a new hair segmentation method called LOPC embedded ICRG algorithm. The LOPC scheme was proposed to integrate locale and offline features to decide which macro pixels can be included into hair region. Subsequently, the ICRG algorithm was proposed to perform iteratively convex-hull region growing to merge macro pixels belonging to hair. The experimental results show that the proposed method can conquer the problems coming from illuminations and dyeing, and the hair regions can be successfully segmented.

Keywords: Hair segmentation, probabilistic classification, region growing

Assessing Consumer Behavior of Smart Locker: The Taiwan Colleges Experience

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Abstract

Smart locker (Intelligent locker) is a simple and better way to offer customer easy to access their stuff by computer based information system. Especially for the operation of e-commerce, it provides a new way for logistics services, the transformation of existing towards developing new business models. However, smart locker just starting to transform transaction process of customer buying; it's not universal. This study was designed to understand current college customers' satisfaction and attitude in Taiwan. In accordance with the findings of this research, it can be stated that customers will be positive attitude when they feel that smart locker information system convenient and 24 hours service in them.

Keywords: Smart locker, pick up station, e-commerce, consumer behavior, college, Taiwan

Agenda

July 5, 2017 (Wednesday)

Session B

13:30-16:00

Room: Ohgi

Session Chair: Chui-Yu Chiu

National Taipei University of Technology, Taiwan

Impact of Surrender Options on Traditional Life Insurance Policies for Life Insurance Firms

Chin-Ming Chen

National Kaohsiung First University of Science and
Technology

Announcement Effect of Enterprise Carbon Reduction Actions in East Asian Stock Markets

Shou-Lin Yang

Da-Yeh University

Ching-Ling Lai

Da-Yeh University

A Comparison of Market Reaction of Corporate Carbon Emission Reductions since 1996 to 2016

Shou-Lin Yang

Da-Yeh University

Tsai-Chen Chang

Da-Yeh University

A Domain Knowledge Document Retrieval Platform

Shih-Ting Yang

Nanhua University

Yu-Ting Gong

Nanhua University

Wei-Jhe Liao

Nanhua University

Yu-Chia Chang

Nanhua University

Detection of Potential Controversial Issues in Social Media

Chun-Che Huang

National Chi Nan University

Hao Hsu

National Chi Nan University

Tzu-Liang (Bill) Tseng

The University of Texas at El Paso

Shian-Hua Lin

National Chi Nan University

Yu-Hsien Wang

National Chi Nan University

Agenda

July 5, 2017 (Wednesday)

Session B

13:30-16:00

Room: Ohgi

Session Chair: Chui-Yu Chiu

National Taipei University of Technology, Taiwan

Exploring Influencing Factors of Social Commerce From a New Theoretical Perspective

KENG-JUNG YEH National Chung Cheng University
Jie-Ying Wang National Chung Cheng University

Developing Meta-Heuristic Models for Predicting the Extension Education Course-Offer Rate

Chui-Yu Chiu National Taipei University of Technology
Po-Chou Shih National Taipei University of Technology
Yen-Ting Yeh National Taipei University of Technology
Wen-Bin Luo National Taipei University of Technology

Addictive Facebook Usage - Does Narcissism Matters?

Ya-Wen Lin National Central University
Chih-Hung Chou Hsing Wu High School, New Taipei City
Tuo-Ming Huang National Central University
Cheng-Kiang Farn National Central University

The Motivations of Consumer Participation on Sharing Economy and its Effect to Value Creation

Yi-Yuan Chen National Taipei University
Lin-Heng Chang National Taipei University

Managing Collaboration in Aviation Industry: Case Study of ATCL and SAA Alliance

Charles Joseph Nyahucho KOBE INSTITUTE OF COMPUTING

Impact of Surrender Options on Traditional Life Insurance Policies for Life Insurance Firms

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Abstract

This study explores the impact of surrender options on insurance firms under fluctuating interest rates. Non-participating life insurance policies are analyzed, which are a seldom-discussed subject of research. Additionally, utilized actuarial methods of assessment are evaluated, rather than the routinely applied option-pricing model. This study simulates the stochastic interest rate process and describes levels of policy loyalty to establish policy cash flow in our analysis. Through simulation results, this study finds that the surrender option leads to significant differences in the cost burden of insurance firms, due to trends in future interest rates and the effects of policy loyalty. Fluctuating interest rates are shown to have an asymmetrical impact on these costs.

Keywords: Surrender option, loyalty, stochastic interest rate process

Announcement Effect of Enterprise Carbon Reduction Actions in East Asian Stock Markets

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Abstract

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

Keywords: East asian, carbon reduction, event study, market value

JEL Code: C19, G32, Q52

A Comparison of Market Reaction of Corporate Carbon Emission Reductions since 1996 to 2016

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Abstract

This study tests the stock market reaction to the announcement of carbon emission reductions. The stock price reaction to the carbon emission reductions is negative in last two decades. However, the extent of the negative announcement return is small in later period. The authority could adopt more effective mechanism such as carbon tax, subsidy to create more benefit of carbon emission reduction and motivate the enterprise to invest in carbon emission reduction.

Keywords: Carbon emission, market reaction, event study

JEL: G39, Q50, Q55

A Domain Knowledge Document Retrieval Platform

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Abstract

It is a common practice to acquire information and knowledge from the Internet; thus, keyword searching, document classification and other technologies have been developed to facilitate searching. Although the search engine sites can narrow down the scope of search, knowledge demanders without background knowledge in the specific fields need to continuously search and receive feedbacks. Hence, this paper develops a Domain Knowledge Document Retrieval Platform using semantic analysis and document summarization technologies for domain knowledge documents. First, this paper analyzes the ergonomic technology reports from the website of “Institute of Occupational Safety and Health” to capture the expressions and related vocabulary of domain knowledge documents to develop the knowledge vocabulary database. Second, through the Question and Answer Analysis (QAA) module, the correlations between proper names and query strings can be obtained. Third, the most conceptual or representative sentences of domain documents can be derived and serve as candidate sentences for structured summarization. Finally, the Document Structured Summarization (DSS) module is used to calculate and retrieve representative sentences of the documents and integrate them into summary for knowledge demanders. In order to demonstrate applicability of the proposed methodology, a web-based knowledge document retrieval system is also established based on the proposed methodology. As a whole, this research provides an approach for knowledge demanders to efficiently and accurately acquire the domain knowledge documents.

Keywords: Institute of occupational safety and health, knowledge management, data mining, document summarization technology, semantic analysis

Detection of Potential Controversial Issues in Social Media

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Abstract

In recent years, social media has emphasized the interaction among users who can express their opinions or their views on specific issues through social network services. Social media's influence on society is also growing. Topic detection became an important helper for organizations and enterprises to understand the issues which people are concerned about. Real-time detection had been discussed in previous research for many years. However, the best issue management is to solve problems before crises expand, that is to identify potential issues. Previous research was too late to identify the issue which had already become a hot topic. Moreover, few studies have focused on the area of green energy. In this study, we established a system which automatically detects potential issues and hot issues related to the area of green energy and low carbon, to assist effective planning. The results show the great correctness of proposed approach and provides significant improvement in green energy deployment.

Keywords: Social media, social response, potential issue identification, green energy

Exploring Influencing Factors of Social Commerce From a New Theoretical Perspective

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Abstract

The emergence of social media has greatly reshaped the modern life including consumers' behavioral intention and shopping mode. The social commerce also has been viewed as the new generation of electronic commerce. Many social commerce studies focus on the factors influencing social commerce purchasing intention and based on various academic theories. This proposal draws on a new theory of the Information Model (I-model) and identifies four features of social commerce from the four dimensions of people, technology, information, and organization and society in the I-Model. The possible contributions are also discussed.

Keywords: Social commerce, electronic word-of-mouth, social presence, recommendation credibility, peer influence

Developing Meta-Heuristic Models for Predicting the Extension Education Course-Offer Rate

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Abstract

The fertility rate in Taiwan declines during the recent decades. The number of students decreases gradually as well. Many schools are facing the problem of enrolling new students due to “Declining Birthrate Phenomenon”. Colleges must aim at increasing their income when recruiting freshmen. Therefore, extension education is getting more and more important. In order to survive, schools have to gain the profit by offering the social service. However, not every course can attract students to take part in. How to give the lectures properly and save cost from it is an issue which is worth discussing. In this research, a data mining technique is utilized to explore the association rule of extension education courses. We selected the input variables of BPN system by following the mining rules. The experiment results show that the system in which the variables being selected by AR-BPN has higher rate on both prediction and implementation efficiency than that being selected by BPN.

Keywords: Extension education, association rule, back-propagation neural network

Addictive Facebook Usage – Does Narcissism Matters?

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Abstract

Nowadays, social networks have become an integral part of our life, influencing our daily behavior, and our way of inter-connectedness. In particular, they provide a way to for one to review one's acceptance in the social network. One may show off to others and confirming their feedback on social networks, such as Facebook. Narcissism has been pinpointed by many researchers as an important factor in usage of these networks. This study attempts to look into continuance Facebook usage based on the expectation confirmation theory (ECT), exploring the relationship between perceived feedback, confirmation, satisfaction, and continuance intentions, and most important of all, it examines the moderating effects of narcissistic traits on these relationships. 420 valid responses are collected through self-administered questionnaires. Results revealed that: (1) Continuance Facebook behavior intention is jointly influenced by perceived feedback and satisfaction, which in turn is determined by confirmation. Then, confirmation is influenced by perceived feedback; (2) Narcissism has the moderating effect on the relationships between feedback and confirmation as well as confirmation and satisfaction.

Keywords: Facebook behaviors, narcissism, perceived feedback, continuance intentions

The Motivations of Consumer Participation on Sharing Economy and its Effect to Value Creation

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Abstract

The sharing economy has become a critical business model under today's society due to the maturity of Information and Communication Technologies (ICTs). With the key character of peer-to-peer activity through online community, it enables the possibility of connecting providers of goods or services and customers directly. However, empirical research has rarely studied the motivations of different sharing economy platform and its effect on customer participation. The study investigated why people would like to participate in sharing economy platform using self-determination theory (SDT) as a base to understand the extrinsic and intrinsic motivations. At the same time, we pointed out social identification and accessibility to be important moderators to customer participation, given that sharing economy always refers to minimize the waste of materials, or fully utilize the goods to avoid over-production and hyper-consumption. Moreover, people would like to be treated as responsible global citizens thru this participation. Two different types of sharing economy platform - "access over ownership" and "transfer of ownership" were studied to understand the different effects of motivations. The result should provide the new marketer of sharing economy platform a guidance on what they need to focus when face the new era.

Keywords: Sharing economy, extrinsic motivations, intrinsic motivations, social identification, accessibility, pain-point relief, network effect

Managing Collaboration in Aviation Industry: Case Study of ATCL and SAA Alliance

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Abstract

Collaboration is one of the best business strategy in competitive business environment and fast moving technology invention. Managing Collaboration is an axiom to any successful business entity regardless of the industry you are working. The study in Managing collaboration in aviation Industry assess the impact of human capacity building and the aftermath of collaboration in the same regard. The study used case study approach and twenty seven respondents to questionnaire's and several literatures were reviewed to get into the study comprehensively. The study traced the intention of training staff to build their capacity, the training happened and the effects of untrained during post collaborations. During the collaborations 20% of those expected to be trained were trained, all main operations was transferred to one office and killed skills on one part. Post collaborations situation created dependency of one part of collaborations. The study pointed four main categories to be well dealt for any successful collaborations namely agreement, partner's competency, partner's commitment and partner's sustainability.

Keywords: Human Capacity, Alliance, South African Airways (SAA), Air Tanzania Company Ltd (ATCL)

Agenda

July 6, 2017 (Thursday)

Session C

09:30-12:00

Room: Ohgi

Session Chair: Wenchieh Wu

St. John's University, Taiwan

Evaluation of Commercial Real Estate: A Real Options Approach in the Taiwan Market

Chih-Hsing Hung	National Kaohsiung First University of Science and Technology
Shyh-Weir Tzang	National Kaohsiung First University of Science and Technology
Chin-Ming Chen	National Kaohsiung First University of Science and Technology

Price Momentum, Investor Sentiment Momentum and Market Returns

Su-Lien Lu	National Pingtung University of Science and Technology
Kuo-Jung Lee	National Pingtung University
Jia-He Gu	National Pingtung University of Science and Technology

Effects of Market Sentiment on Stock Performance after the Share-Repurchase Announcement

Chia-Kang Hu	National Taipei University
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Website Characteristics and Applicant Intention to Apply: The Moderating Role of Applicant Personality

Hsiu-Ching Wang	St. John's University
Chien Cheng Chen	National Taipei University of Technology
Chiao-Hsin Hsu	National Taipei University of Technology

The Determinants of Human Resource in Schengen Area

De-Chih Liu	National Taipei University
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An Empirical Study of the Correlation between Organizational Culture and Knowledge Management in Taiwan Medical Institutions

Chien Chang Yang	Far Eastern Memorial Hospital
Yu-Hsuan Chao	China Medical University

Agenda

July 6, 2017 (Thursday)

Session C

09:30-12:00

Room: Ohgi

Session Chair: Wenchieh Wu

St. John's University, Taiwan

Innovation through Diversity - Development of a Diversity and Innovation

Management Concept

Linda Steuer	RWTH Aachen
Mamta Sharma	RWTH Aachen
Wolfgang Bleck	RWTH Aachen
Carmen Leicht-Scholten	RWTH Aachen

Enhancing Helping Behavior in the Hotel Workplace: Linking Authentic Leadership and Thriving at Work

Chi-Min Wu	Chia Nan University of Pharmacy and Science
Tso-Jen Chen	Tainan University of Technology
Yuan-Duan Lee	Chang Jung Christian University
Ting-Fei Chen	Chang Jung Christian University
Shih-Hao Chen	Yang Ming Hospital

Exploring the Relationship among Psychological Ownership, Organizational Commitment, and Intention to Leave of Nursing Staff in Taiwan

Shih-Hao Chen	Yang Ming Hospital
Yuan-Duan Lee	Chang Jung Christian University
Hui-Lin Chou	Tajen University
An-Hsiang Huang	Proview Group Corp.

Impacts of Servitization Strategies on Customer Perceived Value and Relationship Quality

Pao-Tiao Chuang	National University of Kaohsiung
Kang-Dong Yan	National University of Kaohsiung

Evaluation of Commercial Real Estate: A Real Options Approach in the Taiwan Market

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Abstract

Investors of commercial real estate have the call option when their property prices rise to a level that triggers selling to realize profit, and they also have the sell option when prices drop to a level that triggers stop-loss selling. By using the real options model with given risk parameters, we find that the value of large-spaced commercial real estate tends to be more susceptible to the changes of the vacancy rate than that of small-spaced commercial real estate. In addition, when there is an increase in interest rate, tax rate and transaction cost, the value of a large-spaced office is reduced by more than that of a small-spaced office.

Keywords: Commercial real estate; office space; real options

The Relationship among Price Momentum, Investor Sentiment Momentum and Market Returns

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Abstract

This study investigate whether the investor sentiment and price momentum exist in China. The empirical analysis employs the monthly data from 1993 to 2013. Price momentum, sentiment momentum, and the relationship between them are examined. It is found that price momentum exists in Shanghai A-share of China, and it has more obvious effect in long-term. However, the significant abnormal returns cannot be found for sentiment momentum strategy in China market. Further, the price momentum and sentiment momentum have significantly positive effect on market return for long-term holding periods.

Keywords: price momentum, sentiment momentum, investment strategy

Effects of Market Sentiment on Stock Performance after the Share-Repurchase Announcement

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Abstract

According to the previous literature, there is a negative relation between investor sentiment and the next-year stock performance, and there exists positive long-term stock performance after the announcement of share repurchase. This paper aims to explore the possible effects of market sentiment on stock return after the announcement of share repurchase, an issue which has not been studied in previous studies. Specifically, it examines whether there exists difference in annual stock performance after the share repurchase announcement by the American firms between the periods of high and low market sentiment. Our empirical results show that market sentiment cannot explain the rebound of stock price after the announcement of share repurchase. Further, according to the test on subsamples based on firm characteristics, the above empirical results are still applicable to those firms which are highly sensitive to market sentiment. Compliment to Chou, Lin and Wang (2008) who report that the repurchase-announcing firms with some certain characteristics may send false signals, our paper discovers that the announcement of share repurchase during the period of low market sentiment may also be a false signal and that there is no positive long-term stock performance after the announcement.

Keywords: Share-repurchase announcement, market sentiment, abnormal stock returns, false signal

Website Characteristics and Applicant Intention to Apply: The Moderating Role of Applicant Personality

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Abstract

The use of organizational web sites for recruitment has become increasingly common. Today, most companies utilize organizational web sites to disseminate information to potential job applicants. The primary aim of this study is to investigate (1) the relationship between organizational web site characteristics and applicant's intention to apply, and (2) the moderating effects of applicant personality on the relationship discussed above. For the sake of external generalization of the study results, we collected data from 117 real applicants in a field setting. Results showed that website aesthetics was positive related to applicant's intention to apply. In addition, applicant personality of conscientiousness strengthened the positive relationship between website aesthetics and applicant's intention to apply, while extraversion strengthened the positive relationship between website interactivity and applicant's intention to apply, and openness to experience strengthened the positive relationship between website usability and applicant's intention to apply.

Keywords: Internet recruitment, website characteristics, applicant personality

The Determinants of Human Resource in Schengen Area

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Abstract

This paper examines the human resource issue by exploring the importance of labor force, capital stock and productivity change in unemployment determination in Schengen area and OECD countries. Using the dynamic panel approach this study shows that unemployment-labor force participation linkage is significantly negatively in Schengen area, but is positively in OECD countries. The result shows that productivity growth and capital stock are also crucial determinants in unemployment. These findings lead to questioning the empirical relevance of the unemployment invariance hypothesis. Interestingly, trade unions have a positive impact on unemployment. This article provides potentially valuable insights into the labor market dynamics in Schengen area and OECD countries and has important human resource policy implications.

Keywords: Schengen area; Human resource; Unemployment invariance hypothesis

JEL classification: J4; O1

An Empirical Study of the Correlation between Organizational Culture and Knowledge Management in Taiwan Medical Institutions

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Abstract

This study took Taiwan medical institutions as study target to investigate the correlation and influence between organizational culture and knowledge management. A total of 500 questionnaires were issued, and 194 questionnaires were collected validly, the effective rate is 38.8%.

The result from this research shows that three factors of the organizational culture, innovative culture, supportive culture and bureaucratic culture, are respectively and positively correlated with knowledge innovation, knowledge transformation, knowledge sharing and the knowledge application (R ranged from 0.193 to 0.517), and shows that these three organizational cultures have different degrees of positive impacts on knowledge innovation, knowledge transformation, knowledge sharing and the knowledge application.

Hospital managers should strive to shape a good organizational culture, and aggregate organization centripetal force, and further enhance employees' loyalty in order to pursue excellence and to achieve the goal of sustainable development.

Keywords: Hospital, organizational culture, knowledge management

Innovation through Diversity – Development of a Diversity and Innovation Management Concept

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Abstract

Acknowledging that a diverse workforce could be a potential source of innovation, the current research deals with the fine details of why diversity management is central to achieving innovation in heterogeneous research groups and how this could be effectively realized in an organization. The types of heterogeneities addressed mainly include gender, qualification, academic discipline and intercultural perspectives. The type of organization being dealt with in this work is a complex association of research institutes at a technical university in Germany (RWTH Aachen University), namely a ‘Cluster of Excellence’, whereby several institutes of the university work collaboratively in different sub-projects. The ‘Cluster of Excellence’ is a part of the ‘Excellence Initiative’ of the German federal and state governments German Research Foundation (DFG) and German Council of Science and Humanities, with the ultimate aim of promoting cutting-edge research.

To support interdisciplinary collaboration and thus the performance of the cluster, the development of a diversity and innovation management concept is presently in the conceptual phase and will be described in the frame of this paper. The 3-S-Diversity Model, composed of the three elements: skills, structure and strategy, serves as a basis for the development of the concept. The proposed concept consists of six phases; the first two phases lay the ground work by developing an understanding of the status quo on the forms of diversity in the Cluster of Excellence, the type of organizational structure of the member institutes and the varieties of specialist work cultures of the same. The third and the fourth phases build up on this foundation by means of qualitative and quantitative studies. While the third phase deals with the sensitization of the management level to the close connection between diversity and innovation; the need to manage them thereafter and find tailor-made methods of doing so, the fourth phase shall mainly focus on the mindset of the employees in this regard. The fifth phase shall consolidate the learnings and the ideas developed in the course of the first four phases into an implementable strategy. The ultimate phase shall be the implementation of this concept in the Cluster. The first three phases have been accomplished successfully and the preliminary results are already available.

Keywords: Diversity management, innovation management, research association, diversity, change management

Enhancing Helping Behavior in the Hotel Workplace: Linking Authentic Leadership and Thriving at Work

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Abstract

Based on positive organizational behavior perspective, this study proposed an integrated theoretical model which comprises authentic leadership, thriving at work, and helping behavior, and aims to examine the causal relationships between research variables. 217 valid frontline employee data from Taiwan's tourism hotel data was collected. Results revealed that, supervisors authentic leadership had positive effect on employees thriving at work; employees thriving at work were positive related to helping behavior. In addition, thriving at work mediated effect between authentic leadership and helping behavior. Theoretical and practice implications, limitations, and suggestions for future were offered.

Keywords: Authentic leadership, thriving at work, helping behavior, Taiwan's tourism hotel industry

Exploring the Relationship among Psychological Ownership, Organizational Commitment, and Intention to Leave of Nursing Staff in Taiwan

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Abstract

This study examined nursing unit members' perceptions of psychological ownership related to commitment and intention to leave in Taiwan. This descriptive members' self-administered questionnaires. Six hospitals with nursing units' members participated in this study. A total of 343 nurses' data were returned. The findings indicated that Taiwan's nursing unit members will have less intention to leave if they seen the organization as their own.

Keywords: Personal psychological ownership, organizational commitment, intention to leave

Impacts of Servitization Strategies on Customer Perceived Value and Relationship Quality

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Abstract

The objective of this paper is to empirically study how different modes of servitization strategy affect perceived value and relationship quality of customers. The automobile industry is taken as the example. Two hundred and four valid questionnaires were collected for statistically testing the proposed hypotheses. In the study, four possible modes of servitization strategy, involving operand-service in the industry, operant-service in the industry, operand-service of cross industry, and operant-service of cross industry, were adopted. The customer perceived value is measured by four dimensions of customer perception on quality, emotional reaction, monetary value, and behavioral value; and the relationship quality is measured by three dimensions of customer perception on trust, commitment, and satisfaction. Then, regression analysis were performed to test whether different modes of servitization strategy have impact on each dimension of customer perceived value as well as each dimension of relationship quality. Results show that, in general, servitization of manufacturing has positive impact on both customer's perceived value and relationship quality. In addition, how the servitization modes affect each dimensions of customer perceived value and relationship quality are also identified. Managerial suggestions were provided to the automobile industry for implementing fitted mode of servitization strategy to enhance the customer perceived value and relationship quality, through which to bring customer's loyalty and increase corporate value.

Keywords: Servitization of manufacturing, servitization strategy, customer perceived value, relationship quality.

Agenda

July 6, 2017 (Thursday)

Session D

13:30-16:00

Room: Ohgi

Session Chair: Chen Chia Lu

Tunghai University, Taiwan

Relations between Importance and Zone of Tolerance of Patient Expectation: An Empirical Research of Hospital Service Quality

Wei Hsu	National Taipei University of Nursing & Health Sciences
Jian-Tai Fu	Shin Kong Wu Ho-Su Memorial Hospital
Yi-Tui Chen	National Taipei University of Nursing & Health Sciences

A Case Study of Manufacturing Execution System Integration in Mergers and Acquisitions

Hsiu-Li Liao	Chung Yuan Christian University
Su-Houn Liu	Chung Yuan Christian University
Chien-Hui Lai	Chung Yuan Christian University

Exploring Green City Branding from the Perspectives of Multiple Stakeholders

Hui-Ju Wang	Fo Guang University
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The Use of Laddering to Explore the Designs of Behavior Modification Products

Chen Chia Lu	Tunghai University
Yao Tsung Ko	Tunghai University

Going Native: Choosing the Right Strategy as a Publisher

Lukas Leister	Technische Hochschule Ingolstadt
Matthias Bernhard Schulten	Furtwangen University
Alexander Decker	Technische Hochschule Ingolstadt

Attitudinal and Behavioural Acceptance of Location Based Mobile Couponing (LBMC): The Role of Perceived Usefulness, Ease of Use, and Privacy Risks

Fabian Schaefer	Technische Hochschule Ingolstadt
Matthias Bernhard Schulten	Furtwangen University
Patrick Blitz	PAYBACK
Alexander Decker	Technische Hochschule Ingolstadt

Agenda

July 6, 2017 (Thursday)

Session D

13:30-16:00

Room: Ohgi

Session Chair: Chen Chia Lu

Tunghai University, Taiwan

Embedding Computer Break Animations into E-learning Materials

Sy-Chyi Kiky Wang

National Chiayi University

Jin-Yuan Chern

Chang Jung Christian University

The E-Commerce Commodity Warehouse Business Model in Social Commerce Platform: The Case Study of Taiwan New Immigrant Tuan-Ma

Chen-Hua Lu

Nation Taipei University

Kuang-Hui Chiu

National Taipei University

Determinants of Open Government Data Adoption in Taiwan: A Perspective of Public Servants

Jin Lo

National Dong Hwa University

Patient Caregivers Use the Nursing Instruction System in the Technology Acceptance Model and Non-altruism

PEI MEI TSAI

Taipei Veterans General Hospital

Kuang-Hui Chiu

National Taipei University

Relations between Importance and Zone of Tolerance of Patient Expectation: An Empirical Research of Hospital Service Quality

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Abstract

The patient expectation, bounded by upper and lower levels of the Zone of Tolerance (ZOT), plays the role of defining what hospital service quality means has become a critical consideration. Previous publications have found empirical evidences in profit organizations that more important factor is likely to have a narrower and higher ZOT. However, there is a lack of literature to investigate the relations between importance and ZOT in a nonprofit organization. This study intends to investigate the relations between the importance, including the stated importance and relative importance, and ZOT of service quality dimensions and attributes, using hospital services in Taiwan as the object of study, and based the SERVQUAL dimensions and a sample of responses by 304 patients. The results showed that the hospital should concentrate on how to increase patients' confidence to the hospital, especially on training staff's empathy and also providing clear and accurate medical information, which showed a greater importance.

Keywords: Zone of Tolerance (ZOT), patient expectation, hospital service quality

A Case Study of Manufacturing Execution System Integration in Mergers and Acquisitions

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Abstract

In the 21st century, with increasing global competitions, a company should increase its competitiveness and productivity while facing rising commodity prices and labor costs, and may therefore adopt M&As as an option to address these problems. This study had several research objectives. First, it aimed to identify the key factors that affect MES integration. Second, it aims to clarify the effects of business mergers and information system integration, both of which influence relevant areas such as production, employees, shareholders, and so on. It is worth exploring which of these affected aspects may provide feedback that impedes or enables the merger and integration process. In this study, we adopted a system integration case study by conducting interviews, analyzing case data, and identifying key factors that affect system integration. By conducting the case study, we identified the key factors affecting system integrations and determined whether those factors would indeed affect the speed of the integration process, and finally drew conclusions and made suggestions.

Keywords: Manufacturing execution system, merger and acquisition, system integration, case study

Exploring Green City Branding from the Perspectives of Multiple Stakeholders

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Abstract

In recent years, more and more cities are investing in branding campaigns for establishing a reputable position as attractive places for tourism, business and living. As societal concerns regarding the environment have been increased, eco-advantage awareness provides cities with opportunities to develop branding values via branding green identity. Although the significance of city branding and green branding has been recognized by researchers, the existent studies have failed to explore the green city branding and specifically do not take the diversity of multiple stakeholders' perceptions into account. Accordingly, this study attempts to explore perceptions of green city branding from a multiple stakeholder perspective through multiple approaches combining qualitative and quantitative techniques. The study examines two stakeholder groups (i.e., local residents and foreign tourists), and uses a sample case of Yilan county. The results contribute to providing city brand researchers with the perception-based knowledge of green city branding and offering strategic information for city brand practitioners.

Keywords: Green city branding, brand perceptions

The Use of Laddering to Explore the Designs of Behavior Modification Products

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Abstract

Product design that seeks to modify human behavior has gained attention. However, literature on the design methods of behavior modification products is limited. This study explores the design categories of existing behavior modification products and their behavior modification mechanism in order to improve product design strategy. This study first invites eight individuals with design background to categorize 129 behavior modification products collected from the market by combining focus group and laddering methods and extract the three stages of assets, consequences, and values. Research results show that existing behavior modification products are mostly applied to the sectors of public health, environmental sustainability, and personal healthcare. They can be placed in eight design categories: the paradigm of happiness, social contribution, joy in life, change in values, obtaining rewards, punishment for change, warm solicitude and self-demand. The first five rely on positive reinforcement to bring about good behavior through design methods, such as good music, image, positive metaphor, creation, and games. The last three categories belong to behavior modification with negative reinforcement, reducing the occurrence of bad behavior through design methods of hints, reflection, and punishment. The research results will help further understand the behavior modification factors and mechanism of these products.

Keywords: Behavior modification, positive and negative reinforcement, product design, product strategy, laddering

Going Native: Choosing the Right Strategy as a Publisher

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Abstract

Native advertising is currently one of the strongest growing forms of advertising. While ever more advertisers invest in native ads in the hope of achieving a higher ad involvement and a better attitude toward the ad, publishers fear an increase of allegations of deceiving recipients, thus damaging their own credibility. Consequently, they have to carefully choose the right strategy for their native advertising. In view of this, the study at hand suggests by means of three experiments that publishers with a strong image and with no selective sales distribution should limit their native advertising to native ads that are content congruent with their editorial environment. Design congruent ads, i.e. native ads that visually resemble their editorial environment, are only an option for publishers with a strong image, if they can be selectively distributed to advertisers with a better image than the publisher itself. Publishers with a weak image can comfortably offer both design and content congruent native ads to their advertising customers. In any case, it is relevant that native ads are unmistakably identifiable as ads, although these references should not necessarily be visually highlighted as well.

Keywords: Native advertising, publisher strategy, publisher credibility, attitude toward the Ad, content congruence, design congruence

Attitudinal and Behavioural Acceptance of Location Based Mobile Couponing (LBMC): The Role of Perceived Usefulness, Ease of Use, and Privacy Risks

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Abstract

Location Based Mobile Couponing (LBMC), i.e. the distribution of coupons to mobile devices depending on their location, is being increasingly implemented for marketing purposes. The reasons are obvious: LBMC enables retailers to directly and purposefully approach customers, as well as transmitting coupons promptly and in a resource-efficient manner, which in turn generates viral effects and may even stimulate cross- and up-selling. So far, however, consumers have reacted rather reluctantly to this increased retailer activity in LBMC. Taking into account other studies in a similar context, the question is, whether the redemption rates of mobile coupons can be raised by increasing both the attitudinal and behavioural acceptance of LBMC. However, scientific research on this specific area is scarce. The study at hand closes this research gap by (1) identifying central influencing factors for the attitudinal and behavioural acceptance of LBMC based on expert interviews, (2) developing a theoretically founded model of their specific effects, and (3) empirically verifying this model by means of structural equation modeling and an ordinary least squares (OLS) regression analysis, taking the recency and frequency of user's LBMC usage and his or her monetary value for the LBMC provider (RFM criteria) into account. The research results show that especially the perceived usefulness of LBMC is decisive for its attitudinal and behavioural acceptance. Recommendations based on the results from this study offer valuable information on optimising LBMC.

Keywords: Location based mobile couponing, attitudinal and behavioural acceptance, perceived usefulness, ease of use, privacy risks, RFM criteria

Embedding Computer Break Animations into E-learning Materials

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Abstract

In the e-learning environment, learners benefit from the use of information and communication technologies with computer and the Internet. In the meanwhile, however, they might suffer from the negative impact of prolonged use of ICTs. Although preventive strategies including computer break programs have been proposed and developed, the practical evidence of their effects is still little. In view of the aforementioned concerns, this study tries to explore the effects of embedding stretch clips into e-learning materials on learners' task attention, work performance, physical health and emotional state. We designed and developed a serial of stretch animation clips, including stretch of head, neck and shoulder, and waist, and massage of eyes and hands, taking into consideration of content experts' opinions. With the help of design production experts, different types of design methods and presenting techniques were thoroughly studied to better deliver the content messages correctly and clearly. Each clip lasts about one minute long, demonstrating one specific stretch/massage movement by playing repetitively for several times. Five clips will be selected and embedded in an E-learning material (a 50-minute video). 50-60 students will then be recruited for the experimental study on their stretch behavior and self-perceived attention and emotion. Suggestions and recommendations will be collected for future studies.

Keywords: E-learning, prolonged sitting, computer health, animation, learning environment

The E-Commerce Commodity Warehouse Business Model in Social Commerce Platform: The Case Study of Taiwan New Immigrant *Tuan-Ma*

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Abstract

In the social commerce platform for the Taiwan small and medium enterprises have encountered many operational problems such as marketing, order processing, shipping, logistics, customer service, return, reconciliation and so on. At present, Taiwan has a network business model of "Electronic Commerce Commodity Warehouse" platform, while providing the Internet Celebrity, the Blogger and the Tuan-Ma sales model. In this study, we discuss the relationship between the strong and weak relationship between the new immigrant Tuan-Ma and her friends whether the We-intention will affect the purchase intention of the commodity. There is a positive correlation between the weak ties of community users and the willingness to share content. The cash flow, logistics and information flow services provided by the e-commerce Commodity Warehouse platform that can encourage other internet users of the weak ties in the community to become strong ties to expand the relationship between the networks and to maintain the advantages of disintermediation.

Keywords: Electronic commerce commodity warehouse, social broadcasting, we-intention, weak tie, Tuan-Ma

Determinants of Open Government Data Adoption in Taiwan: A Perspective of Public Servants

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Abstract

With a growing interest in open government data (OGD) around the world, there has been an increasing need for research on the determinants of OGD adoption, specifically from the perspectives of public servants. Therefore, based on previous research on innovation technology adoption, this study develops a research model that integrates the technology – organization – environment (TOE) framework and the social cognitive theory (SCT) to examine factors influencing the public servants' adoption of OGD to fill the existing knowledge gap. The research uses multiple methodologies including qualitative (in-deep interview) and quantitative approaches (survey) to reveal the determinants of OGD adoption and develop an integrated theoretical model. The research has significant implications for researchers and practitioners in the field of OGD adoption.

Keywords: Open data, open government, technology-organization-environment, social cognitive theory, innovation adoption

Patient Caregivers Use the Nursing Instruction System in the Technology Acceptance Model and Non-altruism

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Abstract

On the first day of hospitalization, nursing staff would assess the patient's health problems provide adequate care based on clinical medical treatment and nursing health education guidance. Nurses would also encourage patients or their families or care giver to actively participate in the treatment plan during his or her admission. However, most of the patients in neurology ward suffer from stroke and peripheral nerve injury, as a result, certain degree of neurological deficit is expected after treatment.

After discharge, the patients are somewhat dependent and need assistance to carry out their daily living activities. As a result, it is very important to train the caregivers with home care skills. .

By utilizing the electronic system for the caregiver education, the medical institute is able to reduce the cost of printing paper and it is also more convenient and flexible for caregivers to read at any time or to scale the size.

Moreover, information of relevant topics related to a same disease can be bundled as a model which could make the caregivers easier to understand. In addition, it could also function as a guideline and checklist for the nursing staff which ensures thorough elaboration to the caregivers. This technique not only reduce the re-hospitalization after discharge, but also improve the hospital's quality of care.

In recent years, many literatures have explored the relationship between people and systems. From the system point of view, this study aims to explore the willingness of people to accept the group set of health education guidance system and for the caregiver to use the new information technology. We would also investigate factors that could influence the popularity of a TPB extension mode. In addition to including the attitude of the model, subjective norms, perception of TPB control of the core factors, the "altruism" of the user's behavior is to be added separately and to be integrated with the "plan behavior theory". Explore the intention of the primary caregiver for the use of the nested network care instruction system, which allows the hospital manager to refer to the guidance of the network care.

Keywords: Theory of planned behavior, e-nursing guidance system, altruism

Agenda

July 7, 2017 (Friday)

Session E

09:30-12:00

Room: Ohgi

Session Chair: Cheng-Kiang Farn

National Central University, Taiwan

The Individual Psychological Ownership of Virtual Brand Community

Hsin-si Kuo

National Taipei University

Determinants of Brand Loyalty in Online Shopping: The Mediation Role of Brand Relationship Quality

Shouyi Yang

National Taipei University

A Study on the Psychological Physician Ownership of Patients with Chronic Diseases

Yahui Chen

National Taipei University

Reduction of Silicon Slurry Waste by Innovative Processes

Yung-Fu Wu

Ming Chi University of Technology

Tzu-Hsuan Tsai

National Taipei University of Technology

Yu-Cheng Hsiao

National Taipei University of Technology

A Study to Order Screening Mechanism for ETO Production Environment at Customer Enquiry Stage

Hwai-En Tseng

National Chin-Yi University of Technology

Shih-Chen Lee

Overseas Chinese University

Using OWAS to Evaluate the Usage of an Innovative Assistive Device on Going Up and Down the Stairs

Shiaw-Tsyr Uang

Minghsin University of Science and Technology

Cheng-Li Liu

Vanung University

Economic Order Quantity with Full Container Load Cost and Backorders are Allowed

Choosak Pornsing

Silpakorn University

Thanathorn Karot

Silpakorn University

Agenda

July 7, 2017 (Friday)

Session E

09:30-12:00

Room: Ohgi

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National Central University, Taiwan

Design of a Mobile Tour System for Zhongxing New Village in Nantou County of Taiwan

Chung-pin Hung

Nan Kai University of Technology

The Relevance of an Enterprise's Internal and External Factors and Choice of Strategies for Manufacturing Servitization

Ming-Kuen Chen

National Taipei University of Technology, Taipei

Han-Hsin Chang

National Taipei University of Technology, Taipei

Lee-Shing Chen

National Taipei University of Technology, Taipei

Construction of Product Quality Model Based on System Dynamics

Chao Lee

Guilin University of Electric and Technology

The Individual Psychological Ownership of Virtual Brand Community

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Abstract

Psychological ownership is an important predictor of organizational motivation, attitudes and behavior in organizational research. For the marketing field, the psychological ownership is a new topic. Jussila et al. (2015) explored the associated concept of Individual Psychological Ownership (IPO), as well as evidence with implications for research in marketing, such as customer satisfaction, loyalty, word-of-mouth, and willingness to pay.

Based on the extant research of IPO, this study develops a conceptual model that integrates the Technology Acceptance Model (TAM) and the “Uses and Gratifications” (U&G) framework to identify the motivators and antecedents of virtual brand community IPO, which is hypothesized to lead to the brand identification of community member.

Keywords: Individual psychological ownership, technology acceptance model, uses and gratifications, virtual brand community, brand Identification

Determinants of Brand Loyalty in Online Shopping: The Mediation Role of Brand Relationship Quality

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Abstract

In recent years, Internet has an unprecedented effect on consumer behaviors, and online shopping has become more and more popular. Some literature points out that website factors, such as ‘website expertise’, ‘relationship investment’, and ‘communication effectiveness’ are important elements that influence the brand relationship quality. Thus, the author reviewed literatures, integrated both traditional consumption as well as online shopping behavioral theories, and proposed more complete explanatory variables that affect brand relationship quality. According to the literature, brand relationship quality is strongly affected by brand image. The author concluded the three types of brand concept images: the functional, symbolic, and experiential, may influence brand loyalty through the mediation effect of brand relationship quality. Moreover, the author further clarified the impact of brand concept image and website factors have on brand loyalty through the mediation effect of brand relationship quality. The author proposed eight research hypotheses for this research framework. Through exploring consumer behavior in the website context, the results of this study can be used as references for businesses when making decisions on e-commerce strategies.

Keywords: Brand image, website factors, brand relationship quality, brand loyalty

A Study on the Psychological Physician Ownership of Patients with Chronic Diseases

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Abstract

The more comprehensive application of the theory of psychological ownership in consumer behavior and marketing domains not only can provide more understanding and explanation for many key phenomena but also provide more new questions and interpretation of the phenomenon involving individuals and groups. However, previous marketing research using the theory of psychological ownership addresses a very narrow range of potential consequences, missed the opportunity to explain various consumer attitudes, and behaviors. This study explores the psychological ownership of patients with chronic diseases on their attending physicians by applying the theory of individual psychological ownership. In this study, we collect the questionnaires from 450 patients with chronic diseases and analyzed the pre-factors, mediation effects and moderation effects of the psychological ownership of patients with chronic diseases on their attending physician. The results of this study, in addition to the application of personal psychological ownership theory in the field of marketing, is to explore the quality of doctor-patient relationship and loyalty of patients with chronic disease and to know the attitude and behavior of such patients towards the nearest medical treatment and the local medical clinic reference.

Keywords: Medical resources accessibility, doctor-patient relationship, individual psychological ownership, medical service quality, patient loyalty, doctor-patient relationship quality

Reduction of Silicon Slurry Waste by Innovative Processes

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Abstract

With the expansion of photovoltaic industries, the demand for silicon feedstock has increased markedly and increased the cost of solar energy. In Si wafer manufacturing, at least 40% Si for every ingot becomes kerf loss during the wire-sawing process. This kerf Si drains away with the used SiC slurry and metal residue from sawing wires, resulting in a substantial amount of silicon slurry waste. This waste has negative environmental impact in addition to a high disposal cost, which increases the production cost of Si wafers. Recycling and reusing the recovered materials from silicon slurry waste innovatively is an economical method for reducing the waste. This study proposes innovative processes to a goal of zero slurry-waste discharge for silicon sawing. It shows that the recovered powders and cutting liquids mostly can be reused for silicon sawing. During chemical treatments, the reaction generated a great amount of hydrogen energy. In addition, a part of submicron-sized powders demonstrated high potential for electrocatalytic applications. As a result, the waste was reduced and converted to valuable materials. From the view of waste management, the innovation on recycling and reusing can promote greater resource productivity aiming to reduce waste and achieve sustainable development.

Keywords: Green economy, recycle, silicon slurry waste, hydrogen energy, catalyst

A Study to Order Screening Mechanism for ETO Production Environment at Customer Enquiry Stage

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Abstract

In the engineering-to-order (ETO) environment, product specifications are exist large differences leading to business loss. In the study, the author attempt to set order screening mechanisms at the order taking stage. The Fuzzy Suitable Index is proposed to assess the feasibility of order. Moreover, the Utility Similarity is adopted to distinguish order levels to eliminate inappropriate orders. After the calculation of costs and delivery, TOPSIS is applied to sort orders according to the corresponding profit allocation ratio. The machine tools are used as an example to illustrate the algorithm.

Keywords: Engineering-To-Order, Case-Based Reasoning (CBR), Fuzzy Suitable Index (FSI), Utility Similarity (US), Technique for Order Preference by Similarity to Ideal Solution (TOPSIS)

Using OWAS to Evaluate the Usage of an Innovative Assistive Device on Going Up and Down the Stairs

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Abstract

Modern society has already entered into the era of aging due to medical advancement and declining birthrate trend. As a result of aging, the number of people suffered from disabilities continues to increase worldwide. The majority of disabled people are physically disabled, and they vary with a great diversity of deviations. Our previous study revised Ovako working posture analysis system (OWAS) as a tool to find out design needs. The present study applied this tool to analyze musculoskeletal function of physically disabled people by evaluating going up and down stairs of a selected case to verify the effectiveness of this analytical tool in approaching problems. Then, this research adopted TRIZ theory to innovatively design assistive devices for physically disabled people with the key elements found in OWAS analysis. OWAS analysis was used to compare the usage of crutch or our innovative assistive device while going upstairs and downstairs. The innovative assistive device of this project expects to reduce the social resources regarding caring, to improve quality of life and the ability levels of those who with physical disabilities, and to promote people's welfare and national competitiveness. Meanwhile, a similar research framework for design and develop assistive devices could be carried to other types of disabilities in the future.

Keywords: Ovako working posture analysis system (OWAS), assistive devices, innovative design, physically disabled people, ergonomic musculoskeletal checklist

Economic Order Quantity with Full Container Load Cost and Backorders are Allowed

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Abstract

In this article, we address the problem of optimal order quantity decision for a dealer-manufacturer logistic system in which the dealer responds to all freight costs as is a full container load (FCL) from oversea. Additionally, it is allowed to have some shortages, the so-called backorders, with cost incurred. A new EOQ model based on planned backordered EOQ (EOQB) is developed. Nonetheless, it is a constrained optimization problem which is different from EOQB. We propose a new solving method, even some optimization solvers can solve it, for the simplicity of calculation using a handheld calculator. The examples show that the new approach yields the minimum total cost and optimal order quantity without compromising the accuracy of the decision. This verifies that the proposed model and solving method is efficient and easy to use.

Keywords: Economic order quantity, freight cost, full container load, backorder, optimization

Design of a Mobile Tour System for Zhongxing New Village in Nantou County of Taiwan

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Abstract

In the past, carrying the maps and paper documents of tour were necessary to be the references in the tour. Now, the popularity of mobile cellphone with the properties of portability, convenience and real-time will saving the times of tour design and then prevent the error of route planning. This paper introduce the design of mobile tour system with intelligent technology, such as GPS, GIS, for Zhongxing New Village in Nantou County, Taiwan. To provide a complete tour and video information for the tourist. In addition, this method will be the foundation of smart tourism.

Keywords: Intelligent technology, smart tourism, tour design, GPS, GIS

The Relevance of an Enterprise's Internal and External Factors and Choice of Strategies for Manufacturing Servitization

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Abstract

Relevant studies have shown that manufacturing servitization can increase the profitability of business operations. However, given the large number of studies on manufacturing servitization, there are many views on strategy categories and implementation methods. Enterprises do not know how to choose strategies to meet customer demands. Based on subsequent studies, factors exist that affect enterprises' strategy choices. This study aims to discuss the impact of internal and external factors on the choice of servitization strategies and to evaluate enterprise performance.

After reviewing previous studies on categories of servitization strategies and the factors that affect servitization, this study identifies three types of manufacturing servitization strategies. The analysis of internal factors focuses on aspects such as production, marketing, finance, and research and development. The analysis of external factors focuses on aspects such as potential entry, existing competitors, suppliers, customers, and substitute products. Our research results show that in all three types of servitization strategies, common external factors include degree of industry competition, industry factors, and government support; common internal factors include service training, management promise, and organizational structure.

Keywords: Servitization, strategies, internal and external factors

Construction of Product Quality Model Based on System Dynamics

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Abstract

In the background of industry, the paper sets up the dynamics model of the product quality system using the method of system dynamics based on analyzing the factors that influence the quality of products, and simulates and predicts the quality of the products with Vensim PLE simulation software as a platform. The findings suggest that the product quality showed the smooth trend of the change after the first increase during the simulation. The research in this paper provides a new way for the enterprises to improve the quality of the products.

Keywords: Product quality; system dynamics; simulation

Agenda

July 7, 2017 (Friday)

Session F

13:30-15:30

Room: Ohgi

Session Chair: Jen-Ruei Fu

National Kaohsiung University of Applied Sciences, Taiwan

The Effect of Information Disclosure on Trader Behavior: Analysis of Taiwan Futures Market

Wei-Peng Chen

National Taipei University of Technology, Taipei

Shufang Hsu

National Kaohsiung University of Applied Science

The Effect of Celebrity Endorsements on Viewers' Visual Attention and Advertising Recall - Product Involvement as Moderator

Chiung-wen Hsu

National Kaohsiung University of Applied Sciences

The Impact of Content Source and Quality on Consumer Behavior Intentions: From the Perspective of Experiential Marketing

I-Wei Lu

National Kaohsiung University of Applied Sciences

Jen-Ruei Fu

National Kaohsiung University of Applied Sciences

Mei-Chi Wang

National Kaohsiung University of Applied Sciences

How to Enhance the Sustainable Performance in Taiwan Hospitality Industry

Jeou-Shyan Horng

Jinwen University of Science and Technology

Chang-Yen Tsai

MingDao University

Chih-Hsing Liu

Ming Chuan University

Sheng-Fang Chou

Ming Chuan University

dachian hu

Jinwen University of Science and Technology

A Study of Product Harm Service Recovery: Equity Theory, Endowment Effect, and Law of Small Number

Wei Tung

National Chiayi University

Ning Tsai Cheng

National Chiayi University

Agenda

July 7, 2017 (Friday)

Session F

13:30-15:30

Room: Ohgi

Session Chair: Jen-Ruei Fu

National Kaohsiung University of Applied Sciences, Taiwan

Technological Innovation and Beyond: Exploring Public Value of University Inventions Based on Contingent Effectiveness Model

Evita Milana	Technical University of Denmark
Jason Li-Ying	Technical University of Denmark
Lourenco Faria	Technical University of Denmark

How Government Policies Impact the Industrial Innovations: An Empirical Study of Assistive Technology Sector in Taiwan

Gin-Ni Kuo	National Cheng-chi University
Mu-Yen Hsu	National Cheng-chi University

Development of Creative Problem Solving Support System

Chun-Yang Chang	National Kaohsiung University of Applied Sciences
Yang-Ming Han	Market Intelligence & Consulting Institute, MIC
Tien-Shou Huang	National Kaohsiung University of Applied Sciences

The Effect of Information Disclosure on Trader Behavior: Analysis of Taiwan Futures Market

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Abstract

On 7 April 2008, the Taiwan Futures Exchange (TAIFEX) began to report the information of large institutional trader's positions after trading hours. This event provides us with an opportunity to investigate the impacts of information disclosure on trader behavior. Previous studies did not form an unequivocal conclusion about the impact of improved transparency on market quality because of the difference in market structure. This research therefore focuses on the event of information disclosure of the major institutional trader's positions in TAIFEX, from the points of price clustering, and aims to analyze the effects of information disclosure on trader behavior. Using a unique dataset on the Taiwan Futures Exchange which includes trader identification information, we can further investigate the individual effects for different types of traders. Empirical results show a discernible reduction in price clustering after the disclosure. This result supports the claims of the price resolution hypothesis (Ball et al., 1985) that the degree of price resolution was a function of the amount of information in the market. In addition, as compared to foreign institutional traders and futures proprietary firms, domestic institutional traders and individual traders are more likely to be rounded in price, indicating foreign institutional traders and futures proprietary firms seem to be better informed. In addition, cultural differences influencing the preference for certain numbers indeed exist between individual and institutional traders. Finally, individual buyers behave more like "noise trader" with limited information.

Keywords: Information disclosure, price clustering, trader identification, index futures

The Effect of Celebrity Endorsements on Viewers' Visual Attention and Advertising Recall - Product Involvement as Moderator

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Abstract

Previous studies concerning endorsement showed that celebrity endorsers could lead to better ad attitude, brand evaluation, and purchase intention. However, little research explored the relationship between celebrity's visual attention and ad recall alongside with the endorser. This purpose of the study is to find out if a celebrity endorser with physical attractiveness steals attention from ad message, in turn reducing ad recall. The visual attention and ad recall of celebrity and non-celebrity are compared in the study. In addition, the effect of individual product involvement in the effect of visual attention on endorsement ads is investigated as moderator effect. Laboratory experiment is conducted in the study. Eye-tracking is applied to measure subjects' visual attention, and questionnaire is used for recording ad recall. 40 subjects are invited to the experiment. The study could fill the gap of previous studies identifying the influence of celebrity endorsement on ad attitude rather than considering visual attention towards the endorser, ad recall, and the relationship between them.

Keywords: Endorsement ads, celebrity endorser, non-celebrity endorser, visual attention, involvement, ad recall, eye-tracking

The Impact of Content Source and Quality on Consumer Behavior Intentions: From the Perspective of Experiential Marketing

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Abstract

With the popularity of online social media and social network sites such as Facebook, YouTube, Twitter and Instagram, consumers now go beyond their role as passive seekers of information to actively and regularly share their experience with others on these online platforms in various forms. The body of information consumers so generate is popularly referred to as user-generated content (UGC). Existing research on UGC and its impact on consumer behaviors mainly focused on social, informational, utilitarian and cognitive points of view, little empirical attention has been directed to examining the experience processes of UGC and how experiential value of UGC influences attitude and intentions.

Therefore, we propose an empirical study considering different sources of contents, i.e. user-generated content (UGC) and agency-generated content (AGC), comparing the experience processes of UGC produced by enthused amateurs and disseminated outside of commercial routines with AGC produced by official and professional marketing agencies. We manage to explore (1) consumers' experiential value of UGC and AGC with the concept of experiential marketing, (2) how the experiential value dimensions affect attitudes, (3) the influence of attitudes on consumer behavior intentions of information pass-along, impulse buying, and future purchase, (4) how the information and technical quality of the contents affect the relationship between the content source and source credibility as well as that between the content source and behavior intentions.

We believe that our study will contribute insights into a holistic understanding of the experience processes of UGC, the influence of different content generators on consumer behavior intentions, and the moderating role of content quality on these relationships by distinguishing between the information quality and technical quality of the content.

Keywords: User-generated content, experiential marketing, impulse buying, Brand Experience Scale, strategic experiential modules

How to Enhance the Sustainable Performance in Taiwan Hospitality Industry

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Abstract

This research investigates a mediating role for corporate resource in the relation between the environmental performance and environmental performance. This study gathered data from full time employee in tourism industry included five-star hotels and tour operators in Taiwan from September 2015 to December 2015. Of the 656 surveys that were distributed through CEOs or managers, 643 usable surveys were collected. The response rates were 98%. The findings confirm that corporate resource plays an important role as mediators between the corporate environment and environmental performance. In particular, diffusion of innovation enhances the corporate social responsibility, sustainable culture innovation, and technology innovation.

Keywords: Sustainable, innovation, tourism, hospitality, CSR

A Study of Product Harm Service Recovery: Equity Theory, Endowment Effect, and Law of Small Number

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Abstract

Product harm service recovery is a relatively undeveloped area. This research contributes to a better understanding of the body of knowledge by incorporating the variables of endowment effect and law of small numbers into product harm service recovery. Based on a literature review, this paper proposes an attentive model and its related hypotheses. In the future, an experiment design will be adopted for empirical testing.

Keywords: Product harm, service recovery, anchoring effect, endowment effect, law of small numbers

Technological Innovation and Beyond: Exploring Public Value of University Inventions Based on Contingent Effectiveness Model

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Abstract

University inventions are traditionally seen as significant input into development of new technologies and innovations in the market as they generate growth and regional development. (REF) Yet, these inventions developed into new technologies can simultaneously create public values such as those that are related with sustainability goals. In this paper, we apply the Contingent Effectiveness Model by Bozeman et.al. (2015) as a framework to consider the effectiveness of technology transfer from university to industry via licensing, and examine what values derive during the commercialization process of university inventions. We define four main values: technological, economic, social and environmental, and place the latter two under the concept of public value. The aim of this paper is to expand the understanding of public value and incorporate it into technology transfer literature.

We assign to the concept of public value a measurement tool, thus, making public value a measurable concept. Therefore, this study not only extends conceptual and theoretical considerations of public value (Jørgensen and Bozeman 2007), but it also provides evidence based on collected data. A unique data set from survey of university licensee companies reveals that university inventions that are accomplished technologically, often create added public value, social or environmental, or both.

Keywords: Technology transfer, technological innovation, university invention, technology commercialization, public value

How Government Policies Impact the Industrial Innovations: An Empirical Study of Assistive Technology Sector in Taiwan

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Abstract

Since people live longer worldwide, the benefits derived from the use of Assistive technology (AT) contribute most to the promotion of the health condition for the elderly and the disable. Consequently, the AT industry could be given more attention and become important in government policy on the elderly and individuals with disabilities, per se, as well as in policy on innovation issues facing the health & social care system.

However, there are less researches conducting in AT industry. Besides, in order to improve the quality of life for people with disabilities, public policy is sometimes used to dictate accessibility of AT goods and services. It needs to be specifically identified as an important dimension in all relevant policies and programs and concrete action is necessary to be followed-up with to ensure impact.

The finding in this study illustrates the Taiwan government policy impacts on Taiwan AT sector through analyzing the empirical study data of Taiwan Innovation Survey (TIS) in 2007. Those conclusions exert in this study might also provide suggesting resources for future AT researches as well as policy maker authorities.

Keywords: Assistive technology, government policy, innovation system, product innovation, process innovation, technical innovation, assistive technology devices

Development of Creative Problem Solving Support System

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Abstract

Facing the challenge of competitive economic environment and rapid changes, organizations rely on continuous innovation to maintain their competitive advantages. This study aims to develop a prototype of Creative Problem Solving Support System based on the TRIZ method and the association rules in data mining, which generates a more applicable Contradiction Table for creative problem solving. The system includes four main functions: dock unloading, storage management, blending plan and case analysis inquiry of combustion production. The results show that user's satisfaction is well, especially the performance in problem solving.

Keywords: Creative problem solving, TRIZ, data mining, association rule

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2. Session chair should divide the available time equally among all papers to be presented and announce the same to the paper authors and audience. Each paper should be presented within allotted sparing three minutes for discussion.
3. The papers having more than one author will not get any extra time for making their presentations.
4. Session chair should remind the speakers about the time limit three minute before the time he or she is expected to finish the presentation. If a speaker goes beyond the allotted time, session chair should remind her or him to close the presentation.

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The certificate of attendance will be presented by session chair after finishing the presentation in the meeting room.

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During the conference, an LCD projector, screen and laptop (notebook) computer will be provided for each meeting room. Any additional equipment needed is at the discretion of the presenter, and it will be his or her responsibility to provide the extra equipment.

Conference Registration Desk

Pre-conference registration desk will be open from 15:00 to 16:30 July 4, 2017 on lobby.

The conference registration desk will be open from 09:00 to 15:00 July 5-7, 2017 on 6F.

Lunch

Refreshments and three lunches are included in the conference registration fee. Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-13:30 at All Day Dining Remone (West Wing, 1st Floor).

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1. Each lunch ticket is only valid for the current day.
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