

# International Conference on Innovation and Management

## IAM2016W

*Palau, January 27-30, 2016*

**Society for Innovation in Management (SIIM)**

12F.-1, No.5, Guangfu N. Rd. Songshan Dist.,

Taipei City 10560, Taiwan (R.O.C.)

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# IAM

## International Conference on Innovation and Management

### Publisher

Kuang Hui Chiu

### Published By

Society for Innovation in Management

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## **Chair's Message**

The committees of the International Conference on Innovation and Management (IAM2016 Winter) are pleased to welcome you to this meeting held at Palau on January 27-30, 2016. 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 74 excellent manuscript submissions from 11 countries, 38 of them come from 5 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 IAM2016W.

Looking forward for your participation again in our next event.



Conference Chair

## Schedule

<b>January 27, 2016 (Wednesday)</b>	
15:00-16:30	Registration (Lobby)

<b>January 28, 2016 (Thursday)</b>	
<b>09:30-15:00 Registration</b>	
<b>Room</b>	<b>Executive Boardroom</b>
10:00-12:00	Session A
12:00-13:30	Lunch (Desomel Restaurant, 1F)
13:30-15:30	Session B

<b>January 29, 2016 (Friday)</b>	
<b>09:30-15:00 Registration</b>	
<b>Room</b>	<b>Executive Boardroom</b>
10:00-12:00	Session C
12:00-13:30	Lunch (Desomel Restaurant, 1F)
13:30-15:30	Session D

<b>January 30, 2016 (Saturday)</b>	
<b>08:30-15:00 Registration</b>	
<b>Room</b>	<b>Executive Boardroom</b>
09:00-12:00	Session E
12:00-13:30	Lunch (Desomel Restaurant, 1F)
13:30-15:30	Session F

# **Agenda**

**January 28, 2016 (Thursday)**

**Session A**

**10:00-12:00**

**Room:** Executive Boardroom

**Session Chair:** Chien Lung Hsu

Takming University of Science and Technology, Taiwan

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## **Study of Relationship among Destination Image, Service Quality, Word-of-Mouth, Customer Value, Satisfaction and Revisiting Intention - A Case of Sapa, Vietnam**

Quoc Han Tran                      Takming University of Science and Technology  
Chien Lung Hsu                      Takming University of Science and Technology

## **How to Plan an Exhibition Successfully?**

Pi-Feng Hsieh                      Takming University of Science and Technology  
Yu-Ting Lin                      Takming University of Science and Technology

## **Exploring the Determinants of Exhibitor Attendance**

Hsiu-lin Lee                      Takming University of Science and Technology  
An-Bang Hu                      Takming University of Science and Technology

## **Consumers' Sticker Buying Behavior: A Study Based on S-O-R Theory**

Yen-Luan Chen                      Takming University of Science and Technology  
Chin-Chih Chang                      Takming University of Science and Technology  
Shih-Chien Ho                      Takming University of Science and Technology

## **The Relationships among Brand Image, Dynamic Capabilities, Knowledge Management Capabilities and Competitive Advantages**

Jin-Wei Chang                      Takming University of Science and Technology  
Gao-Liang Wang                      Takming University of Science and Technology  
Yu-Je Lee                      Takming University of Science and Technology

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**January 28, 2016 (Thursday)**

**Session B**

**13:30-15:30**

**Room:** Executive Boardroom

**Session Chair:** Maji Rhee

Waseda University, Japan

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**Does Stronger Intellectual Property Rights Protection Matter in Developing Local R&D Outsourcing Strategy?**

Wen-Bin Chuang                      National Chi-Nan University

To-Han Chang                        Nanhua University

**The Effect of Board Gender Diversity on Corporate Stock Price Informativeness-The Evidence from Listed Companies in the Tourism Industry**

Ming-Chun Wang                      National Kaohsiung First University of Science and  
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Yi-Ling Chen                          National University of Kaohsiung

Jin-Jia Hu                              National Kaohsiung First University of Science and  
Technology

**Measuring the Nonlinear and Asymmetric Relationships between Stock Index Returns and Trading Volume in Taiwan**

Yeong-Jia Goo                        National Taipei University

Yu-Chieh Tang                        National Taipei University

**Industrial Dynamics and the Evolution of Platform Architecture in the Korean Pop Music Industry**

Pei-Wen Chen                         Tunghai University

Bih-Huang Jin                         Tunghai University

**Burden of Proof in Transfer Pricing of Equity Derivatives**

Maji Rhee                              Waseda University

**A Study on the Operational Mode of Taiwanese Biotechnology Manufacturers-Using C Biotechnology Co., Ltd As an Example**

Pi Hsia Liang                         National Chengchi University

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**13:30-15:30**

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**Session Chair:** Maji Rhee

Waseda University, Japan

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## **Corporate Social Responsibility(CSR) and Analyst Earnings Forecasts**

Ming-Ti Chiang

National Taipei University / Hsing Wu University

Mei-Chen Lin

National Taipei University

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**January 29, 2016 (Friday)**

**Session C**

**10:00-12:00**

**Room:** Executive Boardroom

**Session Chair:** Bettina E Harriehausen-Mühlbauer

Univ of Applied Science, Darmstadt, Germany

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**Trend Prediction of Overseas Tourists Using Gray Theory - Taiwan as an Example**

Jeng-Jong Lin

Vanung University

**Wheel Scout +- Mobile Outdoor and Indoor Navigation for Limited Mobility Users**

Bettina E

Univ of Applied Science, Darmstadt

Harriehausen-Mühlbauer

**Constructing the R&D Efficiency Evaluation Model - A Case Study of LED Packaging Company in Taiwan**

Chen Chi

National Taipei University

Hsu Shiuh Sheng

National Taipei University

Su Shan Cheng

National Taipei University

**Brand Management Competences in an Increasing Digital World: A Qualitative Study**

Artur Mertens

Plymouth University

Matthias Schulten

Furtwangen University

Martin Knahl

Furtwangen University

Steven Furnell

Plymouth University

**Using the Theory of Multiple Intelligences and KJ Technique to Explore the Design of Toys for English Language Learning**

Chun-Ming Yang

Ming Chi University of Technology

Ching-Han Kao

Ming Chi University of Technology

Thu-Hua Liu

Ming Chi University of Technology

Yi-Wun Chen

Ming Chi University of Technology

**Analysis of Causal Relations in Fuzzy Cognitive Maps**

Hung-Liang Chen

National Cheng Kung University

Hui Chi Chuang

National Cheng Kung University

Sheng-Tun Li

National Cheng Kung University



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**January 29, 2016 (Friday)**

**Session D**

**13:30-15:30**

**Room:** Executive Boardroom

**Session Chair:** Syming Hwang

National Chengchi University, Taiwan

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**Optimal Economic Production Quantity and Inspection Plan that Considers Inspection Time and Allows for Defective Rework, Minimal Repair, and Inspection Errors**

Ya-Hui Lin	Asia-Pacific Institute of Creativity
Wen-Ying Wang	Tungnan University
Cheng-Yi Lin	Tungnan University
Yan-Chun Chen	Tungnan University

**Evaluation of Civil Society Organizations Receiving Public Funding: Performance Indicators, Incentives and Control Mechanisms**

Stephen John Beaumont	Centro de Tecnologia para el Desarrollo
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**Mobilizing Service Innovation to Improve Service Performance - A Case Study of Fareastone Telecommunications Inc.**

Ming-Ho Wu	National University of Tainan
Yung-Chang Hsiao	National University of Tainan
Tzu-Hsin Liu	National University of Tainan
T.W. David Lin	National University of Tainan

**An Efficient Water Flow-like Algorithm to the Traveling Salesman Problem**

Chin-Chih Chang	Jen-Teh Junior College of Medicine, Nursing and Management
Feng-Chia Li	Jen-Teh Junior College of Medicine, Nursing and Management

**Impact of Physical Attractiveness on Tourism Website Satisfaction and Continuous Usage Intention**

Hsiu-Li Liao	Chung Yuan Christian University
Su-Houn Liu	Chung Yuan Christian University
Yu-Ting Wu	Chung Yuan Christian University



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**January 30, 2016 (Saturday)**

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**09:00-12:00**

**Room:** Executive Boardroom

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National Taipei University of Technology, Taiwan

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## **Lung Nodules Detection in X-ray Images Using Subspace Projection and Data**

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Jiann-Shu Lee                      National University of Tainan

Yu-Wen Liu                         National University of Tainan

## **An ICT-based Intelligent Dimension Inspection and Tool-wear Compensation Method for Precision Turning**

Shih-Ming Wang                      Chung Yuan Christian Univ.

Yung-Si Chen                         Chung Yuan Christian Univ.

Chun-Yi Lee                         Chung Yuan Christian Univ.

Hung-Sheng Chiu                      Institute for Information Industry

## **Individual Tendency and Product Involvement Made Influences on Feeling of Impulse Buying**

Rong-Ho Lin                         National Taipei University of Technology

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Hong-Lin Tian                         National Chun-Shan Institute of Science and Technology

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**January 30, 2016 (Saturday)**

**Session F**

**13:30-15:30**

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**Session Chair:** Fu JenRuei

National Kaohsiung University of Applied Sciences, Taiwan

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## **Investigating Why Players Engage in MMORPG Guilds: From the Perspective of Community Markers**

Jen-Ruei Fu	National Kaohsiung University of Applied Sciences
I-Wei Lu	National Kaohsiung University of Applied Sciences
Tzong-Huei Lin	National Kaohsiung University of Applied Sciences
Mei-Chi Wang	National Kaohsiung University of Applied Sciences

## **Relationships among Service Quality, Experiential Marketing, and the Revisit Intention of Visitors to Tourism Factories**

Lin Yao Chang	Chung Hua University, Taiwan
Su Jau Ming	Chung Hua University, Taiwan
Hsieh Li Yang	China University of Technology

## **A Comparison of Successful Business Model on the Chain Restaurants between Mainland and Taiwan under "Lean Service" Perspectives**

SU-Mei Lin	China University of Technology
Shih Hsiung Cheng	China University of Technology
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## **On the Introduction of Lean Services into the Food & Beverage Department of International Hotels in Taiwan**

Jing Yin Chang	Chung Hua University
yao Hsien Lee	Chung Hua University
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# **Agenda**

**January 30, 2016 (Saturday)**

**Session F**

**13:30-15:30**

**Room:** Executive Boardroom

**Session Chair:** Fu JenRuei

National Kaohsiung University of Applied Sciences, Taiwan

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## **Understanding Consumers' Online Social Shopping Intentions: Based on Dual-process Theory of Social Influence**

Fu JenRuei	National Kaohsiung University of Applied Sciences
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Hsieh Wen-Chuan	National Kaohsiung University of Applied Sciences
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## **A Novel Evaluation Model for Inter-Organizational Information System : An Example of Supply Chain Management System based on The Internet of Things**

Chun-Yang Chang	National Kaohsiung University of Applied Sciences
Jen-Way Yang	National Kaohsiung University of Applied Sciences
Li-Wen Lin	National Kaohsiung University of Applied Sciences

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## **Guide to Presenters and Session Chairs**

1. Please be in the session 10 minutes before the schedule.
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.

### **Projector**

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 will be open from 15:00 to 16:30 January 27, 2016.

The conference registration desk will be open from 09:30 to 15:00 January 28-29, 2016 and from 08:30 to 15:00 January 30, 2016

### **Lunch**

Six tea breaks 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 Desomel Restaurant (1F).



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