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International Conference on Innovation and Management

IAM2014S

Organized by

Society for Innovation in Management, Taiwan

Society for Innovation in Management (SIIM)

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

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

<http://www.siim.org.tw>



Hawaii, U.S.A., July 15-18, 2014



Chair's Message

The committees of the International Conference on Innovation and Management (IAM2014 Summer) are pleased to welcome you to this meeting held at Hawaii, U.S.A. on July 15-18, 2014. 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 70 excellent manuscript submissions from 15 countries, 49 of them come from 12 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 IAM2014S.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

July 15, 2014 (Tuesday)	
15:00-17:00	Registration (2 nd Floor)

July 16, 2014 (Wednesday)	
09:00-15:00 Registration (2nd Floor)	
Room	KAUAI (2nd Floor)
10:00-12:00	Session A
12:00-13:30	Lunch (HAWAII, 2 nd Floor)
13:30-15:30	Session B

July 17, 2014 (Thursday)	
09:00-15:00 Registration (2nd Floor)	
Room	KAUAI (2nd Floor)
10:00-12:00	Session C
12:00-13:30	Lunch (HAWAII, 2 nd Floor)
13:30-15:30	Session D

July 18, 2014 (Friday)	
09:00-15:00 Registration (2nd Floor)	
Room	KAUAI (2nd Floor)
10:00-12:00	Session E
12:00-13:30	Lunch (HAWAII, 2 nd Floor)
13:30-15:30	Session F

Agenda

July 16, 2014 (Wednesday)

Session A

10:00-12:00

Room: KAUI

Session Chair: Roberto Verganti

Politecnico di Milano, Italy

Technology Diffusion in a Resource-Poor Community: An Applied Ethnographic Study

Michelle Salmona

Australian National University, Canberra

Jonathan S Frank

Suffolk University, Boston

**Assessing IT Governance, Risk Management and Compliance (IT GRC) Maturity:
Considering Organisational and Behavioural Styles**

Mike Krey

Zurich University of Applied Sciences

**The Influence of Information Entertainment and Credibility on Pre-Roll Video
Advertising Effectiveness**

Yi-Wen Fan

National Central University

Yea-Huey Su

National Central University

Yu-Hsien Fang

National Central University

Tzu-Yu Yang

National Central University

**Identification of Resources and Competences for Value Co-creation in the Relationship
Network of High-tech Business-to-business (B2B) Firms**

Changhyun Park

Sungkyunkwan University

Heesang Lee

Sungkyunkwan University

**Application of Cloud Computing Platform on Parallelization of Neural Network
Computation for Big Data Scenario**

Jian-hua Yeh

Aletheia University

Agenda

July 16, 2014 (Wednesday)

Session A

10:00-12:00

Room: KAUI

Session Chair: Roberto Verganti

Politecnico di Milano, Italy

Using a Text Mining Technique to Exploring the Relevance between Essential Patents and Standards

Yen-Ting Lin	Science & Technology Policy Research and Information Center, National Applied Research Laboratories
Kuan-Chai Chen	Science & Technology Policy Research and Information Center, National Applied Research Laboratories
Yu-Ling Luo	Science & Technology Policy Research and Information Center, National Applied Research Laboratories

The Effect of Presentation Types and Vehicle on E-Book Purchase Intention

Hsiu-Li Liao	Chung Yuan Christian University
Su-Houn Liu	Chung Yuan Christian University
Po-Hsiu Chen	Chung Yuan Christian University

Taking a Meaning Perspective: A Third Dimension of Innovation

Åsa Öberg	Mälardalen University
Roberto Verganti	Politecnico di Milano

Agenda

July 16, 2014 (Wednesday)

Session B

13:30-15:30

Room: KAUAI

Session Chair: Bae-Muu Chang

Chienkuo Technology University, Taiwan

Multi Agent Enhanced Business Intelligence for Product Design Development Projects

Yee Ming Chen

Yuan Ze University

The Effects of Foreign Direct Investment on Firms' Performance and Environmental Impacts

Seunghwan Oh

Seoul National University

Inha Oh

Konkuk University

Almas Heshmati

Sogang University

Jeong-dong Lee

Seoul National University

Integrating the Non-Homogeneous Information for Constructing the Evaluation Model of Failure Modes and Effects Analysis

Wen-Chang Ko

Kun Shan University

An Ant Colony Optimization Method for a Reverse Logistics Optimization Problem

Feng-Cheng Yang

National Taiwan University

Hui-Ling Chen

National Taiwan University

Bryan Ni

National Taiwan University

A Product Mix Decision Model Based on Time-Driven Activity-Based Costing with Capacity Expansion

Shu-Chin Chang

Chung Yuan Christian University

Zheng-Yun Zhuang

Zhejiang University City College

Development of Construction Interface Management System Integrated with BIM Technology

Yu-cheng Lin

National Taipei University of Technology

Agenda

July 16, 2014 (Wednesday)

Session B

13:30-15:30

Room: KAUAI

Session Chair: Bae-Muu Chang

Chienkuo Technology University, Taiwan

Using Fuzzy Logic and Particle Swarm Optimization Algorithm to Solve Similarity Problem for Cloth Production

Bae-Muu Chang

Chienkuo Technology University

Digital/Technology Literacy and Learning Skills for Adult Learners

Jeffrey Hsu

Fairleigh Dickinson U.

Karin Hamilton

Fairleigh Dickinson U.

Agenda

July 17, 2014 (Thursday)

Session C

10:00-12:00

Room: KAUAI

Session Chair: Chengli Zheng

Huazhong Normal University, China

A Case Study of Taiwanese Nurses' English Needs for an International Healthcare Training Program

Ya-Yu Cloudia Ho

Kainan University

An Empirical Study on Human Resource Management Practices and Attitude of Staff - Use Taiwan Medical Institutions for Example

Chien Chang Yang

Far Eastern Memorial Hospital

Carol Y.Y. Lin

National Chengchi University

The Practice of Compliance Management and Operational Management for Information Security Governance

Ruey-Shiang Shaw

Tamkang University

Che-Pi Cheng

Taipei Chengshih University of Science & Technology

Motivating Innovation with a Structured Incentives Scheme under Continuous States

Chengli Zheng

Huazhong Normal University

Yan Chen

Huazhong Normal University

Organizational Promises on Internal Marketing: A Longitudinal Examination on its Mediator and Consequence

Hsiu Hua Hu

Ming Chuan University

Meng Hui Hsu

University of California, Davis

An Integrated Decision Making Model for Personnel Evaluation and Selection Based on Interval Linguistic Variables

Chen-Tung Chen

National United University

Wei-Zhan Hung

National United University

Agenda

July 17, 2014 (Thursday)

Session C

10:00-12:00

Room: KAUAI

Session Chair: Chengli Zheng

Huazhong Normal University, China

An Empirical Study of Teachers' Health Status with Working Pressure and Emotional Intelligence

Ting-Chung Huang

Ching-Kuo Institute of Management and Health

Mei-Hsiu Yeh

Ching-Kuo Institute of Management and Health

Understanding Antecedents of Innovarsity in Management Education: Perspectives of Goal-setting and Self-determination

Shinyi Lin

National Taichung University of Education

Agenda

July 17, 2014 (Thursday)

Session D

13:30-15:30

Room: KAUAI

Session Chair: Yenyu Rebecca Huang

St. John's University, Taiwan

Market Reaction to Announcements of Compensation Committee Appointments: The Effect of Financial Expertise

Yenyu Rebecca Huang St. John's University

Sources of Dynamic Macroeconomic Fluctuations - The Case of U.S.

Yuchung Liu Saint John's university

Reasons behind Earnings Management of SEO Firms

Weiju Young Chaoyang University of Technology

Firm's Motives behind Earnings Management around SEOs

Junming Hsu National Chung-Hsing U.

Board Characteristics and Payout Policy

Chin-Yuan Chang Kao Yuan University

Does Corporate Governance Still Affect Firm Performance After Controlling for Distress Factor?

Syouching Lai Chang Jung Christian

Hungchih Li National Cheng Kung University

Bin Li Griffith University

Hybrid Approach based on TOPSIS and Sensitivity Analysis for Evaluating Performance of Companies

saleh Hasanloo university of tehran

elham karim university of tehran

mohamad Mehregan university of tehran

reza Tehrani university of tehran

Agenda

July 17, 2014 (Thursday)

Session D

13:30-15:30

Room: KAUAI

Session Chair: Yenyu Rebecca Huang

St. John's University, Taiwan

The Performance of Switching Forecast Model of Value-at-Risk in the Asian Foreign Exchange

I-Yuan Chuang

Chung Cheng Uni.

Agenda

July 18, 2014 (Friday)

Session E

10:00-12:00

Room: KAUI

Session Chair: Ankush Chopra School of Management, Fribourg, Switzerland

Factors Impact on Sense of Virtual Community and Virtual Community Loyalty

Cheng-Hsun Ho National Taipei University

Wenchieh Wu St. John's University

Effects of Service Quality and Relationship Quality on Customer Satisfaction - Automobile Maintenance Business as the Example

Tien-Hsiung Chu China University of Science and Technology

Ye-Sheng Kuo China University of Science and Technology

Retailers Do It Differently - The Need for a Retail Research Laborator

Malin Sundstrom Swedish Institute for Innovative Retailing, University of
Borås

Anita Radon Swedish Institute for Innovative Retailing, University of
Borås

Deer in the Headlights: Response of Incumbent Firms to Profit Destroying Innovations

Ankush Chopra School of Management, Fribourg

Rico Baldegger School of Management, Fribourg

Exploring Social Media in Student Engagement: An Integrated Perspective of Social-Technical Gap and Task-Technology Fit

Ching-Wen Chen National Kaohsiung First University of Science and
Technology

Richard Weng National Kaohsiung First University of Science and
Technology

Performance Improvement through E-Supply Chain Integration and Collaborative Relationship: A Case Study from Taiwan

KUO-PIN CHANG Ming Chi University of Technology

Agenda

July 18, 2014 (Friday)

Session E

10:00-12:00

Room: KAUI

Session Chair: Ankush Chopra School of Management, Fribourg, Switzerland

The Supreme Court's "SPL Initiative": Scientizing Its SPL Interpretation Removes 3 Evergreen SPL Obscurities

Sigram Schindler

TELES Patent Rights International GmbH

An Empirical Study on Factors for Outsourcing of Hotel Services

Hsueh-Mei Wang

Tatung University

Wenchieh Wu

St. John's University

Shouyi Yang

St. John's University

Pi-Chuan Sun

Tatung University

An E-Commerce Strategy to Solve the Sales Problem for Local Farmers in Taiwan - A Case Study of E-Commerce website - Buy NearBy (www.buynearby.com.tw) for the model of Corporate Social Responsibility

Hung-Shin Chen

National Chengchi University

Agenda

July 18, 2014 (Friday)

Session F

13:30-15:30

Room: KAUAI

Session Chair: Yuehjen Eric Shao

Fu Jen Catholic University, Taiwan

Using ARIMA and Soft Computing Approaches to Predict Taiwan Inbound Tourists

Yuehjen Eric Shao

Fu Jen Catholic University

M. L. Liu

Fu Jen Catholic University

A Heuristic Installed-Based Petri Net Model for Service Parts Planning

Ta-Yu Chen

National Chengchi University

Study on the Location Selection Model for Retail Business: Take the Vendor Machine as Example

Shih Hsiung Cheng

China University of Technology

Su-Mei Lin

China University of Technology

Capacity Flexibility in Production Logistics - Analysis of the Influence of Capacity Flexibility on the Logistical System Performance

Johannes Nywlt

Leibniz University Hannover

Tim Daniel Busse

Grean GmbH

Peter Nyhuis

Leibniz University Hannover

Product Knowledge, Brand Attitude and Store Image in Purchasing Safety Seat and Its Relationship between Customer Satisfaction and Brand Loyalty

Sheng-Hao Tsao

National Chengchi University, Taiwan

Hsun-Tsen Wang

He-Sheng Hang Corporation Ltd.

Developing a Genetic Algorithm for Multi-objective Flowshop Scheduling Problem

Ching-Jen Huang

National Chin-Yi University of Technology

Li-Man Liao

National Chin-Yi University of Technology

Agenda

July 18, 2014 (Friday)

Session F

13:30-15:30

Room: KAUAI

Session Chair: Yuehjen Eric Shao

Fu Jen Catholic University, Taiwan

Communication Enhancing Factory Structures

Sebastian Tschoepe	Leibniz University Hanover
Christian Reinema	Leibniz University Hanover
Peter Schmiedgen	Dresden University of Technology
Peter Nyhuis	Leibniz University Hanover
Joerg Noennig	Dresden University of Technology

Developing Agent-based Mechanism for Mixed-model Assembly Line Balancing

Problem

Ching-Jen Huang	National Chin-Yi University of Technology
Li-Man Liao	National Chin-Yi University of Technology
Yi-Ying Chang	National Chin-Yi University of Technology

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Committee Chair

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Guide to Presenters and Session Chairs

1. Please be in the session 5 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 five 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 PM 15:00 to PM 17:00 July 15, 2014.

The conference registration desk will be open from AM 09:00 to PM 15:00 July 16-18, 2014.

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 HAWAII (2nd Floor). The lunches will provide by set lunch box, please take the lunch box during 12:00-12:30 noon.