

## **IAM2016W Program**

<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

PID	Paper Title	Author(s)	Session
P0103	Does Stronger Intellectual Property Rights Protection Matter in Developing Local R&D Outsourcing Strategy?	Wen-Bin Chuang, To-Han Chang	B
P0104	Optimal Economic Production Quantity and Inspection Plan that Considers Inspection Time and Allows for Defective Rework, Minimal Repair, and Inspection Errors	Ya-Hui Lin, Wen-Ying Wang, Cheng-Yi Lin, Yan-Chun Chen	D
P0106	Data Mining for Exploring Channel and Product Segmentation	Shu-hsien Liao, Pei-Yuan Hsiao, Hsiao-Wei Yang	E
P0113	A Study on Factors Affecting the Adoption of Cloud CRM	Hsin-Pin Fu, Tien-Hsiang Chang	E
P0114	Investigating Why Players Engage in MMORPG Guilds: From the Perspective of Community Markers	Jen-Ruei Fu, I-Wei Lu, Tzong-Huei Lin, Mei-Chi Wang	F
P0115	The Joint Determination of Specification Limits, Process Mean, and Economic Manufacturing Quantity	Chung-Ho Chen	E
P0120	Evaluation of Civil Society Organizations Receiving Public Funding: Performance Indicators, Incentives and Control Mechanisms	Stephen John Beaumont	D
P0122	Trend Prediction of Overseas Tourists Using Gray Theory - Taiwan as an Example	Jeng-Jong Lin	C
P0124	Mobilizing Service Innovation to Improve Service Performance - A Case Study of Fareastone Telecommunications Inc.	Ming-Ho Wu, Yung-Chang Hsiao, Tzu-Hsin Liu, T.W. David Lin	D
P0125	A Case in Statistical and Data Mining Techniques for Warehouse Store	Hsi Chin Lin	E
P0129	Relationships among Service Quality, Experiential Marketing, and the Revisit Intention of Visitors to Tourism Factories	Lin Yao Chang, Su Jau Ming, Hsieh Li Yang	F
P0130	Factors Affecting People's Decisions of Having Self-Care	Ying-Chun Li, Hsiao-Yun Lin	E

PID	Paper Title	Author(s)	Session
P0132	New Ventures, Internationalization, and Asymmetric Grin Curve: Analysis of Taiwan's Big Data	Lin Jwu Rong, Huang Chen Jui, Chan Chia Chung, Chou Ying Chyi, Yeh Yan Chen	E
P0134	Wheel Scout +- Mobile Outdoor and Indoor Navigation for Limited Mobility Users	Bettina E Harriehausen-Müh lbauer	C
P0136	A Comparison of Successful Business Model on the Chain Restaurants between Mainland and Taiwan under "Lean Service" Perspectives	SU-Mei Lin, Shih Hsiung Cheng, Hsin-Yi Lin	F
P0137	The Effect of Board Gender Diversity on Corporate Stock Price Informativeness-The Evidence from Listed Companies in the Tourism Industry	Ming-Chun Wang, Yi-Ling Chen, Jin-Jia Hu	B
P0138	Constructing the R&D Efficiency Evaluation Model - A Case Study of LED Packaging Company in Taiwan	Chen Chi, Hsu Shiuh Sheng, Su Shan Cheng	C
P0141	Measuring the Nonlinear and Asymmetric Relationships between Stock Index Returns and Trading Volume in Taiwan	Yeong-Jia Goo, Yu-Chieh Tang	B
P0142	On the Introduction of Lean Services into the Food & Beverage Department of International Hotels in Taiwan	Jing Yin Chang, yao Hsien Lee, Li Yang hsieh, She Juang Luo	F
P0143	Understanding Consumers' Online Social Shopping Intentions: Based on Dual-process Theory of Social Influence	Fu JenRuei, Ko Po-Chang, Hsieh Wen-Chuan, Yin Shu-Fen	F
P0145	Brand Management Competences in an Increasing Digital World: A Qualitative Study	Artur Mertens, Matthias Schulten, Martin Knahl, Steven Furnell	C
P0146	Using the Theory of Multiple Intelligences and KJ Technique to Explore the Design of Toys for English Language Learning	Chun-Ming Yang, Ching-Han Kao, Thu-Hua Liu, Yi-Wun Chen	C
P0148	An Efficient Water Flow-like Algorithm to the	Chin-Chih Chang,	D

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	Traveling Salesman Problem	Feng-Chia Li	
P0149	Industrial Dynamics and the Evolution of Platform Architecture in the Korean Pop Music Industry	Pei-Wen Chen, Bih-Huang Jin	B
P0150	Impact of Physical Attractiveness on Tourism Website Satisfaction and Continuous Usage Intention	Hsiu-Li Liao, Su-Houn Liu, Yu-Ting Wu	D
P0151	Lung Nodules Detection in X-ray Images Using Subspace Projection and Data Partition	Jiann-Shu Lee, Yu-Wen Liu	E
P0152	Analysis of Causal Relations in Fuzzy Cognitive Maps	Hung-Liang Chen, Hui Chi Chuang, Sheng-Tun Li	C
P0157	An ICT-based Intelligent Dimension Inspection and Tool-wear Compensation Method for Precision Turning	Shih-Ming Wang, Yung-Si Chen, Chun-Yi Lee, Hung-Sheng Chiu	E
P0158	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, Jen-Way Yang, Li-Wen Lin	F
P0163	Burden of Proof in Transfer Pricing of Equity Derivatives	Maji Rhee	B
P0164	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, Chien Lung Hsu	A
P0165	How to Plan an Exhibition Successfully?	Pi-Feng Hsieh, Yu-Ting Lin	A
P0166	Exploring the Determinants of Exhibitor Attendance	Hsiu-lin Lee, An-Bang Hu	A
P0167	Consumers' Sticker Buying Behavior: A Study Based on S-O-R Theory	Yen-Luan Chen, Chin-Chih Chang, Shih-Chien Ho	A
P0168	The Relationships among Brand Image, Dynamic Capabilities, Knowledge Management Capabilities and Competitive Advantages	Jin-Wei Chang, Gao-Liang Wang, Yu-Je Lee	A
P0170	A Study on the Operational Mode of Taiwanese Biotechnology Manufacturers-Using C Biotechnology Co., Ltd as an Example	Pi Hsia Liang	B

<b>PID</b>	<b>Paper Title</b>	<b>Author(s)</b>	<b>Session</b>
P0171	Individual Tendency and Product Involvement Made Influences on Feeling of Impulse Buying	Rong-Ho Lin, Chun-Ling Chuang, Hong-Lin Tian	E
P0173	Corporate Social Responsibility(CSR) and Analyst Earnings Forecasts	Ming-Ti Chiang, Mei-Chen Lin	B