The committees of the International Conference on Innovation and Management (IAM2015 Winter) are pleased to welcome you to this meeting held at Singapore on February 3-6, 2015. 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 133 excellent manuscript submissions from 19 countries, 93 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 IAM2015W.

Looking forward for your participation again in our next event.

Conference Chair
# Schedule

## February 3, 2015 (Tuesday)

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## February 6, 2015 (Friday)

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Session A1 Agenda

February 4, 2015 (Wednesday)

Session A1 09:30-12:00 Room: Ocean12

Session Chair: Rupali Kishore Gadkari K.J. Somaiya Institute of Management Studies and Research, India

Influence of Benefits Provided by Self Help Group (SHG) on Financial Organizations and Individual Income of Women Members of SHG

Rupali Kishore Gadkari K.J. Somaiya Institute of Management Studies and Research
kirti abhijeet arekar K.J. Somaiya Institute of Management Studies and Research
Satish c Ailawadi K.J. Somaiya Institute of Management Studies and Research

Impact of Value Added Tax (VAT) on Economic and Social Development of Emerging Nations: Case Study Botswana

Tshwanelo Losho University of Botswana
Bonu Narayana Swami University of Botswana

Appraising Marketing Performance for Insurance Businesses through Improved Fuzzy Modified GRA

Shang-Yu Chen National Taipei University of Technology
Chung-Cheng Jason Lu National Taipei University of Technology

The Moderating Effect of Team Performance on the Influence of Customer Experience and Team Identification on Repatronage Intention

Hui-Chen Chang National Taipei University
Po-Yueh Chiu National Taipei University

Financial Reforms and Global Competitiveness in Taiwan

Shu-hen Chiang Chung-Yuan Christian University

A Study on the Measurement of Service Quality for Security Firms in Non-urban Area Using EFA

Cheng-Po Lai Nanhua University
Li-Su Huang Mingdao University
Agenda

February 4, 2015 (Wednesday)

Session A1 09:30-12:00  Room: Ocean12

Session Chair: Rupali Kishore Gadkari  K.J. Somaiya Institute of Management Studies and Research, India

Using Social Influence Theory to Explain Knowledge Sharing Intention in Virtual Community
Tze-Hsien Liao  Tatung University

Modeling the Market Share of Route Distribution within A City-Pair Air Traveling
Chih-Wen Yang  National Taichung University of Science and Technology
Hsiao-Chun Wang  National Taichung University of Science and Technology
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Session A2 09:30-12:00 Room: Ocean13
Session Chair: Matthias Schulten Furtwangen University, Germany

The Role of Network Diversity in Green Practices and Innovation
Jing-Wen Huang National Pingtung University
Yong-Hui Li National Pingtung University

Quality of Service Enhancement in a Load Balance-Based Cloud Storage
Shu-Ching Wang Chaoyang University of Technology
Shih-Chi Tseng Chaoyang University of Technology
Shun-Sheng Wang Chaoyang University of Technology
Bo-Wei Chen Chaoyang University of Technology

The Study of Resources Allocation on the OpenStack Cloud Computing Platform
Shun-Sheng Wang Chaoyang University of Technology
Shu-Ching Wang Chaoyang University of Technology
Chih-Ming Chang Chaoyang University of Technology
Min-Mao Liu Chaoyang University of Technology

The Experience Sharing for Campus Collaborative Platform Building-A Case Study of Asia University
Shin-Hung Pan Asia University

The Relationship Network for Value Co-creation in High-tech Business-to-business (B2B) Firms
Changhyun Park Sungkyunkwan University
Heesang Lee Sungkyunkwan University

Exploring Industriepreneurship: Evidence from NARLabs' IoT Neural System Construction in the Big Data Era
Ching Yin Wang National Applied Research Laboratories, Taiwan
Peter J. Sher National Applied Research Laboratories, Taiwan / National Chi Nan University
Agenda

February 4, 2015 (Wednesday)
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Session Chair: Matthias Schulten Furtwangen University, Germany

Crowdsourcing in Retail: The Influence of Process Satisfaction and Sense of Virtual Community on Affective Commitment and Customer Loyalty - An Experimental Study
Fabian Schaefer Furtwangen University
Matthias Schulten Furtwangen University
Gotthard Pietsch Furtwangen University

Technological, Personal, and External Determinants of VoIP Telephony Use Patterns
Ying-Wei Shih National Changhua University of Education
Ya-Ling Wu Tamkang University
Chuang-Liang Chen National Chi Nan University
Session B1 Agenda

February 4, 2015 (Wednesday)

Session B1 14:00-16:30 Room: Ocean12
Session Chair: Rohana Mahbub Universiti Teknologi MARA, Malaysia

The Role of Social Network Ties in the Socialization Process of Newcomers
Chang Ling E National Taichung University of Science and Technology
Liu Yun Shi National Yunlin University of Science and Technology

Popularity-based Rapid Consistency Strategy of Data Replica in the Cloud Computing Environment
Kuo-Qin Yan Chaoyang University of Technology
Shu-Ching Wang Chaoyang University of Technology
Yung-Hsiang Su Chaoyang University of Technology
Sheng-Zhong Chen Chaoyang University of Technology

AMOLED Patent Value Analysis and Prediction Models Design
Pei Shu Fan China University of Science and Technology Taiwan
Chin Yuan Fan National Applied Research Laboratories
Yi Shiuan Kao China University of Science and Technology Taiwan

Moderating Role of Ethical Leadership on Employees’ Moral Competence and Their Voice Behavior: A Group-level Perspective
Hsiu-Hua Hu Ming Chuan University

A Transferrable E-cash Payment System
Fuw-Yi Yang Chaoyang University of Technology
Su-Hui Chiu Chaoyang University of Technology
Chih-Wei Hsu Chaoyang University of Technology

Changes in Labor Force Quantity and Quality under the Pressure of Foreign Direct Investment (FDI): Case of Vietnam
Thuy Thi Thanh Nguyen Asia University, Taichung, Taiwan ROC
Tain-Fung Wu Asia University, Taichung, Taiwan ROC
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February 4, 2015 (Wednesday)

Session B1 14:00-16:30 Room: Ocean12
Session Chair: Rohana Mahbub Universiti Teknologi MARA, Malaysia

Minimalization of Multiple Programming Languages Marking System Using Unit Testing
Riki Hiraoka Kinki University
Masamitsu Moriyama Kinki University

Framework on the Barriers to the Implementation of Automation and Robotics in the Construction Industry
Rohana Mahbub Universiti Teknologi MARA
Session B2 Agenda

February 4, 2015 (Wednesday)  
Session B2 14:00-16:30  
Room: Ocean13

Session Chair: C. K. Farn  
National Central University, Taiwan

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A Model of Knowledge Sharing Behavior through Mobile Instant Messaging APP  
Tsung-Hua Tsai  
National Taipei University

Co-production, Joint Learning, and Innovation  
Kuo-Hsiung Chang  
Tunghai University

An English e-Learning System Construction for low Achieving Students  
Jia-Rong Wen  
Shu-Te University  
Kuo-Ming Cheng  
National Kao-Hsiung University  
Ming-Kaung Chaung  
National Kao-Hsiung University

Exploratory Research on the Dynamic Capabilities of High-Tech Firms: Research Frame Building  
Byungjoo Paek  
Sungkyunkwan univ.  
Heesang Lee  
Sungkyunkwan univ.

Critical Influencing Factors of Taiwan Diagnosis Related Groups, Tw-DRGs Accept Intention  
Meng-Hua Jenny Lin  
National Taipei University  
Kuang-Hui Chiu  
National Taipei University

A Study of Adaptive Learning Based on E-portfolio Embedded in An Educational Computer Game  
Tsung-Ting Tsai  
Soochow University  
Shou-Yi Tseng  
Soochow University

Increase Technological Innovation in Research & Technology Institutions by Adopting the Integrated Technological Innovation Capability Value Chain (ITIC-VC)  
AINI SUZANA ARIFFIN  
UNIVERSITI TEKNOLOGI MALAYSIA
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**February 4, 2015 (Wednesday)**

**Session B2**

**14:00-16:30**

**Room: Ocean13**

**Session Chair:** C. K. Farn

National Central University, Taiwan

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**Constructing a Model to Evaluate the Purchase Intention of Environmentally Friendly Products**

Din Jong

Chung Hwa University of Medical Technology

Shih-Chih Chen

Southern Taiwan University of Science and Technology

Chun-His Wang

National Taichung University of Science and Technology

Li-Hua Huang

National Taipei University of Business

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**Fixed, Marginal Costs, and Price Fairness Impression**

jacques picard

Université du Québec à Montréal, Netanya Academic College
Agenda

February 5, 2015 (Thursday)
Session C1 09:30-12:00 Room: Ocean12
Session Chair: Gwowen Shieh National Chiao Tung University, Taiwan

Measuring Luxury Value of High-end Smart Phone
Cheng-Hsun Ho National Taipei University
Yu-Chen Wu National Taipei University

Mining online users’ knowledge to explore social network sites purchase behaviors
Shu-hsien Liao Tamkang University
Pei-Yuan Hsiao Tamkang University
Chien-Wen Li Tamkang University
Yun-Fei Lin Tamkang University

Intention towards Online Public Complaining: Exchange, Revenge, Prosocial, or Planned Behavior?
Fu Jen Ruei National Kaohsiung University of Applied Sciences

Factors Influencing Consumers’ Co-creation Intention on Social Media
Ming-Hsien Yang Fu Jen Catholic University
Tzu-Yi Kao Commerce Development Research Institute
Chang-Tang Chiang Fu Jen Catholic University
Ya-Yun Cheng Fu Jen Catholic University

The Detection of Moderating Effects between Categorical Variables under Heteroscedasticity: Sample Size Procedure and Software Implementation
Gwowen Shieh National Chiao Tung University
Show-Li Jan Chung Yuan Christian University

Organizational Culture and Transformational Leadership on Job Performance - Using Motivation System as to Influence.
YuhShy Chuang Chien Hsin University of Science and Technology
Chih Yin Wang Chien Hsin University of Science and Technology
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February 5, 2015 (Thursday)

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Session Chair: Gwowen Shieh National Chiao Tung University, Taiwan

Hotel Employees’ Thriving at Work: Combining Social Support and Employees’ Service Innovation Behavior
YUAN-DUEN LEE Chang Jung Christian University
CHI-MIN WU Chia Nan University of Pharmacy and Science
TSO-JEN CHEN Tainan University of Technology
TING-FEI CHEN Chang Jung Christian University

Exploring the Relationship between Follower-Leader Capital and Employees’ Self-Reported Creativity: The Mediating Role of Work Engagement
Dave Bouckenooghe Goodman School of Business
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Session Chair: Hui-Chen Chang National Taipei University, Taiwan

Determination of the Service Needs for Aging in Place Policy by QFD Method
Chen Shun-Hsing Yu Da University of Science and Technology

Technology Transfer in View of Agency Theory
Chien-Hsin Lin Dayeh University
Beryl Zi-Lin Kuo Taipei College of Maritime Technology
Peter J. Sher National Chi Nan University

How Horizontal Cooperation Influence Relational Capital and Company Performance? Transportation Industry as the Example
Hsin-Hui Chang National Taipei University
Hui-Chen Chang National Taipei University

Bus Advertising Contact Rate Calculation cum Interactive Advertising APP
Heng Su National Taipei University
Kuang-Hui Chiu National Taipei University

Site Selection and Performance Model for Breakfast Store Chain
Chen-Chen Wen National Taipei University
Kuang-Hui Chiu National Taipei University

The Influence of Green Wash on the Green Reputation: The Mediation Effects of Green Satisfaction and Green Cognitive Value
Yu-Shan Chen National Taipei University
Pi-Yu Lai National Taipei University

The Research of the Consumers Change Smart Phones’ Factors
Chien-Liang Liao National Taipei University
Kuang-Hui Chiu National Taipei University
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February 5, 2015 (Thursday)

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Session Chair: Hui-Chen Chang National Taipei University, Taiwan

Be Queen Bee in the Service Industry - Attention Management in Swarm Behavior
Pin-Rui Hwang National United University
Yen-Ting Chiu National United University

Does Poisoning Relationships Matter in Business to Business? Can Interdependence be the control?
YI-CHEN WU National Taipei University
Hui-Chen Chang National Taipei University
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Session Chair: Thomas Wolfgang Thurner
Higher School of Economics, Russian Federation

Optimal Multi-Degree Cyclic Scheduling of Reentrant Electroplating Lines Including Multiple Hoists without Overlapping
Felix T. S. CHAN
Xin Li
B. Niu
The Hong Kong Polytechnic University

Constructing a Profit-Maximization Model for a Manufacturer-Retailer Channel in Considering Imperfect Production System
Ya-Hui Lin
Yan-Chun Chen
Dan Zhu
Bao-Qing Yin
Asia-Pacific Institute of Creativity
Tungnan University
Zhejiang Technical Institute of Economics
Zhejiang Technical Institute of Economics

Investigation on the Operating Status of Senior Citizen’s Welfare Institutions in Taiwan
Jui-Ying Hung
Qian-Hui Yang
Kuo-Song Lu
Chaoyang University of Technology
National Chung Cheng University
Chaoyang University of Technology

Fuzzy Multi-objective Remanufacturing Planning Decisions with Multiple Products
Tai-Sheng Su
Chin-Chun Wu
Li-Tzu Lin
National Pingtung University of Science and Technology
I-SHOU University
National Pingtung University of Science and Technology

Intercountry Distances and Foreign Target Market Selection: The Contingent role of Host Country Entrepreneurial Factor Conditions
Chao-Ching Chang
Fu Jen Catholic University

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Session Chair: Thomas Wolfgang Thurner Higher School of Economics, Russian Federation

How Manufacturing Firms Go Green: A Cluster Analysis of Strategic Options
Thomas Wolfgang Thurner Higher School of Economics
Vitaly Roud Higher School of Economics

Control Mechanism, Partner Characteristics and Performance: A Conceptual Framework
Yunyao Cheng Tatung Institute of Technology
Session D2 Agenda

February 5, 2015 (Thursday)

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Session Chair: Chui-Yu Chiu National Taipei University of Technology, Taiwan

Is there Informed or Uninformed Dealer Dominate the Foreign Exchange Market?
YING-HSIN LEE National Taipei University

Consideration for the Curatorial Approaches of Local Designs – Taking the Special Exposition “Pure Taiwan” as an Example
Chen Jun Liang National Taiwan University
Lin Yu Ju National Taiwan University
Lin Mei Ting National Taiwan University

A Clear Picture of Design Education in Taiwan through the Assessment Data of Departments of Industrial Design in Universities
Lin Mei Ting National Taiwan University of Art
Lin Yu Ju National Taiwan University of Art
Chen Jun Liang National Taiwan University of Art
Lin Rung Tai National Taiwan University of Art

Bridging the Gap between Affordable Housing, Liveable and Sustainable Home
shadiya mohamed baqutayan University Technology Malaysia
Aini Suzana Binti Ariffin University Technology Malaysia

Driving Herding Behavior in Taiwan's Service Industry: Methods & Analysis
Pin-Rui Hwang National United University
Wan-Yeh Chuang National United University

Applying Rough Set Theory with Association Rules in Research of Recidivism Factors of Committed Prisoners
Chui-Yu Chiu National Taipei University of Technology
Po-Chou Shih National Taipei University of Technology
Chia-Wei Huang National Taipei University of Technology
Yung-Lien Lai Central Police University

International Conference on Innovation and Management, Singapore, February 3-6, 2015.
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**Session Chair:** Wenchieh Wu  
St. John's University, Taiwan

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- Chiou Ji Pyng  
- Lin Chia Ying  
  - Ming Chi University of Technology

### Network Reconfiguration of Distribution Systems by Genetic Algorithm
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- Chang Chung Fu  
- Jhang Jyun Siang  
  - Ming Chi University of Technology  
  - Wufeng University  
  - Ming Chi University of Technology

### The Evaluation of the Operational Performance of Bus Transits with Considering Environmental Emissions: A Two-stage Network DEA Approach
- Chao-Chung Kang  
- Cheng Min Feng  
- Bo Ruei Liao  
  - Providence University

### Using the Time-Varying DES Cryptosystem for the Order Dish System
- Chung-Shu Wu  
  - Ming Chi University Of Technology

### Green Management and Eco-awareness in the Fulfillment of Educational Sustainable Development
- Hao-An Liang  
  - Asia University

### A Heuristic Algorithm for Two-Dimensional Rectangular Packing Problems
- Ming-Hua Lin  
- Jung-Fa Tsai  
- Ru-Shan Ye  
- Kuan-Chung Lai  
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  - Shih Chien University
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The Causes of Impact of Inter-organizational Knowledge Transfer on Value Creation
Yafang Tsai Chung Shan Medical University
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Jersan Hu Fu Jen Catholic University

Over-payment to Directors: A Discussion from the Perspective of Corporate Governance
Jin Ying Wang Ming Chuan University

Long-run Performance and Insider Trading in Completed and Canceled Private Placements
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Kung-Chi Chen National Chung Cheng University
Ting-Wen Wu National Chung Cheng University

Mining Some Important Features from IMDb Reviews
CHI-LUN HUANG Soochow University
Li-Chen Cheng Soochow University

The Intention to Continue Using App-PHR: Perspective of College Students
Ming-Da Tsai National Chung Cheng University
Hsin-Ying Wu National Chung Cheng University
Yi-Ting Li National Chung Cheng University
Chin-Chi Yang National Chung Cheng University

Can Involvement of Social Networking Sites and Online Social Support Influence on the Elders Successful Aging?
Yu-Feng Huang National Chung Cheng University
I-Chiu Chang National Chung Cheng University
Pei-Hsuan Lee National Chung Cheng University
Li-Yun Huang National Chung Cheng University
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09:30-12:00  
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**Session Chair:** Syming Hwang  
National Chengchi University, Taiwan

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<td>National Taipei University</td>
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<td>A Study of Use Behavior in Telehealth Care Service: A Case Study in Taiwan</td>
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*International Conference on Innovation and Management, Singapore, February 3-6, 2015.*
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February 6, 2015 (Friday)

Session F1  14:00-16:30
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Session Chair: Anita Radon
University of Borås, Sweden

The Impact of Sense of Virtual Community on Membership Behaviors
Wenchieh Wu  St. John's University
Shu-Wan Hung  National Taipei University
Cheng-Hsun Ho  National Taipei University

Determinants of Service Firms Adoption toward Cloud Service
Tsui-Yii Shih  National Taipei University of Business
Cha-Wei Lin  National Taipei University of Business

An Exploration of the Factors Perceived to Enhance or Inhibit Export Market Expansion within the Taiwanese Food and Beverage Firms
Tsui-Yii Shih  National Taipei University of Business
Ruminthna Wickramasekera  Queensland University of Technology
Zhi Song  Queensland University of Technology

The Global Trading of Machine Tools Manufactured in Taiwan and Machinery Export Pattern Recognition
Ko-Ming Ni  Ling Tung University

The Effects of Negative Word-of-Mouth on the Internet
Hsiu-Li Liao  Chung Yuan Christian University
Su-Houn Liu  Chung Yuan Christian University
Shih-Yi Chuang  Chung Yuan Christian University

Does Corporate Governance Have Effects on Political Connections?
Yi-Ling Chen  National University of Kaohsiung

The Relationship between Investor Sentiment and Gambling Preferences in the Options Market
Ming-Chun Wang  National Kaohsiung First University of Science and Technology
Session F1 Agenda

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Session F1 14:00-16:30 Room: Ocean12
Session Chair: Anita Radon University of Borås, Sweden

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Malin Sundström University of Borås
Anita Radon University of Borås
Stavroula Wallström University of Borås
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Session Chair: C. K. Farn National Central University, Taiwan

Solving Power System via Hybrid Differential Evolution
Chiou Ji Pyng Ming Chi University of Technology
Kuo Ching Hsiang Ming Chi University of Technology
Chiang Shang Tse Ming Chi University of Technology

Differential Evolution for Capacitor Placement Problems
Chiou Ji Pyng Ming Chi University of Technology
Chang Chung Fu Wufeng University
Wang Chao Ching Ming Chi University of Technology

Development of the Virtual Community of Inquiry Model for Applied Thai Traditional Medicine Instruction
Ong-art Chanprasitchai Chulalongkorn University
Jintavee Khraisang Chulalongkorn University
Pakpachong Vadhanasindhu Chulalongkorn University
Nagul Cooharojananone Chulalongkorn University

An Application of the Network Time Protocol for the Fire Warning Ordering System
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yanwei Huang Soochow University
Li-Chen Cheng Soochow University

Poetic Interaction Design: Spirit Transformation in Cultural Creative Design
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Lin Mei Ting National Taiwan University
Chen Jun Liang National Taiwan University
Using Multidimensional Scaling to Discuss Consumer's Cognition towards Motels in I-Lan
Chen Yen Yu  St. Mary's Junior College of Medicine, Nursing and Management
Chen Yin Jen  Vanung University
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Zulnaidi Yaacob  

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St. John's University, Taiwan  
National University of Kaohsiung, Taiwan  
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University Sains Malaysia, Malaysia

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National Chengchi University, Taiwan

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<tr>
<td>Voratas Kachitvichyanukul</td>
<td>Asian Institute of Technology, Thailand</td>
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<td>Waiman Cheung</td>
<td>The Chinese University of Hong Kong, Hong Kong</td>
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<td>Y. W. Fan</td>
<td>National Central University, Taiwan</td>
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<tr>
<td>Yao-Chin Lin</td>
<td>Yuan Ze University, Taiwan</td>
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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 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 15:00 to 17:00 February 3, 2015.
The conference registration desk will be open from 09:00 to 15:00 February 4-6, 2015.

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 12:00-14:00 at Edge Restaurant (Level 3).