

IAM2018S Program

July 10, 2018 (Tuesday)	
15:30-16:30	Registration (Lobby)

July 11, 2018 (Wednesday) 08:30-16:00 Registration	
Room	M Room (Base Floor)
09:00-12:00	Session A
12:00-13:30	Lunch (Café SOI, G Floor)
13:30-16:30	Session B

July 12, 2018 (Thursday) 08:30-16:00 Registration	
Room	M Room (Base Floor)
09:00-12:00	Session C
12:00-13:30	Lunch (Café SOI, G Floor)
13:30-16:30	Session D

July 13, 2018 (Friday) 08:30-11:30 Registration	
Room	M Room (Base Floor)
09:00-12:00	Session E
12:00-13:30	Lunch (Café SOI, G Floor)

PID	Paper Title	Author(s)	Session
P0104	Cross-Factory Manufacturing Procurement Process Integration under Services-Oriented Architecture	Yung-Hsin Wang, Shing-Han Li, Hsiao-Chu Hsu	C
P0105	Western-Style Fast Food Industry in Fujian Province Marketing Mix (7P) and Performance Evaluation	Su Mei Lin, Shih Hsiung Cheng	E
P0106	Loss Aversion Behavior of Futures Day Trader Based on Three Cutting Points	Feng Chen Lin, Hungchih Li, Syouching Lai	B
P0107	An Innovative Practice of Modular Dinnerware Mode in the Banquet Division of Hotels in Taiwan	Jing Yin Chang	E
P0108	The Selection of Location for The Logistics and Distribution Centre of Chain Supermarkets	SHIH HSIUNG CHENG, Su Mei Lin	E
P0109	An Empirical Study of the Correlation between Human Resource Development Strategy and Innovation Capability in Taiwan Medical Institutions	Chien Chang Yang	C
P0111	Relationship between Bikeway Image, Tourism Value and Intention to Revisit Bikeways in Taiwan	Li-Yang Hsieh, Yao-Chang Lin, Yao-Hsien Lee, Shen-Teh Lee	E
P0112	Evaluating Value Co-creation Assessment and Improvement Using a MCDM Approach in the Life Aesthetics and Catering Industry	Kuang-Hui Chiu, Yu-An Yeh	C
P0113	The Influence on International Perspective to Intercultural Effectiveness	Men Ling Tho, Ming-Chia Chen	C
P0114	A Domestic Research on the Effect of Self-Selective Reading Approach for ASD Patients	Chir-Ho Chang, Rew-Fen Chang, Jou Cheng	D
P0115	A Problem Based Learning Approach for Teaching and Learning ERP	Tien-Tsai Huang, Jou Cheng, Chir-Ho Chang	A
P0116	Linking Thai Culture in Global Era with Creativity	Khanita Tumphasuwan	D
P0117	Aligning Operations and Marketing to Circumvent Endogenous Mobility Barriers: The Case of The U.S. Domestic Airline	Kuangnen Cheng	A

PID	Paper Title	Author(s)	Session
	Industry		
P0118	Will Too Much Gamification Lead to Reduce IS Continuance Intention? An Environmental Psychological Perspective	Sheng-Cheng Lin	D
P0119	Interactions and Experiences of Online Fans in a Blog Context: A Netnography Analysis	Yi-Sheng Wang, Yu-Zhan Lu	B
P0120	Can Negative Leadership Affecting Employee's Well-being? Data from Taiwan	Yu-Mei Huang	C
P0121	Applying Parallel Association Algorithms to Value Meal Design for a Chinese Fast Food Chain Restaurant	Chi-Bin Cheng, Liam Y. Hsieh, Yu-Chung Su	A
P0124	A Case Study on Business Model Innovation of Social Enterprises in an Uncertain Environment	Hsueh-Ling Wu, Chin-Shyong Su, Tser-Yieth Chen	D
P0125	Viewers' Media Consumption Intention in the Live Game Streaming Context – an Integrated Framework	Jen-Ruei Fu, Mei-Chi Wang	B
P0126	Analysis of Mercedes-Benz Concept Car Using Biomimicry Design Spiral	Chun-Ming Yang, Ju-Ying Hung, Yuan-Li Wang, Yu-Hsuan Lien	D
P0127	A Conceptual Model of Green Product Design Combining Quality Function Deployment and Voting Analytic Hierarchy Process	Shui-Shun Lin, Ying-Shen Juang, Tsai-Chen Yang	A
P0128	Workplace Spirituality to Psychology Capital of Hospitality Industry	Ming-Chia Chen, Wen-Ta Huang, Hsin-Ying Tsai	C
P0129	What Drives Older Adults' Usage Intention of Mobile Health Apps?	Chiung-Wen Hsu, Jun-Shan Lai	D
P0130	A Mathematical Model for Number of Vehicles in a FMS	James T. Lin, Bih-Wen Chan	A
P0131	A Support Vector Machine Approach for AGV Dispatching	James T. Lin, Meng-Wei Hsyu	A
P0133	Decoupling CO2 Emissions from Economic Growth in Russia	Hsiao-Tien Pao, Hsin-Chia Fu	A
P0134	Effects of Psychological Contract on Cross-channel Free-riding Behavior	ALEXANDER KUAN DAIY, TOM MENG-YEN LIN, WEN-CHIN LU	B

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P0136	Family Succession and Cost of Bank Loans: Evidence from China	Tzu Ching Weng, HsinYi Chi, WeiRen Yao	B
P0138	The Roles of Family-related Factors on Expatriate's Social Capital, Expatriate Adjustment and Performance	Li-Yueh Lee, Phuoc-Thien Nguyen	C
P0139	The Announcement Effect of Carbon Reduction Actions on Corporate Market Value	Shou-Lin Yang, Tzu-Hung Huang	B
P0140	Using the Technology Acceptance Model to Analyze the Learning Outcome of Open Education Resources	Pei-Wun Wang, Hsien-Sheng Hsiao, Shao-Yu Lu	C
P0142	Antecedents and Consequences of Customer Participation: A Perspective of Service-dominant Logic	Wann-Yih Wu, Phuoc-Thien Nguyen	B
P0145	A Qualitative Study of Taiwanese Freelancers: Work-Life Balance and Drivers to Entrepreneurship	Yi-Hsin Lin	D
P0147	Study on Improving the Structural Strength of ABS Plastics by Applying the Taguchi Experimental Design Method	Chun-Hung Lin, An-Jin Shie, Yung-Tsan Jou, Wen-Tsann Lin, Chun-Ju Chen	E
P0148	Technology and Process of Intelligent Automated Production of Medical Appliances with Big Data	Shu-Hui Yeh, An-Jin Shie, Yung-Tsan Jou, Wen-Tsann Lin, Yen-Chen Lin	E
P0149	The Study of Relationship among Salesperson's Competitive Intelligence Behavior, Performance and Job Satisfaction	Hui Chen Chang, Lin Ju Cheng, Chi Hsien Wu	E
P0150	The Effect of Perceived Physical Attractiveness and Brand Attitude on Usage Intention	Hsiu-Li Liao, Su-Houn Liu, Yi-Lun Ho	B
P0151	Corporate Governance-CSR Financial Performance Nexus: Evidence from Pakistan	Niaz Ahmed Bhutto, Kiran Tariq, Khuda Dino, Mahwish Jillani	A