International Conference on Innovation and Management

IAM2014S

Organized by
Society for Innovation in Management, Taiwan

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)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>15:00-17:00</td>
<td>Registration (2nd Floor)</td>
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## July 16, 2014 (Wednesday)

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<td>09:00-15:00</td>
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## July 18, 2014 (Friday)

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</tr>
<tr>
<td>13:30-15:30</td>
<td>Session F</td>
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Session A Agenda

July 16, 2014 (Wednesday)

Session A 10:00-12:00 Room: KAUAI
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
Session A Agenda

July 16, 2014 (Wednesday)

Session A 10:00-12:00 Room: KAUAI

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
Session B 13:30-15:30  Room: KAUAJ
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
Session B 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.
Session C 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 Innoversity 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

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**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  
Chaooyang 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
Session D 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: KAUAI
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: KAUAI

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

The Supreme Court’s “SPL Initiative”: Scientizing Its SPL Interpretation Removes 3 Evergreen SPL Obscurities
Sigrum 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
Session F 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
## Session F 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Sebastian Tschoepe</td>
<td>Leibniz University Hanover</td>
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<tr>
<td>Christian Reinema</td>
<td>Leibniz University Hanover</td>
</tr>
<tr>
<td>Peter Schmiedgen</td>
<td>Dresden University of Technology</td>
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<tr>
<td>Peter Nyhuis</td>
<td>Leibniz University Hanover</td>
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<tr>
<td>Joerg Noennig</td>
<td>Dresden University of Technology</td>
</tr>
</tbody>
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### Developing Agent-based Mechanism for Mixed-model Assembly Line Balancing Problem

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<thead>
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<tr>
<td>Ching-Jen Huang</td>
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<td>Li-Man Liao</td>
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<tr>
<td>Yi-Ying Chang</td>
<td>National Chin-Yi University of Technology</td>
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</tbody>
</table>
Officers and Organizing Committees

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Kuang Hui Chiu National Taipei University, Taiwan

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Josefa Ju-Yun LIN Taiwan Shoufu University, Taiwan
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Sze-hsun sylcien Chang  
Shih Hsin University, Taiwan

TANG Loon Ching  
National University of Singapore, Singapore

Wei-Chiang Hong  
Oriental Institute of Technology, Taiwan

Wenchieh Wu  
St. John's University, Taiwan

Woo-Tsong Lin  
National Chengchi University, Taiwan

Zulnaidi Yaacob  
University Sains Malaysia, Malaysia

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**Committee Chair**

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National Chengchi University, Taiwan

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Yao-Chin Lin  
Yuan Ze University, Taiwan
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.