International Conference on Innovation and Management

IAM2014W

Organized by
Society for Innovation in Management, Taiwan

Bangkok, Thailand, January 20-23, 2014

Society for Innovation in Management (SIiM)
12E-1, No.5, Guangfu N. Rd. Songshan Dist., Taipei City 10560, Taiwan (R.O.C.)
http://www.siim.org.tw
Chair’s Message

The committees of the International Conference on Innovation and Management (IAM2014 Winter) are pleased to welcome you to this meeting held at Bangkok, Thailand on January 20-23, 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 120 excellent manuscript submissions from 13 countries, 85 of them come from 13 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 IAM2014W.

Looking forward for your participation again in our next event.

Conference Chair
## Schedule

### Jan. 20, 2014 (Monday)

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### Jan. 23, 2014 (Thursday)

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January 21, 2014 (Tuesday)

Session A1  09:00-10:20  Room: Premier 2

Session Chair: Chei-Chang Chiou  National Changhua University of Education, Taiwan

The Effect of Computer-Assisted Concept Mapping on Learning Motivation under Different Learning Styles

Chei-Chang Chiou  National Changhua University of Education

Using Behavior Study of Electronic Land Registered Document Online-service

Ling-Lang Tang  Yuan Ze university
Shu-Hui Chen  Yuan Ze university
Yu-Hua Chen  Yuan Ze university

E-learning Use Behavior: Intention to Use and Impact

Oanh Kiet Chau  Yuan Ze University
Lang Ling Tang  Yuan Ze University
Han Che Hsu  Yuan Ze University

Research for Elements of Successful Enterprise in Taiwan - A Case Study of Enterprise G

Ming-Chien Chiu  National Chengchi University
Session A2 Agenda

January 21, 2014 (Tuesday)

Session A2 09:00-10:20 Room: Premier 3
Session Chair: Chien-Lung Hsu
            Takming University
            of Science and Technology, Taiwan

The Short-term Return Effect of Merger Rumor on Acquiring Companies: Evidence
from Buddhism and Islam Regions
Lin Lin  National Chi Nan University
Chinh-Ying Wang  National Chi Nan University

The Influence of Price Promotion, Perceived Risk and Involvement Degree on
Purchase Intension of Online Shopping
Chun-Ning Yang  Takming University of Science and Technology
Huei-wen Pao  Takming University of Science and Technology

Impact of Religions on the Reaction of the Acquiring Companies to the Unproven
Merger News: Buddhism vs. Christianity and Islam
Lin Lin  National Chi Nan University
Ruei-Shiang Huang  National Chi Nan University

Study of Maximize the Benefits in Blended Learning
Tzeng Tz Yuan  Takming University of Science and Technology
Yun Kuei Huang  Takming University of Science and Technology

Agenda

January 21, 2014 (Tuesday)

Session B1  10:40-12:00  
Room: Premier 2

Session Chair: Chechen Liao  
National Chung Cheng University, Taiwan

Optimal Production and Inspection Strategies for a Manufacturer and Multiple Retailers with Channel Coordination
Ya Hui Lin  
Asia-Pacific Institute of Creativity
Jui Chin Sun  
Tungnan University
Yan Chun Chen  
Tungnan University

A Uniform Parallel Machine Problem to Minimize the Makespan and the Resource Consumption
Wen-Chiung Lee  
Feng-Chia University
JY Wang  
Feng-Chia University

A Top-down Approach to Systematic Analysis for Product Design Requirements Using Evolutionary Trends in TRIZ
Tien-Lun Liu  
St. John's University
Wei-Cheng Lin  
St. John's University

Development of the Intelligent Lighting Systems Based on Kansei Engineering Approach
Moonsoo Kim  
Hankuk University of Foreign Studies
Chulhyun Kim  
Seoul National University of Science and Technology
Hakyeon Lee  
Gyeongsang National University
Jeonghwan Jeon  
Hankuk University of Foreign Studies

The Intention to Use 3G Mobile Value-Added Services: An Empirical Study
Chechen Liao  
National Chung Cheng University
Yi-Jen Huang  
National Chung Cheng University
Hsiu-Yu Wang  
National Chung Cheng University
Tzu-Hao Liu  
National Chung Cheng University
A Study on the influencing Factors of Channel Preference for Purchasing the Insurance Products
Shu-Hui Lai
Ssu-Chun Huang
Takming University of Science and Technology

Jen-Han Ko
Chien-Lung Hsu
Takming University of Science and Technology

The Link between Information Trust and Purchase Intentions: Crisis Response Strategies and Brand Awareness as Moderators
Yi-Pei Chiu
Chien-Lung Hsu
Takming University of Science and Technology

The Impact of Brand Cognition on Purchase Intention -Mediated by Corporate Social Responsibility and Cognitive Style
Wei-Ti Wang
Chien-Lung Hsu
Takming University of Science and Technology

Effect of Social Capital, Product Involvement to Purchase Intention of Facebook Fans Page
Yi-Jie Lin
Huei-Wne Pao
Takming University of Science and Technology
Agenda

January 21, 2014 (Tuesday)

Session C1  14:00-15:20 Room: Premier 2
Session Chair: Hungchih Li National Cheng Kung University, Taiwan

The Comparison of CVaR Model and VaR Model
Jing-Rung Yu National Chi-Nan University
Wan-Jiun Paul Chiou National Chi-Nan University
Da-Ren Mu National Chi-Nan University
Ren-Ting Liu National Chi-Nan University

Analysis of Nonpatient Revenue in Nonprofit Hospitals: Evidence from Taiwan
Hui-Fang Tan Chang Jung Christian University
Chao-Hsien Lu Southern Taiwan University of Science and Technology
Po-Wei Chen Chang Jung Christian University

Gender and Age Difference in the Trading Discipline
Syouching Lai Chang Jung Christian University
Hungchih Li National Cheng Kung University

The ERP Implementation and Firm Performance: An Investigation of Corporate Governance
Syouching Lai Chang Jung Christian University
Chung-Hao Hsu Chang Jung Christian University
Eehun Cheng National Cheng Kung University
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**January 21, 2014 (Tuesday)**

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<td>National Central University, Taiwan</td>
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## Conceptual Model of the Dual Effects of Waiting on Satisfaction with Health Service – Exploring the Optimal Outpatient Waiting Time and Conditions

- **Jun Fang Liao**
  - Wenzao Ursuline University of Languages Administration
- **Jacob Y. H. Jou**
  - Center for General Education, Kaohsiung Medical University
- **Yi-Fen Liu**
  - National Kaohsiung First University of Science and Technology

## Effect of Sense of Virtual Community on Community Loyalty

- **Cheng-Hsun Ho**
  - National Taipei University
- **Ying-Chung Chen**
  - National Taipei University

## A Study of Innovation in Architecture Industry - A Case of Builders

- **Su-mei Chiu**
  - National Sun Yat-sen University
- **Hueimei Liang**
  - National Sun Yat-sen University
- **Rui-hsin Kao**
  - National Quemoy University
- **Pei-yu Chien**
  - National Sun Yat-sen University

## The Critical Successful Factors, System Implement and Assessment of New Technology-A Case Study of Tourism Winery

- **Chia-Chang Liu**
  - National Chengchi University
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January 21, 2014 (Tuesday)

Session D1  15:40-17:00  Room: Premier 2
Session Chair: Ulrich Schmitt
University of Stellenbosch Business School, Botswana

Development of a Virtual Campus Ecological Pond Based on Physical Operation and Role-Playing Games
Wernhuar Tarng  National Hsinchu University of Education
Nien-Yin Lu  National Hsinchu University of Education
Yi-Syuan Shih  National Hsinchu University of Education
Hsin-Hun Liou  National Central University

Overcoming the Seven Barriers to Innovating Personal Knowledge Management Systems
Ulrich Schmitt  University of Stellenbosch Business School

Sustainable Operation for Community Development: The Case of Fengkeng Community in Changhua County
Cheng-Chi Huang  Asia University

Metadata-based Information Search of Environmental Regulations for Construction Projects
Sang-ah Jeong  Sejong University
Jaewook Lee  Sejong University
Sangjun Woo  Sejong University
Hansoo Kim  Sejong University
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January 21, 2014 (Tuesday)

Session D2  15:40-17:00  Room: Premier 3
Session Chair: Yueh-Juen Hwu  Central Taiwan University of Science and Technology, Taiwan

Evidence Utilization: Oral Care for Residents in Nursing Home
Yueh-Juen Hwu  Central Taiwan University of Science and Technology
Feng-Yu Lin  Overseas Chinese University

Performance Verification of High-Capacity Water-Cyclone through CFD Simulation
Sang Woo Lee  Pyeongtaek University
Sung An Kwon  Pyeongtaek University

An Integrated Method Incorporating TRIZ and Morphological Approach to Promote Conceptual Design
Chun-Ming Yang  Ming Chi University of Technology
Ching-Han Kao  Ming Chi University of Technology
Thu-Hua Liu  Ming Chi University of Technology
Ching-Hsiang Chang  Ming Chi University of Technology
Yan-Lin Lee  Ming Chi University of Technology

The Design Elements of Commercially Available Toys Associated with Bodily-Kinesthetic Intelligence Using Theory of Multiple Intelligences
Chun-Ming Yang  Ming Chi University of Technology
Ching-Han Kao  Ming Chi University of Technology
Thu-Hua Liu  Ming Chi University of Technology
Ying-Miao Chen  Ming Chi University of Technology
Yi-Wun Chen  Ming Chi University of Technology
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January 22, 2014 (Wednesday)

Session E1  09:00-10:20  Room: Premier 2

Session Chair: Chir-Ho Chang  Lung-Hwa University of Science and Technology, Taiwan

Imagery Enabled Service Recovery Design: Roadmap and Strategic
Chi Chang Chen  National United University, Taiwan
Pin Rui Hwang  National United University, Taiwan

Analyzing Context Effect on Service Imagery Design Strategy
Shih Hao Huang  National United University
Pin Rui Hwang  National United University, Taiwan

Factors Influencing the Brand Image, Customer Satisfaction and Purchase Intention
Hsiu-Li Liao  Chung Yuan Christian University
Su-Houn Liu  Chung Yuan Christian University
Huei-Jyuan Wu  Chung Yuan Christian University

In the Arrangement of Multiple-session Entertainments
Chir-Ho Chang  Lung-Hwa University of Science and Technology
Jou-Ming Chang  National Taipei College of Business
Ro-Yu Wu  Lung-Hwa University of Science and Technology
Jin-Ling Lin  Shih-Hsin University
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January 22, 2014 (Wednesday)

Session E2  09:00-10:20  Room: Premier 3
Session Chair: Ying-Chun Li  National Sun Yat-Sen University, Taiwan

Innovative Evaluation and Management of Medical Care Network in Taiwan
Ying-Chun Li  National Sun Yat-Sen University
Lee-Huie Wang  St. Joseph Hospital

The Tourist Night Market Attributes as Antecedents to Effect Domestic Visitors' Approach-Avoidance Behaviour
Chen Chi  National Taipei University

Discussions on National Health Insurance and Reimbursement on Pharmaceuticals in Taiwan
CHEN SHIH-HSIUNG  Mitsubisihi Tanabe Pharma Group

Study of Enterprises Customer Switching Behavior: From the Perspective of Property Management Service Industry in Taiwan
Ruei-Bin Pan  National Taipei University
Jiin-Tarng Shieh  National Taipei University
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January 22, 2014 (Wednesday)

Session F1 10:40-12:00  Room: Premier 2
Session Chair: Chris Mabey  Middlesex University, United Kingdom

The Relationship between Organizational Culture and Organizational Commitment: Case Study of Rural Water & Wastewater Company in Iran
abhass madandar arani  Lorestan University
lida - kakia  Ministry of Education

An Empirical Study of Health Industry about Emotional Intelligence, Work Pressure, Organizational Commitments and Organizational Citizenship Behavior in Taiwan
TING-CHUNG HUANG  CHING-KUO INSTITUTE OF MANAGEMENT AND HEALTH

Being and Staying Innovative: Managing the Paradoxes
Chris Mabey  Middlesex university

A Study on Personality Types and Conflict Management from the Perspective of Astrological Elements
Mu-Li Yang  Chang Jung Christian University
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January 22, 2014 (Wednesday)

Session F2  10:40-12:00  Room: Premier 3

Session Chair: Ching-Han Kao  Ming Chi University of Technology, Taiwan

A Study of Indigenous Tribe Tourism Development—Case by Dongpu in Taiwan
Feng Jyh Chen  National Chi Nan University
Ming Hsiao Chang  Chienkuo Technology University
Hsin Mei Lin  National Chi Nan University

Supply Chain Analysis for Process Innovation Commercialization: Case Study of Tea Industry in Thailand
Palida Srisornkompon  Chulalongkorn University
Rath Pichyangkura  Faculty of Science, Chulalongkorn University
Achara Chandrachai  Faculty of Commerce and Accountancy, Chulalongkorn University

Factors Influencing Fashionable Smart Clothing of Consumer Requirements Innovation
Ching-Han Kao  Ming Chi University of Technology
Chun-Ming Yang  Ming Chi University of Technology
Cheng-Hao Hsieh  Ming Chi University of Technology

The Impact of App Characters and Flow on Impulsive Buying in Mobile Environment
Cheng-Hsun Ho  National Taipei University
Yu-Cheng Wu  National Taipei University
Session G1  14:00-15:20  Room: Premier 2
Session Chair: Wenchieh Wu  St. John's University, Taiwan

Image Resizing Using Gradient and Enhanced Salient Features
Chin-Chen Chang  National United University

Island Marine Sport Tourism Development Critical Success Factors – Case by Jibei in Taiwan
Ming Hsiao Chang  Chienkuo Technology University
Li Chu Chang Liao  Chung Chou University of Sciences and Technology

Exploring the State Enterprise Performance Appraisal Reporting: A Case Study of Metropolitan Electricity Authority
Warit Wipulanusat  Walailak University
Jirapon Sunkpho  Thammasat University

Transformational Leadership and Knowledge Sharing Willingness: A Multi-level Study of Trust and Organizational Culture
Wenchieh Wu  St. John's University
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January 22, 2014 (Wednesday)

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

Knowledge Management and Cultural Knowledge in Hospitality and Tourism:
Investigating the Conceptual Linkages and Interactions between Knowledge Management and Culture
Leonard Barnett  Bangkok University
Edward Carter  Bangkok University

Exploring the Impact of Quality and Satisfaction on Trust and Commitment in Online Music Service
Cheng-Hsun Ho  National Taipei University
Chia-Chi Liang  National Taipei University

Factors Influencing Impulse Buying in Mobile Commerce
Cheng-Hsun Ho  National Taipei University
Shu-Wan Hung  National Taipei University

Conformance Analysis of Business Process Based on EPC Model and ER Model
Wei-Yu Chen  Chinese Culture University
Shing-Han Li  Tatung University
Chih-Chi Li  Tatung University
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Session H1  15:40-17:00  Room: Premier 2

Session Chair: Syming Hwang  National Chengchi University, Taiwan

A Study of the Interface Design and Usability of Mobile Instant Messenger
Ching-Han Kao  Ming Chi University of Technology  
Chun-Ming Yang  Ming Chi University of Technology  
I-Chun Lin  Ming Chi University of Technology  

Exploring the Impact of Social Support on Sense of Virtual Community via Mobile Media: A case of Facebook
Cheng-Hsun Ho  National Taipei university  
Yu-Hsiang Mao  National Taipei university  

Identification and Classification of New Product Development Risks with Different Standpoints: A Bibliographic Approach
JaeWook Kim  SungKyunKwan University  
Chansik Kim  SungKyunKwan University  
Jong Seong Kim  SungKyunKwan University  
Hoo-Gon Choi  SungKyunKwan University  

The Effect of Anonymity on Virtual Communities Usage – The Cases of Facebook versus BBS
Huang Kuo Chuan  National Central University Taiwan  
Chen Shang Chun  National Central University Taiwan  
Farn C K  National Central University Taiwan
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January 22, 2014 (Wednesday)

Session H2  15:40-17:00  Room: Premier 3
Session Chair: Pei-Ju Lucy Ting  National Taipei University, Taiwan

Customers’ Psychological State, Actual Situations, and Product Characteristics to Explore Factors Impact on the Competitive Advantage of Telecom Enterprises
Wen-Yu Tsao  National Chin-Yi University of Technology
Hung-Hsing Lin  Hsiuping University of Science and Technology

Innovation Management for Health and Beauty Industries: Building He Body Image Conceptual Framework from Theory of Planned Behavior (TPB)
MING HSU WANG  Chang Gung University
WEN KO CHIOU  Chang Gung University

The Strategy of Taiwan Websites to Access Chinese Markets
Hung-Shin Chen  National Chengchi University
Tsung-Fu Lin  National Chengchi University

Exploring the Relationships between Environmental Attitude, Personal Norm, Subjective Norm and Energy Consumption Behavior in Household
Shiuh-Harn Erin Tzong  National Taipei University
Pei-Ju Lucy Ting  National Taipei University
Helder Leite  University of Porto

Continued Usage of Energy Management System: The Case Study of Zero Carbon Classroom in Shinbei Elementary School
Yi-Wen Wendy Chen  National Taipei University
Pei-Ju Lucy Ting  National Taipei University
Hsin-Ju Stephie Tsai  University of Manchester
Agenda

January 23, 2014 (Thursday)

Session II  09:00-10:20  Room: Premier 2

Session Chair: Syming Hwang  National Chengchi University, Taiwan

A Study on Work-Life Balance of Indian Railways' Drivers
RAJESH RANJAN  NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING (NITIE)
T. Prasad  NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING (NITIE)

A Study of Green Innovation and Performance - Dynamic Capability Perspective
Jing-Wen Huang  National Pingtung University of Education
Yong-Hui Li  National Pingtung Institute of Commerce

Challenges and Rises of Online Auction Market: By Using Taiwan Auction Company as Example
Sheng-Hao Tsao  National Chengchi University

Innovative R&D-Activity Methodology: A typology of 6 Sigma
Dongkyu Lee  Sejong University
Jaehong Lee  Sejong University
Sungwon Jung  Sejong University
Anseop Choi  Sejong University
Kihak Lee  Sejong University
Namshik Ahn  Sejong University
Jaewook Lee  Sejong University
Minki Sung  Sejong University
**Agenda**

**January 23, 2014 (Thursday)**

Session I2 09:00-10:20  Room: Premier 3

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

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**The Effect of Customer Relationship Investment on Relationship Performance: Ethical Sales Behavior as a Moderator**

Yi-Ching Tsai  Shih Chien University
Hui-Chen Chang  National Taipei University
Huang-Jui Hsieh  CTBC Bank Co., Ltd.

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**Which is Your Preference? How Do Attachment Styles Influence Relationship Investment and Relationship Quality**

Hung-Chun Lai  National Taipei University
Hui-Chen Chang  National Taipei University

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**How Does Narrative of Micro-Film Influence the Advertising Effect?**

Jian-jian Yao  National Taipei University
Hui-Chen Chang  National Taipei University

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**Does Ethnocentrism and E-WOM Moderate Smartphone Purchase Intentions of Foreign Brand? An Example of Samsung in Taiwan**

Hui-Chen Chang  National Taipei University
Ya-Hsuan Lee  Senao International Co.
Lin-Ju Cheng  St. John's University
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January 23, 2014 (Thursday)

**Session J1**  
10:40-12:00  
**Room:** Premier 2

**Session Chair:** Yolande Yun-Hsiou Yang  
National Taipei University, Taiwan

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**The Portrayal of Senior People in Taiwanese TV Commercials: A Content Analysis**  
Chih-Chien Wang  
National Taipei University  
Yolande Yun-Hsiou Yang  
National Taipei University  
Wei-Lin Ko  
National Taipei University

**Constructing the Model of Triumphantly Laughing Curve from the Innovative Networks: the Case of Apple Inc.**  
Horng-Yan Chang  
Shih-Hsin University  
Po-Chien Chang  
Shih-Hsin University

**Examining the Relationship between Customer Participation, Experience and Memory**  
Kuo-Ching Lin  
National Taipei University  
Hsien-Tung Tsai  
National Taipei University

**Using I-S Model to Analyze Product Attributes - USB Flash Storage as the Example**  
Hsiang-Yu Tsai  
National Taipei University  
Kuang-Hui Chiu  
National Taipei University

**Key Successful Factors in Offshore Wealth Management**  
MIN LI LIAO  
NATIONAL TAIPEI UNIVERSITY  
KUANG HUI CHIU  
NATIONAL TAIPEI UNIVERSITY
Agenda

January 23, 2014 (Thursday)

Session J2  10:40-12:00  Room: Premier 3
Session Chair: Jung Hua Lo  Fo Guang University, Taiwan

The Study of the Relationship between Social Capital and Organizational Citizenship Behavior
Baratali Monfarediraz  Islamic Azad University Bojnourd University

An Empirical Evaluation of Software Quality Measurement for Software Design Patterns
Jung Hua Lo  Fo Guang University

Consumer Use Multi-screen Intention: An Empirical of Chunghwa Telecom’s MOD Service
Yi-Lin Huang  Chunghwa Telecom Co., Ltd.
Kuang-Hui Chiu  National Taipei University

Affecting Factors on the Purchase Intention of Facebook Virtual Community: A Case Study of Tourism Facebook Fan Page
Shu Man Sun  National Taipei University
Kuang-Hui Chiu  National Taipei University
Reading Motivations among Professional Network: A Case in LinkedIn Group

Johannes Kuo-Huie Chiang       National Chengchi University
Hung-Yue Suen                  National Chengchi University
Officers and Organizing Committees

Conference Officers

Conference Chair
Kuang Hui Chiu  National Taipei University, Taiwan

Conference Co-Chairs
C. K. Farn  National Central University, Taiwan
Syming Hwang  National Chengchi University, Taiwan

Treasurer, Executive Secretary
Ching-Chih Chiang  Society for Innovation in Management, Taiwan

Secretary
Cheng-Hsun Ho  National Taipei University, Taiwan

Staff
Wenchieh Wu  St. John's University, Taiwan
Chia-Chi Liang  National Taipei University, Taiwan
Shu-Wan Hung  National Taipei University, Taiwan
Ying-Chung Chen  National Taipei University, Taiwan
Yu-Cheng Wu  National Taipei University, Taiwan
Yu-Hsiang Mao  National Taipei University, Taiwan

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Editor in Chief
C. K. Farn  National Central University, Taiwan

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Chun-Lung Chen  Takming University of Science and Technology, Taiwan
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Hui-Jen Yang  National Chin-Yi U.of Technology, Taiwan
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<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Voratas Kachitvichyanukul</td>
<td>Asian Institute of Technology, Thailand</td>
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<tr>
<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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<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 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 January 20, 2014. The conference registration desk will be open from AM 08:00 to PM 16:00 January 21 & 22, 2014, and from AM 08:00 to AM 11:00 January 23, 2014.

Lunch
Five 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 ESPRESSO Restaurant (Mezzanine Level).