

THE TWELFTH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

Southern Taiwan University of Science and Technology, November 17-18, 2016

Agenda

Thursday, November 17, 2016	
09:30~10:20	Registration
10:20~10:50	Opening Ceremony Welcome by Chein Tai , President, Southern Taiwan University of Science and Technology (Taiwan) Remark by Dr. Hay Nguyen , President, Nong Lam Universite (Vietnam) Dr. Dominique Maillard , Professor, Université Paris-Est Créteil Val de Marne (France)
10:50~12:00	Keynote Speech Speaker: Dr. Jr-Jung Lyu , professor ,National Cheng Kung University (Taiwan) Subject: INNOVATION AND ENTREPRENEURSHIP AT THE INDUSTRIAL INTERNET ERA
12:00~13:40	Lunch Break
13:40~15:10 (E1305)	Presentation and Discussion I Developing a Sustainable Global Economy Chair: Dr. Wurong Shih , Vice Dean of the College of Business, Southern Taiwan University of Science and Technology (Taiwan) <ul style="list-style-type: none"> ■ Peeter Müürsepp, Tallinn University of Technology (Estonia) LESSONS FROM NATURAL SCIENCE FOR GLOBAL MANAGEMENT ■ Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) LEADER INTEGRITY: BEHAVIORAL OR ETHICAL? A PERSPECTIVE FROM CONFUCIANISM ■ Dominique Maillard, Université Paris-Est Creteil (France) THE IMPACTS OF THE TRANSHUMANIST PROJECT ON THE KNOWLEDGE-SOCIETY: MANAGING TECHNOLOGICAL BREAKTHROUGHS AND THE UBERIZATION OF THE UBIQUITOUS SOCIETY ■ Hiroo Takahashi, Hakuoh University (Japan) HUMAN RESOURCE DEVELOPMENT FOR GLOBAL BUSINESS LEADERS ■ Teodor Sedlarski, Sofia University St Kliment Ohridski (Bulgaria) MARKET EXCHANGE FROM THE PERSPECTIVE OF BEHAVIORAL ECONOMICS
13:40~15:10 (E1304)	Presentation and Discussion II Business Strategy & Competitive Advantage Chair: Dr. Agung Nugroho , Vice Rector, Atma Jaya Catholic University (Indonesia) <ul style="list-style-type: none"> ■ Antun Paradzik, Southern Taiwan University of Science and Technology (Taiwan) Clark Hu, Southern Taiwan University of Science and Technology (Taiwan) R&D INTENSITY AS A BUILDING BLOCK OF ECONOMIC COMPLEXITY INDEX ■ Yusuke Baba, Faculty of Policy Studies, Chuo University (Japan) Shuhei Fujioka, Faculty of Policy Studies, Chuo University (Japan) Akane Soejima, Faculty of Policy Studies, Chuo University (Japan) ON THE STUDY (OF THE EVALUATION) OF BUSINESS MODEL OF JAPANESE CHARACTER “YURU-CHARA” - CASE STUDIES OF KUMAMON AND SANOMARU ■ Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) EXPLORING THE COMPANY’S STRATEGY UNDER THEIR INNOVATION IN BUSINESS ECOSYSTEM ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan)

	<p>Emilie Le Caous, Southern Taiwan University of Science and Technology (Taiwan) Katy Tang, Southern Taiwan University of Science and Technology (Taiwan) Maureen Jennifer Florencia Akinotcho, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>INFLUENCE OF WOMEN'S TRAITS ON THEIR ENTREPRENEURIAL INTENT: USING HIERARCHICAL LINEAR MODEL</p> <p>■ Shunta Nakamura, Faculty of Policy Studies, Chuo University (Japan) ON THE STUDY OF CONSTRUCTION OF THE SUSTAINABLE CITY BASED ON RESILIENCE IN WATER INFRASTRUCTURE</p>
15:10~15:30	Coffee Break
15:30~17:00 (E1305)	<p>Presentation and Discussion III Consumer Behavior Chair: Dr. Clark Hu, Professor of Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Marko Novak, Southern Taiwan University of Science and Technology (Taiwan) CONSUMER BEHAVIOR OF MEDICINAL FUNGI PRODUCTS IN CROATIAN MARKET</p> <p>■ Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) Trung-Son Dao, Southern Taiwan University of Science and Technology (Taiwan) FACTORS INFLUENCE CUSTOMER RETENTION FOR FAST FOOD INDUSTRY IN VIETNAM</p> <p>■ Shih-Chih Chen, Southern Taiwan University of Science and Technology (Taiwan) Shou-Yueh Chou, Tatung University (Taiwan) Chung-Wen Hung, Southern Taiwan University of Science and Technology (Taiwan) Tsang-Hsiang Cheng, Southern Taiwan University of Science and Technology (Taiwan) APPLYING FUZZY LOGIC TO ASSESS THE KEY FACTORS OF LOYALTY IN E-SHOPPING ENVIRONMENT</p> <p>■ Nguyen Xuan Tho, Southern Taiwan University of Science and Technology (Taiwan) Min-Tsai Lai, Southern Taiwan University of Science and Technology (Taiwan) Huey Yan, Southern Taiwan University of Science and Technology (Taiwan) FROM "RECOMMENDATION FROM" (WOM AS RECEIVER) TO "RECOMMENDATION TO" (WOM AS SENDER) AND REPURCHASE INTENTION: THE ROLE OF TRUST</p> <p>■ Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) Nguyen Trong Minh Hoang, Southern Taiwan University of Science and Technology (Taiwan) Tran Thi Phuong Thao, Southern Taiwan University of Science and Technology (Taiwan) FACTOR INFLUENCING CUSTOMER SATISFACTION AND REPURCHASE INTENTION: A STUDY OF CINEMA IN HO CHI MINH CITY, VIET NAM</p>
15:30~17:00 (E1304)	<p>Presentation and Discussion IV E-Commerce & IT Application Chair: Dr. Masakazu Ohashi, Professor, Chuo University (Japan)</p> <p>■ Che-Hui Lien, Thompson Rivers University (Canada) Jyh-Jeng Wu, National United University (Taiwan) Shu-Hua Chien, National Taichung University of Science and Technology (Taiwan) Chueh-Yi Lee, National United University (Taiwan) ANXIETY ATTACHMENT AND CO-CREATION IN ONLINE BUSINESS RELATIONSHIP: USING POWER DEPENDENCE AS THE MODERATING VARIABLE</p> <p>■ Mayumi Hori, Hakuoh University (Japan) Masakazu Ohashi, Chuo University (Japan) Noriko Kurata, Tokyo University of Science (Japan)</p>

	<p>THE ADAPTIVE COLLABORATIVE LEARNING APPLYING INTO THE UNIVERSITY STUDENTS-THE POTENTIAL OF THE CLOUD SERVICES IN THE DIGITAL REVOLUTION-</p> <ul style="list-style-type: none"> ■ Yue Jer Lin, Takming University of Science and Technology (Taiwan) KEY ELEMENTS PROMOTING BUSINESS WEBSITE SUCCESS: AN ACTION RESEARCH STUDY ■ Chihiro Yoshii, Chuo University (Japan) ON THE STUDY OF POTENTIAL AND FUTURE PROSPECTION OF INDIAN E-COMMERCE MARKET ■ Yu-Jun Zhang, National Pingtung University of Science and Technology (Taiwan) Hsu-Yang Kung, National Pingtung University of Science and Technology (Taiwan) Sumalee Chaisit, Rajamangala University of Technology Isan(Thailand) Yuh-Juan Tsay, National Pingtung University of Science and Technology (Taiwan) DESIGN OF AN ACCURATE RFID INDOOR LOCALIZATION METHOD FOR MANAGEMENT INFORMATION SYSTEMS
18:30~20:30	Banquet

Friday, November 18, 2016	
09:00~09:20	Registration
09:20~10:40 (E1305)	<p>Presentation and Discussion V Finance and Banking Chair: Dr. Ching-Chung Lin, Chairperson of the Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Ping Chen Tsai, Southern Taiwan University of Science and Technology (Taiwan) DO JUMPS IN FINANCIAL PRICES CLUSTER? EVIDENCE FROM HIGH-FREQUENCY DATA ■ Te-Kuang Chou, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) BOARD OF DIRECTOR ATTRIBUTES AND R&D STRATEGIC DECISION MAKING ■ Hoang Thi Du, Nha Trang University (Vietnam) Nguyen Xuan Tho, Southern Taiwan University of Science and Technology (Taiwan) FORECAST STOCK PRICES: SHANGHAI STOCK INDEX ■ Te-Kuang Chou, Southern Taiwan University of Science and Technology (Taiwan) Agung Dharmawan Buchdadi, Southern Taiwan University of Science and Technology (Taiwan) BOARD MEETING AND BOARD INDEPENDENCE ON BANK PERFORMANCE IN INDONESIA ■ Yi-Hua Lin, Southern Taiwan University of Science and Technology (Taiwan) Hui-Shan Wei, Southern Taiwan University of Science and Technology (Taiwan) PURPOSE OF PRIVATE FINANCING AND FIRM PERFORMANCE: EVIDENCE FROM CHINA
09:20~10:40 (E1304)	<p>Presentation and Discussion VI Human Resources & Leadership Chair: Dr. Mayumi Hori, Professor, Hakuoh University (Japan)</p> <ul style="list-style-type: none"> ■ Shinnosuke Hirota, Chuo University (Japan) Hiromasa Fukushima, Chuo University (Japan) Marisa Sakai, Chuo University (Japan) Takuma Usami, Chuo University (Japan) Takumi Maekawa, Chuo University (Japan)

	<p>Yuki Adachi., Chuo University (Japan) STUDY OF MANPOWER DEVELOPMENT OF THE 4TH INDUSTRIAL REVOLUTION</p> <p>■ Kei Sato, Chuo University (Japan) TRANSFORMATIONAL LEADERSHIP IN THE CONTEXT OF SOCIAL CAPITAL AND TEAM PERFORMANCE</p> <p>■ Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Suvdaa Batbayar, Southern Taiwan University of Science and Technology (Taiwan) Chih-Hung Wang, National Taichung University of Education (Taiwan) Wen-Ling Lin, National Taichung University of Education / Nan Kai University of Technology (Taiwan) Phian Peng, Southern Taiwan University of Science and Technology (Taiwan) THE IMPACT OF GENDER DIFFERENCES ON THE RELATIONSHIP BETWEEN REWARD SATISFACTION AND JOB SATISFACTION: THE CASE OF A FIVE-STAR HOTEL IN TAINAN</p>
10:40~11:00	Coffee Break
11:00~12:20 (E1305)	<p>Presentation and Discussion VII Industrial Engineering & Quality Control Chair: Dr. Chia-Hua Chang, Chairperson of the Department of Management and Information Technology, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Yao-Kuo Chen, National Pingtung University of Science and Technology (Taiwan) Yuh-Jiuan Tsay, National Pingtung University of Science and Technology (Taiwan) Hsiu-Yueh Li, National Pingtung University of Science and Technology (Taiwan) A ROBUST WATERMARKING SCHEME BASED ON DCT FOR COPYRIGHT PROTECTION</p> <p>■ Sen-Tarng Lai, Shih Chien University (Taiwan) QUALITY-BASED DATA PREPROCESSING IMPROVEMENT MECHANISM FOR ENHANCING BIG DATA ANALYSIS EFFICIENCY AND QUALITY</p> <p>■ Yung-Chi, Chang, Southern Taiwan University of Science and Technology (Taiwan) Uguumur Enkhjargal, Southern Taiwan University of Science and Technology (Taiwan) Chen-I Huang, Southern Taiwan University of Science and Technology Wen-Ling Lin, National Taichung University of Education / Nan Kai University of Technology (Taiwan) Phian Peng, Southern Taiwan University of Science and Technology INTEGRATING TAM AND TPB MODELS WITH E-SER-Q TO ANALYZE THE FACTORS AFFECTING THE ADOPTION OF INTERNET BANKING—THE CASE OF A BANK IN MONGOLIA</p> <p>■ Shin-Guang Chen, Tunghsuan University (Taiwan) Cheng-En Lu, Tunghsuan University (Taiwan) PERFORMANCE EVALUATION OF INDIVIDUALS WITH HETERO-GENEROUS CONTENTS AND BUDGET CONSTRAINTS</p>
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII Tourism & Service Management Chair: Dr. Ling Mei Ko, Chairperson of Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Tran Thi Kim Phuong, University of Economics, University of Danang (Vietnam) Tran Trung Vinh, University of Economics, University of Danang (Vietnam) Nguyen Ky Vien, University of Economics, University of Danang (Vietnam) Nguyen Thi Phuong, Southern Taiwan University of Science and Technology (Taiwan) EXAMINING THE MEDIATING ROLE OF TOURIST SATISFACTION IN THE RELATIONSHIP BETWEEN DESTINATION BRAND IMAGE AND TOURIST LOYALTY: A CONCEPTUAL MODEL</p> <p>■ Ninh. Do Thi Hai, Southern Taiwan University of Science and Technology (Taiwan)</p>

	<p>Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) A BIBLIOMETRIC ANALYSIS OF TOURISM RESEARCH</p> <p>■ Ying-Jen Pan, Southern Taiwan University of Science and Technology (Taiwan) A HIGHER ORDER VALUE DIMENSION FOR TRAVEL PRODUCTS</p> <p>■ Ngoc Tuan Anh Bui, Ton Duc Thang University (Vietnam) Thi Hong Nguyen, Ton Duc Thang University (Vietnam) FACTORS AFFECTING THE SUCCESS OF IN-FORMATION SITES FOR YOUNG GENERATION, CASE IN VIETNAM</p>
12:20~14:00	Farewell