

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

Southern Taiwan University of Science and Technology, November 23-24, 2017

Agenda

Thursday, November 23, 2017	
09:10~10:00	Registration
10:00~10:30	Opening Ceremony Welcome Address by Dr. Deng-Maw Lu, President, Southern Taiwan University of Science and Technology (Taiwan) Remarks by Dr. Agung Nugroho, Vice Rector, Atma Jaya Catholic University (Indonesia) Dr. Dominique Maillard, Professor, Université Paris-Est Créteil Val de Marne (France)
10:30~11:40	Keynote Speech Speaker: Dr. Norihiro Nishimura, Vice President, Mie University (Japan) Subject: POTENTIAL OF REGIONAL INNOVATION: CONSIDERATION BASED ON MIE PREFECTURE'S CASE IN JAPAN
11:40~13:40	Lunch Break
13:40~15:10 (E1305)	Presentation and Discussion I Knowledge Management & Entrepreneurship Chair: Dr. Agung Nugroho, Vice Rector, Atma Jaya Catholic University (Indonesia) <ul style="list-style-type: none"> ■ Dominique Maillard, Professor, Université Paris-Est Créteil Val de Marne (France) THE "OBSCOLESCENCE OF MAN" IN THE "DIGITAL SOCIETY" ■ Hanh-Thao Le, Southern Taiwan University of Science and Technology (Taiwan) KNOWLEDGE MANAGEMENT IN VIETNAMESE SMALL AND MEDIUM ENTERPRISES: A REVIEW OF LITERATURE ■ Peeter Mürsepp, Tallinn University of Technology Tallinn (Estonia) MAKING SENSE OF WISDOM MANAGEMENT ■ Hitoshi Hirai, Chuo University (Japan) Shogo Kamei, Advanced Institute of Industrial Technology (Japan) Masakazu Ohashi, Chuo University (Japan) THE EFFECTIVENESS OF THE BODY OF KNOWLEDGE PROCESS IN THE STARTUP ~ ANALYSIS OF EFFICIENCY BY APPLYING START-UP MANAGEMENT BODY OF KNOWLEDGE (SUBOK) GUIDE~ ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Julián Nevárez Montes, Southern Taiwan University of Science and Technology (Taiwan) JOURNALS ARE KILLING SCIENCE: THE N-INDEX FOR PRODUCTIVITY
13:40~15:10 (E1304)	Presentation and Discussion II Leadership & Human Resources Development Chair: Dr. Clark Hu, Professor of Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan) <ul style="list-style-type: none"> ■ Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Te-Kuang Chou, Southern Taiwan University of Science and Technology (Taiwan) EMPLOYEE MANAGEMENT STRATEGIES IN TAIWAN ■ Mayumi Hori, Hakuoh University (Japan) STUDY OF CAREER EDUCATION FOR WOMEN: DEVELOPMENT OF GLOBAL HUMAN RESOURCES ■ Gabriele Gertrud Thelen, University of Applied Sciences Konstanz (Germany) LEADERSHIP IN A GLOBAL WORLD – MANAGEMENT TRAINING REQUIREMENTS USING THE EXAMPLE OF THE ASIAN STUDIES PROGRAMME AT UNIVERSITY OF APPLIED SCIENCES (HTWG) KONSTANZ ■ Tran Thi Kim Phuong, University of Economics (Vietnam) Tran Trung Vinh, University of Da nang (Vietnam) PROPOSING A THEORETICAL MODEL TO DETERMINE FACTORS EFFECTING ON

	<p>JOB SATISFACTION, JOB PERFORMANCE AND EMPLOYEE LOYALTY FOR TECHNOLOGY INFORMATION (IT) WORKERS</p> <p>■ Kentaro Takakuwa, Chuo University (Japan) DIFFICULTIES OF INTEGRATING HUMAN RESOURCE MANAGEMENT GLOBALLY BY JAPANESE CORPORATION</p>
15:10~15:30	Coffee Break
15:30~17:00 (E1305)	<p>Presentation and Discussion III Strategic Management & Organization</p> <p>Chair: Dr. Hiroo Takahashi, Professor Emeritus, Hakuoh University (Japan)</p> <p>■ Ricky Ignatius Tan, Feng Chia University (Taiwan) Fang-Yi Lo, Feng Chia University (Taiwan) SUBSIDIARY PERFORMANCE MEASUREMENT BASED ON PARENT COMPANY AND SUBSIDIARY CHARACTERISTICS</p> <p>■ Te Kuang Chou, Southern Taiwan University of Science and Technology (Taiwan) Agung Dharmawan Buchdadi, Jakarta State University (Indonesia) THE IMPACT OF INDEPENDENT BOARD AND BOARD MEETING ON THE ASSET QUALITY AND OPERATIONAL PERFORMANCE?</p> <p>■ Dedi Purwana, Jakarta State University (Indonesia) Usep Suhud, Jakarta State University (Indonesia) INVESTIGATING THE EFFECT OF MOTIVATION ON ENTREPRENEURIAL INTENTION: THREE DIFFERENT APPROACHES</p> <p>■ Shinnosuke Hirota, Chuo University (Japan) BLOCKCHAIN PROMOTES OPEN INNOVATION FOR SERVICE BUSINESS</p> <p>■ Hsiao-Ting Huang, Southern Taiwan University of Science and Technology (Taiwan) Yi-Shuo Hung, Southern Taiwan University of Science and Technology (Taiwan) CROSS-CULTURE ADJUSTMENT, ACHIEVEMENT MOTIVATION, AND ORGANIZATIONAL SUPPORT, ON TASK EFFECTIVENESS OF TAIWANESE EXPATRIATES IN THAILAND</p> <p>■ Pao-Hsin Hsu, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) EXPLORING THE FACTORS AFFECTING THE INTENTION TO TRANSFER INFORMATION: AN EXTENDED TPB MODEL</p>
15:30~17:00 (E1304)	<p>Presentation and Discussion IV E-Commerce & IT Application</p> <p>Chair: Dr. Mayumi Hori, Hakuoh University (Japan)</p> <p>■ Taqwa Hariguna, College of AMIKOM Purwokerto (Indonesia) AN EMPIRICAL STUDY TO UNDERSTANDING STUDENTS' CONTINUANCE INTENTION USE OF MULTIMEDIA ONLINE LEARNING</p> <p>■ Juliana Kriskova, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) DOES THE ENVIRONMENTAL MOBILE GAME HAVE FAVORABLE CONDITIONS TO BE SUCCESSFUL IN TAIWAN? STRATEGIC ANALYSIS OF THE MOBILE GAMES INDUSTRY IN TAIWAN</p> <p>■ Nozomi Tomura, Saki Uehara, Konosuke Kaneta, Ryosuke Hara, Ryogo Sasaki, Maho Tsuchida, Ayu Shibuya, Maiko Yamashita, Chuo University (Japan) CONSTRUCTION OF THE E-GOVERNMENT -CASE STUDY OF JAPAN AND ESTONIA-</p> <p>■ Wen-Jywan Su, Far East University (Taiwan) THE EFFECTS OF SAFETY MANAGEMENT SYSTEM, ATTITUDE AND COMMITMENT ON SAFETY BEHAVIORS AND PERFORMANCE</p> <p>■ Takefumi Matsuda, Chuo University (Japan) RESEARCH ON NEW REGIONAL CREATION BUSINESS MODEL UTILIZING SOCIAL NETWORK AND CROWDFUNDING</p>
18:30~20:30	Banquet

Friday, November 24, 2017	
09:00~09:20	Registration
09:20~10:40 (E1305)	<p>Presentation and Discussion V Evolving Consumer Behavior</p> <p>Chair: Dr. Wurong Shih, Vice Dean of the College of Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Shu-Ling Chen, Southern Taiwan University of Science and Technology (Taiwan) TO DISCOVER INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AND THE INTERNET OF THE THINGS ■ Usep Suhud, Jakarta State University (Indonesia) THE DANGER OF CONSUMER ANIMOSITY: PURCHASE (UN)WILLINGNESS OF A HATED NATIONAL BREAD BRAND ■ Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) Thi Phuong Thao, Tran, Southern Taiwan University of Science and Technology (Taiwan) ANALYZING FACTORS INFLUENCING CUSTOMER RETENTION: A CASE STUDY OF SUPERMARKET IN HA NOI CITY, VIET NAM ■ Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Amarzaya Nasanjarga, Southern Taiwan University of Science and Technology (Taiwan) Wen-Ling Lin, National Taichung University (Taiwan) Chu-Yi Chen, Southern Taiwan University of Science and Technology (Taiwan) MEASURING CUSTOMER SATISFACTION BASED ON SERVICE QUALITY GAP IN MONGOLIA BANKS ■ David Lin, Southern Taiwan University of Science and Technology (Taiwan) Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) THE EFFECTS OF USING SMARTPHONES: A STUDY IN FRANCE
09:20~10:40 (E1304)	<p>Presentation and Discussion VI Developing a Sustainable Economy</p> <p>Chair: Dr. Yung-Chi Chang, Professor, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Ching-Chung Lin, Southern Taiwan University of Science and Technology (Taiwan) Thanh Thuy Tran, Southern Taiwan University of Science and Technology (Taiwan) CSR DISCLOSURE EFFORTS BY GOVERNMENT CASE STUDY: SUSTAINABILITY REPORTING PRACTICES OF VIETNAM'S TOP FIVE LARGEST FIRMS ■ Agung Nugroho, Atma Jaya Catholic University (Indonesia) Suharsono, Atma Jaya Catholic University (Indonesia) THE IDENTIFICATION OF SUCCESS FACTORS IN THE DEVELOPMENT OF WOVEN FABRIC "TENUN BIBOKI" THROUGH SOCIO-ENTREPRENEURSHIP, IN KEFAMENANU, NTT PROVINCE, INDONESIA ■ Trung-Thanh To, National Economics University (Vietnam) DETERMINANTS OF TRADE BALANCE IN VIETNAM DURING 1997-2015 ■ Emilie Le Caous, Southern Taiwan University of Science and Technology (Taiwan) FengHueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) CAN ECONOMIC COMPLEXITY BE A PREDICTOR OF ENTREPRENEURIAL ACTIVITY? ■ Hoang Thi Du, Nha Trang University (Vietnam) Nguyen Xuan Tho, Southern Taiwan University of Science and Technology (Taiwan) PURCHASING POWER PARITY BETWEEN VIETNAM AND UNITED STATES
10:40~11:00	Coffee Break
11:00~12:20 (E1305)	<p>Presentation and Discussion VII Finance & Banking</p> <p>Chair: Dr. Chung-Wen Hung, Chairperson of the Department of Accounting Information, 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)

	<p>TESTING FOR JUMPS IN PRICES UNDER JUMP-DRIVEN LEVERAGE EFFECT IN VOLATILITY: A SIMULATION STUDY</p> <ul style="list-style-type: none"> ■ Marko Novak, Southern Taiwan University of Science and Technology (Taiwan) COMPARISON OF PROFITABILITY BETWEEN DOMESTIC OWNED SMALL BANKS AND FOREIGN OWNED SMALL BANKS IN CROATIA ■ Nguyen Thi Dieu Chi, National Economics University (Vietnam) Nguyen Thi Thuy Trang, National Economics University (Vietnam) ANALYSIS OF INTERNAL FACTORS AFFECTING BANK PROBABILITY: EVIDENCE FROM LISTED BANKS ON VIETNAM STOCK MARKET ■ Eko Widodo Lo, YKPN School of Economics Yogyakarta (Indonesia) THE INFLUENCE OF EARNINGS MANAGEMENT DIRECTIONS, WAYS, AND INTENTIONS ON ETHICAL JUDGMENTS: AN EXPERIMENT ■ Ching-Chung Lin, Southern Taiwan University of Science and Technology (Taiwan) Tran Phuoc Nguyen, Southern Taiwan University of Science and Technology (Taiwan) THE EFFECT OF WEATHER ON RETURNS: A CASE STUDY OF HO CHI MINH CITY STOCK EXCHANGE
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII Tourism & Recreation Industry</p> <p>Chair: Dr. Ling Mei Ko, Chairperson of Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Kiyohito Fujishima, Ikuei Junior College (Japan) A STUDY ON HOSPITALITY EDUCATION AT UNIVERSITY: JAL'S PHILOSOPHY EDUCATION AS AN EXAMPLE ■ Trang Thi Huyen Tran, National Economics University (Vietnam) FACTORS AFFECTING THE COLLABORATIVE RELATIONSHIPS IN TOURISM SUPPLY CHAIN ■ Nguyen Ky Vien, University of Economics, University of Danang (Vietnam) MODELLING THE RELATIONSHIP OF PERCEIVED QUALITY, DESTINATION IMAGE, AND TOURIST SATISFACTION AT THE DESTINATION LEVEL ■ Yu C. Tsai, National Chiayi University (Taiwan) Yuan S. Wang, Tamkang University (Taiwan) Chia C. Wang, Southern Taiwan University of Science and Technology (Taiwan) THE INFLUENCE OF SPORTS INVOLVEMENT AND PSYCHOLOGICAL CAPITAL ON SOCIAL PHYSIQUE ANXIETY BY COLLEGE STUDENTS
12:20~14:00	Lunch Break
14:00~15:30 (E1305)	<p>Presentation and Discussion IX Industrial Engineering & Quality Control</p> <p>Chair: Dr. Chia-Hua Chang, Chairperson of the Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) MODIFIED PULAK & SULTAN'S MODEL WITH SPECIFIED CPMK VALUE ■ Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) Nguyen Xuan Tho, Southern Taiwan University of Science and Technology (Taiwan) CUSTOMER PERCEPTION OF SERVICE QUALITY IN VIETNAMESE MOBILE TELECOMMUNICATION MARKET ■ Yue Jer Lin, Takming University of Science and Technology (Taiwan) AN EXPLORATION INTO TRUST AND PRIVACY MANAGEMENT IN A DIGITAL AGE ■ Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) OPTIMAL PROCESS MEAN AND QUALITY INVESTMENT SETTINGS UNDER THE RECTIFYING SAMPLING INSPECTION PLAN
15:30	Farewell