

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

Southern Taiwan University of Science and Technology, November 08-09, 2018

Agenda

Thursday, November 08, 2018	
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. Masakazu Ohashi, Executive Director, Professor, Chuo University (Japan) Dr. Dominique Maillard, Professor, Université Paris-Est Créteil Val de Marne (France)
10:30~11:40	Keynote Speech Speaker: Dr. Chen-Min Hsu, Professor, CTBC Business School (Taiwan) Subject: The Development of ICTs and AI Technologies with Income Distribution Inequality in the Sustainability of Economic Growth
11:40~13:10	Lunch Break
13:10~14:50 (E1305)	Presentation and Discussion I Knowledge Management & Human Resource Chair: Dr. Clark Hu, Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan) <ul style="list-style-type: none"> ■ Kattareeya Prompreing, Southern Taiwan University of Science and Technology (Taiwan) Clark Hu, Southern Taiwan University of Science and Technology (Taiwan) KNOWLEDGE MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES FOCUS ON HOSPITALITY BUSINESS INDUSTRY TO BECOME SUSTAINABLE ■ Matthias Marcus Werner, Konstanz University of Applied Sciences (Germany) KNOWLEDGE TRANSFER –MEASUREMENT AND IDENTIFICATION OF INFLUENCING FACTORS ■ Natchiya Mofu, Rajamangala University of Technology Lanna Tak (Thailand) Chamsai chanklang, Rajamangala University of Technology Lanna Tak (Thailand) EMPLOYEE RETENTION AND HUMAN RESOURCE MANAGEMENT PRACTICES: A CASE OF THAILAND ■ Dominique Maillard, Université Paris Est Créteil (France) DISORDER FOR ALL UNDER HEAVEN AND YONDER IN THE CLOUD ■ Wisuwat Wannamakok, Southern Taiwan University of Science and Technology (Taiwan) Yu-Yu Chang, Southern Taiwan University of Science and Technology (Taiwan) Wen-Ke Liang, Southern Taiwan University of Science and Technology (Taiwan) THE INFLUENCE OF KNOWLEDGE SHARING IN VIRTUAL COMMUNITY AND ENTREPRENEURIAL INTENTIONS
13:10~14:50 (E1304)	Presentation and Discussion II E-Commerce & IT Application Chair: Dr. Wurong Shih, Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan) <ul style="list-style-type: none"> ■ Ruriko Ohashi, Chuo University (Japan) Masakazu Ohashi, Chuo University (Japan) ADAPTIVE IDENTITY AUTHENTICATION OF BLOCKCHAIN SYSTEM -COLLABORATIVE CLOUD EDUCATIONAL SYSTEM- ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Renzo Del Giudice Lopez, Southern Taiwan University of Science and Technology (Taiwan) ANALYSIS OF THE PURCHASE INTENTION OF BITCOIN BY APPLYING THE TECHNOLOGY ACCEPTANCE MODEL (TAM) ■ Kritsana Fangjai, Rajamangala University of Technology Lanna (Thailand) Theera Prompreing, Rajamangala University of Technology Lanna Tak (Thailand) ENTREPRENEURS' ATTITUDES TOWARD THE ELECTRONIC COMMERCE LAW ■ Noriko Kurata, Suwa University of Science (Japan) Yuko Kurata, Kansai Gaidai College (Japan) Mayumi Hori, Chuo University (Japan)

	<p>Masakazu Ohashi, Chuo University (Japan) A STUDY ON THE PROMOTION OF E-GOVERNMENTS: THE BUSINESS COMMUNICATION RELATIONSHIP BETWEEN THE CITY AND ITS CITIZENS</p> <p>■ Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Shu-Ling Chen, Southern Taiwan University of Science and Technology (Taiwan) EXPLORING THE BUSINESS MODEL OF CROSS-BORDER E-COMMERCE</p>
14:50~15:10	Coffee Break
15:10~17:00 (E1305)	<p>Presentation and Discussion III Organization Study & Business Education</p> <p>Chair: Dr. Jen Huang, Chairperson of the Department of Accounting Information, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Julián Nevárez Montes, Southern Taiwan University of Science and Technology (Taiwan) THE UMBRELLA SPECIES OF HIGHER EDUCATION</p> <p>■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Yann Floc'h, Southern Taiwan University of Science and Technology (Taiwan) Emilie Le Caous, Southern Taiwan University of Science and Technology (Taiwan) EXPLORING THE RELATIONSHIP BETWEEN SECONDARY EDUCATION AND ECONOMIC GROWTH USING EDUCATION GENDER INEQUALITIES AS A MODERATOR</p> <p>■ Kiyohito Fujishima, IKUEI Junior College (Japan) A STUDY ON THE SIGNIFICANCE OF INTERNSHIP FOR UNIVERSITY STUDENTS: CAREER EDUCATION IS IN REAL EXPERIENCE</p> <p>■ Tamer Z. Fouad, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) ACHIEVING QUALITY IMPROVEMENT AND COMPETITIVE ADVANTAGE VIA QUALITY ASSURANCE: STUST ACCREDITATION BY AACSB</p> <p>■ My-Trinh Bui, Vietnam National University (Vietnam) THE EFFECTS OF INSTITUTIONAL PRESSURES ON BUSINESS PERFORMANCE THROUGH MODERATION EFFECT OF MIDDLE MANAGERS' CREATIVITY</p> <p>■ Andi Muhammad Sadat, Southern Taiwan University of Science and Technology (Taiwan) Mei-Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) INVESTIGATING THE EFFECT OF ORGANIZATIONAL AMNESIA ON THE PERFORMANCE OF SMALL AND MEDIUM ENTREPRISES</p>
15:10~17:00 (E1304)	<p>Presentation and Discussion IV Leadership & Entrepreneurship</p> <p>Chair: Dr. Chih-Hao Chang, Assistant Professor, Department of Information Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>■ Chamsai Chanklang, Rajamangala University of Technology Lanna Tak (Thailand) Natchiya Mofu, Rajamangala University of Technology Lanna Tak (Thailand) A REVIEW OF SPORT ENTREPRENEURSHIP: CHALLENGES AND FUTURE</p> <p>■ Lien Che-Hui, Thompson Rivers University (Canada) Mohiuddin Muhammad, Thompson Rivers University (Canada) Anyakie Oloebube Marian, Thompson Rivers University (Canada) IMMIGRANT ENTREPRENEURSHIP: CHALLENGES AND OPPORTUNITIES - A CASE STUDY IN KAMLOOPS</p> <p>■ Wisuwat Wannamakok, Southern Taiwan University of Science and Technology (Taiwan) Trevor G. Gates, University of the Sunshine Coast (Australia) SOCIAL ENTERPRISE IN SOCIAL WORK: USING SOCIAL ENTREPRENEURSHIP TO MEET SOCIAL WELFARE GOALS</p> <p>■ Kattareeya Prompreing, Rajamangala University of Technology (Thailand) Kritsaya Maair, Rajamangala University of Technology Lanna (Thailand) HOW AUTHENTIC LEADERS IMPACT ON EMPLOYEES' ATTITUDES?</p> <p>■ Tz-Li Wang, Southern Taiwan University of Science and Technology (Taiwan) Pang-Ting Huang, Southern Taiwan University of Science and Technology (Taiwan) A STUDY ON THE RELATIONSHIPS AMONG SUPERVISOR'S LEADERSHIP STYLE, MOTIVATING LANGUAGE, AND LEADERSHIP EFFECTIVENESS</p>

Friday, November 09, 2018

09:00~09:20	Registration
09:20~10:40 (E1305)	<p>Presentation and Discussion V Tourism & Leisure Industry</p> <p>Chair: Dr. Hui-Ling Chen, Chairperson, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Chonthicha Ongthun, Rajamangala University of Technology Lanna Tak (Thailand) Kriengsak Wattanawitton, Rajamangala University of Technology Lanna Tak (Thailand) Suwatchanakanda Phun-iat, Rajamangala University of Technology Lanna Tak (Thailand) A REVIEW OF SUSTAINABLE TOURISM: THE CASE OF THAILAND ■ Suwatchanakanda Phun-iat, Rajamangala University of Technology Lanna Tak (Thailand) Chonthicha Ongthun, Rajamangala University of Technology Lanna Tak (Thailand) A REVIEW OF HALAL MICE TOURISM BUSINESS: A CASE OF THAILAND ■ Yi-Ren Chen, National University of Tainan (Taiwan) Chia-Chun Wang, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chen Tsai, National Chiayi University (Taiwan) EXPLORE THE STAGES OF SERIOUS LEISURE IN SENIOR SCUBA DIVERS ■ Ying-Jen Pan, Southern Taiwan University of Science and Technology (Taiwan) Hui-Ling Chen, Southern Taiwan University of Science and Technology (Taiwan) WAYS TO PROMOTE AOMORI CYCLING-EXAMPLES FROM TAIWAN
09:20~10:40 (E1304)	<p>Presentation and Discussion VI Marketing Research</p> <p>Chair: Dr. Chung-Wen Hung, Vice Dean, College of Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Le Thanh Huy, FPT University (Vietnam) A STUDY ON ONLINE CUSTOMER-BASED BRAND EQUITY OF B2C WEBSITE: CASE STUDY IN HO CHI MINH CITY ■ Nguyen Ngoc Thuy, Nong Lam University (Vietnam) Bui Thanh Giang, Nong Lam University (Vietnam) THE VALUE CHAIN ANALYSIS OF PADDY IN TRA VINH PROVINCE, VIETNAM ■ Chi-Hsiang Lin, Southern Taiwan University of Science and Technology (Taiwan) Kun-Shou Shih, Southern Taiwan University of Science and Technology (Taiwan) Woei Chiann Cheong, Southern Taiwan University of Science and Technology (Taiwan) THE RESEARCH OF PROMOTIONAL EVENTS TOWARDS PURCHASE INTENTION IN AMONG UNIVERSITY STUDENT IN TAIWAN AND MALAYSIA ■ Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Weikang Au Yong, Nan Kai University of Technology (Taiwan) Wen-Ling Lin, Nan Kai University of Technology (Taiwan) Do Thi Huyen, Southern Taiwan University of Science and Technology (Taiwan) THE EFFECTS OF CONSUMER-BASED BRAND EQUITY ON THE PURCHASE INTENTION OF SMARTPHONE IN MALAYSIA: AN EXTENDED TPB MODEL ■ Nguyen Tran Cam Linh, Ho Chi Minh City Open University (Vietnam) Vuong Minh Khoa, Ho Chi Minh City Open University (Vietnam) INFLUENCE OF SUPPLIER'S SUPPORT AND PROFITABILITY ON RETAILER LOYALTY A CASE OF THE RETAIL MARKET OF WATER PURIFIERS IN VIETNAM
10:40~11:00	Coffee Break
11:00~12:20 (E1305)	<p>Presentation and Discussion VII Consumer Behavior</p> <p>Chair: Dr. Yishuo Hung, Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Mei Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) Phan Tran Quoc Tu, Southern Taiwan University of Science and Technology (Taiwan) DETERMINANTS OF CONSUMER BEHAVIOR TOWARDS VEGETABLES & FRUIT WITH VIET GAP STANDARDS IN VIETNAM: AN APPLICATION OF TPB-TAM COMBINATION ■ Tsetsegsaikhan Zorigtsaikhan, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan)

	<p>INVESTIGATING CUSTOMER SATISFACTION IN MONGOLIAN COMMERCIAL BANKS – THE USE OF INTERNET BANKING AS A MODERATING VARIABLE</p> <ul style="list-style-type: none"> ■ Devi Angrahini Anni Lembana, Southern Taiwan University of Science and Technology (Taiwan) COULD SATISFACTION ON THE AIRLINE'S QUALITY MAKE CUSTOMER LION AIR'S LOYAL AND TRUST TO THE AIRLINE COMPANY? ■ Yung Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Cong Son Bui, Southern Taiwan University of Science and Technology (Taiwan) Minh Phuong Tong, Nan Kai University of Technology (Taiwan) Wen Ling Lin, Nan Kai University of Technology (Taiwan) USING SOR MODEL AND TPB THEORY TO EXPLORE CUSTOMER ONLINE PURCHASE INTENTION IN FASHION INDUSTRY: TESTING MEDIATING EFFECT OF PERCEIVED RISK AND PERCEIVED BENEFITS ■ Dang Trang Thanh Nha, Southern Taiwan University of Science and Technology (Taiwan) Huang, Ying-Yuh, Southern Taiwan University of Science and Technology (Taiwan) THE IMPACT OF PERCEIVED PRICE, BRAND AWARENESS ON PERCEIVED QUALITY AND PURCHASE INTENTION – A CASE STUDY IN MILK INDUSTRY IN HO CHI MINH CITY, VIET NAM
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII Financial Market & Economy</p> <p>Chair: Dr. Hsiao-Jung Chen, Chairperson, Department of Finance, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Hsiao-Jung Chen, Southern Taiwan University of Science and Technology (Taiwan) I Gusti Agung Musa Budidarma, Southern Taiwan University of Science and Technology (Taiwan) THE IMPORTANCE OF REGULATIONS, BANK CONCENTRATION, AND CORPORATE GOVERNANCE IN THE RELATIONSHIP OF NON-INTEREST INCOME AND BANK PERFORMANCE ■ Hoang Thi Du, Nha Trang University (Vietnam) Nguyen Xuan Tho, NgheAn University of Economics (Vietnam) FORECAST VIETNAM'S IMPORTS USING A UNIVARIATE TIME SERIES MODEL ■ Ping-Chen TSAI, Southern Taiwan University of Science and Technology (Taiwan) Chi-Ming TSAI, Southern Taiwan University of Science and Technology (Taiwan) ESTIMATING THE PROPORTION OF INFORMED AND SPECULATIVE TRADERS IN FINANCIAL MARKETS: EVIDENCE FROM CHF/EUR EXCHANGE RATE ■ Bilegtsaikhan Batjargal, Southern Taiwan University of Science and Technology (Taiwan) INVESTOR SENTIMENT AND MUTUAL FUND PERFORMANCE ■ Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) Hai Duong Ma, Southern Taiwan University of Science and Technology (Taiwan) Wei-Chang Yeh, National Tsing Hua University (Taiwan) EVALUATING PERFORMANCE OF BANKS USING A FUZZY TOPSIS METHOD
12:20~14:00	Lunch Break
14:00~15:30 (E1305)	<p>Presentation and Discussion IX Hospitality & Management</p> <p>Chair: Dr. Mei-Lan Lin, Chairperson, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Pei-Chuan Mao, Southern Taiwan University of Science and Technology (Taiwan) Wen-Tung Wu, Meiho University (Taiwan) INVESTIGATING THE RELATIONSHIP AMONG THE AWARENESS OF FOOD SAFETY ETHICS, DECISION MAKING, AND ETHIC BEHAVIOR IN THE FOOD INDUSTRY ■ Kuo-Ning Liu, Southern Taiwan University of Science and Technology (Taiwan) THE STUDY OF THE RELATIONSHIP BETWEEN BRAND ATTITUDE AND NON-FINANCIAL BRAND PERFORMANCE IN THE GREEN RESTAURANTS ■ Nguyen Xuan Tho, NgheAn University of Economy (Vietnam) Duong Xuan Thao, NgheAn University of Economy (Vietnam) BRAND VALUE AND BRAND VALUATION: REASONS AND METHODS ■ Bilegtsaikhan Batjargal, Southern Taiwan University of Science and Technology (Taiwan) THE VALUE CHAIN'S USE FOR THE HOTEL SERVICE INDUSTRY
14:00~15:30 (E1304)	<p>Presentation and Discussion X Operation Management</p> <p>Chair: Dr. Chia-Hua Chang, Chairperson, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</p>

	<ul style="list-style-type: none"> ■ Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) Quoc Phuong Tran, Southern Taiwan University of Science and Technology (Taiwan) Wei-Chang Yeh, National Tsing Hua University (Taiwan) APPLICATION OF A FUZZY MCDM METHOD TO THE SELECTION OF LOW COST CARRIERS ■ Jen-Peng Huang, Southern Taiwan University of Science and Technology (Taiwan) Genesis Sembiring Depari, Southern Taiwan University of Science and Technology (Taiwan) A ROBUST ALGORITHM IN PREDICTING BANK TELEMARKETING SUCCESS ■ Yue Jer Lin, Takming University of Science and Technology (Taiwan) FACTORS INFLUENCING WEB USABILITY AND APPEAL IN E-COMMERCE PERFORMANCE ■ Pai-Chou Wang, Southern Taiwan University of Science and Technology (Taiwan) AN IMPROVED ALGORITHM IN SEARCHING REDUCTIVE ATTRIBUTES IN DECISION TABLES
15:30~	Farewell