

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

Southern Taiwan University of Science and Technology, November 07-08, 2019

Agenda

Thursday, November 07, 2019	
09:10~10:00	Registration
10:00~10:30	Opening Ceremony Welcome Address: Dr. Deng-Maw Lu, President, Southern Taiwan University of Science and Technology (Taiwan)
10:30~11:40	Keynote Speech Speaker: Dr. Sam Basu, Emeritus Professor of Finance, William Paterson University (USA) Subject: HIGHER EDUCATION IN BUSINESS: PAST, PRESENT AND FUTURE, ISSUES AND DIRECTIONS
11:40~13:10	Lunch Break
13:10~15:00 (E1305)	Presentation and Discussion I Management Education & Human Resource Development Chair: Dr. Te-Kuang Chou, Dean, College of Business, Southern Taiwan University of Science and Technology (Taiwan) Dr. Agung Nugroho, Department Head of MBA Program, Atma Jaya Catholic University (Indonesia) <ul style="list-style-type: none"> ■ Gunter Voigt, Konstanz University of Applied Sciences (Germany) ENERGY POLICY - A COMPROMISE BETWEEN RELIABILITY OF SUPPLY AND ECONOMIC SUCCESS AS AN EXAMPLE OF ENGINEERING AND MANAGEMENT ■ Matthias Marcus Werner, Konstanz University of Applied Sciences (Germany) ENGINEERING AND MANAGEMENT: A SUCCESS-STORY OF INTERDISCIPLINARY STUDY PROGRAMMES ■ Wisuwat Wannamakok, Southern Taiwan University of Science and Technology (Taiwan) Yu-Yu Chang, National Cheng Kung University (Taiwan) Wen-Ke Liang, Southern Taiwan University of Science and Technology (Taiwan) THE DRIVER OF ENTREPRENEURSHIP EDUCATION TOWARD ENTREPRENEURIAL INTENTION: AN INSTITUTIONAL THEORY ■ Park Hye-Sook, Mie University (Japan) Norihiro Nishimura, Mie University (Japan) INTERNATIONAL HUMAN RESOURCES DEVELOPMENT BASED ON THE UNESCO ESD - UN SDGS ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Julián Nevárez Montes, Southern Taiwan University of Science and Technology (Taiwan) UNTOLD TRUTHS ABOUT INTERNATIONALIZATION: ITS FACETS IN HIGHER EDUCATION
13:10~15:00 (E1304)	Presentation and Discussion II Corporate Finance & Financial Markets Chair: Dr. Hsiao-Jung Chen, Chairperson, Department of Finance, Southern Taiwan University of Science and Technology (Taiwan) <ul style="list-style-type: none"> ■ Moch. Rusli, University State of Jakarta (Indonesia) Rida Prihatni, University State of Jakarta (Indonesia) Agung Dharmawan Buchdadi, University State of Jakarta (Indonesia) THE EFFECT OF LIQUIDITY, PROFITABILITY AND SOLVABILITY TO THE FINANCIAL DISTRESS OF MANUFACTURED COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE (IDX) PERIOD OF YEAR 2015-2017 ■ Ping-Chen Tsai, Southern Taiwan University of Science and Technology (Taiwan) MODELLING OVER-DISPERSION IN PRICE JUMPS ARRIVALS: A COMPARISON BETWEEN POISSON MIXTURES AND LINEAR HAWKES MODEL ■ Hoang Thi Du, Nha Trang University (Vietnam) Nguyen Xuan Tho, NgheAn University of Economics (Vietnam) ARCH FAMILY MODELING FOR VIETNAM STOCK RETURN ■ Benny Lule, Universitas Klabat (Indonesia) Bobby Pangalila, Universitas Klabat (Indonesia) THE IMPACT OF CAPITAL STRUCTURE ON COMPANY PERFORMANCE: EMPIRICAL EVIDENCE FROM VARIOUS COMPANIES IN INDONESIA ■ Rizka Tiyana, University State of Jakarta (Indonesia) Hamidah, University State of Jakarta (Indonesia) Gatot Nazir Ahmad, University State of Jakarta (Indonesia)

	THE INFLUENCE OF FINANCIAL KNOWLEDGE AND LOCUS OF CONTROL TOWARDS FINANCIAL MANAGEMENT BEHAVIOR WITH FINANCIAL ATTITUDE AS INTERVENING VARIABLE (STUDY ON MASTER STUDENT IN FACULTY OF ECONOMICS AT THE STATE UNIVERSITY OF JAKARTA)
15:00~15:20	Coffee Break
15:20~17:00 (E1305)	<p>Presentation and Discussion III E-Commerce & IT Application</p> <p>Chair: Dr. Mayumi Hori, Professor, Chuo University (Japan)</p> <ul style="list-style-type: none"> ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Elmer Daniel Lopez Castro, Southern Taiwan University of Science and Technology (Taiwan) Renzo Del Giudice Lopez, Southern Taiwan University of Science and Technology (Taiwan) FACTORS THAT INFLUENCE PURCHASE INTENTION USING E-COMMERCE IN CENTRAL AMERICA BY APPLYING TAM ■ Keisuke Kiritani, Chuo University (Japan) STUDY ON COMMUNICATION EFFICIENCY IMPROVEMENT MODEL OF PROJECT IN CLOUD COOPERATIVE SPACE—USE OF MULTILAYER COMMUNICATION IN THE LIGHT OF AFFECTIVE COMMUNICATION— ■ Yu Chun Chen, National Formosa University (Taiwan) Sunisa Kirtsopa, National Formosa University (Taiwan) BUSINESS MODEL INNOVATION AND E-COMMERCE CUSTOMER SATISFACTION: THE CASE OF THAILAND AND VIETNAM ■ Takako Shirai, Chuo University (Japan) Keisuke Kiritani, Chuo University (Japan) INVESTIGATION OF THE REASON THAT A BUSINESS INTELLIGENCE TOOL ISN'T USED FOR A DECISION MAKING OF A JAPANESE COMPANY ■ Yue Jer Lin, Takming University of Science and Technology (Taiwan) CONSUMERS' PERCEPTIONS ON PRIVACY AND SAFETY OF E-MARKETING ■ Kiyohito Fujishima, IKUEI Junior College (Japan) NECESSARY ACTIONS TO TRAIN STAFF TO CREATE CUSTOMER LOYALTY: CONSIDERATION FROM CORRELATION WITH HOSPITALITY MIND
15:20~17:00 (E1304)	<p>Presentation and Discussion IV Economic Development & International Trade</p> <p>Chair: Dr. Martin Pelikán, Dean, Czech University of Life Sciences Prague (Czechia) Dr. Karel Tomšík, Vice Dean, Czech University of Life Sciences Prague (Czechia)</p> <ul style="list-style-type: none"> ■ Dominique Maillard, Université Paris Est Créteil (France) THE END OF “HYPERGLOBALIZATION” AND THE RESTRUCTURING OF SUPPLY CHAINS IN A NEW ERA OF GLOBAL COMPETITION BETWEEN AMERICA, CHINA AND EUROPE ■ Mei Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) Rim Lyahyaoui, Southern Taiwan University of Science and Technology (Taiwan) FAIRTRADE - A MEANS FOR SUSTAINABLE TRADE AND DEVELOPMENT: A CASE STUDY OF THE COOPERATIVE TIGHANIMINE ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Emilie Le Caous, Southern Taiwan University of Science and Technology (Taiwan) ECONOMIC COMPLEXITY, HUMAN DEVELOPMENT, AND THE MEDIATING ROLE OF INCOME INEQUALITY ■ Amanda Marcellia Kenanga Arum, Atma Jaya Catholic University (Indonesia) Agung Nugroho, Atma Jaya Catholic University (Indonesia) THE PERSONAL CHARACTERISTICS OF THE ENTREPRENEURS OF BORN-GLOBAL SMES ■ Chien-Jung Ting, Southern Taiwan University of Science and Technology (Taiwan) Wei-Ting Guo, Shu-Te University (Taiwan) INSPECTING THE SOURCES OF SOVEREIGN DEBT DEFAULT RISKS WITH DIFFUSION INDEXES

Friday, November 08, 2019

09:00~09:20	Registration
09:20~10:40 (E1305)	<p>Presentation and Discussion V Innovation, Research & Development, & Entrepreneurship 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"> ■ Dedi Purwana, University State of Jakarta (Indonesia) Andi Muhammad Sadat, University State of Jakarta (Indonesia) Agus Wibowo, University State of Jakarta (Indonesia) A COMPARATIVE STUDY OF TERTIARY STUDENT'S ENTREPRENEURIAL INTENTION: INDONESIA AND TAIWAN ■ Chin-Li Wang, National Kaohsiung University of Science and Technology (Taiwan) Fang-I Fu, Southern Taiwan University of Science & Technology (Taiwan) Kang-Ming Lou, National Kaohsiung University of Science and Technology (Taiwan) LEGAL AND ETHICAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE ■ Alexandre Bronner, Southern Taiwan University of Science and Technology (Taiwan) Yu-Yu Chang, National Cheng Kung University (Taiwan) Wen-Ke Liang, Southern Taiwan University of Science and Technology (Taiwan) PERCEIVED OVERQUALIFICATION AND RADICAL CREATIVITY MODERATED BY THE EFFECT OF INTRINSIC/EXTRINSIC MOTIVATION AND TECHNOLOGY UNCERTAINTY ■ Dung Nguyen-Van, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) FOREIGN OWNERSHIP, R&D AND FIRM INNOVATION IN ASEAN COUNTRIES: A GENERALIZED ORDERED LOGIT MODEL ■ Tsang-Hsiang Cheng, Southern Taiwan University of Science and Technology (Taiwan) Shu-Fang Ting, National Cheng Kung University (Taiwan) Chih-Ming Tsao, Hong Kel Trading Co (Taiwan) THE EFFECT OF ERP TRAINING ON ERP IMPLEMENTATION IN A SME—A CASE STUDY OF H COMPANY ■ Phan-Anh-Huy Nguyen, Ho Chi Minh City University of Education and Technology (Vietnam) INVESTIGATING BIG DATA ADOPTION IN THE ENTERPRISES BY A TEXT MINING APPROACH
09:20~10:40 (E1304)	<p>Presentation and Discussion VI Strategic Management & Policy Chair: Dr. Clark Hu, Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Phan-Anh-Huy Nguyen, Ho Chi Minh city University of Education and Technology (Vietnam) Ping-Yu Hsu, National Central University (Taiwan) REVEALING THE EMERGING RESEARCH TRENDS IN STRATEGIC MANAGEMENT ■ Lâm Thị Mộng Thu, Center for Quality Standard and Management of Lam Dong province (Vietnam) Bùi Thanh Giang, Nong Lam University (Vietnam) Bùi Xuân Nhã, Nong Lam University (Vietnam) Nguyễn Ngọc Thùy, Nong Lam University (Vietnam) FACTORS AFFECTING FARMERS' DECISION TO ADOPT VIETGAP ON TEA PRODUCTION IN LAM DONG PROVINCE, VIETNAM ■ 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) DESIGNING A TRIPLE HELIX BLUEPRINT FOR AUTONOMOUS LIGHT ELECTRIC VEHICLES IN TAIWAN ■ Kentaro Takakuwa, REASON Corporation (Japan) PLATFORM COMPETITION WITH NEGATIVE INDIRECT NETWORK EFFECT BETWEEN COMPLEMENTS ■ Takefumi Matsuda, Chuo University (Japan) RESEARCH ON CROWDFUNDING BUSINESS OF LOCAL GOVERNMENT UNDER THE ENVIRONMENT OF POPULATION DECLINE—BASED ON THE CASE OF SAGA PREFECTURE— ■ Sharon K.D Wardoyo, Universitas Klabat (Indonesia) Ronny H. Walean, Universitas Klabat (Indonesia) THE DETERMINING FACTORS OF GENERATION Z PURCHASE DECISION FOR THE LOCAL BRAND T-SHIRT
10:40~11:00	Coffee Break
11:00~12:20 (E1305)	<p>Presentation and Discussion VII Corporate Governance & Corporate Social Responsibility Chair: Dr. Cheng-Yu Lee, Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</p>

	<ul style="list-style-type: none"> ■ Deske W. Mandagi, University of the Philippines (The Philippines) Ika Prayanthi, Universitas Klabat (Indonesia) ESTIMATING PREMIUM FOR CORPORATE ENVIRONMENTAL PERFORMANCE: EMPIRICAL EVIDENCE FROM INDONESIA ■ José Miguel Pinto dos Santos, AESE Business School (Portugal) Sandra Bernardes de Oliveira, University of Coimbra Santarém (Portugal) VALUE IN HEALTHCARE: CONSIDERATIONS ON SOME OF THE CURRENT METHODOLOGIES ■ Hsiao-Jung Chen, Southern Taiwan University of Science and Technology (Taiwan) I Gusti Agung Musa Budidarma, Southern Taiwan University of Science and Technology (Taiwan) BANK FAILURE: THE ROLE OF NON-INTEREST INCOME AND CORPORATE GOVERNANCE ■ Rinny C. Rantung, Universitas Klabat (Indonesia) AN ASSESSMENT OF IT GOVERNANCE DISCLOSURE IN BANKING INDUSTRIES LISTED IN IDX USING COBIT FRAMEWORK
11:00~12:20 (E1304)	<p>Presentation and Discussion VIII Hospitality & Management</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"> ■ Ronny H. Walean, Universitas Klabat (Indonesia) Yeane Koyongian, Universitas Klabat (Indonesia) CLUSTERING FOREIGN TOURIST FOR NORTH SULAWESI: A LIFESTYLE SEGMENTATION ■ Pei Woon Tan, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) AIRLINE CUSTOMER EXPECTATIONS IN RELATION TO CREW SERVICE TRAINING AND CRISIS RESPONSE ■ Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Doan Anh Thao, Southern Taiwan University of Science and Technology (Taiwan) Wen-Ling Lin, Southern Taiwan University of Science and Technology (Taiwan) Le Cong Huan, Southern Taiwan University of Science and Technology (Taiwan) TESTING THE IMPACTS OF ELECTRONIC WORD OF MOUTH AND DESTINATION IMAGE ON THE TRAVEL INTENTION TO HA LONG, VIETNAM: AN EXTENDED TPB MODEL ■ Oyuntungalag Damdinbazar, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) PRE-PURCHASE INFORMATION SEARCH FOR HIGH INVOLVEMENT PRODUCTS—THE ROLE OF ONLINE AND OFFLINE INFORMATION SOURCES
12:20~14:00	Lunch Break
14:00~15:30 (E1305)	<p>Presentation and Discussion IX Supply Chain Management & Operation Research</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"> ■ Tran Quoc Phuong, Hue University (Vietnam) APPLICATION OF A FUZZY MULTIPLE CRITERIA DECISION MAKING METHOD TO SELECTION OF LOW COST CARRIERS IN SOUTH EAST ASIA ■ Thi Hong Phuong Le, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) DETERMINING CRITERIA WEIGHTS OF AGRICULTURAL INSURANCE PACKAGES BY FUZZY AHP ■ Thi Bich Ha Nghiem, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) SELECTING SUSTAINABLE PRODUCTS BY A ELECTRE METHOD ■ Huyen Trang Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) MEASURING PERSONAL PERCEPTION IN A DIVERSITY WORKGROUP BY A MCDM METHOD UNDER UNCERTAIN ENVIRONMENT ■ Chen-Sheng Huang, Southern Taiwan University of Science and Technology (Taiwan) Bo-Shian Shih, Southern Taiwan University of Science and Technology (Taiwan) Jo-Hsuan Tai, Southern Taiwan University of Science and Technology (Taiwan) Jing-Wun Lian, Southern Taiwan University of Science and Technology (Taiwan) Wan-Han Chen, Southern Taiwan University of Science and Technology (Taiwan) Zheng-Ying Lin, Southern Taiwan University of Science and Technology (Taiwan) ANALYSIS OF RELATIVE EFFICIENCY OF THE DEPARTMENTS OF THE DIGITAL DESIGN COLLEGE OF SOUTHERN TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY ■ Yu-Chen Chen, National Tainan Girls' Senior High School (Taiwan) Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) OPTIMAL PROCESS STANDARD DEVIATION AND QUALITY INVESTMENT SETTINGS FOR SINGLE RECTIFYING SAMPLING INSPECTION PLAN ■ Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) THE INTRGATED SUPPLY CHAIN MODEL CONSIDERING PROCESS MEAN, REPLENISHMENT CYCLE

	TIME, AND CREDIT PERIOD
14:00~15:30 (E1304)	<p>Presentation and Discussion X Marketing & Consumer Behavior</p> <p>Chair: Dr. Shyh-Ming Huang, Chairperson, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Yung-Chi, Chang, Southern Taiwan University of Science and Technology (Taiwan) Ignasia Vabiola, Southern Taiwan University of Science and Technology (Taiwan) Wen-Ling Lin, Nan Kai University of Technology (Taiwan) Ai-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) THE DETERMINANTS OF THE CUSTOMER SATISFACTION OF ELECTRICAL SCOOTERS—THE CASE OF GOGORO IN TAIWAN ■ Song-Zan Chiou Wei, Kaohsiung University (Taiwan) Lung-Chi Tsai, Kaohsiung University (Taiwan) RESEARCH ON THE INFLUENCE OF BRAND AWARENESS AND GOOD LOCATION RESTAURANTS ON CONSUMER BEHAVIORAL INTENTION: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR ■ Julian Boschinger, Southern Taiwan University of Science and Technology (Taiwan) Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) CUSTOMER RELATIONSHIP MANAGEMENT 2.0: HOW CAN A SCRM STRATEGY BE SUCCESSFULLY DESIGNED AND HOW DOES PARTICIPATION IN SOCIAL MEDIA INFLUENCE THE CUSTOMER COMPANY RELATIONSHIP ■ Ya Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Yi-Chun Pan, National Pingtung University (Taiwan) THE STUDY OF BIG DATA AND KNOWLEDGE MANAGEMENT ■ Ache Andreas, Southern Taiwan University of Science and Technology (Taiwan) Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) SUCCESSFUL IMPLEMENTATION AND EVALUATION OF CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS
15:30~	Farewell