

2018 IEDRC TAIPEI CONFERENCES ABSTRACT

2018 2nd International Conference on E-Business and Internet
(ICEBI 2018)

2018 2nd International Conference on Financial Technology
(ICFT 2018)

Taipei, Taiwan

May 16-18, 2018

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Welcome Remarks

On behalf IEDRC, we welcome you to Taipei to attend 2018 2nd International Conference on E-Business and Internet (ICEBI 2018) and 2018 2nd International Conference on Financial Technology (ICFT 2018). The conferences are sponsored by IEDRC and co-sponsored by National Taipei University of Business. National Taipei University of Business (NTUB) is one of the most prestigious universities in Taiwan, dedicated to providing the best business education to students from all over the world. NTUB has been an important part of the economic development in Taiwan. We are very appreciated for the support of NTUB, with the contribution of NTUB, we believe the conference will be a success.

We're confident that over the three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in E-Business and Internet and Financial Technology.

On behalf of Conference Chair and all the conference committee, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event.

Once again, thanks for coming to this conference, we are delegate to higher and better international conference experiences. We will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.



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Conference Venue

National Taipei University of Business (国立台北商业大学)

<http://www.ntub.edu.tw/bin/home.php>

校址:100 台北市中正區濟南路一段 321 號

Address: No.321, Sec. 1, Jinan Rd., Zhongzheng District, Taipei City 100, Taiwan



Founded in 1917, National Taipei University of Business (NTUB) is one of the most prestigious universities in Taiwan, dedicated to providing the best business education to students from all over the world. NTUB has been an important part of the economic development in Taiwan. NTUB cooperates closely with not only companies in Taiwan but also many institutions abroad.

Thanks to the tireless efforts of the school's administrative and teaching personnel, as well as the invaluable contribution made by current and former students, the National Taipei College of Business became the National Taipei University of Business in August, 2014.

Founded for over ninety years, NTUB has boasted a proud and illustrious history and an excellent reputation. With aspirations of being crowned the top business school in the country, NTUB was awarded no less than eight first ratings in the professional field, and one first rating in the Administrative field, during the 2011 installment of the annual Technical & Vocational College Awards Ceremony. NTUB students are encouraged to take a diverse range of approaches to studying and to thinking creatively. This has led NTUB students to receiving numerous awards in both national and international vocational competitions.

国立台北商业大学(National Taipei University of Business, NTUB), 旧称台北商专, 简称北商、国立台北商业大学, 是一所坐落于台湾台北市中正区的国立大学。学校简史:创立于 1917 年, 时值日治时代, 原名"台湾总督府立商业学校", 也称"国立台北商业技术学院", 2014 年 8 月 1 日, 改名「国立台北商业大学」。於桃园校区成立创新经营学院, 并增设四技部与二技部商业设计管理系、商品创意经营系与数位多媒体设计系。

Introductions for Publications

All accepted papers for the Taipei conferences will be published in those journals below.

2018 2nd International Conference on E-Business and Internet (ICEBI 2018)



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)

ISSN: 2010-3654

DOI: 10.17706/IJEEEE

Abstracting/ Indexing: Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

2018 2nd International Conference on Financial Technology (ICFT 2018)



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Abstracting/ Indexing: ProQuest, Crossref, Electronic Journals Library , EBSCO, and Ulrich's Periodicals Directory

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)
Projectors & Screens
Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Keynote Speech: 40 Minutes of Presentation, including 5 Minutes of Q&A
Regular Oral Presentation: 15 Minutes of Presentation and Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters

Maximum poster size is A1, portrait direction

Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on May 17, 2018.

Dress Code

Please wear formal clothes or national representative clothing.

Warm Tips

The weather in Taipei is rainy recently. Please take umbrellas and warm coats. When you are arriving in National Taipei University of Business, please go to the registration desk for the conference materials collections. We are waiting for you in National Taipei University of Business.

Introductions for Keynote Speakers



Prof. Ruay-Shiung Chang
National Taipei University of Business, Taiwan

Ruay-Shiung Chang (張瑞雄) received his B.S.E.E. degree from National Taiwan University in 1980 and his Ph.D. degree in Institute of Decision and Computer Science from National Tsing Hua University in 1988. After graduation, he had worked for Chung Shan Institute of Science and Technology, National Taiwan University of Science and Technology, National Dong Hwa University, and Taiwan Hospitality and Tourism College. Right now, he is the President of National Taipei University of Business. His research interests include Internet, wireless networks, and cloud computing. NTUB is a traditional and the oldest business university in Taiwan. Dr. Chang hopes to bring modern Information and Communication Technology into the teaching and research of NTUB.

Dr. Chang is the President of Taiwan Institute of Information and Computing Machinery. Dr. Chang also served on the advisory council for the Public Interest Registry (www.pir.org) from 2004/5 to 2007/4. In 2009, Dr. Chang received the Outstanding Information Technology Elite Award from the ROC Information Month Committee.

Speech Title: Blockchain and Its Applications

Abstract: Blockchain is currently one of the hottest technologies that is said to change the future ways of doing business. Originally used in the digital currency called Bitcoin, Blockchain is actually a data structure with algorithms to manipulate the data structure. In this talk, we introduce what is Blockchain and how to use it. Various applications of Blockchain are also discussed



Prof. Luiz Moutinho
University of Suffolk, England

Professor Luiz Moutinho (BA, MA, PhD, FCIM) is Visiting Professor of Marketing at Suffolk Business School, Faculty of Arts, Business and Applied Social Science, University of Suffolk, Ipswich, England, Adjunct Professor of Marketing at Graduate School of Business, University of the South Pacific, Suva, Fiji, and Visiting Professor of Marketing at Universidade Europeia and the Marketing School, Portugal.

During 2015 - 2017 he was professor of BioMarketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This was the first Chair in the world on both domains - BioMarketing and Futures Research. Previously, and for 20 years, he had been appointed as the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow, Scotland. In 2017 Luiz Moutinho received a degree of Professor Honoris Causa from the University of Tourism and Management Skopje, FYR of Macedonia.

He completed his PhD at the University of Sheffield in 1982. He has been a Full Professor for 29 years and held posts at Cardiff Business School, University of Wales College of Cardiff, Cleveland State University, Ohio, USA, Northern Arizona University, USA and California State University, USA. He has held Visiting Professorship positions at numerous universities in China, Lithuania, Austria, New Zealand, Denmark, Slovenia, Portugal, Hungary, Taiwan, Brazil, Colombia and Cyprus.

Between 1987 and 1989 he was the Director of the Doctoral Programmes at the Confederation of Scottish Business Schools and at the Cardiff Business School between 1993 and 1996. He was Director of the Doctoral Programme in Management at the University of Glasgow between 1996 and 2004.

Professor Moutinho is the Founding Editor-in-Chief of the Journal of Modelling in Management (JM2) and co-editor of the Innovative Marketing Journal. He has another 4 Associate Editorships as well as being in the Editorial Boards of another 47 international academic journals.

His areas of research interest encompass bio-marketing, neuroscience in marketing, EmoWear - a wearable tech device that detects human emotions, evolutionary algorithms, human-computer interaction, the use of artificial neural networks in marketing, modelling consumer behaviour, futures research, marketing futurecast and tourism and marketing. Other primary areas of Professor Moutinho's academic research are related to modelling processes of consumer behaviour. Currently, he is Program Designer and Faculty Member at Neuroscience Ltd. (Neuroscience - Academic and Business Solutions).

He has developed a number of conceptual models over the years in areas such as tourism destination decision processes, automated banking, supermarket patronage, among other areas. The testing of these research models has been based on the application of many different statistical, computer and mathematical modelling techniques ranging from multidimensional scaling, multinomial logit generalised linear models (GLMs) and linear structural relations to neural networks, ordered probit, simulated annealing, tabu search, genetic algorithms, memetic algorithms and fuzzy logic.

Professor Moutinho has over 150 articles published in refereed academic journals, 32 books and more than 10,800 academic citations, a h-index of 49 and an i10-index of 156 (by the end of 2017).

Speech Title: Trending THE FUTURE... from Amplified Senses, Sensing-as-a-Service, Sensing Enterprise, MiFi, Tele-Presence and Spectral Tech... to Thinking Spaces, Modular Smartphones, Humarithms, Androrithms and Augmented Humanity...

Abstract: The talk starts with emphasize of necessity to anticipate unknown future. Six new trends related to changes in the world of collaborative economy, with people coming in the focus, will be introduced. Although due to latest technologies almost everything can be digitalised and automated and technology is entering in all segments of peoples' lives, the middle of humans' interest is more and more occupied with issues like trust and sense... This presentation with encompass many different technological and human-related trends and topics from genomics, collaborative economy, a digitized world ,amplified senses, cloud-based machine intelligence, live social semantics, Web 4.0 - a Web of connected intelligences, humanizing technologies to sensing-as-a-service, little data, personal resource planning (PRP), holographic companies ,androrithms and the age of augmented humanity.



Prof. Lichung Jen
National Taiwan University, Taiwan

Professor Lichung Jen, a citizen of Taipei, Taiwan, currently serves as the Director of Global Branding and Marketing Research Center and also a Marketing Professor in the Department of International Business at National Taiwan University. He is also Chief Secretary of Taiwan Institute of Marketing Science (TIMS), Chairmen of Chinese Applied statistics Association (CASA), Chairmen of Chinese Applied statistics Association (CASA), Chairman of Taiwan Institute of International Business Studies (TIIBS), and also the Head of Editor of Taiwan Journal of Marketing Science (TJMS).

Professor Jen has been involved in research projects and lectures for more than 30 well-known enterprises including Chunghwa Telecom in Taiwan, IBM, Cathay Bank, Ford Motor, China Petroleum, Panasonic and many more.

In the western countries, a lot of well-known journals have published his researches and thesis, such as Journal of Marketing Research, Journal of American Statistics Association, Journal of Business & Economic Statistics, Marketing Letters, and Industrial Marketing Management, allowing him to be nominated as an awardee of the Best Thesis Award by Journal of American Statistics Association in 1999. He has also gotten grants from Taiwan National Science and Technology Council and published 7 books. Over the years, he advised more than 200 MBA theses and 10 Ph.D. dissertations.

Speech Title: Comparing Apples and Oranges: Eliminating Individual and Product Heterogeneity in Teaching Evaluation

Abstract: In the age of information overload, the enormous quantity of information has compelled consumers to rely on customer ratings to quickly identify desired products or services from tens of thousands of products or services. However, research on customer ratings in e-commerce should not merely focus on consumers' scale usage or their preferences and attitude toward various products; researchers should also consider the fact that product ratings are provided by various individuals who have varying standards. For example, apples and oranges are essentially different types of a product, and their overall satisfaction ratings are not necessarily based on the same group of consumers or standards. This can result in a lack of objectivity when comparing varying product types, which can lead to wrong decisions. Therefore, this study aims develop a statistical model enables consumers to objectively make cross-products/services comparisons by controlling biases generated from (a) source of different evaluators, especially, when the sample size is small, (b) product characteristics, (c) respondents' individual characteristics, and finally, (d) the bias of scale usage heterogeneity, in particular, when adopting multi-item scales on evaluating multiple products. The results suggest our model effectively and objectively evaluates the quality of products/services. Managerial implications and limitations are also discussed.



Prof. Kun-Huang Huarng
Feng Chia University, Taiwan

Prof. KUN-HUANG HUARNG received Ph.D. in Texas A&M University, Texas, U.S.A. (1993). And he is now Professor of International Business, Feng Chia University, Taiwan; Dean in College of Business, Feng Chia University, Taiwan; Associate Editor in Journal of Innovation & Knowledge; Editor-in-Chief in International Journal of Business Economics; Associate Editor in Journal of Business Research; Founder Governor of Global Innovation and Knowledge Academy (GIKA). Also, he is Life Fellow of International Society of Management Engineers and received Outstanding Service Award in the Literati Network 2008 Awards for Excellence, Emerald (2008).

Speech Title: Qualitative analysis of housing demand by using Google Trends

Abstract: Housing accounts for 30% more of the consumer price index (CPI) which is also the largest of the constituting categories. On the other hand, housing takes a big part of consumer spending. Hence, housing demand modeling and forecasting is an interesting and important research topic. Housing demand is often treated as a time series problem. Mainly, housing demand modeling and forecasting relies on secondary data. In addition, seasonality is one of the key factors in the modeling. Hence, most studies use quantitative methods to tackle the problem. This study intends to tackle the same problem with very different approaches. First, this study uses qualitative method, instead of quantitative, to conduct the time series analysis. How can a qualitative method solve a time series problem? Second, ready-to-use open data, Google Trends, are used as the target. Can a relative index be used for forecasting? Third, in addition to in-sample modeling, this study also conducts out-of-sample forecasting. Fourth, can better forecasting performance be achieved? Fuzzy set/qualitative comparative analysis (fsQCA) is used as the analytic tool, a popular qualitative method. FsQCA is also suitable to solve the problems of small data sets, which fits the data of this study.



Assoc. Prof. David Pendery
National Taipei University of Business, Taiwan

David Pendery was born in Cincinnati, Ohio, and grew up in Albuquerque, New Mexico. He moved to San Francisco when he was 24, where he lived for ten years. He was an electrician at that time. He received his B.A. in International Relations for San Francisco State University. He moved to Boston in 1996, and received his M.S. in Journalism from Boston University. He moved back to San Francisco where he worked as a journalist, before moving to New England where he was a technical writer. He relocated to Taipei, Taiwan in 2000, and has worked here as teacher, English consultant and editor. He is current Associate Professor at National Taipei University of Business. He is married with one daughter.

Speech Title: The Next Wave in Sales and Purchasing: Bricks and Mortar are Not Dead!

Abstract: The presentation is entitled “The Next Wave in Sales and Purchasing: Bricks and Mortar are Not Dead!” The topic covers new developments and technologies that are being used in regular, offline stores, and how that is reinventing this type of sales. Main ideas include:

1. The New Model in offline stores in which retailers are transforming from order fulfillment centers into experience-dominant centers;
2. “Supercharging,” in which customers are served in small-footprint locations that contain no inventory;
3. The combined “head office/showroom” in which combined functions give customers a “feel” for the brand;
4. Smaller footprint, tech-enabled, high-touch, creative spaces are proving effective for retailers now built with “bricks and bytes.”



Prof. Hsin-Hung Wu
National Changhua University of Education, Taiwan

Prof. Hsin-Hung Wu is University Distinguished Professor and Interim Chair Department of Business Administration, College of Management National Changhua University of Education, Changhua, Taiwan. He got Ph.D. in Industrial & Systems Engineering and Engineering Management, The University of Alabama in Huntsville, Huntsville, USA, 1998; M.S. in Industrial & Manufacturing Systems Engineering, The University of Texas at Arlington, Arlington, USA 1994 and B.S. in Industrial Engineering and Enterprise Information, Tunghai University, Taichung, Taiwan, 1993.

Speech Title: A Data Mining Approach to Analyze Outpatient Loyalty and Value from A Medical Center

Abstract: Data mining technique enables the hospital to identify loyal patients and potential patients' needs from the database to assist hospital management to make decisions. Hospital management can deploy limited resources, develop effective strategies to provide needed medical services for patients, and then establish and maintain the hospital's competitive advantage. A case study in a medical center is used to analyze customer value and consumer behavior of outpatients such that hospital can use the reference to deal with the related patient management issues. A combination of LRFM model, self-organizing maps, and K-means method is applied to cluster 321,908 outpatients into twelve groups and then further categorize outpatients into core customer groups, potential customer groups, new customer groups, lost customer groups, and resource-consuming customer groups. In doing so, the hospital can develop the optimal service strategies, provide the best care services, improve hospital's performance, and reduce the cost so as to establish quality relationships with patients.




Time Schedule





Day 1: Registration: May 16, 2018 (Wednesday)

10:00-17:00	Arrival and Registration
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- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on May 17, 2018.

Day 2: Conference: May 17, 2018 (Thursday)

	Opening Remarks & Keynote Speeches
9:00-9:10 Venue: Room 3	<p>Opening Remarks</p>  <p>Prof. Ruay-Shiung Chang National Taipei University of Business, Taiwan</p>
9:10-9:50 Venue: Room 3	<p>Keynote Speaker I</p>  <p>Prof. Luiz Moutinho University of Suffolk, England</p> <p>Title: Trending THE FUTURE... from Amplified Senses, Sensing-as-a-Service, Sensing Enterprise, MiFi, Tele-Presence and Spectral Tech... to Thinking Spaces, Modular Smartphones, Humarithms, Androrithms and Augmented Humanity</p>
9:50-10:10	Coffee Break & Photo Session
10:10-10:50 Venue: Room 3	<p>Keynote Speaker II</p>  <p>Prof. Lichung Jen National Taiwan University, Taiwan</p> <p>Title: Comparing Apples and Oranges: Eliminating Individual and Product Heterogeneity in Teaching Evaluation</p>

<p>10:50-11:30 Venue: Room 3</p>	<p>Keynote Speaker III</p>  <p>Prof. Kun-Huang Huarng Feng Chia University, Taiwan</p> <p>Title: Qualitative analysis of housing demand by using Google Trends</p>
<p>11:30-12:10 Venue: Room 3</p>	<p>Keynote Speaker IV</p>  <p>Prof. Ruay-Shiung Chang National Taipei University of Business, Taiwan</p> <p>Title: Blockchain and Its Applications</p>
<p>12:10-13:30</p>	<p>Lunch</p>
<p>13:30-14:10 Venue: Room 3</p>	<p>Keynote Speaker V</p>  <p>Assoc. Prof. David Pendery National Taipei University of Business, Taiwan</p> <p>Title: The Next Wave in Sales and Purchasing: Bricks and Mortar are Not Dead!</p>
<p>14:10-14:50 Venue: Room 3</p>	<p>Keynote Speaker VI</p>  <p>Prof. Hsin-Hung Wu National Changhua University of Education, Taiwan</p> <p>Title: A Data Mining Approach to Analyze Outpatient Loyalty and Value from A Medical Center</p>
<p>14:50-15:10</p>	<p>Coffee Break</p>

15:10-16:40	<p align="center">Session 1: Information Technology and E-Business Venue: room 1 (BN023, BN012, BN031, BN032, BN105, BN106)</p>
	<p align="center">Session 2: Economics and Finance Venue: room 2 (BN020, BN003, FT0001, FT0007-A , FT0004-A , FT1001-A)</p>
16:40-18:10	<p align="center">Session 3: ICT in Education and Digital Education Venue: room 1 (BN025, BN034, BN035, BN037, BN041, BN401)</p>
	<p align="center">Session 4: Marketing and Business Management Venue: room 2 (BN001, BN005, BN010, FT1003-A , BN014, BN036)</p>
13:30-18:10	<p align="center">Poster Session (BN016, BN019, BN038, BN039, BN101)</p>
18:30-21:00	<p align="center">Dinner (Restaurant)</p>

Session 1

15:10-16:40, May 17, 2018

Venue: Room 1

Theme: Information Technology and E-Business

Session Chair: **Prof. Hsin-Hung Wu**

National Changhua University of Education, Taiwan

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
BN012 15:10-15:25	<p>Sustainable Business Model to Reduce Food Waste of Agricultural Products in the Retail Chain Meng-Chun Susan Shen Asia University, Taiwan</p> <p>Abstract: Food waste has been a global issue which damages the sustainability of the environment, economy, and human beings from the circular economy's perspective. To reduce food waste of agricultural products in the retail chain, this research tests the effectiveness of five different business models, including for-profit and non-profit types. Be it for-profit or non-profit businesses, the result suggests redesigned regional logistics and e-commerce help reduce food waste. A further investigation on the regional consumer's purchase behavior and lifestyle can also determine the effectiveness of each business model. Most importantly, the realization of circular economy to reduce agricultural food waste in the retail chain relies on the suppliers and consumers working together for the same goal.</p>
BN023 15:25-15:40	<p>A Digital Heritage Best Practice from National Palace Museum: A Case of "Rebuilding the Tong-An Ships" KUO ChenWo and YANG YuHsiang Yancheng Teachers University, China</p> <p>Abstract: National Palace Museum (NPM) performed a series of new media art exhibitions in the Tongan tide exhibitions. The Project of "Rebuilding the Tong-an Ships" was starting from two diagrams of the Tongan Ship and related Qing archives; the research group begins a journey to salvage a long forgotten history. We used technologies such as building scale models, creating 3D models, and many other visualization tools to restore 19th century Southeast Asia's oceanic glories and disclose the Tong-an ships' multiple faces in its long history. This project have five goals: 1. Building two scale models of the Tong-an ships at ratios of 1:30 and 1:20, based on Qing archival information; 2. Using 3D computer imaging techniques to create a real-life prototype model of the ship, which assembles and disassembles at will. The documentary details the process of creating this model, and relays the Tong-an ship's sea battles and historical legacy; 3. Inviting scholars and researchers gave touring lectures on campuses in order to promote the documentary, and to further advance educational awareness; 4. Launching the NPM without Walls: Rebuilding the Tong-an Ships new media art exhibition powered by augmented reality and Microsoft Kinect technologies; 5. Compiling all products and publish a special publication in Chinese and English in order to document and spread the knowledge that we learned from the project of "Rebuilding the Tong-an Ships".</p>
BN031 15:40-15:55	<p>Technology Business Management as a Driver of IT Governance, Risk, and Security Improvement: A Case Study Roger Yin University of Wisconsin-Whitewater, USA</p> <p>Abstract: In this case study, we will evaluate the benefits of implementing a Technology Business Management (TBM) tool at Leovia North America. TBM is a methodology for leveraging data from Finance, IT Infrastructure, IT PMO and Applications to develop a real-time mapping of IT costs to services. We will also highlight where IT governance framework COBIT and its control objectives are addressed by TBM, in order to prove out its value creation potential.</p>

<p>BN032 15:55-16:10</p>	<p>Asset Management System for Good Governance using the Internet of Things Watjanarat Kuandee, Prachyanun Nilsook and Panita Wannapiroon King Mongkut's University of Technology North Bangkok, Thailand</p> <p>Abstract: The purposes of the study were: (1) to synthesise an asset management for higher education institutions (HEIs), (2) to design the model of the asset management system for good governance using the Internet of Things, (3) to evaluate the suitability of the asset management cycle for HEIs, and (4) to evaluate the suitability of the main components of the model of the asset management system for good governance using the Internet of Things. The sample consisted of twenty-five experts who each have more than five years' experience in asset management and information technology and were selected by purposive sampling. The instruments used for gathering data were: (1) an evaluation form as to the suitability of the asset management cycle and (2) an evaluation form of the main components of the model. After analyzing the data, it showed that: (1) the evaluation of the results with regard to the suitability of the asset management cycle for HEIs can be seen to be at the highest appropriate level ($\bar{x} = 4.67$, S.D. = 0.51) and (2) the evaluation of the suitability of the results in terms of the main components of the model of an asset management system for good governance using the Internet of Things can be seen to be at the highest appropriate level ($\bar{x} = 4.59$, S.D. = 0.49).</p>
<p>BN105 16:10-16:25</p>	<p>On an Integrated Vendor-Buyer Supply Chain Model Subject to Random Breakdowns Gary C, Lin Bradley University, USA</p> <p>Abstract: We consider an integrated vendor-buyer supply chain production-inventory model with a vendor and a buyer in this paper. The vendor supplies a product to the buyer so the buyer can meet his stochastic demands. The buyer adopts a continuous review and fixed order lot size policy to deal with stochastic demands. All unmet demands are backordered. The vendor produces and supplies the product to the buyer. A lot-for-lot replenishment policy is implemented between the two parties. This implies that upon receiving an order from the buyer, the vendor will immediately start a production run to produce the exact quantity requested by the buyer. The buyer's inventory level is continuously monitored and when it falls to the buyer's reorder point, an order will be placed and the information is sent immediately to the vendor. A production run will be started at the vendor as soon as the ordering information is received. The vendor's production system is assumed to be subject to random breakdowns. We assume once a breakdown has taken place during a production run, it will require a significant amount of time to perform a correct maintenance activity. Hence, a no-resumption policy is adopted by the vendor. Under this policy, when a breakdown occurs before the desired production lot size is produced, the vendor will order at once the difference between the desired production lot size and the on-hand inventory from external sources. These quantities have to be received by the end of a production run in order to allow the vendor to ship the planned order quantity to the buyer. An iterative solution procedure is developed to obtain a near-optimal solution for order quantity and the reorder point.</p>
<p>BN106 16:25-16:40</p>	<p>R-Tourism: Applications and Incorporation of Robotics and Service Automation in Tourism and Hospitality Te Fu Chen, Tsai-Fong Tan, Li-Cheng, Chen, Pin-Chen Lai and Pei-Ling Chung Longhwa University, Taiwan</p> <p>Abstract: Artificial intelligence, Robotics and service automation are already visible in the tourism and hospitality industry, in addition to providing a typology for R-tourism applications, this paper aims to make a comprehensive literature review for the incorporation of this interdisciplinary area into mainstream tourism research. This paper reviews literatures which include robotic service (R-Service) research, Robots Service Automation, Autonomy and Human Robot Interaction (HRI), Robot Autonomy, Capabilities and Design, and the Uncanny Valley Theory to emphasize the importance of autonomy and human robot interaction, and provides tourism and hospitality examples and then to explore the anthropomorphic features in service robots. Furthermore, this paper explores the current state and the potential adoption of service automation and robots in tourism and hospitality industry, incorporates tourism and hospitality literature and examples. Finally, this paper constructs an integrated model of R-Tourism. This paper gives academics and practitioners a foundation for envisioning the current and future state of robots in tourism and hospitality.</p>

Session 2

15:10-16:40, May 17, 2018

Venue: Room 2

Theme: Economics and Finance

Session Chair: **Prof. Donald Chang**

Metropolitan State University of Denver, USA

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
BN003 15:10-15:25	<p>The Decision Making of Transnational Joint Venture Model: Case Study of Elevator Industry in Indonesia Weng-Kun Liu Feng Chia University, Taiwan</p> <p>Abstract: Investment in a new foreign market is a strict challenge for any companies, especially for a small or medium company. For bigger company with bigger capital and capabilities, investment in a new foreign market, although also risky, becomes a very rewarding investment. By performing a joint venture with a local company at the destined market, the foreign company could absorb the knowledge and experience to survive in the new market without spending a lot of capital and funds. The main objective of this research is to investigate what factors affect the success of a joint venture between a foreign company and a local company. The research designed five dimensions of factors that will affect the success of a joint venture between a foreign company and a local company. This study could provide some implication of investment strategy for foreign elevator companies to establish a joint venture in Indonesia. This study adopts the following research methods: Fuzzy Delphi Method (FDM), Decision Making Trial and Evaluation Laboratory (DEMATEL), and DEMATEL Analytic Network Process (DANP). The evaluation factors of joint venture model are divided into 5 different dimensions: Win-win, Synergy, Consistency, Interaction and Complementary. The result of this study revealed that the synergy dimension will influence the other 4 dimensions. Meanwhile, the third dimensions, Interaction, is influenced by all four dimensions.</p>
BN020 15:25-15:40	<p>Time Series Analysis of Performance Consistency of Bank Peer Group Model Ir. Sugiarto, M.Sc Universitas Pelita Harapan, Indonesia</p> <p>Abstract: In order to carry out the responsibility of the bank's business continuity, the board of directors and commissioners of the banks that operating in Indonesia are responsible for maintaining and monitoring the bank's condition and also taking steps to maintain and improve the bank's condition. The bank condition is measured by considering the peer group banks that run in common conditions. I have formulated the model of bank peer group using probabilistic approach of statistics that can be used to analyze the relative position of a bank operating in Indonesia compared to the banks in the peer group. Based on the test results using cross section data from Bank Jasa Jakarta, it was found that the model of bank peer group is the reliable model. It's because the results obtained from it is able to represent the actual conditions. This research was conducted to test the consistency of peer group banks model performance from time series side using quarterly data starting from December 2015 to December 2016. Data sources of the banks taken from The Otoritas Jasa Keuangan (Financial Services Authority, OJK) website. The analysis of time series consistency of peer group banks model performance model is measured by monitoring the stability of Bank Jasa Jakarta performance compared to banks in the peer group, especially to the variables that play an important role in bank sustainability such as NPL (Non-Performing Loan), ROA (Return on Assets) and profit which are the main variables in the banking business. The results of the analysis found that the model of banks peer group tested is a reliable model.</p>

<p>FT0001 15:40-15:55</p>	<p>Verification Of The Influence Of Moral Suasion On Sovereign Debt Default Risk Chien-Jung Ting Shu-Te University, Taiwan</p> <p>Abstract: The motivation of this paper is to verify if moral suasion reduces sovereign debt default risk. Using the dynamic panel data model, and controlling for global common factors and specific country factors with fundamentals, we specify the effect of portfolio home bias toward domestic assets on sovereign debt default. Differing from other studies on this topic, we use the Merton model (contingent claims analysis) to calculate the sovereign default risk because this constructed-indicator reflects variations in credit risk and the market value of balance sheet of a country. Our empirical results point out that periphery countries (Greece, Italy, Ireland, Portugal, Spain, or GIIPS) indeed reduce sovereign debt default risk via portfolio home bias toward domestic equity and bonds. Core countries tend to reduce sovereign debt default risk via home sovereign bond holdings. However, we conclude the moral suasion in the aftermath of sovereign debt default increases sovereign debt default risk in periphery countries.</p>
<p>FT0004-A 15:55-16:10</p>	<p>Cashflow Volatility And Firm Investment Behavior: Evidence From African Listed Firms Edson Vengesai University of KwaZulu Natal, South Africa</p> <p>Abstract: This study explores the association between cashflow variability and investment behaviour of African listed firms. We employ a dynamic panel data model estimated with the difference and system Generalised Method of Moments estimation techniques on a panel of 815 listed African non-financial firms. These estimation techniques control for unobserved heterogeneity, endogeneity, autocorrelation, heteroscedasticity and dynamic panel bias. Two different measures of volatility were used; the exponentially weighted moving average, a forward-looking measure that captures innovations in cashflow volatilities and the coefficient of variation that captures the mechanical effect of the possible relation between cashflow levels and volatility. The results obtained suggest that cash-flow volatility is associated with average lower investment in African firms. These findings show that not only cash flows are an important determinant of investment decisions, but the variability of the cashflows also has a significant bearing on the investment levels of African firms. Cashflow volatility has a significant negative impact on investment even for firms with higher cashflow flows and unconstrained firms. African firms should not only aim at achieving higher cashflows but the stability of the cashflows is equally important to sustain solid investment levels.</p>
<p>FT0007-A 16:10-16:25</p>	<p>Limit Order Submission Risks, Order Choice, and Tick Size Ryuichi Yamamoto Waseda University, Japan</p> <p>Abstract: We propose empirical measures of non-execution and picking-off risks and investigate whether the two limit order submission risks determine the order choice regarding market and limit orders and cancellations on the Tokyo Stock Exchange, and how a reduction in the minimum tick size changes the determination. We demonstrate that a reduction in the minimum tick size decreases non-execution risk, but increases picking-off risk. However, the impact on the order choice differs across stocks, resulting in a higher tendency to submit aggressive orders for some stocks and cancel limit orders for the other stocks. In addition, we show that a transaction cost, measured by the relative tick size, does not have a significant relation with the order choice through the minimum tick size modification. We also demonstrate that proxy variables for the two risks, such as spread, which are suggested by previous empirical studies, do not precisely measure the impact of the two limit order submission risks on order aggressiveness. Therefore, we conclude that rather than using the proxies or referring to the transaction cost variable, we should utilize our proposed measures of non-execution and picking-off risks for the analyses of the order choice and/or the evaluation of the minimum tick size reduction policy.</p>

<p>FT1001-A 16:25-16:40</p>	<p>The Role of Foreign Investors on Earnings Quality Yohan An Tongmyong University, Republic of Korea</p> <p>Abstract: This paper investigates how foreign investors affects earnings quality of firms listed on the Korean Stock Exchange (KSE), one of the highest foreign investor capital markets in the world during the period 2000 to 2015 using panel dataset. This paper tests earnings quality using four proxies, proposed by Jonas and Blanchet (2000) and the conceptual framework of International Financial Reporting Standard (IFRS): 1) persistence, 2) value relevance, 3) conservatism, and 4) accruals quality. This research finds foreign investor is positively associated with only user needs earnings quality; persistence and value relevance. This result shows that the positive impact of foreign investor on earnings quality is evident but limited.</p>
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Session 3

16:40-18:10, May 17, 2018

Venue: Room 1

Theme: ICT in Education and Digital Education

Session Chair: **Prof. Roger Yin**

University of Wisconsin-Whitewater, USA

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
BN025 16:40-16:55	<p>System Architecture of Learning Analytics in Intelligent Virtual Learning Environment Supparang Ruangvanich, Prachanun Nilsook, and Panita Wannapiroon Chandrakasem Rajabhat University, Thailand</p> <p>Abstract: The system architecture of learning analytics in intelligent virtual learning environment, which should observe online students while they study learning content via the Internet. The purposes of the development of this system architecture were to analyze and design learning analytics system architecture, and to propose this system architecture. Regarding the architecture design, the researcher employed the system development life cycle (SDLC) which are seven phases: planning, system analysis and requirements, system design, development, integration and testing, implementation and operation and maintenance. The researchers relied on learning analytics and intelligent virtual learning theories so that the students and instructors should acquire the effective and efficient learning from the system. The results of this research could be summarized that the system architecture consists of two stakeholders: students and instructors. In addition, there are three subsystems: data analysis, learning analytics and report management. Moreover, there are three databases to support the system i.e. user database, analytics database and report database.</p>
BN034 16:55-17:10	<p>Imagineering on Augmented Reality and Digital Twin for Digital Competence Akekathed Sanglub, Prachyanun Nilsook and Panita Wannapiroon King Mongkut's University of Technology North Bangkok, Thailand</p> <p>Abstract: Information technology in the age of industry and design, there are contents which are driven along with class management and business that have been applying digital technology to increase the efficiency and value for products and workings including making creative economy with digital aptitude. Currently, the utilizing smart device is circulated as many organizations have been making many applications to create competitive inventors – they can help organization to increase competency, product and working with less consuming resources but high value gathering both product and service. This article would like to present new way of digital competency development following 1) Imagineering Approach which consisted of the six following steps: 1. imagination, 2. design, 3. development, 4. presentation, 5. improvement, and 6. evaluation; 2) the Augmented Reality and Digital Twin Environment consisted of six factors: 1. Imagine the possibilities; 2. Study by digital twin technique; 3. Procedures for Identifying Specific Learning; 4. Learning efficiency enhancement; 5. Industrialize the process.; 6. Monitor and measure. The author presents the framework of Augmented Reality and Digital Twin (ARDT) for development digital competence.</p>
BN035 17:10-17:25	<p>Conceptual Framework for the Development of a Professional Assessment System in accordance with Professional Standards in the Business Computer Department Chantip Leelithum King Mongkut's University of Technology North Bangkok, Thailand</p> <p>Abstract: This research aims to synthesize the conceptual framework for the development of a professional assessment system in accordance with the professional standards in the Business Computer Department using cloud computing. This research and development on assessment systems has been conducted based on the specified professional standards. The synthesized conceptual framework comprises the system users' demands, theories and related literature. This framework was evaluated by ten business computer instructors, with more than 5 years' experience each, who are considered to be experts in this area. The result shows that the experts accepted this conceptual framework and agreed to use it in the assessment system.</p>

<p>BN037 17:25-17:40</p>	<p>Synthesis of Digital Knowledge Engineering Repository Management System Nattaphol Thanachawengsakul, Panita Wannapiroon and Prachyanun Nilsook King Mongkut's University of Technology North Bangkok, Thailand</p> <p>Abstract: Knowledge management in educational organizations is crucial and important that should be promoted and supported so as to lead teachers and learners to develop body of knowledge as best practice for facilitating and applying development through contemporary digital technology. The aim of this research was therefore (1) synthesis of digital knowledge engineering repository management system and (2) suitability evaluation regarding synthesis of digital knowledge engineering repository management system. In this study, the researchers used data analysis and synthesis methods approached from content analysis whereas the suitability evaluation of the synthesis was performed by five experts having a minimum of three years of experience in related field. The findings of the research suggested that (1) digital knowledge engineering repository management system consisted of (1.1) user management system, (1.2) knowledge management system and (1.3) learning management system in which knowledge management process on digital knowledge engineering was conducted in collaboration with knowledge verification on machine learning to increase efficiency of knowledge management, and (2) the result of suitability evaluation regarding synthesis of digital knowledge engineering repository management system was at the highest level (=4.92, S.D. =0.27) which indicated that this study can be applied to development of knowledge repository management system.</p>
<p>BN041 17:40-17:55</p>	<p>A study of Digital Media Searching Systems Anant Voratitipong, Panita Wannapiroon, and Prachyanun Nilsuk King Mongkut's University of Technology North Bangkok Thailand, Thailand</p> <p>Abstract: The purpose of this research is to design a framework for a Digital Media Searching System that can yield results in an expedient and accurate manner and with suitable content for the application to internet-based education at the basic, i.e., primary and secondary, level. The research methodology consisted of two steps. First, a questionnaire survey was conducted with 731 respondents. Data were scored on a 1 to 5 rating scale and analyzed using frequencies, percentages, means and standard deviations. The respondents reported experiencing moderate problems when using the existing digital media repositories ($\bar{x}=3.25$, S.D. = 0.9) and digital media as educational resources ($\bar{x}=3.23$, S.D.=0.99), while the demands for both were rather high, namely the repositories ($\bar{x}=4.09$, S.D.=0.85) and digital media ($\bar{x}=4.07$, S.D.=0.95) respectively. Second, the researchers interviewed twenty-five experts during a focus group discussion from which a content analysis was done as part of defining a framework for a desirable searching system that would cater to their demands. Finally, eight specialists were asked to evaluate the new framework, which showed a high satisfaction level ($\bar{x}=4.50$, S.D.=0.51).</p>
<p>BN401 17:55-18:10</p>	<p>Imagineering Gamification on Cloud Technology to Enhance the Innovative Skill Pimpachara Pornsawan, Panita Wannapiroon and Prachyanun Nilsook King Mongkut's University of Technology North Bangkok, Thailand</p> <p>Abstract: The purpose of this research study were (1) to synthesize the conceptual framework of Imagineering gamification on cloud technology, (2) to design and develop the model of Imagineering gamification on cloud technology to enhance the innovative skill, and (3) to evaluate the developed model. The sample of this research were 5 experts in information communication technology in education using purposive method. The research tools were the Imagineering gamification model on cloud technology to enhance the innovative skill learning and the evaluation form of the developed model. The results of the research showed that the Imagineering gamification model on cloud technology had five elements which were Imagineering Approach, Gamification elements, Occupational Science, User, and Social Cloud. The Imagineering learning activity on cloud technology had six steps included; imagination, design, development, presentation, improvement and evaluation. The gamification element using in the Imagineering gamification model on cloud technology consisted of six elements included; (1) Point (2) Level (3) Badge (4) Leaderboard (5) Reward and (6) Achievement. The Evaluation of the Imagineering gamification model on cloud technology to enhance the innovative skill learning was at much appropriate level ($\bar{x}=4.15$, S.D. = 0.47).</p>

Session 4

16:40-18:10, May 17, 2018

Venue: Room 2

Theme: Marketing and Business Management

Session Chair: **Prof. Gary C, Lin**

Bradley University, USA

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
FT1003-A 16:40-16:55	<p>Virtual Consumption, Virtual Consumerism, and Virtual Materialism: The Shift in Consumption Culture and the Marketing Implications Donald Chang Metropolitan State University of Denver, USA</p> <p>Abstract: The consumption theory has been fundamentally based on the premises that more, bigger, faster, and convenient are better than their opposites. While high prices are good for some goods, lower prices are better for most others. Consumers desire varieties and choices so that businesses thrive in providing seemingly unlimited choices. The resulting materialistic culture can be commonly observed in most developed economies with numerous modern social issues such as household clutters, urban sprawls, waste crisis, water shortage, pollutions, to name a few.</p> <p>The advent of modern technologies, most notably the internet, has started to show impact on such materialistic culture. Since its early adoption by young online gamers in the 1990s, virtual consumption has gained tremendous momentum in becoming a mainstream consumer behavior among all age groups. What started out as a sub-culture in the vast consumption culture, virtual consumption has now become omnipresence and fundamentally rewritten the laws of the consumption culture. What followed is the emergence of the new consumer culture and new consumerism for virtual and tangible goods in the virtual world. Such shift has been driven by multiple factors, such as pressure from worldwide population boom, the internet evolution & internet bubbles, the great recession of 2007-2009, the epiphany: environmental concerns, the social media phenomenon, the advancement in virtual/augmented reality, the arrival of AI, robotics, and the internet of things. All those factors lead to the blurring line between the real and virtual marketplaces. The shifting focus from physical goods to virtual goods introduces the concept of virtual materialism. A review of the gradual shift in consumption culture is presented with notable examples. Future trends are discussed with a new form of materialism, i.e., virtual materialism. Implications for culture and marketing researchers are proposed.</p>
BN001 16:55-17:10	<p>How to Explore the Relationship among Service Quality, Customer Satisfaction, and Customer Loyalty Kai-Fu Yang, Hao-Wei Yang, Ya-Ting Hsu, and Ting-Wei Liao Chaoyang University of Technology, Taiwan</p> <p>Abstract: The aspects of psychological and physiological constructs have rarely been adopted in retail sale in non-specialized stores. This study investigated dimensions of psychological and physiological constructs among service quality, customer satisfaction, and customer loyalty, which took switching cost as a moderator with the case of MUJI Co., Ltd. To examine the research model, the study collected 435 respondents as sample data by survey method and tested using regression analysis. The results indicate that there is a significant relationship among service quality, customer satisfaction, and customer loyalty in psychological and physiological constructs. Moreover, switching cost had a moderating effect on service quality and customer loyalty. These findings are relevant to non-specialized retail sales.</p>
BN014 17:10-17:25	<p>A Comparative Study of A State-Owned and A Private Regional Hospitals in Taiwan by Safety Attitudes Questionnaire from Viewpoints of Physicians and Nurses Chih-Hsuan Huang, Kuan-Kai Huang, Yii-Ching Lee, Cheng-Feng Wu and Hsin-Hung Wu Changhua County, Taiwan</p> <p>Abstract: This study evaluates if physicians and nurses perceive the patient safety culture differently</p>

	<p>in a state-owned and a private regional hospitals in central Taiwan by using the data of six dimensions of safety attitudes questionnaire in 2016. Mann-Whitney U test for two independent samples is used to compare if the perceptions from physicians and nurses are significantly different with $\alpha = 0.05$ for both hospitals. The results show that physicians and nurses do not have different perceptions in safety climate, perceptions of management, and job satisfaction statistically. However, physicians and nurses in the private regional hospital have better perceptions in teamwork climate and stress recognition significantly. In contrast, physicians and nurses in the state-owned hospital have better working conditions statistically.</p>
<p>BN005 17:25-17:40</p>	<p>The Mediated Effect of Relationship Marketing on the Influences of Irritation Advertising in Fintech Times Ching-Ting Tien, Hsu, Ko Cheng , Syu, Pei-Ling Chaoyang University of Technology, Taiwan</p> <p>Abstract: Internet being a less cost advertisement and medium, had paved the way for tremendous and intensity of online and on time. However, while the anytime advertisement messages had been delivered, there had been limited studies on key variables such as irritation advertisement, customer complaint behavior, customer loyalty and relationship marketing. This study examines the role of irritation advertisement and compliant behavior on customer loyalty by customers in banks and the mediating role relationship marketing plays in those relationships.</p> <p>In this study, methods used questionnaires, including the irritation advertisement scale, compliant behavior scale, relationship marketing scale, and customer loyalty scale. A total 300 questionnaires were administered in customers of banks in Taiwan. Out of these 300 questionnaires, 265 responses were received, a return rate of 88.34%. After discarding invalid questionnaires, a total of 265 valid questionnaires, the rate of valid samples was 100%. Data had been analyzed using descriptive analysis and structural equation model. Finding that the mediated effect of relationship marketing on the relationships of irritation advertisement, compliant behavior and customer loyalty. Finally there were suggestions and managerial implications had been proposed.</p>
<p>BN036 17:40-17:55</p>	<p>Creation of a Structural Equation Model of Human Resource Management to Be Applied to High-Performance Educational Organizations Kanokrat Jirasatjanukul, Prachyanun Nilsook and Panita Wannapiroon Phetchaburi Rajabhat University, Thailand</p> <p>Abstract: This research focused on creating a structural equation model of human resource management (HRM). The study sought to synthesize this conceptual framework and design the model so that it can be applied to high-performance education organizations. The findings include refined conceptualizations of independent variables from HRM theory and dependent variables from the core mission of higher education institutions in Thailand.</p>
<p>BN010 17:55-18:10</p>	<p>The Analysis of Corporation Life Cycle and Sustainable Management by the Manager of Human Resource Chun-Hung Chen and Yu-Hsin Su Chaoyang University of Technology, Taiwan</p> <p>Abstract: This study is an issue of the industry's opportunity and challenge as well as the talent education. This study is an original theoretical paper on industrial organization and human resources. Based on the original mathematical model, the research aims at the trade-off between corporation life cycle and sustainable management. We analyze an application of assets to life cycle and sustainable management for policymakers during the corporation life cycle, this strategy is based on the rocket model which combines industrial economics and physics. The main findings of sustainable management can subdivide into two points. First, the ratio of the core asset and manager's retirement pension and reward to the total assets is smaller, the competitive pressure of market is lower, the efforts of manager and corporation are bigger, the profit at present is higher that can be promoted to sustainable management. Second, the corporation is experienced with higher effort in the beginning of the operation can promote to sustainable management.</p>

Poster Session

*The posters will be displayed in the conference room from 13:30 to 18:00 on May 17, 2018.

BN016	<p>Assessing the Trends of Patient Safety Culture from Viewpoints of Physicians and Nurses Based on Safety Attitudes Questionnaire of A State-Owned Regional Hospital in Taiwan Hsin-Hung Wu, Jiunn-I Shieh, Wen-Huai Hsieh, Hsiu-Wen Hsueh, and Kuan-Kai Huang Chang Hua Hospital, Taiwan</p> <p>Abstract: Regularly assessing the perceptions of physicians and nurses in patient safety culture is critically important to enhance patient safety and reduce medical errors in healthcare organizations because physicians and nurses are the core staffs in healthcare organizations. This study uses six dimensions of safety attitudes questionnaire to examine whether or not physicians and nurses perceive differently in patient safety culture in 2016 and 2017. Mann-Whitney U test for two independent samples is used to compare if the perceptions of physicians and nurses in 2016 and 2017 are different statistically. The results show that physicians and nurses do not have different perceptions in safety climate, perceptions of management, and job satisfaction. Stress recognition has been improved from 2016 to 2017. On the contrary, teamwork climate and working conditions are getting worse from 2016 to 2017. Therefore, hospital management needs to pay much attention to improve teamwork climate and working conditions for physicians and nurses in order to improve patient safety and reduce medical errors in this state-owned regional hospital.</p>
BN019	<p>A Comparative Study among Three Hospitals in Taiwan by Safety Attitudes Questionnaire from Viewpoints of Physicians and Nurses Hsin-Hung Wu, Shuo-Yen Ting, Yii-Ching Lee, Hsiu-Wen Hsueh, and Kuan-Kai Huang Chang Hua Hospital, Taiwan</p> <p>Abstract: This study intends to assess the perceptions of physicians and nurses in patient safety culture based on safety attitudes questionnaire among three hospitals by using the internal survey data in 2016. The results show that physicians and nurses have different perceptions in five out of six dimensions. Physicians and nurses in regional teaching hospital have the best perception in teamwork climate, while physicians and nurses in regional hospital have the best satisfaction in working conditions. In contrast, physicians and nurses in medical center have the best perception in perceptions of management and job satisfaction. However, physicians and nurses in medical center have the highest perception in stress recognition indicating that they might have higher pressure or feel more stressful. Therefore, hospital management needs to pay much attention to reduce their stress.</p>
BN038	<p>Framework of Cloud Based Learning System for Risk Analysis of the Bulgarian Electricity Network under Natural Hazards Dimitar Velev and Plamena Zlateva University of National and World Economy, Bulgaria</p> <p>Abstract: In recent years worldwide are observed an increase in the negative effects of natural hazards on critical infrastructure, as well as on the Bulgarian electricity network. The aim this paper is to propose a framework of cloud based learning system for risk analysis of the Bulgarian electricity transmission and distribution network under natural hazards. The learning system includes several components: lists with monitored objects and predominant natural hazards on Bulgarian territory with their characteristics and locations in GIS; potential impacts caused by the natural disasters described; quantitative and qualitative methods for risk analysis and assessment of risk levels. The risk analysis results obtained with the proposed learning system can support the all stakeholders to take more informed decision about effective protection of the electricity network from natural hazards. The power outages strongly affect the transmission of data in Web and as well the all activities on the Internet as e-Education, e-Business, e-Management, e-Learning.</p>

BN039	<p>Analysis of V-Commerce as the New Online Sales Channel Dimitar Velev and Plamena Zlateva University of National and World Economy, Bulgaria</p> <p>Abstract: The modern world is changing fast due to innovative IT advancements. Online customers can benefit from technologies such as Virtual Reality and Augmented Reality since they revolutionize the interaction between them and the merchants. Research states that in 2018 there will be more than 200 million VR and AR users worldwide. They can virtually look and feel the products in real world environment before buying. Companies with large customer bases are beginning to explore how those technologies could be applied to attract new customers to their products and services. V-commerce can keep on functioning even in the case of the ever-increasing number of natural disasters due to the nature of its stores. The paper aims at analyzing the v-commerce phenomenon and defining its main features and challenges.</p>
BN101	<p>Research on the Competitive Strategy of China's Online Lending Industry Xiaoji Wan, Liping Zhang, and Zhiguo Zhu Huaqiao University, China</p> <p>Abstract: With the flood of traditional banks, state-owned assets, quoted companies and venture capitals into China's online lending marketplace, the competition among China's P2P platforms becomes more serious than before. To ensure survival and development, a large number of small and medium-sized P2P platforms in China are seeking to coordinate with other P2P platforms and external institutions (such as traditional banks, insurance companies, etc). However, in reality, it is difficult for certain inexperienced P2P platforms to accurately maintain the cooperation strength. To this end, this paper proposes a nonlinear growth dynamics model for China's P2P platforms, and studies quantitatively the relationship between cooperation strength and growth trend of P2P platforms by using the Lyapunov's first method in stability theory. The results show that the powerful P2P platforms may occupy the whole online lending market in the future. In addition, the small and medium-sized P2P platforms also can gradually narrow the gap with the powerful P2P platforms by adjusting the cooperation strength properly, and even it is possible for them to enjoy the same customer rate at some point in the future. The numerical simulation demonstrates the effectiveness and feasibility of obtained model, and some development proposals are further put forward for China's P2P platforms. The findings in this study give insights on how China's P2P operators coordinate reasonably the cooperation and competition.</p>

Listeners List

L 1	Dr. Adinoto Nursiana, SE., MM. STIE Wiyatamandala, Indonesia
L 2	Cheung Wai Man The Chinese University of Hong Kong, Hong Kong
L 3	Prachyanun Nilsook, King Mongkut's University of Technology North Bangkok (KMUTNB), Thailand
L 4	Liming Guan University of Hawaii at Manoa, USA
L5	Su-Jane Chen Metropolitan State University of Denver (MSU Denver), USA

Call For Papers

2018 9th International Conference on E-business, Management and Economics (ICEME 2018)

Wilfrid Laurier University, Waterloo, Canada / AUGUST 02-04, 2018

Our conference is sponsored and organized by the IEDRC and co-organized by Wilfrid Laurier University. An important part of IEDRC's broader efforts is to play an influential role and promotes developments in economics theory and applications in a wide range of ways. The mission of IEDRC is to foster and conduct collaborative interdisciplinary research globally, in the state-of-the-art methodologies and technologies within its areas of expertise. Our conferences are aimed to providing researchers, scientists, engineers, scholars and students an opportunity to exchange and share their experiences, new ideas, and research results, and discuss the practical challenges encountered and the solutions adopted. IEDRC has held similar conferences in the past with very impressive and positive results. IEDRC seeks to encourage regional and international communications and collaborations; to promote professional interaction and lifelong learning procedures; to recognize outstanding contributions of individuals and organizations; and to encourage researchers to pursue studies and careers in developments of theory and applications.

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Accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by **EI Compindex** and **Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-6514-7



Some accepted papers will be recommended to be published in International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

Topics

Topics of interest for submission include, but are not limited to:

Business Law

Business Performance Management

Business Statistics

Change Management

Communications Management

Comparative Economic Systems

Marketing Theory and Applications

Operations Research

Prices, Business Fluctuations, and Cycles

Product Management

Public Responsibility and Ethics

Regulatory Economics

Submission Methods

1. Email: iceme@iedrc.org (Conference Secretary: Ms. Kiko Xu)
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICEME2018>

Important Dates

Submission Deadline:	June 10, 2018
Notification Date:	June 25, 2018
Registration Deadline:	July 10, 2018
Conference Dates:	August 02-04, 2018

Website: <http://www.iceme.org/>

ICBIM 2017, 2018 The 2nd International Conference on Business and Information Management (ICBIM 2018)**Barcelona, Spain during September 20-22, 2018**

With the support of Beijing University of Technology, 2017 International Conference on Business and Information Management (ICBIM 2017), has been held in Beijing China during July 23-25, 2017 successfully. With the success of ICBIM 2017, **2018 The 2nd International Conference on Business and Information Management (ICBIM 2018) will be held in Barcelona, Spain during September 20-22, 2018.**

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Publication



Accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-6545-1

Topics

Topics of interest for submission include, but are not limited to:

Innovative business models	Knowledge acquisition, expert systems
Enterprise application integration	Systems analysis and design methods
Business process re-engineering	Free software
Virtual enterprises and virtual markets	IT and IS Security
Supply, demand, and value chains	Information and Communication Technology
Virtual organizations and coalitions	Communication
Management Information Systems	IT and IS Innovation
Information systems planning and management	Management and Organization Behavior
Adoption of information technology in organizations	Management Education
Human factors in information systems	Management Information System

Important Dates

Submission Deadline	June 20, 2018
Notification Deadline	July 10, 2018
Registration Deadline	July 30, 2018
Conference dates	September 20-22, 2018

Submission Methods

1. Email: icbim@iedrc.net
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICBIM2018>

Contact Us

Conference Secretary: Mr. Zeke Zhou
 Email: icbim@iedrc.net Tel: +852-3500-0005 (Hong Kong)

Website: <http://www.icbim.org/>

The 2018 7th International Conference on Business, Management and Governance (ICBMG 2018)
The University of Western Australia, Australia / November 19-21, 2018.

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Publication



The accepted papers by ICBMG will be published in below journal.

Submissions will be reviewed by the conference committees and journal editorial board, and accepted papers will be published in **International Journal of Innovation, Management and Technology (IJIMT, ISSN: 2010-0248, DOI: 10.18178/IJIMT)** as one volume, and will be included in Google Scholar, Ulrich's Periodicals Directory, Crossref and ProQuest, Electronic Journals Library.

Topics

Topics of interest for submission include, but are not limited to:

Law enforcement and criminal justice
 Security, Tax administration
 Collaboration Tools
 Digital Libraries and Knowledge Management
 Geographic Information Systems
 Human-computer Interaction
 Intelligent Agents
 Information Integration
 Interoperable Data, Networks and Architectures

Large Scale Data and Information Acquisition and Management
 Mobile Government
 Multiple Modalities and Multimedia
 Service-oriented Architectures
 Law and Economics
 Financial System and Economic Development
 State governance and economic policy

Important Dates

Submission Deadline	August 10, 2018
Acceptance Notification	August 30, 2018
Registration Deadline	September 20, 2018
Conference Date	November 19-21, 2018

Submission Methods

1. Email: icbmg@iedrc.org
2. Electronic Submission System: <http://confsys.iconf.org/conference/icbmg2018>

Contact Us

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Note
