

## IAM2017S Program

<b>July 4, 2017 (Tuesday)</b>	
15:00-16:30	Registration (Lobby, 1F)

<b>July 5, 2017 (Wednesday)</b> <b>09:00-15:00 Registration</b>	
<b>Room</b>	<b>Ohgi 扇 (6F)</b>
09:30-12:00	Session A
12:00-13:30	Lunch (All Day Dining Remone, West Wing 1st Floor)
13:30-16:00	Session B

<b>July 6, 2017 (Thursday)</b> <b>09:00-15:00 Registration</b>	
<b>Room</b>	<b>Ohgi 扇 (6F)</b>
09:30-12:00	Session C
12:00-13:30	Lunch (All Day Dining Remone, West Wing 1st Floor)
13:30-16:00	Session D

<b>July 7, 2017 (Friday)</b> <b>09:00-15:00 Registration</b>	
<b>Room</b>	<b>Ohgi 扇 (6F)</b>
09:30-12:00	Session E
12:00-13:30	Lunch (All Day Dining Remone, West Wing 1st Floor)
13:30-15:30	Session F

PID	Paper Title	Author(s)	Session
P0102	Website Characteristics and Applicant Intention to Apply: The Moderating Role of Applicant Personality	Hsiu-Ching Wang, Chien Cheng Chen, Chiao-Hsin Hsu	C
P0103	A Domain Knowledge Document Retrieval Platform	Shih-Ting Yang, Yu-Ting Gong, Wei-Jhe Liao, Yu-Chia Chang	B
P0104	Reduction of Silicon Slurry Waste by Innovative Processes	Yung-Fu Wu, Tzu-Hsuan Tsai, Yu-Cheng Hsiao	E
P0106	Relations between Importance and Zone of Tolerance of Patient Expectation: An Empirical Research of Hospital Service Quality	Wei Hsu, Jian-Tai Fu, Yi-Tui Chen	D
P0107	Investor Attention and Herding Behavior	Shu-Fan Hsieh, Ming-Chun Wang, Yi-Ling Chen	A
P0108	Impact of Surrender Options on Traditional Life Insurance Policies for Life Insurance Firms	Chin-Ming Chen	B
P0109	E-marketing Mix for E-customer Loyalty through E-customer Satisfaction: Internet Usage Behavior as the Moderator	Chingfang Lee	A
P0111	Detection of Potential Controversial Issues in Social Media	Chun-Che Huang, Hao Hsu, Tzu-Liang (Bill) Tseng, Shian-Hua Lin, Yu-Hsien Wang	B
P0112	Evaluation of Commercial Real Estate: A Real Options Approach in the Taiwan Market	Chih-Hsing Hung, Shyh-Weir Tzang, Chin-Ming Chen	C
P0113	Consumption Values on Net Generation: A Grounded Theory of LINE Services	Yi-Sheng Wang	A
P0114	Design of a Mobile Tour System for Zhongxing New Village in Nantou County of Taiwan	Chung-pin Hung	E
P0115	Forecasting of Taiwan's Gross Domestic Product Using Grey Markov Model	Pei-Han Hsin	A
P0116	Assessing Consumer Behavior of Smart Locker: The Taiwan Colleges Experience	Yun-Wei Hung, Wei-Hung Hsiao, Tsung-Sheng Chang, Po-Yang Mai	A

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P0117	The Determinants of Human Resource in Schengen Area	De-Chih Liu	C
P0118	The Relevance of an Enterprise's Internal and External Factors and Choice of Strategies for Manufacturing Servitization	Ming-Kuen Chen, Han-Hsin Chang, Lee-Shing Chen	E
P0120	A Study on the Data Envelopment Analysis of the Efficiency of Taiwan Local Governments' Response to and Alleviation of Disasters	Ta-Chih Chin, Hui-Chen Chang	A
P0122	The Individual Psychological Ownership of Virtual Brand Community	Hsin-si Kuo	E
P0123	A Study to Order Screening Mechanism for ETO Production Environment at Customer Enquiry Stage	Hwai-En Tseng, Shih-Chen Lee	E
P0124	An Empirical Study of the Correlation between Organizational Culture and Knowledge Management in Taiwan Medical Institutions	Chien Chang Yang, Yu-Hsuan Chao	C
P0125	Exploring Influencing Factors of Social Commerce From a New Theoretical Perspective	KENG-JUNG YEH, Jie-Ying Wang	B
P0126	Exploring Green City Branding from the Perspectives of Multiple Stakeholders	Hui-Ju Wang	D
P0127	Price Momentum, Investor Sentiment Momentum and Market Returns	Su-Lien Lu, Kuo-Jung Lee, Jia-He Gu	C
P0128	A Rough Set Approach for a Brand Evaluation Model	Shu-hsien Liao, Yin-Ju Chen	A
P0129	Managing Collaboration in Aviation Industry: Case Study of ATCL and SAA Alliance	Charles Joseph Nyahucho	B
P0131	Using OWAS to Evaluate the Usage of an Innovative Assistive Device on Going Up and Down the Stairs	Shiaw-Tsyr Uang, Cheng-Li Liu	E
P0132	The Use of Laddering to Explore the Designs of Behavior Modification Products	Chen Chia Lu, Yao Tsung Ko	D
P0133	Innovation through Diversity - Development of a Diversity and Innovation Management Concept	Linda Steuer, Mamta Sharma, Wolfgang Bleck, Carmen Leicht-Scholten	C
P0135	Effects of Market Sentiment on Stock Performance after the Share-Repurchase	Chia-Kang Hu	C

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	Announcement		
P0136	Determinants of Brand Loyalty in Online Shopping: The Mediation Role of Brand Relationship Quality	Shouyi Yang	E
P0137	A Study on the Psychological Physician Ownership of Patients with Chronic Diseases	Yahui Chen	E
P0138	Impacts of Servitization Strategies on Customer Perceived Value and Relationship Quality	Pao-Tiao Chuang, Kang-Dong Yan	C
P0139	Determinants of Open Government Data Adoption in Taiwan: A Perspective of Public Servants	Jin Lo	D
P0140	Technological Innovation and Beyond: Exploring Public Value of University Inventions Based on Contingent Effectiveness Model	Evita Milana, Jason Li-Ying, Lourenco Faria	F
P0141	Are the Adverse Effects of Innovative Extensions More Detrimental?	Joseph W Chang	A
P0142	The Effect of Celebrity Endorsements on Viewers' Visual Attention and Advertising Recall - Product Involvement as Moderator	Chiung-wen Hsu	F
P0143	Developing Meta-Heuristic Models for Predicting the Extension Education Course-Offer Rate	Chui-Yu Chiu, Po-Chou Shih, Yen-Ting Yeh, Wen-Bin Luo	B
P0144	Going Native: Choosing the Right Strategy as a Publisher	Lukas Leister, Matthias Bernhard Schulten, Alexander Decker	D
P0146	Announcement Effect of Enterprise Carbon Reduction Actions in East Asian Stock Markets	Shou-Lin Yang, Ching-Ling Lai	B
P0147	A Comparison of Market Reaction of Corporate Carbon Emission Reductions since 1996 to 2016	Shou-Lin Yang, Tsai-Chen Chang	B
P0148	Embedding Computer Break Animations into E-learning Materials	Sy-Chyi Kiky Wang, Jin-Yuan Chern	D
P0149	How Government Policies Impact the Industrial Innovations: An Empirical Study of Assistive Technology Sector in Taiwan	Gin-Ni Kuo, Mu-Yen Hsu	F
P0150	Enhancing Helping Behavior in the Hotel Workplace: Linking Authentic Leadership and Thriving at Work	Chi-Min Wu, Tso-Jen Chen, Yuan-Duan Lee, Ting-Fei Chen,	C

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		Shih-Hao Chen	
P0151	Application of Design Thinking in Industrial Design Class Project	Chun-Ming Yang, Hong-Thien T. Man	A
P0153	Patient Caregivers Use the Nursing Instruction System in the Technology Acceptance Model and Non-altruism	PEI MEI TSAI, Kuang Hui Chiu	D
P0154	The Impact of Content Source and Quality on Consumer Behavior Intentions: From the Perspective of Experiential Marketing	I-Wei Lu, Jen-Ruei Fu, Mei-Chi Wang	F
P0155	Attitudinal and Behavioural Acceptance of Location Based Mobile Couponing (LBMC): The Role of Perceived Usefulness, Ease of Use, and Privacy Risks	Fabian Schaefer, Matthias Bernhard Schulten, Patrick Blitz, Alexander Decker	D
P0156	Exploring the Relationship among Psychological Ownership, Organizational Commitment, and Intention to Leave of Nursing Staff in Taiwan	Shih-Hao Chen, Yuan-Duan Lee, Hui-Lin Chou, An-Hsiang Huang	C
P0157	How to Enhance the Sustainable Performance in Taiwan Hospitality Industry	Jeou-Shyan Horng, Chang-Yen Tsai, Chih-Hsing Liu, Sheng-Fang Chou, dachian hu	F
P0158	Development of Creative Problem Solving Support System	Chun-Yang Chang, Yang-Ming Han, Tien-Shou Huang	F
P0159	Economic Order Quantity with Full Container Load Cost and Backorders are Allowed	Choosak Pornsing, Thanathorn Karot	E
P0160	A Study of Product Harm Service Recovery: Equity Theory, Endowment Effect, and Law of Small Number	Wei Tung, Ning Tsai Cheng	F
P0161	Construction of Product Quality Model Based on System Dynamics	Chao Lee	E
P0162	Hair Segmentation Using LOPC Embedded ICRG Algorithm	Jiann-Shu Lee	A
P0163	The Effect of Information Disclosure on Trader Behavior: Analysis of Taiwan Futures Market	Wei-Peng Chen, Shufang Hsu	F
P0165	Addictive Facebook Usage - Does Narcissism	Ya-Wen Lin,	B

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	Matters?	Chih-Hung Chou, Tuo-Ming Huang, Cheng-Kiang Farn	
P0166	A Case Study of Manufacturing Execution System Integration in Mergers and Acquisitions	Hsiu-Li Liao, Su-Houn Liu, Chien-Hui Lai	D
P0167	The Motivations of Consumer Participation on Sharing Economy and its Effect to Value Creation	Yi-Yuan Chen, Lin-Heng Chang	B
P0168	The E-Commerce Commodity Warehouse Business Model in Social Commerce Platform: The Case Study of Taiwan New Immigrant Tuan-Ma	Chen-Hua Lu, Kuang-Hui Chiu	D