# CONFERENCE ABSTRACT

## 2019 5th International Conference on E-business and Mobile Commerce
## (ICEMC 2019)

## 2019 9th International Conference on Economics, Trade and Development
## (ICETD 2019)

### May 22-24
### Feng Chia University, Taichung, Taiwan

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Scholarly Supported by



Technical Supported by



Published By



ICPS
Published by ACM

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# WELCOME REMARKS

On behalf of IEDRC, we warmly welcome you to Feng Chia University, Taichung, Taiwan to attend 2019 5th International Conference on E-business and Mobile Commerce (ICEMC 2019) and 2019 9th International Conference on Economics, Trade and Development (ICETD 2019). 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 Economics, Business,  Mobile Commerce, Trade and e-Business.

The conferences received submissions from more than 16 different countries and regions, which were reviewed by international experts, and approximately 57% papers have been selected for presentation and publication.

We hope that your work and that your institution or company will be enhanced both by what you learn and by those with whom you connect over the next 3 days. Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this is a memorable, valuable, and enjoyable experience!

On behalf of conference chair and all the conference committees, 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. We hope that all participants and other interested readers benefit scientifically from the proceedings and also find it stimulating in this process. Finally, we would like to wish you success in your technical presentations and social networking.

Once again, thanks for coming to this conference. We are delegate to higher and better international conference experiences. We welcome any comments and suggestions for improvement and we are looking forward to meeting you next time.

# CONFERENCE VENUE

## Fengchia University, Taichung, Taiwan

Add: No. 100, Wenhwa Rd., Seatwen, Taichung, Taiwan 40724.
台中市西屯區文華路100號
Website: http://www.fcu.edu.tw/wSite/mp?mp=1



In 1961, the Feng Chia College of Engineering and Business was established on Guanyin Mountain in Beitun District of Taichung City. Two years later it was moved to its present location in Xitun District. University status was granted in 1980 and the name changed to Feng Chia University (FCU). For over 50 years, FCU has steadily increased in size and scope.

Currently, it is comprised of ten degree-granting schools and colleges: School of Management Development, School of Architecture, International School of Technology and Management and the colleges of Engineering, Sciences, Business, Humanities and Social Sciences, Finance, Information and Electrical Engineering, and Construction and Development. There are 33 academic departments, excluding undeclared honors programs. In total, Feng Chia University offers 57 degree programs of Bachelor, 76 degree programs of Master, and 14 doctoral degree programs. Over 20,000 students are currently enrolled in various degree programs. There are 2,200 faculty and administrative staff. There are also over 180,000 alumni all over the world.

The long-term vision for FCU is to establish itself as a prestigious Asia Pacific university characterized by continuous excellence in education and breakthrough research. FCU, furthermore, strives to cultivate the next generation of leaders by maintaining a broad world-view and equipping students with professional knowledge and skills, and an appreciation for the arts and humanities. Moreover, in the design of its new Shuinan campus, sustainability concepts will be incorporated to complement the development of the Taichung Gateway District and College Town. The goal is to become a campus with low carbon emissions, thereby fulfilling FCU's environmental and conservation responsibilities.
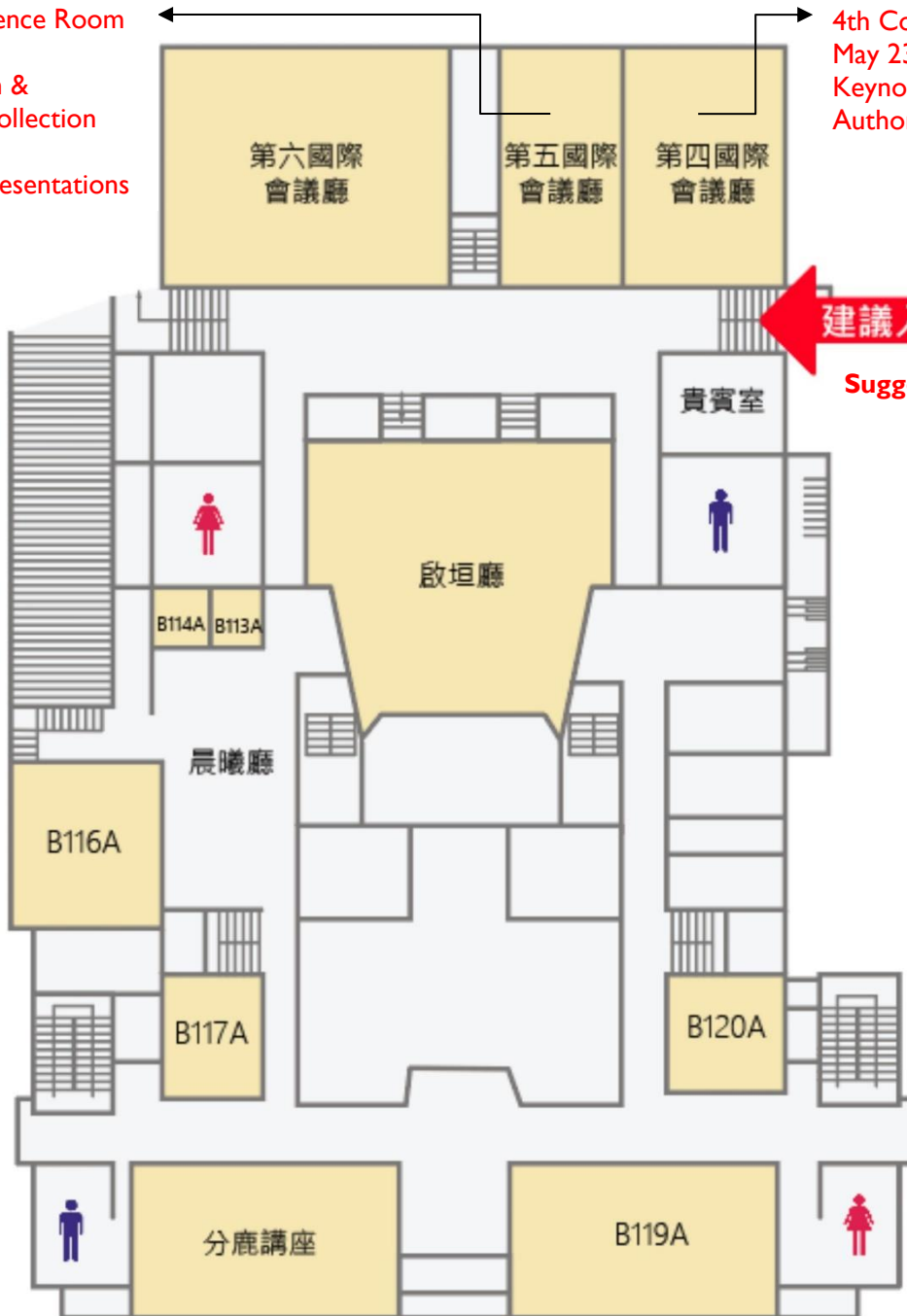
# 逢甲大學 人言大樓 B1



5th Conference Room
May 22
Registration &
Materials Collection
May 23
Authors' Presentations

4th Conference Room
May 23
Keynote Speeches&
Authors' Presentations

第六國際會議廳

第五國際會議廳

第四國際會議廳

建議入口處

**Suggested Entry**

貴賓室

啟垣廳

B114A B113A

晨曦廳

B116A

B117A

B120A

分鹿講座

B119A

# INSTRUCTIONS FOR ON-SITE REGISTRATION

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 will be awarded by the Session Chair at the end of presented session.
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.

# 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 Q&A
Regular Oral Presentation: 15 Minutes of Presentation, including 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
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 December 19th, 2018.

# DRESS CODE

Please wear formal clothes or national representative clothing.

# IMPORTANT NOTE

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

# INTRODUCTIONS FOR PUBLICATIONS

**ALL ACCEPTED PAPERS FOR THE TAICHUNG CONFERENCES WILL BE PUBLISHED IN THE PROCEEDING OR JOURNAL BELOW:**

➢ 2019 5TH INTERNATIONAL CONFERENCE ON E-BUSINESS AND MOBILE COMMERCE (*ICEMC 2019*):

The accepted papers will be published in international conference proceedings by ACM, which will be 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: 978-1-4503-7182-7

➢ 2019 9TH INTERNATIONAL CONFERENCE ON ECONOMICS, TRADE AND DEVELOPMENT (*ICETD 2019):*

Accepted papers will be published in **International journal of Trade, Economics and Finance (IJTEF, ISSN: 2010-023X, DOI: 10.18178/IJTEF)** , which will be indexed by ProQuest, Crossref, Electronic Journals Library , EBSCO, and Ulrich's Periodicals Directory.

# INTRODUCTIONS OF SPEAKERS

**Speaker I**

**Prof. Ruey-Jer (Bryan) Jean**
**National Chengchi University, Taiwan**

## SPEECH TITTLE: INTERNET AND SMEs' INTERNATIONALIZATION: THE ROLE OF PLATFORM AND WEBSITE

**ABSTRACT:** Despite the growing trend among small and medium enterprises (SMEs) of utilizing the Internet for internationalization, academic research in this area remains sparse. This paper presents and empirically evaluates a theoretical framework of the effect of Internet capabilities, comprising platform and web capabilities, on export marketing capabilities and export performance for SMEs in emerging markets. Furthermore, we examine the contingencies in this relationship. Based on a sample of Chinese SMEs, our empirical findings indicate that platform and web capabilities are positively related to export marketing capabilities and export performance. Moreover, product complexity and competitive intensity moderate the effects of platform and web capabilities on export marketing capabilities. Additionally, we discuss the theoretical and managerial implications.

**BIOGRAPHY:** Ruey-Jer "Bryan" Jean received his PhD degree in business administration from the University of Manchester, UK in 2008. He is Professor of International Business at the Department of International Business, National Chengchi University, Taipei. His research focuses on inter- organizational relationship management and international new ventures in digital and data-rich environments, with a focus on emerging markets. Dr. Jean ranked 1st in Taiwan and 8th in Asia in terms of research productivity and influence by Asian Marketing Journal. Dr. Jean has published more than 30 academic journal articles in referred journals including Journal of International Business Studies, Decision Sciences, Management International Review, International Marketing Review, Journal of International Marketing, International Business Review, Journal of Product Innovation Management, Information & Management and other journals.

**Speaker II**

## Prof. L. Roger Yin
## University of Wisconsin-Whitewater, USA

**SPEECH TITTLE: DISRUPTED BY AMAZON, AGAIN: LESSONS LEARNED THROUGH THE LENSES OF DISRUPTIVE INNOVATION AND COMPETITIVE ADVANTAGE**

**ABSTRACT:** Amazon.com, Inc., has been a leading global technology company in e-commerce, cloud computing, and artificial intelligence. In April 2019, Amazon has put a stunning strategy in action by offering its Prime Members a one-day delivery benefit in many parts of the U.S. This move makes wave to affect not only brick-and-mortar stores, but also those "brick-and-click" retailers. This presentation will examine Amazon's impact of repeated disruptions toward e-commerce as well as logistics industries through the lenses of Christensen's Disruptive Innovation and Porter's Competitive Advantage. Lessons learned for future e-commerce business models and operational best practices will be discussed.

**BIOGRAPHY:** Dr. L. Roger Yin is a Professor of Information Technology in the College of Business and Economics at University of Wisconsin-Whitewater, USA. Dr. Yin is the recipient of Hermsen Teaching Award of 2015-16 of the Business School at UW-Whitewater. Roger grew up in Taipei City and earned a B.E. in Environmental Engineering from National Chung-Hsin University in Taiwan. He holds both an M.S. and Ph.D. in Instructional Systems Technology from Indiana University, Bloomington, USA. He has earned industry certifications including CPHIMS, CISA, CISM, CGEIT, GSNA, and ITIL-F.

Dr. Yin possesses multidisciplinary educational and professional experiences in Engineering, Education, Cognitive Science, Business, Healthcare, and Information Technology. Roger is passionate about how people, technology, and culture can jointly work toward or against human civilization and sociotechnical interactions in the increasingly complex world. Dr. Yin presently serves as Director of Academic Affairs on the Board of Directors of Wisconsin Dairyland Chapter of Healthcare Information and Management Systems Society (HIMSS). Dr. Yin was a Visiting Teaching Professor in the Faculty of Medicine at the Chinese University of Hong Kong in the summers of 2000 and 2001, assisted with an online training program for medical students. Roger has been actively involved in the IT space for more than 25 years including work as Application Developer, Manager, Administrator, Consultant, Researcher, and Educator. Dr. Yin has published more than 40 refereed journal articles and presented more than 50 papers in national and international conference on and related to Information Technology. From 2006 to 2009, Dr. Yin was elected and appointed as President of Organizational Systems Research Association, also a SIG affiliated with Association for

Information Systems (AIS). Roger's teaching and research interests are interdisciplinary that include cybersecurity management, IT governance & risk management, healthcare IT, e-learning systems for professional training and development, and Blockchain and Smart Technologies. When he is not working on academic and consulting functions, Roger is an avid music lover and enjoys producing and recording live concerts of classical, jazz, folk, and blues performances.

**Speaker III**

## Assoc. Prof. Chen-Huei Chou
## College of Charleston, USA

### SPEECH TITTLE: WHO IS SHOPPING AT WORK? A MODERN WAY FOR INTERNET ABUSE DETECTION

**ABSTRACT:** As the use of the Internet in organizations continues to grow, so does Internet abuse in the workplace. Internet abuse activities by employees—such as online chatting, gaming, investing, shopping, illegal downloading, pornography, and cybersex—and online crimes are inflicting severe costs to organizations in terms of productivity losses, resource wasting, security risks, and legal liabilities. Organizations have started to fight back via Internet usage policies, management training, and monitoring. Internet filtering software products are finding an increasing number of adoptions in organizations. These products mainly rely on blacklists, whitelists, and keyword/profile matching. In this talk, I would like to share a text mining approach to Internet abuse detection. I have empirically compared a variety of term weighting, feature selection, and classification techniques for Internet abuse detection in the workplace of software programmers. The experimental results are very promising; they demonstrate that the text mining approach would effectively complement the existing Internet filtering techniques. In this speech, I would like to share my knowledge and experience in conducting text mining approach for detecting Internet abuse in the workplace.

**BIOGRAPHY:** Chen-Huei Chou received the B.S. in Information and Computer Engineering from Chung Yuan Christian University, Taiwan, the M.S. in Computer Science and Information Engineering from National Cheng Kung University, Taiwan, the M.B.A. from the University of Illinois at Chicago, Chicago, Illinois, USA, and the Ph.D. in Management Information Systems from the University of Wisconsin-Milwaukee, Wisconsin, USA. He is an Associate Professor of Information Management and Decision Sciences in the School of Business at the College of Charleston, SC, U.S.A. His research has been published in MIS journals and major conference proceedings, including MIS Quarterly, Journal of Association for Information Systems, Decision Support Systems, IEEE Transactions on Systems, Man, and Cybernetics, Computers in Human Behavior, Internet Research, and Journal of Information Systems and e-Business Management. His areas of interests include web design issues in disaster management, ontology development, Internet abuse in the workplace, text mining, data mining, knowledge management, and behavioral studies related to the use of IT.

**Speaker IV**

# Prof. Kun-Huang Huarng
# National Taipei University of Business, Taiwan

## SPEECH TITTLE: A COMPARATIVE STUDY TO CONTRAST THE QUALITATIVE AND QUANTITATIVE ANALYSIS

**ABSTRACT:** Different research methods may generate various results on the same data. Hence, the choice of proper research methods is critical to research. Most social science studies tend to use the linear regression method to analyze data and to draw conclusions. This study intends to compare the empirical results from the same data set by a qualitative analysis method (fuzzy sets/Qualitative Comparative Analysis (fsQCA) and a quantitative method (the linear regression method). Based on the comparison, we can show the different characteristics of these two various analytic methods. We used the data from a study on Internet consumer behaviors. The linear regression method generates one equation to represent all the data while fsQCA generates multiple relationships. The linear regression method tends to average all the data while fsQCA tends to stand out multiple patterns with high consistency from the data. On the basis of the comparisons, the pros and cons of both methods are discussed. The discussions point out the advantages and limitations of both methods, shedding some light to the choice of research methods for social science studies.

**BIOGRAPHY:** Prof. Kun-Huang Huarng received Ph.D. in Texas A&M University, Texas, U.S.A. (1993). He is the Professor of Product Innovation & Entrepreneurship and Vice President of National Taipei University of Business, 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).

**Invited Speaker**

# Assoc. Prof. Weng-Kun Liu
# Feng Chia University, Taiwan

## SPEECH TITTLE: THE OPERATION MODEL OF CROSS-BORDER E-COMMERCE

**ABSTRACT:** The borderless internet develops rapidly to promote the enterprise e-commerce that has transformed the operation of the enterprise into the cross-border e-commerce. Cross-border ecommerce refers to online trade between a business (retailer or brand) and a consumer (B2C), between two businesses, often brands or wholesalers (B2B), or between two private persons (C2C). Now the cross-border e-commerce has developed maturely and stably in Asia. However, it must be the way to develop the borderless trading model by the internet, and creates new business opportunities. This speech emphasizes on the cross-border e-commerce industries in Taiwan, China, and Southeast Asia. It discusses the development history of e-commerce, and analyzes the operation model with three flows- cash flow, logistics flow, and information flow. The future trends are that the highest consumption is in Asia Pacific area, because there are the huge demand market, the rapid growth, and the potential development. The successful cross-border e-commerce model brings out the product value of the company, and creates the economic benefits of the internet to explore new opportunities for international trade market.

**BIOGRAPHY:** Weng-Kun Liu is an associate professor of department of International business at Feng Chia University in Taiwan. My academic major is management administration which concentrates in the arena of international business management. I dedicate my major researches in the International Business Management, Leadership Behavior, Human Resource Management, Cross-border E-commerce, and Decision Making. Except academic research, I also devote the researches of Industry-Academy Cooperation to enhance the practical production output. Following are my professional certificate, academic experience, government program, and academic publication.

# CONFERENCE AGENDA

| May 22, 2019 | | |
|---|---|---|
| 10:00-17:00 | **Conference Check-in and Materials Collection** | 5th International Conference Room |

| May 23, 2019 | | |
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| **Opening Ceremony** | | |
| 9:00-9:05 | **Prof. Kun-Huang Huarng**<br>National Taipei University of Business, Taiwan | 4th International Conference Room |
| **Keynote Speeches** | | |
| 9:05-9:45 | **Speech I** | 4th International Conference Room |
| | **Prof. Ruey-Jer (Bryan) Jean**<br>National Chengchi University, Taiwan<br><br>*Speech Title: Internet and SMEs' Internationalization: The Role of Platform and Website* | |
| 9:45-10:05 | **Coffee Break & Group Photo** | |
| 10:05-10:45 | **Speech II** | 4th International Conference Room |
| | **Prof. L. Roger Yin**<br>University of Wisconsin-Whitewater, USA<br>*Speech Title: Disrupted by Amazon, Again: Lessons Learned through the Lenses of Disruptive Innovation and Competitive Advantage* | |
| 10:45-11:25 | **Speech III** | |
| | **Assoc. Prof. Chen-Huei Chou**<br>College of Charleston, USA<br><br>*Speech Title: Who is Shopping at Work? A Modern Way for Internet Abuse Detection* | |

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| 11:25-12:05 | **Speech IV** | 4th International Conference Room |
| | **Prof. Kun-Huang Huarng**<br>National Taipei University of Business, Taiwan<br><br>*Speech Title: A Comparative Study to Contrast the Qualitative and Quantitative Analysis* | |
| 12:05-13:00 | **Lunch** | Canteen U |
| 13:00-13:20 | **Invited Speech** | 4th International Conference Room |
| | **Assoc. Prof. Weng-Kun Liu**<br>Feng Chia University, Taiwan<br>*Speech Title: The Operation Model of Cross-border E-commerce* | |
| | **Oral Presentation Sessions** | |
| 13:30-15:30 | **Session I: Mobile Electronic Commerce** | 4th International Conference Room |
| | **Session Chair:** Assoc. Prof. Kai-Yu Wang<br>*Brock University, Canada*<br><br>YM0011-A, YM0002, YM0014, YM0019<br>YM0025, YM0026, YM1001, YM2008 | |
| 13:30-15:30 | **Session II: Enterprise Management and Informatization** | 5th International Conference Room |
| | **Session Chair:** Assoc. Prof. Chen-Huei Chou<br>*College of Charleston, USA*<br><br>YM2010, YM0003, YM3001-A, YM0008<br>YM0001, YM2011-A, YM0004, YM3011 | |
| 15:20-15:45 | **Coffee Break** | |
| 15:45-17:45 | **Session III: Business Economy and Management** | 4th International Conference Room |
| | **Session Chair:** Prof. Kun-Huang Huarng<br>*National Taipei University of Business, Taiwan*<br><br>YM0005, YM0015, YM2003, YM2009-A<br>YM2015, YM3004, YM3009, YM3010 | |

| 18:00-20:00 | **Dinner** | |
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**\*The time slots assigned here are only tentative**
**\*\*Participants will get the certificates after the presentation**
**\*\*\*It is suggested to attend the whole session**
**\*\*\*\*All sessions are open to delegates/authors/listeners**

| **May 24, 2019** |
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| **One-day Tour** |

**\* One-day Tour is for registered delegates only**

# AUTHORS' PRESENTATIONS (MAY 23RD, 2019)

**Session 1**
**Time: 13:30-15:30**
**Venue: 4th International Conference Room**
**Theme: Mobile Electronic Commerce**
**Session Chair: *Assoc. Prof. Kai-Yu Wang***
**Affiliation: *Brock University, Canada***

\* 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.

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| **13:30-13:45**<br>**YM0011-A** | Investigating the Effect of Mobile Commerce Ubiquity on Co-Creation Value in Online Shopping Communities<br>Chegn-Hsien Wu, Kai-Yu Wang and Wen-Hai Chih<br>**Presenter:** Kai-Yu Wang, Brock University, Canada<br><br>**Abstract:** With the prevalence of mobile devices, an increasing number of consumers use their mobile device to search product/service information. However, the growth of mobile commerce has been slow. More attention should be paid to value co-creation as it is one of the factors that influence purchase intentions in online shopping communities. Little research has investigated the antecedents of value co-creation in online shopping communities in the mobile commerce context. Based on the cognition-affect-behavior model, this study investigates the impact of m-commerce ubiquity on value co-creation in online shopping communities. The mediating role of attachment (interpersonal, site, and group attachments) is also identified. Two hundred and fifty-one mobile shoppers were recruited for a survey study and the Structural Equation Modeling was used to test research hypotheses. The results showed that m-commerce ubiquity positively influences interpersonal attachment, site attachment, and group attachment. The three attachments subsequently positively influence value co-creation. In addition, this study found that m-commerce usage habit positively influences m-commerce ubiquity, interpersonal attachment, site attachment, and group attachment, but not value co-creation. Theoretical and managerial implications for m-commerce and online shopping community management are discussed. |
| **13:45-14:00**<br>**YM0002** | Outlining a New Approach to Study Mobile Marketing: Relevancy as a Primary Mediating Construct to Understand Mobile Advertising Effectiveness<br>Claudio Schapsis and Larry Chiagouris<br>**Presenter:** Claudio Schapsis, Brooklyn College, USA<br><br>**Abstract:** Mobile Marketing is a relatively new field. Many articles attempt to understand, define, encapsulate, find best practices, and describe marketing use |

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| | applications on mobile devices. A significant part of the research on mobile marketing and mobile advertising focuses on the technology or functionality perspective, i.e., QR Codes, MMS and SMS, APPS, and Smart Tags/Proximity technology implementations, User Interface, and Payments to name a few. Researchers try to understand how consumers' attitudes are formed and influenced by Mobile Marketing, in many cases using models that studied technology acceptance (TAM, UTAUT, etc.). The authors contend that there is a critical misconception in the study of Mobile Marketing. It is argued here that different from extant research, "mobile" in the context of "mobile marketing" is not a technology, it is a medium. That medium can be highly customized, even considered as a one to one conversation. Consequently, different from current research, it is claimed here that consumer intention, acceptance, and redemption of mobile offers are affected directly not by technological, situational, or contextual factors, but through a primary mediating construct: Relevancy or "Agent R". Drawing concepts from the Relevance Theory we offer a new perspective on how to study the effects of mobile advertising on consumer behavior; opening a new field of study, that will focus on how to enhance the "Agent R" construct. We theorize that previously studied factors that affect mobile consumer's behavior are antecedents of the "Agent R" and that without relevancy all those factors are immaterial. This change of paradigm on the investigation of mobile advertising will have direct practical consequences too. The Holy Grail of marketers will be to find ways to win the relevance game, enhancing immediate customer value and improving return on advertising expenditures. |
| **14:00-14:15 YM0014** | GM(I,N) Analysis of Effect of Consumer Confidence and Transaction Security on Vietnamese Online Shopping Intention<br>Kuei-Chien Chiu, Chih-Sung Lai and Thanh Mai Nguyen Thi<br>**Presenter:** Kuei-Chien Chiu, Chaoyang University of Technology, Taiwan<br><br>**Abstract:** The purpose of this research is to investigate the effect of consumer confidence and transaction security on online shopping intention in Vietnam. Consumer confidence, transaction security, and online shopping intention, with questions of four, four and one respectively, were employed to design a questionnaire. All the questions were measured with five-point Likert scale with 1 denoting strongly disagreement, 2 for disagreement, 3 for neutral 4 for agreement and 5 for strongly agreement. An online survey by convenience sampling was employed. As a result, 206 of 220 respondents were obtained. The respondent data were analyzed by GM(I,N) model to explore the weight of each factor of consumer confidence and transaction security on online shopping intention. As the results of GM(I, N) analysis suggested, trust of the quality of goods rank, online prestige, and quality of service as the first to third most significant factors in terms of their highly-flavored weighting towards online shopping intention while trust of the security system, the transact system, the payment system and the information as fifth to eighth place. That means consumers would like to believe online commodities even they do not see the actual goods. However, on the contrary, no matter how many efforts have been made to improve the policy and function of security system, transact system, payment system and the information consumers' trust on these function still remain in the low confidence, especially for information correctness. It is suggested that online shopping should pay more attention to the promotion of information provided to increase customers' |

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| | confidence. |
| **14:15-14:30 YM0019** | Effect of E-WOM and Social Media Usage on Purchase Decision in Clothing Industry<br>Viany Utami Tjhin and Siti Rahmah Nurul Aini<br>**Presenter:** Viany Utami Tjhin, Bina Nusantara University, Indonesia<br><br>**Abstract:** The aim of this study was to determine the effect of social media usage and electronic word of mouth (E-WOM) on purchase decision through consumer trust. This research was conducted on customers of clothing industry in Indonesia. The study conducted survey and collected data from a sample of 151 respondents who buy clothing products online by using convenience sampling method. The study analyzed data using Partial Least Square Structure Equation Modeling (PLS-SEM). The results of this study found that social media usage does not have a significant effect on purchase decision. Social media usage also does not have a significant effect on trust. E-WOM has a significant effect on purchase decision. E-WOM has a significant effect on trust. Trust has a significant effect on purchase decision. Social media usage and E-WOM has no significant effect on purchase decision mediated by trust. |
| **14:30-14:45 YM0025** | Smart Ecotourism Planning in Chiang Mai using Traveling Salesman Problem Technique<br>Wapee Manopiniwes, Orawit Thinnukool and Sainatee Chernbumroong<br>**Presenter:** Wapee Manopiniwes, Chiang Mai University, Thailand<br><br>**Abstract:** A well-planned vacation can bring every visitor not only higher enjoyment of his or her trip but allows to maximize efficiently spent time within the budget constraints. This research proposes the suggested routes for ecotourism destinations in Chiang Mai, Thailand by using the traveling salesman problem (TSP) method. Chiang Mai has been noticed as the destination of ecotourism because of a rich and beautiful natural resources. It is convenient for tourists to have a web-based platform providing all updated destinations and suggested plan about ecotourism. As a pilot study, the most popular ten ecotourism destinations were collected from the secondary data observation. The study is applied the advantages of TSP technique to the tourism context in order to create the optimal travel plans under the different time constrains. Then web-based programming show the created trip plan and travel itinerary available for all tourists to download. |
| **14:45-15:00 YM0026** | Transaction Utility Perspective of Customer Satisfaction towards M-Commerce in Taiwan<br>Kim Choy Chung<br>**Presenter:** Kim Choy Chung, National Sun Yat-sen University, Taiwan<br><br>**Abstract:** This study explores the issues affecting customer satisfaction towards m-commerce in Taiwan. Given the rapid changes in the m-commerce industry in Taiwan, and that extant literature on customer satisfaction towards m-commerce is mostly based on data outside Taiwan, an information-rich and robust two-stage mixed method study was adopted. The first stage involves two nominal group technique sessions where resultant data became the basis of questionnaire survey in stage two. Results from 237 surveys indicate that Taiwan shoppers expect convenience, relevant information, and simplify taxes when performing |

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| | cross-border shopping via m-commerce. Taiwanese customers expect expedient delivery of purchases make through m-commerce. Respondents are moderately satisfied and pleased with their m-commerce experience. Issues affecting customer satisfaction towards m-commerce in Taiwan include: complex websites, intrusive advertisements, poor consolidation of logistics where different vendors in same m-commerce platform charged logistic costs separately, and un-standardized pricing for same product/brand in same m-commerce platform. There is a demand for major online shopping platform like Amazon in Taiwan who currently did not shipped to Taiwan. The findings in this study would appeal to m-tailers in Taiwan. |
| **15:00-15:15 YM1001** | Does Repurchase Intention Lead to Successful Online Travel Agent? An Analysis of Consistent Partial Least Squares<br>Nurhanan Syafiah Abdul Razak, Junainah Mohd Mahdee and Mohd Hanafi Azman Ong<br>**Presenter:** Nurhanan Syafiah Abdul Razak, Multimedia University, Malaysia<br><br>**Abstract:** In the current competitive digital economy, repurchase intention has emerged as much coveted element among online retailers. This study examines how website personality dimensions effect on repurchase intention in the online travel agent websites among Malaysian consumers. This study covers a quantitative research. The target respondents of this study were Malaysian consumers who experienced purchasing through the online travel agent websites. The finding shows that if the average level of sincerity, excitement, competence and sophistication are high simultaneously, then the likelihood of repurchase intention should be high. Future research endeavors can perhaps extend this model include non-commercial websites, covering a wider geographical region and various consumer cohorts while exploring travel agent web syndication, a spin-off from the repurchase-loyalty concept. |
| **15:15-15:30 YM2008** | The Key Successful Factors of Ecommerce on Family Business in Indonesia<br>Yao-Chin Lin, Anima Bag and Dionysius Briananda Yogadhitya<br>**Presenter:** Anima Bag, Yuan Ze University,Taiwan<br><br>**Abstract:** This study aims to describe the impact of digitalization of Information and Communication Technology (ICT) e-commerce on family business in Indonesia. The study used a descriptive qualitative method and the data collection of interviews process. There are three interviewers from Zazkia (ZMNow.id), Saka Wiyan and Adam Zebua (Infokost.id). The Interviews are carried out via telephone in December 2018. The results of this study are the impact of digitalization of ICT e-commerce on the family business of ZMNow.id and Infokost.id are the impact of e-commerce on the ZMNow.id family business is transactions between buyers and seller, and it is done, easily and cheaply. The use of e-commerce increasingly makes the Infokost.id family business gets new customers, both from domestic and abroad. According to a result show that the impact of business does not break the rule of the customer who visits the ZMNow.id website and doubts the integrity of the e-commerce site, and the Infokost.id monitors every server and always maintains the privacy of consumer data. |

## Session 2
### Time: 13:30-15:30
### Venue: 5th International Conference Room
### Theme: Enterprise Management and Informatization
### Session Chair: *Assoc. Prof. Chen-Huei Chou*
### Affiliation: *College of Charleston, 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.

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| **13:30-13:45 YM2010** | The Impact on Technological Innovation of Partners Collaborative Innovation in Micro-Enterprise<br>Chun-Liang Chen, Yao Chin Lin, Wei-Hung Chen and Henry Pandia<br>**Presenter:** Chun Liang Chen and Henry Pandia, National Taiwan University of Arts, Taiwan<br><br>**Abstract:** This study purposes are to examine how to measure properly impact of technological innovation of partner collaborative innovation in micro enterprise, and what its impact in micro enterprise. This study believes that technological innovation generates values that enhance organization to gain business advantages. The research gathers evidences by interviewing 10 micro enterprise organizations from different industries in various regions of Taiwan that participated in in a partner collaborative innovation. This study uses two indicators of partner collaboration innovations, namely: (1) the number of entrepreneurs who cooperate with the establishment of technology-innovative micro-enterprises and enterprise development innovation, and (2) the impact of group / partnership cooperation on business growth. The study found that technological innovation of partners' collaboration innovation increase rapidly number of entrepreneurs who have developed innovative cooperation, and majority of cases showed as significant influence in business growth. Finally, the study presents practical implication and future research recommendations. |
| **13:45-14:00 YM3001-A** | Female Participation in Top Management Teams: A New Story to Tell at Vietnamese Listed Enterprises<br>Thuy-Dzung T. Pham and Fang-Yi Lo<br>**Presenter:** Pham Thuy Thuy Dung, Feng Chia University, Taiwan<br><br>**Abstract:** Vietnam is the country that locates in the area of Southeast Asia and gets influenced by Confucianism on cultural and social norms from China due to longtime being colonized. From that impact, men are more respected than women in society and women are more associated with domestic responsibility towards children, spouses, and ageing parents. Nevertheless, it has risen a new current tendency that women participate more in the workforce and they even get higher on the ladder of their career to top positions in the workplace. This paper aims to examine the effect of female participation in the top management team (TMTs) on the firm performance of the listed companies in Vietnam. The study collects 450 samples of Vietnam firms from OSIRIS database in various industries from the year 2015 to 2017. This research adopts the multiple regression to address the |

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| | hypotheses and research questions. The findings are that female participation in top management teams has a positive effect on the firm performance of Vietnamese listed firms with the moderating effect of educational level, career experience, age and marital status. |
| **14:00-14:15 YM0003** | Web and Mobile Ticketing and Service Tracking for Customer Engagement of a Small Accounting Firm<br>Ellenita Roxas Red, Joanna A. . Velasquez, John Martin C. Cruz and Jon Erickson G.<br>**Presenter:** Ellenita Red, Malayan Colleges Laguna, Philippines<br><br>**Abstract:** The abundance of free technology tools that can be used to communicate of today's businesses are in way creating more confusion and redundant tasks which is not good for a striving small business. The study aims to serve as a single platform of communication tool for a small accounting firm, a website and mobile application were developed which are the capable of providing an online ticketing which can respond to customer concerns, a service tracking, and a tool that can aggregate reports of the firm's performance in providing services in the form of charts. Web Development Life Cycle (WDLC) was used as the process model in the development of the website and mobile application. Interview validated the business processes and supported the design of web and mobile applications. Development tools used for website and mobile application are Cascading Style Sheets (CSS), Hypertext Preprocessor (PHP), Android and MySQL for database. In order to evaluate the performance of the developed system, a usability evaluation was conducted with the customers and employees of the accounting firm using the criteria: communication, transaction, aesthetics, ease of use, information and maintainability. Evaluation result shows that majority of customers strongly agree on the efficiency of communication and transaction functionalities of the developed system with the need in the improvement of image and text. Meanwhile, the evaluation of website's back-end shows promising result as well with mostly strongly agreement except for the transaction criterion wherein the employees who used the developed system had difficulty in using the system. Overall, the visual components, management of tickets, management of service tracking and viewing of the aggregate reports in the form of charts are all beneficial to a small business so that they could focus on their core business and use the developed website and application in customer engagement. |
| **14:15-14:30 YM0008** | Decision Analysis of Organizational Development Strategy: A Study of Machine Manufacturing Industry in Taiwan<br>Weng-Kun Liu<br>**Presenter**: Weng-Kun Liu, Feng Chia University, Taiwan<br><br>**Abstract**: Organizational development (OD) is the study of organizational change and performance which involves an ongoing, systematic process of implementing effective organizational change. New emerging of OD has made organizations to implement in the fields of systems thinking, organizational learning, and decision-making. The machine manufacturing development is a leading developing industry in Taiwan. With the advent of machine manufacturing evolution, traditional machine manufacturing companies would face the challenges of great organizational transformation.<br>This study tried to provide a decision analysis for organizations to enact organizational development strategy by analyzing the influence of macro and micro |

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| | environmental factors for machine manufacturing industry in Taiwan. |
| | This research applied the following four research methods to find the influential factors of organizational development. First, literature and expert questionnaire (Delphi method) are employed to construct three dimensions and twelve criteria. Second, the DEMATEL method for building a network relationship is then introduced. Third, the influential weights are calculated by using DANP (DEMATEL-based ANP) method. Finally, based on VIKOR, organizational development strategies are evaluated and implemented via a case study for improving organizational development of machine manufacturing industry in Taiwan. The research results will be found to improve the impact of organizational development strategies in Taiwan. |
| **14:30-14:45 YM0001** | Clustering Internet Shoppers: An empirical Finding from Indonesia<br>M. Mujiya Ulkhaq, Fadhilah S. Minako, Dwi 'Sa Nu, Angela R. A. Pratiwi and Pradita Y. Akshinta<br>**Presenter**: Fadhilah Salsabil Minako, Diponegoro University, Indonesia<br><br>**Abstract**: The objective of this research is to do market segmentation of internet shoppers based on internet psychographics. There are thirty-eight indicators from six criteria, i.e., "internet shopping is easy and fun", "internet shopping is a hassle", "I don't know how", "fear of financial theft", "like the energy of brick-and-mortar stores", and "internet has good prices and quality". To do clustering, k-means cluster analysis was employed. Result shows that there are eight segments of internet shoppers, namely, shopping lovers, adventuresome explorers, business users, coward shoppers, suspicious learners, fun seekers, technology muddlers, and shopping avoiders. The first five segments are considered to be more likely to purchase products online, i.e., the online shoppers; while the rest three are the non-online shoppers. The ANOVA test confirmed that the eight segments were appropriate since it created more differentiated and consistent clusters. This research is expected to give a contribution both to the theoretical and empirical literature on customer segmentation where different marketing strategies could be generated for each segment. |
| **14:45-15:00 YM2011-A** | A Data Imputation Method for User-item Matrices for Recommender Systems<br>Yu-Hsiang Cheng<br>**Presenter**: Yu-Hsiang Cheng, Shih Hsin University, Taiwan<br><br>**Abstract**: Recommender system is a popular tool for business application. For example, for on-line shopping, sellers might want to send advertisement to potential buyers. Sellers may have data matrices that record the frequencies of different products purchased by their customers. They can use the user-item data matrices to build recommender systems to give customers ratings that reflect customers' preferences to different products. A type of approach for building a recommender system is based on singular value decomposition (SVD). However, SVD cannot be applied to a matrix when there are missing data in the matrix. Since user-item matrices usually have many missing values, SVD cannot be used directly. I propose a method of data imputation to fill in the missing values so that SVD can be performed to build a recommender system. I will present some simulation results for comparing the proposed approach with alternative approaches such as Funk-SVD. |
| **15:00-15:15** | SIMULINE: Cloud-Based Waiting Line Management Tool With Mobile Technology |

| YM0004 | Rhea Nayang Tortor, Bernadine Franz Coloma, Aira Veronica N. Dizon, Magnolia Jane Lechuga and Jessanine Granada<br>**Presenter**: Rhea Nayang Tortor, Malayan Colleges Laguna, Philippines<br><br>**Abstract**: Waiting lines, also called queues, are a universal issue in operations management as they can be observed both in manufacturing and service settings. Waiting in line is common phenomena in daily life, for example, banks have customers in line to get service of teller, cars queue up for re-filling, workers line up to access machine to complete their job. The study's primary objective is to develop a waiting line management tool designed to lessen the uncertainty of customers by giving information about the queue status such as the maximum waiting time that has to spend to get to be served, providing a queue number based on a first come first served basis and a means to occupy customers waiting time by providing simple games to entertain them. In order to achieve the purpose of the study, a mobile-based and desktop application were developed using C#, Java for android, while Swift for the iOS. An agile methodology specifically the Scrum Framework was used in the development which allows sudden changes in requirements to improve the application easily. The proponents began by conducting an interview to obtain detailed information about the business process and supported the design of the application. As a means to evaluate the performance of the developed system, a user acceptance test was conducted with the customers and employees of an educational institution as respondents with the criteria: Correctness, Effectiveness, Accuracy, Aesthetic, Reliability, and Interoperability. The result on the evaluation shows that customers and employees strongly agrees that the mobile and desktop application's correctness and effectiveness in displaying and providing queue numbers organizes the queue. On the hand, the employees strong agreed while customers agreed that the application accurately estimates the waiting and service time. The application is easy to access hence was given a strongly agree rating by the respondents for its aesthetic. Similarly, respondents strongly agreed in the application's Reliability and Interoperability. |
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| **15:15-15:30**<br>**YM3011** | A Study of Customer Satisfaction in Airlines<br>M. K. Ching<br>**Presenter**: M. K. Ching, The Hong Kong Polytechnic University, Hong Kong<br><br>**Abstract**: This paper aims to evaluate the customer satisfaction of the airline industry in Hong Kong by using the Importance-Performance Analysis (IPA). A list of 11 attributes is identified and rated using a five-point Likert scale. The IPA reveals that Full Service Carrier (FSC) should improve its on-time performance and seat comfortability while there is no concentration in Low Cost Carrier (LCC). Moreover, it has been found that Crew attentiveness is overdone by FSC while check-in services are both overkilled by both FSC and LCC. The results are important for airlines to identify the key areas for strategic focus and particularly relevant for developing strategy for the air transport industry in HK. Future research could adopt modified IPA to address the potential problem of the IPA model that assuming the importance-performance is normal distributed. |

# Session 3
## Time: 15:45-17:45
## Venue: 5th International Conference Room
## Theme: Business Economy and Management
## Session Chair: *Prof. Kun-Huang Huarng*
### Affiliation: *National Taipei University of Business, 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.

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| **15:45-16:00**<br>**YM0005** | Analysis of Key Success Factors for Industry 4.0 Development<br>Wei-Hsi Hung, Tzu-Hao Wang, Mei-Fang Wu and Yiye Tong<br>**Presenter:** Yiye Tong, National Chengchi University, Taiwan<br><br>**Abstract:** Industry 4.0 can use production data and integrated information to make a production line perform dynamically and flexibly. Industry 4.0 can also make information be circulated easily and enable managers to make decisions more accurately and rapidly. The production process can be accelerated by those benefits. However, manufacturers do not have complete transformation strategies for Industry 4.0 yet. This study tries to find out the key success factors of Industry 4.0 from the cases of European manufacturing enterprises. The development histories of Siemens, Asea Brown Boveri (ABB) and Schneider electrics were analyzed through multiple cases comparisons. The same and different factors were compared to find out the key success factors of industry 4.0 development through thematic analysis. The key success factors of industry 4.0 identified is helpful for guiding the development strategy and transformation plan for other companies in the future. |
| **16:00-16:15**<br>**YM0015** | An Online Workflow Managements System for Streaming the Processing of Business Permits in a Local Government Unit<br>Rhea Nayang Tortor, Renjo Dolosa, Billy James Labay and Jason Hernandez<br>**Presenter**: Rhea Nayang Tortor, Malayan Colleges Laguna, Philippines<br><br>**Abstract**: Throughout the years, information systems are being used to organize and utilize information to support an organization and its management. It also creates a development of policy and decision making to improve the effectiveness and productivity of an organization. The study aimed to develop a workflow management system which was entitled Business Permit Online System (BPOSys), that will streamline the processing of business permits in a local government unit in the Philippines. Specifically, the study aimed to incorporate a tracking module for both the applicants and employees, to develop a web portal that will enable business permit applicants to submit their application online using an electronic form and to develop a module that will produce reports for the local government unit employees based on demographic profiles and automated computation of penalties. Agile methodology was used for this study since it provides opportunities to assess the direction of a project throughout the development lifecycle. Usability testing was incorporated as part of the agile methodology in order to determine the usability of the prototype of the system. After completing the sprints of the usability testing, a user acceptance test was conducted in order to determine if the system has met the specifications. A time |

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| | and motion study was conducted in order to determine if the streamlining of the processing of business permit application was successful. Based on the results of the Usability and User Acceptance Testing, the system met the criteria which were based on ISO 9126 software quality model. The results of the Time and Motion Study showed that through the use of BPOSys, the duration of processing business permit application was shortened from 5 hours down to up as fast as 2 hours. |
| **16:15-16:30 YM2003** | Exploring the Impact Variables of Team Learning<br>Hui-Hsin Huang<br>**Presenter**: Hui-Hsin Huang, Aletheia Uinversity, Taiwan<br><br>**Abstract**: This research focuses on the dilemma of students' group learning in class and tries to find its solution. The factors of team leadership style, group rewards/punishments justice, team heterogeneity are used to explore the impact on team self-efficacy and learning effectiveness. Through advertising management courses, the students' responses of these research variables are examined in the beginning, middle and end term. The results can be applied in the course design for student group learning. |
| **16:30-16:45 YM2009-A** | The Portfolio Construction with Machine Learning<br>Wen-Yi Lee and Tyng-Shi Liu<br>**Presenter**: WenYi Lee, Shih Hsin University, Taiwan<br><br>**Abstract**: In this article, we propose a portfolio selection model with ensemble learning which is one of the crucial topics in machine learning. The trending prediction has provided a great assist to improve portfolio performance in the stock market. The high accuracy of forecasting states a clear signal for investors to buy the stocks if the predicted value is higher than the current one, vises verse. However, the accuracy could not be ideal in all the cases; it leaves the issue of how to enhance the investment performance with the forecasting mechanism even though the accuracy is not flawlessly. In this study, we deal with the issue of constructing the portfolio to relieve the impact of accuracy. The proposed model builds a framework to assemble different prediction results according to ensemble learning. In other words, we aggregate the predicted results with a voting mechanism to alleviate the effect of accuracy and then apply the voting mechanism to generate a portfolio selection model. The analytical results of TAIEX (Taiwan Stock Exchange) show that the proposed model could outperform the benchmark buy-and-hold strategy. |
| **16:45-17:00 YM2015** | Testing for Moral Hazard: A Longitudinal Examination of Group Life and Health Insurance<br>Chen Pao Chang and Yen Wen Hsu<br>**Presenter**: Chen Pao Chang, Feng Chia University, Taiwan<br><br>Abstract: This paper examines the existence of moral hazard in group life and health insurance. Like auto insurance, group life and health insurance is also subject to experience rating where current term premium adjustments are positively correlated with the group's claim history. Thus, experience rating gives financially responsible employers strong incentives to adjust their efforts at prevention and reduction of losses for control of future premium payments. The loss control incentives are more evident when employers pay higher premiums following increased prior-term claims. Therefore, we would expect a negative relationship between loss in the current term and the loss in the prior term. Our empirical result shows that group insurance plans |

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| | undergone a premium increase exhibit a negative claim dependence. In particular, when experience rating leads to higher premiums, employers are motivated to practice loss avoidance and prevention that result in lower subsequent average claim volume, the evidence of moral hazard. |
| **17:00-17:15 YM3009** | The effect of in-store marketing on tourists' positive emotion and impulse buying behavior- An empirical study in Ho Chi Minh City<br>Phan Linh Duong and Mai Ngoc Khuong<br>**Presenter**: Phan Linh Dương, International University, VNU-HCMC, Vietnam<br><br>**Abstract**: The main purpose of this study was to verify how in-store marketing stimuli impacted the impulse buying behavior through the mediator of tourists' positive emotion. Quantitative approach was employed with questionnaires directly delivered to 327 domestic tourists living in Ho Chi Minh City (HCMC), Viet Nam. The SPSS software (version 20) with statistical techniques; Exploratory Factor Analysis, Multiple Regression, and Path Analysis were used to process and analyze the data. The empirical findings indicated that an increased focus on store ambiance and packaging design would make much more attentions and emotion of domestic tourists which could affect the sales growth positively. Moreover, other factors consisting of video advertising and sales promotion have both siginifically direct and indirect effects on impulse buying behavior through the mediating role of positive emotion. Some recommendations were proposed to improve the brand image and renew marketing campaign which, in turn, would motivate the buying power from tourists increasingly. |
| **17:15-17:30 YM3004** | Learning Methods of Business Plan subject to Increase Entrepreneurial Skill, Entrepreneurial Intention and Entrepreneurial Spirit of Students<br>Maya Malinda<br>**Presenter**: Maya Malinda, Maranatha Christian University, Indonesia<br><br>**Abstract**: This paper has purpose to reveal Learning method of Business Plan Subject to increase Entrepreneurial skill, intention and spirit of Maranatha Christian University students. The result showed 71.4% want to learn more about entrepreneurship, 52% want to be entrepreneur 42.9% want to be intrapreneur. From 63 students of Business plan class showed that 73% said presentation and discussion help them to increase their entrepreneurship skill. Meanwhile to increase their entrepreneurial intention doing project and presentation have the highest percentage. Be and Investor, Presentation and Doing Project are learning methods which have the highest degree for increase spirit of entrepreneurship. |
| **17:30-17:45 YM3010** | Factors Affecting Entrepreneurial Intention of Seniors and Fresh Graduates in Tourism and Hospitality Management in Ho Chi Minh City<br>La Boi San and Mai Ngoc Khuong<br>**Presenter**: San Boi La, International University, VNU-HCMC, Vietnam<br><br>**Abstract**: This research examined the relationships between perceived entrepreneurial desirability, feasibility, self-efficacy, ecosystem, family background, prior experience and personality traits on entrepreneurial intention through attitudes towards entrepreneurship. Quantitative approach was mainly employed with questionnaires conveniently and directly delivered to 351 senior students and fresh graduates of Tourism and Hospitality Management in HCMC. The statistical techniques used include factor analysis, multiple regression and path analysis. The |

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| | result showed that there were five factors directly affected entrepreneurial intention, namely ecosystem, personality traits, self-efficacy, desirability and feasibility. |

# LISTENERS

| 1 | Feng-Chia U | Fang-Yi Lo | 羅芳怡 |
|---|---|---|---|
| 2 | Feng-Chia U | Steve Kuan | 官宗翰 |
| 3 | Feng-Chia U | Keisinee Premrudeelert | 丁穎超 |
| 4 | Feng-Chia U | Yun-Zhong Wang | 王允中 |
| 5 | Feng-Chia U | Christy (Jia-Lu Shi) | 施家璐 |
| 6 | Feng-Chia U | Bui Quang Tuan | 裴光俊 |
| 7 | Feng-Chia U | sasipha tangworachai | 譚芮佳 |
| 8 | Feng-Chia U | Yongyot Suvongchan | 杨有德 |
| 9 | Feng-Chia U | Nur Amira Binti Mohd Ali Aluddin | 安米拉 |
| 10 | Feng-Chia U | Kin-Hsiang,Tang | 湯坤祥 |
| 11 | Feng-Chia U | LEE TZU YING | 李姿穎 |
| 12 | Feng-Chia U | Chia Hua Tsai | 蔡佳樺 |
| 13 | Feng-Chia U | NGUYEN TRAN HONG VAN | 阮陳紅雲 |

# UPCOMING CONFERENCES

## 2019 THE 3RD INTERNATIONAL CONFERENCE ON E-EDUCATION, E-BUSINESS AND E-TECHNOLOGY (ICEBT 2019)
## MADRID, SPAIN/ AUGUST 02-04, 2019



We look forward to meeting with you in Madrid in August 2019. We look forward to having the opportunities to share our views on how to best meet our research challenges, and to find ways for us to contribute more in developing networks among researchers. We hope that this joint conference will also generate new ideas and initiatives to promote sustainability of all our related efforts.

## PUBLICATION
Accepted papers will be published in the International Conference Proceedings and sent to be indexed by EI Compendex and Scopus.

## CALL FOR PAPERS
- e-Business
- e-Collaboration and e-Services
- Business process integration
- Mobile business
- Business-to-business e-commerce
- Open Source Technologies in e-Business
- Digital goods and products
- Future work environments for e-Business
- Supply, demand, and value chains
- E-government, policy and law Semantic Web
- B2B, B2C, and C2C models
- e-Negotiations, auctioning and contracting
- e-Marketplaces, e-Hubs, and portals
- Electronic Markets and Multiagent Systems
- Semantic Web ontologies, rules and services

## SUBMISSION METHODS
1. Please submit to the conference Electronic Submission System (http://confsys.iconf.org/submission/icebt2019 ).
2. You also can submit to conference email box: icebt@iedrc.net

## IMPORTANT DATE

| Submission Deadline | May 31, 2019 |
|---|---|
| Acceptance Notification | June 20, 2019 |
| Registration Deadline | July 10, 2019 |
| Conference Date | August 02-04, 2019 |

www.icabe.org

# 2019 The 3rd International Conference on Business and Information Management (ICBIM 2019)
## Paris, France / September 12-14, 2019



It is our pleasure to invite you to attend 2019 The 3rd International Conference on Business and Information Management (ICBIM 2019). The Conference purpose is to provide participants with an opportunity to present new systems, methods, techniques and tools for information management and their applications in business processes and decision making. The focus will be on new systems, methods, techniques and tools for re-designing decision making processes, business processes and structures.

## CALL FOR PAPERS

- Innovative business models
- Enterprise application integration
- Business process re-engineering
- Virtual enterprises and virtual markets
- Supply, demand, and value chains
- Virtual organizations and coalitions
- Customer relationship management
- e-Collaboration and e-Services
- Inter-organizational systems

## PUBLICATION



The accepted and registered papers will be published in conference proceedings 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: 978-1-4503-7232-9

## SUBMISSION METHODS

1. Please submit your papers by our online submission system: (http://confsys.iconf.org/submission/icbim2019 )
2. Or submit your paper/abstract to icbim@iedrc.net

## IMPORTANT DATE

| Submission Deadline | June 15, 2019 |
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| Notification of Acceptance | July 10, 2019 |
| Registration Deadline | July 30, 2019 |
| Conference Dates | September 12-14, 2019 |



www.icemc.org

# 2019 THE 2ND INTERNATIONAL CONFERENCE ON E-BUSINESS AND BUSINESS ENGINEERING (ICEBB 2019)
## PRAGUE, CZECH REPUBLIC/ NOVEMBER 09-11, 2019



Welcome to the official website of the 2019 the 2nd International Conference on E-business and Business Engineering (ICEBB 2019), which will be held during November 09-11, 2019 in Prague, Czech Republic. ICEBB 2019, **as the workshop of 2019 3rd International Conference on E-Business and Internet (ICEBI 2019)**, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Advances in E-business and Business Engineering, and discuss the practical challenges encountered and the solutions adopted.

## CALL FOR PAPERS

- Accounting
- Big data analytics and predictive modeling
- Broker-Dealer Compliance & Regulation
- Capital Markets
- Class Actions

- Fund Project
- Global Business
- Global Offerings
- Innovation in financial services
- Insurance Capital Markets

## PUBLICATIONS



As workshop of 2019 3rd International Conference on E-Business and Internet, the acceptad papers will be recommended to be published in the conference proceeding of ICEBI 2019. **(http://www.icebi.org/)**

## SUBMISSION METHODS

1. Send the PAPER/ABSTRACT to Electronic Submission System. (http://confsys.iconf.org/submission/icebb2019 ).
2. Or submit to: icebb@iedrc.org

## IMPORTANT DATES

| Submission Deadline | July 10, 2019 |
|---|---|
| Acceptance Notification | July 30, 2019 |
| Registration Deadline | August 20, 2019 |
| Conference Date | November 09-11, 2019 |

www.iceeg.org

# NOTE