2018 IEDRC CHENGDU CONFERENCES ABSTRACT

2018 International Conference on E-business and Mobile Commerce

(ICEMC 2018)

2018 International Conference on E-business and Business Engineering

(ICEBB 2018)

May 21-23, 2018, Chengdu, China

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Welcome Remarks

On behalf of IEDRC, we welcome you to Chengdu, China to attend 2018 International Conference on E-business and Mobile Commerce (ICEMC 2018) and 2018 International Conference on E-business and Business Engineering (ICEBB 2018). 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, Mobile Commerce, E-business and Business Engineering.

The conferences received submissions from nearly 10 different countries and regions, which were reviewed by international experts, and about 58% papers have been selected for presentation and publication.

We hope that your work and that of 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 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. 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 will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.

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Conference Venue

Tibet Hotel Chengdu 成都西藏饭店

http://www.tibet-hotel.com/
Address: No.10 Section 1. Renmin RD. N. Chengdu, China
成都 金牛区 人民北路一段 10 号
Tel:+86-28-83183388 Fax:+86-28-83193838

Located in the city center, Tibet Hotel (Chengdu), which is also near the Jinjiang River and connecting to the Jinniu Wanda Business District in the north and Wenshu Monastery in the south, is a luxurious 5 -star Tibetan culture theme l. Featuring a Tibetan theme with a hint of modern art, not only the decoration, butthe whole building stylistically evokes Lhasa's Potala Palace. Hotel interior is decorated with prayer wheel, hand-woven carpets and Tibetan furniture. 271 rooms are available to choose. For the comfort and convenience of guests, Tibet Hotel provides Tibetan singing and dancing in Lobby Bar onweekday evening, Tibetan souvenir shopping and Tibetan local food. Besides the all brand new aroma bar,Jiala Library and teahouse will present you a new lifestyle. 5 sizes of dining hall provide you more choice.Guests can experience the Tibetan custom and culture in Tibet Hotel without leaving Chengdu.Whatever your purpose of visit, Tibet Hotel is an excellent choice for your stay in Chengdu.

Meeting your needs and praying for you is the goal of hotel staff. Tashi Delek.

Walk Minutes:

Sub-line one North Remin Road Station-5 mintues

Wanda square- 5minutes

Wenshu monastery-15minutes

North railway station- 15minutes

Drive Minutes:

Chunxi Road- 15 minutes

Broad and Narrow Alley- 15 minutes

Wuhou Temple and Jinli street -15 minutes

Giant panda research base -25 minutes

Shuangliu international airport- 40minutes

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 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.

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):
Regular Oral Presentation: about 20 Minutes of Presentation and Q&A
Keynote Speech: 35 Minutes of Presentation, 5 Minutes of 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 on May 22, 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 Paris conferences will be published in those journals below.

2018 International Conference on E-business and Mobile Commerce (ICEMC 2018)

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).

International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)
ISSN: 2010-3654
DOI: 10.17706/IJEEEE
Indexed by: Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET)

2018 International Conference on E-business and Business Engineering (ICEBB 2018)

International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)
ISSN: 2010-3654
DOI: 10.17706/IJEEEE
Indexed by: Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET)

Introductions for Keynote Speakers

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).

Title: *Grasping Some Facets of THE 4th INDUSTRIAL REVOLUTION... from Reality Mining, On-Demand Society, Motion/Wearable Sensors, Digital Darwinism, the ME Web and Surface Computing to the Mobile Arcade, Sensorconomy, Predictive Intelligence, Beneficial Intelligence and Humarithms...*

Abstract: This presentation reflects many of the facets comprising the 4th Industrial Revolution. These incredible human and technological changes represent the huge exponential development in our society. Many new trends and strategic concepts will be explored, like on demand society, smart machines, predictive intelligence, beneficial intelligence, phygital, the ME Web, surface computing, signage technology, holographic displays, IP-based services, enabling technologies, active materials, sensorconomy, wearable sensors, biostamps or electronic tattoos, reality mining, humanrithms and artificial integrity.

Prof. Yixun Shi
Bloomsburg University of Pennsylvania, USA

Yixun Shi, Professor of Mathematical and Digital Sciences at the Bloomsburg University of Pennsylvania, USA. He earned his Ph.D. from the University of Iowa in USA, and has been a faculty at Bloomsburg University of Pennsylvania since 1992. His research areas include mathematical modeling and applications in finance and management, numerical optimization, applied statistics, and mathematical education. He is also serving as the editor-in-chief of two mathematics journals and one education journal.

Title: *Mathematical Models for Social Behavior in Mobile Commerce*
Abstract: Rapid developments of mobile commerce have impacted the lives of all peoples. In this presentation, we discuss a few mathematical models for estimating social impacts and predicting social behavior of such developments on today's society. In particular, we consider the impacts in the area of customer purchasing. Mathematical models for estimating those impacts are discussed, numerical procedures to apply these models are mentioned, and simulated data are used to illustrate the applications of these models

Professor Su-Fen Yang
National Chengchi University, Taipei, Taiwan

Su-Fen Yang is a Professor of the Statistics Department at the National Chengchi University in Taiwan. She received a Ph.D. in Statistics from the University of California, Riverside, CA, USA. She is the author of one book on Quality Management and of more than 150 articles published in international journals and conferences. Professor Yang has been a recipient of outstanding research from National Chengchi University and the Ministry of Science and Technology (MOST), Taiwan. She has served as the Department Head, the Quality Management Committee of the Ministry of Economic Affairs Bureau of Standards, Taiwan; Committee of Chinese Society for Quality; an Associate Editor for Journal of Quality and JCIIE. She has reviewed 150+ papers for many international journals. Her research interests are mainly in statistical process control, quality engineering, and probability models.

Title: *Process Dispersion Monitoring in Service Industry*
Abstract: The service systems are the fastest growing area in the global economy. The interest in service quality increased in the past twenty years. Monitoring service quality is an integral part of increasing customer satisfaction in service systems. Therefore, successfully monitoring service process quality has a critical importance to stability and profitability of service systems. A new statistical process control (SPC) tool has been proposed to monitor the process dispersion effectively. We explore the sampling properties of the new tool, measure its out-of-control dispersion detection performance and compare with existing SPC tools. Comparison results show that the proposed SPC tool always outperforms the existed SPC tools. We hence recommend employing the new SPC tool.

Assoc. Prof. S. Arumuga Perumal
South Travancore Hindu College, India

Dr. S. Arumuga perumal , Assoc. Professor & Head of the Department of Computer Science and Research ,South Travancore Hindu College, Nagercoil, Tamilnadu, India and Chairman of IETE Trivandrum center received his M.S degree in Software Systems from BITS, Pilani , Ph.D. degree in computer science from Manonmaniam Sundaranar university and Chartered Engineer from Institution of Engineers(India) and Institution of Electronics and Telecommunication Engineers. He has extensive research interests including Internet of Things, Green computing and image processing. He has been a technical track chair, tutorial chair, publication chair, and session chair for more than 50 international conferences. He has published more than 100 international academic research papers. He is a Professional Engineer of Engineering council of India, Senior member of Computer society of India, Senior member of IEEE. Charted Engineer and Fellow of IE, Fellow of IETE, Fellow of IACSIT. He is involved in various academic activities such as curriculum development and professional society activities. He got Best teacher award from Tamilnadu Government, IETE Award, CSI award for academic excellence, Asiriar Chemmal award, and Eminent Engineer award from IE(I)-Madurai. He has successfully guided number of Ph.D scholars under his guidance and served as an advisor for industries.

Title: *Technology Integration for Smart Business Environment*

Abstract: The Fast development of Network communication leads to the development of ICT which in turn leads to the development of innovative products, services, and business practices which is at the heart of value creation in today's new economy. Today, technology development in e-business is the leading source for the growth of world's economy. The next ICT revolution will have a profound impact on our lives and the economy. Ubiquitous computing and the IOT are experiencing remarkable growth in the development of new businesses based on the use of new technologies and/or e-Business. Nowadays, The processes and tools that allow the business organization to use Internet-based technologies and infrastructure, both internally and externally, is increasing values to both the business organization and consumers. The next generation of Internet applications using Internet Protocol Version 6 (IPv6) would be able to communicate with devices attached to virtually all human-made objects because of the extremely large address space of the IPv6 protocol. This IoE system would therefore be able to identify any kind of object in the world located anywhere. In the future, through the concept of Internet of Everything (IoE), the light bulbs in shopping malls, home, offices will be an addressable intelligentunit with reduced energy consumption, and a global Device Management Controller (DMC) will be able to control and manage every single addressable smart device with in the network environment easily. Similarly, mobile robots and wireless smart devices will be able to interact and communicate with the

environment intelligently, thereby adding more values to the business and society in an efficient, secure and reliable ways. Imagine living in a world of connected things that can intelligently and intuitively respond to what you need and want. Devices in your home, office and in the world around you could discover one another, connect and interact with in themselves, while adding personal context to situations, so they work for you. We call this "The Digital Sixth Sense". We believe that when devices, places and people are intelligently connected, the impact on our daily life can be profound. And this will be made possible by the Internet of Everything (IoE) with enhanced security. We are working hard, using our leadership and knowledge within the mobile connected world, to help to create the fabric for IoE and for a smarter business environment.

Conference Time Schedule

Day 1(May 21): Registration Only

Lobby	10:00-17:00	Registration & Conference materials collection

Day 2(May 22): Conference

Red Mountain Hall <17F>	08:50-11:55	08:50-08:55		Opening Remarks **Prof. Luiz Moutinho** University of Suffolk, England
		08:55-09:35		Keynote Speech 1 **Prof. Yixun Shi** **Bloomsburg University of Pennsylvania, USA** *Title: Mathematical Models for Social Behavior in Mobile Commerce*
		09:35-10:15		Keynote Speech 2 **Professor Su-Fen Yang** **National Chengchi University, Taipei, Taiwan** *Title: Process Dispersion Monitoring in Service Industry*
		10:15-10:35		Coffee Break & Photo Session
		10:35-11:15		Keynote Speech 3 **Prof. Luiz Moutinho** **University of Suffolk, England** *Title: Grasping Some Facets of THE 4th INDUSTRIAL REVOLUTION... from Reality Mining, On-Demand Society, Motion/Wearable Sensors, Digital Darwinism, the ME Web and Surface Computing to the Mobile Arcade, Sensorconomy, Predictive Intelligence, Beneficial Intelligence and Humarithms...*
		11:15-11:55		Keynote Speech 4 **Assoc. Prof. S. Arumuga Perumal** **South Travancore Hindu College, India** *Title: Technology Integration for Smart Business Environment*

	11:55-13:00	**Lunch**
Red Mountain Hall <17F>	13:00-15:20	**Session 1** (7 papers) Theme: E-Business and Management Session Chair: *Professor Su-Fen Yang*
	15:20-15:40	**Coffee Break**
Red Mountain Hall <17F>	15:40-18:20	**Session 2** (8 papers) Theme: Economics and Business Management Session Chair: *Prof. Yixun Shi*
	19:00-21:00	**Dinner Banquet**

Authors' Presentations Review

Session 1: E-Business and Management

Authors' Presentations (May 22, 2018)

Session 1

13:00-15:20
Venue: Red Mountain Hall <17F>
Theme: E-Business and Management
Session Chair: *Professor Su-Fen Yang*
Affiliation: *National Chengchi University, Taipei, Taiwan*

ID	Title+ Author's Name
CD1005 13:00-13:20	Freight Forwarders' Cloud-based Platform with Usability Features **Janghyuk Lim** Business School at Shantou University, China **Abstract:** The International transport marketplace is rapidly becoming digitized and therefore shaping the future of this industry. Digital freight forwarders' booking platform is changing the ways in which the platform is produced, priced, formed and consumed within an international transport context. The digitization of the marketplace has forced digital freight forwarders into integrating, investing and innovating over their functional processes and engaging their associates. Regarding simplified digital freight forwarders' platform, shippers acquire several advantages such as having a series of priced options, shipping schedule, booking the freight, and monitoring as well as facilitated payment. However, there are still some critical points that both shippers and digital freight forwarders should work towards improving despite the increasing interest in the marketplace. This paper researched the process of end-to-end freight movement aimed at managing current obstacles experienced by digital freight forwarders to shape digitization method for shippers. Methodology: A cloud-based digital freight forwarders' platform (C-DFP) model was developed: based on stage-activity model to study usability features of the platform; 5 digital freight forwarders' platforms features are examined based on 30 realistic features to analyze existing implementation framework. The framework analysis is based on: platform feature analysis and versatility analysis. Findings and Conclusions: Out of the 30 features, 12 features were used most widely by 5 digital freight forwarders' platforms. These features include selecting origin and destination, availability of shipping date on calendar, commodity category selection, availability of insurance arrangements, and login required for further booking. These 12 features had 100 percent distribution. The examination of the 5 platforms found that a minimum of 15 and up to a maximum of 25 features are utilized by these platforms. Implementation percentages out of 30 features in 5 platforms are between 50 and 83.3%. Three platforms implemented less than average number of features (19.4) and 2 platforms implemented more than average number of features. The study indicated that the availability of data integration and services from the concerned transport suppliers will allow digital forwarders to provide and control high-end contents on the platform. The potential power and the integrated aspect of cloud-based platform will provide numerous competitive advantages over the traditional shipping process. In the future, researchers should focus on designing systems' features with shippers' involvement and validate those features using a prototype platform and illustrate the practical usage

	and applicability of findings and the framework of this research.
C001 13:20-13:40	The Evolution of Mobile Messaging Apps and Stickers **Hsiu-Yuan Wang** and Wei-Jaw Deng Chung Hua University, Taiwan **Abstract:** Mobile messaging applications are growing ever more popular as they begin to add different social networking features. In addition to free voice calls and instant text messaging with friends, mobile apps also offer idiosyncratic cartoon stickers that serve as emoticons and are designed to make communicating more fun. Therefore, this article intends to review the evolution of mobile messaging apps and mobile app stickers.
C101 13:40-14:00	Device-based Targeting in E-Commerce: Insights from the USA **Zhihong Gao** Rider University, USA **Abstract:** Targeting is a fundamental concept in marketing. Only by segmenting the target market into homogeneous segments and offering each profitable segment with a tailored marketing mix can marketers maximize their return on investment. The concept of targeting becomes even more critical in e-Commerce due to the many characteristics and advantages of digital marketing. The frequently used targeting methods in e-Commerce have included contextual targeting, demographic targeting, geographic targeting, behavioral targeting, social targeting, and time-based targeting. Each of these digital targeting methods has its advantages and disadvantages, and the most effective digital strategy should combine multiple targeting methods. Most recently, the concept of device-based targeting has emerged in marketing practices. Some marketers see the need to segment and target consumers in terms of the computing devices they use. In other words, there appears to be associations between the demographic, psychographic, and behavioral profiles of consumers and the specific devices they use to browse the web and make purchases in terms of mobile vs. desktop vs. tablet, Android vs. Apple OS, and different brands of mobile devices. To complicate things, the same consumer may use different devices at different time and location, which is further associated with different shopping mindset and environment. To date, there has been scarce scholarly literature to investigate device-based digital targeting. This project has three objectives. First, it investigates whether device-based targeting is an effective tool in digital marketing. Second, it compares device-based targeting with conventional digital targeting methods to explore the differences and overlaps of these methods. Finally, it examines what product categories can best benefit from device-based targeting. The data set of the project is from the Simmons National Consumer Study. A regularly updated national survey of American consumers by Experian Simmons, the Simmons National Consumer Study covers 60,000 variables, usage behavior for more than 500 product categories and 8,000 brands, as well as in-depth demographic and psychographic data. Findings from this project will benefit international marketers targeting American consumers. The United States is the world's largest economy, and American consumers are well known for their spendthrift habits. Better knowledge of the market will enhance the effectiveness of both large, experienced marketers as well as small merchants who try to sell to Americans through online

	platforms such as Alibaba and Amazon. The project can also provide valuable insights to international marketers targeting consumers in other markets.
C404-A 14:00-14:20	Methodological Triangulation for Virtual Consumption Study **Michael (Man) Zhang** and Nikhilesh Dholakia Eastern New Mexico University, USA **Abstract:** Virtual consumption has been evolving to become multifaceted, complex, and multimedia based (e.g., consumption of virtual weaponry in online games such as World of Warcraft, tractors on Farmville 2 on Facebook, and virtual accessories such as virtual clothing and virtual gift items in social networking platforms such as Tencent's QQ). To help marketing researchers and practitioners better employ qualitative methods in virtual consumption study, this paper starts with an examination of the challenges and opportunities to evolve ethnographic approaches, followed by the discussion of adaptation and application of digital ethnography for virtual consumption study. Then, two additional qualitative methods – interviews and historical analysis – are detailed, in terms of methodological procedures and concerns in study of virtual consumption. The proposed methodological triangulation in this paper (combination of digital ethnography, interviews, and historic analysis) represents a reasonable and well-rounded research arrangement that would help marketing researchers and practitioners gain an in-depth understanding of the practices and roles of virtual consumption
CD1006 14:20-14:40	The concept of "Digistics"- Stay ahead of freight forwarders' business model **Janghyuk Lim** Business School at Shantou University, China **Abstract:** As a developing technology of decentralized-computer-terminal participants, referred to as block chain or distributed ledger technology (DLT) enables exchange: real-time data and information; requirements; direct contracting between seller and buyers without employing intermediaries. Purpose of this research is to develop attributes of digistics utilized block chain technology and propose a primary concept for sustainable implementation of digistics for new operations process, changing interaction with stakeholders and building confidence and trust by eliminating freight forwarders and intermediaries in international transport industry. Methodology: This is a theory development research which relies on theoretical framework and literature review. Findings and Conclusions: The result of this research at the initial preliminary stage of investigation in how digistics concept could be defined and facilitate the development of new freight forwarding business model. This research provides new understanding and overview of digistics concept and impacts several dimensions of freight forwarding model; through decentralized financial transaction and database; peer to peer network and trustworthiness of digital records.
CD0002 14:40-15:00	The Network Effect and Information Sharing of Cross-Border E-commerce: Manufacturers' Productivity and Decisions **Shiue-Hung Lin** and Ying-Ying Chen Business School, NanFang College of Sun Yat-Sen University, China

	Abstract: The development of e-commerce platforms has resulted in changes in consumer behavior. Studies have also proven that e-commerce platforms could provide benefits to customers, such as the network effect and information sharing. With reference to existing research, this study extended the framework of the model proposed by Melitz (2003) and discovered that the zero cutoff profit (ZCP) curve and cross-border ZCP curve divided the area of the most likely combination of productivity levels into three regions. In addition, a combination of productivity levels closer to the upper-right corner indicates that the company is more capable of providing cross-border e-commerce services. If the consumer demand index of cross-border e-commerce platforms is different between two countries, then the country with the better cross-border e-commerce platforms is more likely to generate a network effect and increase information sharing among cross-border consumers, thereby helping the manufacturers to export more products and obtain higher profits.
CD0005 15:00-15:20	Effect of Website Aesthetics on Trust and Store Image **Yu-Chao Lin** National United University, Taiwan **Abstract:** Overall site appearance and the user experience are things that the online retailers need to do for competing and winning in the global online shopping world. This study aimed to examine the mediating roles of perceived trust and perceived store image in the relationship between website aesthetics of online stores and purchase intention. A laboratory experiment with 82 participants was conducted to investigate the aforementioned relationship. Two dimensions of aesthetics—namely, classical and expressive aesthetics, which comprise four combinations of website aesthetics—were investigated in this study. The empirical test revealed that website aesthetics were an antecedent of perceived store image and perceived trust; perceived trust positively affected perceived store image. Furthermore, perceived store image was a strong mediator of consumer interactions and purchase intentions toward online stores, whereas perceived trust had only a marginal effect. The present study showed that perceived trust directly and indirectly affects purchase intention, although the direct effect was marginal. The implications of the results were discussed.

Time: 15:20 – 15:40

Session 2

15:40-18:20
Venue: Red Mountain Hall <17F>
Theme: Economics and Business Management
Session Chair: *Prof. Yixun Shi*
Affiliation: *Bloomsburg University of Pennsylvania, USA*

ID	Title+ Author's Name
CD0006 15:40-16:00	The Causal Linkage between Foreign Direct Investment, Trade and Economic Growth in Mali: An Application of the ARDL bound Testing Approach **KanKou Hadia Fofana**, Enjun Xia, and Mamadou Bado Traore Business and Management ,Beijing Institute of Technology, China **Abstract:** The aim of this paper is to develop a foreign direct investment inflows(FDI) and evaluate its relationship between trade openness and economic growth for Mali by using Autoregressive distributed Lag approach (ARDL) models over the period of 1980 to2016.The first results indicate that the uni-directional causality relationships between FDI, economic growth and trade. Furthermore, the empirical results show FDI inflows affects economic growth positively in the short and the long run while trade openness positively affects economic growth in the short run and negatively in the long run. While previous literature review focuses on attract foreign direct investment, this paper evaluates the impact of FDI and trade openness on the economic growth. This result shows the evidence of uni-directional causality between FDI and trade on economic growth offer new insights into Mali's openness policy for enhancing growth of FDI inflows and trade.
CD1003 16:00-16:20	An Exploratory Study on the Intention to Adopt a New Mobile Commerce Application in Nanjing, China **Enrique B. Cedeno** New York Institute of Technology, School of Management, Nanjing, China **Abstract:** The objective of this research is to present an exploratory study on the intention to adopt a new mobile commerce application in Nanjing, China. The application studied in this research is already being used by some customers around China. A formative structural equation model (SEM) is developed to assess the intention to adopt this new m-commerce application by sellers. A set of 9 indicators are used to build the final construct intention to adopt this new m-commerce application. It is found that perceived benefits, innovativeness and perceived enjoyment are significant factors influencing the adoption of a new mobile commerce application for the sample studied in Nanjing, China. Further research is needed to extend the results presented in this study to larger samples.
CD0007 16:20-16:40	Impact of Big Five Personality Traits on Social Inhibition Awareness and Extent of Self-Disclosure **Yu-Chung Hsiao** and Zi-Shan Zeng Nangfang College of Sun Yat-Sen University, Guangzhou, China **Abstract:** Inappropriate self-disclosure has created many issues in both the cyberspace and the real society that are primarily due to the weakening of social inhibition resulted from the characteristics

of the Internet. The present study explored the impact of personality traits of social network users on their social inhibition awareness in self-disclosure and further investigated whether such kind of awareness would also influence the extent of users' self-disclosure. The present study conducted a survey on 216 social network users with self-disclosure experience in Guangdong Province of Mainland China. The results indicated that some personality traits will indeed significantly impact social inhibition awareness and that social inhibition awareness will also lower users' willingness to engage in self-disclosure.

C201 16:40-17:00	The Effect of Organizational Strategy Orientation on Network Relationships **Michael Yao-Ping Peng**, Yen-Chun Peng, and Chen-Chieh Chang Yango University, China **Abstract:** Although the important influence of network relationship on the economic activities of the organization in the past has never been overestimated, it has not been explored how to construct and maintain a good social network relationship from the strategic orientation of the organization itself. Therefore, this study from the organizational strategy-oriented perspective, explore the impact on network relationship. The authors test the hypotheses based on a mail survey targeting the top 1000 manufacturing and service industries in Taiwan. A total of 117 survey instruments were returned, for an effective response rate of 11.70%. The results support the hypotheses, which posit that strategic orientation is positively related to network relationship. The authors also discuss the theoretical and practical implications of their findings.
C403 17:00-17:20	Formative Model to Determine Intention to Adopt Mobile Commerce **Enrique B. Cedeno** School of Management Nanjing, China **Abstract:** This paper presents a formative model to determine the intention to adopt a mobile commerce application in China based on a set of 13 indicators. Significance of these indicators is determined by using Structural Equation Modeling Partial Least Squares technique. It is found that Education level and Perceived Lack of Critical Mass or Perceived Subjective Norm are significant factors determining the intention to adopt a new m-commerce application by buyers. These results are similar to previously available results for buyers in China but are different to those indicating the intention to adopt the same m-commerce application but by sellers.
C102 17:20-17:40	Ambience and Food as Stimuli to Diner Loyalty: The Mediating Effect of Dining Experience - (MR Model) **Charlet Christina. R** Madras Christian College, University of Madras, India **Abstract:** Restaurant industry is a highly lucrative industry through-out the world. Food is the basic necessity of human population and hence restaurants are not likely to fade in the future. It is also a proven fact that dining industries contribute tremendously to the growth and development of any economy. The mind-set of customers towards fine dining has undergone sea change over the past decades. Restaurants are no more a place to just buy food, but are now-a-days considered to be a place of outing where customers spend quality time with their loved ones. Due to acute competition

	restaurateurs face tough challenges in sustaining profitability and growth. The best strategy to sustain is to explore the opportunities arising from the express and implied needs of the diners. Hence the need to measure satisfaction and loyalty arises. Positive attitude towards a restaurant is a result of the positive experience perceived by the diner and this motivates them to be loyal towards the restaurant brand. Mehrabian and Russell have suggested a model that explains the impact of stimuli on individual response through organism effects. In this paper, the researcher has employed the MR Model to study the impact of ambience and food on diner loyalty with the mediating effect of dining experience. Therefore ambience and food play the role of stimuli, dining experience acts as the organism effect and diner loyalty is the individual response. The paper aims at giving practical tips to restaurateurs, helping them to capture new customers and create loyal diners.
C103 17:40-18:00	Brand Engagement and Co-creation in the Online Environments- Based on the Self-Determination Theory JenRuei Fu, **ChaoTing Lu**, Po-Chang Ko, and Wei-Long Lee National Kaohsiung University of Science and Technology, Taiwan **Abstract:** Customer value co-creation nowadays is critical for marketing success. However, many firm-initiated co-creation activities face difficulties in attracting and activating promising community members. Based on self-determination theory, we developed a research model to understand the customers' motivation to voluntarily engage in value co-creation behaviors from the perspective of brand community engagement. An online survey on brand communities were employed to test the hypotheses derived from the research model. Partial Least Square Regression Analysis (PLS) approach is used to validate the measures and test hypotheses. Results indicated that highly-engaged customers tend to participate in co-creation activities and customer citizenship behaviors. In addition, feelings of brand community engagement are enhanced by customers' brand-self connection and perceived relatedness. And perceived relatedness is most important in predicting brand community engagement among the four antecedents. We draw on these findings to offer implications for researchers and practitioners.
CD1002-A 18:00-18:20	Quality Monitoring for Business Service Time Chung-Ming Yang and **Su-Fen Yang** Ling-Tung University, Taiwan National Chengchi University, Taipei, Taiwan **Abstract:** The service industry is the fastest growing industry of the global economy. Service quality is one of the critical factors to stability and profitability of service industry. Quality monitoring is an integral part of reducing customer dissatisfaction in service industry. In the past few years, more and more statistical process control techniques have been applied to the service industry, and statistical process control (SPC) tools are also becoming an effective tool in improving service quality. Much of the data in service industries comes from processes having non-normal or unknown distributions. The traditional SPC tools, which depend heavily on the normality assumption, are not appropriately used here. A survey data of service times with non-normal distribution from a service system of a bank branch is collected. A simple SPC approach is thus proposed to monitor the business service time variation. The detection performance of the proposed monitoring approach is

	investigated and compared with existing SPC approaches. The new approach shows better detection ability than those existing SPC approaches. The new approach is thus recommended.

May 22, 2018 19:00	**Dinner Banquet**

Poster Session

C006	Research on Applications of E-commerce in Defense Transformation **XueYing Zhang,** YiWen Jiang, **JiTian You**, and Bo Xu Army Logistic University, China Abstract: Since the 21st century, e-commerce subversively leads to a comprehensive transformation of economy and society. However, in defense industry, its application is very limited. On the basis of comparing the development of e-commerce in the field of economic, social and defense industry, e-commerce supply and potential demand in defense industry was analyzed. In addition, it was believed that it was necessary and possible to introduce e-commerce during defense transformation with opportunities and challenges. In order to make better use of e-commerce in defense transformation to enhance information advantage and resource ability and develop the blue ocean of the development of e-commerce, the applications of e-commerce in defense industry was discussed in terms of strategy, battle and tactics, and the preliminary ideas and suggestions of introducing e-commerce from different aspects were designed and put forward.
C008	Research and Application of Block Chain Technology in Crowdsourcing Platform **Fei Peng**, Yu Liu, and Bin Lu CRRC Industrial Institute Corporation Limited, China **Abstract:** Crowdsourcing has become an important mean of value realization in the modern economic environment. Because of the characteristics of decentralization, mutual-trust and non-tampering, block chain technology can establish a distributed trust environment, which is quite suitable for crowdsourcing transactions. Based on the requirements of crowdsourcing transactions and the basic conception of block chain technology, the crowdsourcing trading collaboration mechanism under block chain model is proposed to optimize transaction process and consensus process. Further, the architecture of crowdsourcing platform using the block chain technology is built, providing a framework for the development of the crowdsourcing platform.
CD0008	Predicting Financial Failure by Support Vector Machine and Probability of Default of Enterprises in a Developing Country **Bilal Ahmed Khan**, Longsheng Cheng, Haris Ahmed, and Muddassar Sarfraz Nanjing University of Science and Technology, China **Abstract:** Predicting the financial failure performs an even more significant character in the sustainable existence of enterprises for developing countries. A new risk rating technique based on the probability of default (PD) and order statistics (OS) is established to classify listed companies into two categories according to their financial risks. In the present study, the linear kernel function was united with biorthogonal wavelet kernel function to construct a novel biorthogonal hybrid kernel function. Additionally, the probability of default (PD) and Gray relational analysis (GRA) based new feature weighted approach is established. Grey relational degrees (GRD) between PD and financial indicators are the feature weights (FWOCSVM) on account of that PD can provide effective predicting information for the financial crisis of the listed companies. The financial

	distress was predicted among financially stable and distressed companies by using feature weighted one-class support vector machine based on the probability of default. The results from collected data of listed companies in Karachi Stock Exchange (KSE), Karachi, Pakistan demonstrated adequate performance by using newly developed approach.

Upcoming Conferences

2018 The 2nd International Conference on Business and Information Management (ICBIM 2018), which will be held during **September 20-22, 2018**, in **Barcelona, Spain** .

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.

About Publication

- **The proceedings of ICBIM 2017 has been indexed by EI Compendex and Scopus.**
- The Accepted Papers by ICBIM 2018 will be published in international conference proceeding, which will be indexed by **EI Compendex** and **Scopus**.

Full Paper or Abstract Submission Deadline: June 20, 2018

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

Enterprise application integration	Business-to-business e-commerce
Business process re-engineering	Business-to-consumer e-commerce
Supply, demand, and value chains	E-government, policy and law
Business process integration	Information Systems Management
e-Work	E-Commerce
Inter-workflow	IT Education and Society
Mobile business	Knowledge Management

Submission method:

A: Electronic Submission System: **https://cmt3.research.microsoft.com/ICBIM2018**
B: Conference Email: **icbim@iedrc.net**

Contact:

E-mail: **icbim@iedrc.net**,   Telephone: **+852-3500-0005 (Hong Kong)**

http://www.icbim.org/

2018 4th International Conference on Industrial and Business Engineering (ICIBE 2018) will be held in **University of Macau, China** during **October 24-26, 2018**.

ICIBE 2018 is sponsored by IEDRC and University of Macau, China.

About Publication

- **The proceedings of ICIBE 2017 has been indexed by EI Compendex and Scopus.**
- All accepted papers by ICIBE 2018 will be published in international conference proceedings, which will be indexed by **EI Compendex** and **Scopus**.

Full Paper or Abstract Submission Deadline: June 30, 2018

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

E-Business and E-Commerce	Engineering Economy and Cost Analysis
Engineering Education and Training	Facilities Planning and Management
Analysis and Methods	Global Manufacturing and Management
Human Factors	Production Planning and Control
Information Processing and Engineering	Project Management
Intelligent Systems	Quality Control and Management
Manufacturing Systems	Reliability and Maintenance Engineering
Operations Research	Safety, Security and Risk Management
Supply Chain Management	Service Innovation and Management
Systems Modeling and Simulation	Technology and Knowledge Management

Submission method:

A: Electronic Submission System: **https://cmt3.research.microsoft.com/ICIBE2018**
B: Conference Email: **icibe@iedrc.net**

Contact:

E-mail: **icibe@iedrc.net**,   Telephone: **+852-3500-0005 (Hong Kong)**

http://www.icibe.org/

2018 7th International Conference on Business, Management and Governance (ICBMG 2018), which will be held in **The University of Western Australia, Perth, Australia** during **November 19-21, 2018**.

ICBMG 2018 is sponsored by IEDRC and The University of Western Australia, Perth, Australia.

About Publication

- Submissions will be reviewed by the conference committees 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.**

Full Paper or Abstract Submission Deadline: July 10, 2018

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

Accounting	Human Development based on psychological and
Advertising Management	social concepts
Business & Economics	Human Rights Development
Business Ethics	Human-Computer Interactions
Business Intelligence	Social and Organizational Networks
Communications Management	Social Complexity
Comparative Economic Systems	Social Computing
Consumer Behavior	Social Network Analysis
Corporate Finance and Governance	Social Systems Dynamics
History	Social Work
Human and Social Evolutionary Complexity	Sociology and Social Computation

Submission method:

A: Conference Email: **icbmg@iedrc.org**
B: Electronic Submission System**: http://confsys.iconf.org/conference/icbmg2018**

Contact:

E-mail: **icbmg@iedrc.org**,　　Telephone: **+852-3500-0005 (Hong Kong)**

http://www.icbmg.org/

Note

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