



Schedule of 2014 International Conference on
Technology Innovation and Industrial Management
28th-30th May 2014, Seoul, South Korea

Present Date Session	Time	TIIM Code	Title
28 May, Sessions 1A	13:30-13:50	tiim14-166	SOCIALIZATION IN ONLINE BRAND COMMUNITY AND BRAND LOYALTY
28 May, Sessions 1A	13:50-14:10	tiim14-176	THE EFFECT OF TOURISM DEVELOPMENT ON LOCAL INDUSTRY'S ECONOMIC BENEFITS BASED ON THE CONTINGENT VALUATION METHOD- A CASE STUDY OF THE LIUQIU SCENIC AREA
28 May, Sessions 1A	14:10-14:30	tiim14-189	THE FIRM-LEVEL IMPACTS OF LOCAL ACTION GROUP FUNDING TO MICROENTERPRISES
28 May, Sessions 1A	14:30-14:50	tiim14-227	THE EFFECTS OF EXPERIENCES, TRUST, NETWORKS, AND INTUITION ON SWISS SMEs' DECISION TO INTERNATIONALIZE
28 May, Sessions 1A	14:50-15:10	tiim14-230	HOW DO SUPPLIERS DRIVE BUYER-SUPPLIER KNOWLEDGE SHARING?
28 May, Sessions 1A	15:10-15:30	tiim14-251	EVALUATING FIRM PERFORMANCE OF VIETNAMESE BANKS WITH THE BALANCED SCORECARD
28 May, Sessions 1B	15:50-16:10	tiim14-142	STRATEGIC THINKING ON TECHNOLOGY CATCHING-UP IN CHINA
28 May, Sessions 1B	16:10-16:30	tiim14-172	IMPLEMENTING BALANCED SCORECARD IN A SUBSIDIARY ORGANIZATION IN HIGH TECHNOLOGY INDUSTRY
28 May, Sessions 1B	16:30-16:50	tiim14-181	SUSTAINABLE DEVELOPMENT: AN EDUCATIONAL PERFORMANCE MEASURES UNDER UNCERTAINTY
28 May, Sessions 1B	16:50-17:10	tiim14-231	MATURITY MODELS AS A SOURCE FOR RELENTLESS DRIVE TOWARDS OPERATIONAL EXCELLENCE
28 May, Sessions 1B	17:10-17:30	tiim14-235	DESIGNING PARTICIPATORY EDUCATIONAL APPLICATION USING NFC
28 May, Sessions 1B	17:30-17:50	tiim14-250	INCUBATION PERFORMANCE OF A SCIENCE PARK: CHANGE OF SELF-EFFICACY OF THE IN-PARK FIRMS
29 May, Sessions 1C	13:30-13:50	tiim14-167	KEY SERVICE ELEMENTS OF BUSINESS DISTRICT ORGANIZATIONS AND SHOPS
29 May, Sessions 1C	13:50-14:10	tiim14-179	A CROSS-AREACOMPARISON OF INVESTIGATION ON THE PERSONAL VALUE FACTORS THAT INFLUENCE CONSUMERS' LUXURY FASHION BRAND CHOICE BASED ON BRAND CHARACTERISTICS IN TAIWAN AND HONG KONG
29 May, Sessions 1C	14:10-14:30	tiim14-200	CHOOSING THE RIGHT INTEGRATION STRATEGY FOR INNOVATION
29 May, Sessions 1C	14:30-14:50	tiim14-229	BRAND MARKETING STRATEGY IN TAIWANESE CLOTHING AND TEXTILE MARKET
29 May, Sessions 1C	14:50-15:10	tiim14-243	A DELIBERATIVE CONCEPTION OF ADJUSTED EXPECTATIONS: EDT AND VALUE CONCEPT
29 May, Sessions 1C	15:10-15:30	tiim14-134	THE GREENING OF ACCENT LIGHTING IN FOOD RETAIL: FUNCTIONS AND EMOTIONS
29 May, Sessions 1D	15:50-16:10	tiim14-222	Lean Six Sigma Strategy: A case study from Sweden
29 May, Sessions 1D	16:10-16:30	tiim14-238	CAN MULTICULTURAL EXPERIENCE STIMULATE CREATIVITY?
29 May, Sessions 1D	16:30-16:50	tiim14-270	INVESTIGATING FACTORS IMPACTING SMART CITIES ADOPTION
29 May, Sessions 1D	16:50-17:10	tiim14-304	POWER MANAGEMENT BY ANALYZING INTERRUPTION OF POWER DISTRIBUTION SYSTEM IN PATTAYA
28 May, Sessions 2A	13:30-13:50	tiim14-148	CORPORATE GOVERNANCE AND CORPORATE PERFORMANCE - THE CASES OF MERGERS
28 May, Sessions 2A	13:50-14:10	tiim14-150	APPLYING REAL OPTIONS THEORY TO THE RIGHT OF RAILWAY TICKET RESERVATION
28 May, Sessions 2A	14:10-14:30	tiim14-169	MEASURING COST EFFICIENCY – APPLICATION ON PRODUCTION OF CAPACITORS
28 May, Sessions 2A	14:30-14:50	tiim14-232	EXTENDING PETRI NETS FOR COST ESTIMATION
28 May, Sessions 2A	14:50-15:10	tiim14-255	THE IMPACT OF E-PROCUREMENT TO ACCOUNTABILITY USING THEORETICAL FRAMEWORKS ON A CASE STUDY
29 May, Sessions 2C	13:30-13:50	tiim14-101	AN INTERNATIONAL STRATEGY IN SOUTHEAST ASIAN MARKETS FOR TAIWANESE BANKS
29 May, Sessions 2C	13:50-14:10	tiim14-175	CORPORATE SOCIAL RESPONSIBILITY IN THE ECONOMY OF SLOVAKIA
29 May, Sessions 2C	14:10-14:30	tiim14-195	USER'S INTENTION FOR MOBILE FINANCIAL SERVICES
29 May, Sessions 2C	14:30-14:50	tiim14-280	COST STRUCTURE ASSESSMENT OF COLD CHAIN ALONG THE SUPPLY CHAIN FOR THAI MANGO
29 May, Sessions 2C	14:50-15:10	tiim14-308	THE LATEST ECONOMIC CRISIS (2008-) AND ICT USERS&SPENDINGS
29 May, Sessions 2C	15:10-15:30	tiim14-196	THE INFLUENCE OF FINANCIAL INDICATORS ON SHARE PRICE: A CASE STUDY ON THE VIETNAMESE STOCK MARKET
28 May, Sessions 3A	13:30-13:50	tiim14-107	SUSTAINABLE PRODUCT DEVELOPMENT BASED ON AXIOMATIC DESIGN PRINCIPLES: A CASE STUDY
28 May, Sessions 3A	13:50-14:10	tiim14-154	EVOLUTION AND CHANGE DYNAMICS IN BUSINESS ECOSYSTEMS: RESEARCH FRAME FOR SPATIAL CONTEXT
28 May, Sessions 3A	14:10-14:30	tiim14-155	IDENTIFYING INNOVATION CLUSTERS: THE SOCIAL NETWORK APPROACH
28 May, Sessions 3A	14:30-14:50	tiim14-210	BUILDING A MATCHMAKING MECHAISM IN A PRAGMATIC CLOUD OPEN ENVIRONMENT
28 May, Sessions 3A	14:50-15:10	tiim14-220	INSURANCE PRODUCTS INNOVATIONS BASED ON MANAGEMENT ACCOUNTING
28 May, Sessions 3A	15:10-15:30	tiim14-296	CHANGES OF THE SCIENCE, TECHNOLOGY AND INNOVATION (STI) STRATEGY OF KOREA IN VIEW OF NATIONAL INNOVATION SYSTEM (NIS)
28 May, Sessions 3B	15:50-16:10	tiim14-100	MOBILE APPS IN TOURISM: A NEGLECTED TOURISM RESEARCH AREA?
28 May, Sessions 3B	16:10-16:30	tiim14-310	APPLYING TYPE-II FUZZY INFERENCE SYSTEM FOR MEDICAL DIAGNOSIS
28 May, Sessions 3B	16:30-16:50	tiim14-151	INVESTIGATE THE FACTORS AFFECTING THE AVAILABILITY OF MOBILE PAYMENT –A CASE OF EASY CARD
28 May, Sessions 3B	16:50-17:10	tiim14-158	RAPID PRODUCTISATION – PRODUCT AND PRODUCT DATA OWNERSHIP
28 May, Sessions 3B	17:10-17:30	tiim14-215	DRIVERS FOR CONTINUANCE WITH MOBILE COMMERCE



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28 May, Sessions 3B	17:30-17:50	tiim14-264	MODULAR APPROACH TO PRODUCT VARIANT DESIGN USING KBE
29 May, Sessions 3C	13:30-13:50	tiim14-124	POLICY INNOVATION FOR INTERNET FUTURE AND NEW TECHNOLOGIES (E-DEMOCRACY, RIGHT TO BE FORGOTTEN AND ELECTRONIC SOCIAL-CONTROL)
29 May, Sessions 3C	13:50-14:10	tiim14-156	EARLY STAGES OF TECHNOLOGY-INTENSIVE COMPANIES – CASES IN SOUTHERN CALIFORNIA
29 May, Sessions 3C	14:10-14:30	tiim14-226	MOBILE ADVERTISING ADOPTION: A PROPOSED EXTENDED UTAUT MODEL
29 May, Sessions 3C	14:30-14:50	tiim14-273	MEASURING THE APPEAL OF FASHIONABLE DRESSES IN VIDEO PROGRAMS ON MOBILE DEVICES
29 May, Sessions 3C	14:50-15:10	tiim14-123	CROWDSOURCING UTILIZATION IN INNOVATION MANAGEMENT
28 May, Sessions 4A	13:30-13:50	tiim14-125	ANALYSIS ON STRATEGIC HOSPITAL SERVICE QUALITY BASED ON THE PERSPECTIVE OF HOSPITAL MANAGEMENT, GOVERNMENT POLICY MAKER AND ACADEMICIANS IN INDONESIA
28 May, Sessions 4A	13:50-14:10	tiim14-129	SEARCHING LOYALTY BETWEEN POWER AND RELATIONSHIPS: A LATENT CLASS APPROACH
28 May, Sessions 4A	14:10-14:30	tiim14-276	PHARMACEUTICAL'S WAREHOUSE MANAGEMENT WITH WORK STUDY, FORECASTING AND INVENTORY MANAGEMENT TECHNIQUES
28 May, Sessions 4A	14:30-14:50	tiim14-192	THE IMPACTS OF PRICING AND REPLENISHMENT POLICIES ON THE SALE OF PERISHABLE PRODUCTS
28 May, Sessions 4A	14:50-15:10	tiim14-274	A PRELIMINARY STUDY OF PATENT QUALITY IN TAIWAN
28 May, Sessions 4A	15:10-15:30	tiim14-303	A CASE STUDY OF EWOM: USING VOICE OF CUSTOMERS FOR BUILDING REPUTABLE SYSTEM
28 May, Sessions 4B	15:50-16:10	tiim14-149	CUSTOMERS CHOOSE WHERE TO SIT BY WHAT TO DO-THE RELATIONSHIP OF TABLE SELECTION AND CUSTOMER BEHAVIOR IN COFFEE SHOPS
28 May, Sessions 4B	16:10-16:30	tiim14-182	A GA-AIS APPROACH TO MULTI-MOLD PRODUCTION SCHEDULING
28 May, Sessions 4B	16:30-16:50	tiim14-209	A PROPOSAL FOR A TYPOLOGY OF LOYALTY SCHEME
28 May, Sessions 4B	16:50-17:10	tiim14-234	THE REASONS FOR CONTINUANCE INTENTION AMONGST FACEBOOK CHECK-IN SERVICE USERS
28 May, Sessions 4B	17:10-17:30	tiim14-261	PROCESS MODEL DISCOVERY BASED ON ACTIVITY LIFESPAN
28 May, Sessions 4B	17:30-17:50	tiim14-266	CRITICAL SUCCESS FACTORS IN IMPLEMENTING HOSPITAL INFORMATION SYSTEM IN INDONESIA: CASE STUDY PUBLIC HOSPITALS
29 May, Sessions 4C	13:30-13:50	tiim14-223	LEAN IMPLEMENTATION IN GERIATRIC CARE IN A MUNICIPAL: A CASE STUDY FROM SWEDEN
29 May, Sessions 4C	13:50-14:10	tiim14-294	A CASE STUDY OF THE SYSTEM DYNAMICS MODEL TO EVALUATE THE PERFORMANCES OF MRP AND DEMAND DRIVEN MRP
29 May, Sessions 4C	14:10-14:30	tiim14-240	RANKING THE BRANCHES OF INSURANCE COMPANIES BASED ON SERVICE QUALITY LEVEL VIA SERVQUAL SCALE AND ANP MODEL
29 May, Sessions 4C	14:30-14:50	tiim14-265	PROSPECTS OF DYNAMIC SCHEDULING CONCEPT IN CONSTRUCTION INDUSTRY
29 May, Sessions 4C	14:50-15:10	tiim14-272	THE RELATIONSHIP AMONG PHYSICAL ATTRACTIVENESS OF COSMETICS MEDICAL EMPLOYEE, PERCEIVED RISK AND CONSUMER'S PRICE SENSITIVITY
29 May, Sessions 4C	15:10-15:30	tiim14-268	UNDERSTANDING USER'S CONTINUANCE TO USE MOBILE ADVERTISING: A CONCEPTUAL PAPER
29 May, Sessions 4D	15:50-16:10	tiim14-146	E-SUPPLY CHAIN INTEGRATION ADOPTION: EXAMINATION OF BUYER-SUPPLIER RELATIONSHIPS
29 May, Sessions 4D	16:10-16:30	tiim14-177	EFFICIENCY AND ECONOMIC PERFORMANCE ASSESSMENT OF BIOGAS PLANTS
29 May, Sessions 4D	16:30-16:50	tiim14-271	EVALUATING THE PRICE SETTING OF FASHIONABLE DRESSES IN MOVIES IN TAIWAN
29 May, Sessions 4D	16:50-17:10	tiim14-157	MANAGING THE CUSTOMER WAITING PROBLEM INFASST FOOD RESTAURANTSIN TAIWAN THROUGH REENGINEERING OF THE APP ORDERING PROCESS
28 May, Sessions 5A	13:30-13:50	tiim14-112	ANALYSIS FOR THE DETERMINANTS OF FACULTY SALARY USING MULTIPLE REGRESSION (CASE STUDY)
28 May, Sessions 5A	13:50-14:10	tiim14-183	APPLYING INTUITIONISTIC FUZZY SEASONALITY FORECASTING FOR INDUSTRY SALES FORECASTING PROBLEM
28 May, Sessions 5A	14:10-14:30	tiim14-188	INTEGRATED SCHEDULING OF MULTI-FACTORY SUPPLY CHAIN WITH SHIPPING INFORMATION
28 May, Sessions 5A	14:30-14:50	tiim14-244	A NOVEL FREQUENCY-BASED FORECASTING MODEL FOR FUZZY TIME SERIES
28 May, Sessions 5A	14:50-15:10	tiim14-257	FORECASTING HIGH ORDER FUZZY TIME SERIES WITH MINIMUM RECENT ORDERS
28 May, Sessions 5A	15:10-15:30	tiim14-287	META-HEURISTIC ALGORITHM FOR SOLVING VEHICLE ROUTING PROBLEM WITH TIME WINDOWS
28 May, Sessions 5B	15:50-16:10	tiim14-115	THE IMPACT OF INFORMATION OVERLOAD ON DECISIONAL MAKINGS OF MNES: A CULTURE PERSPECTIVE
28 May, Sessions 5B	16:10-16:30	tiim14-174	THE CORRELATION AMONG CALL-CENTER EMPLOYEES' INTEGRATED SCHEDULING, WORK STRESS AND JOB SATISFACTION—A CASE STUDY OF ONE TELECOM COMPANY
28 May, Sessions 5B	16:30-16:50	tiim14-258	DECISION OF PROPER ECONOMIC ANALYSIS METHODS FOR THE INNOVATION INVESTMENT
28 May, Sessions 5B	16:50-17:10	tiim14-284	WEIGHTED AVERAGE OF TRIANGLE FUZZY NUMBERS
28 May, Sessions 5B	17:10-17:30	tiim14-299	CONSTRUCTING A NOVEL MONOTONICITY CONSTRAINED SUPPORT VECTOR REGRESSION MODEL
28 May, Sessions 5B	17:30-17:50	tiim14-306	DESIGN OF AN INTELLIGENT CONDITION-BASED KEY MACHINERY ASSETS MAINTENANCE MANAGEMENT PROTOTYPE SYSTEM
29 May, Sessions 5C	13:30-13:50	tiim14-106	VERTEX-FAULT-TOLERANT PATHS EMBEDDING ON FOLDED HYPERCUBE NETWORK TOPOLOGIES



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29 May, Sessions 5C	13:50-14:10	tiim14-144	LINEAR CONDITIONAL HETEROSCEDASTICITY MODELS, AND A NEW MODEL: CASE STUDY ETF RETURNS OF EMERGING ASIAN COUNTRIES
29 May, Sessions 5C	14:10-14:30	tiim14-178	A SECURE SOFTWARE DEVELOPMENT FRAMEWORK BASED ON SECURITY PATTERNS
29 May, Sessions 5C	14:30-14:50	tiim14-180	JOURNAL EVALUATION BASED ON INTEGRATING SUBJECTIVE AND OBJECTIVE INFORMATION
29 May, Sessions 5C	14:50-15:10	tiim14-184	CONSTRUCTING A NOVEL PROCESSES FOR MEASURING THE OPTIMAL HEDGE STRATEGY IN EXCHANGE RISK FOR IT INDUSTRY
29 May, Sessions 5C	15:10-15:30	tiim14-221	A HYBRID GENETIC ALGORITHM FOR OPTIMIZING CUTTING PATHS OF OPEN AND/OR CLOSED CONTOURS
29 May, Sessions 5D	15:50-16:10	tiim14-143	GAINING A MARKET ADVANTAGE ON PROPERTY INSURANCE BY AN ENGINEERING ALGORITHM
29 May, Sessions 5D	16:10-16:30	tiim14-185	EMPIRICAL ANALYSIS OF INFORMATION EFFECT OF INDUSTRIAL INCIDENT IN THE CROSS-STRAIT DIVISION MODEL BETWEEN TAIWAN AND CHINA
29 May, Sessions 5D	16:30-16:50	tiim14-204	ERP RESEARCH IN IS FIELD: A MULT-DIMENSIONAL REVIEW
29 May, Sessions 5D	16:50-17:10	tiim14-259	DETERMINATION OF SOFTWARE RELEASE TIME WITH ERROR COUNT AND TESTING TIME
29 May, Sessions 5D	17:10-17:30	tiim14-305	DEVELOPMENT OF OPERATION TRACKING BY USING INTERNAL BENCH MARKING
28 May, Sessions 6A	13:30-13:50	tiim14-153	MOTIVATION, CAPABILITY, AND PERFORMANCE OF R&D ALLIANCE WITH ENVIRONMENTAL UNCERTAINTY
28 May, Sessions 6A	13:50-14:10	tiim14-275	EXPLORING SUFFICIENCY CONDITIONS FOR ENTREPRENEURIAL ENVIRONMENT AND COUNSELING ACTIVITIES ON ENTREPRENEURIAL PERFORMANCE
28 May, Sessions 6A	14:10-14:30	tiim14-224	MODELLING OPERATIONAL HUMAN RESOURCE MANAGEMENT IN NORDIC HEALTHCARE ORGANIZATIONS
28 May, Sessions 6A	14:30-14:50	tiim14-252	OPERATION RISK MANAGEMENT OF PLANNING AND PIPING DESIGN IN A LARGE PETROCHEMICAL PLANT PROJECT
28 May, Sessions 6A	14:50-15:10	tiim14-286	CAN THE HYBRIDIZATION OR LOCALIZATION HRM PRACTICES OF JAPANESE SUBSIDIARIES IN MALAYSIA BE A NEW SOURCE OF INSPIRATION FOR JAPANESE FIRMS IN JAPAN?
28 May, Sessions 6A	15:10-15:30	tiim14-127	INTRA-ORGANIZATIONAL KNOWLEDGE TRANSFER MECHANISMS FOR OPEN INNOVATION
28 May, Sessions 6B	15:50-16:10	tiim14-237	PRODUCTIVITY AND QUALITY OF WORK LIFE: IMPLICATIONS FROM COST CONTAINMENT INITIATIVES
28 May, Sessions 6B	16:10-16:30	tiim14-194	ENTREPRENEURSHIP DRIVERS AND BARRIERS IN NORTHERN SPARSELY POPULATED AREAS
28 May, Sessions 6B	16:30-16:50	tiim14-228	THE IMPACT OF KNOWLEDGE MANAGEMENT STRATEGY ON INDONESIAN MSMEs' INNOVATION AND PERFORMANCE
28 May, Sessions 6B	16:50-17:10	tiim14-201	TAKING REFUGE COGNITIONS AND BEHAVIORS OF THE LATENT DISABLES IN THE UNDERGROUND SPACE
28 May, Sessions 6B	17:10-17:30	tiim14-288	KNOWLEDGE MANAGEMENT: A NEW MEASURE FOR COMPETITIVE ADVANTAGE?
28 May, Sessions 6B	17:30-17:50	tiim14-309	GLOBAL UNDERSTANDING OF EDUCATION: IS TEACHING (STILL) PROFESSION?
29 May, Sessions 6C	13:30-13:50	tiim14-145	AN ANALYSIS OF PRACTICAL BUSINESS MODEL FOR PRODUCT-SERVICE SYSTEM
29 May, Sessions 6C	13:50-14:10	tiim14-152	TOWARD AND INTEGRATIVE MODEL OF EXPATRIATE ADJUSTMENT: ANTECEDENTS, MEDIATORS, AND CONSEQUENCES
29 May, Sessions 6C	14:10-14:30	tiim14-242	SAFETY CULTURE MATURITY MODEL IN THAILAND BROAD INDUSTRY
29 May, Sessions 6C	14:30-14:50	tiim14-241	ASSESSING PROCESS MANAGEMENT CAPABILITY: CASE STUDY OF DALLA SHIPYARD IN MYANMAR
29 May, Sessions 6C	14:50-15:10	tiim14-254	ORGANIZATIONAL LEARNING, HUMAN CAPITAL, HUMAN RESOURCE PRACTICES AND INNOVATIVE CAPABILITY IN R & D PROFESSIONALS OF SMEs IN TAIWAN
29 May, Sessions 6C	15:10-15:30	tiim14-108	ASSESSING THE SOCIAL IMPACT FACTORS OF THE ON-LINE GAMBLING IN CHINESE SOCIETY
29 May, Sessions 6D	15:50-16:10	tiim14-111	THE RELATIONSHIPS AMONG LEADERSHIP STYLES, SUBORDINATE MATURITY, INFORMATION DISTINCTION AND IMPLICATIONS FOR MULTINATIONAL TAIWANESE ORGANIZATIONS
29 May, Sessions 6D	16:10-16:30	tiim14-219	THE STUDY OF JOB STRESS AND EMOTIONAL LABOR
29 May, Sessions 6D	16:30-16:50	tiim14-162	BUILDING DISTINCTIVE INNOVATIVE CAPABILITY FOR SUPPLY CHAINS: THE ROLE OF RELATIONAL GOVERNANCE
29 May, Sessions 6D	16:50-17:10	tiim14-168	APPLYING GAMIFICATION TECHNIQUES TO STEM KNOWLEDGE ACQUISITION