

2019 IEDRC THAILAND CONFERENCES ABSTRACT

**2019 5th International Conference on E-Business and
Applications (ICEBA 2019)**

**2019 8th International Conference on Economics,
Business and Marketing Management (CEBMM 2019)**

February 25-28, 2019

Chateau De Bangkok, Bangkok, Thailand

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WELCOME REMARKS

On behalf of IEDRC, we welcome you to Chateau De Bangkok, Bangkok, Thailand to attend 2019 8th International Conference on Economics, Business and Marketing Management (CEBMM 2019) and 2019 5th International Conference on E-Business and Applications (ICEBA 2019). We're confident that over the four 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 on Economics, E-Business and Marketing Management.

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 4 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

CHATEAU DE BANGKOK

Address: 29 Soi Ruamrudee 1, Ploenchit Road, Lumpini, Pathumwan,

Bangkok 10330, Thailand

Tel: +66 (0) 2 6514400



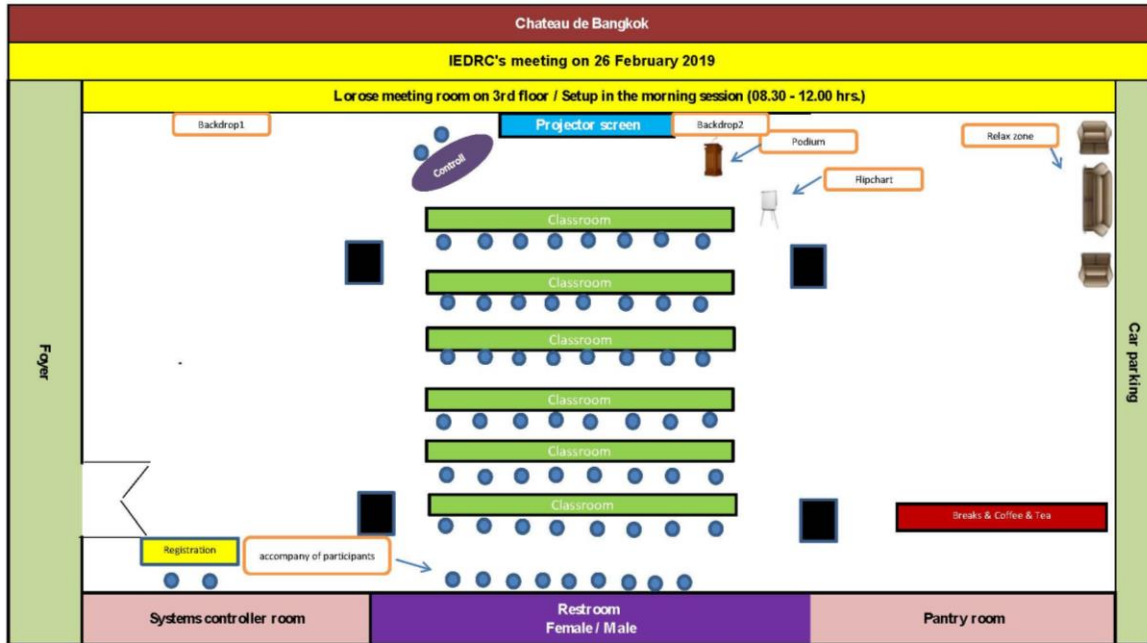
Centrally located in the shopping and business districts, the hotel is just a short distance from major shopping malls, embassies, office towers and the main BTS Skytrain public transport.

Chateau de Bangkok having served a myriad of functions and highly flexible in space and layout, the meeting rooms of Chateau de Bangkok is ideal for hosting private board meetings, large conferences, seminars, training's and product launches. Let the Chateau de Bangkok team professionally fulfill your needs whether it would be about setting up your events from scratch, buffet lunches or providing one-on-one service during coffee breaks.

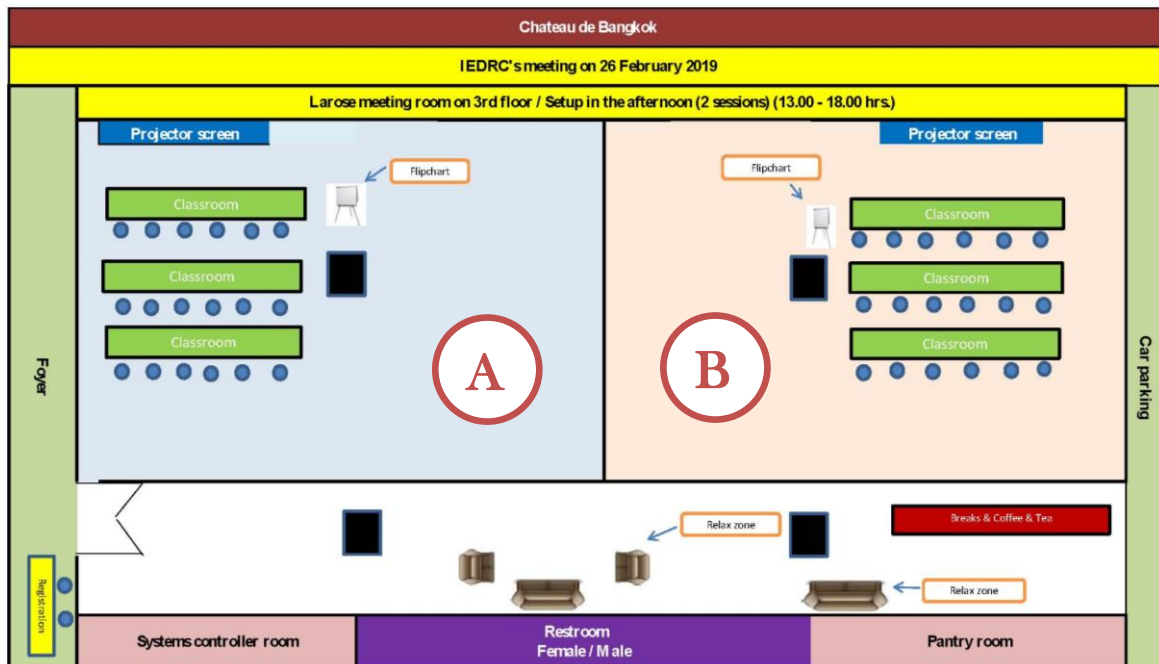
It has different types of rooms. Room Facilities: Safety box, Air conditioning, Desk, Ironing facilities, Sitting area, Walk-in closet, Sofa, Shower, Bathtub, Hairdryer, Bathrobe, Free toiletries, Toilet, Bathroom/Bathtub without jacuzzi, Slippers, Telephone, Satellite channels, Cable channels, Refrigerator.

Meeting Room Map on Feb. 26

Larose on 3rd floor (9:00-12:05)



Larose on 3rd floor-breakout into A&B 2 rooms (13:30-18:00)



INFORMATION OF PUBLICATION

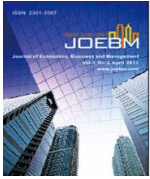
2019 5th International Conference on E-Business and Applications (ICEBA 2019)



All accepted and registered papers will be published 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: 978-1-4503-6262-7

ICEBA 2018 | ISBN: 978-1-4503-6368-6 | ACM digital library | Indexed by EI Compendex and Scopus.

2019 8th International Conference on Economics, Business and Marketing Management (CEBMM 2019)



Some accepted papers will be published in **Journal of Economics, Business and Management** (JOEBM, ISSN: 2301-3567, DOI: 10.18178/JOEBM), and will be included in Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.



Some accepted papers will be published in **International Journal of Trade, Economics and Finance** (IJTEF, ISSN: 2010-023X; DOI: 10.18178/IJTEF) and will be included in ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory.

INSTRUCTIONS FOR PRESENTER

➤ **On-Site Registration**

- 1) **Your paper ID** is required for the registration.
- 2) **Conference Materials Collection.**
- 3) *Certificate of Listener can be collected at the registration counter.
- 4) *Certificate of Presentation can be collected from the session chair at the end of each session.
- 5) You can register on *Feb. 25 whole day* and *Feb. 26 morning* at the registration counter.
- 6) The organizer won't provide accommodation, and we suggest you make an early reservation.

➤ **Oral Presentations**

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)

Projectors & Screens

Laser Sticks

Materials Prepared by the Presenter:

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

Duration of each Presentation:

Keynote Speech: **40 Minutes of Presentation, including Q&A**

Author Presentation: **15 Minutes of Presentation, including Q&A**

➤ **Poster Presentation**

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenter:

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 **February 26, 2019**.

➤ **Dress Code**

Please wear formal clothes or national representative clothing.

➤ **Important Note**

The author is requested to attend the meeting on time and stay at the meeting place throughout the whole conference so as not to miss important matters.

KEYNOTE SPEAKERS OVERVIEW

KEYNOTE SPEECH I

Prof. Marco Pollanen Trent University, Canada



Prof. Marco Pollanen is a Full Professor in the Department of Mathematics at Trent University, Canada, where he was also the founding Director of the School of Business. He received his Ph.D. in Mathematics from the University of Toronto and his primary research interests are in the areas of mathematical finance, statistical simulation and modelling, and mathematical technology and computing. He has contributed numerous articles in international journals and to the organization of leading international conferences. His research has attracted over \$1 million in funding and his achievements have been recognized nationally by a 2009 National Technology Innovation Award and a 2014 Desire2Learn Innovation Award.

Speech Title: Risk Management for Agricultural Production in Arid Regions

Abstract: Crop production is a dynamic process affected by different sources of uncertainty: production risk, market risk, financial risk, and institutional risk. We have developed models that can identify optimal agricultural management strategies under these risks. In this talk, we give an overview of an integrated food security framework we developed for Qatar that incorporates mobile technology for optimal decision making to mitigate risks. We also provide details of some of the financial risk management models developed for this framework.

Keynote Speech II

Prof. Cheol Park Korea University, South Korea



Prof. Cheol Park (Ph.D. in Business Administration) is a Professor at Korea University, South Korea. He received his B.A. in Economics, M.B.A. and Ph.D. from Seoul National University. He worked for Samsung as assistant manager of global marketing before joining academic area. He has been a visiting scholar at Vanderbilt University, University of Hawaii, and Mongolia International University. His research interests include marketing in digital environment and sustainable management with creating social value. He has published papers in influential journals such as *International Marketing Review*, *Journal of Business Research*, *Industrial Marketing Management*, and *Journal of Interactive Marketing*.

Speech Title: Electronic Word-Of-Mouth (eWOM) and Movie Sales

Abstract: Electronic word of mouth (eWOM) is communications among connected consumers on the Internet and becomes more reliable sources on products than marketing information. An eWOM plays a more important role in a competitive situation, because consumers are evaluating more than one alternative. Especially in the movie industry, online reviews by audiences play key roles in the financial performance of the movie. One of the main limitations of eWOM research is not to explain differences between cultures (Tang, 2017). The relationship between eWOM and firm performance has been verified by the product characteristics and review platform (You et al., 2015), but due to the complexity of language and expression, the cultural moderating effect has not been sufficiently explored (Tang, 2017). Recently, companies continue to be globalized, and marketing decisions to maximize eWOM effectiveness in other countries' cultures have become a big challenge for companies (Kumar et al., 2011). In this global environment, research that takes into account the negative effects of eWOM Characteristics of rival products is also limited. In this study, we analyzed the effect of eWOM characteristics on movie sales in competitive environment. We analyzed 10,371 data of 45 days from the opening of 252 movies released in Korea and US in 2017, 109 Korean movies were collected and 143 American movies were collected. Multiple regression analysis were conducted. As results, eWOM valence of rival movies had a negative effect on focal movie sales, and the effects of eWOM and competition factors were moderated by Korean and US cultural differences.

Keynote Speech III



Prof. Fujino Akihiko International Pacific University, Japan

Prof. Fujino started his career with Canon Inc., followed by the Distribution Economics Institute of Japan (as Senior Researcher), Yokohama College of Commerce, Gakushuin Management School, and Kamakura Women's University (as Lecturer). Most recently, Mr Fujino has been a Professor in the Department of Contemporary Business at International Pacific University Japan. He teaches courses of marketing, distribution, field work and practical corporate management. His research interests are consumer behavior, marketing strategies and tactics.

Speech Title: An Additive View to Analyze Supply Chain Management Elements and Scheme

Abstract: Goods business, even if the goods is combined material and service, must manage the goods distribution system. The system is usually called Supply Chain Management (SCM). This presentation focuses on the consumers' view into SCM. Those viewpoints, not the alternative of goods but the alternative of supply chains, provide new elements and a scheme of SCM.

Keynote Speech IV



Prof. Donald Chang Metropolitan State University of Denver, USA

Prof. Chang received his MBA and Ph.D. in marketing from University of Missouri-Columbia, BBA from National Chengchi University, Taiwan. His main teaching interests include international marketing, marketing research, and marketing strategy. Dr. Chang's main research interests include strategic marketing, international marketing, crosscultural research, international leadership behavior, market orientation, service quality management, market research, innovation management, tourism and destination marketing, pricing strategy, among others. He has been a marketing educator since 1980s at a number of universities in the States and in Taiwan, including University of Missouri, University of Wisconsin, National Chengchi University (Taiwan), Tunghai University, Loyola University, and currently a senior professor at the Metropolitan State University of Denver.

Speech Title: Management-Subordinate Relationship, Market Orientation, and Corporate Performance: An Empirical Study





Abstract: Top management plays an important role in forming a market-oriented culture and delivering high quality services to customers. To date, limited empirical work has been done to examine the effect of management behavior and management-subordinate relationship in the marketing context. Marketing concept has been the foundation of modern marketing theories and practices. The significance of customer and market orientation, i.e., the implementation of the marketing concept, has been closely examined in the marketing and management literature. The present study investigates the impact of management behavior and management-subordinate relationship on organizational effectiveness, as measured by market orientation, service quality, and job contentment.



AGENDA OVERVIEW


Day 1 (February 25, 2019): On-site Registration Only


Venue	Arrangement	Time
Lobby on G floor	Conference Materials Collection	10:00 - 17:00

Day 2 (February 26, 2019): Conference Day

Venue	Arrangement	Time
Keynote Speeches		
Larose on 3rd floor	Opening Remarks Prof. Donald Chang Metropolitan State University of Denver, USA	9:00-9:05
	Keynote Speech 1  Prof. Marco Pollanen Trent University, Canada	9:05-9:45
	 Coffee Break & Group Photo	9:45-10:05
	Keynote Speech 2  Prof. Cheol Park Korea University, South Korea	10:05-10:45
	Keynote Speech 3  Prof. Fujino Akihiko International Pacific University, Japan	10:45-11:25

	Keynote Speech 4  Prof. Donald Chang Metropolitan State University of Denver, USA		11:25-12:05
12:05-13:30 Lunch Time-Buffer  Panorama Bar on 14th floor			
Author Presentations			
Venue	Session 1 (Room A) Econometrics and Business Intelligence	Session 2 (Room B) Marketing and Logistics Management	Time
Larose on 3rd floor (Breakout into A&B 2 rooms)	EF1026 Zhiyan Yu Guangdong Experimental Highschool, China	EF0030 Byungen Hyun Soongsil University, South Korea	13:30-13:45
	EF2008 He Tianyi Nanjing University of Science and Technology, China	EF3011-A Pedro Coelho Higher Colleges of Technology, United Arab Emirates	13:45-14:00
	EF0031 Nguyen Duc Ngoc FPT University, Vietnam	EF2011 Chu-Pai Lee National Taichung University of Education, Taiwan	14:00-14:15
	EF2002 Zhang Min Chongqing University, China	EF0014 Meng-Chen Lin Hubei University of Economics, China	14:15-14:30
	EF3006-A Yang Hui-xin Shandong University, China	EF0001 Arti Lata Norton University, India	14:30-14:45
	EF0023 Nongmai Inphadung King Mongkut's University of Technology North Bangkok, Thailand	EF0006 Nguyen Tran Cam Linh Ho Chi Minh City Open University, Vietnam	14:45-15:00

	EF1001 Lingzhi Li Nanjing University of Science and Technology Nanjing, China	EF2013-A Shih-Yueh Wang National Taichung University of Education, Taiwan	15:00-15:15
	EF0012 Tran Duc Hanh FPT University, Vietnam	EF0034 Heejun Kim Soongsil University, South Korea	15:15-15:30
<p>15:30-15:45</p>  <p>Coffee Break & Free Discussion</p>			
Venue	Session 3 (Room A) Economics and Business Management	Session 4 (Room B) E-Commerce and E-Business	Time
Larose on 3rd floor (Breakout into A&B 2 rooms)	EF2015-A Chih-Wen Hsiao National Taichung University Education EMBA, Taiwan	EF0025 Yeonhee Lee Soongsil University, South Korea	15:45-16:00
	EF2004 Hiroshi Koga and Sachiko Yanagihara Kansai University, Japan; University of Toyama, Japan	EF3009 Liu Li-Chun National Taichung University of Education, Taiwan	16:00-16:15
	EF0022 Dongkyun Ryu IT Distribution & Logistics, South Korea	EF0021 Oronzo Parlangeli Univeristy of Siena, Italy	16:15-16:30
	EF1027 Theera Tianrungpaisal Suan Sunandha Rajbhat University, Thailand	EF0003 Chung-Shun Feng Chaoyang University of Technology, Taiwan	16:30-16:45
	EF3010-A Akio Torii Chuo University, Japan	EF0026 Sunghyeon Lee Soongsil University, South Korea	16:45-17:00
	EF2006-A Baris Morkan Stevens Institute of Technology, United States	EF0035 Babu Pallam Central sector for education and Development, India	17:00-17:15
	EF2016-A Xiao Yu-Dong National Taichung University of Education, Taiwan	EF1024 Xing Yang Silpakorn University, Thailand	17:15-17:30

	EF3014-A Normizan Bakar Universiti Utara Malaysia, Malaysia	EF2001 Ayman Abdalmajeed Alsmadi Alzaytoonah University of Jordan, Jordan	17:30-17:45
	EF3013-A Zhang HongPeng Pusan National University, South Korea	EF1060 Jieun Kim Soongsil University, South Korea	17:45-18:00
<p>18:00-20:00 Dinner Time-Buffer</p>  <p>Panorama Bar on 14th floor</p>			

Day 3 (February 27, 2019): Poster Presentation

Day 4 (February 28, 2019): City Visit in Bangkok

Listener List

Name	Affiliation
Jacques Picard	Université du Québec à Montréal, Canada
Lu Yu	National University of Singapore, Singapore
Hye-Kyeong Ko	Sungkyul University, South Korea

AUTHOR PRESENTATIONS OVERVIEW (FEB. 26)

Session I

Theme: Econometrics and Business Intelligence

Time: 13:30-15:30

Venue: Larose on 3rd floor-Room A

Session Chair: Prof. Fujino Akihiko

Affiliation: International Pacific University, Japan

*Please arrive at conference room 15 minutes earlier so that authors are able to make the presentation on time.

**There will be a session group photo part at the end of each session.

***The best presentation will be selected by session chair and awarded at the end of each session.

<p>EF1026 13:30-13:45</p>	<p>The Relationship Between Carbon Emission and Economic Activity in the United States Author(s): ZhiyanYu and GanXu Presenter: ZhiyanYu Guangdong Experimental Highschool, China</p> <p>Abstract-The objective of this paper is to analyze the relationship between the carbon emission, GDP and its growth rate, energy consumption, and unemployment rate in case of the United States and moreover, we also aim to explore where US and the _fty states now lie on the Kuznets curve. By using the panel data to investigate _ve di_ erent districts from 2000 to 2015 and the US as a whole, the empirical results indicate a long-run equilibrium relationship between variables and the positions the United States and its di_ erent states now lie on the curve. These _ndings suggest that the United States should adopt other low-carbon supporting policies and technologies to real-ize the movement from the left side of the curve to the right side of it, with the major goal to abstain from negatively a_ ecting economic development by decreasing vitality utilization.</p>
<p>EF2008 13:45-14:00</p>	<p>The Impact of Market Fluctuations on Financial Bond Liquidity Author(s): Tianyi He Presenter: Tianyi He Nanjing University of Science and Technology, China</p> <p>Abstract-The global financial crises often strongly affect the decisions of investors. This paper studies whether domestic and foreign institutional investors change their investment strategies during crisis periods by shifting from high-risk and high-yield investment products to more conservative bond-related securities. In particular, this paper focuses mainly on financial bonds in the interbank market. This paper examines the causes of pricing discrepancies of financial bonds between financial crisis periods and normal market conditions. In addition, as China's bond market is still at its developing</p>

	<p>phase, this paper studies whether some widely used liquidity measures in the US and European markets play a significant role in the pricing of China's financial bonds. The result shows that liquidity explains an additional 28% of bond yield spread during normal market conditions, while it increases the R-squared from 7.58% to 45.93% during the three crisis periods.</p>
<p>EF0031 14:00-14:15</p>	<p>K-means Clustering using R - A Case Study of Market Segmentation Author(s): Phan Duy Hung, Nguyen Duc Ngoc, and Tran Duc Hanh Presenter: Nguyen Duc Ngoc FPT University, Vietnam</p> <p>Abstract-In recent years, machine learning is widely used to support human decision making in several related scientific areas such as medical, biological, image processing and so on. However in market classification, marketing segmentation is facing numerous challenges in defining specific target customer zones to help enterprises launching their marketing strategies. On the other hand, modern technologies and programming languages are providing support for statistical estimations and graphic visualizations, especially in the R language. In this paper, a k-means machine learning (ML) algorithm with an R language implementation is utilized for marketing segmentation in a specific case study of Black Friday for determining potential customer zones to make reasonable marketing strategies.</p>
<p>EF2002 14:15-14:30</p>	<p>Does Taxation at the Unit of Household Increase the Demand for Risky Asset? Author(s): Yulin Liu and Min Zhang Presenter: Zhang Min Chongqing University, China</p> <p>Abstract-With the background of a fierce discussion in the tax reform of transforming the current individual income tax system from levying income tax at the unit of individual to the unit of household in China, this paper studies the implications of a tax reform for households' risky asset share. We observe that (I) levying taxes at the unit of household is helpful for reducing tax burdens, this, in turn, (II) in the short term, increases household disposable income and causes a wealth effect enhancing households enthusiasm to participate in the financial market and to hold a larger proportion of risky assets, (III) in the long term, affected by a crowding out effect caused on by labor income risk, the increase degree of household risky assets share is lower than that in the short term. Moreover, compared with the current tax system, the volatility of household risky asset holdings is smaller than that in the tax system where tax is levied at the unit of household, which benefit for enhancing households' financial portfolio stability.</p>

<p>EF3006-A 14:30-14:45</p>	<p>Structural Change and Economic Growth in China-An Empirical Analysis Based on Provincial Panel Data Author(s): Yang Hui-xin and Yang Zhen-yi Presenter: Yang Hui-xin Shandong University, China</p> <p>Abstract-The paper aims for an empirical validation of the link between structural change and economic growth in China. By constructing a SUR model, the result shows that there is a heterogeneous non-causality (HENC) relationship between them, which means that there exists such a relationship for at least one individual and at most 28 individuals among all provincial areas. Results differ in a way of whether the structural change is measured in terms of real value added or employment. Economic growth has a positive impact on the increase in the proportion of output both in secondary and tertiary industries, and on the decrease effect in primary industry. Optimizing and rationalizing changes in industrial structure could promote economic growth significantly. Two mechanisms vary in different stages of development and depend on how well modern industry system is constructed and to what extent that market plays its role in the future.</p>
<p>EF0023 14:45-15:00</p>	<p>Similarity-Preserving Hashing for Stock Analysis Author(s): Nongmai Inphadung, Suwatchai Kamonsantiroj, and Luepol Pipanmaekaporn Presenter: Nongmai Inphadung King Mongkut's University of Technology North Bangkok, Thailand</p> <p>Abstract-In this paper, we present an efficient hash-based approach to address the problem of similarity search in stock market databases. Hashing is one of the standard indexing search schemes but the number of entries in the same location can become very large and make it unmanageable. Different from the standard hashing algorithm that avoids numerous collisions, the similarity-preserving hashing provides to maximize the probability of collision of close items and minimize the probability of collision of faraway items. An efficient k-nearest neighbors search based on the similarity-preserving hashing is also proposed. The experimental results based on the SET (The Stock Exchange of Thailand) and DJIA (Dow Jones Industrial Average) databases have shown that the average precisions of an efficient hash-based are greater than or equal to 0.80. Finally, we apply the similarity-preserving hashing for speculating the stock trading signal trajectory for the last segment query. The suggestion uses the frequency of occurrence for the query in the historical data.</p>
<p>EF1001 15:00-15:15</p>	<p>Research on the Factors of China's Cultural and Creative Products Export Trade-An Empirical Analysis Based on Constant Market Share Model Author(s): Lingzhi Li and Qian Sun Presenter: Lingzhi Li Nanjing University of Science and Technology Nanjing, China</p> <p>Abstract-Based on the seven categories of cultural and creative products classified by the UNCTAD, this paper selects the export data of the Chinese cultural and creative products of the UNCTAD Creative Economy Database</p>

	<p>from 2002 to 2016. The multi-country CMS model is used to decompose the growth factors of China's cultural and creative products trade in the three stages of 2002-2008, 2008-2014 and 2014-2016. The results show that the changes in the demand for world cultural and creative markets have a significant impact on the export of cultural and creative products in China. The structural advantage of China's cultural and creative products export market is one of the main reasons for export growth, while the product structure has a weaker effect on export growth, the competitive effect is negative. China should take effective measures to optimize the structure of the export market, actively cultivate the international competitive advantages of cultural and creative products, and promote the healthy and sustainable growth of cultural and creative products exports.</p>
<p>EF0012 15:15-15:30</p>	<p>Term Deposit Subscription Prediction Using Spark MLlib and ML packages Author(s): Phan Duy Hung and Tran Duc Hanh Presenter: Tran Duc Hanh FPT University, Vietnam</p> <p>Abstract-In recent years, more and more data are being collected from a variety of sources for scientific researches. At the same time, data mining (DM) and machine learning (ML) are being utilized to analyze special features from the data. Meanwhile in business, this combination is able to produce comprehensive overviews to support human decision-making by showing profitable recommendations. In marketing, it is essential for organizations to know when they can provide their services by analyzing customer's data to make crucial strategies for their businesses, especially in banks. In this paper, with the problem of bank marketing, we will take a look at what types of experimental data are typically used, do a preliminary analysis on them, and generate a Term Deposit Subscription prediction model by using PySpark and its machine learning frameworks. Using a database with thousands of data points gathered in a marketing campaign, the accuracy rates of detection and classification are about 71% and 86% respectively.</p>

Session II

Theme: Marketing and Logistics Management

Time: 13:30-15:30

Venue: Larose on 3rd floor-Room B

Session Chair: Prof. Jacques Picard

Affiliation: Université du Québec à Montréal, Canada

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**There will be a session group photo part at the end of each session.

***The best presentation will be selected by session chair and awarded at the end of each session.

<p>EF0030 13:30-13:45</p>	<p>Monitoring System for Smart Picking in Small and Medium-sized Warehouse Author(s): Hyesun Lee, Heejun Kim, Hyeona Kim, Dongju Kim, Jongsun Choi, and Byungen Hyun Presenter: Byungen Hyun Soongsil University, South Korea</p> <p>Abstract-In warehousing process, picking is the matter to be considered preferentially for reducing the operating coast and improving the production efficiency. While large warehouses apply considerable amount of IT technology on picking work, most small and medium warehouses carry out picking process manually. Although manual process involves numerous errors, small and medium companies have hard time introducing the picking system due to the cost issue. To solve such problem, this study suggests the monitoring system for smart picking at small and medium warehouses. The suggested system provides the monitoring service to worker and manager at warehouse for smart picking. Also, the system includes core features such as real-time data exchange, picking service, and monitoring on inventory status. The suggested system reduces time and expense for worker and manager at warehouse. Furthermore, this study shows the processing of smart picking based on the suggesting system.</p>
<p>EF3011-A 13:45-14:00</p>	<p>Factors Influencing Mobile Marketing Acceptance in Higher Education Students in The United Arab Emirates Author(s): Pedro Coelho Presenter: Pedro Coelho Higher Colleges of Technology, United Arab Emirates</p> <p>Abstract-Technology advancements in mobile communication has seen a rapid rise in recent years. Likewise, the use of mobile technologies has proven to be of extreme importance in a consumer’s life. The main goal of this study is to investigate and identify the impact of marketing activities on the acceptance of mobile marketing practiced by higher education students. Assisted by the Technology Acceptance Model (TAM) and Uses and Gratifications Theory, this study tests a conceptual model that explain factors influencing mobile marketing acceptance. The study was conducted in Federal Higher Education Institutions in</p>

	<p>the UAE. A descriptive, explanatory research that used a quantitative survey methodology was adopted. This study surveyed 402 higher education students using a probabilistic stratified sampling method. The overall findings revealed that risk acceptance, providing information, sharing content, accessing content, perceived value and personal attachment have a positive influence in mobile marketing acceptance, and it validates a new model using Structural Equation Modelling. Furthermore, this study highlights the current state of mobile marketing utilization along with preferred types of services used. This research has the potential to benefit companies to create better mobile marketing strategies, in which they can incorporate within their product and services and recommends actions to create a more effective mobile marketing campaign that benefits both consumers and organizations. Lastly, this study contributes to the current body of knowledge of technology acceptance models and supplements the current literature of mobile marketing in the Middle East region.</p>
<p>EF2011 14:00-14:15</p>	<p>The Research of the Relationship Between Marketing Information Channel and Impression Like and Dislike for Tutorial Education Author(s): Chu-Pai Lee, Dong-Cheng Liu, Hei-Ming Chou and Chin-Mei Lin Presenter: Chu-Pai Lee National Taichung University of Education, Taiwan</p> <p>Abstract-This research is based on a Middle School Tuition Class in Taichung City. We discuss the impact of different marketing information channels on the enrollment performance of cram schools. With the help of the author's many years of cram school management experience, we design many different marketing information channels, and investigate the results of each marketing information channel's impact on consumers by questionnaire. We have compiled the conclusions of this study and put forward some appropriate suggestions for the help and reference of the tutoring industry and related research scholars.</p>
<p>EF0014 14:15-14:30</p>	<p>A Comparison of the Shopping Behaviors of Cross-Strait College Students based on the Quality of Internet E-commerce Author(s): Meng-Chen Lin, Chih-Hsuan Huang, and Sheng-Feng Shih Presenter: Meng-Chen Lin Hubei University of Economics, China</p> <p>Abstract-Online shopping has become a trend nowadays bringing with it many economic opportunities. The number of people preferring to do online shopping and the number of purchases are continuously on the rise, with the age of online shoppers becoming younger. However, the question is whether the services provided by the business platform will also attract consumers' purchase behavior. Therefore, this study explores the services provided by online e-commerce platforms in the research on university students in mainland China and Taiwan. The study used regression model analysis to issue a total of 852 questionnaires to compare whether Cross-Strait consumers' services procured from online.</p>

<p>EF0001 14:30-14:45</p>	<p>To Evaluate the Apparel Retail Store Atmosphere Cues and its Significance for building the store by retailers: With Special reference to Indian Consumers Author(s): Arti Lata and Deepak Jain Presenter: Arti Lata Norton University, India</p> <p>Abstract-The present study has based on retail store atmosphere and its selected different ambient elements is: store layout and display, music, light and cleanliness and participant factors and try to analyze the importance of these selected variables for designing to store by retailers at the state of Uttar Pradesh in India. the primary objective of this research paper, whether the store selected visual and nonvisual elements should be taking in more concern while designing in store physical setting and secondary objective is, to investigate the how the store selected different visual and non-visual elements is interacted with each other in store and also see their strength level of interaction. Using the survey method for data collection with devolved 5 points likart scale where scale has given the different rating of store selected elements in questionnaire in the form of close ended questionnaire. 250 respondents have been selected from organized retail store based on simple random sampling under the probability sampling. SPSS statics software is used for data analysis. Study Results shows that all selected variable is playing significant role into designing the store ambience with offering the different products/services.</p>
<p>EF0006 14:45-15:00</p>	<p>Exploring The Impact of Traditional and Electronic Word of Mouth on Travel Intention Author(s): Linh Nguyen Tran Cam, Tung Tran Anh, Massoud Moslehpour, and Xuan Do Thi Thanh Presenter: Nguyen Tran Cam Linh Ho Chi Minh City Open University, Vietnam</p> <p>Abstract-Word of mouth has been treated as one of the most powerful marketing methods which can earn several times greater in terms of efficiency than traditional tools. The tourism sector in which most aspects are considered as intangible even highly concerns and evaluate this type of communication. This study aims to examine the differences, as well as the linkage Quantitative method, was applied with the distribution of questionnaires through both online and offline in Ho Chi Minh City. 256 usable and valid answers were analyzed through multiple tests such as EFA, CFA, and SEM to test the proposed hypotheses. The results do statistically support the impacts of electronic word of mouth on attitudes and travel intention, while traditional word of mouth is only evident with its influence on electronic word of mouth.</p>
<p>EF2013-A 15:00-15:15</p>	<p>A Study on the Differences of Chinese Real Estate TV Advertisements-Taiwan, People's Republic of China, Singapore, Malaysia an Example Author(s): Shih-Yueh Wang, Wey-Jeng Hwang, and Chih-Hung Wang Presenter: Shih-Yueh Wang National Taichung University of Education, Taiwan</p> <p>Abstract-For Chinese, buying a house or real estate occupies a very special importance in life. Whether it is investing in production, highlighting achievements, social status, etc., even the main conditions for marriage. And TV</p>

	<p>commercials are the most important marketing method for real estate. With this strong media that influences consumers, it further separates the market and positions the major consumers to give the most appropriate appeal. Various housing-related advertisements are constantly being updated. From the early appeal of the mainstream brand value, the content gradually changed from the rational level to the perceptual level. Describe the feeling of warmth, dreams and independence to appeal to consumers and emphasize the differentiated home buying experience. In the form of content analysis. Discuss the core target market positioning strategy, advertising appeal and creative form of its advertising, etc. Its attempts to influence the history of consumers' decision-making in housing purchases, and compare their respective characteristics. The study found: Taiwan's decision to buy a house is more focused on functional requirements. People's Republic of China's home purchase decision is more focused on flaunting appeals, In Singapore, Malaysia, the decision to buy a home is more emphasis on family demand. It's expects to provide Taiwan's real estate industry with international business development, when making advertisements. Can expected to provide Taiwan's real estate industry for the development of international business, for the production of advertising, Can have updated reference basis, It can occupy more overseas competitive market for Taiwanese companies and has more competitive advantages.</p>
<p>EF0034 15:15-15:30</p>	<p>Cold Chain Distribution Scheduling Model Using Multiple Temperature Containers Author(s): Heejun Kim, Hyungi Jeong, and Taehyung Park Presenter: Heejun Kim Soongsil University, South Korea</p> <p>Abstract-Due to the rapid growth of E-commerce, the fulfillment of perishable consumer packaged goods(PCPG) becomes more important. On-time fulfillment of PCPG requires consideration of the expiration date of food, the maintenance of food freshness, and the food quality. As fresh food has a short life span and its quality decreases over time, so is required to deliver frequently in a small volume. Additionally, a mixed order consisting of different temperature requirements incurs additional delivery cost. In order to solve this problem, this study aimed to propose an inventory-routing model where deployment of multi-temperature compartments delivery vehicles is compared with the traditional single temperature delivery system. We test the developed model with various demand portfolios on large scale networks.</p>

Session III

Theme: Economics and Business Management

Time: 15:45-18:00

Venue: Larose on 3rd floor-Room A

Session Chair: Prof. Cheol Park

Affiliations: Korea University, South Korea

*Please arrive at conference room 15 minutes earlier so that authors are able to make the presentation on time.

**There will be a session group photo part at the end of each session.

***The best presentation will be selected by session chair and awarded at the end of each session.

<p>EF2015-A 15:45-16:00</p>	<p>The Relationships among Township Revitalization Industry and Social Innovation Performance: Evidence from Tourism -Related Industrial Cluster Author(s): Chih-Wen Hsiao, Li-Lan Tu, Yi-Hwan Shry and Chi-Hwung Wang Presenter: Chih-Wen Hsiao National Taichung University Education EMBA, Taiwan</p> <p>Abstract-The purpose of this study is to explore how the 100-year-old house in Zhushan, Taiwan, that can be transformation of Zhushan town by Township revitalization industry. It also clustering the local units in the Tourism industry upgrading Zhushan town local industries. The leading unit, Townway Company, reinforcement innovation by the four ways of “collaborative design”, “local production”, “working for accommodation” and “sales synergy”.</p> <p>This study explores the role of the Townway Company can stimulate local business by “El Patio Del Cielo B&B”. It also integrates external resources into local Tourism Industrial Cluster and pass the knowledge through generations. This research explores the Townway Company through observation and in-depth interviews, and then used secondary analysis and point to realize the linkage between social innovation and tourism development.</p>
<p>EF2004 16:00-16:15</p>	<p>Possibility of Virtual Reality in Actuality Formation in Customer Experience: Case Study on the Invisible World Heritage the Mietsu Navy Remnant Site Author(s): Hiroshi Koga and Sachiko Yanagihara Presenter: Hiroshi Koga and Sachiko Yanagihara Kansai University, Japan; University of Toyama, Japan</p> <p>Abstract- In recent years, the concept of smart tourism has attracted attention. It is an approach to create new attractions by using the latest ICT in sightseeing spots. And, needless to say, the key to smart tourism is cutting-edge ICT. However, state-of-the-art technology does not realize smart tourism. Rather, we would like to insist that the important success factor in the realization of smart tourism is the fact that the reality supported by McConnell's "authenticity" is indispensable. Therefore, in this paper, we rely on “experience economy” advocated by Pine and Korn (1999), and consider the issues of smart tourism. In other words, the purpose of this paper is to conduct preliminary consideration</p>

	<p>on the significance of actuality and/or reality in smart tourism. For that purpose, I will introduce the case of Japanese world heritage: VR utilization in Mietsu Naval remnant site/三重津海軍所跡, UNESCO World Heritage Site as “the Industrial Revolution Heritage of Meiji Japan”. Then, we would like to clarify the challenges and success factors of smart tourism from open date/disclosure of data and experiences of field studies (visited on January 16, 2016). In the other words, we will clarify the current situation and challenges of customer experience by VR through the case of the Mietsu Navy site.</p>
<p>EF0022 16:15-16:30</p>	<p>A Study of The Factors Influencing The Satisfaction and The Intention to Use Migrant Worker Job Information on A Mobile Application Author(s): Dongkyun Ryu, Hongsik Cheon, Jaeyoung Choi, Yong Moon, and Byungen Hyun Presenter: Dongkyun Ryu Dept. of IT Distribution & Logistics Country, South Korea</p> <p>Abstract-This study is designed to explore the factors that influence the satisfaction and the intention to use an application that provides job information to migrant workers and helps companies to find migrant workers. Quality of information, utilization, and environment are studied to see if these factors influence satisfaction and intention to use the application through a survey of migrant workers and employers. The results found that the environment was not a factor; however, information and utilization are related to satisfaction and intention to use for both groups. Utilization has the most influence on the satisfaction for both groups. Information (utilization) has the greatest influence on the intention to use for the migrant workers (the job seekers).</p>
<p>EF1027 16:30-16:45</p>	<p>Brand Personality and Its Moderating Impact on Brand Loyalty-The Empirical Research of Cafes in Vietnam Author(s): Linh Nguyen Tran Cam, Duong Quynh Nga, Theera Tianrungpaisal Presenter: Theera Tianrungpaisal Suan Sunandha Rajbhat University, Thailand</p> <p>Abstract-This study explored the characteristics of brand personality, effective image, cognitive image, and intention to recommend toward a brand loyalty in a selected coffee shop in Ho Chi Minh City in Vietnam. The study uses both qualitative through in-depth interviews for preliminary research and formal quantitative study for a large-scale population survey of 310 customers. This study was chosen to understand better the meaning of the effective image, the customer's perception and brand personality influencing those images to create loyalty and belief of customers to introduce the brand – the survey questionnaire using two tools, the reliability unsuitable variables, and turning garbage out of the model as first step then conduct structural equation modeling (SEM) by PLS 3.0. The key findings regarding the relationship between the effective image and the intention to recommend and the relationship between effective image and brand personality show a positive result which mean customers will feel more interested and more affectionate if the coffee shop understand and meet their desire, have a good style, always listen and change to meet the customer demand.</p>

<p>EF3010-A 16:45-17:00</p>	<p>The Conditions Subcontracting System Works Author(s): Akio Torii Presenter: Akio Torii Chuo University, Japan</p> <p>Abstract-Closed vertical cooperation system, so-called keiretsu subcontracting system, is one of the key characteristics that describe Japanese manufacturing industries. A problem of the subcontracting system is that it works to promote efficiency in assembly industries while it does not work in other industries, for example, content industries. In this presentation I will try to explain why there are differences in effects of the closed vertical cooperation system, and to have implications for enhancing the performance in those industries. Two theories are employed; multi-task agency problem and common agency problem. Some industries have characteristics which makes these problems more severe under the subcontracting system. Multi-task agency problem arises when agents conduct several activities simultaneously to achieve a requested task. When an important factor that determines the performance of the system is not reflected in the payoff of the principal, no incentives are provided to the agent, which cause biased resource allocation, then lower performance of the whole system. Common agency refers situations where plural principals trade with one agent. When principals make contracts without appropriate information about characteristics of the agent, activities of agents become sub-optimal, the adverse selection problem. The adverse selection problem is more serious under common agency. A model analysis shows that the inefficiency of common agency become more severe while trading with several principals does not lead to more power of the agent if cost reducing investments have positive spillover effects on the tasks with other principals.</p>
<p>EF2006-A 17:00-17:15</p>	<p>Expect the Unexpected: An Unexpected Role of the Unexpected Events in Mega Construction Projects Author(s): Baris Morkan Presenter: Baris Morkan Stevens Institute of Technology, United States</p> <p>Abstract-The project management literature has emphasized that the management of mega construction projects requires different approaches and strategies than traditional project management can offer. The planning and execution of mega construction projects is characterized by a high degree of complexity, uncertainty, and ambiguity. Considering the characteristics of mega projects, unexpected events are more likely to occur in mega construction projects, and consequences of these events can be more difficult to predict and manage compared with smaller projects. Unexpected events can arise during any phase of the project life-cycle, and the changes it brings can affect one or more phases of the project, as well as affect the project's stakeholders. Managing such unexpected events demands specialized skills and substantial resources unlikely to be possessed by a single stakeholder group. It calls for more than one stakeholder group to respond in a timely and more efficient manner, especially when these unexpected events have potential to impede the project progress or jeopardize the project's success. The aim of the present study is to ascertain whether collaborative actions of project stakeholders can create more effective</p>

	<p>responses that concentrate on developing complete, rather than piecemeal, solutions to unexpected events in mega construction projects. We also proposed an approach, which seeks to explain collaborative actions of project stakeholders' in terms of a set of underlying mechanisms that are activated by unexpected events. Theories from Project Management and Strategic Management form the core of the approach we present. In addition, theoretical concepts of animal research studies are used, as well as some findings from our ongoing case study.</p>
<p>EF2016-A 17:15-17:30</p>	<p>Analysis of the Cognitive Differences between Enterprises and Consumers in the Sharing Economy-Taking the Gogoro Battery Swapping System as an Example Author(s): Tseng Ching-Yu, Xiao Yu-Dong, Lin Chun-Ju, Shyr Yi-Hwan and Zhu Zi-Xuan Presenter: Xiao Yu-Dong National Taichung University of Education, Taiwan</p> <p>Abstract-The extreme anomalous climate worldwide from global warming shows that human beings have sacrificed the ecological environment while pursuing economic development. Many social enterprises have cut into environmental protection issues from different angles. The Taiwan government has also announced that new scooters will be fully electrified from 2035. The Gogoro electric scooter is a new technology product which is different from the traditional fuel and electric scooters in product design. The overall design is simple and fashionable and consumers can choose their own design to build their own electric scooter to meet the needs of uniqueness. Besides, the most striking services Gogoro offers is the energy network design. This research studies the sharing economy of Gogoro's proposed battery swapping system to solve the environmental pollution problems, and whether there is a difference of value cognition among Gogoro owners or not.</p>
<p>EF3014-A 17:30-17:45</p>	<p>Export Promotion Agency Author(s): Normizan Bakar Presenter: Normizan Bakar Universiti Utara Malaysia, Malaysia</p> <p>Abstract-This paper attempts to review the past literatures that analyzed the export promotion agency in various countries. It reviews the main questions, results and trend in the existing researches and tries to identify their similarities and differences. We found the main question in the past studies is the impact of the export promotion activities on the firm's export performance and nation's export growth. Mainly, a government establishes national promotion agencies to provide the schemes, and the number of agencies has tripled over the past two decades around the world. The previous studies found that active exporters gain the most from export promotion programs, while there is little impact in the short term for more experienced international firms who derive most of their incomes from exporting. On the other hand, some studies also argue that the promotion has no impact on exports, for example, it is reported that Canadian trade mission does not lead to increased trade. Meanwhile, a study in the incomplete competition framework found that the export promotion activity that supports firms in the international market to increase an awareness of information bias may help the firm in the competition. The results of this review shed light on the study in this field and open a path of research to fill the gap.</p>

<p>EF3013-A 17:45-18:00</p>	<p>The Effect of Intrapreneurship on Business Performance-The Moderating Effect of Perceived Organizational Support Author(s): Zhang HongPeng, Wang HuanHuan, Kim JongKwan Presenter: Zhang HongPeng Pusan National University, South Korea</p> <p>Abstract-This study aims to explore how intrapreneurship and perceived organizational support (after here, POS) promote business performance so as to expand research on intrapreneurship. In order to achieve the purpose of this study, research models and hypotheses were set up based on previous studies. The study's sample set is taken from 236 employees of 32 different companies to statistically verify the hypotheses. Through the SPSS 24 statistical method, the study's main results were uncovered as follows. First, intrapreneurship has a positive effect on business management. Second, the moderating effects of perceived organizational support are found between intrapreneurship and business performance. Perceived organizational support is consistent with this viewpoint, because if subordinates feel support from the organization, there will be positive business performance and management performance. Therefore, intrapreneurship and POS are very important in the process of achieving performance and play an important role in the actual business. The study's results indicate that it is necessary to emphasize entrepreneurship at the appropriate level in SMEs, and that it is important to ensure that intrapreneurs and develop their POS. These findings can help companies strengthen their competitiveness and achieve their business targets. This paper is contributing to the literature as relationship of intrapreneurship and performance is studied using POS as a moderator which was not studied in past.</p>
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Session IV

Theme: E-Commerce and E-Business

Time: 15:45-18:00

Venue: Larose on 3rd floor-Room B

Session Chair: Assoc. Prof. Oronzo Parlangei

Affiliations: Univeristy of Siena, Italy

*Please arrive at conference room 15 minutes earlier so that authors are able to make the presentation on time.

**There will be a session group photo part at the end of each session.

***The best presentation will be selected by session chair and awarded at the end of each session.

<p>EF0025 15:45-16:00</p>	<p>A Study on the Factors Affecting the User Intention of Omnichannel Shopping Based on Information Technology Author(s): Yeonhee Lee and Hongsik Cheon Presenter: Yeonhee Lee Soongsil University, South Korea</p> <p>Abstract-Technical advance and its spread brought diversification of distribution channels. It is not unusual that retailers deploy omnichannel shopping environment. Retailing companies are responding to markets with new strategies which are caused by appearance of omnichannel. From this point of view, this study investigated which factors can affect the user intention of omnichannel. We found that sales promotion is the most effective factor when consumers using omnichannel shopping. Also, information from word of mouth has marginal effects on consumers' use intention of omnichannel shopping. However, personalized information from providers does not have a significant effect on both consumers' perceived value and use intention of omnichannel shopping.</p>
<p>EF3009 16:00-16:15</p>	<p>Online Cross-Border E-commerce Consumer Behavior: A Case Study of Sino-US Trade Conflicts Author(s): Liu Li-Chun, Luo Wen-Bin, Lin Jian-Cheng and Huang Yu-Chin Presenter: Liu Li-Chun National Taichung University of Education, Taiwan</p> <p>Abstract-The current study aims to investigate how the Sino-US trade conflicts impact the online cross-border e-commerce consumer behavior, and the business strategies of the online cross-border e-commerce adopted to confront the Sino-US trade war. The findings are resulted from data analysis, and the study results showed that neither consumers' consumption willingness, consumption ability and consumer behavior patterns, nor the business strategies and commercial patterns are changed during this period of Sino-US trade conflict.</p>

<p>EF0021 16:15-16:30</p>	<p>Prospective Memory, User Experience (UX), and Online Product Configurators Author(s): Oronzo Parlangei, Andrea Zucchiatti, and Stefano Guidi Presenter: Oronzo Parlangei Univeristy of Siena, Italy</p> <p>Abstract-In recent years, the emergence of the mass customization paradigm has led to the development of online configurators as tools to increase the involvement of possible clients in the productive process. However, there is still a striking lack of studies investigating the user experience of online configurators and the users' cognitive processes which support the establishment of effective user-systems interactions.</p> <p>The study here presented involved 50 users which interacted with an online configurator for interior design products. Participants were also administered two tests aimed at measuring their prospective memory abilities. When they completed the interaction with the configurator, they were asked to provide ratings of aspects such as their level of satisfaction with the configurator and their willingness to buy the product they realized. The results show that prospective memory is relevant in allowing the successful completion of the configuration task. Moreover, the willingness to buy the product is related to the ability to remember events in the distant future, while the degree of satisfaction with the interaction experience is related to the ability to remember what is going to happen in the near future.</p>
<p>EF0003 16:30-16:45</p>	<p>A Study on Design Model of Interactive Service of Mobile Commerce - An example of Tsamkuen Retail Author(s): Chung-Shun Feng, Ming-Yu Hsiao, and Chia-Wen Tsai Presenter: Chung-Shun Feng Chaoyang University of Technology, Taiwan</p> <p>Abstract-The maturity and prosperity of 4G LTE in recent years keep the retail business model evolving. Retailers have employed the technology of online-to-offline commerce platform to perform just-in-time (JIT) interactive platforms and orienting-marketing, which is deeply concerned with customers shopping experiences. The interactive platform provided by retailers changes the way customers shop and the model of traditional retailing. The JIT interactive platform is the key to the development of mobile commerce. It not only spurs the development of mobile commerce (M-commerce), but takes it services to a new level, allowing more to experience the new service mode. Nevertheless, with the appearance of new retail platform providers in recent years, push notification services and sharing pages on social media do not attract users anymore. Most service providers do not have simple user interface, which often leads to operation failure. Meanwhile, the complexity of information class and static user interface result in unsatisfying experiences. Platform designing without consideration for users has become the urgent issue to be coped with. This study is conducted with action research method to figure out the optimum design basis of interactive service for new m-commerce platforms. With the focused interview and Interviewing the consumer experience process and the operation interface process through observation. With the expert meeting method to repeatedly modify the design of interactive interface, verifying the feasibility of commercial model under interactive service of mobile commerce platform.</p>

<p>EF0026 16:45-17:00</p>	<p>Product Location Tracking Service for Self-Shopping of Main Customers of Fast Fashion Stores Author(s): Sunghyeon Lee, Minju Kwon, Hyungi Jeong, Jongsun Choi, Jaeyoung Choi, and Yong Moon Presenter: Sunghyeon Lee Soongsil University, South Korea</p> <p>Abstract-Recently, the global fast fashion brands have shown a steady rise in market share and sales despite the economic downturn. Fast fashion brands have led consumers in their 20s and 30s to the stores by creating a self- shopping environment that allows them to shop on their own without any interference from employees. The main customers of fast fashion brands are people in their 20s and 30s who have strong individualistic tendencies and enjoy shopping alone at offline stores. They also show behavior of finalizing their purchase after collecting information through online channels and trying on items at the stores. In order to provide services tailored to their consumption characteristics, a device was installed in the store to provide real-time inventory and product information. However, customers still need assistance from employees in large stores to easily locate the desired products. Therefore, this study proposes a product location guidance service using RFID tags. The proposed system adds information of the location of shelves in the store to the product size, color and quantity information provided by existing RFID tags. It also provides real-time display locations through store queries after searching for products in the APP or scanning bar codes. The system proposed in this paper mainly focuses on the customer base of Fast Fashion stores to check the display location of products via APP.</p>
<p>EF0035 17:00-17:15</p>	<p>FAST: Freelancing Avenues State of Technologies Author(s): Babu Pallam and M. M. Gore Presenter: Babu Pallam Central sector for education and Development, India</p> <p>Abstract-Availability of Internet technologies have formed a new virtual job paradigm, called as, freelancing or remote work. The world has adopted it as an employment model in the modern era. The exible on-line platforms, low development cost, and fast delivery, make freelancing increasingly popular. However, on-line freelance marketplaces have limited services available and suffer from several issues. New innovations are needed on freelancing area to overcome these shortcomings. This paper presents a detailed comparison and analysis of several freelancing platforms in terms of their providing features and using technologies. Along with that, this proposes reined foresight suggestions for new freelance models.</p>
<p>EF1024 17:15-17:30</p>	<p>The Color Scheme Applied to the Existing Third-party Mobile Payment Applications Author(s): Xing Yang Presenter: Xing Yang Silpakorn University, Thailand</p> <p>Abstract-This research applied Adobe Illustrator to measure the color schemes of 52 existing third-party mobile payment applications for designers' references. The results show that 77% of the selected applications apply a single main color,</p>

	<p>more than half of them are blue. Less than 16% of applications with double main colors apply the same color. All the selected applications apply high brightness and high saturation colors.</p>
<p>EF2001 17:30-17:45</p>	<p>E-banking Services and Bank Profit in Jordan for the Period of 2008-2016 Author(s): Ayman Abdalmajeed Alsmadi Presenter: Ayman Abdalmajeed Alsmadi Alzaytoonah University of Jordan, Jordan</p> <p>Abstract-Purpose: this paper aims to discuss the relationship between electronic bank services and the profit and to measure the impact of this relation on the profit size. Design: Statistical Package for the Social Sciences (SPSS) version 18 has been used to apply on the study variables which are; ROA, ROE and Profit Margin for the period of 2010-2015. Findings: The outcomes of this paper show that, there is a relationship between study variables and E-Banking services. Moreover, according to the testing the relationship between E-Banking and ROE the result approved that there is no impact, in other hand ROE and Margin has a significant effect on e banking which means these two variables are affecting the profit. Research Limitations: availability of data.</p>
<p>EF1060 17:45-18:00</p>	<p>A Study on the Impact of Shopping Value on Loyalty due to the Activation of Omni-channel Based on Mobile Application by Distribution Companies Author(s): Jieun Kim, Jaewon Yoo, and Jaeyoung Choi Presenter: Jieun Kim Soongsil University, South Korea</p> <p>Abstract-As the fourth industrial revolution era developed, the forms of distribution industry and consumers' purchasing decisions changed. With the development of smart phones, consumers are free to search for and purchase information. As a result, the integration of new channels, the Omni-Channel, has been formed. We analyzed the quality of the Mobile application (APP) used in distribution company Omni-Channel and the shopping value of the consumers and analyzed the influence of these shopping experiences on the loyalty. There are five variables for this analysis: service quality, information quality, economic value, hedonic value, and loyalty. For the empirical analysis, we surveyed users who had prior knowledge of, or are using or had used Omni-Channel. A total of 203 copies were distributed and used to analyze the 201 questionnaires except 2 copies of unfaithful responses. Statistical analysis was performed using SPSS 24.0 and AMOS 18.0 statistical programs. The results showed that Service quality has a positive effect on Economic value and Hedonic value. Information quality has a positive effect on Hedonic value, but it does not affect Economic value. Finally, Economic value and Hedonic value, which are shopping value, have a positive effect on Loyalty. This study provides the theoretical basis and the empirical basis by examining the effect of the quality of the application (APP) of the Omni-Channel on the shopping value of the consumer and the possibility of the shopping value in the shopping environment leading to the loyalty.</p>

UPCOMING CONFERENCES



2019 3rd International Conference on E-commerce, E-Business and E-Government (ICEEG 2019) will be held during June 18-21, 2019 in INSEEC Business School, Lyon Campus, France

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:978-1-4503-6237-5

ICEEG 2017 conference proceedings has been indexed by EI Compendex and Scopus

ICEEG 2017&2018 conference proceedings has been included into ACM's digital library

Important Dates

Submission Deadline	March 20, 2019
Acceptance Notification	April 10, 2019
Registration Deadline	May 30, 2019
Conference Date	June 18-21, 2019

Submission Methods

1. Email: iceeg@iedrc.net
2. Electronic Submission System: <http://confsys.iconf.org/submission/iceeg2019>

Topics

Big Data Analytics and Predictive Modeling
 Digital Wallets and Peer-to-peer Payments
 Equity Crowdfunding and Peer-to-peer Lending
 Simulation of Electronic Finance Specialty

Finance & Investment
 Economic Development
 Plant Intellectual Property
 Privacy & Data Security

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2019 10th International Conference on E-business, Management and Economics (ICEME 2019) will be held during July 15-17, 2019 in Beijing University of Technology, China

2019 年第 10 届电子商务，管理与经济国际会议将于 2019 年 7 月 15 日至 17 日在中国北京工业大学建国饭店召开

Publication



Accepted papers will be published in the International Conference Proceedings and sent to be indexed by **EI Compindex** and **Scopus**.

所有被 ICEME 2019 录用并注册的文章将会收录到会议论文集，并送检 EI compindex 和 Scopus.

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ICEME 2018 会议论文集已经被收录到 ACM 数据库并被 EI Compindex 检索

Important Dates

Submission Deadline	April 25, 2019
Acceptance Notification	May 15, 2019
Registration Deadline	June 5, 2019
Conference Date	July 15-17, 2019

Submission Methods

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Topics

E-Business strategy and value creation
IT-enabled entrepreneurship in e-business
Competitive dynamics in e-business environment
Workflow management for e-business
Managing the value of IT investments

Services computing in e-business
Adoption and diffusion of green IT/IS
Big data for enabling e-business
Green supply chain management
Online purchase intention in social commerce

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2019 The 6th International Conference on Economics, Society and Management (ICESM 2019) will be held during August 02-04, 2019 in Madrid, Spain

Publication



Accepted papers by ICESM 2019 will be published in **Journal of Economics, Business and Management (JOEBM)**, ISSN: 2301-3567, DOI: 10.18178/JOEBM) and will be included in Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, and Crossref.

Important Dates

Submission Deadline	May 30, 2019
Acceptance Notification	June 20, 2019
Registration Deadline	July 10, 2019
Conference Date	August 02-04, 2019

Submission Methods

1. Email: icesm@iedrc.net
2. Electronic Submission System: <http://confsys.iconf.org/submission/icesm2019>

Topics

Accounting	International Economics
Advertising Management	Welfare Economics
Business & Economics	Management Science
Cost Management	Marketing Theory and Applications
Decision Sciences	Resource Management
Financial Economics	Strategic Management
Global Business	Supply Change Management

Contact Us

Conference Secretary: Ms. Anna Wu

E-mail: icesm@iedrc.net

www.icesm.org



2019 The 3rd International Conference on Software and e-Business (ICSEB 2019) will be held during December 09-11, 2019 in Waseda University, Japan

Publication



The accepted papers by ICSEB 2019 will be published by international conference proceedings, which will be indexed by **EI Compendex** and **Scopus**.

ICSEB 2017 | ISBN: 978-1-4503-5488-2 | ACM Conference Proceedings | Indexed by: EI Compendex, Scopus

ICSEB 2018 | ISBN: 978-1-4503-6127-9 | ACM Conference Proceedings | Indexed by: EI Compendex, Scopus

Important Dates

Submission Deadline	July 10, 2019
Acceptance Notification	August 05, 2019
Registration Deadline	August 25, 2019
Conference Date	December 09-11

Submission Methods

1. Email: icseb@iedrc.net
2. Electronic Submission System: <http://confsys.iconf.org/submission/icseb2019>

Topics

Software Maintenance
 Requirements Engineering
 Cloud and Mobile Software Engineering
 Object-Oriented Technologies
 Model Engineering
 Supply Chain Management Systems

Software Architectures Design
 Agent-mediated E-commerce Systems
 Frameworks and Design Patterns
 Architecture-Centered Development
 Component-based Design
 Middleware Components

Contact Us

Conference Secretary: Ms. Kate Hou

E-mail: icseb@iedrc.net

www.icseb.org

