



# International Conference on Innovation and Management

# IAM2021W

*Webinar, Jan. 26-29, 2021*

# IAM

## International Conference on Innovation and Management

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## **Chair's Message**

The Committees of the International Conference on Innovation and Management (IAM2021 Winter) are pleased to welcome you to Web Conference on Jan. 26-29, 2021. Due to the pandemic, we are unable to hold an in-person conference as originally planned. In any case, on behalf of the organizers, I express my delight in sharing the time with the delegates from all around the world to present your research results, although without the usual in-person networking.

With the rapid development in e-business and technology, enterprises are now facing escalating competitions and vague opportunities. How to assist enterprises in gaining competitive advantages through technological and managerial innovations has become a crucial issue for both academicians and practitioners. The main objective of IAM International Conference is to provide a venue where business stakeholders, researchers and experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote business innovation and management. We believe it is of immense significance to have an opportunity to share the knowledge from all participants.

Among 36 excellent manuscript submissions from 5 countries, 24 of them come from 4 countries have been further selected for presentation in the conference. These papers provide unique insights and are regarded as the research forefront of the key areas including applications of innovation and management in selected industries, innovative systems and knowledge management, contemporary business behavior and data. We would like to express our gratitude to all those who contributed in helping deliver quality content of IAM2021W.

Looking forward for your participation again in our next event.



Conference Chair



## **Schedule**

<b>Jan. 26, 2021 (Tuesday)</b>	
14:00-15:30	Rehearsal

<b>Jan. 27, 2021 (Wednesday)</b>	
09:00-12:00	Session A
13:30-16:30	Session B

Note: The time listed in IAM2021W is GMT+08:00.





# Agenda

**Jan. 27, 2021 09:00-12:00 (GMT+08:00)**

## **Session A**

**Session Chair:** Syming Hwang

National Chengchi University, Taiwan

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### **The Study of Governance, Captial Structure and Meta-Frontier Malmquist Productivity Gap Index: An Application of the Taiwan Biotech Industry**

Huo-Wang Hsu	Feng Chia University
Hsiang-Tsai Chiang	Feng Chia University
Yung-Lieh Yang	Ling-Tung University

### **Application of VR 3-D Modeling in Electric Locomotive Development**

Yaochi Mu	Rohan International
Tzuheng Liu	Rohan International
Tzushuan Chen	Rohan International
fang lin chao	Rohan International

### **Taichung's Zinc Die-Casting SME Industry Chain Adjustment in the Globalization ERA**

fang lin chao	Chaoyang University of Technology
Po Chang Huang	Chaoyang University of Technology

### **Technology Assessment of 3D printing Using a Two-Stage Fuzzy MCDM: Case Studies on Molding Industry**

Lai Jung Pin	National Chi Nan University
Chang Yu Ming	HungKuang University

### **The Effectiveness of Internal Control in Hospital**

SHIH NIEN LEE	Feng Chia University
Tzu Ching Weng	Feng Chia University

# Agenda

**Jan. 27, 2021 09:00-12:00 (GMT+08:00)**

## **Session A**

**Session Chair:** Syming Hwang

National Chengchi University, Taiwan

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### **Exploring the Influence on Military Staff's Cyberloafing to Work Performance from a Cross Level Perspective**

Chih-Cheng Lee	National Defense University
Chih-Chien Chen	National Taipei University
Yao-Chung Yu	Da-Yeh University
Wen-Cheng Lo	Da-Yeh University

### **How to Make Successful Campaigns in Donation-based Crowdfunding?: The Role of Facial Expression and Content**

Dong-hoon Shin	Yonsei University
Hyo-jung Kim	Yonsei University

### **The Impact of Airport Shopping Environment on Travelers' Shopping Motivation**

Chih-Chin Liang	National Formosa University
Luu Nguyet Hang Nguyen	National Formosa University

### **Impacts of Four Types of CSR Innovation on Consumers' Evaluations**

WEN-HUA HUANG	Feng Chia University
Yuan-Shuh Lii	Feng Chia University

### **The Study of the Message and Proximity Effects of Sustainable Corporate Social Responsibility**

YUAN-SHUH LII	Feng Chia University
WEICHEN SHIH	Feng Chia University

### **Exit Typology of Tech Startups in India: Multiple Dimensions and Influencers of Exit**

Ganesaraman Kalyanasundaram	Indian Institute of Science
Sitaram Ramachandrula	[24]7.ai
Bala Subrahmany MH	Indian Institute of Science

# **Agenda**

**Jan. 27, 2021 09:00-12:00 (GMT+08:00)**

**Session A**

**Session Chair:** Syming Hwang

National Chengchi University, Taiwan

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**Comparing the Learning Satisfaction and Creativity of Different APP Development**

**Tools**

Tsung-Sheng Chang

Dayeh University

Wan-Ting Pan

Dayeh University



# **The Study of Governance, Capital Structure and Meta-Frontier Malmquist Productivity Gap Index: An Application of the Taiwan Biotech Industry**

Huo-Wang Hsu<sup>1\*</sup>, Hsiang-Tsai Chiang<sup>2</sup> and Yung-Lieh Yang<sup>3</sup>

Ph.D. Program of School of Business, Feng Chia University, Taiwan<sup>1</sup>

Department of Accounting, Feng Chia University, Taiwan<sup>2</sup>

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## **Abstract**

The outbreak of the novel coronavirus pneumonia in the world not only has triggered the global economy recession, but also brought challenges to the pharmaceutical industry. This paper mainly evaluates the performance of the pharmaceutical industry in Taiwan, and obtains relevant data from Taiwan listed pharmaceutical companies from TEJ to evaluate its operational performance. Applying the Meta-Frontier Malmquist Productivity Gap Index to analyze the performances and productivity index of Taiwan's biotech companies, we compare the relevant efficiency index ( $TE_j$ ,  $TE^*$ ,  $MPG_j$ ,  $\Delta TEG_j$  and  $\Delta TG_j$ , etc) of Taiwan listed pharmaceutical companies which are divided into two parts, the medical supplies and the western medicine.

*Keywords:* Biotechnology industry, technical efficiency gap, malmquist productivity gap

# **Application of VR 3-D Modeling in Electric Locomotive Development**

Yaochi Mu, TH Liu, TS Chen and FL Chao\*

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## **Abstract**

In the past, the VR exploration of the school focused on experimentation and conceptual thinking. This study demonstrates the process of locomotive design with VR based on the enterprise's actual problems. Small and medium-sized enterprises dominate Taiwan's machinery industry. They do not have a large design department, nor can they specialize in setting up computer-aided (CAD) group engineers. In the course of technological changes, the establishment of auxiliary assistance agencies to assist in establishing 3D models and VR applications can overcome the learning curve problems they face, and quickly carry out product design. The VR framework provided customers and designer with more diverse proposals in a relatively short time, which improves decision-making efficiency; in the future, it will be used in model display, collaborative design, and expanded to different product creation types.

*Keywords:* Electric locomotive, VR, 3D modeling, CAD, product design

# Hot Chamber Zinc Die-Casting SME Chain in Taichung and Adjustment in Globalization Era

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## Abstract

This paper discusses how the parameter setting in the die-casting process influences the finished product. The parameter setting in the die-casting process affects the finished product. Designers need to pay attention to mold design: runner, gate, overflow well design. Cross-domain interaction is helpful. They were blocking the inlet of the flow channel, causing the air to fail to escape and forming a plug, resulting in incomplete filling and die casting defects such as sand holes and air holes. This research proposes that two initial development directions need to be improved. The enhancement of engineering services and design can reduce the probability of defective products. In the face of global competition from Vietnam and China, the local die-casting firm has opportunities in the direction of high added value of design or quality improvement. Industry 4.0 need more academic-industrial cooperation and will affect the skill training content of employees in Taiwan. The new era change manufacturing dynamics and need to adapt appropriately with a more digital platform with CAD/CAE.

*Keywords:* Hot chamber, zinc, die-casting SME, chain adjustment, CAD/CAE

# **Technology Assessment of 3D Printing Using a Two-Stage MCDM: Case Studies on Molding Industry**

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## **Abstract**

In the current product development process, it can be divided into three stages: product design, verification testing, and mass production. In the design and verification stages, design changes caused by product design differences or other factors often occur, thereby increasing the cost of mold production. If the development time and cost at this stage can be reduced, it will greatly help the timeliness and cost competitiveness of the product. Due to the investment scale, technical complexity, and competitive strategy of the mold manufacturer's introduction of 3D printing technology, its evaluation factors can be regarded as a multi-attribute decision-making process. Therefore, the purpose of this research is to provide a systematic approach to the decision-making evaluation of technology introduction, in which a two-stage procedure is proposed. In the first stage, the initial criteria are established through expert interviews and literature collection, and expert opinions are obtained through the fuzzy Delphi method to introduce important criteria for manufacturers to introduce new technologies. In the second stage, the fuzzy hierarchical analysis method is used to evaluate the various dimensions of the expert evaluation and screening criteria as the measurement indicators, to find the importance of each criterion, and to establish an evaluation model to provide reference for decision makers.

*Keywords:* Technical assessment, three-dimensional printing, fuzzy Delphi method, fuzzy hierarchical analysis method



# **The Effectiveness of Internal Control in Hospital**

Shih-Nien Lee<sup>1</sup> and Tzu-Ching Weng<sup>2\*</sup>

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## **Abstract**

As a health care organization, hospitals should professional service to their clients. Therefore, hospitals have obligation to improve overall service quality. In exploring the relationship between hospital budget control and organizational effectiveness, hospital's management staff has rich professional medical knowledge, they still have not received the training of general corporate organization and the management technology of corporate management. To improve the effectiveness of organization, managers in hospitals should have enough experience in management control and rely on its peer control. Therefore, Internal control is a management process that integrates various management control and evaluation measures within the hospital, This study believes that the management staff of medical institutions should use common standards to evaluate the degree of hospital operation, management efficiency and medical quality. The hospital can also achieve the value enhancement and sustainable existence through the continuous operation of the internal control system designed, and the supervision of external audit firms.

*Keywords:* Internal control, bureaucratic organization, organizational effectiveness

# Exploring the Influence on Military Staff's Cyberloafing to Work Performance from a Cross Level Perspective

Chih-Cheng Lee<sup>1</sup>, Chih-Chien Chen<sup>2</sup>, Yao-Chung Yu<sup>1,3\*</sup> and Wen-Cheng Lo<sup>3,4</sup>

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## Abstract

In recent years, the rapid development of the information network has greatly influenced the lifestyle of human beings. Smartphones have broken the traditional communication mode and made information transfer more convenient and faster. However, for organizations, employees are likely to use their smartphones for non-work-related matters during working hours. In the past, due to national defense and secret protection of military bases, Taiwanese military servicemen were prohibited from bringing information facilities, such as smartphones and computers, into barracks. However, in order to offer up-to-date incentives to attract young people to join the army, the Department of National Defense of the ROC allowed Taiwanese military servicemen to bring their smartphones into barracks. This study aims to discuss the daily cyberloafing of administrative staff in the ROC Armed Forces, understand whether this behavior influences their daily work performance, and whether the influence varies with different personal characteristics.

This study collects data through the daily diaries method and studies 95 soldiers for 8 working days by hierarchical regression, in order to discuss the influence of the constructs at the within-person level (cyberloafing and resources depletion recovery) and constructs at the between-person level (conscientious personality and internet addiction) on daily work performance. The findings are, as follows:

1. Cyberloafing has positive influence on daily work performance.
2. Cyberloafing has positive influence on resources depletion recovery.
3. Resources depletion recovery has positive influence on daily work performance.
4. Employees' conscientious personality has positive influence on their resources depletion recovery and daily work performance.

*Keywords:* Cyberloafing, internet addiction, work performance, conscientious personality

# **How to Make Successful Campaigns in Donation-based Crowdfunding: The Role of Facial Expression and Content**

Dong-hoon Shin\* and Hyo-jung Kim

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\*Corresponding Author: dh\_shin@yonsei.ac.kr

## **Abstract**

Online donation has grown the most among the various fundraising tools in recent years. In particular, donation-based crowdfunding, which is a way for charitable organizations to raise funds efficiently and minimize efforts to separately recruit donors, is growing rapidly. This donation-based crowdfunding can be evaluated as having a very high value in that the operating cost is considerably reduced compared to the existing offline charities, providing greater benefits to project organizers. As such, the popularity of donation-based crowdfunding is increasing, and at the same time, there are many charitable projects that are not able to achieve their fundraising goals within a certain period, although their value is also quite high. Therefore, the purpose of this study is to identify factors that influence the success of donation-based crowdfunding projects based on text and image analysis included in the project. Through this study, it is expected that it will be able to propose elements necessary for the success of donation-based crowdfunding, 'GoFundMe', and contribute to raising the rate of achievement of funding goals. First, in the case of images, AZURE, an image recognition API provided by Microsoft, was used to check whether the face was revealed, and elements for facial expressions were extracted, and in the case of contents, various features were extracted using natural language processing and machine learning. Regression analysis is performed using variables extracted from photos and contents and basic campaign information, and through this, the influence of image and content variables on the fundraising amount is to be grasped.

*Keywords:* Donation-based crowdfunding, text analysis, facial expression, face recognition, emotion score, empirical analysis

# **The Impact of Airport Shopping Environment on Travelers' Shopping Motivation**

Chih-Chin Liang\* and Luu Nguyet Hang Nguyen

Department of Business Administrator, National Formosa University, Taiwan

\*Corresponding Author: lgcwow@gmail.com

## **Abstract**

Unlike shoppers in stores on the street, however, shoppers in an international airport have time pressure to choose goods, and vendors have time pressure to promote goods. Additionally, the interaction between hedonic motivation and the social features of retail environment plays a very important role in the impulse purchase behavior. Therefore, store environmental factors, hedonic shopping motivation, and time pressure are the most important factors for shoppers in the duty-free shops. Restated, the duty-free shopping in airports is appropriate for a case study of impulse shopping behaviors. This study applies the stimulus-organism-response (SOR) model to identify factors that affect impulse purchase behaviors of passengers and factors affecting customer perception on the waiting time. A 51-item questionnaire was used in a survey of 300 duty-free shoppers of different nationalities. Among them, 260 people were consistent with the criteria of the study. The analytical results show that time increases impulse buying, but music reduces negative perceptions of waiting time. Based on the analytical results, this study suggests ways to improve marketing campaigns in duty-free shops.

*Keywords:* Impulse buying, airport, shopping environment

# Impacts of Four Types of CSR Innovation on Consumers' Evaluations

Wen-Hua Huang and Yuan-Shuh Lii\*

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## Abstract

The resource-based view (RBV) is a managerial framework utilized to develop corporate social responsibility (CSR) and innovation to create the heterogeneity and build sustainable competitive advantage. As CSR is getting more attention and the evolution of information and telecommunication technologies enables more innovation, many corporates promote CSR innovation for reputation and economic outcome. However, to our limited knowledge, there are less studies and discussion about the effects of CSR innovation on consumer evaluations, especially with consideration of psychological distance. Thus, the research would develop a new analysis model to study the topic. Regarding the methodology, three questions are designed to be answered and questionnaires are collected: (1) Will CSR innovation have any impacts on consumers' evaluations? (2) What kinds of CSR innovation have stronger impacts on consumers' evaluations? (3) Will psychological distance (familiarity and closeness) have any interactive impacts on consumers' evaluations?

We would start the research from a specific industry in a country and look forward to future extension to multiple industries cross countries. We select Taiwan's telecommunication companies (telcos) due to their high environmental, social and governance (ESG) ratings and high innovation position. So far, the research is still in progress. We would share the preliminary study, the analysis model and finding in pretest. Look forward to your valuable comments for us to improve the analysis model and to find the opportunities of further studies in other industries or other countries.

*Keywords:* Corporate social responsibility (CSR), CSR innovation, consumers' evaluations, psychological distance, telecommunication companies (Telcos)

# **The Study of the Message and Proximity Effects of Sustainable Corporate Social Responsibility**

Yuan-Shuh Lii<sup>1</sup> and Wei-Chen Shih<sup>2\*</sup>

Department of Marketing, Feng Chia University, Taiwan<sup>1</sup>

Ph.D. Program of Business, Feng Chia University, Taiwan<sup>2</sup>

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## **Abstract**

Communication channels have moved from traditional to online social media which can minimize consumers' skepticism of marketing communication messages about Sustainable corporate social responsibility (SCSR). It is a matter of not only "what you say it" (message content) but also "where you say it" (message channels) that together are likely to gain credibility and trust from consumers.

Mutual trust is fundamental in social exchange relationship. Consumers tend to identify with companies that are reliable and trustworthy; thus, consumer trust should be an antecedent of C-C identification and further leads to citizenship behaviors. Proximity effect as a moderator in communicating SCSR in social networks makes sense for the interconnected sameness. Proximity is explained that individuals in the same social circle (social proximity) share similarity in cognitive perception (cognitive proximity) and technological knowledge and usage (technological proximity). Further, this proximity (closeness) are likely to strengthen C-C identification and trust toward the SCSR company in the interpersonal environment.

This research will fill these gap by conducting an experimental-survey research design to investigate the causal relationships of SCSR message content (emotional and rational) and channel (interactivity) via the social media on consumer trust and C-C identification that further leads to consumer citizenship behavior (WOM, purchase intention). This research is able to contribute practically, in recommending an effective marketing communication for SCSR activities on the social media.

*Keywords:* Sustainable corporate social responsibility, message content, message channel, proximity effect

# Exit Typology of Tech Startups in India: Multiple Dimensions and Influencers of Exit

Ganesaraman Kalyanasundaram<sup>1\*</sup>, Sitaram Ramachandru<sup>2</sup> and MH Bala Subrahmanya<sup>1</sup>

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## Abstract

Entrepreneurial failure is a multifaceted and multilevel phenomenon involving the exit of firms from the market and exit of founders from the firm. The causes and consequences of this phenomenon need discussion at firm and individual levels. The reasons and options for exit are many, and we need to develop an exit typology. This study to explore the impact of startup failure addressed the dimensions and influencers of startup exits and entrepreneur exits. The primary data were collected from 101 cofounders who have experienced startup failure, and exits were explored using CHAID methodology. The impact of exits on stakeholders and how entrepreneurs cope up and their superior learning elements are qualitatively annotated. We contribute to the discussion on entrepreneurial failure, particularly considering their lifecycle stage as an important determinant of exit typologies. The attributes influencing startup exit types are identified: competition in the market, debt, poor hiring decision, and product/service. The attributes impacting entrepreneur exit types are found: the number of current startups, investor funds, and entrepreneurial expertise. This study has implications for entrepreneurs, investors, academicians, and policymakers.

*Keywords:* Startup, exit typology, failure, entrepreneurial failure, lifecycle, ecosystem, India

\*\* Parts of this paper may form part of the corresponding author's Ph.D. thesis submission

# Comparing the Learning Satisfaction and Creativity of Different APP Development Tools

Tsung-Sheng Chang\* and Wan-Ting Pan

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## Abstract

Program development is a practical course in higher education. Nowadays, there is a diverse selection of mobile app development software platforms. In terms of app development for Android, common tools include Android Studio and MIT App Inventor. However, these tools have different difficulty levels in learning. In this study, we use these two tools in teaching separate groups to investigate how students perform in creativity and learning satisfaction after course completion and examine whether there will varying effects on the intentions of continuous mobile app development learning. Using the partial least squares analysis method, this study conducts surveys of students from a university in Central Taiwan through the purposive sampling method. The analysis results show that different tools generate inconsistent effects on the intentions of continuous learning in terms of creativity. On the other hand, significant effects are observed in terms of learning satisfaction. App Inventor is indeed easier to use than Android Studio and hence users show greater interests in learning.

*Keywords:* Mobile application (APP), creativity, satisfaction, programming, android studio, MIT app inventor



# Agenda

**Jan. 27, 2021 13:30-16:30 (GMT+08:00)**

## **Session B**

**Session Chair:** Cheng-Kiang Farn

National Central University, Taiwan

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### **Design and Strategy of Renovated Spiral and Waterfall Flame**

fang lin chao Rohen International

Weilong Chen Rohen International

Yaochi Mu Rohen International

### **A Study of the Impact on Military Personnel Emotional Exhaustion with the Task Assignment During Non-working Time Based on the Cross Level Perspective of Workplace Telepressure**

Syuan-Peng Li National Defense University

Chih-Chien Chen National Taipei University

Yao-Chung Yu Da-Yeh University

Ding-Chyu Liu National Defense University

Wei-Cheng Liao Da-Yeh University

### **The Relevance Among Key Success Factors of Taiwan's Listed Construction Companies: Application of Smart PLS**

Kuo-Wei Tsai Chang-Jung Christian University

Hsing-Chau Tseng Chung-Hwa Medical University

Huei-Jeng Chou Chang-Jung Christian University

### **An Empirical Analysis of Government' Plastic Reduction Policy by the I-S Model in Taiwan**

Shun-Hsing Chen Oriental Institute of Technology

Yu-Jen Chen Oriental Institute of Technology

Yang-Ju Chen Mao-Fu Co., Ltd

## **Agenda**

**Jan. 27, 2021 13:30-16:30 (GMT+08:00)**

### **Session B**

**Session Chair:** Cheng-Kiang Farn

National Central University, Taiwan

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#### **Size Prediction of Yarn's Deformed Cross-section in Woven Fabric Using Geometric Model**

Shu-Hui Tseng Vanung University

Jeng-Jong Lin Vanung University

Che-Jen Chuang Vanung University

#### **Application of Logistic Regression Model to Predict the Effect of Transformational Leadership Effort on Organizational Operational Performance**

Yi-Ling Lin Feng Chia University

Lu-Ming Tseng Feng Chia University

#### **The Effects of Transformational Leadership on Employee Loyalty and Organizational Commitment in Taiwanese Home Care Workers: Using Work Engagement as Mediator**

WEI HSU National Taipei University of Nursing and Health Sciences

YU-TZU LIN National Taipei University of Nursing and Health Sciences

#### **Impacts of COVID-19 on Traditional Chinese Medicine Clinics**

HAO HUA CHENG Feng Chia University

Chao Chan Wu Feng Chia University

# Agenda

**Jan. 27, 2021 13:30-16:30 (GMT+08:00)**

## **Session B**

**Session Chair:** Cheng-Kiang Farn

National Central University, Taiwan

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### **Analysis for Perceived Value & Customer Demand with the Use of Intelligent Technology Applied in Physical Retail Store - A Case Study from Generation Y& Z's Viewpoint**

Ming Te Liu	China University of Technology
Yung Shui Wang	China University of Technology
Hui Hua Huang	China University of Technology
Chia Chen Liu	China University of Technology
Bao Yi Ann	China University of Technology
Hai Yen Lee	China University of Technology
Yun Wei Hung	Industrial Technology Research Institute

### **The Customer Satisfaction Survey of Foodpanda Delivery Platform**

Shun-Hsing Chen	Oriental Institute of Technology
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### **Research on Service Innovation, Relationship Quality and Customer Satisfaction-Taking Taiwanese Footwear Customers as an Example**

Wen-Chin Tsai	Feng Chia University
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### **The Innovation Management Systems' Impact Over Sustained Success Factors**

MChukri Idris	University of Gaziantep
Alptekin DURMUŞOĞLU	University of Gaziantep



# **Design and Strategy of Renovated Spiral and Waterfall Flame**

Wei Long Chen<sup>1</sup>, Yaochi Mu<sup>2</sup>, TH Liu<sup>2</sup>, TY Lou<sup>2</sup> and F.L. Chao<sup>2\*</sup>

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CAD Department, Rohan International Co., Ltd., Taiwan<sup>2</sup>

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## **Abstract**

The design and strategy of renovated spiral and waterfall flame are reviewed in this study. Flame design included functional structure and the product which based on the physical principles. The team built a digital model of the combustion body with CAD from this main structure. In addition to facilitating communication with the owner, the digital model can input physical parameters. Through parametric computer-aided engineering analysis (CAE), designers can understand airflow flow during the combustion process. Through the understanding of physical phenomena, the method of flow adjusted to achieve the demand for cooling. In the interaction and communication with distributors, local companies can also understand the special needs of individual regions and countries; local designs and appearances are handed over to the original Taiwanese producers to execute the production plan. In this running-in process, the designers communicate the importance of mastering the technology messages that contribute to successful marketing.

*Keywords:* Design strategy, spiral waterfall flame, university-industry cooperation, global market, safety regulations

# **A Study of the Impact on Military Personnel Emotional Exhaustion with the Task Assignment During Non-working Time Based on the Cross Level Perspective of Workplace Telepressure**

Syuan-Peng Li<sup>1</sup>, Chih-Chien Chen<sup>2</sup>, Yao-Chung Yu<sup>1,3\*</sup>,  
Ding-Chyu Liu<sup>1</sup> and Wei-Cheng Liao<sup>3,4</sup>

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## **Abstract**

This study aims to explore whether the difficulty of the work to be delivered affects the psychological detachment and emotional exhaustion in Taiwanese military servicemen when such work is to be delivered via mobile telecommunication devices during non-working hours, and whether the workplace telepressure from directors and colleagues affects the psychological detachment of Taiwanese military servicemen. This study speculates that temporal boundary management enactment in individuals could regulate the impact of psychological detachment on emotional exhaustion. This study collected the data of 12 working days on a daily study basis, and then, paired the data, and works not related to after work-hours delivery, as assigned by directors, were removed. A total of 86 Taiwanese military servicemen answered the questionnaires and a total of 414 daily data items were collected, and hierarchical linear modeling and simple linear regression analysis were performed on them. The results show that Taiwanese military servicemen have poorer psychological detachment and higher emotional exhaustion when they perceive more difficulties in their work and higher workplace telepressure, and that temporal boundary management enactment in individuals could mitigate the negative impacts of poor psychological detachment on emotional exhaustion.

*Keywords:* Psychological detachment, emotional exhaustion, workplace telepressure, boundary management enactment

# **The Relevance Among Key Success Factors of Taiwan's Listed Construction Companies: Application of Smart PLS**

Kuo-Wei Tsai<sup>1\*</sup>, Hsing-Chau Tseng<sup>2</sup> and Huei-Jeng Chou<sup>1</sup>

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Chung-Hwa Medical University, Taiwan<sup>2</sup>

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## **Abstract**

This study aims to explore the relevance of key success factors of Taiwan's listed construction companies. In other words, hoping to have a deeper discussion as for the relationship between the "two constructs" among the main constructs in this research model. Besides, this study will also take the supervisors (manager level and above) of listed construction companies in Taiwan as the research object, and use Purposive Sampling to sample the population. Because this research belongs to the "multi-constructed correlation research model", it is suitable to use PLS-SEM to construct Inner Model and measure Outer Model of this research. In addition, this study analyzes and does Bootstrapping test to understand whether the overall effect of the mode mediation is significant.

These research findings, in short, the structural model (Inner Model) and the measurement model (Outer Model) of this study have a good fit effect, which shows that the managerial implication-the construction model of this research can truly reflect one of the key success factors of Taiwan's listed construction companies.

*Keywords:* Macro-economic environmental factors, capital and financial evaluation, land development and company management, product planning and design, sales ability

# **An Empirical Analysis of Government' Plastic Reduction Policy by the I-S Model in Taiwan**

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## **Abstract**

This study has collected 191 copies via online questionnaire. The average value of importance survey was 3.77. The average value of satisfaction survey was 3.81. By the mean value of importance value and satisfaction value into I-S Model, from which this study notice that Excellent Area has 3 items, To Be Improved Area has 2 items, Surplus Area has 2 items, Care-Free Area has 3 items, and the satisfaction is positive on the whole. According to empirical findings, the policy of plastic reduction promoted by the government is extremely conducive to the dissemination of green marketing, together with nationals' cooperating with policy implementation followed by the enhancement of purchase intention. This signifies that the execution of policy requires the assistance contributed by the relevant marketing campaigns for boosting customer purchase intention.

*Keywords:* Environmental protection, green marketing, government' plastic reduction policy, importance satisfaction model (I-S Model)



# Size Prediction of Yarn's Deformed Cross-section in Woven Fabric Using Geometric Model

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## Abstract

This paper aims to develop an effective predicting approach for the size (major diameter and minor diameter) of the yarn's deformed cross-section in woven fabric. A prediction model based on two-dimensioned geometrical model for the warp (weft) yarn in the profile of a piece of woven fabric developed by Peirce is employed in the study. The results indicate that the efficiency and accuracy of the model is verified to be as promising as expected after samples testified. Using the Geometric model, the genuine size of deformed cross-section for the yarn after weaving can be effectively and precisely evaluated without time-consuming measuring by appliance. The goal to facilitate the designer in a tourist factory to be more precise and easier in creating their art works can thus be achieved as well.

*Keywords:* Geometric model, deformed shape, major diameter, minor diameter, woven fabric

# **Application of Logistic Regression Model to Predict the Effort of Transformational Leadership Effort on Organizational Operational Performance**

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## **Abstract**

A wave of technological change has led to unprecedented tests in the insurance industry. These tests have especially focused on the efforts of two major actors in 2020: the COVID-19 and the IFRS 17 bulletin. In addition to innovating the business model of the enterprise in response to the new system, the life insurance industry must face and resolve internal concerns. For example, large-scale resignation or job-hopping among life insurance practitioners have affected and the rights of customers and the interests of the company. Questionnaires were developed based on previous studies to investigate the leadership style, personality traits, and internal communication of practitioners of life insurance and insurance broker companies to their direct supervisors. The relationship between variables and the organizational performance was further analyzed. This categorical variables of "the leadership style of direct supervisors can effort team performance" and the basic categorical variables were used in a chi-square test for independence, which revealed that three categorical variables were significantly correlated. Factor analysis was then used to extract three factors from 23 questionnaire items, and the total variance explained exceeds 70%. A logistic regression model was then constructed using the three factors and six categorical variables to predict the accuracy, which reached 93.8%. Finally, suggestions for improvement are proposed based on the data analysis results. The purpose of this study was to provide reference values for research on leadership and organization management, and for the operation and management practices of insurance companies.

*Keywords:* Logistic regression model, transformational leadership, personality traits, internal communication, operating performance

# **The Effects of Transformational Leadership on Employee Loyalty and Organizational Commitment in Taiwanese Home Care Workers: Using Work Engagement as Mediator**

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## **Abstract**

To investigate the relationship among transformational leadership, work engagement on employee loyalty and organizational commitment, this cross-sectional study analyzed survey data from 442 home care workers in seven home care services in Taiwan. Structural Equation Modeling (SEM) was used to examine associations among study variables and bootstrapping was employed to test the mediated effect. The results were found that work engagement would be a crucial mediating role in linking transformational leadership to employee loyalty, and organizational commitment. This study provides key insights for home care industries and policy makers to improve the lack of workforce and high turnover issues.

*Keywords:* Transformational leadership, work engagement, employee loyalty, organizational commitment, home care workers

# Impacts of COVID-19 on Traditional Chinese Medicine Clinics

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## Abstract

This research introduces the concept of a new possible direction to improve the safety of medical staff and patients in traditional Chinese medicine (TCM) clinics during an epidemic. Telemedicine needs to be strengthened in Taiwan's TCM community, and this article explores whether patients and the public support the intention of establishing telemedicine in TCM clinics. We reviewed information reported by the government and the specifications of the announcement and distinguished among measures to respond to COVID-19 based on practical experience. We used a questionnaire to survey 202 members of the public to understand the public's perception of telemedicine and the adoption of telemedicine. We found a low acceptance rate of telemedicine employed by TCM clinics, particularly among elders and the uneducated. The COVID-19 pandemic has transformed the usage of telemedicine wildly, and many patients are concerned about the accuracy of a virtual diagnosis. We have proposed new factors to improve telemedicine's diagnostic accuracy.

*Keywords:* Internal control, infection control, telemedicine, doctor–patient relationship

# **Analysis for Perceived Value & Customer Demand with the Use of Intelligent Technology Applied in Physical Retail Store - A Case Study from Generation Y&Z's Viewpoint**

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## **Abstract**

The 5th generation mobile networks (5G), being officially launched in Taiwan in the second half of 2020, is expected to bring about the ubiquity and abundant applications of intelligent technology. Hence, for the sake of substantial benefits to consumers, it is suggested that intelligent technology shall be incorporated into various service designs by utilizing the driving force of 5G development. Through questionnaire surveys, this study aims to understand generation Y's and Z's consumption habits and demands regarding applying virtual technology in shopping. Habits and demands are then analyzed on the basis of survey results. The information can be provided for retailers to adjust their physical store services and enhance consumer interaction along with information provision. This study conducts a market survey and performs analysis on physical store shopping problems, perceived values, customer needs, consumption habits, and demographic variables (including generation Y, Z). The results show that generation Y and Z differentiate in certain areas. We hope that the results of this study would be of help to retail shops, as they may understand the differences between the two generations, and embody various consumer values by satisfying demands of different consumer groups.

*Keywords:* Intelligent technology, Physical retail, Customer needs, Perceived Value

# **The Customer Satisfaction Survey of Foodpanda Delivery Platform**

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## **Abstract**

In the light of the Foodpanda delivery platform, the study obtains 12 factors to consider service quality through literature arrangement and in-depth discussion of experts and scholars. The questionnaires was distributed through the network platform from March to May in 2020, with 156 being collected. Using Importance –Satisfaction Model (I-S Model) as the research tool, the study found that there were 8 items within the excellent area, only 1 item within the improvement area and 3 items within the careless area. There are obvious differences in gender status, marital status, age status, education background and other data when I-S Model is used for the falling point difference analysis.

*Keywords:* Foodpanda, customer satisfaction, Importance–Satisfaction Model (I-S Model)

# **Research on Service Innovation, Relationship Quality and Customer Satisfaction-Taking Taiwanese Footwear Customers as an Example**

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## **Abstract**

In the consumer market, shoe brands and shoe models are very diverse. Therefore, this research focuses on how companies should establish good relationship quality with customers and provide different service innovation models to enhance customer satisfaction.

This research refers to the relevant academic literature and develops the questionnaire items. It uses Likert's five-point scale to survey consumers who have bought shoes. The convenience sampling method is used to issue online questionnaires to consumers and collect valid questionnaires. A total of 206 copies were obtained. Finally, the results of this study were obtained by narrative analysis, reliability and validity analysis, factor analysis, and regression analysis using SPSS 22.0 package software.

The research results show that (1) Service innovation has a positive and significant impact on relationship quality. (2) Service innovation has a positive and significant impact on customer satisfaction. (3) Relationship quality has a positive and significant impact on customer satisfaction. Therefore, this study found that, in order to improve customer satisfaction, it is recommended to improve the professional training of service personnel, timely decoration of the overall shopping space and meeting user needs.

*Keywords:* Relationship quality, service innovation, customer satisfaction

# **The Innovation Management Systems' Impact Over Sustained Success Factors**

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## **Abstract**

While Sustained success is the result of the ability of an organization to achieve and maintain its long term's objectives. And its elements have been defined. It is still ambiguous for companies to achieve it. From another point of view, hundreds of companies around the world tend to be certified with national Innovation Management Standard such as UNE 166002: 2006, BS 7000-1:2008(Guide to managing innovation). Motivated by their seeking for success in the highly competitive markets these days.

**Purpose:** To study the Innovation management Standards' impact over sustained success factors.

**Methodology:** Review and analysis the published literature related to Innovation Management Systems', who observed the relation between Innovation Management Systems' implementation and the sustained success factors, by searching in the science databases "ScienceDirect, Scopus, and Emerald", and using "Google Scholar" to track relevant terms.

**Findings:** Innovation Management Systems' implementation has a positive impact on most of the sustained success factors at a different level. No evidence available for the impact on customer loyalty, spiritual values, and using Business Process Management principle. Also, evidence declare moderate effects for the balancing between economic-financial interests and social and ecological environment

**Research limitations:** The limit number of companies certified compared to other standards certifications, relatively new issued standard (the ISO 56000 is issued 2019), the differentiation of the national standards.

**Originality/value:** To the authors' knowledge, there is no such review of the papers on Innovation management standards and sustained success factors.

**Keywords:** InnoMS, sustained success, innovation management



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