

SSIM2021 Conference Agenda

Monday, August 30th, 2021

Time	Event							
08:00 ~ 08:15	Opening Performance: Chinese Traditional Drumming by Chio-Tian							
08:20 ~ 08:50	Opening Remarks: President Cheng, Dr. Tugrul U. Daim, Mr. Andy Chen							
08:50 ~ 09:20	Keynote speech I: Dr. Tugrul U. Daim Accelerating Digital Transformation: Factors and Cases							
09:20 ~ 09:50	Keynote speech II: Mr. Andy Chen Innovation and Entrepreneurship in an Era of Global Pandemic							
09:50 ~ 10:20	Keynote speech III: Dr. Kuan-Chou Chen The Difference of Curriculum Design between Business Analytics and Data Science							
10:20 ~ 10:50	Keynote speech IV: Dr. Vuyokazi Nomlomo Digital transformation in South African primary school education: Teacher perspectives							
10:50 ~ 11:20	Keynote speech V: Dr. Ching-Chih Tsai Some Frontier Robotics Using Deep Learning, Broad Learning and Reinforcement Learning							
11:20 ~ 12:20	Online Oral Session I							
	A1	B1	C1	D1	E1	F1	G	H1
	Education and Technologies (4) Chair: Dr. Li-You Chang	Education and Technologies (4) Chair: Dr. Teau-Jiuan Liou	Management (4) Chair: Dr. Huei Hwa Lai #1157 #1027	Social Work (4) Chair: Dr. Chuan-Ching Hwang #1046 #1258 #1261	Others (4) Chair: Dr. Edwin Lau #1194 #1112 #1280 #1293	Finance, Insurance & Accounting (4) Chair: Dr. Zong-Han Lin	Leisure, Sport & Hospitality (4) Chair: Dr. Yun-Tsan Lin	Education and Technologies (4) Chair: Dr. Chia-hui Lin

	#1171 #1088 #1011 #1013	#1071 #1211 #1275 #1260	#1212 #1085	#1274		#1052 #1042 #1054 #1057	#1056 #1158 #1191 #1176	#1133 #1090 #1146 #1059
12:20 ~ 13:30	Lunch break/ Online Poster Session (34 posters)							
13:30 ~ 14:30	Online Oral Session II							
	A2	B2	C2	D2	E2	F2	G2	H2
	Education and Technologies (4) Chair: Dr. Tzong Ming Cheng #1152 #1217 #1296 #1008	Education and Technologies (4) Chair: Dr. Chia-hui Lin #1179 #1287 #1188 #1149	Management (4) Chair: Dr. Wen-Kuei Wu #1073 #1072 #1303 #1313	Social Work (4) Chair: Dr. Shin-Shin Chen #1074 #1306 #1307 #1244	Others (4) Chair: Dr. Edwin Lau #1277 #1170 #1270 #1226	Finance, Insurance & Accounting (4) Chair: Dr. Mei-Su Chen #1248 #1289 #1216 #1276	Leisure, Sport & Hospitality (4) Chair: Dr. Yi-Ling Lee #1095 #1137 #1173 #1312	Management (4) Chair: Dr. Serhan Demirci #1028 #1038 #1204 #1294
14:30 ~ 15:30	Online Oral Session III							
	A3	B3	C3	D3	E3	F3	G3	H3
	Education and Technologies (4) Chair: Dr. Linda Pavitola	Education and Technologies (4) Chair: Dr. Teau-Jiuan Liou	Management (4) Chair: Dr. An Chin Cheng #1241 #1259	Management (4) Chair: Dr. Serhan Demirci #1192 #1206	Communication Arts (4) Chair: Dr. Shuhui Sophy Cheng #1067 #1298	Finance, Insurance & Accounting (4) Chair: Dr. Justine S. Chang	Leisure, Sport & Hospitality (4) Chair: Dr. Ying-Hsiao Lai	Others (4) Chair: Dr. Edwin Lau #1165 #1232 #1132 #1279

	#1091 #1150 #1023 #1314	#1297 #1227 #1284 #1058	#1292 #1089	#1223 #1245	#1154 #1304	#1214 #1024 #1231 #1219	#1166 #1162 #1195 #1177	
15:30 ~ 15:45	Tea break/ Online Poster Session (34 posters)							
15:45 ~ 17:00	Online Oral Session IV							
	A4	B4	C4	D4	E4	F4	G4	H4
	Education and Technologies (4) Chair: Dr. Mu-Jin Chen #1151 #1285 #1286 #1065 Others (2) #1105 #1265	Education and Technologies (5) Chair: Dr. Duen-Huang Huang #1264 #1064 #1184 #1288 #1311 Others (1) #1283	Management (5) Chair: Dr. Serhan Demirci #1006 #1047 #1094 #1134 #1174	Elderly Care (5) Chair: Dr. Shann-Bin Chang #1122 #1230 #1242 #1300 #1305	Communication Arts (5) Chair: Ms. Li-Chun Ma #1272 #1302 #1009 #1239 #1109	Finance, Insurance & Accounting (5) Chair: Dr. Nguyen Thi Thanh Binh #1282 #1103 #1310 #1061 #1255	Leisure, Sport & Hospitality (5) Chair: Dr. Yun-Tsan Lin #1254 #1196 #1197 #1185 #1142	Management (3) Chair: Dr. Jack Yang #1045 #1159 #1161 Elderly Care (1) #1199 Finance, Insurance & Accounting (1) #1144
17:15	Closing							

Paper Title

A1

- #1171 Effects of Mobile Game Based Application on High School Students' TOEIC Vocabulary Learning
- #1088 Exploring Undergraduate Students' English - Chinese Translation Shifts In Web-Searching Process: A Pilot Study
- #1011 An Examination of Modal Auxiliary in Science and Non-Science Discourses
- #1013 ESL Students' Perspectives towards a STEM Curriculum in an ESL Classroom

A2

- #1152 A Design for Wayfinding: Developing a Mobile Application to Enhance Spatial Orientation at Taipei Metro
- #1217 The Beneficial Use of Demonstration Videos in the Teaching of “Water Alkalinity”
- #1296 A Study on the Writing Evaluation of the Causes of the Moon Phases by the Students in Grades 3 to 6 in Elementary School
- #1008 Heart Rate Detection Technology for Video Image and Its Application in Postoperative Evaluation of Free Skin Flap Surgery

A3

- #1091 Accurate Reaction Time Measurement During Music Therapy of Children with Developmental Delays by Utilizing Deep Learning Technique
- #1150 The Use of Doppler Fetal Monitor on Detecting the Fetal Heart Rate in a Holistic Music Educational Approach Class
- #1023 The Effects of Baby Massage on Physical Development of Infant
- #1314 Using an Interdisciplinary Approach for Teaching Music in the 1st Grade

A4

- #1151 An Evaluation of the Research Efficiency of Colleges in the University - Case Study of the C University
- #1285 Transformation and Practice of Core Literacy—An Example of a Multiple Elective Curriculum in a High School
- #1286 A Study on the Relationship among Principal Leadership Competence in Elementary Schools
- #1065 Information Technology Skills for Teaching
- #1105** The Impact of New House Tax on Taiwan Housing Market
- #1265** Factors within South African schools affecting the accessibility for children with visual impairment and blindness: a Scoping Review

B1

- #1071 A Study on the Usage of “决心 (kessin/jue xin)” Based on Japanese and Chinese Computer Corpora
- #1211 A Case Study of EFL University Students' Motivation for Online Vocabulary Learning
- #1275 A Preliminary Study on Synchronous EFL Learning Anxiety in Taiwan
- #1260 Constructing CLIL Reading Examination Developing Principles and Items via 4Cs Framework and CEFR

B2

- #1179 A Comparative study on Gender Equality Education Attitudes of Parents of Preschool Children in Chinese Areas
- #1287 Explore the Perception of Technological Tools after STEM Courses in Third- Grade
- #1188 How Cross Cultural Mentoring Program Influences International Student Professional Commitment
- #1149 Factors Considered by the Parents' Choice of Preschool

B3

- #1297 Benefit, Problems and Solutions of Online Learning in Studies with Efficiency for the Impact of the Coronavirus Disease 2019 (COVID-19)
- #1227 Apply the Computer Science Course to Analyze the Suitable Video Types for Different Learning Styles
- #1284 Negotiation of Service Level Agreement with Agent for Cloud Computing Services
- #1058 The Effectiveness of Virtual Reality Technology Applying in Vocational Training on Occupational Competency among the Students with Intellectual Disability in Senior High School

B4

- #1264 Teacher Beliefs Versus Learner Perceptions: Achieving Harmony in the Chinese Language Classroom
- #1064 Teaching Martin Luther King, Jr. in Taiwan
- #1184 Do Situational Interest Matter for Learning Effects and Employability in the Hospitality Financial Management Course?
- #1288 Exploring the Influence of Students' Self-Efficacy and Participation on Subject Integration through Design Competition
- #1311 The Effect of Online Learning System on Improving English Speaking
- #1283** Promotion of Scientific Teaching in conjunction with News with Chemistry Topics – A Case Study

C1

#1157 Market strategy of Clusters Economy in Taiwan Microenterprises

#1027 Identification critical factors impacts on job motivation and job satisfaction of Vietnamese young employees

#1212 Explore the factors that influence Taiwan's SMEs' Desireness to invest in The Industries 4.0 with the Theory of Planned Behavior

#1085 How Solutions Emerged in a System Implementation and Integration Project Led by the Middle Management: a Case Study

C2

#1073 Industry Stock Performance in Taiwan during the Covid-19 Panic Period

#1072 The mediating effect of swift guanxi between consumer perception of product- and seller-related risks and repurchase intention

#1303 The Correlation between Crude Oil Prices and Taiwanese Airline Stock Prices During a Global Pandemic: The Impact of the Cumulative COVID-19 Worldwide Cases

#1313 A Study of Apparel Customer's Benefit Perception of O2O Business from the Perspective of Benefit Evaluation

C3

#1241 Exploring The Cross-Screen Behavior - The Flow as A Moderator

#1259 Research on the Purchase Intention of Pet Products - A Comparison Study between Malaysia and Taiwan

#1292 Exploring the Intention to Use Electronic Banking in Vietnam by an Integrated Model

#1089 Application of Innovative Model to Evaluate Service Satisfaction – Taking the Wedding Banquet Hall as an Example

C4

#1006 Empirical Evidence of Three Archetypal Arms Suppliers' Behaviors: Application of Topic Models to Open-Source Media

#1047 A Study on Knowledge, Perceived Risk, Involvement, and Purchase Intention Toward Smart Home Products among Middle-Aged Adults

#1094 Circular Economy Policy of Bike Industry- Exploring the Optimal ETO Component under Imperfect Production Processes System

#1134 Technology vs. Art- ANP system the key success indicators of the internal control quality in ERP

#1174 Logistic Regression Model to Predict the Satisfaction Intention of the Low-Carbon Policies

D1

#1046 Analyses of Judicial Judgments about Child Abuse Cases in Family in Taiwan

#1258 The 3C culture of Children and Teenagers in Generation Z

#1261 Community Care for PLWHAD from Offline to Online Service Study–Taiwan Lourdes Association

#1274 Research on the Utilization and Management of Corporate Volunteers ~ Taking Enterprises in Taichung as Illustrative Examples

D2

#1074 The choice of adolescent pregnant girls in Taiwan to stay for childbirth-taking the girls who received government program subsidies as an example

#1306 A Practical Annotation Scheme for the Context of Depressed Mood: A Preliminary Study Using PTT Post

#1307 Homeless People, Welfare Eligibility and Recommended Solutions in Taiwan

#1244 A Research on the Impacts of COVID-19 on Students' Clinical Social Work Career Determination in Taiwan

D3

#1192 Implicit Measurement Method for Consumer Engagement in Online Brand Communities

#1206 Parasocial Interaction with YouTubers: Does Sensory Appeal in the YouTubers' Video Influences Purchase Intention?

#1223 A Dynamic Pricing Parking System in Urban Area with a Multi-period Reservation Demand

#1245 Perceived Credibility Information on Social Media of Corporate Brand Reputation and its Impact on Jobseeker Intention to Apply

D4

#1122 An Empirical Study for Using Youth Powers to Create New Model for Aging Baby Boomers in Taiwan

#1230 Practical Application and Challenges of Endoscopic Image Diagnosis Support Systems Using Deep Learning: A Case Study of Gastric Cancer in Japan

#1242 Psychophysiological Effects of Muscle resistance training Therapy on Older Adults with mild Dementia

#1300 The Pilot Study for Kindergartens Opening Affiliated Senior Day Care Class in Taiwan

#1305 Relationship Among Health Awareness, Course Activity Benefits and Health behavior of Older Adults - A Case Study on YMCA Tier C–Long Term Care Stations in Taichung City

E1

#1194 Optimal Control Management for Aerial Vehicle Payload by Taguchi Method

#1112 Internal CSR, Work-Family Interface: A Configurational Approach

#1280 Identifying and predicting default borrowers in P2P lending platform: A machine learning approach

#1293 Research on the Relationship between Organizational Justice, Emotional Labor and Job Satisfaction—A Case of Flight Attendants

E2

#1277 Leisure Literacy, Work-Leisure Boundaries, and Work Performance

#1170 A Study on Exploring the Wild Gardens to Children's Outdoor Activity Fields

#1270 DDoS Attack Detection with Packet Continuity Based on LSTM Model

#1226 Identifying Technology Trends for Blockchain Applications in Industry 4.0 Domain: A Patent Perspective

E3

#1067 Self-Disclosure on Social Media: Examining the Factors of Connectedness, Escapism, and Social Comparison

#1298 Research on the Legality of End-User License Agreements (EULA) in Taiwan

#1154 Power and Challenge of Collective Intelligence in the Development of Rural Tourism and Agri-Food Businesses

#1304 Observing the development of design in Taiwan from the 1960s to the 1980s with the term "Commercial design"

E4

#1272 Crisis or Chance ? A Preliminary Study of Media Reporter Online Journalism Entrepreneurship in Taiwan

#1302 Art Craft Production design has Metamorphosed into the hyperrealist technique

#1009 Stylistic Approach to the Teaching of K.S. Maniam's in a Far Country

#1239 Using natural language processing methods to improve the applicability of altmetrics in academic evaluation

#1109 A Study of How to Create Realistic Fluid Visual Effects

F1

#1052 An Application of Smart Beta's Dividend Factor Strategy to Taiwan Stock Market

#1042 A Study on the Relationship between Firm Performance and Corporate Social Responsibility: An Empirical Evidence from Taiwan

#1054 A Study on the Determinants of Corporate Social Responsibility Performance

#1057 A Preliminary Study of the Impact of Blockchain Technology on the Application Level of Insurance Industry

F2

#1248 A Study on Influential Factors of Purchase Willingness of Walker's Spillover Policy

#1289 The Impact of Business Strategy on Performance in the Life Insurance Industry

#1216 Using Dynamic Financial Analysis Approach to Evaluate Performance of Taiwan Property/Casualty Insurance Industry

#1276 A Study of the Four Zodiacs Elements on Consumer's Preference for the Insurance Marketing Channels

F3

#1214 Revisit Real Estate Investment and Economic Growth Nexus in China using Continuous Wavelet Analysis

#1024 Interest and Inflation Rates as Leading Indicators of Vietnam's Stock Returns

#1231 The effect of corporate diversification on the key audit matters

#1219 What Impact Does Net Working Capital Have on Earnings Per Share? Perspectives from Literature Reviews

F4

#1282 The Difference between Hostile Acquisition and Friendly Acquisition in regards to Performance

#1103 Strategy Management, Compensation, and Equity Valuation

#1310 How the Intangible Assets Contribute to the Weighted Average Cost of Capital—An Evidence from Taiwan's Semiconductor Industry

#1061 Analytical Research on Circular Agency Problem with Collusion

#1255 The Information Value of Auditing Services: from the Perspective of Corporate Governance

G1

- #1056 Does Covid-19 and non-pharmaceutical intervention Impact on Tourist Visit Intention a Destination in Indonesia?
- #1158 Effects of Food Authenticity, Food Quality, and Service Quality on Tourist Satisfaction under Multiple Regression Model during Covid-19
- #1191 Impacts of Ecotherapy on Physiological and Psychological Benefits
- #1176 Establishing a ROC Curve Model by Body Composition to Predict Active Aging in the Community Care Center Elderly

G2

- #1095 To Be Or Not To Be? The Opportunities and Challenges of Social Media Marketing for Rural Micro Enterprises in Taiwan
- #1137 Male Versus Female Social Media Influencer (SMI) and Its Influence Towards Visit Intention Among Gen Y and Gen Z
- #1173 The Effect of Service Quality, Price and Promotion on Customer Satisfaction in PegiPegi.com
- #1312 Real and Virtual Happiness Prediction Model Based on Multiple Regression analysis by Instagram Social Network

G3

- #1166 The Impact of Food Image, Customer Satisfaction, and Food Quality on Revisit Intention Under Multiple Regression Model
- #1162 Using Linear Regression Model to Analyze the Role of Internship Program in Supporting Work Readiness
- #1195 Factors Affecting the Satisfaction of Tourists Visiting Karampuang Island, Indonesia
- #1177 Evaluating The Satisfaction Using the ACSI (American Customer Satisfaction Index) Model of Festival F8 Makassar, South of Sulawesi, Indonesia

G4

- #1254 What's our route? A case study on recent cycling patterns based on crowdsourced data in Taichung City, Taiwan
- #1196 The Role of Destination Attributes in Influencing the Satisfaction and Behavioral Intention of Tourists Visiting Gili Trawangan Island, Lombok, Indonesia
- #1197 The Effects of Attraction, Promotion and Accessibility on Revisiting Intention to Tana Toraja, South Sulawesi, Indonesia
- #1185 Antecedent of Event Satisfaction Towards Revisit Intention Tambora Event Indonesia
- #1142 Addressing the Bau Nyale Event Towards Revisiting Tourist in Kute Beach Lombok

H1

#1133 A Preliminary Study of Competency-Driven Arts Teacher Education

#1090 Applying Substance-Field analysis to explore the effects of flow on individual creativity in a technological university in Taiwan

#1146 Music Technology as a Means for Fostering Young Children's Social Interaction in an Inclusive Class

#1059 Can Children's Resilience Moderate the Negative Influence of Disabilities on their Behavioral Outcomes?

H2

#1028 Clarification of two-stages purchase behavior on E-commerce: An Agenda for Future Research

#1038 Customer Tiers: The value co-creation perspective

#1204 Work from Home or Women Lecturer During Pandemic Outbreak

#1294 Food and Beverage (F&B) Consumption Behavior Changes During COVID-19 in Taiwan's Aging Society

H3

#1165 Exploring Second-Hand Clothing Business and License Plan through the Perspective of Sustainable Development

#1232 Biophilic Design as an Adaptive Reuse of Abandoned Buildings Strategy: A Proposal to Measure its Impact on People's Health and Well-being

#1132 Consumption and Marketing in the Creative Industries

#1279 Business and Smart Management of Shoes Machinery Company in Taiwan During the Covid-19 Pandemic–Case Studies of Tung Sheng Company and Strong Basic Enterprise Limited Company

H4

#1045 Examining Impact Factors for the Sustainability of Information Systems: A Relational Perspective

#1159 The Resistance to Innovation in Fintech: A Case Study of Ant Group in Context of the "Theory of Jobs to Be Done" and Financial Regulatory Constraints.

#1161 Transformation and Impact from the Software Ecosystem Perspective: Case Study of Autodesk Inc.'s Ecosystem Roadmap

#1199 The Effects of 12 Weeks YMCA Health Promotion Course Intervention on Senior Functional Fitness

#1144 International comparison of consciousness for autonomous driving: Japan, the United States and Germany