ICEB 2014 Paper Presentation Schedule

**WA1 – Wednesday, 10 December, 8:30 - 10:00**  
**Room: Hygeia**

**Session: Cloud Services and Management**

**Chair:** Prof. Ibrahim M. Al-Jabri, King Fahd University of Petroleum and Minerals, Saudi Arabia

- **The perceptions of adopters and non-adopters of cloud computing:**  
  *application of technology-organization-environment framework*  
  Ibrahim M. Al-Jabri, King Fahd Univ. of Petroleum and Minerals, Saudi Arabia

- **An industry policy toward cloud service brokerage**  
  Sheng-Chi Chen, National Chengchi University, Taiwan  
  Shari S.C. Shang, National Chengchi University, Taiwan

- **Modeling patient empowerment in healthcare organization through cloud computing**  
  Muhammad Anshari, Universiti Brunei Darussalam, Brunei Darussalam  
  Yabit Alas, Universiti Brunei Darussalam, Brunei Darussalam

**WA2 – Wednesday, 10 December, 8:30 - 10:00**  
**Room: Muses**

**Session: Online Consumer Behavior**

**Chair:** Prof. Chatpong Tangmanee, Chulalongkorn University, Thailand

- **What is the need for future 3d printing from maker’s viewpoints**  
  Cheng-Jhe Lin, National Taiwan Univ. of Science and Technology, Taiwan  
  Chao-Lung Yang, National Taiwan Univ. of Science and Technology, Taiwan  
  Chun-Fu Chen, Institute for Information Industry, Taiwan  
  Ching-Cheng Han, Institute for Information Industry, Taiwan  
  Fang-Mei Liu, Institute for Information Industry, Taiwan

- **Information quality of e-commerce websites: changes of expectation and satisfaction over time**  
  Pimmanee Rattanawicha, Chulalongkorn University, Thailand  
  Chatpong Tangmanee, Chulalongkorn University, Thailand

- **How website design quality affects flow experience and user satisfaction: a comparison of behavioral and neuroscience studies**  
  Ting-Peng Liang, National Chengchi University, Taiwan  
  Sih-Fan Chen, National Chengchi University, Taiwan

- **The effects of sensory stimuli on the purchase of online luxury product**
Eldon Y. Li, National Chengchi University, Taiwan
Yu-Chun Liu, National Chengchi University, Taiwan
Kiekang Chao, National Chengchi University, Taiwan

WA3 – Wednesday, 10 December, 8:30 - 10:00
Room: Petrus

Session: *Internet & E-business*
Chair: Prof. Siu Man Lui, James Cook University, Australia

**Complementary IT resources for enabling technological opportunism**
Laura Lucia-Palacios, University of Zaragoza, Spain
Victoria Bordonaba-Juste, University of Zaragoza, Spain
Yolanda Polo-Redondo, University of Zaragoza, Spain
Marko Grunhagen, Eastern Illinois University, USA

**Opportunities and challenges for real money trading in virtual world**
Mohamed Nazir, James Cook University, Australia
Siu Man Lui, James Cook University, Australia

**Win-win on e-business by complementary assets with IT competence and innovative capabilities**
Chen-Hao Liu, National Tsing Hua University, Taiwan
Hung-Chang Chiu, National Tsing Hua University, Taiwan
Yu Chao, Chung Hua University, Taiwan

**E-service quality model of B2C online shopping platform***
Lifang Peng, Xiamen University, China
Sumin Lin, Xiamen University, China
Hong Zhan, Xiamen University, China
Shuyi Liang, Xiamen University, China
Qingxia Li, Xiamen University, China

WA4 – Wednesday, 10 December, 8:30 - 10:00
Room: Ballroom

Session: *Internet & E-business*
Chair: Prof. Sim Kim Lau, University of Wollongong, Australia

**High-mobility workers' expectations of mobile business applications**
Yuan-Hung Liu, National Chengchi University, Taiwan
Eugenia Y. Huang, National Chengchi University, Taiwan

**Generating return visitor website traffic**
Leonie J. Cassidy, James Cook University, Australia
John R. Hamilton, James Cook University, Australia
Singwhat Tee, James Cook University, Australia

**Dynamic capabilities and its effects on service innovation**
Chun-Yi Kenneth Wu, Yuan Ze University, Taiwan
Ja-Shen Chen, Yuan Ze University, Taiwan

**Understanding service provision and online repurchase intention in online auction contexts**
Yu-Wei Hsu, The University of Auckland, New Zealand
Lesley Gardner, The University of Auckland, New Zealand
Ananth Srinivasan, The University of Auckland, New Zealand

**WB1 – Wednesday, 10 December, 10:30 - 12:00**
**Room: Hygeia**

**Session: Mobile Services**
**Chair:** Prof. Ravi Sharma, Nanyang Technological University, Singapore

**Building and evaluating museum mobile navigation system with design science research method: a case of national palace museum**
Eldon Y. Li, National Chengchi University, Taiwan
Chen-Yu Chen, National Chengchi University, Taiwan
Fang Kai Chang, National Chengchi University, Taiwan

**Analysis of mobile services and their impact on economic development**
Rahul Ramanujam, Nanyang Technological University, Singapore
Ravi Sharma, Nanyang Technological University, Singapore

**Impacts of techno-dependence in the mobile instant messaging environment**
Chieh-Pin Lin, National Defense University, Taiwan
Wei-Hsi Hung, National Chung Cheng University, Taiwan
Kuanchin Chen, Western Michigan University, USA
Hsiang-Chun Chen, National Chung Cheng University, Taiwan

**Effects of risk awareness and website reputation through online trust on purchase intention**
Chatpong Tangmanee, Chulalongkorn University, Thailand
Chayanin Rawsena, Chulalongkorn University, Thailand

**WB2 – Wednesday, 10 December, 10:30 - 12:00**
**Room: Muses**

**Session: Data Mining & Business Intelligence**
**Chair:** Prof. Michel De Rougemont, University Paris II, France

**Web usage mining to extract knowledge for modeling users of Taiwan travel recommendation mobile App**
Guang-Feng Deng, Institute for Information Industry, Taiwan
Yu-Shiang Hung, Institute for Information Industry, Taiwan
Chi-Ta Yang, Institute for Information Industry, Taiwan
Nien-Chu Wu, Industrial Technology Research Institute, Taiwan

**Approximate analytics for the cloud**
Michel De Rougemont, University Paris II, France

**Segmenting Taipei’s real estate data – a cluster analysis**
Sheng-Chi Chen, National Chengchi University, Taiwan
Chien-Hung Liu, National Chengchi University, Taiwan

**Two-stage model for exchange rate forecasting by EMD and random forest**
Han-Chou Lin, National Chengchi University, Taiwan
Heng-Li Yang, National Chengchi University, Taiwan

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**WB3 – Wednesday, 10 December, 10:30 - 12:00**
**Room: Petrus**

**Session:** Social Media & Commerce

**Chair:** Prof. Rimantas Gatautis, Kaunas University of Technology, Lithuania

**Analysing knowledge brokering activity on social media: an exploratory study**
Sim Kim Lau, University of Wollongong, Australia

**Factors determining impulsive buying behavior in social commerce**
Rimantas Gatautis, Kaunas University of Technology, Lithuania
Audrone Medziausiene, Kaunas University of Technology, Lithuania
Viktorija Pozingyte, Kaunas University of Technology, Lithuania

**Using social media for teaching and learning: understanding students’ perceptions of Facebook use in the classroom**
Shu-Chuan Chu, DePaul University, USA

**Social impact and consumer purchase intention in social commerce**
Jao-Hong Cheng, National Yunlin Univ. of Science and Technology, Taiwan
Shu-Wei Chen, Asia Pacific Institute of Creativity, Taiwan

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**WB4 – Wednesday, 10 December, 10:30 - 12:00**
**Room: Ballroom**

**Session:** Potpourri Research Issues

**Chair:** Prof. Ja-Shen Chen, Yuan Ze University, Taiwan

**Modeling online to offline e-business user experience**
Juo-Wei Chen, National Taiwan Univ. of Science and Technology, Taiwan
Lai-Yu Cheng, National Taiwan Univ. of Science and Technology, Taiwan
Cheng-Jhe Lin, National Taiwan Univ. of Science and Technology, Taiwan
Jing-Ming Chiu, Institute for Information Industry, Taiwan
Hui-Ling Yuan, Institute for Information Industry, Taiwan
Chiuh-Siang Joe Lin, National Taiwan Univ. of Science and Technology, Taiwan

Psychological and socio-psychological factors in behavioral simulation of human crowds
Jacob Sinclair, James Cook University, Australia
Carrie Siu Man Lui, James Cook University, Australia

A shared information-based Petri net model for service parts planning
Woo-Tsong Lin, National Chengchi University, Taiwan
Ta-Yu Chen, National Chengchi University, Taiwan

Interpersonal information platform reinforces the significant nature of structure cost in latent terrorist activities—a trial of the biggest IM & web portal from China *
Weiqing Zhuang, Fujian University of Technology, China
Zhenyu Liu, Xiamen University, China
Guangyang Huang, Fujian University of Technology, China

HA1 – Thursday, 11 December, 8:30 - 10:00 Room: Hygeia

Session: Innovation & Knowledge Management
Chair: Prof. Albert Huang, University of the Pacific, USA

Knowledge adoption in virtual community: exploring the moderating effect of learning orientation
Chien-Hsiang Chou, National Chengchi University, Taiwan
Tzung-I Tang, National Chengchi University, Taiwan

Improving learning outcomes with a T.A. knowledge sharing system
Kuo-Fang Peng, National Chin-Yi University of Technology, Taiwan
Albert Huang, University of the Pacific, USA

Towards an adaptive OS noise mitigation technique for microbenchmarking on Apple iPad devices
Adam Rehn, James Cook University, Australia
John Hamilton, James Cook University, Australia
Jason Holdsworth, James Cook University, Australia

Building an integrated model of knowledge-based marketing: a case study of e-knowledge networks in high-tech SMES
Te Fu Chen, Lunghwa University of Science and Technology, Taiwan
Session: Service Design Issues
Chair: Prof. Shari S.C. Shang, National Chengchi University, Taiwan

A scenario analysis of wearable interface technology foresight
Wei-Hsiu Weng, National Chengchi University, Taiwan
Woo-Tsong Lin, National Chengchi University, Taiwan

User’s motivation of using IoT products: a case of smart home
Eldon Y. Li, National Chengchi University, Taiwan
Xiao-Jing Huang, National Chengchi University, Taiwan
Shu-Hsun Chang, National Chengchi University, Taiwan

Investigating online service alliance in a signaling game
Wei-Lun Chang, Tamkang University, Taiwan
Cheng-Bin Li, Tamkang University, Taiwan
Ya-Ling Wu, Tamkang University, Taiwan

Towards a systematic evaluation of web design *
Ivayla Trifonova, Otto-von-Guericke University of Magdeburg, Germany
Chris Ewe, Otto-von-Guericke University of Magdeburg, Germany
Holger Schrödl, Otto-von-Guericke University of Magdeburg, Germany
Naoum Jamous, Otto-von-Guericke University of Magdeburg, Germany

Session: E-service Management
Chair: Prof. Wenshin Chen, Newcastle Business School, UK

‘Chang’: a new competitive thinking framework from the viewpoint of management information systems
Daniel Yuh Chao, National Chengchi University, Taiwan
Tsung Hsien Yu, National Chengchi University, Taiwan

National and organizational culture and mobile banking adoption: an exploratory study of Canada and the UK
Wenshin Chen, Newcastle Business School, UK
Daniel Tomiuk, Université du Québec à Montréal, Canada

Patient-centered eHealth service design: a case study in Chushang Show Hospital
Hsinlu Chang, National Chengchi University, Taiwan
Wei-Wen Szu, National Chengchi University, Taiwan
Research on trust transfer of heterogeneous information sharing based on infomediary *  
Mei Song, Financial Research Institute, the People's Bank of China, China

HA4 – Thursday, 11 December, 8:30 - 10:00  
Room: Ballroom

Session: Potpourri Research Issues
Chair: Prof. Waiman Cheung, The Chinese University of Hong Kong, China

Turning isomorphic IT innovations into unique capabilities  
Waiman Cheung, The Chinese University of Hong Kong  
Jerrel Leung, The Chinese University of Hong Kong

The linkage between software risk management practice and project success: evidence from Thai software firms  
Tharwon Arnuphaptrairong, Chulalongkorn University, Thailand

A visual analytic study of articles in entrepreneurship research  
Li-Chih Yu, National Chengchi University, Taiwan  
Tzung-I Tang, National Chengchi University, Taiwan

The effect of interactivity on SNS users’ loyalty: flow and presence as mediators  
Bao Dai, Hefei University of Technology, China  
Yezheng Liu, Hefei University of Technology, China

HB1 – Thursday, 11 December, 10:30 - 12:00  
Room: Hygeia

Session: Digital Content Services  
Chair: Prof. Fang Yu, National Chengchi University, Taiwan

What factors satisfy e-book platform customers? Development of a model to evaluate e-book user behavior and satisfaction  
Li-Chun Huang, Ming Chuan University, Taiwan  
Wen-Lung Shiau, Ming Chuan University, Taiwan  
Ya-Hsuan Lin, Ming Chuan University, Taiwan

Active authentication via hiding programs in digital contents  
Fang Yu, National Chengchi University, Taiwan  
Wei-Shao Tang, National Chengchi University, Taiwan  
Yue-Zeng Lin, National Chengchi University, Taiwan  
Wei-Ren Wang, National Chengchi University, Taiwan

Application of SAAS to interactive media marketing in public transportation  
Shih-Yang Lee, National Chengchi University, Taiwan
Eldon Y. Li, National Chengchi University, Taiwan

**Platform selection in digital content delivery: content exclusivity and network effect**

Jhih-Hua Jhang-Li, Hsing Wu University, Taiwan
Sheng-Yang Suen, Hsing Wu University, Taiwan

HB2 – Thursday, 11 December, 10:30 - 12:00  Room: Muses

**Session: Online Consumer Behavior**

**Chair:** Prof. Shu-Chuan (Kelly) Chu, DePaul University, USA

**Does product type affect electronic word-of-mouth richness effectiveness?**

**Influences of message valence and consumer knowledge**

Shuling Liao, Yuan Ze University, Taiwan
Crystal Tzu-Ying Lee, National Chengchi University, Taiwan
Tzu-Han Lin, Yuan Ze University, Taiwan
Meng-Chen Lin, Yuan Ze University, Taiwan

**Testing the antecedents of well-being and its effects on loyalty: a comparison between Taiwan and Sweden college students**

Ya-Ling Wu, Tamkang University, Taiwan
Hsin-Hua Hsieh, Tamkang University, Taiwan

**Evaluate the impact of waiting on service quality and customer satisfaction by Kano model**

Eldon Y. Li, National Chengchi University, Taiwan
Chi-Yu Nieh, National Chengchi University, Taiwan
Kiekang Chao, National Chengchi University, Taiwan

**Customer behavior survey for cultural and creative park in Taiwan**

Chao-Lung Yang, National Taiwan Univ. of Science and Technology, Taiwan
Cheng Jhe Lin, National Taiwan Univ. of Science and Technology, Taiwan
Chih-En Wu, National Taiwan Univ. of Science and Technology, Taiwan
Guang-Feng Deng, Institute for Information Industry, Taiwan
Yu-Shiang Hung, Institute for Information Industry, Taiwan
Wei-Kuang Ho, Institute for Information Industry, Taiwan

HB3 – Thursday, 11 December, 10:30 - 12:00  Room: Petrus

**Session: E-service Management**

**Chair:** Prof. Belinda Shipps, NC A&T State University, USA

**An examination the implicit costs on emerging ICT-driven innovations**
Virtual learning communities, continuous training and electronic health
Belinda Shipps, NC A&T State University, USA
Wenshin Chen, Newcastle Business School, UK

Increasing information transparency: implications of consumer price posting for consumers’ behavior and a seller’s pricing strategy
Xubing Zhang, Hong Kong Polytechnic University, China
Bo Jiang, Shanghai University of Finance and Economics, China

Service quality and queue
Chih-Chin Liang, National Formosa University, Taiwan
Ying-Syuan Lu, National Formosa University, Taiwan

A meta-study on e-collaboration.
Gang Chen, Sun Yat-Sen University & Lingnan (University) College, China
Tianjiao Wang, The Chinese University of Hong Kong, China
Ling Peng, Hubei University of Economics, China
Waiman Cheung, The Chinese University of Hong Kong, China

Taking shopping advice from virtual communities
Chien-Hsiang Chou, National Chengchi University, Taiwan
Tzung-I Tang, National Chengchi University, Taiwan

Vehicle routing based on discrete particle swarm optimization and Google maps API
Fu-Shiung Hsieh, Chaoyang University of Technology, Taiwan
Hao Wei Huang, Chaoyang University of Technology, Taiwan

Benefits of data center virtualization to increase the availability as a central quality of service aspect, using the example of cloud services *
Chris Ewe, Otto-von-Guericke University of Magdeburg, Germany
Ivayla Trifonova, Otto-von-Guericke University of Magdeburg, Germany
Holger Schrödl, Otto-von-Guericke University of Magdeburg, Germany
Naoum Jamous, Otto-von-Guericke University of Magdeburg, Germany