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IAM

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Chair's Message

The Committees of the International Conference on Innovation and Management (IAM2022 Winter) are pleased to welcome you to our Web Conference on Jan. 25-28, 2022. Due to the pandemic, we are unable to host 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 10 excellent manuscript submissions from 3 countries, 8 of them come from 3 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 IAM2022W.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

Jan. 25, 2022 (Tuesday)	
14:00-14:30	Rehearsal

Jan. 26, 2022 (Wednesday)	
13:30-16:10	Session A

Note: The time listed in IAM2022W is UTC+08:00.

Agenda

Jan. 26, 2022 13:30-16:10 (UTC+08:00)

Session A

Session Chair: Cheng-Kiang Farn

National Central University, Taiwan

Exploring on the Sustainable Competitive Advantage of Suang-Lien Elderly Center Based on Resource-Based Theory

Shuo-Chang Tsai Asia University

Shu-Yu Wang Asia University

Exploring the Relationship between Patent Forward Citation and Stock Return Rate Using Empirical Data of China Stock Market

Hong-Wen Tsai National Taiwan University of Science and Technology

Hui-Chung Che Shenzhen TekGlogy Intellectual Property Data Technologies, Ltd.

Bo Bai Shenzhen TekGlogy Intellectual Property Data Technologies, Ltd.

Uncovering Factors Influencing Viewers' Perception of Undisclosed Ads

Yeji Kim Yonsei University / SKTelecom

Woosik Shin Yonsei University

Traveler Choice on Responsible Tourism: How Cultural Dimensions Explain Moral Disengagement

Tzu-Chiao Kuo National Chung Cheng University

Long-Chuan Lu National Chung Cheng University

The Joint Design of Specification Limits and Quality Investment

Chung-Ho Chen Southern Taiwan University of Science and Technology

Chao-Yu Chou National Taichung University of Science and Technology

Organizational Culture, Entrepreneurial Creativity, and Service Innovation

Hung-Tai Tsou Ming Chi University of Technology

Agenda

Jan. 26, 2022 13:30-16:10 (UTC+08:00)

Session A

Session Chair: Cheng-Kiang Farn

National Central University, Taiwan

A Topic Modeling Approach to the Analysis of Customer Experience

Ji-tae Kim Yonsei University

Seongbeom Kim Yonsei University

Hee-woong Kim Yonsei University

Exploring Resources Melioration of Smart Logistics in Circular Era

An-Chi Wu Tamkang University

Tzu-Hsuan Hu Tamkang University

Exploring on the Sustainable Competitive Advantage of Suang-Lien Elderly Center Based on Resource-Based Theory

Shuo-Chang Tsai and Shu-Yu Wang*

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Abstract

As the demand for care services for the elderly in Taiwan is rapidly increasing, improving the elderly's care service quality and their value of life is becoming a more and more relevant social issue. Based on the resource-based theory, this study aims to investigate how organizations can form long-term and sustainable competitive advantages from the accumulation and cultivation of their resources and capabilities. By using a single case research as the research method, in-depth analysis research is conducted. The Suang-Lien Elderly Center is selected as the research object, observing how this organization expands from a single-institutional elderly center to a continuous system with multiple levels such as community care and home care, and further transforms into a consultancy on medical management. The results show that the Suang-Lien Elderly Center has numerous sustainable competitive advantages such as brand advantage, a complete elderly care service system, service and product innovation, and professional service teams. This study offers directional insights and guidance on developing sustained competitive advantages in the long-term elderly industry.

Keywords: Resource-based theory, sustainable competitive advantage, case study, Suang-Lien Elderly Center

Exploring the Relationship between Patent Forward Citation and Stock Return Rate Using Empirical Data of China Stock Market

Hong-Wen Tsai¹, Hui-Chung Che^{2*} and Bo Bai²

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Abstract

A novel indicator called price-citation was proposed. Based on the company integrated patent database of China listed companies of common stocks (A-shares) with the stock price and the stock return rate data, more than two thousands of A-shares from 2017 to 2020 were selected. The effect of the traditional patent forward citation and the price-citation for discriminating the stock return rate was thoroughly analyzed via ANOVA. The A-shares of forward citation counts above the average showed higher stock return rate means than the A-shares having patents but receiving no forward citations. The price-citation, combining both the financial and patent attributes, defined as the multiplication of the current stock price and the currently receiving forward citation count, showed its excellence in discriminating the stock return rate. The A-shares of higher price-citation showed significantly higher stock return rate means while the A-shares of lower price-citation showed significantly lowest stock return rate means. The price-citation effect had not been changed by COVID-19 though COVID-19 affected the social and economic environment to a considerable extent in 2020.

Keywords: China A-share, patent; ANOVA, stock return rate, forward citation, price-citation

Uncovering Factors Influencing Viewers' Perception of Undisclosed Ads

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Abstract

Undisclosed ad is an act of deceiving consumers by pretending to introduce a product or service with pure intentions despite receiving a certain level of advertising fee from the advertiser. As of August 2020, there were approximately 70 YouTubers who apologized or explained that they did not receive undisclosed ads, and there were 3,668 undisclosed ad keyword articles major search engines. This became a social issue beyond expectations. The purpose of this study is to find out what factors influence the YouTube viewer's perception of Undisclosed ads on YouTube platform. Therefore, it was investigated whether the credibility of the informant (YouTuber) affects the parasocial relationship of the Viewer, and how the parasocial influences the perception of the Undisclosed ads. The research model was verified through Convergent Validity Testing, Discriminant Validity Testing, and Structural Model testing with the Smart PLS program. Due to the YouTuber credibility, The Undisclosed ads was positively received. Also, even if Undisclosed ads on YouTube were revealed, if the credibility of the informant had a high credibility, it did not damage the perception of the YouTube viewer about YouTubers or MCN platforms. The fact that Undisclosed ads have a rather positive effect on YouTubers and MCN platform suggests that the industry related to Undisclosed ads is highly likely to be continued. Therefore, this study contributed to enhancing the need for policy makers to strengthen regulations related to MCN Undisclosed ads, including YouTube, and to make supervision mandatory.

Keywords: YouTube, MCN(Multi Channel Network), Undisclosed ads, Back advertisement, viewer perception, Parasocial relationship, Smart PLS

Traveler Choice on Responsible Tourism: How Cultural Dimensions Explain Moral Disengagement

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Abstract

International travel is getting more accessible, and it is inevitable to impose a more significant burden on the environment. The damage will not be seen immediately, but the power of the long-term will not be ignored. Moreover, in order to make money, businessmen may do things that damage the environment or exploit local residents. Therefore, the purpose of responsible tourism aims to minimize harm to our environment and have a better place to visit and live. This study explores moral judgement of consumers' behavior toward responsible tourism, and explores tourists' behaviors towards responsible tourism under different cultural dimensions and moral disengagement. It hopes to understand whether tourists from different cultural dimensions have significant differences in the travel process via quantitative research methods.

Finally, the study was carried out to understand better the behavior of travelers from different backgrounds and cultures. It also provides strategic solutions for tourism managers. The purpose of this study was to determine the relationships between the cultural dimensions of Hofstede, moral disengagement, and moral judgement, and expect that stakeholders reach the goal of making better places for people to live in and better places to visit.

Keywords: Responsible tourism, culture value, moral disengagement, moral judgement

The Joint Design of Specification Limits and Quality Investment

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Abstract

Statistical quality control is generally considered a useful methodology in the process of continuous quality improvement, in which product inspection, process control and quality design are three important aspects. In 1996, Pulak and Al-Sultan proposed the optimum process mean selection under the single sampling rectifying inspection plan. Since then, the three aspects in statistical quality control have been integrated in many research works. In the present paper, two modified Pulak and Al-Sultan's models are developed by incorporating the specification limits of process characteristic and quality investment with the specified value of the process capability index C_{pm} or C_{pmk} , where the optimal quality investment and the specification limits of process characteristic are determined based on maximization of the expected profit per item. The direct search method is applied to determine the optimal solution for the two modified models. Two numerical examples are given and the sensitivity analyses are conducted to investigate the effects of model parameters on the optimal solution. According to the study, it may be concluded that the target value of process mean has a major effect on quality investment, which indicates that the quantity of quality investment should seriously depend upon the condition of the mean of process characteristic. Meanwhile, if the process improvement includes quality investment, the improved process mean and standard deviation are able to attain the specified value of process capability index; however, if quality investment is not involved in the process improvement, the value of process capability index needs to be satisfied for assuring the output product quality by setting the symmetric specification limit coefficient.

Keywords: Quality investment, process capability value, specification limits, single sampling rectifying inspection plan

Organizational Culture, Entrepreneurial Creativity, and Service Innovation

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Abstract

With the rapid technological developments toward a knowledge-based economy, service innovation has become indispensable for companies to gain a competitive advantage. During the Covid-19 pandemic, this study aims to propose a theoretical framework that delineates the relationships among outcome-oriented organizational culture (OOOC, i.e., performance orientation and competitiveness), entrepreneurial creativity, and service innovation. There has been insufficient research investigating the relationships among these constructs. Thus, this study contributes to different literature streams and reinforces existing findings.

Keywords: Service innovation, organizational culture, entrepreneurial creativity

A Topic Modeling Approach to the Analysis of Customer Experience

Ji-tae Kim*, Seongbeom Kim and Hee-woong Kim

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Abstract

Due to the impact of COVID-19, the growth rate of online commerce has accelerated. The online penetration rate, which shows the purchase rate on online channels, of general products is 40%, but in fresh food, it is 20.6%, which is lower than other categories. Online distributors will have a clear competitive advantage if they increase their share of the online market for fresh foods with high growth potential. Therefore, the goal of this study was to improve the online penetration rate of online fresh food shopping from the perspective of customer experience. Thus, we investigated two research topics: (1) the customer experience dimensions of each category of fresh food, (2) the relationship between the explored customer experience dimensions and customer satisfaction. To examine the research topics, we first used text mining to explore the customer experience dimensions of each category of fresh food through 49,049 reviews. Second, we theoretically matched the customer experience dimensions with the Technology acceptance model (TAM) and Service quality theory. We measured customer sentiment for each dimension. Lastly, we will develop and test an econometric model to analyze their relationships with the star rating as the dependent variable. Thus, this study has research implications for determining the unique dimensions of customer experience for fresh food and the relationship with customer satisfaction. In addition, this study has practical implications that present generalized customer experience dimensions for fresh food shopping at online by analyzing user review data and suggests a management plan and strategies for each of those customer experience dimensions.

Keywords: Text mining, online fresh food shopping, topic modeling, customer experience, TAM, service quality

Exploring Resources Melioration of Smart Logistics in Circular Era

An-Chi Wu and Tzu-Hsuan Hu*

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Abstract

This study explores developing smart logistics through digital transformation by integrating information platforms and advocating strategic alliances as new business models in the post-pandemic era. It summarizes the logistics industry's business circular economy model, changing the logistics distribution through alliances, providing the best transportation route planning, and responding to seasonal or unexpected demand. Furthermore, by using circular economy strategies to strengthen the resilience of the supply chain of the logistics industry, it can meet the goal of energy-saving and greenhouse gas reduction policies. In terms of shared resources, the logistics industry's business circular model can develop a collaborative information platform, consolidate public flow data, and set up a shared transport capability information pool for the real-time deployment of transport capability resources. Finally, reverse logistics will master resource reuse, package recycling, and by using real-time information tracking to promote green logistics activities and achieve the concept of sustainable management.

Keywords: Smart logistics, supply chain flexibility, transport capacity alignment, circular economy

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3. The papers having more than one author will not get any extra time for making their presentations.
4. Session chair should remind the speakers about the time limit three minute before the time he or she is expected to finish the presentation. If a speaker goes beyond the allotted time, session chair should remind her or him to close the presentation.

Certificate

The certificate of attendance will be issue by email after finishing the presentation in the meeting room.

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About five to ten percent (5-10%) accepted papers will be select as Best Papers. The Best Paper Award will be presented at the end of each session in the meeting room. But the premise is that the session has the best paper award. And the **Best Paper Award Certificate** will be issue by email after the conference.

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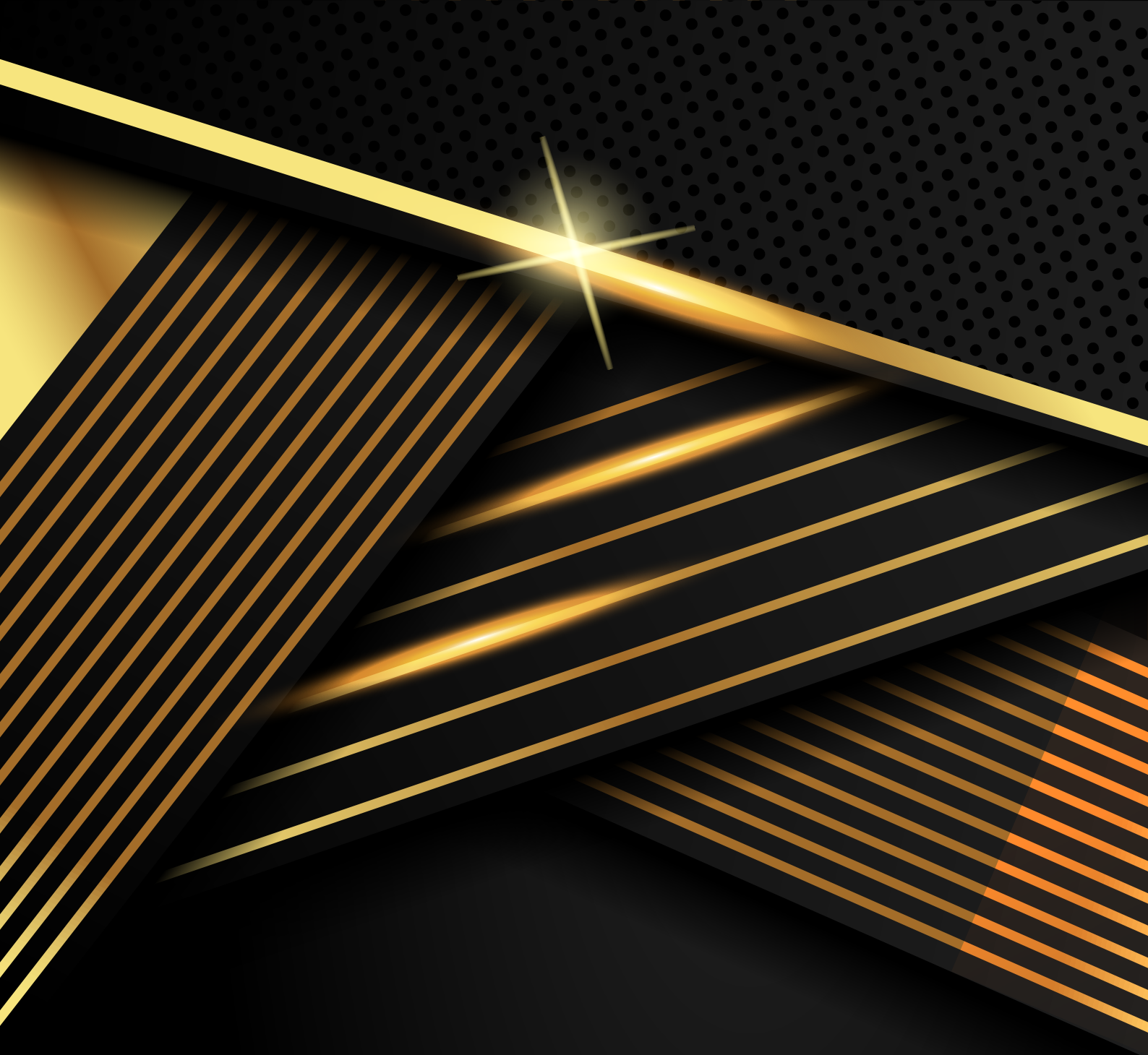
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