

IAM2015S Program

July 14, 2015 (Tuesday)	
15:00-16:30	Registration (3F)

July 15, 2015 (Wednesday)			
08:30-16:00 Registration (3F)			
Room	Rosario (3F)	Syrah (3F)	Niagara (3F)
09:00-11:50 (Break at 10:15-10:35)	Session A1	Session A2	Session A3
11:50-13:40	Lunch (1F Restaurant Vigne or B1 Chinese Restaurant Hyoumanrou)		
13:40-16:30 (Break at 14:55-15:15)	Session B1	Session B2	Session B3

July 16, 2015 (Thursday)		
08:30-16:00 Registration (3F)		
Room	Rosario (3F)	Syrah (3F)
09:00-11:50 (Break at 10:15-10:35)	Session C1	Session C2
11:50-13:40	Lunch (1F Restaurant Vigne or B1 Chinese Restaurant Hyoumanrou)	
13:40-16:30 (Break at 14:55-15:15)	Session D1	Session D2

July 17, 2015 (Friday)		
08:30-16:00 Registration (3F)		
Room	Rosario (3F)	Syrah (3F)
09:00-11:50 (Break at 10:15-10:35)	Session E1	Session E2
11:50-13:40	Lunch (1F Restaurant Vigne or B1 Chinese Restaurant Hyoumanrou)	
13:40-16:30 (Break at 14:55-15:15)	Session F1	Session F2

PID	Paper Title	Author(s)	Session
P0102	Depicting the Acquisition of Model Group by Ab Inbev: He Implications for the Mexican Beer Market	José G. Vargas, J. S. López-Morales, T. Martínez-Haro	D2
P0115	Collaborative Supply Chain Strategy for Deteriorating Products Considering Transportation Costs	hui ming wee, Shou-Bao Lee, Yen-Deng Huang, Meng-Chih Lin	C1
P0117	Return and Volatility Spillovers of the U.S. Quantitative Easing Across Stock Markets	Chien-Chiang Lee, Mei-Ping Chen, Chun-Chie Huang	C2
P0118	Analysis of Work Culture on Organizational Commitment in SAFA Industrial Group in Iran	Masoud Ghorbanhosseini	E2
P0121	Decision to Be Entrepreneurs or Civil Servants	Yao-Tung Chen, Yuh-Ju Lan, Yuh-Yao Lin	B1
P0122	How Does an R&D Offshoring Firm Choose Her Governance Model?	wen bin chuang	B1
P0123	Resources Flow and Value Creation Analysis Model of Industry and Research Collaboration – A Case of Taiwan's High-Tech Spin-off Enterprise	Yu-Shing Chang, Nien-Chu Wu	B1
P0124	Compensation Committee Quality and the Relationship between CEO Cash Compensation and Accounting Performance	Yenyu Rebecca Huang, Ya-Yu Cloudia Ho	C2
P0125	The Relationships among Impulse Buying Tendency, Non-Interactive Social Influence, and “Felt an Urge to Buy Impulsively”	Chun-Ling Chuang, Hong-Lin Tian, Rong-Ho Lin	D1
P0126	The Consumer Image of Smartphone	Su-Jen Chuang, Tein-Chen Chou	E1
P0127	An Exploration of the Relationship between Knowledge Management and Organizational Control in Governmental Departments	chiou chi ho, Chen Hai Hsiung	A3
P0129	Multiple Outside Directorships and Directors' Meeting Attendance	Yenyu Rebecca Huang, Ya-Yu Cloudia Ho	C2

PID	Paper Title	Author(s)	Session
P0130	Building a New International Stock Market Model to Identify Turning Points and Return Correlations in Taiwan's Stock Market	Wen-Shiung Lee, Chi-Wei Hung, Yi-Lun Lo	F1
P0131	Examining Knowledge Impacts of the IS Journals in the Discipline	Chien Hsiang Liao	A2
P0132	A Study of Interviewing 15 Taiwanese Expatriates as Knowledge Contributors in Mainland China	Shih-Yu Cheng	E2
P0133	An Analysis of the Technology Readiness and Acceptance Model in Examining Intention to Use of Google Mobile Services	Cheng Ju Hsu, Min Hung Ho, Fu Hsing Hsing	B2
P0136	Polarizing Customers' Opinions with a Sales-inferred Sentiment Analysis Model	Guan Yu Chen, Hui Chi Chuang, Sheng Tun Li	A2
P0137	Create a SoA based OpenStack to Provide a High QoS Cloud Computing Environment	Shu-Ching Wang, Kuo-Qin Yan, Shun-Sheng Wang, Min-Mao Liu	C2
P0138	The Construction of Private Cloud Services in an Open Source Cloud Platform	Shin-Hung Pan, Shu-Ching Wang, Shun-Sheng Wang, Jiun-Lung Juang	C2
P0139	The Study of Integrated Competence e-Evaluation System Model	Kuo-Qin Yan, Shu-Ching Wang, Chin-Shan Peng	D1
P0140	The Integration and Application of Smart Home Automation System - An Example of Household Gas Water Heater Control	Shun-Sheng Wang, Shu-Ching Wang, Kuo-Qin Yan, Yung-She Lin	C2
P0141	Explore Green Energy Status and Future Trends in Taiwan	Kuo-Qin Yan, Shu-Ching Wang, Yung-Hsiang Su	D1
P0142	Does Information Disclosure Matter to Firm Valuation?	Tao Chen	A1
P0143	A Comparison of Biomass Gasification	Choosak	F1

PID	Paper Title	Author(s)	Session
	Technologies Using Data Envelopment Analysis	Pornsing, Kawinthorn Saichareon, Prachuab Klomjit	
P0144	Application of Genetic Algorithms in Police Scheduling	Han Chieh Lin, Yi Chao Huang	C1
P0145	Diagnostic Pro-Innovation Methodology for Socio-Environmental Responsible Organizations	Iluska Lobo Braga, Flávio de São Pedro Filho, Jeoval Batista da Silva, Irene Yoko Taguchi Sakuno, Janilene Vasconcelos de Melo	B3
P0147	A Portfolio Optimization Model Applied to Portfolio Selection in Taiwan Stock Market	Jung-Fa Tsai, Chih-Lun Kuo, Ming-Hua Lin	A1
P0148	Enhancing the Effect of Advertised Reference price: The Moderating Role of Corporate Social Responsibility	Ching-Wei Ho, May-Ching Ding, Yuan-shuh Lii	E1
P0149	A Study of the Intention of Forwarding Online Content using Social Media	Yi-Wen Fan, Yea-Huey Su, Yu-Hsien Fang	C2
P0151	The Patent Transactions Network: A Network Structure Analysis of TFT-LCD Industry	Hsin-Yu Shih, Hung-Chun Huang	B1
P0152	Show Me Your True Colors: Stress Interview as a Double-Edged Sword	Chien-Cheng Chen, Yu-Hsuang Lee	E2
P0153	Knowledge Sharing and Organizational Innovation: The Moderation Effects of Organizational Demography	Li-Cyuan Wang, Shin-Tien Chen	E2
P0154	Application of Kano Model to Discuss Tourist Satisfaction on Hinoki Village in Taiwan	Wu Ching Hsuan, Lo Chen Chang, Tsai Dong Lin	C2
P0155	Media Monitoring and Government Banks	Po-Hsin Ho, Chen	A1

PID	Paper Title	Author(s)	Session
		Hung-Kun, Chih-Yung Lin, Che-Wei Chi	
P0156	Combine DEA and Six Sigma Method for Evaluating the Efficiency of Dental Preventive Services in Taipei City	Hsu Ling Hsin, Yu-Hsiang Hsiao	A3
P0157	Corporate Jets and Disclosure Policy	Chia-Wei Huang, Chih-Yen Lin	A1
P0158	Investor Sentiment and Capital Markets	Chu-San Edward Wang	A1
P0159	Applying Fuzzy Delphi Method and DEMATEL Approaches to Analyze the Entry Strategy of Investment in Vietnam	Weng-Kun Liu	D2
P0160	Managerial Overconfidence and Capital Structure Adjustment	Ju-Fang Yen	A1
P0161	Prediction of Stocks Market Trend Using Support Vector Machine with Parametric-Margin Model	Pei-Yi Hao, Min-Wei Jiang	D1
P0162	Impact of Background Music Tempo on Occupational Performance for Sheltered Workers with Developmental Difficulties	Rong-hwa Huang, Leemen Lee, Meng-shan Li	C1
P0164	Western-Style Fast Food Industry in Fujian Province Marketing Mix (7P) and Performance Evaluation	Su Mei Lin, Shih Hsiung Cheng	E1
P0165	Minimizing Total Energy Consumption with Non-Delay in Flexible Flow Shop Scheduling Problem	Rong Hwa Huang, Po Han Chen	C1
P0167	Effects of PPT Background Color on Reading Performance	Rong Hwa Huang, Tzu Yun Chien, Kang Ho, Szu Ying Chen, Li Yeh Yu	C1
P0168	Determinants of Visitors' Revisit Intentions	Su-Ching Chang	A3
P0169	Towards a Measure of E-Personality – The Case of Neuroticism Scale of Big Five Personality Inventory	Chih-Hung Chou, Ya-Wen Lin, C. K. Farn	E2
P0170	Effects of Uniform Color on Attention and Mood of People with Developmental Difficulties in the	Rong-hwa Huang, Leemen Lee,	C1

PID	Paper Title	Author(s)	Session
	Workplace	Chen-shuo Wang	
P0172	Ownership Structure, the Board Structure, and Level of Information Disclosure: Views of Corporate Governance	Yi-Wen Wang, Shin-Tien Chen	A1
P0173	Process Selection by Using the Overall Production Yield as the Criteria	Chen-ju Lin, Yi-ling Shen	D2
P0174	Credit Rating with a Monotonicity-Constrained Metric Learning Support Vector Machine	Chih-Chuan Chen, Shu-Ching Kuo, Yi-Chung Cheng, Pei-Chih Chen, Sheng-Tun Li	A2
P0175	A Note of Using Brownian Motion Process and Gamma Process for Two-Variable Accelerated Degradation Tests	Tzong-Ru Tsai, Ya-Yen Fan	C1
P0176	Rolling Supply Chain Scheduling with Respect to Production and Delivery Lot-Size	Rong Hwa Huang, Chen Yun Lee	C1
P0177	The Effect of ERP System Implementations on the Timeliness of Financial Reporting	Nai-Hui Su	F1
P0178	Financial Performance of Taiwan's Game Companies: application of window analysis of DEA	Peng Kai Chiung, Chang Chia Wen, Lu Pei Shan	F1
P0179	An Innovative Product Design Approach – Using Ergonomic Musculoskeletal Checklists to Develop Assistive Devices	Shiaw-Tsyr Uang, Cheng-Li Liu	C1
P0180	Economic Value of Using TiO ₂ Thin Films and the Contribution of Using Control Chart for Process Stability	TAI, SHIH-HUNG	C1
P0183	What Makes Chinese Apple Customers Want to Buy?	Ying-Chan Tang, Yu-Mei Wang, Wei-Cheng Wang, Chiao-Ling Lo	E1
P0184	Measuring the Relationship among Consumers' Focus, Satisfaction, and Repeat Visit – A Case of Taiwan Times Village	JENSHENG LIAO	D1
P0186	Application of Kano Model to Discuss Tourist	Wu Ching Hsuan,	C2

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	Satisfaction and Attactive Quality on Anping Fort in Taiwan	Liu Jia Wei, Yan Bo Han, Fu Jun Wen	
P0187	Application of Kano Model to Discuss Tourist Satisfaction and Aattactive Quality on Chi Mei Museum in Taiwan	Wu Ching Hsuan, Lung Huan Sheng, Zeng Yu Ting	C2
P0188	Product Fit and Brand Fit on an Acquirer's Brand Equity after Mergers and Acquisitions	Hsiang Ming Lee, Tsai Chen, Hao Wang, Wei Yuan Lo	A3
P0189	The Impact of Embeddedness between Investment Banks on Acquisition Premium	kwang-ho kim, Yoojung Kim, Hyesung Youn	D2
P0191	Discussion Tourists Satisfaction of the National History Museum in Taiwan by Kano Model	Wu Ching Hsuan, Ye Xiu Hong, Wang Yu Hao	C2
P0192	Identify Critical Service Quality Attributes on Sports Center	Ching-I Lin, Kuo-An Tseng, Xue-Jhen Cheng, Yan-Jie Chen, Li-Sin Siao	B2
P0196	A Study of the Correlation between Organizational Learning and Organizational Commitment in Hospital	Chien-Chang Yang, Mei-Yien Lin, Chia-Jung Chung	A2
P0197	Four Risk Factors Related to the Cost of Equity under Asymmetric Information	Ming-Feng Hsu	F1
P0198	Research on Business Model of Third Party Online Payment of Financial Institutions	Yuchiung Chen, Jiin-tarnng Shieh	D1
P0199	The Study of University-Owned Business for Interning	Chun-Chieh Yu	D1
P0200	Is It Attractive to Drive Employee Innovative Behavior by Empowering Leadership?	Pi-Hui Chang, Jiin-tarnng Shieh	D1
P0203	Family Firms and the Performance of Sustainability	Fang-Chun Liu, Hsiang-Tsai Chiang	A3

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P0204	Data Mining for Store Design	Shu-hsien Liao, Pei-Yuan Hsiao, Yi-Shan Tsai	E1
P0205	Empirical Analysis of Suitable Control Parameter Settings in Differential Evolution	Feng-Tse Lin	A3
P0206	Does Top Management Team Diversity Matter in Abruptly Dynamic Environments?	Wein-Hong Chen, Yi-Yuan Liu	D2
P0207	A CAD for Tumor Detection in Mammograms based on Multi-Band Generation Processes and Principal Component Analysis	Jinn-Yi Yeh, Si-Wa Chan, Tai-Hsi Wu	A2
P0208	Understanding User Satisfaction and Use Intention toward Serious Games from Hedonic Perspective: Comparison between Different Platforms	Jiunn-Woei Lian	A2
P0212	Study on the Internationalization Strategy of a Logistics Company: The Case of the T Logistics Company	Wen-Hao Lai, Jin-Tarng Shieh	D1
P0213	A Study on Taiwan's E-Commerce and Third-party Payment Personal Information Protection and Administration System	Ruey-Shiang SHAW, Shu-Yi Lin, Che-Pin Cheng	F1
P0214	The Impact of Consumption, Investment, Trade in Services and Goods on Hong Kong Economic Growth after Signing of CEPA: VAR Model	Chun Han Yang, Yeong Jia Goo	A1
P0215	A Study of Critical Factors Analysis of High-Rise Building Fire Safety Equipment Installation by Consistent Fuzzy Preference Relation	Chui-Yu Chiu, Po-Chou Shih, Yen-Ting Yeh, Wen-Lung Chen	A2
P0216	Regional Interaction Model for Assessment Innovation Management of UNASUR IT Integration	Pablo Cardozo Herrera	B1
P0217	The Impact of Career Initiative on Career Satisfaction for Policemen The Moderating Effect of Political Skills	Fuh Shyong Tsay, Shin Yih Chen	E2
P0218	Creativity in Technology – Are Technology Startup's More Creative than Large Technological Firms?	Antonio Caldas Neto, Joseph M. Woodside	B1
P0219	Initial Understanding of Sharing Activities and	Won-jun Lee,	D2

PID	Paper Title	Author(s)	Session
	Relations to Corporation Competency	Jongkun Jun, ThaeMin Lee	
P0220	Another Social Balance Power - Nonprofit Organizations Employee's Personality Traits Influence the Work-Family Conflict and Mediation Effect of Organizational Commitment and Job Involvement	Changlung Hsu, Vincent Fan, Yu-Siou Ye, Liang-Chih Huang	B3
P0221	The Corporate Value Relevance of Intellectual Capital, Financial Capital and Business Strategy	Kuo-An Tseng, Ching-I Lin	D2
P0223	Exploring the Approaches of People Seeking Medical and Health Information	Ying-Chun Li, Shih-Chieh Lin	A3
P0225	Consumer Participation and Consumer Roles in a Social-Media-Based Brand Community – A Case of Social Enterprise	Ming-Hsien Yang, Chang-Tang Chiang, Ya-Yun Cheng	C1
P0226	How Shared Game Concept Formulation Can Facilitate Teamwork Processes in Computer Game Development Project: An Explorative Case Study Approach	Jing-Wei Liu, Yi-Ting Jamie Chang, Jiunn-Yih James Jiang	E2
P0227	A Study on the Critical Success Factors of Internet-based Information System Based on Online Consumers' Purchasing Decisions	Hung-Yi Wu, Hung-Shu Wu, Wan-Yu Su	B2
P0229	Constructive Competition between Colleagues: Effects of a Rival's Perceived Actions	KUO-I CHANG, Hong-Ju Chen	B3
P0230	Organizational Culture, Operational Strategy and Innovation: Taiwan Manufacturing SMEs	LI-Fan Wu, Ing-Chung Huang, Pey-Lan Du, Hui Zhen Hung	B2
P0231	The Impact of Speculative Trading Activity on Return and Volatility in Taiwan Futures Markets	Jui-Cheng Hung, Ting-Yu Chien, Yi-Hau Chang	F1
P0234	Authoritarian Leadership, Benevolent Leadership, and Employee Voice Behavior: A Taiwanese Case	Miao Sui Hsu, An Chih Wang	B3
P0237	A Novel Real-Time Bidding Model Based on Video Processing Technology	Jiesheng Zhang, Chenyan Feng, Jia Tan, Vincent	B1

PID	Paper Title	Author(s)	Session
		Chang, Tian Qin	
P0241	Conventional Industries' Employee Turnover Investigation and Retention Suggestion in China	Ing-Chung Huang, Bih-Shiaw Jaw, Yi-Shien Yeh, Man-Chun Lien	B3
P0243	An Innovative Mean of Measuring Users Characteristics of Bus Information Services	Jin-Yuan Wang, Tung-Ling Wu	B2
P0244	The Impact of Human Resource Management on Employee's Performance and Employee's Innovation in Family Firms	YING-FU LIU, TZU-LING HUANG	E2
P0245	A Study of the Relationships between Family Social Capital, Explorative Orientation and New Product Development in Family Business	Chia-Jung Lee, Cheng-Yu Lee, Hsueh-Liang Wu	B1
P0246	TRIZ-based Conflicts-solving Approaches in the Development of the an Innovative Model for Bottom of the Pyramid Markets	ALLEN H HU, CHENG CHENG LIN, Sandi Kuo, Ching Yao Huang	D2
P0247	The Relationship between the Co-existence of Benevolent and Authoritarian Leadership and Job Performance – The Moderator Effect of Organizational Identification	Wei Chang Huang, Ing Chang Huang, Pey Lan Du, Tzu Jung Wu, Kuo Ping Wu	B3
P0249	Improved the Availability and Performance of Scheduling Algorithms for Heterogeneous Cluster in a Cloud Computing Environment	Mao-Lun Chiang, Tsui-Ping Chang, Chun-Nan Lin, Shih-Hsuan Lin	D1
P0250	Study of Employment Will Engaged In the Nursery Work of Psychiatric Department from the Competency of Nursing Students	Fang-Yih Hsu, Chih-sheng Fan, Yi-yen Lee, Ing-chuang Huang	B3
P0251	An Adaptive Monument Learning Cloud	Yi-Hsing Chang, Chung-Wei Chung, Rong-Jyue Fang	A2
P0252	Toward a Health-Based View of Human Capital in	Tsai-Fei Lin,	B3

PID	Paper Title	Author(s)	Session
	Organizations	Long-Sheng Lin, Ing-Chung Huang, Pey-Lan Du	
P0253	Core Decision-making Team and the Diversification of Business Groups- Study from Taiwan	Chien-Nan Chen, Chengli Tien	D2
P0254	The Webmosphirics Effects on Shopping Behaviour:The Influences of Web Page Colour Displays on Online Impulse Purchasing Intention	Chih-Huang Lin	E1
P0256	Impact of Effective Price, Fix Bonus, and Additional Prize on Lottery Sales - Lotto 6/49 as the Example	Yeong-Jia Goo, Zong-De Shen	A3
P0259	Technological Navigation Apps Development Project for Tourism Factory: Taiwan Glass Gallery as an Example	Shun-Fa Hsu, Yi-In Lee, Mei-Ying Lan, Ching-Tzu Hsu, Cheng-Hsi Wang	A3
P0260	Director Optimal Pay against Fat Cats in Taiwan	Peng Guan Hao, Lin Feng Li	C2
P0261	Business and Technology Diversification in Latecomer Firms: Case Studies from Taiwan's Flat Panel Display Manufacturers	Ya-Shiou Chuang	B1
P0262	Leave or Stay? The Interactive Effect of Traditionlity and Modernity on Work-Family Conflict and Turnover Intension in Chinese Context Society - An Experimental Study	Miaoju Wang, Zhi-Xuan Louisa Le, Ing-Chung Huang	B3
P0263	A Study of Relationships among Organizational Identification, Job Involvement and Working Performance - A Case of S Army Officers and Soldiers	Shin-Yuan Lu, Ing-chung Huang, Pey-lan Du, Tung-Ming Lin	B3
P0264	Application of CAMI System to the Innovation Strategy of Customized Products in Cultural and Creative Industry - Taiwan Handicrafts Market as an Example	Yi-In Lee, Shun-Fa Hsu, Shan-Ming Chen	A2
P0265	Building a Supply Chain Flexibility Model for Fast Fashion Industry	Chien-Chih Yu, I-Wen Fang	B2

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P0266	The Effect of a Time Stamp in a Book Title on Customer's Purchase Intentions	Su-Houn Liu, Hsiu-Li Liao, Hui-Min Chu	E1
P0267	Corporate Payout Policies and Cash Holdings in Family Firms	Yi-Pei Chen, Tsui-Jung Lin	A1
P0268	Manpower Training Program Design for Social Enterprise Operation and Social Entrepreneurship	Chang-Lin Yang	D2
P0269	An E-Scooter Share System: The Case of the NPU Campus	Ying-wei Wang, Cheng-Hao Lu, Shyang-Chyuan Fang, Huan-Chen Kang, Ming-Lin Chung	B2
P0270	Identifying Strategies for Designing Attractive Tourism APPs through Kano Model	Shiao-Han Hsu, Dwen-Ren Tsai, Lin Hui	F2
P0271	Vertical Integration of Cross-Agency Data Application Framework and Implementation of Open Government Data	CHENG-HSIUN G LIU, Dwen-Ren Tsai	F2
P0272	Leadership for Learning through Reflective Practice in Professional Teams: A Multi-level Empirical Study	Hsueh-Mei Wang, Wenchieh Wu, Yu-Han Hsu, Pi-Chuan Sun	E2
P0273	Developing Beacon-based Intelligence Services in the Retailing Stores	Chih Chieh Chen	F2
P0274	Feasibility Study of a Shift Bidding System Aim to Satisfy Both Employers and Employees in Nursing	CHUN-MING KO, Dwen-Ren Tsai, Chien-Liang Kuo	F2
P0275	Is Gamification Helpful in Shaping a Win-win situation? An Exploratory Study in a Taiwanese High School	Pei Chun Yeh, Chien-Liang Kuo	F2
P0276	Examining the Potential of Social Media in Detecting and Tracking Regional Disturbance: A Preliminary Study	Chung Chih Chiang, Chien-Liang Kuo	F2
P0277	Does Moodle Perform Well under High School Education Context? An Analysis based on	Ching Lan Tsai, Chien Liang Kuo	F2

PID	Paper Title	Author(s)	Session
	Taiwanese Theses		
P0279	Green Performance Assessment with Application to Retail Industry in Taiwan	Ruey-Chyn Tsaur, Chyoug-Hwa Chen, Hui-Ting Huang	E1
P0280	Examining the Use of Emoticons for the Impression Management in Social Network Services	Eun-Young Cho, Hee-Woong Kim, Sun-Gyu Lee	B3
P0281	Does Gamification Work Adequately in an Educational Context? Meta-analysis based on Current Gamification Studies	Pei-Hui Wu, Chien-Liang Kuo	F2
P0282	Developing Mobile BIM-based Facility Management System Integrated with RFID Technology	Yu-Cheng Lin, Yen-Pei Chen, Yu-Chih Su	B2
P0283	Toward A ZigBee-based Framework on Smart Security and Surveillance Service Design	Hwun Tsung Liao, Dwen-Ren Tsai, Chien-Liang Kuo	F2
P0284	Measuring CO2 Emission Performances for APEC Economies	Tai-Hsi Wu, Jinn-Yi Yeh	E1
P0285	A Study of Recommendation Model Utilizing Customer Online Reviews through Multiple Kernel Learning	Seung Yean Cho, Jee-Eun Choi, Hee-Woong Kim	B2
P0287	Effects of Codependency on the Loyalty of Virtual Community Members	Kuang-Hui Chiu, Tung-Tun Chi, Yao-Chung Yu	B2
P0288	Assessing Brand Community Participating Process in Clicks-and-Mortar Context	Pei-Ling Hsieh, Shang-Ling Wei	E1
P0289	Product Modularity, Collaboration and the Impact on Innovation Performance in Intra-organizational R&D Networks	Daniel Martinez Martin, Tim de Leeuw, Stefan Haefliger	F1