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International Conference on Innovation and Management

IAM2014W

Organized by

Society for Innovation in Management, Taiwan

Bangkok, Thailand, January 20-23, 2014

Society for Innovation in Management (SIIM)

12F.-1, No.5, Guangfu N. Rd. Songshan Dist., Taipei City 10560, Taiwan (R.O.C.)

<http://www.siim.org.tw>

International Conference on Innovation and Management (IAM2014W)

Bangkok, Thailand

January 20-23, 2014

Chair's Message

The committees of the International Conference on Innovation and Management (IAM2014 Winter) are pleased to welcome you to this meeting held at Bangkok, Thailand on January 20-23, 2014. On behalf of the organizers, I express my delight in sharing the time with the delegates from all around the world and hope you will have good stay here.

With the rapid development in e-business and technology, enterprises are now facing fiercer threaten and vague opportunity. How to assist enterprises in gaining competitive advantages through technological and managerial innovation has become a crucial issue to the industrial and academic societies. 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 120 excellent manuscript submissions from 13 countries, 85 of them come from 13 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 IAM2014W.

Looking forward for your participation again in our next event.



Conference Chair

Schedule

Jan. 20, 2014 (Monday)	
15:00-17:00	Registration (Ground Level)

Jan. 21, 2014 (Tuesday)		
08:00-16:00 Registration (Ground Level)		
Room	Premier 2 (Ground Level)	Premier 3 (Ground Level)
09:00-10:20	Session A1	Session A2
10:20-10:40	Social Time (Refreshment, Ground Level)	
10:40-12:00	Session B1	Session B2
12:00-14:00	Lunch (ESPRESSO, Mezzanine Level)	
14:00-15:20	Session C1	Session C2
15:20-15:40	Social Time (Refreshment, Ground Level)	
15:40-17:00	Session D1	Session D2

Jan. 22, 2014 (Wednesday)		
08:00-16:00 Registration (Ground Level)		
Room	Premier 2 (Ground Level)	Premier 3 (Ground Level)
09:00-10:20	Session E1	Session E2
10:20-10:40	Social Time (Refreshment, Ground Level)	
10:40-12:00	Session F1	Session F2
12:00-14:00	Lunch (ESPRESSO, Mezzanine Level)	
14:00-15:20	Session G1	Session G2
15:20-15:40	Social Time (Refreshment, Ground Level)	
15:40-17:00	Session H1	Session H2

Jan. 23, 2014 (Thursday)		
08:00-11:00 Registration (Ground Level)		
Room	Premier 2 (Ground Level)	Premier 3 (Ground Level)
09:00-10:20	Session I1	Session I2
10:20-10:40	Social Time (Refreshment, Ground Level)	
10:40-12:00	Session J1	Session J2
12:00-14:00	Lunch (ESPRESSO, Mezzanine Level)	

Agenda

January 21, 2014 (Tuesday)

Session A1

09:00-10:20

Room: Premier 2

Session Chair: Chei-Chang Chiou

National Changhua University
of Education, Taiwan

The Effect of Computer-Assisted Concept Mapping on Learning Motivation under Different Learning Styles

Chei-Chang Chiou

National Changhua University of Education

Using Behavior Study of Electronic Land Registered Document Online-service

Ling-Lang Tang

Yuan Ze university

Shu-Hui Chen

Yuan Ze university

Yu-Hua Chen

Yuan Ze university

E-learning Use Behavior: Intention to Use and Impact

Oanh Kiet Chau

Yuan Ze University

Lang Ling Tang

Yuan Ze University

Han Che Hsu

Yuan Ze University

Research for Elements of Successful Enterprise in Taiwan - A Case Study of Enterprise G

Ming-Chien Chiu

National Chengchi University

Agenda

January 21, 2014 (Tuesday)

Session A2

09:00-10:20

Room: Premier 3

Session Chair: Chien-Lung Hsu

Takming University
of Science and Technology, Taiwan

The Short-term Return Effect of Merger Rumor on Acquiring Companies: Evidence from Buddhism and Islam Regions

Lin Lin National Chi Nan University
Chinh-Ying Wang National Chi Nan University

The Influence of Price Promotion, Perceived Risk and Involvement Degree on Purchase Intension of Online Shopping

Chun-Ning Yang Takming University of Science and Technology
Huei-wen Pao Takming University of Science and Technology

Impact of Religions on the Reaction of the Acquiring Companies to the Unproven Merger News: Buddhism vs. Christianity and Islam

Lin Lin National Chi Nan University
Ruei-Shiang Huang National Chi Nan University

Study of Maximize the Benefits in Blended Learning

Tzeng Tz Yuan Takming University of Science and Technology
Yun Kuei Huang Takming University of Science and Technology

Agenda

January 21, 2014 (Tuesday)

Session B1

10:40-12:00

Room: Premier 2

Session Chair: Chechen Liao

National Chung Cheng University, Taiwan

Optimal Production and Inspection Strategies for a Manufacturer and Multiple Retailers with Channel Coordination

Ya Hui Lin	Asia-Pacific Institute of Creativity
Jui Chin Sun	Tungnan University
Yan Chun Chen	Tungnan University

A Uniform Parallel Machine Problem to Minimize the Makespan and the Resource Consumption

Wen-Chiung Lee	Feng-Chia University
JY Wang	Feng-Chia University

A Top-down Approach to Systematic Analysis for Product Design Requirements Using Evolutionary Trends in TRIZ

Tien-Lun Liu	St. John's University
Wei-Cheng Lin	St. John's University

Development of the Intelligent Lighting Systems Based on Kansei Engineering Approach

Moonsoo Kim	Hankuk University of Foreign Studies
Chulhyun Kim	Seoul National University of Science and Technology
Hakyeon Lee	Gyeongsang National University
Jeonghwan Jeon	Hankuk University of Foreign Studies

The Intention to Use 3G Mobile Value-Added Services: An Empirical Study

Chechen Liao	National Chung Cheng University
Yi-Jen Huang	National Chung Cheng University
Hsiu-Yu Wang	National Chung Cheng University
Tzu-Hao Liu	National Chung Cheng University

Agenda

January 21, 2014 (Tuesday)

Session B2

10:40-12:00

Room: Premier 3

Session Chair: Chien-Lung Hsu

Takming University
of Science and Technology, Taiwan

A Study on the influencing Factors of Channel Preference for Purchasing the Insurance Products

Shu-Hui Lai

Takming University of Science and Technology

Ssu-Chun Huang

Takming University of Science and Technology

The Effect of Corporate Social Responsibility on Brand Image: The Moderating Effect of Trust Message Degree, Negative Message and Country of Origin

Jen-Han Ko

Takming University of Science and Technology

Chien-Lung Hsu

Takming University of Science and Technology

The Link between Information Trust and Purchase Intentions: Crisis Response Strategies and Brand Awareness as Moderators

Yi-Pei Chiu

Takming University of Science and Technology

Chien-Lung Hsu

Takming University of Science and Technology

The Impact of Brand Cognition on Purchase Intention -Mediated by Corporate Social Responsibility and Cognitive Style

Wei-Ti Wang

Takming University of Science and Technology

Chien-Lung Hsu

Takming University of Science and Technology

Effect of Social Capital, Product Involvement to Purchase Intention of Facebook Fans
Page

Yi-Jie Lin

Takming University of Science and Technology

Huei-Wne Pao

Takming University of Science and Technology

Agenda

January 21, 2014 (Tuesday)

Session C1

14:00-15:20

Room: Premier 2

Session Chair: Hungchih Li

National Cheng Kung University, Taiwan

The Comparison of CVaR Model and VaR Model

Jing-Rung Yu	National Chi-Nan University
Wan-Jiun Paul Chiou	National Chi-Nan University
Da-Ren Mu	National Chi-Nan University
Ren-Ting Liu	National Chi-Nan University

Analysis of Nonpatient Revenue in Nonprofit Hospitals: Evidence from Taiwan

Hui-Fang Tan	Chang Jung Christian University
Chao-Hsien Lu	Southern Taiwan University of Science and Technology
Po-Wei Chen	Chang Jung Christian University

Gender and Age Difference in the Trading Discipline

syouching Lai	Chang Jung Christian University
Hungchih Li	National Cheng Kung University

The ERP Implementation and Firm Performance: An Investigation of Corporate Governance

Syouching Lai	Chang Jung Christian University
Chung-Hao Hsu	Chang Jung Christian University
Eehun Cheng	National Cheng Kung University

Agenda

January 21, 2014 (Tuesday)

Session C2

14:00-15:20

Room: Premier 3

Session Chair: C. K. Farn

National Central University, Taiwan

Conceptual Model of the Dual Effects of Waiting on Satisfaction with Health Service – Exploring the Optimal Outpatient Waiting Time and Conditions

Jun Fang Liao	Wenzao Ursuline University of Languages Administration
Jacob Y. H. Jou	Center for General Education, Kaohsiung Medical University
Yi-Fen Liu	National Kaohsiung First University of Science and Technology

Effect of Sense of Virtual Community on Community Loyalty

Cheng-Hsun Ho	National Taipei University
Ying-Chung Chen	National Taipei University

A Study of Innovation in Architecture Industry - A Case of Builders

Su-mei Chiu	National Sun Yat-sen University
Hueimei Liang	National Sun Yat-sen University
Rui-hsin Kao	National Quemoy University
Pei-yu Chien	National Sun Yat-sen University

The Critical Successful Factors, System Implement and Assessment of New Technology-A Case Study of Tourism Winery

Chia-Chang Liu	National Chengchi Universtiy
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Agenda

January 21, 2014 (Tuesday)

Session D1

15:40-17:00

Room: Premier 2

Session Chair: Ulrich Schmitt

University of Stellenbosch
Business School, Botswana

Development of a Virtual Campus Ecological Pond Based on Physical Operation and Role-Playing Games

Wernhuar Tarng

National Hsinchu University of Education

Nien-Yin Lu

National Hsinchu University of Education

Yi-Syuan Shih

National Hsinchu University of Education

Hsin-Hun Liou

National Central University

Overcoming the Seven Barriers to Innovating Personal Knowledge Management Systems

Ulrich Schmitt

University of Stellenbosch Business School

Sustainable Operation for Community Development: The Case of Fengkeng Community in Changhua County

Cheng-Chi Huang

Asia University

Metadata-based Information Search of Environmental Regulations for Construction Projects

Sang-ah Jeong

Sejong University

Jaewook Lee

Sejong University

Sangjun Woo

Sejong University

Hansoo Kim

Sejong University

Agenda

January 21, 2014 (Tuesday)

Session D2

15:40-17:00

Room: Premier 3

Session Chair: Yueh-Juen Hwu

Central Taiwan University
of Science and Technology, Taiwan

Evidence Utilization: Oral Care for Residents in Nursing Home

Yueh-Juen Hwu

Central Taiwan University of Science and Technology

Feng-Yu Lin

Overseas Chinese University

Performance Verification of High-Capacity Water-Cyclone through CFD Simulation

Sang Woo Lee

Pyeongtaek University

Sung An Kwon

Pyeongtaek University

An Integrated Method Incorporating TRIZ and Morphological Approach to Promote Conceptual Design

Chun-Ming Yang

Ming Chi University of Technology

Ching-Han Kao

Ming Chi University of Technology

Thu-Hua Liu

Ming Chi University of Technology

Ching-Hsiang Chang

Ming Chi University of Technology

Yan-Lin Lee

Ming Chi University of Technology

The Design Elements of Commercially Available Toys Associated with Bodily-Kinesthetic Intelligence Using Theory of Multiple Intelligences

Chun-Ming Yang

Ming Chi University of Technology

Ching-Han Kao

Ming Chi University of Technology

Thu-Hua Liu

Ming Chi University of Technology

Ying-Miao Chen

Ming Chi University of Technology

Yi-Wun Chen

Ming Chi University of Technology

Agenda

January 22, 2014 (Wednesday)

Session E1

09:00-10:20

Room: Premier 2

Session Chair: Chir-Ho Chang

Lung-Hwa University
of Science and Technology, Taiwan

Imagery Enabled Service Recovery Design: Roadmap and Strategic

Chi Chang Chen

National United University, Taiwan

Pin Rui Hwang

National United University, Taiwan

Analyzing Context Effect on Service Imagery Design Strategy

Shih Hao Huang

National United University

Pin Rui Hwang

National United University, Taiwan

Factors Influencing the Brand Image, Customer Satisfaction and Purchase Intention

Hsiu-Li Liao

Chung Yuan Christian University

Su-Houn Liu

Chung Yuan Christian University

Huei-Jyuan Wu

Chung Yuan Christian University

In the Arrangement of Multiple-session Entertainments

Chir-Ho Chang

Lung-Hwa University of Science and Technology

Jou-Ming Chang

National Taipei College of Business

Ro-Yu Wu

Lung-Hwa University of Science and Technology

Jin-Ling Lin

Shih-Hsin University

Agenda

January 22, 2014 (Wednesday)

Session E2

09:00-10:20

Room: Premier 3

Session Chair: Ying-Chun Li

National Sun Yat-Sen University, Taiwan

Innovative Evaluation and Management of Medical Care Network in Taiwan

Ying-Chun Li

National Sun Yat-Sen University

Lee-Huie Wang

St. Joseph Hospital

The Tourist Night Market Attributes as Antecedents to Effect Domestic Visitors' Approach-Avoidance Behaviour

Chen Chi

National Taipei University

Discussions on National Health Insurance and Reimbursement on Pharmaceuticals in Taiwan

CHEN SHIH-HSIUNG

Mitsubisihi Tanabe Pharma Group

Study of Enterprises Customer Switching Behavior: From the Perspective of Property Management Service Industry in Taiwan

Ruei-Bin Pan

National Taipei University

Jiin-Tarnng Shieh

National Taipei University

Agenda

January 22, 2014 (Wednesday)

Session F1

10:40-12:00

Room: Premier 2

Session Chair: Chris Mabey

Middlesex University, United Kingdom

**The Relationship between Organizational Culture and Organizational Commitment:
Case Study of Rural Water & Wastewater Company in Iran**

abbas madandar arani

Lorestan University

lida - kakia

Ministry of Education

**An Empirical Study of Health Industry about Emotional Intelligence, Work Pressure,
Organizational Commitments and Organizational Citizenship Behavior in Taiwan**

TING-CHUNG HUANG

CHING-KUO INSTITUTE OF MANAGEMENT AND
HEALTH

Being and Staying Innovative: Managing the Paradoxes

Chris Mabey

Middlesex university

**A Study on Personality Types and Conflict Management from the Perspective of
Astrological Elements**

Mu-Li Yang

Chang Jung Christian University

Agenda

January 22, 2014 (Wednesday)

Session F2

10:40-12:00

Room: Premier 3

Session Chair: Ching-Han Kao Ming Chi University of Technology, Taiwan

A Study of Indigenous Tribe Tourism Development– Case by Dongpu in Taiwan

Feng Jyh Chen National Chi Nan University

Ming Hsiao Chang Chienkuo Technology University

Hsin Mei Lin National Chi Nan University

Supply Chain Analysis for Process Innovation Commercialization: Case Study of Tea Industry in Thailand

Palida Srisornkompon Chulalongkorn University

Rath Pichyangkura Faculty of Science, Chulalongkorn University

Achara Chandrachai Faculty of Commerce and Accountancy, Chulalongkorn University

Factors Influencing Fashionable Smart Clothing of Consumer Requirements Innovation

Ching-Han Kao Ming Chi University of Technology

Chun-Ming Yang Ming Chi University of Technology

Cheng-Hao Hsieh Ming Chi University of Technology

The Impact of App Characters and Flow on Impulsive Buying in Mobile Environment

Cheng-Hsun Ho National Taipei University

Yu-Cheng Wu National Taipei University

Agenda

January 22, 2014 (Wednesday)

Session G1

14:00-15:20

Room: Premier 2

Session Chair: Wenchieh Wu

St. John's University, Taiwan

Image Resizing Using Gradient and Enhanced Salient Features

Chin-Chen Chang

National United University

Island Marine Sport Tourism Development Critical Success Factors – Case by Jibei in Taiwan

Ming Hsiao Chang

Chienkuo Technology University

Li Chu Chang Liao

Chung Chou University of Sciences and Technology

Exploring the State Enterprise Performance Appraisal Reporting: A Case Study of Metropolitan Electricity Authority

Warit Wipulanusat

Walailak University

Jirapon Sunkpho

Thammasat University

Transformational Leadership and Knowledge Sharing Willingness: A Multi-level Study of Trust and Organizational Culture

Wenchieh Wu

St. John's University

Agenda

January 22, 2014 (Wednesday)

Session G2

14:00-15:20

Room: Premier 3

Session Chair: C. K. Farn

National Central University, Taiwan

**Knowledge Management and Cultural Knowledge in Hospitality and Tourism:
Investigating the Conceptual Linkages and Interactions between Knowledge
Management and Culture**

Leonard Barnett Bangkok University

Edward Carter Bangkok University

**Exploring the Impact of Quality and Satisfaction on Trust and Commitment in Online
Music Service**

Cheng-Hsun Ho National Taipei University

Chia-Chi Liang National Taipei University

Factors Influencing Impulse Buying in Mobile Commerce

Cheng-Hsun Ho National Taipei University

Shu-Wan Hung National Taipei University

Conformance Analysis of Business Process Based on EPC Model and ER Model

Wei-Yu Chen Chinese Culture University

Shing-Han Li Tatung University

Chih-Chi Li Tatung University

Agenda

January 22, 2014 (Wednesday)

Session H1

15:40-17:00

Room: Premier 2

Session Chair: Syming Hwang

National Chengchi University, Taiwan

A Study of the Interface Design and Usability of Mobile Instant Messenger

Ching-Han Kao Ming Chi University of Technology

Chun-Ming Yang Ming Chi University of Technology

I-Chun Lin Ming Chi University of Technology

Exploring the Impact of Social Support on Sense of Virtual Community via Mobile Media : A case of Facebook

Cheng-Hsun Ho National Taipei university

Yu-Hsiang Mao National Taipei university

Identification and Classification of New Product Development Risks with Different Standpoints: A Bibliographic Approach

JaeWook Kim SungKyunKwan University

Chansik Kim SungKyunKwan University

Jong Seong Kim SungKyunKwan University

Hoo-Gon Choi SungKyunKwan University

The Effect of Anonymity on Virtual Communities Usage – The Cases of Facebook versus BBS

Huang Kuo Chuan National Central University Taiwan

Chen Shang Chun National Central University Taiwan

Farn C K National Central University Taiwan

Agenda

January 22, 2014 (Wednesday)

Session H2

15:40-17:00

Room: Premier 3

Session Chair: Pei-Ju Lucy Ting

National Taipei University, Taiwan

Customers' Psychological State, Actual Situations, and Product Characteristics to Explore Factors Impact on the Competitive Advantage of Telecom Enterprises

Wen-Yu Tsao

National Chin-Yi University of Technology

Hung-Hsing Lin

Hsiuping University of Science and Technology

Innovation Management for Health and Beauty Industries: Building He Body Image Conceptual Framework from Theory of Planned Behavior (TPB)

MING HSU WANG

Chang Gung University

WEN KO CHIOU

Chang Gung University

The Strategy of Taiwan Websites to Access Chinese Markets

Hung-Shin Chen

National Chengchi Universtiy

Tsung-Fu Lin

National Chengchi Universtiy

Exploring the Relationships between Environmental Attitude, Personal Norm, Subjective Norm and Energy Consumption Behavior in Household

Shiuh-Harn Erin Tzong

National Taipei University

Pei-Ju Lucy Ting

National Taipei University

Helder Leite

University of Porto

Continued Usage of Energy Management System: The Case Study of Zero Carbon Classroom in Shinbei Elementary School

Yi-Wen Wendy Chen

National Taipei University

Pei-Ju Lucy Ting

National Taipei University

Hsin-Ju Stephe Tsai

University of Manchester

Agenda

January 23, 2014 (Thursday)

Session II

09:00-10:20

Room: Premier 2

Session Chair: Syming Hwang

National Chengchi University, Taiwan

A Study on Work-Life Balance of Indian Railways' Drivers

RAJESH RANJAN

NATIONAL INSTITUTE OF INDUSTRIAL
ENGINEERING (NITIE)

T. Prasad

NATIONAL INSTITUTE OF INDUSTRIAL
ENGINEERING (NITIE)

A Study of Green Innovation and Performance - Dynamic Capability Perspective

Jing-Wen Huang

National Pingtung University of Education

Yong-Hui Li

National Pingtung Institute of Commerce

Challenges and Rises of Online Auction Market: By Using Taiwan Auction Company as Example

Sheng-Hao Tsao

National Chengchi University

Innovative R&D-Activity Methodology: A typology of 6 Sigma

Dongkyu Lee

Sejong University

Jaehong Lee

Sejong University

Sungwon Jung

Sejong University

Anseop Choi

Sejong University

Kihak Lee

Sejong University

Namshik Ahn

Sejong University

Jaewook Lee

Sejong University

Minki Sung

Sejong University

Agenda

January 23, 2014 (Thursday)

Session I2

09:00-10:20

Room: Premier 3

Session Chair: Hui-Chen Chang

National Taipei University, Taiwan

The Effect of Customer Relationship Investment on Relationship Performance: Ethical Sales Behavior as a Moderator

Yi-Ching Tsai	Shih Chien University
Hui-Chen Chang	National Taipei University
Huang-Jui Hsieh	CTBC Bank Co., Ltd.

Which is Your Preference? How Do Attachment Styles Influence Relationship Investment and Relationship Quality

Hung-Chun Lai	National Taipei University
Hui-Chen Chang	National Taipei University

How Does Narrative of Micro-Film Influence the Advertising Effect?

Jian-jian Yao	National Taipei University
Hui-Chen Chang	National Taipei University

Does Ethnocentrism and E-WOM Moderate Smartphone Purchase Intentions of Foreign Brand? An Example of Samsung in Taiwan

Hui-Chen Chang	National Taipei University
Ya-Hsuan Lee	Senao International Co.
Lin-Ju Cheng	St. John's University

Agenda

January 23, 2014 (Thursday)

Session J1

10:40-12:00

Room: Premier 2

Session Chair: Yolande Yun-Hsiou Yang National Taipei University, Taiwan

The Portrayal of Senior People in Taiwanese TV Commercials: A Content Analysis

Chih-Chien Wang National Taipei University

Yolande Yun-Hsiou Yang National Taipei University

Wei-Lin Ko National Taipei University

Constructing the Model of Triumphantly Laughing Curve from the Innovative Networks: the Case of Apple Inc.

Horng-Yan Chang Shih-Hsin University

Po-Chien Chang Shih-Hsin University

Examining the Relationship between Customer Participation, Experience and Memory

Kuo-Ching Lin National Taipei University

Hsien-Tung Tsai National Taipei University

Using I-S Model to Analyze Product Attributes - USB Flash Storage as the Example

Hsiang-Yu Tsai National Taipei University

Kuang-Hui Chiu National Taipei University

Key Successful Factors in Offshore Wealth Management

MIN LI LIAO NATIONAL TAIPEI UNIVERSITY

KUANG HUI CHIU NATIONAL TAIPEI UNIVERSITY

Agenda

January 23, 2014 (Thursday)

Session J2

10:40-12:00

Room: Premier 3

Session Chair: Jung Hua Lo

Fo Guang University, Taiwan

The Study of the Relationship between Social Capital and Organizational Citizenship Behavior

Baratali Monfarediraz

Islamic Azad University Bojnourd University

An Empirical Evaluation of Software Quality Measurement for Software Design Patterns

Jung Hua Lo

Fo Guang University

Consumer Use Multi-screen Intention: An Empirical of Chunghwa Telecom's MOD Service

Yi-Lin Huang

Chunghwa Telecom Co., Ltd.

Kuang-Hui Chiu

National Taipei University

Affecting Factors on the Purchase Intention of Facebook Virtual Community: A Case Study of Tourism Facebook Fan Page

Shu Man Sun

National Taipei University

Kuang-Hui Chiu

National Taipei University

Agenda

Session Poster

January 20-23, 2014

Reading Motivations among Professional Network: A Case in LinkedIn Group

Johannes Kuo-Huie Chiang National Chengchi University

Hung-Yue Suen National Chengchi University

Officers and Organizing Committees

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Committee Chair

Syming Hwang	National Chengchi University, Taiwan
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Y. W. Fan	National Central University, Taiwan
Yao-Chin Lin	Yuan Ze University, Taiwan

Guide to Presenters and Session Chairs

1. Please be in the session 5 minutes before the schedule.
2. Session chair should divide the available time equally among all papers to be presented and announce the same to the paper authors and audience. Each paper should be presented within allotted sparing five minutes for discussion.
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.

Projector

During the conference, an LCD projector, screen and laptop (notebook) computer will be provided for each meeting room. Any additional equipment needed is at the discretion of the presenter, and it will be his or her responsibility to provide the extra equipment.

Conference Registration Desk

Pre-conference registration will be open from PM 15:00 to PM 17:00 January 20, 2014.

The conference registration desk will be open from AM 08:00 to PM 16:00 January 21 & 22, 2014, and from AM 08:00 to AM 11:00 January 23, 2014.

Lunch

Five tea breaks and three lunches are included in the conference registration fee. Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-14:00 at ESPRESSO Restaurant (Mezzanine Level).