

Proceedings of the 2021 International Conference on Management and Service Innovation

2021管理與服務創新國際學術研討會論文集



Conference Date: May 7, 2021

Conference Venue: Minghsin University of Science and Technology

Venue Address: No.1, Xinxing Rd., Xinfeng, Hsinchu, 304001, Taiwan

主辦單位：明新科技大學管理學院、服務產業學院

承辦單位：明新科技大學財務金融系

協辦單位：Adamson University, Philippines

Southwest Minnesota State University, USA

Universiti Tunku Abdul Rahman, Malaysia

Organizer : Minghsin University of Science and Technology

Co-organizers : Adamson University, Philippines

Southwest Minnesota State University, USA

Universiti Tunku Abdul Rahman, Malaysia

目錄

致詞

議程..... 1

籌備委員會..... 3

論文主題集..... 7

董事長致詞

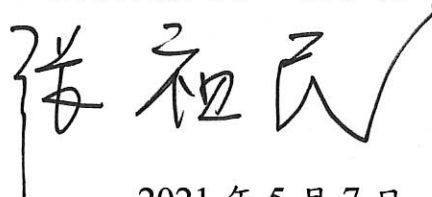
本人謹代表明新科技大學全體董事會成員竭誠感謝所有投稿參加今年「2021 管理與服務創新國際學術研討會」之專家學者與同學。

首先感謝本校管理學院及服務產業學院所主辦本次國際研討會，提供管理與服務領域學者交流機會，除了以學術論文進行研究成果的發表，也讓多國學者專家、研究人員及本校師生透過研討會互相切磋、分享學術研究心得，結合理論與實務的經驗交流，成為本校年度知識饗宴的盛事，使得本次研討會更具意義。

從研討會投稿的論文可以看出，研究議題涵蓋學術面與實務面，內容多元充實；期望透過本研討會之舉辦，促進產、官、學、研各界互動，創造管理與服務創新合作的全新里程碑。

最後，預祝本次國際學術研討會圓滿成功，感謝所有承辦師生的辛勞，更感謝所有投稿的作者與參與研討會的產官學研界學者專家與貴賓。敬祝各位健康、平安、快樂！

明新科技大學 董事長



2021 年 5 月 7 日

校長致詞

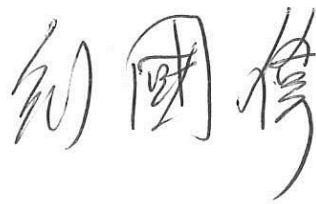
在此，本人謹代表明新科技大學全體師生，誠摯地感謝各位。所有熱情投稿參加今年「2021 管理與服務創新國際學術研討會」之產官學研界專家學者與同學，積極分享精采而豐盛的研究成果，為現代管理與服務創新投入全新的思考與視野。

本次國際學術研討會議由四所國際知名大學共同主辦，議題的涵蓋層面豐富而深遠，我們非常榮幸精選出 161 篇學術論文進行發表，這些研究成果立論精闢且具有獨到見解；期望藉由本次研討會的舉辦，加強台灣與國際產官學研各界的合作互動與學術交流，為管理與服務領域的實務應用創造更多經世致用的創新價值與未來的國際競爭力。

我個人深信優良學術研究經驗與成果的分享與交流，是提升學術研究水準的有效方法，也是培育未來頂尖人才的基礎，更能積蓄學術界與產業界的豐沛發展能量。感謝承辦單位的辛勞付出，本人誠摯祝福每一位投稿的作者與參加研討會的貴賓都能得到滿滿的收穫。祝福各位健康、快樂，本國際學術研討會能永續辦理！

明新科技大學 校長

劉國偉



敬上

2021 年 5 月 7 日

President's Welcome Speech

As the president of Minghsin University of Science and Technology, on behalf of the whole school, I would like to sincerely thank all the experts, scholars and students in the industry, government, academia and research circles who participated the "2021 International Conference on Management and Service Innovation".

This international academic symposium is co-hosted by four internationally renowned universities. The topics covered are rich and far-reaching. We are very honored to select 161 academic papers with incisive and original insights from the submitted articles. It is hoped that through the holding of this seminar, the cooperation, interaction and academic exchanges between Taiwan and the international industry, government, academia, and research sectors will be strengthened, so as to create more innovative value for the management and service fields and enhance future international competitiveness.

I personally believe that the sharing and exchange of excellent academic research experience and results is an effective way to improve the level of academic research, and it is also the basis for cultivating top talents in the future, and it can accumulate abundant development energy in academia and industry. Thanks to the organizers of the seminar for their hard work, and I sincerely wish every author who contributed and the distinguished guests who participated in the seminar can get a full harvest. I wish you all health and happiness, and this international academic symposium can be carried out forever!

President, Minghsin University of Science and Technology

A handwritten signature in black ink, reading "Lin Kun Wei". The signature is fluid and cursive, with the first name "Lin" being the most prominent.

May 7, 2021

大會籌備致詞

明新科技大學管理學院及服務產業學院所主辦的「2021 管理與服務創新國際學術研討會」，訂於 2021 年 5 月 7 日（星期五）假本校舉行。本研討會在歷年既有的基礎下，今年與菲律賓 Adamson University、美國 Southwest Minnesota State University、馬來西亞 Universiti Tunku Abdul Rahman 聯合舉辦，為國內外產、官、學界之專家與學者，提供一個學術交流平台。

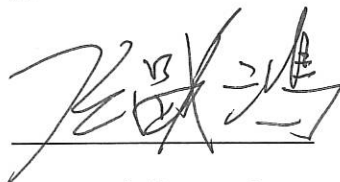
此次研討會徵稿收到來自國內外投稿論文近 174 篇之多，感謝各界先進踴躍參與投稿；然囿於篇幅，只能從中收錄約 161 篇於會議中進行發表，大會也爭取到將擇優推薦於「明新學報」刊登機會。

籌備工作小組自 2020 年 10 月即積極籌畫，期盼透過此國際學術研討會交流，提升個人、學校、學界、乃至國家之整體競爭力。感謝所有參與此次研討會投稿之貴賓，您的積極參與讓彼此有更多元的交流，如有服務不週之處，敬請不吝指教。

秘書長



管理學院院長



服務學院院長

執行長



財務金融系系主任

Committees' Welcome Speech

The "2021 International Conference on Management and Service Innovation" sponsored by College of Management and College of Service Industry of Minghsin University of Science and Technology is scheduled to be held on May 7, 2021 (Friday). It will be jointly organized this year with Adamson University in the Philippines, Southwest Minnesota State University in the United States, and Universiti Tunku Abdul Rahman in Malaysia to provide an academic exchange platform for experts and scholars in management and service related fields.

The conference received nearly 174 research papers from Taiwan and foreign countries. Thank you for your active participation in submissions. However, due to limited capacity, only 161 papers can be selected for publication in the conference. We will also recommend the most outstanding of them to be for published in the Minghsin Journal of our campus.

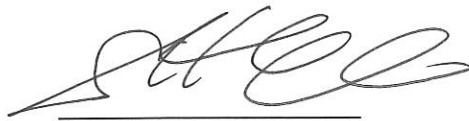
The Conference committee has organized this activity since October, 2020. We look forward to improving the overall competitiveness of individuals, schools, academia, and even the country through this international academic seminar. Thank you for participating in this conference. Your active participation has allowed each other to have more diversified and richer academic exchanges. If there is any suggestion, please feel free to let us know.

Secretary General

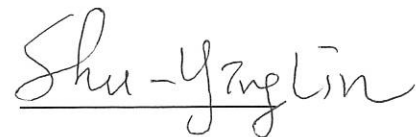
Chief Executive Officer



Dean of
College of Management



Dean of
College of Service Industries



Director
Department of Finance

『2021 管理與服務創新國際學術研討會』議程表

2021/05/07 (星期五)

時間	主 題	
9:00~9:30	報到 (鴻超樓一樓大廳)	
9:30~9:40	開幕典禮/致詞暨合影留念 主持人：明新科技大學校長劉國偉 (鴻超樓國際會議廳)	
9:50~11:00	主題演講一 講題：Service Science for Sustainability 演講人：林福仁 教授 (鴻超樓國際會議廳)	
11:00~12:00	主題演講二 講題：Taiwan's Industrial Development Strategies under a New Normal in Global Economy and Trade 演講人：高仙桂 國發會副主任委員 (鴻超樓國際會議廳)	
12:00~13:20	午餐	
13:20~14:40	分組論文發表(第一場次)	
	A1/許俊萍助理教授/管理學院 208	H1/游豐吉副教授/立緒樓 303
	B1/黃燕萍助理教授/管理學院 305	I1/楊宗儒助理教授/保齡球館 3 樓多媒體教室
	C1/魏文彬助理教授/管理學院 403	J1/賴奕瑄助理教授/保齡球館 2 樓房務教室
	D1/楊政學副教授/管理學院 408	K1/廖淑容副教授/立緒樓 5 樓樂齡生活規劃教室
	E1/朱克聰副教授/管理學院 504	L1/張毓幸副教授/立緒樓 703
	F1/鄭瑋弘副教授/管理學院 511	
	G1/楊昌哲助理教授/管理學院 802	
14:40~15:00	茶敘	
15:00~16:20	分組論文發表(第二場次)	
	A2/帥嘉珍副教授/管理學院 208	H2/廖淑容副教授/立緒樓 303
	B2/李俊德副教授/管理學院 305	I2/張毓幸副教授/保齡球館 3 樓多媒體教室
	C2/李得盛教授/管理學院 403	J2/楊宗儒助理教授/保齡球館 2 樓房務教室
	D2/黃英哲副教授/管理學院 408	K2/游豐吉副教授/立緒樓 5 樓樂齡生活規劃教室
	E2/范芝萍助理教授/管理學院 504	L2/賴奕瑄助理教授/立緒樓 703
16:20	F2/呂博裕教授/管理學院 511	
	賦歸	

『 2021 International Conference on Management and Service Innovation 』 Schedule

2021/05/07 (Friday)

Time	Topics	
9:00~9:30	Registration (1F, Hong Chao Bldg.)	
9:30~9:40	Opening Ceremony Dr. Kuo-Wei Liu, President of Minghsin University of Science and Technology (International Conference Hall, 1F, Hong Chao Bldg.)	
9:50~11:00	Keynote Speech I Topic: Service Science for Sustainability Speaker: Professor Fu-Ren Lin (International Conference Hall, 1F, Hong Chao Bldg.)	
11:00~12:00	Keynote Speech II Topic: Taiwan's Industrial Development Strategies under a New Normal in Global Economy and Trade Speaker: Deputy Minister Shien-Quey Kao (International Conference Hall, 1F, Hong Chao Bldg.)	
12:00~13:20	Lunch (International Conference Room, 1F, Hong Chao Bldg.)	
13:20~14:40	Session 1	
	A1/Assistant Prof. S. J. Hsu / College of Management Bldg. R208	H1/ Associate Prof. F.C Yu / Industry Competence Training Classroom (Room 303, Li-Xu Bldg.)
	B1/Assistant Prof. Y. P. Huang / College of Management Bldg. R305	I1/ Assistant Prof. T.J. Yang / Multimedia Classroom (3 rd floor, Bowling Alley)
	C1/Assistant Prof. W. P. Wei / College of Management Bldg. R403	J1/ Assistant Prof. Y.S. Lai / Rooms Division Lab (2 nd floor, Bowling Alley)
	D1/Associate Prof. C. H. Yang / College of Management Bldg. R408	K1/ Associate Prof. S.J. Liao / Active Aging Life Planning Classroom (Room 502, Li-Xu Bldg.)
	E1/Associate Prof. K. T. Chu / College of Management Bldg. R504	L1/ Associate Prof. Y.H Chang / Room 703, Li-Xu Bldg.
	F1/Associate Prof. W. H. Jeng / College of Management Bldg. R511	
	G1/Assistant Prof. C. J. Yang / College of Management Bldg. R802	
14:40~15:00	Tea Break	
15:00~16:20	Session 2	
	A2/Associate Prof. J. J. Shuai / College of Management Bldg. R208	H2/ Associate Prof. S.J Liao / Industry Competence Training Classroom (Room 303, Li-Xu Bldg.)
	B2/ Associate Prof. J. D. Lee / College of Management Bldg. R305	I2/ Associate Prof. Y.H. Chang / Multimedia Classroom (3 rd floor, Bowling Alley)
	C2/Prof. T. S. Li / College of Management Bldg. R403	J2/ Assistant Prof. T.J. Yang / Rooms Division Lab (2 nd floor, Bowling Alley)
	D2/Associate Prof. Y. J. Huang / College of Management Bldg. R408	K2/ Associate Prof. F.C.Yu / Active Aging Life Planning Classroom (Room 502, Li-Xu Bldg.)
	E2/Assistant Prof. C. P. Fan / College of Management Bldg. R504	L2/ Assistant Prof. Y.S Lai / Room 703, Li-Xu Bldg.
	F2/ Prof. B. Y. Leu / College of Management Bldg. R511	
16:20	End	

籌備委員會

(一)主任委員

劉國偉 明新科技大學校長

(二)秘書長

林於杏 明新科技大學管理學院院長

張盛鴻 明新科技大學服務產業學院院長

(三)執行長

林淑瑛 明新科技大學管理學院財務金融系系主任

(四)最佳論文獎委員會

林於杏、張盛鴻、李明煌、楊惠筠

(五)組織工作委員會

邱筱琪、李得盛、林淑瑛、黃英哲、葉慈章、李俊德

吳嘉蕙、張毓幸、廖淑容、游豐吉、保心怡

(六)組織工作編制：

1. 秘書組：林淑瑛、李明煌

2. 論文組：李明煌、呂博裕、王賢崙、潘昭儀、范芝萍、黃燕萍、黃夙賢
楊惠筠、簡鴻儒、阮震亞、張乃心、陳麗貞、楊宗儒

3. 文書組：李得盛、薄有為、蔣欣雅

4. 資訊組：陳以裕、林思蘭、莊杰茹

5. 財務組：陳靜芳、陳淑芬

6. 會場接待組：蔡瑤玉、王貴梅、姜懿真

7. 場次服務組：賴彥如、莊惠閔、邵雲龍、楊文芷

8. 總務機動組：陳麗貞

9. 場地及設備器材組：潘昭儀、施佩卿

Organization Committee

I. Honorary Chair

Kuo-Wei Liu President, Minghsin University of Science and Technology

II. General Chair

Yu-Hsin Lin Dean, College of Management, Minghsin University of Science and Technology

Sheng-Hung Chang Dean, College of Service Industries, Minghsin University of Science and Technology

III. Chief Executive

Shu-Ying Lin Chairman, Department of Finance, Minghsin University of Science and Technology

IV. Best Paper Award Committee Chairs

Yu-Hsin Lin

Sheng-Hung Chang

Ming-Huang Lee

Hui-Yun Yang

V. Program Committee Chairs

Hsiao-Chi Chiu

Te-Sheng Li

Shu-Ying Lin

Ying-Je Huang

Tzu-Chang Yeh

Jun-De Lee

Chia-Huei Wu

Yu-Hsing Chang

Shu-Jong Liao

Feng-Chi Yu

Hsin-i Pao

VI. Program Committee

Secretary Committees

Shu-Ying Lin

Ming-Huang Lee

Proceedings Committees

Ming-Huang Lee

Bor-Yuh Leu

Hsien-Lun Wong

Chao-Yi Pan

Chih-Ping Fan

Yan-Ping Huang

Su-Hsien Huang

Hui-Yun Yang

Hung-Ju Chien

Chen-Ya Juan

Nai-Xin Chang

Li-Chan Chen

Tsung-Ju Yang

Documents and File Committees

Te-Sheng Li

Yo-Wei Po

Xin-Ya Jiang

Web Manager Committees

Yi-Yu Chen

Shih-Lan Lin

Jie-Ru Chuang

Finance Committees

Ching-Fang Chen

Shu-Fen Chen

Reception Committees

Yau-Yuh Tsay

Guei-Mei Wang

Yi-Zhen Jiang

Session Management Committees

Yen-Ru Lai

Hui-Min Chuang

Yun-Long Shao

Yang-Wen Chih

General Affairs Committees

Li-Chan Chen

Venue and Equipment Management Committees

Chao-Yi Pan

Pei-Ching Shih



Session A1

Room: College of Management Bldg. 208

Chair & Commentator: Assistant Professor Steen J. Hsu

Time	No.	Authors	Title
13:20 └ 14:40	9	Chih-Ming Hsu	Prediction of the On-Time Percentages of TRA Local Trains by Using TwoStep Cluster and Gene Expression Programming
	39	Y-Chuang Chen, Wei-Jin Deng	Adaptive Diagnosis on Hamiltonian Networks
	53	Su-Hsien Huang, Chi-Hui Lee	Research for Visualization of Planning and Scheduling System – An Example of Traditional Manufacturing Industry in Miaoli County
	74	Cheng-Yu Lai, Yu-Chun Huang	The Impact of Gamification on Individual's Perceived Value and Purchase Intention of E-Commerce Platforms
	77	Hsien-Lun Wong, Cheng-Ye Wen	The Hidden Markov Model for Time Series Data Forecasting
	79	Hsien-Lun Wong, Cheng-Tsung Lin	Prediction of Maintenance Materials for Level III with Grey System Theory: The Case of Army Forces Facility H
	80	Yue-Jer Lin	Evaluation the Quality of Web Page in the B2C E-Commerce
	180	Liang-Chuan Wu, Yi-Pei Hsu	My Data, My Rights: Research on the Behavior of iGen on Personal Data Trading

Session A2

Room: College of Management Bldg. 208

Chair & Commentator: Associate Professor Jia-Jane Shuai

Time	No.	Authors	Title
15:00 └ 16:20	156	Min-Cyun Syu, Hau-Dong Tsui	Attitudes, Subjective Norms, Perceived Behavior Control and Customers' Behavior Intentions in Using Branded Apps - A Case Study of Suzuki Automobile Hsinchu Branch
	159	Jeng-Yiiang Li, Yuan-Yao Li, Li-Zong Cai, Chen-Hao Huang, Yan-Cheng Lin, Zhi-Yu Jian, Zhe-Yang Xie	Applying the RUP Model to Build an Online Ordering and Reservation System
	165	Jeng-Yiiang Li, Cai-Ling Li, Wei-Liang Xu, Xin-Ye Wu, Ting-Yi Wang	Virtual Reality Dessert Shop Reservation System
	176	Chien-Chih Chen, Qiao-Juan Jiang, Shan-Ya Xu, Ying-Ye Lin	University Social Responsibility Website Platform Discussion and Implementation
	182	Yu-Ting Peng, Yu-Te Tu, Youn-Jan Lin	A Study on Consumer Experience and Apply Management TRIZ to Improve the Smart Parking Service-A Case Study of Chain Store
	190	Chien-Chih Chen, Guo-Rong Xu	A System Design and Implementation of Research Project Management Platform
	134	Chung-Ting Huang, Heng-Chih Liu, Ruei-Ci Lu, Shu-Lin Hsieh, Ming-Fong Tsai	Smoking Behaviour Detection Algorithm with Deep Learning Technology
	125	Shun-Neng Yang , Feng-Chi Yu, Sin-Chun Sie	Precision Marketing Applications Based on Face Recognition System Combined with Cloud Digital Billboard

Session B1

Room: College of Management Bldg. 305

Chair & Commentator: Assistant Professor Yan-Ping Huang

Time	No.	Authors	Title
13:20 J 14:40	28	Jih-Kuang Chen	Design and Optimization for Service Blueprint of Internet Retail by Fuzzy-ISM method
	33	Ke-Yun Wu, Xiao-Lin Deng	Exploring the Influence of Switching Intention on 5G Networks : Through Push-Pull-Mooring Theory
	36	Chih-Ming Hsu, Yu-Hui Cheng, Chien-Wen Tai, Jia-Xin Liu, Ya-Li Peng, Guo-Wei He	Explore the Impact of Service Innovation and Customer Satisfaction - Take GoShare and Traditional Rental Locomotives as Examples
	52	Hung-Ming Lin, Nguyen Thi Hong Nhung, Nemenzo Endrex Pantilag	The Influence of Social Interactions on Consumer Well-Being
	57	Hui-Chen Su, Melissa Yi-Ting Hsu	The Influences of Job-Seeking Intention by the Characteristics of Word-of-Mouth and the Job-Seekers Personality Traits
	58	Tzu-Chen Ku, Melissa Yi-Ting Hsu	A Study on the Atmosphere, Experience Value, Team Identity and Purchase Intention — A Case Study of Chinese Major League Baseball
	59	Hsien-Lun Wong, Yu-Shan Yang, Ho-Ye Dai, Xi-Yun Ting, Xing-Tong Luo	Studies of the Relationship between Consumer Lifestyle and Coffee Taste Preference
	60	Hsien-Lun Wong, Ye-Shan Yang, Ho-Ye Dai, Xi-Yun Liu	Effect of the Use of Cellular Phone to People Communication Interference

Session B2

Room: College of Management Bldg. 305

Chair & Commentator: Associate Professor Jun-De Lee

Time	No.	Authors	Title
15:00 ┆ 16:20	61	Hsien-Lun Wong, Ye-Jen Chiang, Yu-Lin Weng, Cheng-Hui Liao, Po-Chang Chiu , Po-Yen Tian	The Selection Criteria of the Business College in Technical University for High School Candidates - In the Hsinchu Area
	62	Hsien-Lun Wong, Huyen Le	Effects of Social Commerce and Consumer Behavior on Online Shopping in Vietnam
	70	Cheng-Yu Lai, Shih-Hua Liu	Determinants of Individuals' Brand Loyalty in Instagram
	81	Wen-Pin Wei	Management and Marketing Strategies of Local Cultural Centers: A Study of Xinwawu
	103	Ming-Lang Yeh, Chang-Chang Yang	The Research of Influencing Factors of Mortgage Borrowers Purchase of Mortgage Life Insurance Taking a Branch of Bank C as an Example
	107	Ming-Chwen Yang, Ruei-Ting Ye	Logistic Regression in the Detection of Students Withdrawing from School
	108	Ming-Chwen Yang , Zhi-Lin Wei, Tsai-Yun Yu	Logistic Regression in the Application of Telemarketing

Session C1

Room: College of Management Bldg. 403

Chair & Commentator: Assistant Professor Wen-Pin Wei

Time	No.	Authors	Title
13:20 └ 14:40	116	Hsi-Liang Chu	The Contextual Relationship between Web Content and Online Shopping Decision-Making
	122	Tsung-Yi Shen, Chun-Hsiang Hsu	Discussion on the Current Situation of College Students Work and Employment Tendency
	123	Tsung-Yi Shen, Yi-Chen Chen	Analysis of Attributes and Consumers Preference for Multinational Shopping Platforms
	124	Tsung-Yi Shen, Ya-Han Chiu	The Influence of Fake News on the Viewing Behavior of News Stations
	136	Jun-De Lee, Youjia Lin, Yuting Dai, Yuru Zhuang, Yixuan Yu	Analysis and Discussion on McDonald's Consumer Satisfaction
	139	Tsung-Yi Shen, Chia-Hsun Hsieh	Comparison of TV News Watching Behaviors between Business Stores and Households
	140	Yung Chi Chen, Yi Chun Chen, Ya Yun Zheng, Hsin Hung Su, Hsiang Sheng Chang	Setting up the Online Store -A Case of Slightly Sweet
	141	Yung Chi Chen, Zhe Yu Hou, Sheng Long Peng, Chun Yu Yang, Chun Chu Liu, Pei Rou Zhang	Product and Service Innovation of A-Hua-Sai Gratin Shawima

Session C2

Room: College of Management Bldg. 403

Chair & Commentator: Professor Te-Sheng Li

Time	No.	Authors	Title
15:00 ┃ 16:20	145	Yao-Nan Lin, Wan-Chen Lin	The Internet Celebrity's Credibility, Product-Endorser Fit and Humorous Appeal on the Advertising Effectiveness in Social Media - Instagram Posts
	146	Yao-Nan Lin, Wen-Ting Cheng	The Internet Celebrity Credibility and Humorous Appeal of Facebook Influencers in Advertising Effectiveness - Take the Audiences Conformity Behavior as the Intervening Variable
	157	Tsung-Yi Shen, Li-Kai Lin	The Influence of the Country of Origin of the Online Shopping Platform on Consumer Preference
	167	Ying-Jiun Hsieh, Yu-Lun Feng	The Impact of Social Media Management on the Crowdfunding Projects – A Case of zeczec
	193	Yau-Yuh Tsay, Peizhi Fu, Yihua Chen, Zixuan Jiang Xie, Yuru Zeng, Manting Pei	A Study on Customer Satisfaction of Louisa Coffee-Taking University Students in Taiwan as an Example
	130	Hwa-Ming Nieh, Shiun-Han Tsai, Chin-Ling Wen, Cu Thi Ha An	The Satisfaction Survey of the National Army Xingan Project and Its Impact on the Living Quality in the Camp - Take an Army Combat Unit as an Example
	89	Cian-Jyun Lin, Ting-Wei Chang, Min-Jou Tseng, Ya-Ting Chen, Pei-Sin Lin, Hwai-Hui Fu	Recruitment Mechanism for State-Owned Organizations-Take Taiwan Railways Administration as an Example
	114	Chih-Chun Lin, Yan-Ping Huang	Discussion on Job Characteristics and Job Satisfaction - the Case of Taoyuan Office of Employment Services

Session D1

Room: College of Management Bldg. 408

Chair & Commentator: Associate Professor Cheng-Hsueh Yang

Time	No.	Authors	Title
13:20 └ 14:40	51	Chao-Hsu Hsieh, Bi-Fen Hsu	A Study on the Relationships among of Human Resource Practitioners' Emotional Labor, Self-Efficacy, and Career Satisfaction
	71	Chia-Chien Chang	A Review of Work-Family Conflict Research
	73	Yi-Xin Xiao	A Review of Workplace Deviance Behavior Research
	102	Yu-Chi Lin, Chung-Jen Chien	Revisiting the Dual Perspectives of Chinese Benevolent Leadership: The Construct and Measurement
	110	Szu-Wen Liu	A Literature Review of Creative Self-Efficacy
	137	Jun-De Lee, Xiuzhen Chen, Wenwen Zheng, Rouxuan Yu, Yicheng Ye, Quanxiang Sun	A Study on the Flow Direction of Department of Marketing and Logistics Management for Ming Hsin University of Science and Technology - An Application of UCAN Platform
	179	Chang-Sheng Liu, Yu Chao	How Organizational Inertia and Organizational Learning Influence on Acceptance of Organizational Change
	203	Yong Huang Dang	A Study from the Comparison of Performance Management between Chinese Government Departments and Enterprise Departments

Session D2

Room: College of Management Bldg. 408

Chair & Commentator: Associate Professor Ying-Je Huang

Time	No.	Authors	Title
15:00 ┆ 16:20	121	Shih-Keng Lai, Yin-Che Chen	The Research Proposition of Coaching Leaderships Influence on Organization and the Establishment of Level Analysis
	138	Kuei-Yuan Cheng, Feng-Yi Chang, Ching Fan Chang	A Study of Relationship between Abusive Supervision, Job Stress, Emotional Exhaustion and Burnout – Employee Assistance Program for Moderate Variables
	142	Kuei-Yuan Cheng, Feng-Yi Chang, Ya Lin Huang	A Study of Relationship between Core Self-Evaluation, Perceived Organizational Support, Work Emotion and Work Attitude – Accountability for Moderate Variables
	155	Ko-Tsung Chu, Tai-Yuan Hsu	Research on the Influence of Military Staff's Work Fullness on Turnover Tendency
	158	Te-Hsin Yen, Yen-Ru Lai, Ting-Ting Chang	The Relationship between Principal's Paternalistic Leadership and the Attitudes and Intention to Leave Administrative Positions of Teachers in Public Primary Schools
	175	Wen-Pi Hsueh, Yu Chao	The Empirical Study of Balanced Score Card on Human Resource Department Performance Appraisal
	172	Ming-Shiun Chen, Min Yi Liu	The Impact of Strategic Leadership on Workplace Well-Being: Taking the Perceived Organizational Support as the Mediating Variable
	115	Yan-Ping Huang	Using the UDOBE Education Learning Model in AI Digital Teaching Materials

Session E1

Room: College of Management Bldg. 504

Chair & Commentator: Associate Professor Ko-Tsung Chu

Time	No.	Authors	Title
13:20 ┆ 14:40	35	Shumei Chiang, Shufen Lin, Chihhsuan Yang	Applying ARJI Model to Explore the Impacts of COVID-19 Epidemic on the Stock Market: The Case of Taiwan
	44	Mei-Yu Lee, Yao-Hsien Lee, Wan-Chu Lien, Mei-Yi Liu, Chia-Yu Chang	Stock Price Analysis and Model-Building during COVID-19: An Example of Holiday Entertainment Co., Ltd
	55	Hung-Chun Liu, Xiao-Xu Liu	Reexamination of Day-of-the-Week Effects of Overnight Returns in Chinese Stock Markets
	98	Shu-Ying Lin, Mei-Shu Tang	A Study of Commercial Disability Insurance Perceptions, Purchase Intention and Investment Behavior
	101	Su-Ying Hsu, Chih-Ping Fan, Ya-Chuan Chan, Mei-Yu Lee	Application of Artificial Intelligence Technology in Financial Data—Case of Yuanta/P-shares Taiwan Top 50 ETF
	151	Ya-Chuan Chan, Mei-Yu Lee	Use Regression Analysis to Analyze the Correlation between Average Closing Price and Risk: Take the Closing Price of Taiwan Stock Index Futures as an Example
	164	Chih-Chang Chiang	Sports Sponsorship Using Online Crowdfunding Platforms

Session E2

Room: College of Management Bldg. 504

Chair & Commentator: Assistant Professor Chih-Ping Fan

Time	No.	Authors	Title
15:00 ┆ 16:20	173	Ya-Chuan Chan	An Alternative Econometric Analysis to Selection Bias Correction
	181	Ming-Huang Lee, Ko-Tsung Chu, Wen-Hai Zhong, Chia-Ying Wu	Research on the Correlation between Electronic Toll Collection Traffic Data, the Trend of Economic and Stock Market
	188	C. Edward Wang, Ying-Cheng Huang	The Application of Dual Technical Indicators with Different Frequencies-An Empirical Analysis of Constructing another Technical Indicator Strategy Portfolio with Improved KD
	27	Su-Fen Wu, Jih-Kuang Chen	Influencing Factors of Willingness to Use Mobile Payment - Comparison with SEM and DEMATEL Method
	75	Li-Tzu Hsu, Tzu-Shu Chang	The Status Quo and Development Trend of Taiwan Consumers Using Mobile Payment
	30	Lu-Jui Chen, Hung-Tai Tsou, Yu-Hsuan Hsu	What are Subsidiaries Fighting for? The Antecedents and Purpose of Subsidiary Initiative
	50	Yun-Chin Chen	The Prediction Analysis of Number of Employees and Management Issues of Travel and Related Services Industry in Taiwan

Session F1

Room: College of Management Bldg. 511

Chair & Commentator: Associate Professor Woei-Horng Jeng

Time	No.	Authors	Title
13:20 ┆ 14:40	16	Yi-Juan Tang , Chia-Hsin Wu	Practical Research on Improving the Yield of Solder Mask Process by 6 σ Methods
	29	Neng-Fu Tseng, Hsaio-Lin Teng	Appling DEMATEL to Explore the Research on the Key Factors of SME First Introduction of ISO 9001:2015 Quality Management System
	31	Vincent Y. Chen, Nai-Hsin Chang, Chih-Wei Hu	The Innovative AI Identification of Voiceprint of Effervescent Beverages
	32	Hsiao-Lin Teng, Chian-Nan Wu	Discussion on Employee Innovation Behavior-Take a Taiwanese Manufacturing Industry as an Example
	76	Bor-Yuh Leu, Che-Ling Chuang	Investigation of Product Environmental Footprint of Contact Lens
	78	Bor-Yuh Leu, Shang-Chih Liu	Investigation of Product Carbon Footprint of Jeans
	88	You Wei Cheng, Chieh Min Chou	Explore the Patent Portfolio of Taiwans Motorcycle Industry Supply Chain
	82	Kuang-Tai Liu, Yao-Tsung Chen	Application of Kano Two-Dimensional Model on the Innovation Service Quality of Household Registration Offices of Miaoli District

Session F2

Room: College of Management Bldg. 511

Chair & Commentator: Professor Bor-Yuh Leu

Time	No.	Authors	Title
15:00 ┆ 16:20	120	Yu-Hsin Lin, Ching-Liang Hsu	A Case Study of Lean Production
	128	Yiyo Kuo, Hui-Chin Yen	Optimization of Line Balancing Problems with Combining Workstations
	194	Zhi-Hao Chen, Chia-Hsin Wu	A Study on the Application of Six Sigma in the Optimization of Medical Equipment Dispensing Process Parameters
	111	Youn- Jan Lin, Yu-Fang Huang, Shi-Xiang Ruan, Beo-Deul Mum	Application of Component Property Operator Innovative Method in the Hotel Internship Student Coaching
	131	Shi-Han Zhang , Wen-Cheng Lai, Shu-Lin Hwang, Youn- Jan Lin	The Application of Component Property Operator Innovative Method in Design of Electronic Devices Multifunctional Band Strap
	199	Pei-Leen Liu, Chung-Yi Fang, Hsiao-Li Lee	Use System Dynamics to Explore the Impact of Vehicle Acquisition on Administrative Vehicle Management
	202	Li-Jiuan Huang, Kuang-Tai Liu	The Exploration of the Musculoskeletal Injury Factors of Operator in Semiconductor Testing Factory: The Case Study of K Company
	119	Yun Shuan Wu, Kaijun Leng, Ya Bi, Sheng-Hung Chang	Using TOC Demand-Pull Replenishment to Reduce Control Wafer Quantity – A Case Study on Wafer Foundry V

Session G1

Room: College of Management Bldg. 802

Chair & Commentator: Assistant Professor Chan-Jer Yang

Time	No.	Authors	Title
13:20 └ 14:40	99	Han-Wen Yeh, Hung-Hui Li	Discussion on Relationship between Vacation Deprivation and Job Burnout
	100	Alice Li, Jeng-Yi Li	Predict Plot Preferences on Fiction Genres: An Approach for Reader Behavior with Book Selection
	86	Ting-Yu Lin, Min-Ping Huang, Chung-Jen Chien	Do not Disturb: Remote Worker's Boundary Management Tactics for the Role Transition.
	95	Hung-Hui Li, Chiung-Yi Huang, Ya-Ting You	Lost Work Enthusiasm! The Relationship between Emotional Labor and Job Burnout the Moderating Effect of Meaningful Work and Resilience
	94	John Milnard R. Marin, Rose Ann C. Mendoza	Fostering Sustainability and Competitive Advantage for Metal and Agriculture Firms through Industrial Symbiosis Approach
	96	Sarah M. Dela Costa, Joana Patrice M. Gratiuto	Predicting Consumer Behavioural Intentions in Transportation Network Companies via Structural Equation Modelling
	104	Denise Gochenouer, Marta Almeyda-Ibáñez	Students' Housing Perception and Satisfaction at a Public University – MIDWEST, USA
	161	Justin Troy C. Pagwagan, Venusmar C. Quevedo, Sheila Mae Carungay	Satisfaction Level of Commuters in Metro Manila Traffic Scheme Adjustments and Health Protocols Implementation during COVID-19
	166	Jeffrey R. Cerrero, Venusmar C. Quevedo, Lourdes P. Lasian	Employee Telecommuting: Work-From-Home Related Musculoskeletal Discomfort amidst the COVID-19 Pandemic

Session H1

Room: Industry Competence Training Classroom (Room 303, Li-Xu Bldg.)

Chair: Associate Professor Feng-Chi Yu

Commentator: Associate Professor Yuh-Cheng Fan

Time	No.	Authors	Title
13:20 └ 14:40	38	Bo-You Chen, Feng-Chi Yu, Shu-Mei Chen	Study of Attitude, Subjective Norm, and Perceived Behavioral Control for the Sporty Apps Users
	109	Tsen-Chien Chen, Kuo-Cheng Ku	From Motorcycle Night Riding to Fluorescence Photographing : Baseline Investigations of Animals that can Emit Fluoresce Excited by Blue-Violet Lights for Tourist Activities at Night on Green Island
	112	Wen-Pin Wei	The Development and Difficulties of Campsites: A Study of Hsinchu's Camping Area
	133	Tsung-Tai Yang	A Preliminary Study on Designing Plan with Green Tourism Combining Environment Education in Leisure Farm
	147	Shu-Jong Liao	Motivations and Environmental Conditions for Overnight Stay Tourism of the Solo/Single Travel

Session H2

Room: Industry Competence Training Classroom (Room 303, Li-Xu Bldg.)

Chair: Associate Professor Shu-Jong Liao

Commentator: Associate Professor Yuh-Cheng Fan

Time	No.	Authors	Title
15:00 ┆ 16:20	152	Yung-Chieh Chen, Chia-Lee Fan	An Evaluation of the Service Quality of Landscape Restaurant: A Case Study of the Green Symphony Landscape Restaurant
	189	Ping-Chang Lin, Po-Ying Shih, Hsin-Yu Chen, Yu-Hsuan Chang, Chi Kao Fu Weng	Discussion on the Application of VR and AR Technology in the Travel Industry
	169	Mi-Hsi Tsai, Sin Lin	Action Research on Traditional Physical Education for Aboriginal People -Take Aboriginal Traditional Bow and Arrow Making, For Example
	183	Ming-Sung Lin, Yu-Te Tu, Youn-Jan Lin	Application of Management TRIZ to Improve the Religion Consulting System- A Case Study of Dojo in Miaoli

Session I1

Room: Multimedia Classroom (3rd floor, Bowling Alley)

Chair: Assistant Professor Tsung-Ju Yang

Commentator: Associate Professor Hui-Ling Fang

Time	No.	Authors	Title
13:20 └ 14:40	21	Wen-Wei Chiang	Development and Verification of Scale Gauging Problem-Solving Skills of Students in Institutions of Higher Education
	41	Mei-Ying Liao, Pei-Xuan Lo	Development of Preschool Aesthetics Teaching Materials: When Fables Meet Classical Music
	49	Chen-Ya Juan	Discussion the Effectiveness of Gross-Motor Activities on Improving the Attention of Children with Special Needs in an Preschool Inclusive Classroom
	132	Wen-Chien Lan, Yi-Huang Shih, Yu-Hsing Chang, Takashi Saito	The Practice of Oral Hygiene Care for Preschool Children in Taiwan
	149	Wen-Chun Ho	A Preliminary Study of the Professional Role of Childcare Providers: The Perspective of the Law

Session I2

Room: Multimedia Classroom (3rd floor, Bowling Alley)

Chair: Associate Professor Yu-Hsing Chang

Commentator: Associate Professor Hui-Ling Fang

Time	No.	Authors	Title
15:00 ┆ 16:20	160	Hsiao-Ting Hsu, Chia-Wei Chen, Yi-Hui Lin	An Exploration of Young Children's Learning Effectiveness and Learning Engagement in the Digital Game-based Learning and the General Learning Environment
	177	Kang-Pen Hou	Another One Chapter of Japanese Violence Anime: SPEAKING Model Analysis Focus on Demon Slaye-Kimetsu No Yaiba
	187	Yu-Chi Lee, Yu-Ping Zhao, Xin-Yu Hu, Yu-Chi Yu	New Immigrants' Mothers: A Preliminary Study of Challenges and Adjustments
	191	Chen-Ya Juan, Meng-Chin Hsu, Xi-Hui Wang, Yi-Huang Shih	A Study on the Connotation of Local Culture Curriculum in Taiwanese Preschools
	192	Kun-I Chiu	Explore the Feasibility of Using Artificial Intelligence to Interpret the Baby Facial Pain Index

Session J1

Room: Rooms Division Lab (2nd floor, Bowling Alley)

Chair: Assistant Professor Yi-Syuan Lai

Commentator: Assistant Professor Hui-Chung Liang

Time	No.	Authors	Title
13:20 ┆ 14:40	11	Yumi Kurihara, Wen-Hsuan Huang, Wei-Ru Lin, Chia-Han Peng, Chia-Shan Chung, Chia-Chi Chou	Designing a Hand-on Activity of Tapioca Milk Tea for Foreign Tourists
	14	Tzu-Chieh Wang, Hsiu-Yuan Wang, Ting-Sheng Lin, Chun-Kai Nien, Zhi-Xiang Zheng, Meng-Chien Lin	A Study on the Creative Cuisine Related to Yam
	24	Yumi Kurihara, Chih-Chi Chen, Chen-Ai Yu, Ching-Hsuan Lin, Jia-Pin Lim, Thi Hien Bui	A Study of Diet before Large Intestine Endoscopy---Developing a Low-residue Diet for Taiwanese
	34	Chi Lo, Yi Ling, Chien-Hung Lien, Jia-De Huang, Kuan-Yin Kuo	Innovative Development of Chinese-Style Sushi
	47	Yu-Chang Chen, Wie-Shou Lou, Qiao-Han Zhang, Rou-Yu Wang, Ting-Yu Liao, Bor-Min Tsai	Sensation-Seeking or Hospitality Treatment-Reposition of Motel Operation to Build an Effective Strategy.
	48	Chia-Huei Wu, Cheng-Kuang Wang, Bor-Min Tsai	The Study of Experimental Teaching Method Affects Students' Learning Outcome-In Case of Hotel Quality Management
	68	Wenzhen Xie, Bingze Li, Yuting Jian, Pinyu Chen, Rongjia Zhang, Yahui Shih	Consumers Intentions to Use the Food Delivery App

Session J2

Room: Rooms Division Lab (2nd floor, Bowling Alley)

Chair: Assistant Professor Tsung-Ju Yang

Commentator: Assistant Professor Hui-Chung Liang

Time	No.	Authors	Title
15:00 ┆ 16:20	93	Cheng-En Li, Chien-Hao Chen, Te-Sheng Li	Using Standard Cooking Procedure to Select the Taiwanese Domestic Rice Species for Italian Risotto.
	97	Li-Chan Chen, Meng-Juan Xie, Yuan-Yi Chang, Yu-Hsin Chang	Gossip and Interpersonal Relationship Quality: Evidence in Hotel Industry
	118	Shu-Hwa Hsiao, Ya-Ling Huang, Yu-Rou Jian, Ming-Fang Li, Yun-Fang Zhou, Szu-Han Wong	The Exploration of the Cognition of Taiwanese between Quarantine Hotels and An-Xin Hotels in Taiwan
	127	Wan-Zhen Lin	A Study of the Relationship between Vegetarian Restaurant Image and Customer Satisfaction: The Case of D Vegetarian Restaurant
	163	Chia-Lee Fan	A Study of the Relationships among Brand Image, Brand Experience, Satisfaction and Loyalty: A Case Study of the Rose House Café
	170	Yang-Ming Liu, Yi-Syuan Lai	Development of Carambola Wine from Zhuolan Town in Miaoli
	195	Zijie Wang, Hsiuyuan Wang, Jiayun Cai, Yuqian Luo	A Study on Restaurant Served by Mentally Challenged Children

Session K1

Room: Active Aging Life Planning Classroom (Room 502, Li-Xu Bldg.)

Chair: Associate Professor Shu-Jong Liao

Commentator: Associate Professor Hung-Ju Chien

Time	No.	Authors	Title
13:20 ┆ 14:40	26	Hung-Ju Chien	Assessment 'Social Participation' Factors Affecting Older Adults with Depression and Life Satisfaction
	37	Chiu-Chin Huang, Kuo-Hsiao Chin, Feng-Chi Yu, Yi-Yuan Liou	Study of Sleep Quality for the Senior Veterans and Their Dependents
	64	Min-Sheng Ku, Shiuan-Yu Tseng, Ko-Hsuan Fan	Teaching Action Research on Music Complementary Therapy for Seniors
	117	Fang-Yi Su, Chih-Ping Chen	Innovative Management in the Care Services Industry - Nichii, Somp Holdings, Benesse as Case Studies
	126	Wen-Chien Lan, Yi-Huang Shih, Chien-Hung Lin, Feng-Chi Yu	Active Aging: A Study on the Strategies of Oral Hygiene Care for the Elderly
	162	Chia-Yu Chiang, Jia-Wen Lai, Pei-Xuan He, Hui-Xuan Weng, Shiuan-Yu Tseng, Feng-Chi Yu	Establishment of Artificial Intelligence-Assisted Assessment of Back Fitness System

Session K2

Room: Active Aging Life Planning Classroom (Room 502, Li-Xu Bldg.)

Chair: Associate Professor Feng-Chi Yu

Commentator: Associate Professor Hung-Ju Chien

Time	No.	Authors	Title
15:00 ┆ 16:20	129	Chiu-Chin Huang, Yu-Zhen Jiang, Yu-Fen Peng, Pei-Yao Chen	A Comparative Study of Attitudes and Attitudes Towards Death Among Different Age Groups
	154	Hwa-Ming Nieh, Dong-Fu Xie, Chin-Ling Wen, Yi-Ting Chen	A Study on the Vocational High School Students Learning Effects with the Usage of Kahoot! Cloud-Based Interactive Response System in the National Defense Education Course
	168	Mi-Hsi Tsai	Discussion on the Leisure Activities of "City" and "Watts" in the Northern Song Dynasty
	174	Xuan- Ru Wu, Zheng-Wei Lin, Hui-Xuan Liu, Zi-Qi Hong, Min-Sheng Ku, Shiuan-Yu Tseng	Establishment of Artificial Intelligence-Assisted Detection System for Elderly Physical Fitness-Pilot Study
	144	Hui-Yun Yang, Patricia Haseltine	A Comparison of the Cognition of Aging and Gerotranscendence in the Paintings of Rembrandt and Ma Yuan

Session L1

Room: Room 703, Li-Xu Bldg.

Chair: Associate Professor Yu-Hsing Chang

Commentator: Associate Professor Chih-Yuan Lin

Time	No.	Authors	Title
13:20 ┃ 14:40	12	Shu-Huei Li	Social Impact in the Information Age
	17	Shu-Huei Li	Talking about Hakka People and Camphor Industry
	46	Wei-En Chang	From Realism: Michiavellis Humanity Perspective on Chinas Fraud and Crime
	56	Nien-Tzu Li-Wang, Hsiao-Chi Chiu	The Stress and Adaption of Career Change in Middle Age: A Study of Service Personnel of Long-Term Care Institutions in Hualien Area
	63	Chi-Fong Feng, Li-Chun Huang, Yu-Chan Chiu	Trademark: Potential Threshold for Commercialization of New Plant Variety
	65	Chia-Hui Chang Fu-Chun Yeh	Study on the Development of Air Cargo Terminals in Taiwan

Session L2

Room: Room 703, Li-Xu Bldg.

Chair: Assistant Professor Yi-Syuan Lai

Commentator: Associate Professor Chih-Yuan Lin

Time	No.	Authors	Title
15:00 ┆ 16:20	66	Ruei-Shuang Li, Feng-Chi Yu, Chun-Hua Chang	Study of Pricing Strategy and Consumer Behavior for Picture Books
	67	Chiu-Chi Wei, Hsiao-Lin Teng, Yin-Hsuan Hsueh	Applying AI to Project Economic and Non-economic Feasibility Study
	69	Hui-Xiu Chen, Hsiao-Chi Chiu	A Study on Learning Motivation, Time Management and Work Conflict: A Case Study of In-Service Students in Yuli District
	40	Ting-Ting Chang, Tsung-Ju Yan, Chia-Hui Chang	Kindergarten Teacher Development in the Local Culture Course Integrated into the Theme in the Teaching of Action Research.
	150	Tsung-Ju Yang, Fu-Yung Yang, Shu-Wen Hu, Chih-Peng Yu	The Research on Disaster Prevention Education and Disaster Prevention Literacy: The Examples of Minghsin University of Science and Technology

2021 管理與服務創新國際學術研討會論文集

發行人 林於杏

編輯 李得盛、蔣欣雅

出版者 明新學校財團法人明新科技大學管理學院

明新學校財團法人明新科技大學服務產業學院

地 址 新竹縣新豐鄉新興路 1 號

電 話 (03)5593142-3211

傳 真 (03)5593142-3212

出版日期 2021 年 5 月

ISBN： ISBN 978-986-06378-0-9

版權所有翻印必究



sponsored by

勻智科技股份有限公司

物聯雲股份有限公司

前程文化事業股份有限公司

達翔營造有限公司

得程不銹鋼有限公司

建安長期照顧中心