# SSIM2021 Conference Agenda

**Monday, August 30th, 2021**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>08:00 ~ 08:15</td>
<td><strong>Opening Performance:</strong> Chinese Traditional Drumming by Chio-Tian</td>
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<tr>
<td>08:20 ~ 08:50</td>
<td><strong>Opening Remarks:</strong> President Cheng, Dr. Tugrul U. Daim, Mr. Andy Chen</td>
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<tr>
<td>08:50 ~ 09:20</td>
<td><strong>Keynote speech I:</strong> Dr. Tugrul U. Daim  &lt;br&gt;Accelerating Digital Transformation: Factors and Cases</td>
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<tr>
<td>09:20 ~ 09:50</td>
<td><strong>Keynote speech II:</strong> Mr. Andy Chen  &lt;br&gt;Innovation and Entrepreneurship in an Era of Global Pandemic</td>
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<td>09:50 ~ 10:20</td>
<td><strong>Keynote speech III:</strong> Dr. Kuan-Chou Chen  &lt;br&gt;The Difference of Curriculum Design between Business Analytics and Data Science</td>
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<tr>
<td>10:20 ~ 10:50</td>
<td><strong>Keynote speech IV:</strong> Dr. Vuyokazi Nomlomo  &lt;br&gt;Digital transformation in South African primary school education: Teacher perspectives</td>
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<tr>
<td>10:50 ~ 11:20</td>
<td><strong>Keynote speech V:</strong> Dr. Ching-Chih Tsai  &lt;br&gt;Some Frontier Robotics Using Deep Learning, Broad Learning and Reinforcement Learning</td>
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| 11:20 ~ 12:20 | **Online Oral Session I**  

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<tr>
<td><strong>Education and Technologies (4)</strong>&lt;br&gt;Chair: Dr. Li-You Chang</td>
<td><strong>Education and Technologies (4)</strong>&lt;br&gt;Chair: Dr. Teau-Juian Liou</td>
<td><strong>Management (4)</strong>&lt;br&gt;Chair: Dr. Huei Hwa Lai</td>
<td><strong>Social Work (4)</strong>&lt;br&gt;Chair: Dr. Chuan-Ching Hwang</td>
<td><strong>Others (4)</strong>&lt;br&gt;Chair: Dr. Edwin Lau #1194 #1112 #1280 #1293</td>
<td><strong>Finance, Insurance &amp; Accounting (4)</strong>&lt;br&gt;Chair: Dr. Zong-Han Lin</td>
<td><strong>Leisure, Sport &amp; Hospitality (4)</strong>&lt;br&gt;Chair: Dr. Yun-Tsan Lin</td>
<td><strong>Education and Technologies (4)</strong>&lt;br&gt;Chair: Dr. Chia-hui Lin</td>
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<td>12:20 ~ 13:30</td>
<td>Lunch break/ Online Poster Session (34 posters)</td>
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<td>13:30 ~ 14:30</td>
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<td>Chair: Dr. Tzong Ming Cheng</td>
<td>Chair: Dr. Chia-hui Lin</td>
<td>Chair: Dr. Wen-Kuei Wu</td>
<td>Chair: Dr. Shin-Shin Chen</td>
<td>Chair: Dr. Edwin Lau</td>
<td>Chair: Dr. Mei-Su Chen</td>
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<td>Chair: Dr. Linda Pavitola</td>
<td>Chair: Dr. Teau-Juan Liou</td>
<td>Chair: Dr. An Chin Cheng</td>
<td>Chair: Dr. Serhan Demirci</td>
<td>Chair: Dr. Shuhui Sophy Cheng</td>
<td>Chair: Dr. Justine S. Chang</td>
<td>Chair: Dr. Ying-Hsiao Lai</td>
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<td>15:30–15:45</td>
<td>Tea break/ Online Poster Session (34 posters)</td>
<td>#1091 #1150 #1023 #1314</td>
<td>#1297 #1227 #1284 #1058</td>
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<td>15:45–17:00</td>
<td>Online Oral Session IV</td>
<td><strong>A4</strong>&lt;br&gt;Education and Technologies (4)&lt;br&gt;Chair: Dr. Mu-Jin Chen&lt;br&gt;#1151 #1285 #1286 #1065&lt;br&gt;Others (2) #1105 #1265</td>
<td><strong>B4</strong>&lt;br&gt;Education and Technologies (5)&lt;br&gt;Chair: Dr. Duen-Huang Huang&lt;br&gt;#1264 #1064 #1184 #1288 #1311</td>
<td><strong>C4</strong>&lt;br&gt;Management (5)&lt;br&gt;Chair: Dr. Serhan Demirici&lt;br&gt;#1006 #1047 #1094 #1134 #1174</td>
<td><strong>D4</strong>&lt;br&gt;Elderly Care (5)&lt;br&gt;Chair: Dr. Shann-Bin Chang&lt;br&gt;#1122 #1230 #1242 #1300 #1305</td>
<td><strong>E4</strong>&lt;br&gt;Communication Arts (5)&lt;br&gt;Chair: Ms. Li-Chun Ma&lt;br&gt;#1127 #1302 #1009 #1239 #1109</td>
<td><strong>F4</strong>&lt;br&gt;Finance, Insurance &amp; Accounting (5)&lt;br&gt;Chair: Dr. Nguyen Thi Thanh Binh&lt;br&gt;#1282 #1103 #1310 #1061 #1255</td>
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<td>17:15</td>
<td>Closing</td>
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Paper Title

A1
#1171 Effects of Mobile Game Based Application on High School Students' TOEIC Vocabulary Learning
#1088 Exploring Undergraduate Students’ English - Chinese Translation Shifts In Web-Searching Process: A Pilot Study
#1011 An Examination of Modal Auxiliary in Science and Non-Science Discourses
#1013 ESL Students' Perspectives towards a STEM Curriculum in an ESL Classroom

A2
#1152 A Design for Wayfinding: Developing a Mobile Application to Enhance Spatial Orientation at Taipei Metro
#1217 The Beneficial Use of Demonstration Videos in the Teaching of “Water Alkalinity”
#1296 A Study on the Writing Evaluation of the Causes of the Moon Phases by the Students in Grades 3 to 6 in Elementary School
#1008 Heart Rate Detection Technology for Video Image and Its Application in Postoperative Evaluation of Free Skin Flap Surgery

A3
#1091 Accurate Reaction Time Measurement During Music Therapy of Children with Developmental Delays by Utilizing Deep Learning Technique
#1150 The Use of Doppler Fetal Monitor on Detecting the Fetal Heart Rate in a Holistic Music Educational Approach Class
#1023 The Effects of Baby Massage on Physical Development of Infant
#1314 Using an Interdisciplinary Approach for Teaching Music in the 1st Grade

A4
#1151 An Evaluation of the Research Efficiency of Colleges in the University - Case Study of the C University
#1285 Transformation and Practice of Core Literacy–An Example of a Multiple Elective Curriculum in a High School
#1286 A Study on the Relationship among Principal Leadership Competence in Elementary Schools
#1065 Information Technology Skills for Teaching
#1105 The Impact of New House Tax on Taiwan Housing Market
#1265 Factors within South African schools affecting the accessibility for children with visual impairment and blindness: a Scoping Review
A Study on the Usage of “決心 (kessin/jue xin)” Based on Japanese and Chinese Computer Corpuses
A Case Study of EFL University Students' Motivation for Online Vocabulary Learning
A Preliminary Study on Synchronous EFL Learning Anxiety in Taiwan
Constructing CLIL Reading Examination Developing Principles and Items via 4Cs Framework and CEFR

A Comparative study on Gender Equality Education Attitudes of Parents of Preschool Children in Chinese Areas
Explore the Perception of Technological Tools after STEM Courses in Third-Grade
How Cross Cultural Mentoring Program Influences International Student Professional Commitment
Factors Considered by the Parents' Choice of Preschool

Benefit, Problems and Solutions of Online Learning in Studies with Efficiency for the Impact of the Coronavirus Disease 2019 (COVID-19)
Apply the Computer Science Course to Analyze the Suitable Video Types for Different Learning Styles
Negotiation of Service Level Agreement with Agent for Cloud Computing Services
The Effectiveness of Virtual Reality Technology Applying in Vocational Training on Occupational Competency among the Students with Intellectual Disability in Senior High School

Teacher Beliefs Versus Learner Perceptions: Achieving Harmony in the Chinese Language Classroom
Teaching Martin Luther King, Jr. in Taiwan
Do Situational Interest Matter for Learning Effects and Employability in the Hospitality Financial Management Course?
Exploring the Influence of Students' Self-Efficacy and Participation on Subject Integration through Design Competition
The Effect of Online Learning System on Improving English Speaking
Promotion of Scientific Teaching in conjunction with News with Chemistry Topics – A Case Study
C1
#1157 Market strategy of Clusters Economy in Taiwan Microenterprises
#1027 Identification critical factors impacts on job motivation and job satisfaction of Vietnamese young employees
#1212 Explore the factors that influence Taiwan's SMEs' Desireness to invest in The Industries 4.0 with the Theory of Planned Behavior
#1085 How Solutions Emerged in a System Implementation and Integration Project Led by the Middle Management: a Case Study

C2
#1073 Industry Stock Performance in Taiwan during the Covid-19 Panic Period
#1072 The mediating effect of swift guanxi between consumer perception of product- and seller-related risks and repurchase intention
#1303 The Correlation between Crude Oil Prices and Taiwanese Airline Stock Prices During a Global Pandemic: The Impact of the Cumulative COVID-19 Worldwide Cases
#1313 A Study of Apparel Customer's Benefit Perception of O2O Business from the Perspective of Benefit Evaluation

C3
#1241 Exploring The Cross-Screen Behavior - The Flow as A Moderator
#1259 Research on the Purchase Intention of Pet Products - A Comparison Study between Malaysia and Taiwan
#1292 Exploring the Intention to Use Electronic Banking in Vietnam by an Integrated Model
#1089 Application of Innovative Model to Evaluate Service Satisfaction – Taking the Wedding Banquet Hall as an Example

C4
#1006 Empirical Evidence of Three Archetypal Arms Suppliers' Behaviors: Application of Topic Models to Open-Source Media
#1047 A Study on Knowledge, Perceived Risk, Involvement, and Purchase Intention Toward Smart Home Products among Middle-Aged Adults
#1094 Circular Economy Policy of Bike Industry- Exploring the Optimal ETO Component under Imperfect Production Processes System
#1134 Technology vs. Art- ANP system the key success indicators of the internal control quality in ERP
#1174 Logistic Regression Model to Predict the Satisfaction Intention of the Low-Carbon Policies
#1046 Analyses of Judicial Judgments about Child Abuse Cases in Family in Taiwan
#1258 The 3C culture of Children and Teenagers in Generation Z
#1261 Community Care for PLWHAD from Offline to Online Service Study–Taiwan Lourdes Association
#1274 Research on the Utilization and Management of Corporate Volunteers ~ Taking Enterprises in Taichung as Illustrative Examples

#1074 The choice of adolescent pregnant girls in Taiwan to stay for childbirth-taking the girls who received government program subsidies as an example
#1306 A Practical Annotation Scheme for the Context of Depressed Mood: A Preliminary Study Using PTT Post
#1307 Homeless People, Welfare Eligibility and Recommended Solutions in Taiwan
#1244 A Research on the Impacts of COVID-19 on Students' Clinical Social Work Career Determination in Taiwan

#1192 Implicit Measurement Method for Consumer Engagement in Online Brand Communities
#1206 Parasocial Interaction with YouTubers: Does Sensory Appeal in the YouTubers' Video Influences Purchase Intention?
#1223 A Dynamic Pricing Parking System in Urban Area with a Multi-period Reservation Demand
#1245 Perceived Credibility Information on Social Media of Corporate Brand Reputation and its Impact on Jobseeker Intention to Apply

#1122 An Empirical Study for Using Youth Powers to Create New Model for Aging Baby Boomers in Taiwan
#1230 Practical Application and Challenges of Endoscopic Image Diagnosis Support Systems Using Deep Learning: A Case Study of Gastric Cancer in Japan
#1242 Psychophysiological Effects of Muscle resistance training Therapy on Older Adults with mild Dementia
#1300 The Pilot Study for Kindergartens Opening Affiliated Senior Day Care Class in Taiwan
#1305 Relationship Among Health Awareness, Course Activity Benefits and Health behavior of Older Adults - A Case Study on YMCA Tier C–Long Term Care Stations in Taichung City
E1
#1194 Optimal Control Management for Aerial Vehicle Payload by Taguchi Method
#1112 Internal CSR, Work-Family Interface: A Configurational Approach
#1280 Identifying and predicting default borrowers in P2P lending platform: A machine learning approach
#1293 Research on the Relationship between Organizational Justice, Emotional Labor and Job Satisfaction—A Case of Flight Attendants

E2
#1277 Leisure Literacy, Work-Leisure Boundaries, and Work Performance
#1170 A Study on Exploring the Wild Gardens to Children's Outdoor Activity Fields
#1270 DDoS Attack Detection with Packet Continuity Based on LSTM Model
#1226 Identifying Technology Trends for Blockchain Applications in Industry 4.0 Domain: A Patent Perspective

E3
#1067 Self-Disclosure on Social Media: Examining the Factors of Connectedness, Escapism, and Social Comparison
#1298 Research on the Legality of End-User License Agreements (EULA) in Taiwan
#1154 Power and Challenge of Collective Intelligence in the Development of Rural Tourism and Agri-Food Businesses
#1304 Observing the development of design in Taiwan from the 1960s to the 1980s with the term "Commercial design"

E4
#1272 Crisis or Chance? A Preliminary Study of Media Reporter Online Journalism Entrepreneurship in Taiwan
#1302 Art Craft Production design has Metamorphosed into the hyperrealist technique
#1009 Stylistic Approach to the Teaching of K.S. Maniam’s in a Far Country
#1239 Using natural language processing methods to improve the applicability of altmetrics in academic evaluation
#1109 A Study of How to Create Realistic Fluid Visual Effects
F1
#1052 An Application of Smart Beta's Dividend Factor Strategy to Taiwan Stock Market
#1042 A Study on the Relationship between Firm Performance and Corporate Social Responsibility: An Empirical Evidence from Taiwan
#1054 A Study on the Determinants of Corporate Social Responsibility Performance
#1057 A Preliminary Study of the Impact of Blockchain Technology on the Application Level of Insurance Industry

F2
#1248 A Study on Influential Factors of Purchase Willingness of Walker's Spillover Policy
#1289 The Impact of Business Strategy on Performance in the Life Insurance Industry
#1216 Using Dynamic Financial Analysis Approach to Evaluate Performance of Taiwan Property/Casualty Insurance Industry
#1276 A Study of the Four Zodiacs Elements on Consumer's Preference for the Insurance Marketing Channels

F3
#1214 Revisit Real Estate Investment and Economic Growth Nexus in China using Continuous Wavelet Analysis
#1024 Interest and Inflation Rates as Leading Indicators of Vietnam's Stock Returns
#1231 The effect of corporate diversification on the key audit matters
#1219 What Impact Does Net Working Capital Have on Earnings Per Share? Perspectives from Literature Reviews

F4
#1282 The Difference between Hostile Acquisition and Friendly Acquisition in regards to Performance
#1103 Strategy Management, Compensation, and Equity Valuation
#1310 How the Intangible Assets Contribute to the Weighted Average Cost of Capital–An Evidence from Taiwan's Semiconductor Industry
#1061 Analytical Research on Circular Agency Problem with Collusion
#1255 The Information Value of Auditing Services: from the Perspective of Corporate Governance
G1
#1056 Does Covid-19 and non-pharmaceutical intervention Impact on Tourist Visit Intention a Destination in Indonesia?
#1158 Effects of Food Authenticity, Food Quality, and Service Quality on Tourist Satisfaction under Multiple Regression Model during Covid-19
#1191 Impacts of Ecotherapy on Physiological and Psychological Benefits
#1176 Establishing a ROC Curve Model by Body Composition to Predict Active Aging in the Community Care Center Elderly
G2
#1095 To Be Or Not To Be? The Opportunities and Challenges of Social Media Marketing for Rural Micro Enterprises in Taiwan
#1137 Male Versus Female Social Media Influencer (SMI) and Its Influence Towards Visit Intention Among Gen Y and Gen Z
#1173 The Effect of Service Quality, Price and Promotion on Customer Satisfaction in PegiPegi.com
#1312 Real and Virtual Happiness Prediction Model Based on Multiple Regression analysis by Instagram Social Network
G3
#1166 The Impact of Food Image, Customer Satisfaction, and Food Quality on Revisit Intention Under Multiple Regression Model
#1162 Using Linear Regression Model to Analyze the Role of Internship Program in Supporting Work Readiness
#1195 Factors Affecting the Satisfaction of Tourists Visiting Karampuang Island, Indonesia
#1177 Evaluating The Satisfaction Using the ACSI (American Customer Satisfaction Index) Model of Festival F8 Makassar, South of Sulawesi, Indonesia
G4
#1254 What's our route? A case study on recent cycling patterns based on crowdsourced data in Taichung City, Taiwan
#1196 The Role of Destination Attributes in Influencing the Satisfaction and Behavioral Intention of Tourists Visiting Gili Trawangan Island, Lombok, Indonesia
#1197 The Effects of Attraction, Promotion and Accessibility on Revisiting Intention to Tana Toraja, South Sulawesi, Indonesia
#1185 Antecedent of Event Satisfaction Towards Revisit Intention Tambora Event Indonesia
#1142 Addressing the Bau Nyale Event Towards Revisiting Tourist in Kute Beach Lombok
# Preliminary Study of Competency-Driven Arts Teacher Education
Applying Substance-Field analysis to explore the effects of flow on individual creativity in a technological university in Taiwan
Music Technology as a Means for Fostering Young Children's Social Interaction in an Inclusive Class
Can Children's Resilience Moderate the Negative Influence of Disabilities on their Behavioral Outcomes?

# Clarification of two-stages purchase behavior on E-commerce: An Agenda for Future Research
Customer Tiers: The value co-creation perspective
Work from Home or Women Lecturer During Pandemic Outbreak
Food and Beverage (F&B) Consumption Behavior Changes During COVID-19 in Taiwan's Aging Society

# Exploring Second-Hand Clothing Business and License Plan through the Perspective of Sustainable Development
Biophilic Design as an Adaptive Reuse of Abandoned Buildings Strategy: A Proposal to Measure its Impact on People's Health and Well-being
Consumption and Marketing in the Creative Industries
Business and Smart Management of Shoes Machinery Company in Taiwan During the Covid-19 Pandemic–Case Studies of Tung Sheng Company and Strong Basic Enterprise Limited Company

# Examining Impact Factors for the Sustainability of Information Systems: A Relational Perspective
Transformation and Impact from the Software Ecosystem Perspective: Case Study of Autodesk Inc.’s Ecosystem Roadmap
The Effects of 12 Weeks YMCA Health Promotion Course Intervention on Senior Functional Fitness
International comparison of consciousness for autonomous driving: Japan, the United States and Germany