

2016 IEEE International Conference on Management of Innovation and Technology (ICMIT 2016)

**Bangkok, Thailand
19 – 22 September 2016**



**IEEE Catalog Number: CFP16795-POD
ISBN: 978-1-5090-1501-6**

**Copyright © 2016 by the Institute of Electrical and Electronics Engineers, Inc
All Rights Reserved**

Copyright and Reprint Permissions: Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of U.S. copyright law for private use of patrons those articles in this volume that carry a code at the bottom of the first page, provided the per-copy fee indicated in the code is paid through Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923.

For other copying, reprint or republication permission, write to IEEE Copyrights Manager, IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854. All rights reserved.

******This publication is a representation of what appears in the IEEE Digital Libraries. Some format issues inherent in the e-media version may also appear in this print version.***

IEEE Catalog Number:	CFP16795-POD
ISBN (Print-On-Demand):	978-1-5090-1501-6
ISBN (Online):	978-1-5090-1500-9

Additional Copies of This Publication Are Available From:

Curran Associates, Inc
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: (845) 758-0400
Fax: (845) 758-2633
E-mail: curran@proceedings.com
Web: www.proceedings.com

CURRAN ASSOCIATES INC.
proceedings
.com

Table of Contents

Service Innovation and Management

The Göteborg IV Model: Addressing the Cartesian Continuum in Product-Service Innovation <i>Cheryl Marie CORDEIRO</i>	1
The Effect of Intangible Resources on Innovation in Service Firms with the Role of Absorptive Capacity as a Moderating Variable <i>Ardiwansyah NANGGONG, Nurul INDARTI</i>	7
Two-Dimensional Fairness on Service Recovery Satisfaction in Cloud Computing <i>Montri LAWKOBKIT, R. LARPSIRI</i>	13
E-Business Capabilities in Developed and Developing Countries: Different or the Same? <i>Dotun ADEBANJO, Matthew TICKLE, Yong LIN, Michael BOURLAKIS</i>	19
Frugal Innovation in E-Commerce: A Case Study of Taobao <i>Xuefeng LIU, Yanan LIN, Shanshan ZHANG, Yuying XIE</i>	25

Human Capital and Innovation

Towards Semantic Web-based Competence Management: Going Beyond the Limits of Traditional Competence Management <i>Juha PUUSTJARVI, Leena PUUSTJARVI</i>	31
Using Authentic Leadership and Mindfulness as Internal Marketing Mechanism for Enhancing Proactive Customer Service Performance <i>Chi-Min WU, Tso-Jen CHEN, Yuan-Duen LEE, Ting-Fei CHEN</i>	37
Impact Elements of Roadway Traffic on Drivers' Mental Workload at the Highway Intersections <i>Mei LIU, Xiaoming HUANG, Yingying CHEN</i>	43

R&D Management

The Impact of Lean Practices on NPD Performance <i>Supachart IAMRATANAKUL</i>	49
Exploration of an Innovativeness Estimation Approach for Conceptual Product Design <i>Danni CHANG, Chun-Hsien CHEN</i>	55
Assessing R&D Productivity: Perspectives of Research Organizations <i>Rasa LALIENE, Ville OJANEN</i>	61
Key Management Processes to Technology Transfer Success <i>Dayu JIN, Xiaofan MO, Annapoornima SUBRAMANIAN, Kah Hin CHAI, Chang Chieh HANG</i>	67
The Relocated University Affiliated Research Institute: A New Organization Form of University-Industry Links <i>Shisong JIANG, Yanping LI, Limin GONG</i>	72

Supply Chain Management

Decision Making Framework for Emergency Response Preparedness: A Supply Chain Resilience Approach <i>Giuseppe TIMPERIO, Gajanan PANCHAL, Robert DE SOUZA, Mark GOH, Avinash SAMVEDI</i>	78
Identifying Causal Relations of Critical Supply Chain Knowledge Flow Barriers for an Indian Case Organization <i>Vishal Ashok BHOSALE, Ravi KANT, Bhaskar M. BHANDARKAR</i>	83
Handling Network Disruption Risks for Supply-Chain Information Systems Selection Using Fuzzy DEMOPSIS <i>Avinash SAMVEDI, Mark GOH, Robert DE SOUZA</i>	89
Improving Supply Chain Performance Through Simulation <i>Rong ZHOU, Robert DE SOUZA, James ANG</i>	95
On Developing the Model of Smart Logistic Transport in Indonesia <i>Andrianto ADI WIBOWO, Muhammad SURYANEGERA</i>	99
Urban Logistics Using Performance Based Metrics <i>Hassan MIRZAHOSSEINIAN, Robert DE SOUZA, James ANG</i>	105

Sustainable Development and Environment Protection

Understanding Voluntary Simplifier's Consumption Behaviors: the Scale Development <i>Hsiu-Hua CHANG</i>	110
Energy Planning for Sustainable Development - Challenge and Experience Sharing from Thailand <i>Adiphol TANNIRANDON, Nathasit GERDSRI</i>	115
The Rise of China Environmental Protection Industry and its Development Countermeasures: An Empirical Research in Suzhou City <i>Min TANG, Yi ZHANG, Zehao ZHANG</i>	121
A Modified Variable Neighborhood Search for Aircraft Landing Problem <i>Kam Hung NG, Carman LEE</i>	127
Minimizing Multi-Stage System Variation Using Kalman Filter for a Tele-Sandblasting System <i>Ranon JIENTRAKUL, Chumpol YUANGYAI</i>	133

Innovation and IT

Impact of Web Personalization of Online Word of Mouth on Buyers' Decision Process: An Experimental Study <i>U. Mahesh BALAN, Saji K MATHEW</i>	139
A Study of Recommending Service Based on Customer Inclination Using AHP <i>Young Sung CHO, Keun Ho RYU, Kwang Sun RYU, Yongjun PIAO, Hyun Woo PARK, Song Chul MOON</i>	145
The Impact of Individual Privacy and Personalization on Online Buying Behavior: An Experimental Study <i>Kanishka Priyadharshini ANNAMALAI, Saji K MATHEW</i>	150
Investment Channel using Online Trading <i>Korbkul JANTARAKOLICA, Tatre JANTARAKOLICA</i>	156

Quality Management and Social Network

Comparative Analysis of Quality Management Capabilities of Manufacturing Industries in the Western Sydney Region: Quality Improvement Perspective <i>Stanislaus LOBO, Premaratne SAMARANAYAKE, Tritos LAOSIRIHONGTHONG</i>	161
Exploring the Service Quality of Community Care for the Elderly from Multiple Perspectives - Based on a Survey of Eastern, Middle and Western China <i>Zehao ZHANG, Min TANG, Kun LAN, Jingen DU</i>	167
Authorized Economic Operator in Taiwan - An Example of International Freight Forwarders <i>Hui-Hua HUANG</i>	172
A Method for Improving Service Reliability of Bank Counter <i>Z-John LIU., An-Jin SHIE, Wen-Tsann LIN, Li-Peng FANG, Chen-Ming FAN</i>	177
Exploring Decision Making in Social Networking for Jewelry Items <i>Paramin CHUANGEMANEE, Prattana PUNNAKITIKASHEM</i>	182
Customer-Generated Content in Company Social Media Platform: How Social Network Works? <i>Guoxin LI, Xue YANG, Wei XU, Yingqiu ZHU</i>	188

Knowledge Management

Smart Cities and Knowledge Societies: Correlation, Causation or Distinct? <i>Ambica DATTAKUMAR, Ravi SHARMA</i>	193
Indicators of Knowledge Management Cycle in Indonesian Small and Medium Enterprises <i>Amelia KURNIAWATI, T.M.A. Ari SAMADHI, Iwan Inrawan WIRATMADJA</i>	198
Organization Learning through Effective Knowledge Sharing in SME's: A Conceptual Model <i>Ceicalia TESAVRITA, Kadarsah SURYADI</i>	203
The Influences of Knowledge Management on Innovation within Formal and Non-Formal R&D Manufacturing Firms, Thailand <i>Kimseng TIENG, Chawalit JEENANANTA, Nattharika RITTIPPANT, Pornpimol CHONGPISAL, Ryoju HAMADA</i>	208
Managing Knowledge Management Competency by Integrating with Collaborative Behavior into Improving Hospitality Innovation Capability <i>Narongsak PONGSATHORNWIWAT, Chawalit JEENANANTA, Van-Nam HUYNH</i>	214
The Role of an Organizational Culture and Individual Towards Knowledge Management Practice in Cement Industry <i>Nilda Tri PUTRI, Sandi KURNIA</i>	220

Entrepreneurship and Knowledge Management

Identifying the Key Motives of Academic Entrepreneurs in Sri Lanka <i>Ranjika Lalani PERERA, Barbara IGEL</i>	226
Internationalization of SMEs from Bangalore: How Do Barriers Affect the Export Entrepreneurship? <i>Santhosh CHANNAPPA, M.H. BALA SUBRAHMANYA</i>	232
Conceptual Model of Entrepreneurial, Managerial and Technical Software Competencies Towards SME Performance in Subsector Software Industries <i>Atya AISHA, Iman SUDIRMAN, Joko SISWANTO, Yassierli YASSIERLI</i>	237

Conceptual Model for Open Innovation Towards Knowledge Sharing in Indonesian SME <i>Augustina Asih RUMANTI, T.M.A. Ari SAMADHI, Iwan Inrawan WIRATMADJA</i>	243
Organizational Innovation Based on Intellectual Capital and Transfer Tacit Knowledge <i>Augustina Asih RUMANTI, Trifenaus Prabu HIDAYAT, Rocky REYNALDO, Monika STEPHANIE</i>	249
Innovation Policy and Management	
Public Procurement of Innovation in Construction: A Design Science Approach <i>Bart LENDERINK, Johannes HALMAN, Hans VOORDIJK</i>	255
Systematic Innovation Process Studies Based on Resource Excavation <i>Zuguang LI, Yueming ZHU, Tiecheng WANG, Jianguang SUN, Bojun YANG</i>	260
Connectivity in the Technology Transfer Process Among Local ASEAN Firms <i>Masatsugu TSUJI, Hiroki Idota IDOTA, Yasushi UEKI, Teruyuki BUNNO, Hidenori SHIGENO, Tomohiro MACHIKITA</i>	264
Novel Science for Industry <i>Reinhilde VEUGELERS, Jian WANG</i>	270
The Forecast of Disruptive Technology Based on QFD <i>Yueming ZHU, Zuguang LI, Tiecheng WANG, Jianguang SUN</i>	275
The Primacy of Innovation in Strategic Financial Management - Understanding the Impact of Innovation and Performance on Capital Structure <i>Safia NOSHEEN, Ramla SADIQ, A. RAFAY</i>	280
Project Management and Innovation	
A Systematic Meta-Analysis on Managing Innovation Projects in Uncertain and Complex Environments <i>Roula MICHAELIDES, David BRYDE, Jill SIMANGO, Christine UNTERHITZENBERGER, Maria ARGYROPOULOU</i>	286
New Results Using Project Management Simulation Game <i>Amnon GONEN, Uriel ISRAELI</i>	292
Applying ISO 26702 and IEEE 1490 for Data Center Project Management <i>Montri WIBOONRAT</i>	298
Adoption of Additive Manufacturing in the Medical World <i>Harm-Jan STEENHUIS</i>	304
What Characteristics Make an Enterprise More Proactive Toward Innovation? Case of Adopting RFID at Kumho Tire in Korea <i>C. M. PARK, H. Y. JANG, Junghee HAN</i>	309
Best Product End-of-Life Scenario Selection by a New Decision-Making Process Under Atanassov Fuzzy Uncertainty <i>V. MOHAGHEGHI, S.M. MOUSAVI, Ali SIADAT</i>	313
Author Index	318