



IMMM 2019

The Ninth International Conference on Advances in Information Mining and
Management

July 28 – August 2, 2019

Nice, France

IMMM 2019 Editors

Dirk Labudde, University of Applied Sciences Mittweida, Germany

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (423;) by International Academy, Research, and Industry Association (IARIA)
Please refer to the Copyright Information page.

Printed y kj 'r gto kulkp"by Curran Associates, Inc. (423;)

International Academy, Research, and Industry Association (IARIA)
412 Derby Way
Wilmington, DE 19810

Phone: (408) 893-6407
Fax: (408) 527-6351

petre@iaria.org

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
Email: curran@proceedings.com
Web: www.proceedings.com

Table of Contents

The Effect of Integrated Experiential Marketing on Brand Identification and Customer Intention: A Study on Global Fast Fashion Brands in Taiwan <i>Shu-Fang Luo, Yi-Chung Cheng, Chih-Chuan Chen, and Hui-Chi Chuang</i>	1
Technology Evolution and Technology Forecasting Based on Engineering Big Data <i>Fuhua Wang, Zuhua Jiang, Hong Zheng, Xiaoming Sun, Haili Wang, and Xinyu Li</i>	7
Multiclass Neural Network for Codec Classification <i>Seungwoo Wee and Jechang Jeong</i>	12
A Regression Model of Location Selection for Beverage Chain in Taiwan <i>Hui-Chi Chuang, Yi-Chung Cheng, and Chih-Chuan Chen</i>	16
Multimodal Deep Neural Networks for Banking Document Classification <i>Deniz Engin, Erdem Emekligil, Mehmet Yasin Akpinar, Berke Oral, and Secil Arslan</i>	21
Fake News Detection Method Based on Text-Features <i>Ahlem Drif, Zineb Ferhat Hamida, and Silvia Giordano</i>	26
A Novel Feature Selection Method Based on a Clustering Algorithm <i>Jonathan A. Mata-Torres, Edgar Tello-Leal, Ulises M. Ramirez-Alcocer, and Gerardo Romero-Galvan</i>	32