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Proceedings of International Agriculture Innovation Conference



International Association for Agricultural Sustainability

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International Association for Agricultural Sustainability
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Conference Agenda

Day 1 Wednesday, October 18 th , 2017 3F, The Empress Hotel, Chiang Mai		
Time	Information	Location
07:40-08:10	Reception & Registration	Nophakao
Opening Ceremony		
08:10-08:40	General Vinai Tansri The President of Royal Queen Sirikit Brain Bank, Thailand Group Photography Dr. Tzong-Ru Lee Chair of IAICEC Professor of Marketing Department, National Chung Hsing University, Taiwan Dr. Sutkhet Sakuntong Assistant President of Maejo University, Thailand Dr. Nirote Sinnarong Local Coordinator of IAICEC Assistant Professor, Ph.D. and Master Program in Applied Economics, Maejo University, Thailand	Nophakao
Review and Prospect of IAICEC		
08:40-08:50	Dr. Kuo-Chang Fu Executive Director of IAICEC Secretary-General of Chinese Institute of Business Education Development, Taiwan	Nophakao
Keynote Speech		
08:50-10:20	Dr. Cheng-I Wei (USA) Director of International Programs in Agriculture & Natural Resources at University of Maryland <i>Topic: Agricultural Innovations for Profitability and Environmental Sustainability</i>	Nophakao
	Dr. Goran Svensson (Norway) Professor of Business Administration, specialism in Marketing of Kristiania University College Dr. Carmen Padin Fabeiro (Spain) Professor Contractor Doctor in the Department of Applied Economics at the University of Vigo <i>Topic: Time-Oriented Sustainable Development in Agriculture</i>	
	Dr. Pekka Antero Kess (Finland) Professor of Industrial Engineering and Management, University of Oulu <i>Topic: Nordic Wild Berries – Super Food for Global Markets</i>	
	Dr. Miranda Miroso (New Zealand) Senior Lecturer of Department of Food Science, University of Otago <i>Topic: How Enabling Technologies are Being Used to Create New Business Models in the Sustainable Agricultural Sector</i>	

10:20-10:40	Tea Break	Foyer
10:40-12:10	Dr. Pamela Rae Becker (USA) Professor of Technology Management, School of Technology & Professional Services, Management, Eastern Michigan University <i>Topic: Innovative Practices for sustainable Agriculture in a Global Environment</i>	Nophakao
	Dr. Fanxi Meng (China) Professor of International College, China Agricultural University <i>Topic: Development of Cross-Border E-Commerce for China's Agro-Products</i>	
	Dr. Kothandapani Ganesh (India) Senior Knowledge Expert & Global Lead -SCM Center of Competence, McKinsey Knowledge Centre India Private Limited, McKinsey Inc. & Company <i>Topic: Big Data and Advanced Analytics in Agriculture: Driving the Next Green Revolution</i>	
	Dr. Rika Ampuh Hadiguna (Indonesia) Senior lecturer of Department of Industrial Engineering, Universitas Andalas. <i>Topic: Decision Support System of Halal Supply Chain Innovation</i>	
12:10-13:10	Lunch	1F, Chao Nang Restaurant
13:10-14:30	Dr. Tzong-Ru Lee (Taiwan) Chair of IAICEC Professor of Marketing Department, National Chung Hsing University <i>Topic: New Internet Marketing Strategy: The Application of the CCB Model</i>	Nophakao
	Dr. Chifumi Takagi (Japan) Assistant Professor, International Master Program of Agriculture National Chung Hsing University Taichung, Taiwan <i>Topic: Innovation in Tea Industry in Japan : Change of Tea Production, Consumption and Export</i>	
	Dr. Tan Wee Liang (Singapore) Associate Professor of Strategic Management, Singapore Management University <i>Topic: Technology Convergence and Agribusiness Opportunities</i>	
14:30-15:00	IAICEC2018 Introduction	Nophakao
15:00-15:15	Tea Break	Foyer

Paper Presentation & Case Study		
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	Session (2) Paper Presentation IAICEC201703/IAICEC201705/IAICEC201706 /IAICEC201710/IAICEC201724/ IAICEC201720 IAICEC201725	Vimarn 2
	Session (3) Case Study of Youth Entrepreneurship: Thailand, China and Taiwan <ul style="list-style-type: none"> • Sun Sweet: The Star of Agro-Industry of Thailand (<i>Dr. Ongart Kittikhunchai, Chief Executive Officer, Sun Sweet Public Company Limited, Chiang Mai, Thailand</i>) • An Overview of Innovation in Agriculture Development of Mainland China (<i>Dr. Yong-Hong Tang, Xiamen University, China</i>) • Agricultural Cooperation Policy Framework and Vision between Mainland China and Taiwan (<i>Dr. Yu-Rong Zeng, Taiwan Agriculture Research Center of Fujian Province, China</i>) • Kitchen of the World, Between Past and Future (<i>Dr. Chia-Hsun Yang, Roast Bar Group, Inc., Taiwan</i>) • Fitglasses - Social Vision Cooperators Activation (<i>Dr. Yu-Fu Chang, Social Vision Cooperators Activation, Taiwan</i>) 	Nophakao
18:00-19:30	Gala Dinner	Jiatongheng Restaurant
Day 2 Thursday, October 19th, 2017 Field Trip 09:00-17:00		

Conference Member

Conference Chair

Tzong-Ru (Jiun-Shen) Lee

PhD. of Texas A&M University

Professor of Marketing Department, National Chung Hsing University, Taiwan

Honorary Director, Supply Chain Economics Research Centre (SCERC), Chiang Mai University, Thailand

Associate Editor, International Journal of Green Computing (IJGC)

Associate Editor, European Business Review

Editorial Board Member, International Journal of Electronic Customer Relationship Management (IJECRM)

Editorial Board Member, International Journal of Logistics Economics and Globalization (IJLEG)

Editorial Board Member, International Journal of Intercultural Information Management

Committee Member, Electronic Commerce Studies

Editor-in-chief, Communications of IIMA

Conference Executive Director

Kuo-Chang Fu

Secretary-General of Chinese Institute of Business Education Development, Taiwan

Academic Committee Chairman of National Taiwan University of EMBA Alumni Foudation, Taiwan

Executive Committee of Chinese Institute of Business Administration, China

Co-Founder of Global Chinese Marketing Federation, Singapore

Chief Operating Officer of Vital Wellspring Education, Singapore

Conference Consultant

Dr. Homin Chen

Distinguished Professor of International Business, College of Management, National Taiwan University

Convenor, Management Division 1, Ministry of Science and Technology

Chairman, Chunghwa Negotiation Management Society

Honorary Chairman, Taiwan Institute of Marketing Science Review Committee member, Taiwan National Quality Award

Dr. Muh-Rong Su

Chief Executive Officer, Tse-Xin Organic Agriculture Foundation, Taipei City

Organic Science and Technology Planning Review Committee Member, Council of Agriculture, Executive Yuan, Taipei City

Director, Chinese Sustainable Agriculture Association, Taichung City

Director, Taiwan Arboriculture Society, Taipei City

Project Manager, Organic Agriculture Development in the Indigenous Community of Dongpu Yushan National Park, Nantou County

Project Manager, Organic Paddy Cultivation in the Indigenous Community of Nanan Yushan National Park, Nantou County

Dr. Shen-Cien Lo

Chief of Crop Improvement Section, Taitung District Agricultural Research and Extension Station

Assistant Professor, Horticultural Department, National Taitung Junior College

Dr. Yun-Han Chao

Ph.D. Chung Hua University

Lecturer, Taipei City Vocational Development Institute

Adjunct Assistant Professor, National United University (Taiwan)

Adjunct Assistant Professor, Chihlee University of Technology (Taiwan)

Dr. Songsak Sriboonchitta

Professor of Economics, Chiang Mai University, Chiang Mai

The International Society for Southeast Asian Agricultural Sciences (ISSAAS)

President, Thailand Econometric Society

Keynote Speaker



Dr. Cheng-I Wei

Dr. Cheng-I Wei is the former Dean of the College of Agriculture and Natural Resources and Director of the Maryland Agricultural Experiment Station and University of Maryland Extension at the University of Maryland. He assumed the current position as International Programs Director in November, 2015 following a two-term, 10-year service as the dean and director. Prior to coming to Maryland, Dr. Wei served as Associate Dean for Research and Graduate Studies of the College of Human Environmental Sciences at Oklahoma State University, as well as Interim Head of the Department of Nutritional Sciences. He was Bruno Professor and Head of the Department of Nutrition and Food Sciences at Auburn University, Alabama, for four years. During his tenure at University of Florida, Gainesville, he advanced through the ranks from assistant professor to associate professor to full professor in the Food Science and Human Nutrition Department where he taught “Food Toxicology and Foodborne Infections” and “Seafood Technology.”

Dr. Wei received his B.S. in biology from the Tunghai University of Taiwan in 1970, an M.S. in medical microbiology from National Taiwan University in 1972, and a Ph.D. in microbiology from the University of California-Davis in 1979. His research interests are in food microbiology and safety, toxicology, and immunotoxicology. He has secured over \$11 million in external funds to support his research and published 207 refereed papers.

Under his leadership, the College of Agriculture and Natural Resources has established the successful Department of Environmental Science and Technology, Center for Food Safety and Security Systems, the Agriculture Law Education Initiative, and the 2+2 Undergraduate Transfer Program with four Chinese universities. The enrollment of undergraduate students in the college increased from 916 in FY 2005 to 1226 in FY 2015, and the extramural funding increased from 19 million to 35 million.

Speech Topic: Agricultural Innovations for Profitability and Environmental Sustainability



Dr. Goran Svensson

Göran Svensson is Professor at Kristiania University College, Norway. He is also Professor at Halmstad University, Sweden. In addition, he is Visiting Professor at University of Johannesburg, South Africa; and Adjunct Professor at Monash South Africa. He holds a Ph. D. at the School of Economics and Commercial Law, Göteborg University, Sweden.

He is the editor of European Business Review (Emerald). He is also an active and dedicated member of numerous editorial boards and editorial review boards of international research journals. Furthermore, he is a committed member of numerous international research and scholarly networks and associations.

He is a frequent author of international journal articles (240+) and international conference contributions (260+). He is also engaged as a book author.

Occasionally, he gives speeches in business and writes columns for business magazines and newspapers. During the 1980s he was an industrialist and entrepreneur in South America (Bogotá, Colombia).

His research agenda consist of various research subjects and has published in areas such as Business Ethics, Logistics Management, Industrial Marketing, Leadership, Relationship Quality, Services Marketing, Supply Chain Management, Business Sustainability.

Speech Topic: Teleological Logic of Sustainability Approaches



Dr. Carmen Padin Fabeiro

Carmen Padín is Professor Contractor Doctor in the Department of Applied Economics at the University of Vigo, Spain.

Since 2007 belongs to the Research Group: Economics of Natural and Environmental Resources (ERENEA), and to the strategic grouping ECOBAS, formed by reference research groups in the Spanish context.

He has conducted research and teaching stays in various countries including Mexico, Portugal, Sweden, Brazil, Costa Rica, developing research projects and teaching in economics. He has collaborated in more than 25 research projects, in International and National.

She is the author of 6 books, 25 contributions as chapters in collective works, as well as more than 30 articles published in national and international scientific journals.

His research areas are: Typologies of tourism and evaluation of tourism resources, Economy of Tourism. Effects of tourism on the local economy, sustainability in tourism: innovation and quality, Business sustainability: indicators and models.

Speech Topic: Teleological Logic of Sustainability Approaches



Dr. Pekka Antero Kess

Pekka Kess (Dr Sc, Dr Eng) is a Professor of industrial engineering and management at the University of Oulu, Finland. He received his Dr of Science degree at the University of Oulu and Dr of Engineering at Kasetsart University.

Professor Kess has an extensive managerial experience from both universities and industrial enterprises. He has worked in managerial positions in chemical, steel and electronics industries, as well as in the software business.

He has been an active project evaluator for the European Commission, as well as a manager of international research and development projects. His research areas cover smart cities, business ecosystems, strategic management, production organisations, and knowledge management with specialisation in knowledge transfer and e-learning. New area of interest is the business opportunities based on natural forest based resources.

He has supervised more than 300 graduate and close to 30 doctoral students in the area of Industrial Engineering and Management.

Professor Kess has collaborated with Asian universities closely in the areas of research and education and services to the society.

Speech Topic: Nordic Wild Berries – Super Food for Global Markets



Dr. Miranda Mirosa

Dr Mirosa is the Director for the Consumer Food Science Programme and a Senior Lecturer in the Department of Food Science, University of Otago, New Zealand (NZ). Dr Mirosa currently holds a NZ/China Postharvest Loss and Food Waste Research Fellowship, funded by the NZ Ministry for Primary Industries.

Dr Mirosa's research focusses on food waste hotspots, aims to understand reasons for wasteful practices, and provides recommendations on minimisation. Dr Mirosa is regularly asked to provide policy advice and consultancies (and was the NZ delegate at the 2015 *APEC Food Security Workshop*, China). In 2016, Miranda was invited to join the APEC project '*Strengthening Public-Private Partnership to Reduce Food Losses*'. Her research expertise has been sought by organisations in civil society who are committed to reducing food waste (for example she sits on the Technical Working Group for the NZ National Food Waste Prevention Project). Her research profile is built on publications in the world's leading consumer food, sustainability and nutrition journals including: '*Appetite*', '*J of Food Quality Preference*', '*J of Nutrition and Dietetics*', '*J of the Academy of Nutrition and Dietetics*', '*J of Environmental Policy & Planning*' and '*British Food J*'. Funding from 21 separate competitive research grants and consultancies highlights recognition of her research. In 2015, Dr Mirosa led a grant for developing NZ/China collaborations in food safety and security science. As Principle Investigator, she led a team of 13 NZ scientists from 7 different institutes to China to partake in a conference and industry visits.

Dr Mirosa serves as an Editorial Board Member for '*J of Food Ethics*' and '*Beverages*'. She is a Professional Member of the Institute of Food Science and Technology, a partner of the NZ Food Safety Research Centre, and a member of the New Zealand/China Food Safety Protection Network.

Speech Topic: How Enabling Technologies are Being used to Create New Business Models in the Sustainable Agricultural Sector



Dr. Pamela Rae Becker

Dr. Pamela Becker has been employed at Eastern Michigan University since 1993. She is a full professor in the School of Technology and Professional Services Management. She currently teaches within the Technology Management undergraduate program, the Technology Studies graduate program and the PhD in Technology program at EMU. Prior to this, she served as the Director of the School of Technology and Professional Services Management and the coordinator of the undergraduate Technology Management program. She was the primary researcher and developer of the Technology Management program, which was approved in 2001 and had its first program graduates in 2004.

Dr. Becker received her Associate degree from Washtenaw Community College, and a Bachelor of Science in Administration from the University of Michigan with dual majors in Managerial Economics and Finance, and Marketing. She completed this while being employed full-time at General Motors Corporation. When the General Motors Willow Run Facility closed she decided to pursue an academic career and continued studies at the graduate level. Pamela now holds a MLS in Technology degree from EMU with concentrations in Technology Management and Adult Education and in 2008 she completed the doctorate program in Educational Leadership with a cognate in Technology Management.

Her research interests include International Management of Technology, Technology Management, Workforce Development, Women in Technology, and Online Teaching.

She recently co-authored a science textbook, titled “Understanding Technology” and she received a Faculty Research Fellowship in 2016. She has numerous teaching and service awards, including Outstanding Faculty Award, 2009, Outstanding Faculty in Classroom Instruction, 2008, and Lecturers Outstanding Teaching Award, 2003.

Speech Topic: Innovative Practices for Sustainable Agriculture in a Global Environment



Dr. Fanxi Meng

Fanxi Meng, a Professor, an Emeritus Dean of International College Beijing at China Agricultural University, has been working in new technology training and extension in agricultural fields for many years, such as R&D in rural development, farm machinery, agro-ecosystem and environmental engineering, agricultural engineering, irrigation and drainage, dryland-farming, agricultural mechanization field demonstration, organic farming and greenhouse technology. Professor Meng has done more than 10 big national projects funded by FAO, UNDP, Ministry of Agriculture, Ministry of Science and Technology of China, and some local provinces in China. He has been traveling to most provinces in the country and has gained lots of experience of the agricultural development. He is one of the professionals in China in agriculture. Also he has the experience working with international partners in related agriculture and its new development. He used to be Member of China Agricultural Engineering Association (4,5,6,7th); Member of Beijing Association of Agricultural mechanization; Member of the Experts Committee, China Center of The Green Food Development Member of the Non-Polluted Agro-Products Evaluation Committee, Chinese Ministry of Agriculture; Chief Editor, "IRRIGAZETTE" (Chinese Version, 2012-2015; CAIEP Representative to Israel (1996-1999).

At present, Prof. Meng is the CTO of Futong R&D Co., which belongs to China Agricultural University with its mission for China rural planning and its development for the future.

Speech Topic: Development of Cross-Border E-Commerce for China's Agro-products



Dr. Kothandapani Ganesh

Dr. K. Ganesh is knowledge expert and global head of SCM Center of Competence at McKinsey & Company. Dr. Ganesh graduated in Mechanical and Production Engineering from Annamalai University, Chidambaram with the university first rank. He pursued his Masters' degree in Industrial Engineering at National Institute of Technology, Tiruchirapalli and secured college first. He then moved to Indian Institute of Technology Madras where he obtained his doctoral degree in Logistics and Supply Chain Management. He was a half-time teaching and research assistant for 4 years at IIT Madras awarded by MHRD research fellowship. He joined as Assistant Consultant at Integrated Supply Chain, Manufacturing Industry Solutions Unit, Tata Consultancy Services Limited, Mumbai and worked mainly in the areas of supply chain network design and optimization. Later he joined as Senior Consultant in Global Business Services-Global Delivery of IBM India Private Limited, Mumbai, India and worked in Supply Chain Transformation projects for various industries. He worked as visiting professor for 6 institutions. He is having total 14 years of research and consulting experience in supply chain domain.

He has published 100+ papers in leading international research journals and 10+ papers in leading national journals. He has presented and published 100+ papers in the reputed international conferences and 8 research articles in the national conferences. He has written a chapter for 6 books. He has been honored with 4 awards for academic excellence. He has obtained 3 awards from TCS. He has received 2 thanks award and 3 appreciations in IBM India Private Limited. He is editor-in-chief for 5 International journals (IJGC, IJLSCM, IJDMSC, IJOSHRM and AJMS), Editor for IJENM and associate editor for IJLEG, AJCST and IJISSCM. He is in the editorial board for various international journals.

Speech Topic: Big Data and Advanced Analytics in Agriculture: Driving the Next Green Revolution



Dr. Rika Ampuh Hadiguna

Rika Ampuh Hadiguna is senior lecturer at Department of Industrial Engineering, Universitas Andalas. He received PhD in Agro Industrial Technology from Bogor Agricultural University. His research interest is logistics and supply chain systems. His professional experience is Head of Logistics and Supply Chain Research Group, Vice Dean for Academic Affairs at Faculty of Engineering (2012-2016) and currently, Vice Dean for Academic Affairs at Faculty of Information Technology, Universitas Andalas. He is a professional engineer certified from Indonesia Institute of Engineers since 2015. He is member of professional organizations such as IIE, PEI, ISLI, IPRPI, APTA, ISTMI dan MAKSI.

Speech Topic: Decision Support System of Halal Supply Chain Innovation



Dr. Tzong-Ru (Jiun-Shen) Lee

Tzong-Ru (Jiun-Shen) Lee is a Professor of Marketing Department, Chief of Media Relations Division, former Chairman of Institute of Electronic Commerce and former Chairman of Center for Electronic Commerce and Knowledge Economics Research in National Chung Hsing University in Taiwan. He is a 2006 Fulbright Visiting Professor in the USA and a joint author of four books. His researches mainly focus on SCM, CRM, marketing, EC, risk management and business ethics. Also, he is the Editor-in-Chief of IJECRM and the Associate Editor of IJLEG.

Speech Topic: New Internet Marketing Strategy: The Application of the CCB Model



Dr. Chifumi Takagi

Assistant Professor, International Master Program of Agriculture National Chung Hsing University Taichung, Taiwan Post-Doctoral Assistant Research

Speech Topic: Innovation in Tea Industry in Japan : Change of Tea Production, Consumption and Export



Dr. Tan Wee Liang

Dr. Tan Wee Liang joined SMU in 1999 as a member of the Core Planning Team of the then new university, SMU, when he developed the predecessor offices of the present day Office of Student Life and Office of Career Services. He joined academe beginning his career with the Faculty of Accountancy and Business Administration at the National University of Singapore in 1985. Prior to SMU, he had served as sub-dean, vice-dean and director of the Entrepreneurship Development Centre at NTU.

His current research interests lie in the domains of entrepreneurship, family business, international cooperation and corporate governance. His initial research was in law as he began his career as a law professor, when he had publications in the *Malayan Law Review*. He has since moved into entrepreneurship research. He has published in the *Journal of International Business Studies*, *Entrepreneurship Theory and Practice*, *Family Business Review*, *Journal of High Technology Management Research*, and *Journal of Business Research*. In addition to journal publications, he has co-authored *Entrepreneurship and Enterprise Development in Asia* (2001) and edited a number of books. He serves on the editorial boards of *Journal of Small Business Management*, *International Entrepreneurship and Management Research*, and *Small Business Research*.

He has served as national expert for entrepreneurship and SMEs for APEC, Asian Productivity Organization, the Colombo Plan Secretariat and the Commonwealth Secretariat.

Speech Topic: Technology Convergence and Agribusiness Opportunities

Oral Presentation

Session (1)

Wednesday, October 18th, 2017 15:15-17:30 Vimarn 1

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Building Network Integration solutions for Locally Produced Foods - New Requirements on Logistics and Packaging 25

Chris Dominic

IAICEC201704

To Develop an Innovation Mechanic for Hotel Service

Tzong-Ru Lee¹, Ching-Yi Wang², Lucie Vachova³, Kuo-Chang Fu⁴

¹ *National Chung Hsing University*

² *National Chung Hsing University*

³ *University of Economics Ekonomická Univerzita v Bratislave*

⁴ *Vital Wellspring Education PTE Ltd.; Future Career Professional Publisher*

Abstract

The tourism is the world's current popular activities, so driven by the vigorous development of related industries, such as hotels and travel agencies. But few studies had used the systematic approach to solve the problems of marketing or service mainly the hotel. The research took the hotel industry for example and used the systematic approach to design a hotel innovation service mechanism. The results showed that the hotel innovation service mechanism sustainable and difficult to imitate. Hoping the research result can serve as a reference for academic and marketing related areas.

IAICEC201701

The Impact of Marketing Strategy for Retail Store Channel Between Weekdays and Weekends

Ya Ling Tsai

*Department of Marketing and Logistics Management Southern Taiwan University of
Science and Technology*

Abstract

This study is to discuss retails shopping center in order to know their marketing strategy. The research questions are: How the retails shopping focus on the shopping center activities between weekdays and weekends? What is the retail store atmosphere between weekdays and weekends? How the retailers to get more competitive advantages from price, quality and convenience between weekdays and weekends? What is the retailers' marketing strategy between weekdays and weekends?

The study use the observations to realize those of research questions. The department store is located in Tainan. For the special events in summer. They have the summer life and father's day festival activities for the customers during the summer days. The activities are cross the weekdays and weekends for customers.

From this research, we discover the marketing strategy for the department stores to do their shopping center activities in order to get more customers. In addition to this, we discuss about retail store atmosphere to understand the customers' poverty. We also need to assistance the retailers about the price, quality and convenience definition.

Furthermore, we can let the retailers get more customers between weekdays and weekends. The department store provide the good service for customers in order to get more customers. This also deliver a respectable value for customers.

IAICEC201709

Applying Big Data Analysis on Marketing Strategy Decisions for Coffee Shop Chain Stores

Shu-Ling Chen

Department of Industrial Management and Technology Southern Taiwan University of Science and Technology

Abstract

Recently, the coffee market of Taiwan has grown largely. According to 2016 statistics, the annual revenue of Taiwan's coffee was about 66 billion and it was estimated that each person drank 100 cups of coffee on average. However, as more fast food restaurants, convenience stores, and independent coffee shops are joining the competitions to have a share of coffee market, many coffee shop chain stores have facing the pressure of competitions. Thus, how to develop strategic decisions to manage competitive advantage for existing coffee shop chain stores becomes extremely important. This study is to apply big data analysis on social media, including news, discussion forums, blogs, and Facebook, to facilitate the marketing strategy decisions for coffee shop chain stores. In particular, the data such as voice volume, word of mouth, channel distribution, emotion analysis, are analyzed and studied. Based on these analytical data, coffee shop chain stores can develop their own strategic decisions to extend their success in competitive coffee market in Taiwan.

IAICEC201721

The Impact of Cultural Tourism e-Services and Social Media Activities on the English Action Learning via Augmented Reality Apps- A Case Study of Taichung English Town

Hsing-Wen Wang¹, Tzong-Ru (Jiun-Shen) Lee², Joyce Hung³

¹ *Department of Marketing, Chung Hsing University*

² *Department of Business Administration, National Changhwa University of Education*

³ *Department of Science in Mathematics, University of Texas at Arlington*

Abstract

Mobile learning is a rapidly developing field of research and investigation, due in part to the large availability of smartphones, tablets, and computers found nowadays. The following case study was aimed to review the Taichung English Town project, which is designed to promote English learning through mobile devices and to eliminate language barriers for tourists in Taichung. It consists of three separate apps: the online classroom app, augmented reality (AR) English-learning app, and tourist guiding app. The two main focuses in this article are the online classroom and the AR portion of the project, in addition to the Facebook fan page for those two facets. The survey of overall satisfaction of users of the online classroom app was examined, as well as the Facebook page media posts, and demographics of users of the Facebook fan page. Some recommendations are also provided at end to improve the apps, drawing in more English learners.

IAICEC201722

The Study of Customer's E-commerce Adoption Behavior in Different Countries: A Technology Acceptance Model View

Ku-Ho Lin¹, Michael Yao-Ping Peng²

¹ *Department of Business Administration, National Chung Hsing University, Taiwan, R.O.C.*

² *Institutional Research Center, Hsuan Chuang University, Taiwan, R.O.C.*

Abstract

In recent years, with the rapid increase in global internet usage, many companies have entered the international market through e-commerce. Which has been regarded as a low cost and speed way. However, these firms have found that there is a lack of knowledge in consumers' needs in the international market, which lead a high fail possibility. Therefore, it is important for the firms to understand the e-commerce adoption and use of behavior in different culture environment. In order to explore the behavior of cross-cultural consumers using e-commerce, this study takes the Technology Acceptance Model (TAM) as the main structure to exam the use of e-commerce for consumers, and adopt technology readiness as external variable to explore if it will affect the use behavior, and finally some elements of Theory of Planned Behavior (TPB) have adopted in this study and intend to strengthen the TAM model. SEM is applied in this study as a main statistical analysis technology. Samples from these three countries were rigorously analyzed and verified. The results show that consumers in higher degree of power distance index (PDI) are less concerned about whether e-commerce can help their own accomplishments, and the rest of results verify the findings of previous studies. This study provides practical advices on the conclusion of the study, provided to the enterprise as a strategy for the development of cross-border e-commerce strategy.

IAICEC201713

Building Network Integration Solutions for Locally Produced Foods - New Requirements on Logistics and Packaging

Chris Dominic
University of Gävle

Abstract

One important ongoing development in the grocery foods industry is the increase growth of Locally Produced Foods. This emerging market that based on the pillars sustainability, demands new logistics challenges that requires innovative supply chain constructions. These chains are designed through the application of digitalized media.

This paper presents a study conducted to establish Network Integration for Locally Produced foods within the Mid-Sweden Region. The objective of the study is to explore emerging market of locally produced foods and how to develop new supply chain solutions. The paper presents innovative logistics solutions with the aim to generate knowledge base, identifying logistics actors involved within the industry and, with reference to previous studies conducted in the packaging industry, applied for further development of the actors of locally produced foods.

The data used in the study are from local food producers, customers from local restaurants, consumers and the public sector from Mid-Sweden Region. The results indicates that the main aspects of Network Integration actively contributes to better performance for this industry in almost all items considered in the study. This approach is considered particularly innovative, because there is a scarcity of literature that deals jointly with packaging, logistics and Network Integration from an empirical standpoint, rather than just the analysis of case studies.

Session (2)

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Yunxuan Li

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Nirote Sinnarong Olalekan Israel Aiikulola

IAICEC201703

Preparation and Characterization of Composite Plastics from Thermoplastic Tapioca-Cassava Bagasse and Compatibilized High Density Polyethylene Blends

Niken Ayu Permatasari, Titi Candra Sunarti, Indah Yuliasih

Department of Agroindustrial Technology, Faculty of Agricultural Engineering and Technology, Bogor Agriculture University

Abstract

Utilization of tapioca industry by-product, such as cassava bagasse for biodegradable polymer will provide greater added value and also decrease the environmental problem. The aim of this research was to investigate the effect of fibre and glycerol content in composite plastic from thermoplastic tapioca-cassava bagasse and its compatibility with HDPE. The fibre content to composite plastic varied from 5%, 10%, 15%, and 20% and the glycerol content varied from 30% to 40%. Thermoplastic tapioca-cassava bagasse and compatibilized HDPE ratio was 40:60. Composite plastic from thermoplastic tapioca-cassava bagasse and compatibilized high density polyethylene (HDPE) blends were prepared by extrusion in twin screw extruder with the barrel temperature of 2100C at 100 rpm for 3 min and characterized by means of mechanical, thermal, and surface morphological properties. Cassava bagasse is a by product from tapioca industry. Cassava bagasse contains a small amount of fat (0,47%wb), protein (2,17%wb), starch (15,67%wb) and a large amount of fibre (22,21%wb) which could be used as an alternative source for making thermoplastic starch, and hence reducing the use of starch. Tensile strength, elongation at yield and transition temperature (T_g) were greatly affected by increasing the fibre content up to 15%. The increasing of glycerol content will increase elongation at yield but decrease tensile strength and melting temperature (T_m). Composite plastic which was produced with extruder and pressed with a hydraulic press showed good characteristic. This was signaled by homogenous surface of SEM images. The best result gained from 40% thermoplastic tapioca-cassava bagasse blends with HDPE, 15% of fiber content and 30% of glycerol contents.

IAICEC201705

**The Impacts of B2B Online Bidding System on Industrial Buyer Behavior
Optimization- Case of Taiwan's Telecom Infrastructure
Equipment Market**

Dennis Liu-Te Peng, Pei-Hua Chen

Institute of Management Science, National Chiao-Tung University

Abstract

The B2B Online bidding or e-procurement system became the major buying mechanism for industrial corporations in the mature markets during recent years. The advantages of adopting the mechanism include cost competitiveness, purchasing process facilitation, and participation of a growing number of suppliers in the supply chain.

Previous literatures are being discussed for C2C or B2C e-Auction system and determinant factors, and they primarily cover the consumer or mature markets. As we research industrial procurement, the traditional industrial buyer behavior models and decision-making models can be found, but a few of those studies are associated with e-procurement influence, especially for mature or large corporations in the market.

This study contributes to a theoretical understanding of the key factors that the industrial buyer model entails as well as new factors or determinants to B2B e-procurement on the industrial buying behavior. From a theoretical model's perspective, this study can help optimize the traditional industrial buying model on adopting the e-procurement mechanism in the B2B marketplace.

IAICEC201706

Nurturing Young Entrepreneur by Implementing Experiential and User-Engaged Curriculum

Elisa Anggraeni, Aji Hermawan

Department of Agroindustrial Technology, Faculty of Agricultural Engineering and Technology, Bogor Agricultural University

Abstract

The purpose of this paper is to explore the implementation of entrepreneurial approach in the university curriculum that focuses on experiential learning and engagement with real-life problems in agroindustry and its lesson learnt using case study. The case study provides an avenue to explore the relationship between the approach that is used in the curriculum and its implementation. We used two case studies to study and understand the impact of our curriculum to their entrepreneurial capabilities. We did a within analysis of each case to increase our familiarity with the process that took place in idea generation, prototyping and business model development. We also did a cross-case analysis to compare the similarities and differences between the two cases over several aspects, which are (1) problems that they were trying to solve, (2) creativity level that was being used, (3) the process, and (4) the outcome by the end of the process

Both cases successfully found a product-market fit after doing several iterations in one semester and working closely with the users. They treated users as their partners in creating the solutions that meet their needs. Both cases show similarities on almost all aspects except the characteristics of the problem and the level of creativity being used. Both cases follow iterative processes. Both cases also show the aspiring entrepreneurs' struggles to develop working prototypes and business models. They had to pivot their preliminary ideas to be able to find problem solution fit and solution market fit. The observed differences are at the level of creativity being used. One case is at creating level and the other one is at the adapting level. We concluded that the approach that is used in the curriculum has helped them to go step-by-step and go in-depth allowing them to reflect on the plan and realization. In doing so, these aspiring entrepreneurs develop understanding on the risks and factors that might influence the success

IAICEC201710

An Empirical Study on the Quality Preference of Consumers' Tea Quality Based on Choice Experiments

ZHANG Guo-zheng¹, XU Zeng¹, Shi Yong Dong², ZHOU Fa-ming^{1,3}

¹ *School of Business, Hunan Agricultural University*

² *Macau University of Science and Technology*

³ *Hunan University of Humanities, Science and Technology*

Abstract

A survey was conducted among 211 consumers in Changsha city, Hunan Province. study set four attributes for tea: quality certification, price, Brand and Origin, conducting the Choice Experiment to analyze individual's preference for the quality attributes of tea and finding consistent specifications for mixed logit models. We consider taste variations in the preferences of consumers using mixed logit models. In these cases, we find that most of the parameters are random. To analyze the effect of preference homogeneity/heterogeneity assumptions, we obtain the willingness to pay for the quality attributes of tea. Our results suggest that consumers always prefer to buy lower-priced products and the original certification is really sensitive to preference heterogeneity assumptions. The degree of impact is followed by brands and certification. Indicating that China's consumers in the promotion of green, organic tea market development has potential power. And for China's tea exports, breaking the green trade barriers, consumers can provide market support.

IAICEC201724

The Purchased Behavior on Buying Fresh Pork and Fresh Frozen Pork in Taiwan

Lee, Tzong-Ru (Jiun-Shen)¹, Chun-Yu Chien²

¹ *Department of Marketing, National Chung Hsing University*

² *Department of Business Administration, Asia University*

Abstract

According to National Animal Industry Foundation, there were 10,992 pig farms in 2008 in Taiwan, but only 7,523 pig farms left in 2016. The number of pigs in 2008 was 6,428 thousand pigs in Taiwan, but only 5431 thousand pigs left in 2016. Even the number of pig farms and the number of pigs have fallen, the consumption of pork is not less. Pork has been the output agricultural value and is also the most consumption in Taiwan . In recent years, in order to promote the trade liberalization, and actively carry out the layout of the relevant of free trade agreements. Pork has from the foreign countries, the fresh pork sold in the traditional markets has faced the great impact. In this research, the researchers will understand what are the factors of purchased behavior on buying fresh pork in the traditional markets and fresh frozen pork in the supermarkets by questionnaires.

IAICEC201720

The Nonlinear Factors Affecting the Stocking Decision of Frozen Root Vegetables

Yenming J. Chen^{1,*}, Tzong-Ru (Jiun-Shen) Lee², Yaqian Xiao, Miaohua Lin,
Yunxuan Li

¹ *Department of Logistics Management, National Kaohsiung First University of
Science and Technology*

² *Department of Marketing, National Chung Hsing University*

Abstract

Many annual or biennial crops harvest once a year and serve the demand of the entire year. For example, the harvest of carrots mostly send to refrigerated barges for a designate percentage and the rest of the harvest will release into the market immediately. Suppliers then determine an appropriate amount to release into the market according to the demand of the market. This amount is usually deemed a gambling because there was no clear rule to follow. This study explores the influence between parameters, profit maximization, and the best-refrigerated stocking policy, through simulation analysis of experimental design. We find that (1) the more likely the natural disasters, the more the stocking; (2) when similar vegetable crops expect to be short, stocking should be high; (3) when the harvest quality is low, stocking should be low. For the experiment that took the values of year 2016, we found that the farmers will earn the highest profits at the nature shipping quantity, 40, 000t, which opposites the common wisdom that the more produced the more profit.

IAICEC201725

The Challenges of Agricultural Innovation and Climate Change Adaptation in Developing Country

Nirote Sinnarong, Olalekan Israel Aiikulola

Maejo University

Abstract

Current climatic weather situation causes developing countries a continually increased challenge related to livelihoods and food security including slumps in their natural resources. Most of these challenges can be dealt with through some innovation on the agricultural sector, through the endorsement of new seed, irrigation techniques system or building, pest control system and agricultural machines. However, agricultural innovation has a high capability in helping to increase agricultural productivity, farmer's income, and hence reduce poverty. Agricultural Innovation has started to play some vital role in the improvement of economic, environmental and social performance of the agricultural sector in developing countries. They are now reviewing innovative method in their respective agricultural sectors. Moreover, the challenges lies where most developing countries do not possess adequate potentials to innovate and fully reshape the capability of their innovative agriculture in different styles, based on poor research systems, poor extension services from both government and non-government organizations, which are caused by budget constraint and thereby result in low funding of research and development. Adaptation measures can be put in place by increasing adequate financial budget for research and development, focus on priorities and avoid unwanted duplication or new research work in every aspect of the agricultural sector from crop development to land usage. Including pre- and post-harvest crop management will all be crucial benefit for the production of high quality, and affordable agricultural crops. Crop diversification, mixed cropping, usage of different crop varieties, change of planting dates and harvesting dates, planting of drought resistance or temperature less stressed crops are efficient enough to survive some uncalled situation during planting season.

IAICEC201718

Model Development and Success Factors for Frozen Food Industry

Yenming J. Chen¹, Tzong-Ru (Jiun-Shen) Lee², Pei-Yin Chiang

*¹ Department of Logistics Management, National Kaohsiung First University of
Science and Technology*

² Department of Marketing, National Chung Hsing University

Abstract

Due to the recent impact of food security crisis, frozen food processing received tremendous amount of focus recently on various business-oriented horizons. This study develops a model by collating and analyzing aspects of frozen food processing industries from relevant literature, such as products, marketing and sales strategies, human resource management, production/management, and international policies. The questionnaires were developed based on a main framework with five categories of variables, and the final constructs are obtained by performing a factor analysis and screening out the insignificant variables. Success factors include regulatory policy, management support, production technology, and marketing services.

This paper will not be oral presented by the author during the conference.

IAICEC201719

Capacity Design of Refrigerated Warehouse and Variance of Agro-Produces Storage Durations

Yenming J. Chen^{1,*}, Tzong-Ru (Jiun-Shen) Lee², Jiayun Wu, Rouyu Lin,
Xiangting Lin, Huiwen Liang

¹ *Department of Logistics Management, National Kaohsiung First University of
Science and Technology*

² *Department of Marketing, National Chung Hsing University*

Abstract

End-customer demand and fresh fruit supply yields different configurations in production and storage space planning due to the combinatorial influence of dispersion and uncertainty in supply and demand. Buyers can only plan capacities according to a rough estimation from coming orders, ignoring other key factors in capacity and volumes. In the design process to make decisions based on robust concepts, we consider all the cost factors. Therefore, under the principle of cost minimization, we want to understand factors affecting the design of a frozen warehouse and the impacts to business operations. By continually testing all possible scenarios, we aim to find out whether external factors change in circumstances to the best configuration to reach the ultimate goal. The study finds that holding costs, delivery time gap, dispersion patterns, and biomass conversion rate will affect the capacity planning of frozen warehouse. (i) When the conversion rate is low, the required space can be small. (ii) When the timings of stock-in and stock-out activities are concentrated, holding costs are high, and storage durations are mostly long, the required space should be high, and, conversely, when storage durations are mostly short, the space should be small; when holding costs are low, the duration have little effect on capacity. (iii) When the timings of stock-in and stock-out activities are dispersed, the holding costs have insignificant impact on capacity planning. (iv) When the timings are extremely dispersed, the capacity planning solely needs to consider the conversion rate.

This paper will not be oral presented by the author during the conference.

Session (3) Case Study of Youth Entrepreneurship: Thailand, China and Taiwan

Wednesday, October 18th, 2017 15:15-17:30 Nophakao

Sun Sweet: The Star of Agro-Industry of Thailand

Ongart Kittikhunchai

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Kitchen of the World, Between Past and Future 39

Chia-Hsun Yang

Fitglasses - Social Vision Cooperators Activation

Yu-Fu Chang

An Overview of Innovation in Agricultural Development of Mainland China

Yong-Hong Tang, Sheng-Nan Zhao

*Collaborative Innovation Center for Peaceful Development of Cross-strait Relations Taiwan
Economy Study Department of Taiwan Research Institute, Xiamen University*

Abstract

The innovation is the key to realize Chinese agricultural modernization. The agricultural development innovation in mainland China includes three aspects such as system, science and technology, and development pattern. The system innovation includes land system innovation and management system innovation. In the aspect of land system innovation, the “three rights division” method of land ownership, contract right and management right has been promoted and consummated. In the aspect of operating system innovation, we have developed a variety of moderate scale operations, such as agricultural leading enterprises, farm cooperatives, etc. The investment in agricultural science and technology innovation which mainly relies on government is increasing, but the growth rate is relatively slower than the total investment in science and technology innovation. In the future, enterprises should be encouraged to play a leading role in agricultural science and technology innovation. In the last aspect of development pattern, on the basis of the traditional agriculture development model, we have developed circular agriculture, leisure agriculture, agricultural Internet plus. As a whole, the innovation of agricultural system is the foundation of the agricultural development innovation in mainland China, while the innovation of agricultural science and technology is the driving force, and the innovation of agricultural development pattern is the form.

Agricultural Cooperation Policy Framework and Cision between Mainland China and Taiwan

Yu-Rong Zeng

Agricultural Science and Technology Information Institute of Fujian Academy of Agricultural Sciences, Taiwan Agricultural Research Center of Fujian Province

Abstracts

Since 2000, in order to promote cross-strait agricultural cooperation, the mainland has launched a series of policies such as regional agglomeration, trade cooperation, investment promotion, financial support, scientific and technological cooperation. These measures have achieved good policy results, and have also promoted the formation of characteristic agricultural industries and the development of modern agriculture in the mainland related areas, but there are regional imbalances, lack of two-way interaction, low level of cooperation and other issues. Finally, this paper takes Fujian-Taiwan cooperation as an example, and puts forward the vision of strengthening cross-strait agricultural industry cooperation from the aspects of park construction, agricultural trade, industry cooperation and so on.

Kitchen of the World, Between Past and Future

Chia-Hsun Yang

Roast Bar Group, Inc.

Abstract

Kitchen of the World: Thailand—In 1996, Thailand started a very successful project “Kitchen of the World: Thailand”. Through the consolidation of financial institutions, qualified chefs who have willing and ability to go abroad, marketing and promotional activities, Thailand food and restaurants become one of the most popular cuisine in the world. It is a classic case that we can learn many concepts to build a International Catering Group !

- Whole Plant
- Education Plan
- Financial Support
- Multi-brand Strategy
- Marketing

Amazon + Whole Food—Amazon bought the upscale grocery chain Whole Foods for \$13.4 billion in June of 2017. In a deal that Amazon instantly transforms the company that pioneered online shopping into a merchant with physical outposts in hundreds of neighborhoods across North America and UK.

O2O(Online to Offline) is one of the hottest topic these years. Not only we can buy almost everything online, but it changes our consuming behavior offline.



- Nāraffār , Reji Robo , Amazon Go
- Taocafe & McDonald’s in China
- M & A

Mr. Cow BBQ House—Roast Bar Group, Inc. started in 2007. It owns 4 brands including Joe John’s BBQ, Mr. Cow BBQ House, CHIN TSAI Pasta, and Love to Taste Luwei.

BBQ Grill is highly popular among gourmets in different counties. Mr. Cow BBQ House is a better place for young people to hang out and spend some time together. Mr. Cow would love to be the BBQ kitchen of the world.

Mr. Cow BBQ House deliver not only delicious food, service, but also culture.

Field Trip

Day 2 Thursday, October 19th, 2017	
08:45	Gathering at the lobby of Hug Nimman Hotel
09:00-17:00	<p>Field Trip</p> <p><u>Main Attractions and Activities</u></p> <p>1. Royal Project's station at Mon Jam</p>  <p>The Royal Project is the heart and soul of healthy eating in Thailand. It promotes sustainable farming practices and alternative. Mon Jam is a beautiful mountain top viewpoint and restaurant that has views over the Mae Rim Valley and Royal Project farms.</p> <p>2. Mae Malai Market (local Market)</p>  <p>Mae Malai Market is the place where the local vendors sell local fruits, vegetables, flowers and food.</p>

3. Try Coconut at Mae Taeng
4. Wat Ban Den Temple (fine art temple)



The Wat Ban Den located North of the city is one of Chiang Mai's most remarkable temples. It is also one of the largest temple complexes in Chiang Mai province.

5. Royal Project Shop in Chiang Mai University



The products from the Projects are sold both fresh and transformed depending on each product and usage, in the shops name "Royal Project" and "Doi Kham" food products

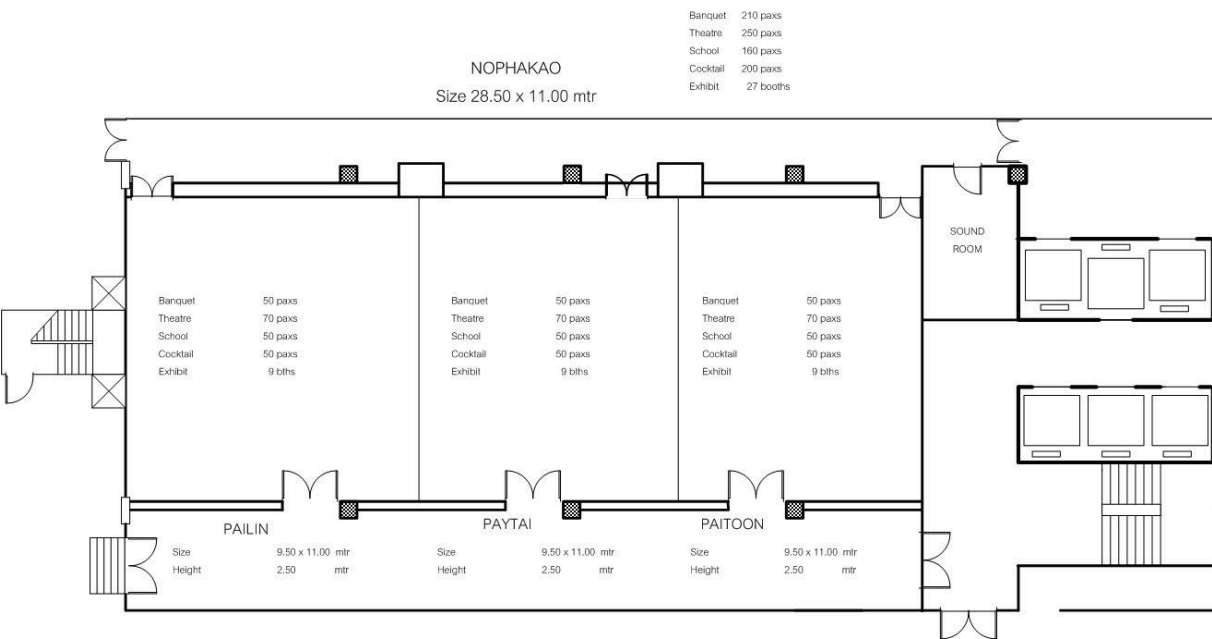
- Lunch is included
- The schedule and itinerary may be changed due to unpredictable factors such as traffic and weather.

Conference Venue

The Empress Hotel

Address: 199/42 Chang Klan Rd, Chiang Mai, 50100, Thailand
TEL: +66 53 253 199

Floor Plan



IAICEC 2018

International Agriculture Innovation and Cross-Border E-Commerce Conference

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Next year, the conference will be held in Beijing, China. The information would be updated to our official website constantly. Please visit IAICEC 2018 official website (<http://iaic2018.cibed.asia>) for latest information.

Again, we really appreciate your participation and contribution and hope to see you in Beijing, China on 2018.

Topic

Conference topics include, but not limited to:

<ul style="list-style-type: none"> • Biotechnology • Innovation Application in Agriculture • Organic Farming • Sustainable Agriculture • Big Data Application in Agriculture • Branding for Agriculture Products • Production Innovation • Development of new varieties • Agricultural Recreation and B&B Business • Argo and Rural Tourism • Cultural Tourism • Ecotourism 	<ul style="list-style-type: none"> • Social Enterprise • Community Entrepreneurship • Industrial Innovation • Marketing Management • Business Model Innovation • Supply Chain Management • E-marketing and E-commerce • International Payment Management • International Horizontal Alliances • Oversea Physical Channel • Global Brand Marketing • E-commerce Security Management • Cross-border Logistics Management • Cross-border Taxation Issues • Cross-border Customer Trust Management • Cross-border Cost Control • Integration of Cross-border E-commerce Platform
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 - (II) In this sample, the following equations are presented as illustration.

$$\int_0^{r_2} F(r, \varphi) dr d\varphi = [\sigma r_2 / (2\mu_0)] \quad (1)$$

where $t = 0, \dots, T$, and b is a number greater than 1.

It should be noted that all easily confused characters and symbols, upper and lower case letters, as well as block and italicized lettering should be noticed to the proceedings editor

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