2021 IEEE International Conference on Social Sciences and Intelligent Management (SSIM 2021)

Taichung, Taiwan 29 - 31 August 2021



IEEE Catalog Number: CFP21W78-POD ISBN:

978-1-7281-6859-3

Copyright © 2021 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 is a print representation of what appears in the IEEE Digital Library. Some format issues inherent in the e-media version may also appear in this print version.

 IEEE Catalog Number:
 CFP21W78-POD

 ISBN (Print-On-Demand):
 978-1-7281-6859-3

 ISBN (Online):
 978-1-7281-6858-6

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



TABLE OF CONTENTS

CIRCULAR ECONOMY POLICY OF BIKE INDUSTRY- EXPLORING THE OPTIMAL ETO COMPONENT UNDER IMPERFECT PRODUCTION PROCESSES SYSTEM	1
Yung-Fu Huang; Ming-Wei Weng; Thi-Them Hoàng; I-Sung Lai	
CLARIFICATION OF TWO-STAGES PURCHASE BEHAVIOR ON E-COMMERCE: AN	7
AGENDA FOR FUTURE RESEARCH	/
EXAMINING IMPACT FACTORS FOR THE SUSTAINABILITY OF INFORMATION SYSTEMS:	
A RELATIONAL PERSPECTIVE	12
Wei Hsiu Weng A STUDY ON KNOWLEDGE, PERCEIVED RISK, INVOLVEMENT, AND PURCHASE	13
INTENTION TOWARD SMART HOME PRODUCTS AMONG MIDDLE-AGED ADULTS	17
Wen-Ling Hsu; I. Ken	1/
A PRELIMINARY STUDY OF THE IMPACT OF BLOCKCHAIN TECHNOLOGY ON THE	
APPLICATION LEVEL OF INSURANCE INDUSTRY	23
Tsu-Wei Yu; An-Ping Wang; Lu-Ming Tseng; Wei-Ming Tsao	25
THE EFFECTIVENESS OF VIRTUAL REALITY TECHNOLOGY APPLYING IN VOCATIONAL	
TRAINING ON OCCUPATIONAL COMPETENCY AMONG THE STUDENTS WITH	
INTELLECTUAL DISABILITY IN SENIOR HIGH SCHOOL	28
Hsuan-Yu Yang; Shih-Ching Yeh; Eric Hsiao-Kuang Wu; William Hong	
INFORMATION TECHNOLOGY SKILLS FOR TEACHING	32
Tzong-Ming Wei	
THE MEDIATING EFFECT OF SWIFT GUANXI BETWEEN CONSUMER PERCEPTION OF	
PRODUCT-AND SELLER-RELATED RISKS AND REPURCHASE INTENTION	35
Wen-Kuei Wu; Chih-Sung Lai; Ngoc-Mai Nguyen	
HOW SOLUTIONS EMERGED IN A SYSTEM IMPLEMENTATION AND INTEGRATION	
PROJECT LED BY THE MIDDLE MANAGEMENT: A CASE STUDY	41
Hung-Yi Chen; Hsiao-Chun Wu; Yueh-Chin Chen; Kuo-Pin Hung	
APPLYING SUBSTANCE-FIELD ANALYSIS TO EXPLORE THE EFFECTS OF FLOW ON	
INDIVIDUAL CREATIVITY IN A TECHNOLOGICAL UNIVERSITY IN TAIWAN	49
Shang-Pin Li; Ying-Hsiang Lin; Yung-Ling Tseng; Wen-Chih Chou	
REAL AND VIRTUAL HAPPINESS PREDICTION MODEL BASED ON MULTIPLE	
REGRESSION ANALYSIS BY INSTAGRAM SOCIAL NETWORK	53
De-Yen Liu; Ching-Te Lin; Kuo-Ching Wang; Mei-Yen Chen	
TO BE OR NOT TO BE? THE OPPORTUNITIES AND CHALLENGES OF SOCIAL MEDIA	
MARKETING FOR RURAL MICRO ENTERPRISES IN TAIWAN	61
Yi-Ling Lee; Kuan-Chuan Tao; Huan-Sen Liao	
CONSUMPTION AND MARKETING IN THE CREATIVE INDUSTRIES	66
Yen-Yi Wu	
TECHNOLOGY VS. ART-ANP SYSTEM THE KEY SUCCESS INDICATORS OF THE	
INTERNAL CONTROL QUALITY IN ERP	72
Chih-Lan Kao INTERNATIONAL COMPARISON OF CONSCIOUSNESS FOR AUTONOMOUS DRIVING:	
	7.0
JAPAN, THE UNITED STATES AND GERMANY	/6
Kazuhisa Fukuzawa; Tomoya Ikeyama AN EVALUATION OF THE RESEARCH EFFICIENCY OF COLLEGES IN THE UNIVERSITY -	
CASE STUDY OF THE C UNIVERSITY	01
Shu-Mei Chao; Mu-Jin Chen	01
TRANSFORMATION AND IMPACT FROM THE SOFTWARE ECOSYSTEM PERSPECTIVE:	
CASE STUDY OF AUTODESK INC.'S ECOSYSTEM ROADMAP	86
James K. C. Chen; Han-Hsi Ho	
THE IMPACT OF FOOD IMAGE, CUSTOMER SATISFACTION, AND FOOD QUALITY ON	
REVISIT INTENTION UNDER MULTIPLE REGRESSION MODEL	93
Putu Ari Nugraha; Darmayasa; Tso-Yen Mao; Chih-Wei Lin; Yu-Sheng Lin	
THE EFFECT OF SERVICE QUALITY, PRICE AND PROMOTION ON CUSTOMER	
SATISFACTION IN PEGIPEGI.COM	97
Yoshua Richard Agustinus Lesnussa; Tso-Yen Mao; Chih-Wei Lin; Chi-Huang Shih	

OPTIMAL CONTROL MANAGEMENT FOR AERIAL VEHICLE PAYLOAD BY TAGUCHI METHOD	104
Yau-Ren Shiau; Edwin M. Lau; Wei-Cheng Chang	
PARASOCIAL INTERACTION WITH YOUTUBERS: DOES SENSORY APPEAL IN THE	
YOUTUBERS' VIDEO INFLUENCES PURCHASE INTENTION?	110
Wen-Kuo Chen; Hsiao-Ya Wen; Andri Dayarana K. Silalahi	
A DYNAMIC PRICING PARKING SYSTEM IN URBAN AREA WITH A MULTI-PERIOD	
RESERVATION DEMAND	118
I-Chen Lin; Pei-Yu He; Chih-Hsun Chiang; Jing-Yen Hsu; Ru-Yi Wang	
IDENTIFYING TECHNOLOGY TRENDS FOR BLOCKCHAIN APPLICATIONS IN INDUSTRY	
4.0 DOMAIN: A PATENT PERSPECTIVE	123
Priyanka C. Bhatt; Vimal Kumar; Tzu-Chuen Lu	
APPLY THE COMPUTER SCIENCE COURSE TO ANALYZE THE SUITABLE VIDEO TYPES	
FOR DIFFERENT LEARNING STYLES	128
Chien-Hung Lai; Bin-Shyan Jong; Yen-Teh Hsia; Tsong-Wuu Lin	
USING NATURAL LANGUAGE PROCESSING METHODS TO IMPROVE THE	
APPLICABILITY OF ALTMETRICS IN ACADEMIC EVALUATION	133
Yuan-Cheng Lin; Chieh Liu; Wen-Hao Chiu	
WHAT'S OUR ROUTE? A CASE STUDY ON RECENT CYCLING PATTERNS BASED ON	
CROWDSOURCED DATA IN TAICHUNG CITY, TAIWAN	137
Jose Antonio P. Bimbao; Yu-Chen Chien	
IDENTIFYING AND PREDICTING DEFAULT BORROWERS IN P2P LENDING PLATFORM: A	
MACHINE LEARNING APPROACH	143
Alok Kumar Sharma; Li-Hua Li; Ramli Ahmad	
EXPLORING THE INTENTION TO USE ELECTRONIC BANKING IN VIETNAM BY AN	
INTEGRATED MODEL	148
Maw-Liann Shyu; Wen-Kuei Wu; Chih-Sung Lai; Hong-Sheng Chang; Ngoc-Vinh Ngo	
OBSERVING THE DEVELOPMENT OF DESIGN IN TAIWAN FROM THE 1960S TO THE 1980S	
WITH THE TERM "COMMERCIAL DESIGN"	154
Yang Ping Yu; Chuko Cheng	
Author Index	