19th International Conference on IT Applications and Management

Intelligence Technology for Business Innovation, e-Learning, and Hypermodern Tourism

February 3 ~ 5, 2018

Host and venue: Dong-A University, Danang, Vietnam
Co-host: Korea Database Society, International ITAM Society

[PROGRAM]

Time	Program
8:00~9:00	**Registration**
9:00~10:30	**Inauguration Session**
	Opening Announcement -Sean Watts (Co-Chair of Organizing Committee, AUV) **Welcoming Remarks** -Alain Bonnin (President, Dong-A University, Vietnam) **Greeting Speech** -Do Van Tuan(Co-Chair of Organizing Committee, Dong-A U., Vitenam) -Gyungmin Kim (Conference General Chair, Ewha U., Korea) -Namjae Cho (Chair of International ITAM Society, Hanyang U. Korea) **Award Conferment** **Software Donation Ceremony** **Keynote Speech** **International collaboration in the knowledge and creative Industries** Prof. Kanes Rajah (Centre for Executive and Professional Development, London, UK)

Time	Track A	Track B	Track C	Track D
11:00 ~12:30	**Session A1** Cyber Community	**Session B1** IT and Innovation	**Session C1** Technology and Industry	**Session D1** Human Resource
	Chairperson: Chih-Chien Wang (NTPU, Taiwan) **Success Factors for Fundraising in Equity-Based Crowdfunding** Aranya Narklor, Wila-sini Wongkaew, Uthai Tanlamai (Chulalongkorn U., Thailand) **Fake News Circulation in Cyberspace and Social Media: A Real Case in Taiwan** Chih-Chien Wang (National Taipei U., Taiwan) Yann-Jy Yang (Chihlee U. of Tech., Taiwan) Chien-Chang Chen (Tamkang U., Taiwan) **Knowledge Management Practices in Five Star Hotel: A Study of Hotel Radission** Roopesh Shrestha and Sanjay Kumar Jha (Lincoln U. College, Malaysia) **The Challenges of Big Data Services and IoT for the ICT Business Environment in Viet Nam** Quynh L.C and Tuan D.V	Chairperson: Weihui Dai (Fudan U., China) **A Design of Efficient Traffic Dispatching and Parking System for Local City Festival** Youngho Cho , Yeong Geon Seo, Dae Yul Jeong (Gyeongsang National U., Korea) **Empirical Investigation on Motivational Factors to Adopt Persuasive System** Jeong-youn, Choi and Gyeung-min Kim (Ewha Womans U.,Korea) **Intention to use products and services based on Internet of Things (IoTs): an extension of UTAUT2 model. A Case Study from Vietnam** Sean Watts (American U. of Vietnam) Dangthai Doan (Eastern International U., Vietnam) **Information System Transform Social Cash Transfer: A Case Study of Nepal** Mahesh Maharjan (TU, Nepal)	Chairperson: Min Sun Kim (Hyupsung U., Korea) **Government Security Innovation Based on Mimetic Cynicism** Myeonggil Choi (Chung-Ang U. Korea) Hyemi Um (Bucheon U. Korea) Jaehoon Whang (Yonsei U. Korea) Kijoo Kim (Konyang U. Korea) **A Study on the Relationship between IT Purchasing Skills and IT Success** Sung Kun Kim and YooMee KwonSung Kun Kim and Yumi Kwon (Chung-Ang U., Korea) **Industry Presentation: Tmax Soft Database Training Program** David Kim (Managing Director, TmaxSoft Regional Head of Singapore)	Chairperson: Mahesh Maharjan (TU., Nepal) **The Effects of Psychological Empowerment on Intention to Quit Job:** Dinesh Kumar, Ram Manohar Singh and Santosh Rangnekar(IIT. India) **Internal Control Environment of Nepalese NGOs in Human Resources Management** Sateesh Kumar Ojha, and Sarika Amatya(TU, Nepal) **The Role of Education for Talents Development and Tourism Sustainability in Nepal: a proposed Model** Bachchu Ram Sapkota and Dinesh Basnet (Lincoln U.)
12:30~1:30	**Lunch**			

1:30 ~3:00	**Session A2**: e-Learning	**Session B2** Hypermodern Tourism	**Session C2**: Technology Design	**Session D2:** **Strategic Outlook**
	Chairperson: Yun Ji Moon (Catholic U. Pusan, Korea) **M-Learning Effectiveness: English Vocabulary Learning in China** Lini Zan (Graduate School of Korea U., Korea) Daihwan Min (Korea U. Sejong Campus, Korea) Chao Zhang (Hankuk U. of Foreign Studies, Korea) **Cyber Education, from a Substitute to a Core for Learning in the Fourth Industrial Revolution Era** Jihwan Yum (Hanyang Cyber U., Korea) Soora Kwon and Chang Hee Han (Hanyang U., Korea) **Investigating Most Suitable Model for Measuring Acceptance Mobile Learning in Modern International.** Pradeep Bastola, Ali Abdulbaqi Ameen, Dhoha Abdul-Mnim Younis, Neupane Chanda (Lincoln U. College, Malaysia) **The role of leaders in developing motivational climate in educational institutions** Rabin Chandra Koirala (Singhania U., India)	Chairperson: Yanki Hartijasti (U. Indonesia, Indonesia) **Motivation in Using social Media Among Multigeneration Tourists** Yanki Hartijasti (U. of Indonesia, Indonesia) Namjae Cho (Hanyang U., Korea) **Problems of Municipality-lead Local DMOs: Examples of the Tanabe City Kumano Tourist Bureau And the Nanki Shirahama Tourist Bureau** Masayuki Maruyama (Kansai University of International Studies, Japan) **Impacts of modern technology in tourism development of Nepal** Binita Rijal and Prashanta Babu Neupane (Texas College of Management and IT) **E-governance from the Perspective of sustainable development** Dhundi Bhattarai (Nepal Mega College, Nepal) **The Effect of Information Sharing using IT on Tourism Satisfaction** Ye Ji Lim and Namjae Cho (Hanyang U., Korea)	Chairperson: Chien-Chang Chen (Tamkang U., Taiwan) **Collective Signature Protocols for Signing Groups Based on Problem of Finding Roots modulo Large Prime Number** Tuan Nguyen Kim (Duy Tan U., Vietnam) Duy Ho Ngọc (DOIT, Vietnam) Thuy Nguyen Thi Thu (Quang Nam College, Vietnam) Ha Le Thi Hong (Noval Academy, Vietnam) Lam Truong Truong Vi (DOIT, Vietnam) **New Group Signature Protocol Based on Factoring and Discrete Logarithm Problems** Van Vu Long (Pedagogical College of Da Lat, Vietnam) Duy Ho Ngọc (DOIT, Vietnam) Thuy Nguyen Thi Thu (Quang Nam College, Vietnam) Ha Le Thi Hong (Noval Academy, Vietnam) Lam Truong Truong Vi (DOIT, Vietnam) **A Novel Overflowing Mechanism for B-tree Index on Flash Memory** Van Phi Ho (Vietnam-Korea Friendship IT College, Vietnam)	Chairperson: Dinesh Kumar (IIT. India) **Monitoring System Platform Design with High Flexibility and low-cost** Tuan Do, Linh Ho, Nghia Dang, Thu Tran, Vuong Nguyen and Hung Tran **Practicing Federalism in Nepal** Dipendra Sigh Sunar (TU) **Managing Petroleum Products in Nepal** Dwarika Upreti (TU) **Promoting Nepalese Tourism Business** Milan Panta (TU)
3:00~3:30	**Coffee Break**			

3:30 ~5:00	**Session A3** Research Approach	**Session B3** Service Management	**Session C3** Regional Management	**Session D3** Social Practice
	Chairperson: Jihwan Yum (Hanyang Cyber U., Korea)	Chairperson: Jaehoon Whag (Yonsei U., Korea)	Chairperson: Uthai Tanlamai (Chula U., Thailand)	Chairperson: Dhundi Bhattrai (TU, Nepal)
	A New Research Methodology of Management Psychology and Behaviors: The Brain-like Simulation Weihui Dai (Fudan U., China) **A Study on the Methodology of Visitor Forecasting through the Combination of ARIMA Analysis and Search Frequency Analysis** Namjae Cho and Seokwan Mun (Hanyang U., Korea) **A critical review of the scientific approach and objectivity in research** Yashodham Tripathi (Nepal) **Software Defined Networking - An approach for IoT** Do Sinh (Nat'l Chiao Tung U., Taiwan) Nghia Dang Van, Linh Ho Duc (Dong A U., Vietnam)	**The Effect of Service Quality in On-Off Connecting Commerce** Yun Ji Moon (Catholic U. of Pusan, Korea) Min Sun Kim (Hyupsung U., Korea) **A Study on the Determinants of Mobile Location Based Promotion Effect and Moderating Effect of Word-Of-Mouth Behavioral Characteristics** Wonsang Cho and Jaehoon Whag (Yonsei U., Korea) **An Overview on Customers' Satisfaction and Service Quality at Nepal Airlines Corporation,** Bishnu Prasad Jamkatel (Lincoln University, Malaysia) **A Status of Total Quality Management in Education Institution of Nepal** Sateesh Kumar Ojha (TU., Nepal)	**Linking Green Human Resource Management and Job Pursuit Intentions: Modeling Organizational Prestige as Mediator** Richa Chaudhary (Indian Institute of Technology Patna, India) **Population status of critically endangered Vultures and Breeding Success of two species of (White rumped) and (slender billed) Vulture in community management Pithauli Jatayu Restaurant, Nepal** Neupane Chanda (Lincoln U. College, Malaysia) **Training and employee's motivation in banking business** Deepak Bahadur Gubhaju (Lincoln U. College, Malaysia)	**Managing School Dropout Situation: A Case Study of Chitwan** Ramhari Silwal (Lincoln University College) **Managing Movement in Terain** Shiva Raj Pandit(TU, Nepal) **Migration Remittance and Dropout Among Schoolage Children in Nepal** Neupane, Bivab (Lincoln U., Malaysia)
5:00	**Valedictory Session**			
~5:30	**Announcement of the Next Conference** - Namjae Cho (Hanyang U., S. Korea) and - Sangjun Kim (Kinki U., Japan) **Closing Address** - Sean Watts (Chair of Organizing Committee, American University of Vietnam)			
6:00~9:00	**Banquet**			