



The 24th Asia Pacific DSI Conference Program
sponsored by the University of the Sunshine
Coast and Victoria University Melbourne



July 15-18, 2019

Mercure Hotel, Brisbane, Australia

Welcome Message

Welcome to the 24th annual conference of the Asia Pacific Decision Sciences Institute (APDSI). The theme of this conference is “Technology supporting people and decision making”.

Information Technology continues to be a disruptive force in the community. The rapid expansion of the gig economy and the revaluation of the way business has been conducted in the past has meant that corporations and small to medium enterprises need to make decisions on the adoption or development of new technologies in order to maintain their competitive edge or in some cases even survive.

This expansion of new ways of doing business has meant that organizations need to be aware of new approaches to technology and decision making.

The 24th Asia-Pacific Decision Sciences Institute is an exciting forum where academic scholars can share their knowledge and experience as well as exchange ideas on the latest international business innovations and seek opportunities for future collaborations.

Keynote speeches and panel discussion in areas such as cyber security from the victim’s perspective, government, industry and University collaborations as well as Celebrating DSI’s Past and Looking to the Future with the DSI present and Present elect: Jan Hartley and Vijay Kannan will offer insights into decision science and how technologies can help in making better decisions.

We received 57 submissions from 13 countries, and these will be presented in 18 sessions throughout the conference.

Finally, we would like to extend our sincere gratitude to you all for making this conference a success.

Don Kerr, Jacqueline Blake, Mingzhong Wang and Aaron

Tham Conference Chairs

Paper No	Authors	Title	Track
1	Chien-Chih Liu and Shuang-Shii Chuang	Improving Workforce in Long-Term Care: From the Perspective of Ageist Behaviors and Caregivers' Willingness to Provide Care	Health
2	Hsin Hsin Chang, Yu-Yu Lu and Cheng-Fu Chang	Self-Effectiveness in Adult E-learning	Education
3	Abdul Raouf Sakhizada	Acceptance and Public Perception of Autonomous Vehicles	Emerging Tech
4	Salem Ouheda, Abdul Hafeez Baig, Subrata Chakraborty and Raj Gururajan	Factors Influencing the Adoption of Electronic Health Records in the Australian Environment	Health
5	Vasundhara Rani, Abdul Hafeez- Baig and Raj Gururajan	Understanding Factors Influencing Adoption of Mobile Devices in Telehealth: A Quantitative Study	Health
7	John Heatpn, Abdul Hafeez-Baig and Raj Gururajan	Business Model Experimentation Through Technology and Management Innovation Using Cloud Computing	Data Analytics
8	Minh Chau Ngo and Ja-Shen Chen	The Effects of Customer Brand Engagement on Brand Experience in Hospitality Industry	Marketing
9	Muhammad Razi and J Michael Tarn	Examining Suitability of Transition From RDBMS to NoSQL Databases: Critical Business and Technology Issues to Consider Before the Move	Data Analytics
10	Ching-Yuan Huang, Rhay-Hung Weng, Tsung-Chin Wu, Ching-Tai Hsu, Chiu-Hsia Hung and Yu-Chen Tsai	The Outcome of Implementing Person-Centered Care in Long-Term Care Facilities	Health
11	Yong Choi, Seunghee Wie and Di Wu	The Impact of Accounting Training and New Technology Adoption on Small Independent Travel Agencies in California	Tourism
12	M Shakhawat Hussain, Xiaomei Wang, Fan Li, Han Qin and Yao Cai	The Impact of Internet of Things and Big Data on Supply Chain Management	Supply Chain
13	Chih-Hsuan Wang and Ching-Yu Lien	Demand Forecasting and Product Portfolio Management Considering Dynamic Interaction and Technology Substitution	Economics
15	Zhimin Huang and Susan Li Li	Scale Efficiency in Environmental Studies Using Data Envelopment Analysis	Data Analytics
17	Michael Mcgrath	Employing an Events-Based Simulation Game in Sustainable Tourism Education	Tourism
18	Praowpan Tansitpong	Rise and Fall of Uber: Service Quality and Implication of Trust	Marketing
19	Praowpan Tansitpong	Exploring Variations From Medical Records for Chronic Disease	Health
20	Sutti Sooampon	Decision Making of Thai Dental Students to Become Innovative Healthcare Professionals	Health
21	Weizhe Yang, Qinglong Gou, Susan Li and Zhimin Huang	A Two-Period Pricing Model Concerning Critical Innovative Components	Economics
22	Young Gyu Ahn, Seunghee Wie and Yong Choi	The Sustainable Growth Rate of Restaurant Chains as a Projection Tool	Economics
23	Do Hoang Thu Tran and Ja-Shen Chen	Customer Engagement in Post-service Stage Within Hotel Business	Tourism
24	Matthew Liberatore and William Wagner	Phases in Decision-Making: An Exploratory Field Experiment	DSS
25	Ajaya Swain, Sharmistha Swain and Adan Morales	Using Predictive Data Mining Techniques to Understand Gender-Based Differences in Corporate Leadership	Human Relations
26	Kylie Prince	Digital Leadership: Organizational Competences Predicting Digital Transformation	Human Relations
27	Muhammad Farooque, Abraham Zhang, Matthias Thürer, Ting Qu and Donald Huisingh	Circular Supply Chain Management: A Definition and Structured Literature Review	Supply Chain
28	Jacqueline Blake and Don Kerr	Seniors Use of Social Media	Health
29	Avijit Chowdhury, Abdul Hafeez-Baig, Raj Gururajan and Subrata Chakraborty	Conceptual Framework for Telehealth Adoption in Indian Healthcare	Health
30	Abdulazeez Fathi, Abdul Hafeez Baig and Raj Gururajan	Towards Effective Knowledge Application Capability in ITSM Through Socialisation, Externalisation, Internalisation and Combination.	Governance

32	Soliman Saleh M Aljarboa, Shah Jahan Miah and Don Kerr	Perceptions of Clinical Decision Support Systems in the Saudi Healthcare Sector	DSS
33	Cheryl White	We May Have Digital Literacy and Skills Sets but Do We Have the Digital Mindset to Succeed in a Digital Workplace?	Education
34	Jack Tam Zong Yuan, Ha Jin Hwang and Nasir Abdul Jalil	Critical Success Factors for the Adoption of Cloud Computing in Malaysia	Emerging Tech
35	Kirsty Meredith	Factors Influencing the Use of Decision Support Technology in Audit	DSS
36	Tie Wei and Junwen Liu	Influence of Innovation Sources' Diversification on Patent Forming: A Mediation of Knowledge Search	Health
37	Hsin Hsin Chang, Kit Hong Wong, Hsien-Ta Li and Gin Beaw Then	The Antecedents of Consumer Continuance Support Green Technology Product: From the Perspective of Self-Determination Theory	Marketing
38	Haengbyeong Lee, Jeong Hoon Lee and Hyoung Ku Kang	The Hidden Champion's Technical Management Strategy: "Investing and Managing IP"	Governance
39	Ji Hoon Park, Jung Hoon Lee and Hyun Mo Yang	Trends Analysis of Sharing Economy Market Using Topic Modeling and Social Network Analysis	Economics
40	Jae Hyeok Lee, Jung Hoon Lee and Kyu Bo Han	The Case Study on Active Role of Smart City Civic Communities	Emerging Tech
41	Lingfei Wang and Morteza Namvar	Using Social Media Analytics to Improve Customer Interaction With Firms in Smartphone Industry	Data Analytics
42	Sessika Siregar and Kuochung Chang	Flexible IT Infrastructure and Organizational Agility: The Moderating Role of Senior Team Integration and Organizational Integration	Human Relations
43	Madhury Khatun and Shah J Miah	A Decision Support Technique for Small Business Website Management	DSS
44	Dinakar Bhatta, Abdul Hafeez Baig, Raj Gururajan, Subrata Chakraborty, Dharini Krishnan and Srinivas P Kavuri	An Investigation Into Usability of Big Data Analytics in the Management of Type 2 Diabetes Mellitus	Data Analytics
45	Srinivas Phani Kavuri, Abdul Hafeez-Baig, Raj Gururjan and Dinakar Bhatta	Understanding the Factors That Influence Brand-Image of a Business School Brand: A Recruiters Prospective	Marketing
46	Jen-Yin Yeh and Tzu-Li Lin	Prediction of the Success of Crowdfunding Campaigns: Evidence From Taiwan	Marketing
48	Galia Novakova Nedeltcheva and Kamen Spassov	Blockchain-Based Supply Chain Management	Supply Chain
49	Manh Phan and Matsui Yoshiki	Holistic Strategy in the Industrial Revolution 4.0: A Value Chain Perspective	Supply Chain
50	Mingzhong Wang	Privacy Management of BYO Wearable Devices in Organisations	Emerging Tech
51	Jacqueline Blake	The Usability of Smart Speakers for Seniors	Emerging Tech
52	Luke Houghton, Sue Abdinnour and Don Kerr	Upper Management Defensive Routines Towards Enterprise Information Systems Use: Some Global Examples	DSS
53	Hyun Jae Park, Jung Hoon Lee and Jooyoung Lee	An Exploratory Study on the Regulation of Internet Personal Broadcasting System: A Study on the Viewers' Perception of Self-Regulation and Regulatory Level	Governance
54	Seong Wook Hwang, Jung Hoon Lee and Dongyup Shin	A Comparative Study on the Service Acceptance of Service Users With or Without Bandwagon Effects: Focused on Kakao Bank	Marketing
55	Tritos Laosirihongthong	Logistics 4.0: An Implementation of Internet of Things (IoT)	Supply Chain
56	Cody Baldwin	Using Analytics to Forecast the Inflow of Er Patients and Support the Scheduling of Doctors	Health
57	Jacqueline Blake, Mingzhong Wang and Mark Utting	Reference Model for Active Learning	Education

Day One - Monday the 15th of July

	Room 1	Room 2	Room 3
8:30 - 9:00	Conference Registrations	Registration desk	
9:00 - 9:15	Introduction to the conference	Professor Janet Hartley (President of DSI) and Professor Lorelle Frazer (Dean of the USC Business School)	
9:15 - 10:00	Key Note address	Professor David Lacey - IDCare	
10:00 - 10:30	Morning Tea		
	Session Chair - Abdul Hafeez-Baig	Session Chair - Ajaya Kumar Swain	Session Chair - G. Novakova Nedeltcheva
10:30-11:00	Paper Presentations	Health - Understanding Factors Influencing Adoption of Mobile Devices in Telehealth: A Quantitative Study	Supply Chain - The Impact of Internet of Things and Big Data on Supply Chain Management
11:00 - 11:30	Paper Presentations	Health - Improving Workforce in Long-Term Care: From the Perspective of Ageist Behaviors and Caregivers' Willingness to Provide Care	Supply Chain - Circular Supply Chain Management: A Definition and Structured Literature Review
11:30 - 12:00	Paper Presentations	Health - Factors Influencing the Use of Decision Support Technology in Audit	Supply Chain - Blockchain-Based Supply Chain Management
12:00 - 13:00	Lunch		
	Session Chair - Praowpan Tansitpong	Session chair - Hsin Hsin Chang	Session Chair - Tritos Laosirihongthong
13:00-13:30	Paper Presentations	Health - The Outcome of Implementing Person-Centered Care in Long-Term Care Facilities	Supply Chain - Holistic Strategy in the Industrial Revolution 4.0: A Value Chain Perspective
13:30-14:00	Paper Presentations	Health - Exploring Variations From Medical Records for Chronic Disease	Supply Chain - Logistics 4.0: An Implementation of Internet of Things (IoT)
14:00 - 14:30	Paper Presentations	Health - Decision Making of Thai Dental Students to Become Innovative Healthcare Professionals	Health - Seniors Use of Social Media
14:30-15:30	Afternoon Tea		
15:30-17:00	Panel session	Are we there yet? Digitally literate, illiterate, ignorant. Preparing for work in a digital economy - Cheryl White	
17:00	End		

Day Two - Tuesday the 16th of July

	Room 1	Room 2	Room 3
8:30 - 9:00	Conference Registrations		
9:00 - 10:00	Key Note address	Professor Brent Moyle Talk titled "The Triple Helix: Government, Industry and University Collaboration in our Rapidly Changing 21st Century Society"	
10:00 - 10:30	Morning Tea		
10:30-11:00	Paper Presentations	<p>Session chair - Cody Baldwin</p> <p>Health - Conceptual Framework for Telehealth Adoption in Indian Healthcare</p>	<p>Session Chair - Seong Wook Hwang</p> <p>Marketing - Understanding the Factors That Influence Brand-Image of a Business School Brand: A Recruiters Prospective</p> <p>Session Chair - Jacqui Blake</p> <p>Emerging Technology - Privacy Management of BYO Wearable Devices in Organisations</p>
11:00 - 11:30	Paper Presentations	<p>Health - Influence of Innovation Sources' Diversification on Patent Forming: A Mediation of Knowledge Search</p>	<p>Marketing - Prediction of the Success of Crowdfunding Campaigns: Evidence From Taiwan</p> <p>Emerging Technology - The Usability of Smart Speakers for Seniors</p>
11:30 - 12:00	Paper Presentations	<p>Health - Using Analytics to Forecast the Inflow of Er Patients and Support the Scheduling of Doctors</p>	<p>Marketing - A Comparative Study on the Service Acceptance of Service Users With or Without Bandwagon Effects: Focused on Kakao Bank</p> <p>Economics - Trends Analysis of Sharing Economy Market Using Topic Modeling and Social Network Analysis</p>
12:00 - 13:00	Lunch		
13:00-13:30	Paper Presentations	<p>Session Chair - Jack Tam Zong Yuan</p> <p>Emerging Technology - The Case Study on Active Role of Smart City Civic Communities</p>	<p>Session Chair - Hyun Jae Park</p> <p>Governance - Towards Effective Knowledge Application Capability in ITSM Through Socialisation, Externalisation, Internalisation and Combination.</p> <p>Session Chair - Young Gyu Ahn</p> <p>Economics - Demand Forecasting and Product Portfolio Management Considering Dynamic Interaction and Technology Substitution</p>
13:30-14:00	Paper Presentations	<p>Emerging Technology - Acceptance and Public Perception of Autonomous Vehicles</p>	<p>Governance - The Hidden Champion's Technical Management Strategy: "Investing and Managing IP"</p> <p>Economics - A Two-Period Pricing Model Concerning Critical Innovative Components</p>
14:00 - 14:30	Paper Presentations	<p>Emerging Technology - Critical Success Factors for the Adoption of Cloud Computing in Malaysia</p>	<p>Governance - An Exploratory Study on the Regulation of Internet Personal Broadcasting System: A Study on the Viewers' Perception of Self-Regulation and Regulatory Level</p> <p>Economics - The Sustainable Growth Rate of Restaurant Chains as a Projection Tool</p>
14:30-15:30	Afternoon Tea		
15:30-17:00	Workshop	Panel Session "Building a Career-Ready Program to Prepare Workforce for the 21st Century" by Amy Zeng (Dean, Barney School of Business, University of Hartford, USA) and Wayne Graham (Program coordinator MBA program, University of the Sunshine Coast, Australia)	

17:00 End

Day Three - Wednesday the 17th of July

		Room 1	Room 2
8:30 - 9:00	Conference Registrations		
9:00 - 10:00	Key Note address	Professor Janet Hartley (President of DSI) - Talk titled "Celebrating DSI's Past and Looking to the Future: A Conversation with Jan Hartley and Vijay Kannan"	
10:00 - 10:30	Morning Tea	Session chair - Seunghee Wie	Session Chair - Muhammad Razi
10:30-11:00	Paper Presentations	Tourism - Employing an Events-Based Simulation Game in Sustainable Tourism Education	Data Analytics - Examining Suitability of Transition From RDBMS to NoSQL Databases: Critical Business and Technology Issues to Consider Before the Move
11:00 - 11:30	Paper Presentations	Tourism - Customer Engagement in Post-service Stage Within Hotel Business	Data Analytics - Scale Efficiency in Environmental Studies Using Data Envelopment Analysis
11:30 - 12:00	Paper Presentations	Tourism - The Impact of Accounting Training and New Technology Adoption on Small Independent Travel Agencies in California	Data Analytics - Using Social Media Analytics to Improve Customer Interaction With Firms in Smartphone Industry
12:00 - 13:00	Lunch		
13:00-13:30	Paper Presentations	Session Chair - Don Kerr DSS - Factors Influencing the Use of Decision Support Technology in Audit	Session Chair - John Heaton Data Analytics - An Investigation Into Usability of Big Data Analytics in the Management of Type 2 Diabetes Mellitus
13:30-14:00	Paper Presentations	DSS - Phases in Decision-Making: An Exploratory Field Experiment	Data Analytics - Business Model Experimentation Through Technology and Management Innovation Using Cloud Computing
14:00 - 14:30	Paper Presentations	DSS - Perceptions of Clinical Decision Support Systems in the Saudi Healthcare Sector	
14:30-15:30	Afternoon Tea	Session Chair - Luke Houghton	Session Chair - Mingzhong Wang
15:30-16:00	Paper Presentations	DSS - A Decision Support Technique for Small Business Website Management	Education - Self-effectiveness in Adult E-learning
16:00-16:30	Paper Presentations	DSS - Upper management defensive routines towards Enterprise Information Systems use: Some Global Examples	Education - We may have digital literacy and skills sets but do we have the digital mindset to succeed in a digital workplace?
16:30-17:00	Paper Presentations		Education - Reference model for active learning.
	17:00 End		

Day Four - Thursday the 18th of July

9.00 am Bus tour of the University of the Sunshine Coast and the tourist beaches of the Sunshine Coast - lunch provided - leaving at 9am sharp

2pm Return to the Mercure Hotel
Conference Close