

Exploring the Digital Era: Stretching your Boundaries - IoT, Mobility, Cloud, Globalization

<p>About the IIMA</p> <p>The International Information Management Association was founded in 1989, with the mission to provide a unique blend of high-quality academic research combined with opportunities for collegial interaction and collaboration.</p> <p>As an example of that commitment to academic research, IIMA publishes the Journal of International Technology and Information Management (JITIM), a double blind reviewed publication; as well as the Communications of the IIMA (CIIMA), also a double blind reviewed publication. Each journal is published on a quarterly basis. Manuscripts are solicited year around from interested scholars and practitioners. Both journals are listed in Cabell's Publishing Directories of Academic Journals and are indexed and available in the following products: ProQuest, ABI, PQCentral, Science, TECH, Technology and EBSCO Host.</p> <p>The conference combines academic excellence and friendly interaction to create a collegial atmosphere that is often missing from other conferences. The majority of our members know each other on a first name basis and regularly communicate and collaborate throughout the year.</p> 	IIMA Officers 2015-2016			
	<p style="text-align: center;">President</p>  <p style="text-align: center;">Frank Lin Cal State University. San Bernardino</p>	<p style="text-align: center;">Past President</p>  <p style="text-align: center;">Ore Soluade Iona College</p>	<p style="text-align: center;">President Elect</p>  <p style="text-align: center;">Rob Schumaker University of Texas at Tyler</p>	<p style="text-align: center;">Program Chair</p>  <p style="text-align: center;">Ronald Pike Cal Poly Pomona</p>
	<p style="text-align: center;">Conference Chair</p>  <p style="text-align: center;">Tzong-Ru Lee National Chung Hsing University</p>	<p style="text-align: center;">VP International India</p>  <p style="text-align: center;">Ramesh Subramanian Quinnipiac Univ.</p>	<p style="text-align: center;">VP International China</p>  <p style="text-align: center;">Xin James He Fairfield University</p>	<p style="text-align: center;">VP International Africa</p>  <p style="text-align: center;">Emmanuel Opara Prairie View A&M Univ.</p>
	<p style="text-align: center;">Vice President Strategy</p>  <p style="text-align: center;">Shoshana Altschuller Iona College</p>	<p style="text-align: center;">Vice President Communications</p>  <p style="text-align: center;">Heechang Shin Iona College</p>	<p style="text-align: center;">Executive Director</p>  <p style="text-align: center;">Joseph Chan Roosevelt University</p>	<p style="text-align: center;">Co-Founder & C.E.O.</p>  <p style="text-align: center;">C E Tapie Rohm Jr CSU San Bernardino</p>
	<p style="text-align: center;">Conference Organizer</p>  <p style="text-align: center;">Shang-Rong Chen Taipei City University of Science and Technology</p>	<p style="text-align: center;">Executive Secretary</p>  <p style="text-align: center;">Ping Feng Taipei City University of Science and Technology</p>	<p style="text-align: center;">Executive Secretary</p>  <p style="text-align: center;">Tsu-Tse Su Taipei City University of Science and Technology</p>	<p style="text-align: center;">Executive Secretary</p>  <p style="text-align: center;">Ching-Chang Lin Taipei City University of Science and Technology</p>

Conference Co-Organizers:

- International Information Management Association (IIMA)
- Department of Information Management, Taipei City University of Science and Technology, Taiwan, R.O.C.
- Department of Marketing, National Chung Hsing University, Taiwan, R.O.C.
- Cyber Trust Technology Institute, Institute for Information Industry, Taiwan, R.O.C.
- Chinese Institute of Business Education Development, Taiwan, R.O.C.
- Department of Information and Decision Sciences, Jack H. Brown College of Business and Public Administration, California State University San Bernardino
- Jack H. Brown College of Business and Public Administration, California State University San Bernardino

Conference Location

The Grand Hotel - 圓山大飯店



Address:

台北市中山區中山北路四段一號

No.1, Sec.4, Zhongshan N. Rd., Taipei City, Taiwan

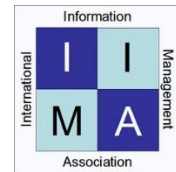
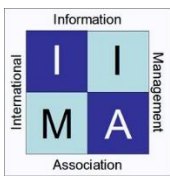
Coordinates: 25°4'42.87"N 121°31'34.11"E



Directions:

From Taiwan Taoyuan International Airport to the hotel :

1. By car: Zhongshan Highway --> Chongqing N. Rd. --> Zhongshan N. Rd. --> Sec.4, Zhongshan N. Rd.
2. Take Airport Shuttle Bus-GuoGuang Bus/Evergreen Bus and get off at Chiuchuan St. Tourists can wait here for the hotel shuttle bus to pass by and take it to the hotel.
3. Take Airport Shuttle Bus- Evergreen Bus and get off at Minquan W. Rd Station. Then take the MRT YuanShan Station, then take the free hotel shuttle bus to the hotel. It departs every 20-30 minutes.



Saturday September 17

Travel to Taichung, Taiwan

Extra Cost: \$50 plus expense of High Speed Rail (HSR) from Taiwan to Taichung, about \$24 one way and hotel in Taichung (\$97).

Activity: Visit to a business and then to a tourist place, Sun Moon Lake. All day.

Contact: Dr. Tzong-Ru Lee (trlee@dragon.nchu.edu.tw) for details of when to arrive and where to meet.

Sunday September 18

Travel to Taichung, Taiwan

Extra Cost: \$50 plus expense of HSR from Taichung to Taiwan, about \$24.

Activity: Visit to international businesses and then to Mount Ali and a Tea Room.

Contact: Dr. Tzong-Ru Lee (trlee@dragon.nchu.edu.tw) for details of when to arrive and where to meet.

18:00 Opening Reception
Gather at Grand Hotel Lobby
Taipei, Taiwan

Monday September 19

Start	End	Activity
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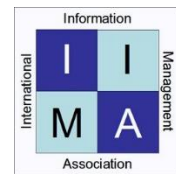
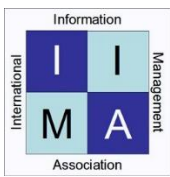
8:30	16:30	Registration – VF Liu He Room
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8:30	12:30	Workshop 1- VF Shi Quan Room
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Enabling Artificial Intelligence on Mobile Devices
IBM Corporation-Watson Research Center-New York, USA

Dr. Ching-Yung Lin
Dr. Marco Pistoia
Dr. Larry Lai

Workshop Description: Your iPhone is becoming smarter and smarter. But, can it be a device that recognizes the environment, understands your behavior, reasons what its camera is seeing, advises you when you may be in security breach, and assists you on autonomous tasks such as driving? In this workshop, we will discuss the technical challenges and solutions to create cognitive computing and application analytics security mechanisms on mobile devices, especially on iPhone and iPad.



Presenter: Dr. Ching-Yung Lin is the Chief Scientist, in the area of Graph Computing, in IBM Corporation. He is also an IBM Distinguished Researcher and the Head and Senior Manager of the Department of Network Science and Machine Intelligence at IBM Watson Research Center. Dr. Lin joined IBM Research in 2000. He has been also an Adjunct Professor in the Departments of Electrical Engineering and Computer Science in Columbia University since 2005, and was an Affiliate Associate Professor in the University of Washington 2003-2009 and an Adjunct Professor in NYU in 2014. His research direction is mainly on large-scale multimodality signal understanding, network graph computing, artificial intelligence, machine learning, and computational social & cognitive sciences. Since 2011, he has been leading a team of more than 40 Ph.D. researchers in worldwide IBM Research Labs (Watson, Alma den, Cambridge, Austin, India, China, Brazil, Australia, etc) and more than 20 professors and researchers in 9 universities (Northeastern, Northwestern, Columbia, Minnesota, Rutgers, CMU, New Mexico, USC, and UC Berkeley). He leads IBM System G, a complete Graph Computing Suite for the future of network science and artificial intelligence. He is an author of 160+ papers and 23 awarded patents, with 8,600+ citations. His team won more than 10 best paper awards, including ACM CIKM 2012 and IEEE Big Data 2013. His work was previously reported by Business Week 4 times, including being the Top Story of Week in 2009. In 2010, he was selected by IBM Research as one of the researchers "mostly likely to have the greatest scientific impact for IBM and the world." Dr. Lin is an IEEE Fellow since 2011 and was fellow cited for the contribution to Network Science. He is also an IEEE Distinguished Lecturer since 2015.

Presenter: Dr. Marco Pistoia is a Distinguished Researcher and Senior Manager on Mobile Technologies at the IBM Thomas J. Watson Research Center in New York. In January 2010, he was among the 38 IBM researchers worldwide to be bestowed the title of IBM Master Inventor. He is the inventor of 115 patents and 171 patent applications. Dr. Pistoia received a Ph.D. in Mathematics from New York University in 2005. He has lectured at numerous universities worldwide, written 10 books, and published extensively on various aspects of Program Analysis, Language-based Security and Mobile Computing. In the course of his career, he received three ACM Distinguished Paper Awards (2007, 2011 and 2014). In 2007, the Italian Ministry of Education, University and Research, the National Committee of the Italian Presidents of Faculties of Sciences and Technologies, and Confindustria (Italy's leading organization representing all the Italian manufacturing and service companies) presented Pistoia as one of the 70 most successful mathematicians who graduated from an Italian university between 1980 and 2000.

Presenter: Dr. Larry Lai is a research scientist in IBM T.J. Watson Research Center since 2013. His current research interests include real-time computer vision and mobile signal analytics. Currently, one of his research works is to conduct deep learning running on mobile devices. Larry received his Ph.D. degree from the Graduate Institute of Electronics Engineering, National Taiwan University (NTU), Taipei, Taiwan, in 2011. From 2007 to 2011, he was a project leader in Yotta-Labs, an IC design house in Taipei, where he was involved in designing the algorithm and hardware acceleration of vision-based object tracking, face detection, and recognition on mobile devices. From 2011 to 2012, he was a Post-Doctoral Fellow with the Graduate Institute of Networking and Multimedia, NTU, where he proposed the adaptive video content to improve the viewing experience of sports videos on mobile devices.

08:30 12:30

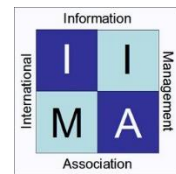
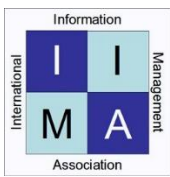
Workshop 2-VF Wu Fu Room

Mr. Ryan Johnson

Dr. Angelos Stavrou

**How to Attack Android in 10 Seconds or Less: Attacks and Protections for Mobile Apps
Kryptowire, Inc.—Virginia, USA**

Workshop Description: We present the implementation and impact of a wide-range of novel targeted Denial of Service (DoS) attacks on Android devices that are persistent across all recent Android platform versions. The DoS attacks can be selectively focused on denying access to device resources including microphone and camera, preventing the installation of applications, making the device unresponsive, targeting and terminating other running applications and processes, and causing a reboot cycle. To make matters worse, the attacks can be launched through regular apps that do not require a rooted device or any permission with the exception of the attacks on the microphone and camera resources that require simple access rights.



Presenter: Mr. Ryan Johnson, Kryptowire’s Research Director is a senior software engineer working with Kryptowire LLC. Mr. Johnson has software engineering background and has developed many prototypes and is the author of numerous research publications on the topics of application security and detection of malware. Mr. Johnson holds a BSc in IT and MSc. in Information Security and Assurance from George Mason University and he is working towards a PhD. in Information Security and Assurance at George Mason University. His research interests are software dynamic analysis, mobile application security, and reverse engineering. Ryan has presented at academic conferences and Black Hat Asia 2015. As part of his research efforts he has discovered and reported security issues to various Android device manufacturers.

Presenter: Dr. Angelos Stavrou is a founder and president of Kryptowire. Stavrou has served as principal investigator on contracts from NSF, DARPA, IARPA, DHS, AFOSR, ARO, ONR, and he is an active member of NIST’s Mobile Security team and has written more than 80 peer-reviewed conference and journal articles. Stavrou received his M.Sc. in Electrical Engineering, M.Phil. and Ph.D. (with distinction) in Computer Science all from Columbia University. He also holds a M.Sc. in theoretical Computer Science from University of Athens, and a B.Sc. in Physics with distinction from University of Patras, Greece. His current research interests include security and reliability for distributed systems, security principles for virtualization, and anonymity with a focus on building and deploying large-scale systems. Stavrou was awarded with the 2012 George Mason Emerging Researcher, Scholar, Creator Award, a university-wide award. In 2013, he received the IEEE Reliability Society Engineer of the Year award. He is a NIST guest researcher, a member of the ACM and USENIX, and a senior IEEE member.

08:30 12:30

Workshop 3- VF Qi Xian Room

Dr. B. W. Trevor Rohm

Clinical Informatics: What is it and how useful Board Certified Physician in CI, USA

Workshop Description: What is Clinical Informatics? How is it changing medicine and healthcare practitioners and workers? Information Technology has changed modern medicine, however, the claim that it is cost effective, efficient and safer for patients is not necessarily true. Failures in policy, procedures, and processes have led to implementation challenges that risk the lives of patients. Clinical Informatics is the field of study that focuses on successful integration of business, medicine, and technology. Understanding clinical informatics is key to using technology in a meaningful manner, which will lead to coordinated efforts in policy, procedures and implementation processes.

Presenter: Dr. B.W. Trevor Rohm, MD MS is the Chief Medical Officer of the Hardeman County Memorial Hospital. He holds BS and MS degrees in Computer Science from Brigham Young University, earned his MD from St. George’s University, and completed an internship and residency in Family and Community Medicine at the University of New Mexico. Fellowship and training in Biomedical Informatics was completed at the University of New Mexico and Oregon Health Science University. He is Board Certified in Family Medicine, through the American Board of Family Medicine, and was among the first group of physicians to be Board Certified in the field of Clinical Informatics through the American Medical Informatics Association. He has published a dozen articles in the field of informatics, and continues to practice inpatient medicine, serves as the Trauma Director of the Emergency Department, and carries a full clinical practice.

12:30 13:45

Lunch

14:10 17:00

Opening Ceremonies

Call to Order & Introductions	Frank Lin	President CSU San Bernardino
Vision of the Future for IIMA	Robert Schumaker	Pres-Elect Univ of Texas at Tyler
CIIMA journal promotion	Tzong-Ru Lee	National ChungHsing University
Guest Speaker	Greg Wu	Institute for Information Industry

A perspective of Cyber Security Technology R&D for Industry

Keynote Speaker Vincent Sritapan **Homeland Security, USA**

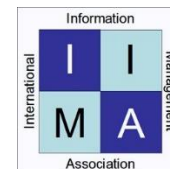
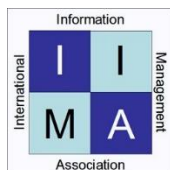
Keynote Description: Mr. Sritapan will brief us on the threats that we know of and the evolution of vulnerabilities to mobile technology. He will discuss Mobile Security Research and Development updates and how we can address the threats.



Keynote Presenter: Mr. Vincent Sritapan is a Program Manager in the Cyber Security Division (CSD) for the Homeland Security Advanced Research Projects Agency at DHS S&T. Mr. Sritapan oversees the Mobile Security Research and Development (R&D) projects aimed at accelerating the adoption of secure mobility for the Department, government and global community to ensure the homeland security mission. Prior to joining CSD, Vincent spent three years with the Department's Office of the Chief Information Security Officer as the Technical Lead and Component Coordinator in the Information Security Architecture and Engineering Division. He holds a BS in Information Systems from California State University Northridge, an MA in National Security Studies and an MBA in Information Assurance and Security Management from California State University San Bernardino. Mr. Sritapan teaches cyber as an Adjunct Assistant Professor at the Northern Virginia Community College and is a direct commissioned Information Professional Officer in the United States Navy Reserve. He is a National Science Foundation Cyber Corps Scholarship for Service Alumnus and an Office of the Director of National Intelligence - Intelligence Community Scholar Alumnus. He was recently selected as one of the Top 100 Federal Employees for 2016 by the FCW Magazine: The Business of Federal Technology.

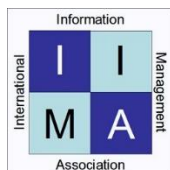
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Gather in Lobby - Gala Dinner at Taiwan Reishi Expert

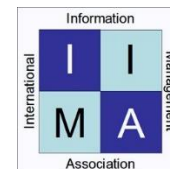


Tuesday September 20

Start	End	Activity	Presenter	Affiliation
8:30	16:30	Registration – VF Liu He Room		
8:30	9:30	Student Presentation via Skype-- VF Qi Xian Room <i>Track Chair: Pascal Ravesteijn</i>		
		Student papers		
		Cyber Security – VF Shi Quan Room <i>Track Chair: C. E. Tapie Rohm Jr.</i>		
		Cyber Security Vulnerabilities-Systems Under Attack: An Analysis	E. Opara O. Soluade	Prairie View A&M University Iona College
		AI Redux: Emerging Design, Security, Privacy and Policy Issues	R. Subramanian	Quinnipiac University
		Factor resets and obtaining notifications on Samsung Android Devices	R. Johnson A. Stavrou	Kryptowire Kryptowire
		Towards an instructional design model that meets the needs of cyber security	V. Nestler A. Webster	CSU San Bernardino CSU San Bernardino
		The mission and challenges of the Red Team in Cyber Defense Competitions	V. Netler Y. Wang	CSU San Bernardino Oregon State University
		Higher Education – VF Wu Fu Room <i>Track Chair: Warren Adis</i>		
		Study on the IS Core in MBA Curriculum: An Integrated Framework	M. Wang	CSU Los Angeles
		Factors influencing Digital Learning for Skill Enhancement Programmers in India	A. Singh S. Singh	IMS Ghaziabad, India IMS Ghaziabad, India
		Strategic Analysis of the Role of Information Technology in Higher Education – A KPI-centric model	D. Kung L. Gordon F. Lin H. Dyck E. Gratz	University of LaVerne University of La Verne CSU San Bernardino CSU San Bernardino University of La Verne



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Mind the Gap: Addressing the employment issues in UK Computing graduates
T. Caira
I. Allison
University of the West of Scotland
University of the West of Scotland

9:30 9:45

Break –

9:45 10:45

Student Presentation via Skype-- VF Qi Xian Room
Track Chair: Pascal Ravesteijn

Student papers

Internet of Things (IoT)—VF Shi Quan Room
Track Chair: Tzong-Ru Lee

Study on the Orientation of Smart Services for China Elderly Patients with Chronic Diseases

P. Zhu
T. Rohm
F. Lin
J. Zhu
Hunan Normal University
CSU San Bernardino
CSU San Bernardino
CSU San Bernardino

A Study of IOT Dynamic Topology Based on the Delaunay Triangulations

T-T. Su
Taipei City University of Inst. & Tech.

The Relationship Of Long Term Orientation With Knowledge Sharing In Virtual Community

S. Bashirr
A. Usoro
University Of The West Of Scotland, UK
University of the west of Scotland, UK

Innovative IT Firms and the Information Content of Earnings

A. Rothenstein
D. Gelb
A. Fried
S. Altschuller
Yeshiva University
Seton Hall University
Seton Hall University
Iona College

Health Care – VF Wu Fu Room
Track Chair: Gerhard Steinke

Heparin Recall: Quality Control Missteps at the FDA and Baxter Healthcare International

W. Adis
Iona College

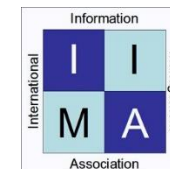
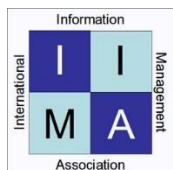
A Call for a Review of Software Quality Issues in Healthcare IT Systems

G. Steinke
J. Nindel-Edwards
T. Rohm
H-M. Lee
M. Mehta
Seattle Pacific University
Seattle Pacific University
Harden County Hospital
Texas State University
Texas State University

Electronic Health Records Adoption: Analysis Using Linked Administrative Data

Business Process Management in Healthcare
A comparison of 2 Case Studies

P. Ravesteijn
J. Mens
HU University of Applied Sciences
HU University of Applied Sciences



10:45 11:00

Break –

11:00 12:00

CRM & Social Media-- VF Qi Xian Room

Track Chair: David Kung

To Study the Cloud Customer Relation Management
Building planning: Case Nanotech International, Co.,LTD

K-N. Wei Yuan Ze University
F-M. Tseng Yuan Ze University
C-H. Hsieh Yuan Ze University

Social Media as Communication and Promotion means for
American Universities: A pilot study on their usage by
Universities in both the UC System and the CSU System

S. He CSU San Bernardino
F. Lin CSU San Bernardino
J. Zhu CSU San Bernardino

A study of Customer Relation Ship Management and Social Media

H. Lee Eastern Michigan University
Y-L. Chen National Taiwan University
C. Lee Cornell University
K. Lane University of Southern Mississippi

Key Success Factors of Pharmacy Customer Relationship
Management

T-R. Lee National Chung Hsing University
H-W. Tseng National Chung Hsing University
M-Y. Huang National Chung Hsing University
L. Tuomas University of Oulu

Analytics-- VF Shi Quan Room

Track Chairs: Ore Soluade

Big Data Enterprise Relationship Management

J. Chan Roosevelt University

Evaluation of R-tree Family Based Clustering for
Trajectory Anonymization

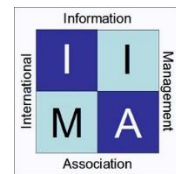
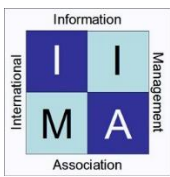
H. Shin Iona College

Impact of STEM Attitude on Business Analytics Preparedness

X. He Fairfield University

Prediction from Fanbase opinions: A study of
League of Legends community Twitter

H. Hugo University of Texas at Tyler
M. Perkins University of Texas at Tyler
K. Odin University of Texas at Tyler
D. Webb University of Texas at Tyler
R. Schumaker University of Texas at Tyler



Learning & Evaluation – VF Wu Fu Room
Track Chair: Rob Schumaker

Innovative Uses of Domain Specific Models and Domain Specific Languages in Education	J. Lightfoot	University of Northern Colorado
Comparison of Students' Expectations of Internships with Stated Benefits	C. Cullom J. Lightfoot	University of Northern Colorado University of Northern Colorado
User Experience Enhancement in Economy Hotel Chains	A. Chen C-K. Tsung H-S. Chiu	Institute for Information Industry, Taiwan Institute for Information Industry, Taiwan Institute for Information Industry, Taiwan

12:00 13:30

Lunch

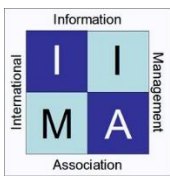
13:30 14:30

Business – VF Qi Xian Room
Track Chairs: Xin James He

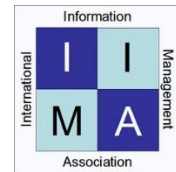
The Future Prospects of Taiwan's Non-Specialized Retail	C-T. Tso T-R. Lee C-Y. Yu D-L. Wu Y-P. Su	Taiwan Institute of Economic Research National Chung Hsing University, Taiwan Taiwan Institute of Economic Research Taiwan Institute of Economic Research Taiwan Institute of Economic Research
User Experience Enhancement in Economy Hotel Chains	A I-C. Chen C-K. Tsung H-S. Chiu	Institute for Information Industry, Taiwan Institute for Information Industry, Taiwan Institute for Information Industry, Taiwan
Theoretical Reconceptualisation of the Dynamics of Trust within and Between Organisations	K. Boateng	KNUST School of Business, Ghana

Economics -- VF Shi Quan Room
Track Chair: Joseph Chan

Bankruptcy: Information management failures in a rural hospital	T. Rohm	Harden County Hospital
Predicting Opening Weekend Box Office Success: Using Social Media Sentiment and You Tube Data	M. Nail C. Ugone C. King R. Schumaker	University of Texas at Tyler University of Texas at Tyler University of Texas at Tyler University of Texas at Tyler



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	M. Conn	University of Texas at Tyler
The Future prospects of Taiwan's non-specialized retail	T. Tso T-R. Lee C-Y. Yu D-L. Wu Y-P. Su	Taiwan Institute of Economic Research National Chung Hsing University, Taiwan Taiwan Institute of Economic Research Taiwan Institute of Economic Research Taiwan Institute of Economic Research
Predicting the Outcome of the 2016 NCAA March Madness Men's tournament brackets: A study of Fan Twitter Sentiment	J. Spillman G. Bustamante T. Hopkins R. Schumaker	University of Texas at Tyler University of Texas at Tyler University of Texas at Tyler University of Texas at Tyler

Policy Issues – VF Wu Fu Room
Track Chair: Jay Lightfoot

Applying Autopoietic Organizational Systems Theory to Investigate the Evolving Reporting Organizational Structure for the Chief Information Security Officer (CISO) Function	C. Shayo F. Lin	CSU San Bernardino CSU San Bernardino
Formal and informal communication challenges of Global Project Management. Lessons learnt from a Solomon Islands Feasibility Study	G. Solutions A. Usoro	Grabiz Solutions University of the West of Scotland, UK
Drone Technology, Terrorism and Policy	A. Webster V. Nestler	CSU San Bernardino CSU San Bernardino

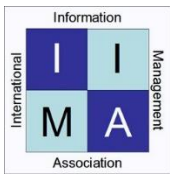
14:30 14:45 Break

14:45 16:45 IIMA Business Meeting – VF Shi Quan Room

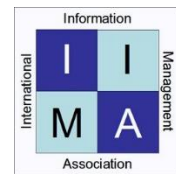
All conference participants welcome! Come and learn what the IIMA is all about.

Next year's conference information, IIMA2017 Scotland.

17:30 Gather in Lobby by 17:30. Visit to 101 Building (Landmark of Taipei) Taking subway to 101 or taxi.



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Wednesday September 21

- 8:00** **Gather in Lobby by 8:00**
- 8:15 10:00** **New Taipei City Government**
- 10:30 12:00** **Institute for Information Industry**
- 12:00 13:00** **Lunch at Institute for Information Industry**
- 13:00 17:00** **National Palace Museum**
- 17:00** **End of Conference till next year in Scotland**