

出國報告（出國類別：國際會議）

Constructing Service Innovation Model for

SMEs in Automotive Service Industries

為汽車服務行業的中小企業建構服務創新模式

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Management and Industrial Engineering

(ICIMIE 2016)

服務機關：國立高雄應用科技大學

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摘要

參加國際研討會是國立高雄應用科技大學工業工程與管理系對博士學位的要求。在網路上搜尋與我的研究領域相關國際研討會，並與我的指導教授(戴貞德教授)商討後，決定要參加 2016 年 11 月 10 日至 11 日在日本京都的國際創新管理及工業工程研討會。2016 年國際創新管理及工業工程研討會主要目的是在匯集學術科學家，研究員和研究學者交流和分享他們在創新、管理及工業工程上各個方面的經驗和研究結果。此研討會還為研究人員，參與者和教育工作者提供一個重要的跨學科平台，發表和討論最新的創新，趨勢和關注，以及在創新，管理和工業工程領域遇到的現實挑戰和解決方案。此研討會為持續兩天，我和戴貞德教授在第二天發表了一篇論文，其標題為「為汽車服務行業裡的中小企業建構服務創新模式：以馬卡薩市修理摩托車之案例研究」。這篇文章是從我的論文當中發展服務創新模式的第一階段。在發表時，我們從參與者那裡獲得了關於開發模型的改善。參加會議，不僅只是介紹，而且我們可以獲得及學習許多事物，例如：學習發表論文方法，與來自其他國家的學者討論，並增加未來研究發展的社交機會。

關鍵詞：國際創新管理及工業工程研討會 **ICIMEA**, 研討會,服務創新, 交流

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一、目的

這次行程目的是參加在日本京都的 2016 年國際創新管理及工業工程研討會。我與我的指導教授-戴貞德教授發表了一篇標題為「為汽車服務行業裡的中小企業建構服務創新模式：以馬卡薩市修理摩托車之案例研究」的論文。這項研究是為汽車服務行業的中小型企業（SME）找尋服務創新模式構建。在馬卡薩市的摩托車維修店的案例研究，說明了創新實施的創新程度，並透過服務創新模式鑑別中小企業的創新類型。在本文中，我們採訪了 10 位中小企業經理，並分析他們的回答。我們發現創新實施緩慢，服務創新平均每年只生產 0.62 單位。增量創新是中小企業的選擇，因為他們選擇更安全的方法來不斷改善服務。如果要創造基本的創新，企業主仍然考慮成本，系統和人力資源準備等各方面。

二、過程

2016年11月10日至11日國際創新管理及工業工程研討會在京都東急飯店舉行。研討會論文會被收錄摘要在 International Science Index 裡，並提交至 Google Scholar, Scopus 及 Thomson Reuters。本次研討會與創新、管理和工業工程專刊相結合。一些選定的高影響之論文全文也將被考慮用於特刊雜誌。所有提交的論文將有機會被考慮用於此特刊當中。

第一天，研討會分為兩個場次。與會者發表了以下領域的技術開發和創新主題：健康，化學，醫療，旅遊和食品工業。第二天，也分為兩個場次。與會者發表了有關材料科學，汽車技術和工業，通信和傳感系統領域的主題。在第三場次的會議上，我們有機會在與會者面前發表我們的論文，分享我們有關開發服務創新模式研究的第一階段。我們能得到其他與會者的意見和建議，來豐富整篇研究。我們從其他學者中，學到許多有關於我的研究在創新及技術上相關知識。從這次會議中，我們有機會與來自其他國家的學術科學家，研究人員以及學者互相交流和發展。在這次會議上，我有很多時間討論和發表。

研討會議程

第一天

CONFERENCE VENUE
Kyoto Tokyu Hotel
Gojo-sagaru, Horikawa-dori
Shimogyo-ku, Kyoto-shi
Kyoto 600-8519
Japan
Tel: +81 75 341 2411

CONFERENCE REGISTRATION
November 10, 2016 from 07:40 to 11:00
November 11, 2016 from 08:30 to 11:00

November 10, 2016
Session I: 07:50-10:15
Coffee Break: 10:15-10:30

Group photo will be taken at the end of the session in the conference room.
You can share the photos you have taken at <http://waset.org/conference/2016/11/kyoto/photos>

Chair: Eva Tvrda, Marek Halenar

Influence Activities in Destination, Destination Marketing, and Loyalty through Environmental Preservation toward Satisfaction at the Tourist Destinations in East Java, Indonesia	Christina Esti Susanti Widya Mandala Catholic University, Indonesia	
Effect of Flour Concentration and Retrogradation Treatment on Physical Properties of Instant Sinlek Brown Rice	Supat Chaiyakul, Direk Sukkasem, Patnachapa Natthapanpaisith Mahidol University, Thailand	
Physical Properties and Resistant Starch Content of Rice Flour Residues Hydrolyzed by α -Amylase	Waranya Pongpaiboon, Warangkana Srichamnong, Supat Chaiyakul Mahidol University, Thailand	
Antimicrobial Activity of Igusa and the Application to Foam Materials for Food Industry	I. Nanako, Mariko Era, Hiroshi Morita University of Kitakyushu, Japan	e-Poster
Bread-Making Properties of Rice Flour Dough Using Fatty Acid Salt	T. Hamaishi, Y. Morinaga, H. Morita University of Kitakyushu, Japan	e-Poster
Antimicrobial Activity of Fatty Acid Salts against Microbes for Food Safety	Aya Tanaka, Mariko Era, Manami Masuda, Yui Okuno, Takayoshi Kawahara, Takahide Kanyama, Hiroshi Morita University of Kitakyushu, Japan	e-Poster
High Acid-Stable α -Amylase Production by Milk in Liquid Culture	Shohei Matsuo, Saki Mikai, Hiroshi Morita University of Kitakyushu, Japan	e-Poster

November 10, 2016
 Session II: 10:30-12:30
 Lunch: 12:30

Chair: Ki Moo Lim, Norihiro Kato, Hansraj Riteesh Bookun

The Effect of Action Potential Duration and Conduction Velocity on Cardiac Pumping Efficacy: Simulation Study	Ana Rahma Yuniarti, Ki Moo Lim Kumoh National Institute of Technology, Korea, Republic Of	
Simulation and Fabrication of Plasmonic Lens for Bacteria Detection	Sangwoo Oh, Jaewoo Kim, Dongmin Seo, Jaewon Park, Yongha Hwang, Sungkyu Seo Korea University, Korea, Republic Of	e-Poster
Engineered Control of Bacterial Cell-to-Cell Signaling Using Cyclodextrin	Yuriko Takayama, Norihiro Kato Utsunomiya University, Japan	
Functional Switching of <i>Serratia marcescens</i> Transcriptional Regulator from Activator to Inhibitor of Quorum Sensing by Exogenous Addition	Norihiro Kato, Yuriko Takayama Utsunomiya University, Japan	
Characterization of Monoclonal Antibodies Specific for Synthetic Cannabinoids	Hiroshi Nakayama, Yuji Ito Kagoshima University, Japan	e-Poster
HPTLC Metabolite Fingerprinting of <i>Artocarpus champeden</i> Stembark from Several Different Locations in Indonesia and Correlation with Antimalarial Activity	Imam Taufik, Hilkatul Ilimi, Puryani, Mochammad Yuwono, Aty Widyawaruyanti Airlangga University, Indonesia	
The Marker Active Compound Identification of <i>Calotropis gigantea</i> Roots Extract as an Anticancer	Roihatul Mutiah, Sukardiman, Aty Widyawaruyanti Airlangga University, Indonesia	
Long Term Follow-Up, Clinical Outcomes and Quality of Life after Total Arterial Revascularisation versus Conventional Coronary Surgery: A Retrospective Study	Jitendra Jain, Cassandra Hidajat, Hansraj Riteesh Bookun Royal Melbourne Hospital, Australia	
Prevalence of Shift Work Disorders among Mongolian Nurses	Davaakhuu Vandannyam, Amarsaikhan Dashtseren, Oyungoo Badamdorj Mongolian National University of Medical Sciences, Mongolia	
Nursing Outcome in Patients with Urology Undergoing Operation	Pinnarat Theawsopha, Darawan Augsornwan, Yupin Pukkasung, Wasittee Satvong, Kachit Pachirat Khon Kaen University, Thailand	e-Poster

第二天

November 11, 2016
Session III: 08:40-10:40
Coffee Break: 10:40-10:50

Group photo will be taken at the end of the session in the conference room.

Chair: Chao-Qiang Geng

A Study on Children's Literature for Multiracial Asian American Children	Kaori Mori Want Konan Women's University, Japan	
Numerical Simulation of Sloshing Control Using Input Shaping	Dongjoo Kim Kumoh National Institute of Technology, Korea, Republic Of	
Study of Drawing Characteristics due to Friction between the Materials by FEM	Won Jin Ryu, Mok Tan Ahn, Hyeok Choi, Joon Hong Park, Sung Min Kim, Jong Bae Park Dong-A University, Korea, Republic Of	e-Poster
Structural Design for Effective Load Balancing of the Iron Frame in Manhole Lid	Byung Il You, Ryun Oh, Gyo Woo Lee Chonbuk National University, Korea, Republic Of	e-Poster
Direct CP Violation in Baryonic B-Hadron Decays	C. Q. Geng, Y. K. Hsiao National Tsing Hua University, Taiwan	
Study on Electromagnetic Plasma Acceleration Using Rotating Magnetic Field Scheme	Takeru Furuawa, Kohei Takizawa, Daisuke Kuwahara, Shunjiro Shinohara Tokyo University of Agriculture and Technology, Japan	e-Poster
Microkinetic Modelling of NO Reduction on Pt Catalysts	Vishnu S. Prasad, Preeti Aghalayam Indian Institute of Technology Madras, India	
Finite Element Analysis of Ball-Joint Boots under Environmental and Endurance Tests	Young-Doo Kwon, Seong-Hwa Jun, Dong-Jin Lee, Hyung-Seok Lee Kyungpook National University, Korea, Republic Of	
Continuous Catalytic Hydrogenation and Purification for Synthesis Non-Phthalate	Chia-Ling Li Industrial Technology Research Institute, Taiwan	e-Poster
Constructing Service Innovation Model for SMEs in Automotive Service Industries: A Case Study of Auto Repair Motorcycle in Makassar City	Muhammad Farid, Jen Der Day Universitas Negeri Makassar, Indonesia	
Tracked Robot with Blade Arms to Enhance Crawling Capability	Jhu-Wei Ji, Fa-Shian Chang, Lih-Tyng Hwang, Chih-Feng Liu, Jeng-Nan Lee, Shun-Min Wang, Kai-Yi Cho Cheng Shiu University, Taiwan	e-Poster

November 11, 2016
 Session IV: 10:50-12:10
 Lunch: 12:10

Chair: Seongsoo Lee

Ultra-Wideband Antennas for Ultra-Wideband Communication and Sensing Systems	Meng Miao, Jeongwoo Han, Cam Nguyen Texas A&M University, United States	
Design of Local Interconnect Network Controller for Automotive Applications	Jong-Bae Lee, Seongsoo Lee Soongsil University, Korea, Republic Of	e-Poster
A Study on Optimum Shape in According to Equivalent Stress Distributions at the Die and Plug in the Multi-Pass Drawing Process	Yeon-Jong Jeong, Mok-Tan Ahn, Seok-Hyeon Park, Seong-Hun Ha, Joon-Hong Park, Jong-Bae Park Dong-A University, Korea, Republic Of	e-Poster
Digital Control Algorithm Based on Delta-Operator for High-Frequency DC-DC Switching Converters	Renkai Wang, Tingcun Wei Northwestern Polytechnical University, China	e-Poster
Chemical Reaction Algorithm for Expectation Maximization Clustering	Li Ni, Pen ManMan, Li KenLi Hunan University, China	e-Poster
H.264 Video Privacy Protection Method Using Regions of Interest Encryption	Taekyun Doo, Cheongmin Ji, Manpyo Hong Ajou University, Korea, Republic Of	
A Study of Numerical Reaction-Diffusion Systems on Closed Surfaces	Mei-Hsiu Chi, Jyh-Yang Wu, Sheng-Gwo Chen National Chiayi University, Taiwan	
A Numerical Method for Diffusion and Cahn-Hilliard Equations on Evolving Spherical Surfaces	Jyh-Yang Wu, Sheng-Gwo Chen National Chiayi University, Taiwan	

PROGRAM LAST UPDATED: December, 06 2016 17:52
 PROGRAM GUIDELINES

三、心得及建議事項

我要感謝我的指導教授的耐心及建議，總是給予我支持，也陪我參與這次的研討會，使我們能夠成功地參加這次 2016 年 ICIMIE 研討會。此外，感謝國立高雄應用科技大學以及教育部。通過這次會議，我們受益匪淺，包括：學習發表方法，與來自其他國家的學者討論，增加未來研究開展的交流機會。

附錄

文件



圖 1: 參與 2016 國際創新管理及工業工程研討會第一天第二場次結束後之合影



圖 2: 第二天研討會現場情況

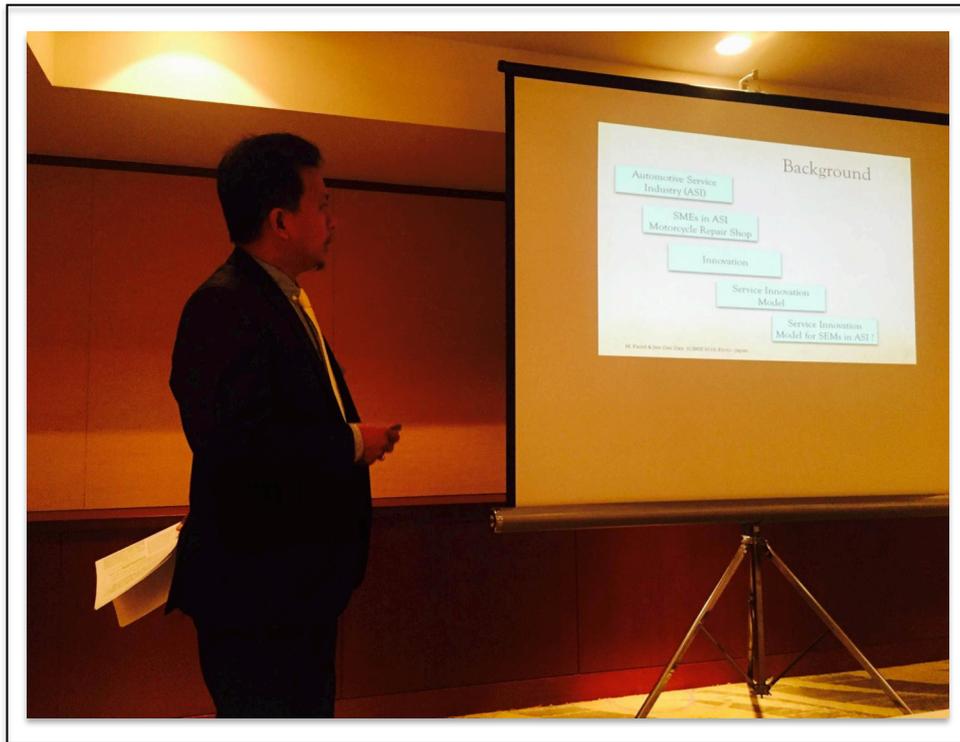


圖 3: 第二天上台發表情況



圖 4: 戴貞德教授與博士生-穆默德在會後合影

研討會論文

簡報發表