

出國報告（出國類別：國際會議與論文發表）

參加 2017 ICOI 國際會議

服務機關：國立高雄應用科技大學

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派赴國家：中國

出國期間：2017.07.18-2017.07.20

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摘要

本出國目的為參加國際創新研討會 (International Conference on Organizational Innovation , ICOI), 擔任大會主講人, 分享 “從這裡到那裏: 10P 創造創新” “From Here to There: 10P Creates Innovations”, 並發表論文 “有機農產品之電子商務績效評估” “Performance Evaluation of Introducing Electronic Commerce into Organic Agricultural Products”。本論文榮獲大會推薦為傑出論文, 已投稿至 EI 國際期刊。

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一、目的

1. 參與國際創新協會每年舉辦之國際創新研討會 (International Conference on Organizational Innovation , ICOI) , ICOI 為一個世界級的國際會議，每年有從世界各地來的專家學者發表其學術研究論文及實際個案討論。
2. 應邀擔任大會主講人(keynote speaker) , 分享從這裡到那裏：10P 創造創新 “From Here to There: 4P Creates Innovations” , 並發表論文有機農產品之電子商務績效評估 “Performance Evaluation of Introducing Electronic Commerce into Organic Agricultural Products” 。
3. 本論文將會收錄在研討會論文集(**Serial Conference Proceeding by Atlantic-Press**) , 同時，進一步登錄於 CPCI 研討會論文集(Conference Proceedings Citation Index-Thomason Reuter) 。
4. 本論文榮獲大會(由 **ICOI 2017** 年委員會推薦之傑出論文獎)推薦為傑出論文的論文會再投稿於 **IE/Scopus Journal** 國際期刊。

二、過程

2017.8.17-2017.8.20 參訪哈爾濱工業大學威海校區，擔任大會講員，發表論文。

ICOI 2017 - Conference Agenda

會議議程

Tuesday 18 July 2017 (Opening Ceremony, Paper Session, and Welcome Gala)	
08:30 am	Start of today program at Weihai, China
08:30 am-09:00 am	Participants Registration
09:00 am-09:20 am	Opening Ceremony By Dr. Dembowski (IAOI)
09:20 am - 09:45 am	President of Harbin Institute of Technology (Weihai Campus), China
09:45 am - 10:30 am	Conference VIPs (Welcoming address 5-10 minute)
10:30 am -11: 00 am	Coffee Break and Networking Session
11:00 am -12:30 pm	Keynote Speech (IAOI), (3 keynotes and each 30 min), Dr.Jen-der Day , KUAS
12:30 pm -12:50 pm	awarding of special guests
12:50 pm -14:00 pm	Lunch and Break
14:00 pm -15:30 pm	Paper Sessions A
15:30 pm -15:45 pm	Coffee Break and Networking Session
15:45 pm -17:15 pm	Paper Sessions B Dr.Jen-der Day
18:00 pm -21:00 pm	Welcome Gala dinner and Awarding
21:00, pm	End of today Program

Wednesday 19 July 2017 (Paper Session, Closing Ceremony)	
08:00 am -08:30 am	Registration Participants
09:00 am	Start of today program
09:00 am -10:30 am	Paper Sessions C
10:30 am -10:45 am	Coffee Break and Free time
10:45 am -12:00 am	Paper Sessions D
12:00 am -13:00 pm	Lunch Break and Free time

13:00 pm -14:30 pm	Paper Sessions E
14:30 pm -14:45 pm	Coffee Break and Free time
14:45 pm -16:15 pm	Paper Sessions F
17:00- pm	End of Today Program

Thursday 20 July 2017 (Tour Program)	
08:00 am	start the day
08:30 am -15:00 pm	Trip to Weihai city

三、心得及建議事項

與來自世界各國之專家學者充分交流與分享中學習到各創新領域的研究與實務運用，收穫良多。

感謝高雄應用科技大學工業工程與管理系經費支助，准於差假，發表論文及增加高雄應用科技大學國際知名度。

四、過程剪影

活動花絮



照片 1：ICOI, 2017



照片 2: ICOI, 2017 大會主講



照片 3: ICOI, 2017 大會主講



照片 4：ICOI, 2017 大會評審

附錄 1



大會講員



2017 ICOI Weihai
July, 18-20 2017

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KEYNOTE SPEAKER - 2017ICOI CONFERENCE

	<p>1.Speaker : Dr. Jen-der Day Kaohsiung University of Applied Sciences (KUAS), Taiwan Topic: "From Here to There: 4P Creates Innovations"</p>
	<p>2.Speaker : Dr. Sydney Engelberg Hebrew University, Israel Topic: "The Management of Organizational Innovation and Change"</p>

**Performance Evaluation of Introducing Electronic Commerce into
Organic Agricultural Products**

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ABSTRACT

The introduction of electronic commerce allows consumers collecting multiple and complete product information to induce the purchase motivation. In addition, the electronic commerce appears multiple and efficient product delivery from manufacturer-retailer channels to consumers and largely reduce transportation costs. Since the introduction of electronic commerce is an innovation to affect the entire operation of organic farms, 12 organic farms published in Catalog of Organic Vendors in Taiwan are sampled as the research subjects in this study. The research results conclude that 1. Little Ladybird Organic Farm presents the best overall efficiency, followed by Tianshanlin Organic Farm, and Nungchunchen Farm the worst and 2. the effects of production technology of total factor productivity, pure technical efficiency change, scale efficiency between periods, and technological change between periods on the changes and future directions of organic farms are acquired through various Malmquist efficiency analyses. According to the conclusion, suggestions are proposed, expecting to find out problems and difficulties related to the introduction of electronic commerce and give correspondent suggestions. It is expected to provide reference for those who intend to involve in organic agriculture with electronic commerce as well as offer overall reference of customer service for electronic commerce suppliers.

Keywords: Land size, Produce, Net operating revenue, Pre-tax income