

Globalising a Market Co-creation Study: The Outside-in and Inside-out Innovation View

Abbott Po Shun Chen and Yu Tsu Lin

Abstract—Globalisation should be renewed in a changed and competitive environment. This research uses market co-creation to create a firm's dynamic capability in the two strategies, outside in and inside out open innovation. Outside in open innovation uses information technology capability and changed market competition. In information technology capability, this research provides an international supply chain information service platform to enable customers, suppliers and company personnel to find suitable technology, product specifications and prices in the data course. The firm changes the market competition and the fixed-standard technical service to a customized technical consulting and maintenance service. It is forbidden to use open innovation to adopt logistics innovation and marketing innovation. There are three delay strategies for logistics innovation, including product delay, which is to change the temporary storage warehouse label to Taiwan for the first time; the design location delay is to change the common warehouse (transfer, escrow temporary storage warehouse) into Taiwan for the first time, and the time delay is to change the escrow into the local delivery warehouse marketing innovation. There are five innovations, including fixed specifications for consumers to purchase and induce consumers to enter the distribution system; no individual automobile brand applicable test data is changed into test report Book (horsepower data); quality stability risks need to be absorbed by consumers to be presented in high-grade mechanical watches and present the performance comparison of existing products; product no technical maintenance manual changed to manual (recommended by professional technicians); and after the sale, no warranty service is provided to be a one-year warranty (need to be a legal dealer). This research provides a case study of the theory of industrial application and participate as an academic and management for reference.

Keywords— co-creation; globalisation; open innovation; dynamic capability.

I. INTRODUCTION

Prior platform research has also emphasized sustained competitive advantage (and thus profits) as the outcome of successful platform leadership [1]. However, such profits are not just a consequence, but a necessary antecedent of platform success. Thus, globalisation should consider a key role of a platform leader is to extract profits from the value chain and reinvest those profits into expanding the technical and organizational reach of the platform. A dynamic capability is a “firm's ability to integrate, build, and reconfigure internal and

external competencies to address rapidly changing environments” [2]. For example, in the racing-type turbocharger market, consumers are not ordinary people, and the buyers are basically professional players. It can be seen that except for Taiwan's legal factors, the top three consumer countries such as the United States, Australia, and Britain are the most worth of development. The market for innovative services. No matter the amateur or full-time racing, they all have knowledge of decoration. The major factories only provide a few specifications, so that players are not repaired the modification process. [3] argues that these globalisation traits are influenced by consumer direct and indirect reverie of globalisation. Therefore, this research mainly constructs the modified market innovation service with co-creation capability, which can reach consumers' deep involvement in obtaining the integrity of the purchased products, the accuracy of the technical description, the knowledge sharing of professional players, the efficiency of real-time product transaction services, etc. effect. Therefore, the purpose of this study is to use open innovation to establish the dynamic capabilities of enterprise globalisation for co-creation.

II. LITERATURE REVIEW

Globalisation should focus on market, condition to check how to use efficient strategies and capabilities. This research uses open innovation to craft the co-creation capability for the goal market. Open innovation was defined as “a distributed innovation process based on purposively managed knowledge flows across organizational boundaries, using pecuniary and non-pecuniary mechanisms in line with the organization's business model” [4]. Value co-creation usually was viewed as value-in-use and value-in-exchange. “Value can be received directly through the innovating actor's use of the innovation (value-in-use), or through the exchange of knowledge with one or more other parties in return for compensation (value-in-exchange)” [5]. Co-creation in the outside-in of open innovation is new ideas and market offerings are co-developed. Such as the firm's aggressive way create a globalisation business model for co-creation. That has e-commerce (integration services for logistics, financial flow, and information flow). In the process of establishing a national brand, [6] is taken as an example. Brand elements include brand names, marks and symbols, slogans, symbolic characters, and packaging. The names, symbols, slogans, and packaging of the globalisation elements are also elements of the concept screening system and the vision screening system. This establishes the service positioning of this study to create co-creation. Furthermore, information technology capabilities

This work was supported in part by the Ministry of Science and Technology (Taiwan, R. O. C.) under Grant MOST 107-2637-H-324-001-

A. P. S. Chen is with Chaoyang University of Technology, Taiwan, R. O. C..
Y. T. Lin is with Chaoyang University of Technology, Taiwan, R. O. C..

include information technology and information sharing, with the unique potential to achieve both cost reduction and service improvement [7]. [8] regards information technology capabilities as a catalyst to avoid supply chain management failures. Integration is one of the most important topics in the logistics and supply chain management category [9]. Integration, like the virtual integration developed by Dell Computer Corporation, breaks the boundaries of traditional value chains and has become a new business model [10]. Integration in management or organizational science is not a new concept. For example, as early as the 1960s, [11] believed that to understand organizational structure, it is necessary to understand differentiation and integration. On the other hand, the strategy that companies can change the competitive environment is to expand alliance efficiency services. Successful companies do not increase their investment in information technology [9], and [12] also believes that the use of information acquisition, sharing, and information technology has become a weapon for companies to create competitive advantage. This study should focus on how to expand the innovative service content of the alliance in the channel competition system of the existing strategic alliance.

Inside-out open innovation uses a firm's resources to maintain and sustain a competitive advantage. Such as a firm use maintains a strategy to establish a globalisation service process and stabilize consumer perceived risk. [13] argue that consumers' perceptions of globalisation capabilities can be indirectly established through product-related attributes, product types, globalisation names, symbols and logos, advertising styles, prices, and pathways. This study should adopt a method of innovative globalisation of perceived service in the existing service process to establish consumer loyalty and attribution to. On the other hand, enterprises adopt a defensive strategy in which physical international logistics are homogeneous services. In order to reduce the market positioning of the case market, it is necessary to eliminate the existing physical international logistics to improve logistics and distribution services. As information technology capabilities can help logistics integration [14] and enhance the success of supply chain management [15], the adoption of information technology help expand logistics processes and promote effective management and integration, planning and coordination [16]. When this study focuses on the logistics service process to join the information technology energy, it can improve the quality of logistics services. Furthermore, information sharing is another important topic in information technology. Information sharing means that companies are willing to exchange various information to reduce uncertainty [16]. Information sharing can solve the problem of the Bullwhip Effect in the supply chain [17]. Integration is the center of logistics in the logistics and supply chain sectors [18] and is key to supply chain management [19].

In recent years, it has broken through the boundaries of the company and integrated into the entire supply chain with suppliers, customers and third-party logistics [20]. This study focuses on the establishment of delivery warehouses in local countries, which can further enhance the speed and efficiency of

integrated services. [9] argue that information sharing is more important than information technology in the field of supply chain management, because no matter how good or perfect the supply chain is unless there is information sharing spirit or consensus among supply chain partners. The information system eventually leads to a failure in the supply chain agreement. Information sharing is the most common way for companies to enhance collaborative operations between supply chains. Therefore, to enhance the overall logistics service, suppliers, consumers and alliance manufacturers must participate in order to create effective and innovative logistics services. Furthermore, attributes directly related to the product, including user image, employees, senior executives, product spokespersons, etc.; indirectly related delusions include product names, product screenings, logos, advertisements, prices, and channels [13]. In-depth, globalisation capabilities can be sincerity, excitement, competence, sophistication, and rugged [21]. [22] argues that consumers choose globalisation that is similar to their own abilities, so the primary purpose of globalisation is to satisfy consumers' needs for social identity and self-expression [13]. For this research, the construction of co-creation is oriented towards the construction of globalisation capabilities, allowing consumers to find self-perceived globalisation. And [19]'s satisfaction theory that consumers' expectations are higher than actual performance, consumers are dissatisfied, and actual performance is higher than consumer expectations, then consumers are satisfied. According to the above table, this study aims to develop global globalisation management innovation services for players to enhance customer's satisfaction.

III. RESEARCH METHOD

How to use the design of the scientific system design method is very important? This study refers to the research of [23], mainly to establish the B2B marketing cooperation information platform system, according to the needs of enterprise interviews, including information confidentiality agreement signing, system construction and correction, Enterprise import barriers, interface bridge solutions and information security solutions for enterprise existing systems and e-commerce platforms. This study refers to the inter-enterprise synergy [24], including the highly uncertain phenomenon of technology and market, and the formation of clustering synergy. It is regarded as a kind of acquisition of technologically systematic linkage and clustering synergy innovation. More effective than the development alone. Through the technical cooperation foundation, enterprises have greater economic incentives and profits, and the platform transparency between joint supervision and cooperation can make the synergy have better mutual trust value. This study also uses the systematic development research methodology developed by [25] as the development step of this research system. The research process consists of the following five main steps: constructing a conceptual framework, developing a system architecture, analyzing and designing systems, building a prototype system, and observing and

evaluating systems. After the completion of the prototype system, the effectiveness of the system is observed and evaluated by the system content, system operation capacity limitation, and operational efficiency. To capture systemic risk, this study focuses on risk [26] and guidelines [27]. This study controls the complete measurement mechanism, software code detailed inspection and software version control and modification.

IV. RESULTS

Those results are as follows. The product projects include Turbo Charger, Rebuild kit TRK, Turbo Accessories, and Turbo Upgrading parts. The capacity is a daily average assembly capacity of 10 turbochargers. Product sales methods use personnel promotion, online promotion, exhibition promotion, and customer introduction. Sales locations and distributions include the United States, Australia, and the United Kingdom. Sales channels are based on various repair shops, car boutiques, auto parts stores, and the Internet. The main customers are now (short-term) in the United States, Australia, and the United Kingdom. In the middle of the future, Germany and France, and the long-term future are Japan, Italy, and Russia. Management team planning, the general manager is responsible for the company's overall operation and market globalisation development; deputy general manager is responsible for the company's product and service research and development and internal management; globalisation marketing group is responsible for physical store information collection, sales, and international financial transactions; IT group is responsible for the market network Information and communication collection, online sales and online international financial transactions; and logistics assembly group responsible for product component ordering, component assembly, component processing, packaging design, warehousing, customs declaration, import and export transportation, and goods to contact. The open innovation strategy is to hire local residents who are familiar with the local market to collect information and expand the store sales. Online information is used to provide value-added services to meet the immediate needs of amateurs and professional players. On the other hand, the local large, medium and small disk distributors are actively provided. Logistics systems and information services reduce operating costs and build online audio and video repair services to enhance the willingness to form alliances. At the same time, headquarters staff must focus on professional services for network information and logistics assembly, and finally integrate gold flow, logistics, and information. The flow establishes the depth of co-creation with this advantage. The research and development results of the intelligent information system platform of this research are shown in Figure 1.



Fig. 1 Intelligence Information System Platform for B2B E-Commerce.

A. The outside in open innovation crafting co-creation

This strategy has two co-creation capabilities as follows.

1) *IT capability*: There are many “international supply chain integration platforms” or “online repair stations” in other industries, but most of them are in the stage of large-scale product service and there is no comprehensive supply chain integration, middle and lower integration. As well as the immediate maintenance service and instructions, this research commissioned the information company to re-engineer, and combined with IT technology and internal ERP system to develop a complete “supply chain integration platform” system. It is expected to improve the business processes in the supply chain on the basis of the resources sharing and assembly minimum of the members of the supply chain system. To maintain supply chain integration platform, the firm should increase operating income and enhance the image. Especially, the firm also better manage the emerging channels, connect upstream and downstream third-party manufacturers and customers, form a more stable partnership and increase customer repeat purchase rate.

2) *Changed competitive capability*: We usually see some industries to have many “international supply chain integration platforms” or “online repair stations”, but most of them are in the stage of large-scale product service and they are not fully focused on the supply chain. For the case, operating a successful turbocharger component repair supply chain integration platform can not only increase the company's operating revenue and enhance the company's image, but also build up new channels, connect upstream and downstream partners and customers and form a new steady partnership. That provides the affiliates (small, medium and large) download service for the expansion of the alliance's benefits during the project. The online audio and video are used to present the turbo standard operating procedures for each vehicle type. The service can be used with the technical manual to more accurately position the repair parts or new products during the installation process to avoid damage caused by improper installation, thus reducing the cost of the after-sales service of the alliance industry. It can also be placed at the time of exhibiting.

B. The inside out open innovation crafting co-creation

This strategy also has two co-creation capabilities as follows.

1) *Logistics capability*: The traditional management is slowly replaced by the future digital economic management

model. Therefore, it is necessary to follow the trend of the times. It is necessary to develop the digital economic information in a timely manner and integrate the information of suppliers, customers, and cases to achieve instant service of information digits. Even if the information brings a lot of conveniences, it still takes the passive waiting for the business model of the order, which is the bottleneck that needs to be broken now. In order to improve the service efficiency, the case reserves in Taiwan reserve (sub-warehouse), the delivery warehouse is the main. The warehouse provides the arrival service within the next day. The provision of this service leads to the change of the co-operation model. The initial local small-cap and mid-discussion of globalisation is the main strategic alliance partner. The market and the case show a competitive relationship. Through the change of logistics mode, the cost of time can be reduced and the perfect location service can be provided, and the service target can cover small, medium and large local markets. The detailed practices include the stock of stocks in the warehouse (sub-repository), the warehouse as the main warehouse, and the delivery service for the next day. The integration of information on suppliers, customers, and cases achieve instant service of information digits such as order progress. Customers instant inquiry orders Progress and check the quality inspection progress in real time. Finally, those can check the shipment.

2) *Marketing capability*: The technical maintenance materials built in this the study is based on Taiwan-made turbochargers, and the data is subdivided into components, single products, maintenance kits, and peripheral accessories, etc., to provide custom-made single-product customized services. Taiwan's manufacturing level and complete supply chain system can meet the quality requirements of foreign customers (Taiwan does not have its own globalisation, the OEM is mainly based in Japan), so the plan expands the service content and provides customers with complete services.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

Globalisation ability is aware technology process services, logistics, and distribution innovation services, expansion of alliance efficiency services and innovative gold flow, logistics, information flow technology integration applications. In particular, the new foreign service bases have established two delivery warehouses in the the United States and Australia, so that products can be sent to consumers and suppliers in time to meet the rapid response of customers. The globalisation image is designed to be a globalisation image (including color DM, color strips, color stickers, posters, and warranty manuals), presented on the business intelligence system, and used in real-time DM, catalog, sales manual (Sales Key) update to implement. The co-creation capability uses a smart information system platform and is presented in an e-commerce platform service. That provides a business intelligence system for e-commerce service mechanisms, including functions such as cash flow, logistics, and information flow, and uses membership to differentiate users and establish an online information security service mechanism. The Turbo Service Technical Library Service provides a turbocharger product database and

audio and video operation manuals, enabling consumers and suppliers to query and obtain the required technical data.

Therefore, the overall benefits of the case include the development of network services to materialize the energy production service value; establish co-creation marketing globally, establish a globalisation loyal community, establish product differentiation positioning and segment market demand. The impact on domestic industry development and its relevance increases the value of industrial export output, enhance Taiwan's important position and the image in the global Turbocharger market, direct contact with consumers facilitate future product design and development, intelligent information system technology and community can be unlimited Extended use. Other social contributions include helping to collaborate with academics through the Institute; giving lectures at universities and colleges to spread co-creation global business know-how; establishing a global the marketing process for Taiwan's turbocharger globalisation business, spreading Taiwan's globalisation localization for service quality.

B. Recommendations

1) *Creating IT capability*: Turbocharger industry trend analysis. Since the development of the existing turbocharger market continues to rapidly develop a highly profitable market. The research team has only practical experience, and the business analysis of the trend development still needs to be improved. The globalisation capability uses the combination of e-commerce theory and practice. This research focuses on co-creation capabilities, with e-commerce as the main development direction. The combination of existing favorable theories and practices still needs to be improved by database planning and building capabilities. The research and development personnel of this research have a background in information management. The establishment of the database still needs to be improved. It was built with the energy of the database to avoid the potential risks arising from the application of this information technology. Information technology application capabilities built by the global information platform. This research needs to establish an English-language global business intelligence system. The compatibility of the globalisation ability style and related information technology conditions is still to be improved by the R&D personnel. This research needs to establish an English-language global business intelligence system. The compatibility of the globalisation ability style and related information technology conditions is still to be improved by the R&D personnel. The case should establish independent IT capabilities.

1) *Globalisation environment and changing*

At the low point of the boom cycle, the turbocharger market continues to develop. This study adjusts the focus and direction of future operations through industry trend analysis to avoid the impact of this risk. Industrial technology is environmentally friendly. Due to the global emphasis on the risk of global warming, the products require environmental protection specifications and are increasing. This study grasps the demand for environmental protection technical specifications in the target market. It also requires Taiwan's co-creation to cooperate with the manufacturer to upgrade this technology to avoid this risk. Impact. Internal risk, personnel maintenance capabilities. Most of the R&D personnel are new to the industry, and they still have a cognitive gap in industrial services. The case

continues to educate all personnel and improve globalisation maintenance ability. In particular, this research directly establishes research and development energy and systems and more effectively avoids this lack of capacity. In addition, the professional competence of personnel is also very important. The case staff is all graduated from the university. If there is a foundation for professional competence, how can people be able to develop their IT applications in professional affairs? In the future, ICT information communication technology is combined with global development. The globalisation capability R&D energy is one of the most important trends in the existing Turbocharger market. Shortly after the case was launched, in addition to the application of the Ministry of Economics Entrepreneurship Consulting and the Youth Banking Entrepreneurship Loan subsidy to allow the initial results of the operation, it is urgent to construct the co-creation capacity. Innovative service research and development can make the business and strategic alliances have a close integration and create export value. In particular, R&D personnel has the professional ability and creativity of university graduation. In the same scope of age and ability and consumers, it is more conducive to providing innovative ideas. This research provides sufficient research and development energy to meet the market need.

ACKNOWLEDGMENT

The author thanks the editors and anonymous reviewers. This research was supported by grants from the Ministry of Science and Technology, Taiwan, R. O. C. (MOST 107-2637-H-324-001-, Co-Creating B2B Marketing and Values: Inter-firms Craft Business Intelligence System; 108-2745-8-324-001-, Applying intelligence commerce crafts the business model of Taiwan agriculture optimization and revitalization)

REFERENCES

- [1] H. Chesbrough, W. Vanhaverbeke, and J. West, *New Frontiers in Open Innovation*. Oup Oxford, 2014.
<https://doi.org/10.1093/acprof:oso/9780199682461.001.0001>
- [2] D. J. Teece, G. Pisano, and A. Shuen. (1997). Dynamic capabilities and strategic management. *Strategic Management Journal*.187(18). pp. 509–533.
[https://doi.org/10.1002/\(SICI\)1097-0266\(199708\)18:7<509::AID-SMJ882>3.0.CO;2-Z](https://doi.org/10.1002/(SICI)1097-0266(199708)18:7<509::AID-SMJ882>3.0.CO;2-Z)
- [3] J. T. Plummer, *Brand personality: A Strategic Concept for Multinational Advertising*. NY: Young and Rubicam, 1985.
- [4] H. Chesbrough, and M. Bogers, "Clarifying an Emerging Paradigm for Understanding Innovation," in *New Frontiers in Open Innovation*, H. Chesbrough, W. Vanhaverbeke and J. West, Eds.. Oxford, UK: Oxford University Press: 3-28, 2014.
<https://doi.org/10.1093/acprof:oso/9780199682461.003.0001>
- [5] H. Chesbrough, C. Lettl, and T. Ritter. (2018). Value creation and value capture in open innovation. *Journal of Product Innovation Management*. 35(6). pp. 930-938.
<https://doi.org/10.1111/jpim.12471>
- [6] Keller, K. L. (1998). *Strategic brand management: Building, measuring and managing brand equity*. NY: Prentice Hall.
- [7] D. J. Closs, T. J. Goldsby, and S. R. Clinton. (1997). *Information technology influences on world class logistics capability*. *International Journal of Physical Distribution & Logistics*. 27(1). pp. 4-17.
<https://doi.org/10.1108/09600039710162259>
- [8] R. Burgess. (1998). Avoiding supply chain management failure: Lessons from business process re-engineering. *International Journal of Logistics Management*. 9(1). pp. 15-23.
<https://doi.org/10.1108/09574099810805717>
- [9] D. J. Bowersox, D. J., Closs, and T. P. Stank, *21st Century Logistics: Making Supply Chain Integration a Reality*, Oak Book, IL: Council of Logistics Management, 1999.
- [10] J. Magretta. (1988). The power of virtual integration: An interview with Dell computer's Michael Dell. *Harvard Business Review*. 76(2). pp. 72-84.
- [11] P. R. Lawrence, and J. W. Lorsch, *Organisation and Environment: Managing Differentiation and Integration*, Homewood: Irwin, 1967.
- [12] J. Jr. L. Kent. (1996). Leverage2: interfunctional co-ordination between logistics and information technology. *International Journal of Physical Distribution & Logistics Management*. 26(8). pp. 63-78.
<https://doi.org/10.1108/09600039610128276>
- [13] R. Batra, D. R. Lehmann, and D. Singh, *Brand Equity and Advertising*. Hillsdale, NJ: Lawrence Erlbaum Associates, 1993.
- [14] L. R. Williams, A. Nibbs, D. Irby, and T. Finley. (1997). Logistics integration: The effect of information technology, team composition, and corporate competitive positioning. *Journal of Business Logistics*. 18(2). pp. 31-41.
- [15] S. Chopra, S. and P. Meindl, *Supply Chain Management: Strategy, Planning, and Operation*, NJ: Upper Saddle River. Prentice-Hall, 2001.
- [16] Michigan State University Global Logistics Research Team, *World Class Logistics: The Challenge Of Managing Continuous Change*, Oak Brook, IL: Council Of Logistics Management, 1995.
- [17] D. Simchi-Levi, P. Kaminsky, and E. Simchi-Levi, *Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies*, Singapore: Irwin Mcgraw-Hill, 2000.
- [18] G. Chow, T. D. Heaver, and L. E. Henriksson. (1995). Strategy, structure and performance: A framework for logistics research. *Logistics and Transportation Review*. 31(4). pp. 285-303.
- [19] R. K. Oliver and M. D. Webber, "Supply-Chain Management: Logistics Catches up with Strategy," in *Logistics: the Strategic Issues*, edited by Christopher, M. London: Chapman & Hall, 1992.
- [20] D. Power (2005). Supply chain management integration and implementation: A literature review. *Supply Chain Management: An International Journal*. 10(4). pp. 252-163.
<https://doi.org/10.1108/13598540510612721>
- [21] J. L. Aaker. (1997). Dimensions of brand personality. *Journal of Marketing Research*. 34(3). pp. 347-356.
<https://doi.org/10.1177/002224379703400304>
- [22] R. D. Blackwell, P. W. Miniard and J. F. Engel, *Consumer Behavior*. NY: McGraw-Hill, 2006.
- [23] P. S. Chen, and P. C. Huang. (2017). Integrated marketing communication: Use information technology connects three dyad relationships. *International Journal of Applied Business and Economic Research*. 15(20). pp. 87-99.
- [24] C. DeBresson and F. Amesse. (1991). Networks of innovators: A review and introduction to the issue. *Research policy*. 20(5). pp. 363-379.
[https://doi.org/10.1016/0048-7333\(91\)90063-V](https://doi.org/10.1016/0048-7333(91)90063-V)
- [25] J.F.Jr Nunamaker, M. Chen, and T. D. M. Purdin. (1990). Systems Development in Information Systems Research. *Journal of Management Information Systems*. 7(3). pp. 89-106.
<https://doi.org/10.1080/07421222.1990.11517898>
- [26] E. Charani, E. Castro-Sanchez, L. Moore, and A. Holmes. (2014). Do smartphone applications in healthcare require a governance and legal framework? It depends on the application! *BMC Med*.12. p.29.
<https://doi.org/10.1186/1741-7015-12-29>
- [27] R. Ross, M. Mcevilley and J. C. Oren, *Systems Security Engineering: Considerations for a Multidisciplinary Approach in the Engineering of Trustworthy Secure Systems*. U.S. Department of Commerce, National Institute of Standards and Technology, NIST Special Publication (SP) 800-160, 2016.
<https://doi.org/10.6028/NIST.SP.800-160>



Abbott. Po Shun Chen was born in Taiwan. He holds PhD candidate of at National Central University and got a master degree at National Chung Cheng University in 2003. He is an assistant professor for dept. of Marketing and Logistics Management, the Chaoyang University of Technology (THE 1001+, 2019). And he also is an Entrepreneurship Consultation, 14 years to now, Small and medium

enterprise administration, Ministry of Economic Affairs, Taiwan. His research area is including B2B marketing, Information Management, Entrepreneurship, Business Intelligence. His five current journal papers were How B2B marketing makes a decision for value co-creation? (2019), How B2B partnerships craft value relations? (2019), Crafting value co-creation: Is learning entrepreneurship in normal courses unuseful dilemma? (2018), Crafting interfirm supply chain management: The communication role of information system (2017), and Integrated marketing communication: Use information technology connects three dyad relationships (2017). Secondly, his three current conference papers were Is B2B marketing enable in value-in-use? The co-creation perspective (Japan: Best Paper Award, 2018), Crafting augmented the reality in learning: A co-creation perspective (Indonesia: Yogyakarta State University, 2018) and A medical co-creation system crafts B2B marketing (Japan: University of Tsukuba, 2018). Thirdly, his technology transfer cases were Business intelligence (BI) for cross supply chain integration system (Long Tai Copper Corp., 2017), Business intelligence and marketing innovation service system (Dah Chwan Digital Technology Co. Ltd, 2017) and Customized craniofacial plastic implants for innovative service (Hanlix International Co. Ltd., 2014-15). His two current international academic services were a speaker of 2nd ICSSSED International Conference of Social Sciences and Education (Indonesia: Yogyakarta State University) and a reviewer of 2017-2019 Personnel Review (SSCI). His

current research interest is including B2B marketing for the Association of Southeast Asian Nations (ASEAN) and Artificial Intelligence for E-commerce and customer services, such as the Chatbot.



Yu Tsu Lin was born in Taiwan and earned Ed. D. degree at Spalding University, KY, U.S.A in 1980. He is associate professor for dept. of Marketing and Logistics Management. His research area is including international trade, international marketing, international logistics. His one current journal paper was How B2B partnerships craft value relations? (2019). And his one current conference paper was Crafting augmented the reality in learning: A co-creation perspective (Indonesia: Yogyakarta State University, 2018). He published five books of International Trade Practice (Taiwan: House Princeton International Limited, 2006), Practical Japanese-Basic (Taiwan: Gao Li Book Publishing Company, 2006), Life Practical Japanese – Advanced (Taiwan: Gao Li Book Publishing Company, 2005), Human Resource Management (Taiwan: Dongda Book Company, 2000), and Management and Accounting of the Asian Economic Circle (Japan: Kyushu University, 1994). His current research interest is including international trade, business consultant, Japanese teaching.