

**The 2024 International Conference in Management Sciences and
Decision Making**
2024 年管理科學與經營決策國際學術研討會

研討會議程

May 25, 2024

113 年 5 月 25 日 (星期六)

09:30~10:00	Registration and Reception
10:00~10:30	Opening Ceremony Dr. I-Fei Chen (Tamkang University, Taiwan)
10:30~11:00	Honoring Ceremony Dr. Horng-Jinh Chang (Tamkang University, Taiwan)
11:00~12:00	Keynote Speech Dr. William Yu Chung Wang (University of Waikato, New Zealand) Sustainable Development Goals : the Aspect of Aotearoa and A Research Example
12:00~13:30	Lunch Break

	Session 1 Technology Moderator: M1, M2	Session 2 Finance I Moderator: M3, M4	Session 3 Finance II Moderator: M5, M6
13:30~16:30	<p><u>Paper 004</u> Let the data speak: Research on consumer decision-making behavior of Google Merchandise store</p> <p><i>Chen-Sheng Pai</i> (Asia University, Taiwan) <i>Shieh-Liang Chen</i> (Asia University, Taiwan)</p> <p><u>Paper 007</u> A Bibliometric Analysis of the Development Trends in Seawater Electrolysis Hydrogen Production Technology</p> <p><i>Shih-Wei Wang</i> (Tamkang University, Taiwan)</p> <p><u>Paper 010</u> Exploring Echo Chambers in Social Media: A Pilot Study Utilizing Sentiment Analysis and Analytic</p>	<p><u>Paper 031</u> Impact of the COVID-19 Pandemic and Fed's Monetary Policy on the Alameda County Housing Market</p> <p><i>Ming-Chih Lee</i> (Tamkang University, Taiwan) <i>Shu-Chuan Chen</i> (Tamkang University, Taiwan) <i>Shih-Chieh Chiu</i> (Tamkang University, Taiwan)</p> <p><u>Paper 032</u> Announcement Effect of Monthly Revenue Hit Record-High for Taiwan-Listed Companies</p> <p><i>Ming-Fang Tu</i> (Tamkang University, Taiwan) <i>Mei-Hua Fang</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 002</u> Unveiling Investing Strategies for Top-performing Hedge Funds</p> <p><i>Yensen Ni</i> (Tamkang University, Taiwan) <i>Yangchu Fan</i> (Tamkang University, Taiwan)</p> <p><u>Paper 005</u> Forecasting Bitcoin Returns via Artificial Intelligence Algorithms with Technical and Economic Indicators</p> <p><i>Yen-Sheng Lee</i> (Colorado Mesa University, United States of America) <i>Ram Basnet</i> (Colorado Mesa University, United States of America)</p>

<p>Modeling</p> <p><i>Te-Wei Wang</i> (University of Illinois Springfield, United States of America)</p> <p><i>Shui-Lien Chen</i> (Tamkang University, Taiwan)</p> <p><i>Wenyuan Ywen</i> (University of Illinois Springfield, United States of America)</p> <p><i>Jim Shih-Chiao Chin</i> (Tamkang University and Nanya Institute of Technology, Taiwan)</p>	<p><i>Kuang-Ping Ku</i> (Tamkang University, Taiwan)</p> <p>Paper 033 Analysis on Diversified Information Disclosures and Earnings Management Strategies</p> <p><i>Wei-Ting Chen</i> (Tamkang University, Taiwan)</p> <p><i>Chien-Ming Huang</i> (Tamkang University, Taiwan)</p> <p><i>Hao Chen Lee</i> (Tamkang University, Taiwan)</p>	<p>Paper 017 Does Board Structure Matter for Stock Price Synchronization?</p> <p><i>Chinning Hsu</i> (Tamkang University, Taiwan)</p> <p>Paper 023 Unleashing the Synergy of Technological Advancement and Capital Market Forces: A Comprehensive Analysis of the Semiconductor Industry</p>
<p>Paper 019 A Study on Service Innovation and Customer Experience in App-Based Ride-Hailing Platforms: A Case Study of Line Go-Taxi</p>	<p>Paper 034 Inflation and The Macroeconomics Market: An Empirical Case Using Generalized Method of Moments for Panel Data</p>	<p><i>Tsung-Han Ke</i> (Tamkang University, Taiwan)</p> <p><i>Hung-Chun Huang</i> (National Chi-Nan University, Taiwan)</p> <p><i>Hsin-Yu Shih</i> (National Chi-Nan University, Taiwan)</p>
<p><i>Ming-Yen Wang</i> (Asia University, Taiwan)</p> <p><i>Ta-Shun Cho</i> (Asia University, Taiwan)</p> <p><i>Li-shiue Gau</i> (Asia University, Taiwan)</p>	<p><i>Qian Chen</i> (Tamkang University, Taiwan)</p> <p><i>Jin-Zhen Wu</i> (Tamkang University, Taiwan)</p> <p><i>Jenn-Jong Huang</i> (Tamkang University, Taiwan)</p>	<p>Paper 024 Does Recruiting Political “Celebrities” as Independent Director’s matter for Firm Value? Evidence from Taiwan</p>
<p>Paper 021 Do Digital Transformation support Firm Performance and Resilience in the time of the COVID-19? The case of Vietnam</p>	<p>Paper 035 The investigation of relationship between the foreign exchange rate and international trading activities—the case of Taiwan</p>	<p><i>Yensen Ni</i> (Tamkang University, Taiwan)</p> <p><i>Tinghsun Ho</i> (Tamkang University, Taiwan)</p>
<p><i>Nguyen Quoc Viet</i> (University of Economics and Business, Vietnam National University, Vietnam)</p> <p><i>Do Thi Hong Tham</i> (University of Economics and Business, Vietnam National University, Vietnam)</p> <p><i>Bui Ha Linh</i> (University of Economics and Business, Vietnam National University, Vietnam)</p>	<p><i>Tsung-Hsun Wu</i> (Tamkang University, Taiwan)</p> <p><i>Chia-Yueh Yen</i> (Tamkang University, Taiwan)</p> <p><i>Yu-Chieh Lin</i> (Tamkang University, Taiwan)</p> <p><i>Ying-Yu Tal</i></p>	<p>Paper 030 The Integration Challenge of Digital Payments Facing AI Era In Asia Pacific Region</p> <p><i>Yensen Nieh</i> (Tamkang University, Taiwan)</p> <p><i>Mu-Hsiang Yu</i> (Tamkang University, Taiwan)</p>

	<p><i>Nguyen Thi Thoan</i> (University of Economics and Business, Vietnam National University, Vietnam)</p> <p><u>Paper 025</u> Analyzing the critical factor and optimum alternative by using the AHP: A case study of music streaming platform</p> <p><i>Hao-Yu Lian</i> (National Taipei University of Business, Taiwan)</p> <p><i>Yi-Ting Peng</i> (National Taipei University of Business, Taiwan)</p> <p><i>Fang-Yu Tsai</i> (National Taipei University of Business, Taiwan)</p> <p><i>Chun-Yueh Lin</i> (National Taipei University of Business, Taiwan)</p> <p><u>Paper 026</u> Evaluating the Optimal Digital Transformation Strategy for SMEs: A Case in the Tourism Industry</p> <p><i>Yi-Ting Peng</i> (National Taipei University of Business, Taiwan)</p> <p><i>Hao-Yu Lian</i> (National Taipei University of Business, Taiwan)</p> <p><i>Fang-Yu Tsai</i> (National Taipei University of Business, Taiwan)</p> <p><i>Chun-Yueh Lin</i> (National Taipei University of Business, Taiwan)</p> <p><u>Paper 047</u></p>	<p>(Tamkang University, Taiwan)</p> <p><u>Paper 049</u> Factors Affecting the Behavior of Using E-Wallets of Gen Z in Mekong Delta</p> <p><i>Nguyen Trung Tien</i> (UEH University, Vietnam)</p> <p><i>Dang Thuy Linh</i> (UEH University, Vietnam)</p> <p><i>Truong Thi Hoang Oanh</i> (UEH University, Vietnam)</p>	
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<p>Scrutinising the role of series mediation of content quality and parasocial relationships with social media influencers: A uses and gratifications standpoint</p> <p><i>Truong Thi Hoang Oanh</i> (UEH University, Vietnam) <i>Anglina Nhat Hanh Le</i> (UEH University, Vietnam) <i>Ho Xuan Huong</i> (UEH University, Vietnam)</p>		
<p>Session 4 Marketing Moderator: M7, M8</p>	<p>Session 5 ESG I Moderator: M9, M10</p>	<p>Session 6 ESG II Moderator: M11, M12</p>
<p><u>Paper 003</u> Managerial Characteristic and Firm Performance</p> <p><i>Joyce Hsieh</i> (Tamkang University, Taiwan)</p> <p><u>Paper 006</u> A conceptual framework of live stream commerce: personal selling theory approach</p> <p><i>Hsunchi Chu</i> (Yuan Ze University, Taiwan)</p> <p><u>Paper 008</u> Investigating Research on Pre-Decision-Making in Sustainable Tourism: A Meta-Analytic Structural Equation Modeling Assessment</p> <p><i>Lily Shui-Lien Chen</i> (Tamkang University, Taiwan) <i>Jim Shih-Chiao Chin</i> (Tamkang University and Nanya Institute of Technology, Taiwan)</p>	<p><u>Paper 013</u> Exploring the Role of Internal Environmental Locus of Control as a Mediator between Consumer Climate Change Perception and Low-Carbon Product Purchase Intention</p> <p><i>Shieh-Liang Chen</i> (Asia University, Taiwan) <i>Yi-Hsuan Lee</i> (Asia University, Taiwan) <i>Yu-Sheng Su</i> (Asia University, Taiwan) <i>Yu-Hsia Ho</i> (Asia University, Taiwan)</p> <p><u>Paper 014</u> Driving Sustainable Change: The Influential Role of Corporate Climate Change Perception in Institutional Environments</p> <p><i>Huang-Chuang Chang</i> (Asia University, Taiwan) <i>Shieh-Liang Chen</i> (Asia University, Taiwan) <i>Chun-Chen Huang</i> (Asia University,</p>	<p><u>Paper 009</u> Taiwan's Renewable Energy Development Trends and Policy Analysis</p> <p><i>Wen-Fang Lo</i> (Tamkang University, Taiwan)</p> <p><u>Paper 027</u> A Panel Study on The appeal of studying in the USA: Asian Perspective</p> <p><i>Yi-cheng Liu</i> (Tamkang University, Taiwan) <i>I-Cheng Yeh</i> (Tamkang University, Taiwan) <i>Sheng-Hsiung Chang</i> (Tamkang University, Taiwan)</p> <p><u>Paper028</u> The nexus among information and communication technology and health expenditure in Vietnam: an ARDL approach</p>

<p><i>Te-Wei Wang</i> (University of Illinois Springfield, United States of America)</p> <p><u>Paper 012</u> A Study of Effectual Market Creation in the Cross-border e-Commerce of SMEs: The Case of eBay in Vietnam.</p> <p><i>Nguyen Thi Diem</i> (Tamkang University, Taiwan)</p> <p><i>Chien-Hsin Wu</i> (Tamkang University, Taiwan)</p> <p><i>Deena Dhayalan Pushparaj</i> (Tamkang University, Taiwan)</p> <p><u>Paper 015</u> From Ovens to Online: Investigating the Transformative Effects of E-commerce on Taiwan's Baking Industry</p> <p><i>Shieh-Liang Chen</i> (Asia University, Taiwan)</p> <p><i>Ho-Chien Lin</i> (Asia University, Taiwan)</p> <p><u>Paper 020</u> Customer Satisfaction and Added Values of Shipper Behavior and Services in Last-mile Delivery at Vietnam B2C E-commerce Platforms</p> <p><i>Nguyen Quoc Viet</i> (VNU-University of Economics and Business, Vietnam)</p> <p><i>Nguyen Minh Khanh</i> (Prime Travel Company Limited, Vietnam)</p> <p><i>Nguyen Le Vy</i> (Prime Travel Company Limited, Vietnam)</p> <p><i>Nguyen Le Uyen</i> (Chip Chip Education and</p>	<p>Taiwan)</p> <p><u>Paper 016</u> Driving Green Food Choices: The Interplay of Self-Identity, Cognitive Engagement, and Emotional Involvement</p> <p><i>Chun -Ting Lin</i> (Tamkang University, Taiwan)</p> <p><i>Han-Jen Niu</i> (Tamkang University, Taiwan)</p> <p><i>Huey-Fang Ju</i> (Tamkang University, Taiwan)</p> <p><i>En-Tzu Wu</i> (Tamkang University, Taiwan)</p> <p><u>Paper 018</u> A Study on Resource Allocation and Carbon Rights Management in Aquaponic System Based on the Fuzzy Control</p> <p><i>Chai Chee Yong</i> (Tamkang University, Taiwan)</p> <p><i>Huu Khoa Tran</i> (Tamkang University, Taiwan)</p> <p><i>Yen-Ling Lin</i> (Tamkang University, Taiwan)</p> <p><u>Paper 022</u> Shaping Sustainability: Applying the Reduce Principle of the Green 4R in the Cultural and Creative Industries</p> <p><i>Hong-Yi Hong</i> (Asia University, Taiwan)</p> <p><i>Chang-Hsien Hsu</i> (Asia University, Taiwan)</p> <p><i>Ying-Chieh Su</i> (Asia University, Taiwan)</p> <p><u>Paper 050</u></p>	<p><i>Phan Tuong Vy</i> (National Economics University, Vietnam)</p> <p><i>Pham Huy Du</i> (National Economics University, Vietnam)</p> <p><u>Paper 029</u> Investor Sentiment and Cross-Market Volatility Spillovers: Evidence from ESG-Rated Stocks</p> <p><i>An-Chi Wu</i> (Tamkang University, Taiwan)</p> <p><i>Yun-Ching Tsai</i> (Tamkang University, Taiwan)</p> <p><u>Paper 037</u> Ethical Investigation on Artificial Intelligence Empowered Human Resource Management System: A Qualitative Study based on Interviews with Managers from Beijing High-End Technology Companies</p> <p><i>Hong Wei</i> (International College at Krirk University, Thailand)</p> <p><i>Cao Chen</i> (Sage University, Malaysia)</p> <p><u>Paper 042</u> Esg Approach in the Design of Tourist's Experience: Case of Vietnam</p> <p><i>Huu Nghia Le</i> (University of Economics Ho Chi Minh City, Vietnam)</p> <p><i>Thanh Tu Nguyen</i> (Duc Tri Tea & Coffee Manufacturing</p>
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	<p>Technology Joint Stock Company, Vietnam)</p> <p><u>Paper 036</u> The impact of value co-creation readiness on customer experience and revisit intention in the hospitality industry</p> <p><i>Thi Tuong Vy Nguyen</i> (Asia University, Taiwan) <i>Yeneneh Tamirat Negash</i> (Asia University, Taiwan)</p> <p><u>Paper 048</u> Estimating the mark of interface design, customer interaction, and perceived hedonic value on impulsive buying behavior in livestream: The moderating role of deal proneness</p> <p><i>Vo Thanh Truc</i> (University of Economics Ho Chi Minh City, Vietnam) <i>Truong Thi Hoang Oanh</i> (University of Economics Ho Chi Minh City, Vietnam) <i>Nguyen Trung Tien</i> (University of Economics Ho Chi Minh City, Vietnam)</p> <p><u>Paper 051</u> Influencer marketing: exploring the determinants of purchase intention of followers in a influencer's community</p> <p><i>Li-Jen Yang</i> (Tamkang University, Taiwan) <i>I-Fei Chen</i> (Tamkang University, Taiwan) <i>Yung-Jung Tsang</i> (Tamkang University, Taiwan)</p>	<p>Risk Management and Legal Compliance: An Exploratory Study of BNP Paribas's Provence Mediterranean Business and Finance Trade Center</p> <p><i>Aicha Zaoudjat</i> <i>Inzoudine</i> (Tamkang University, Taiwan) <i>Chien-Hsin Wu</i> (Tamkang University, Taiwan) <i>Enoch Kon</i> (Tamkang University, Taiwan)</p>	<p>Trading Company Limited, Vietnam)</p> <p><u>Paper 045</u> The Impact of ESG on Brand Trust and Customer Loyalty: Case study of FnB Businesses in Hanoi City</p> <p><i>Pham Ha Thanh</i> (National Economics University, Vietnam) <i>Ta Ngoc Anh</i> (National Economics University, Vietnam) <i>Tran Ha Trang</i> (National Economics University, Vietnam) <i>Nguyen My Thao</i> (National Economics University, Vietnam) <i>Vu Minh Trang</i> (National Economics University, Vietnam) <i>Le Thanh Tam</i> (National Economics University, Vietnam)</p> <p><u>Paper 046</u> Esg Unveiled: Illuminating Profitability Impact in Emerging Asian Markets</p> <p><i>Nguyen Thi Thu Ha</i> (University of Economics Ho Chi Minh City, Vietnam)</p>
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	<i>Oliver Velecký</i> (ING Hubs, Slovakia)		
16:30~16:40	Break		
16:40~17:00	Closing Ceremony Best Paper Awards		