

PROGRAM (Finalized Version)*

DAY 1 (July 4th, 2024) (In-person)	DAY 2 (July 5th, 2024) (In-person)	DAY 3 (July 6th, 2024) (Online)
8:10 In-person & Poster Presenters collect name badges from the service desk		
8:20-11:00 Sessions A1 , B1 , C1	8:20-10:20 Sessions A2 , B2 , C2	9:30-11:30 Sessions A3 , B3 , C3
11:00-11:15 Coffee break	10:20-10:35 Coffee break	11:30-11:45 Break
11:15-11:45 Keynote Speech**	10:35-12:15 Sessions D2 , E2 , F2	11:45-13:45 Sessions D3 , E3 , F3
12:00-13:00 Lunch (Restaurant on 2/F)	12:15-13:00 Lunch (Restaurant on 2/F)	13:45-14:00 Break
13:00-13:30 Poster Presentation I	13:00-15:15 Sessions G2 , H2 , J2	14:00-15:15 Sessions G3 , H3 , J3
13:00-15:15 Sessions G1 , H1 , J1		
15:15-15:30 Coffee break	15:15-15:30 Coffee break	End of Program
15:30-16:00 Poster Presentation II	15:30-17:45 Sessions K2 , L2 , M2	
15:30-17:45 Sessions K1 , L1 , M1		

* **Time in the program is Japan Standard Time** (<https://time.is/Japan>).

** **Keynote Speech:** Professor Ofer Zwikael, Research School of Management, ANU College of Business and Economics, The Australian National University; Associate Editor, *International Journal of Project Management* (**Kujyaku, 2/F; Zoom: [5847253394](https://join.zoom.us/j/5847253394)**).

Guide to Speakers and Session Chairs

- Please be ready in the session five minutes before the schedule.
- Each paper has **10 minutes for presentation + 3 minutes for Q&A**. The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her to end the presentation.
- SIBR assumes no responsibility if you are unable to finish your presentation in your assigned session for any reasons.
- **In-person presentation (Days 1-2):** LCD projector and computer will be provided in each conference room.
 - You should save your presentation file on your own USB drive.
 - You should not connect your own computer to the projector.
- **Poster presentation (Day 1):** You should prepare an **A3-size poster** and hand it over to the service desk anytime before the start of the poster session.
- **Online presentation (Day 3):** Download the Zoom Client from <https://www.zoom.us> and install it on your computer.
 - Before the conference, you should test your computer webcam and microphone in the Zoom waiting room.
 - The password for entering the Zoom meeting rooms will be sent by email before the conference.

Online Conference Proceedings

- The conference proceedings will be published at <http://sibresearch.org/past-2024-osaka.html>.

Conference Pack

- **In-person, poster, and online presentations:** you will receive by email a conference pack before the conference.
- **In-person and poster presentations only:** On **either Day 1 or Day 2**, you will collect your name badge from the service desk (Second Floor). **The name badges will be sorted by the attending authors' first names. Collection of name badges will be self-service.** Non-registered guests (without a name badge) will not be admitted. *The service desk will be closed during lunch time.*

Conference Venue

- Second Floor, Ark Hotel Shinsaibashi, Osaka (<http://sibresearch.org/osaka-venue.html>).

Session A1: EDUCATION & ECONOMIC DEVELOPMENT (venue: Kaede, 2/F)

Chair: Daisy T. Besing (University of Southeastern Philippines)

Structural Equation Model on the Saving Behavior of the Faculty and Non-Teaching Staff of the State Universities and Colleges (SUCs) in Region XI (s24-122)

Speaker: Maria Luisa Faunillan (University of Southeastern Philippines)

Nudging Thai Children: Behavioral and Experimental Economic Approaches to Enhance Education among Underprivileged Youth (s24-107)

Speaker: Peera Tangtamaruk (Srinakharinwirot University)

Charting the Course of Eco-Conscious Travel: Exploring the Continuity of Green Tourism Among Tourists and its Reverberations on Environmental Preservation in Mindanao, Philippines (s24-103)

Speaker: Sharon Binoya (University of Southeastern Philippines)

College Student's Preferences in Taking Up the On-Campus Examination Training Program: The Case of Yunnan Technology and Business University (s24-136)

Speaker: Eugene M. Bije (University of Southeastern Philippines)

Assessing Overall Service Quality in Higher Education in the Pandemic Context (s24-262)

Speaker: Ladybird Y. Quiachon (Occidental Mindoro State College)

The Role of E-service Quality in Shaping Students' Satisfaction in the Pandemic Context (s24-263)

Speaker: Ladybird Y. Quiachon (Occidental Mindoro State College)

Analysis of Factors Influencing International Postgraduate Student Destination Choice (s24-289)

Speaker: Maybelle Paulino (Objective Decision Solutions, Inc.)

Factors that Influence International Postgraduate Students' Decision-making Processes (s24-290)

Speaker: Maybelle Paulino (Objective Decision Solutions, Inc.)

Awareness and Acceptability Survey on University's Strategic Framework, Program Objectives and Graduate Outcomes, and Leadership Approaches of Senior Leaders (s24-154)

Speaker: Daisy T. Besing (University of Southeastern Philippines)

Session B1: OPERATIONS MANAGEMENT & MARKETING (venue: Ichou, 2/F)

Chair: Manuel Tanpoco (De La Salle University)

A Study of Applying Gradient Boosting Decision Trees to Detecting Credit Card Fraud (s24-196)

Speaker: Chih-Chuan Chen (National Taitung University)

The Influence of Politicians' Social Media Management on Swing Voters (s24-197)

Speaker: Chih-Chuan Chen (National Taitung University)

Brand Posts and Persuasion in Social Media Marketing: Perceived Warmth as a Mediator (s24-049)

Speaker: Hsuan-Hsuan Ku (Soochow University)

The Rise of Dropshipping in Formulating E-Commerce in the Philippines: Mediating Role of Consumer Trust in E-Commerce on the Influence of Dropshipping and Customer Perceptions towards the Purchase Intentions in the Philippine E-Commerce Market (s24-205)

Speaker: Harvey Ong (De La Salle University)

(Session B1 continued on next page ...)

Understanding Mobile Game Download Intention: Influence of Social Media, In-game Ads, and Store Optimization under Wi-Fi Constraints (s24-166)
Speaker: Patrick Hariramani (De La Salle University)

Exploring Factors Influencing Millennials' Reuse Intentions in Motorcycle Ride-Hailing Services: The Role of Perceived Usefulness, Social Influence, Perceived Risk, and Moderating Effects of Price Consciousness and Gender in Metro Manila (s24-167)
Speaker: Patrick Hariramani (De La Salle University)

Bridging the Gap: Understanding Filipino Millennials' Motivations and Trust in Purchasing Green Products (s24-291)
Speaker: Manuel Tanpoco (De La Salle University)

Effects of User-Generated Content (UGC) on Impulsive Buying Behavior in TikTok (s24-292)
Speaker: Manuel Tanpoco (De La Salle University)

Session C1: ACCOUNTING & FINANCE (venue: Kujyaku, 2/F)

Chair: Imelda Angeles (University of Santo Tomas)

The Hong Kong Accounting Standard Setting Process and Dynamics: A Structuration Study of Colonial Culture, International Identity and Commercialism (s24-030)
Speaker: Anthony Mounq Yin Chan (Toronto Metropolitan University)

ESG Measurement, Peer Effects, and Strategic Financial Management: Lessons from Taiwan (s24-110)
Speaker: Yu-Shan Chang (Tamkang University)

The Impact of the Imitative Behavior in Different Stages of the Firm Life Cycle on a Business Group's Value Relevance: Perspective on Different Operating Policies (s24-175)
Speaker: Hui-Ling Chen (Tamkang University)

Sustainability Disclosure and Its Impact on Telecommunication Firms' Profitability in Asia Pacific Region (s24-212)
Speaker: Marycris Albao (De La Salle University)

The Influence of Subjective Financial Knowledge and Income Level on Emergency Fund Ownership Among Young Adults in Indonesia (s24-300)
Speaker: Nur Anita Yunikawati (Universitas Negeri Malang)

Fence Sitters? A Survey of the Participation of Publicly Listed Companies in Philippine Voter Education (s24-047)
Speaker: Real C. So (De La Salle University)

Better Together: A Survey of the Participation of Philippine Business Associations in Voter Education (s24-054)
Speaker: Real C. So & Arnel Onesimo O. Uy (De La Salle University)

Behavioral Biases, Risk Tolerance, Knowledge, and Investment on Cryptocurrency: A Moderated Mediation Analysis (s24-035)
Speaker: Imelda Angeles (University of Santo Tomas)

Impact of Tax Exemption on Financial Performance and Stakeholders' Satisfaction: A Study of Credit Cooperatives in the Philippines (s24-266)
Speaker: Imelda Angeles (University of Santo Tomas)

POSTER PRESENTATION I (venue: Pre-function Area, 2/F)

Identifying Service Barriers and their Causes in Cloud Kitchens: The Insights from the Seven Service Gap Analysis of the PZB Model (s24-022)

Speaker: Ching-Chan Cheng (Taipei University of Marine Technology)

Preparation, Purification, and Hypocholesterolemic Effect Evaluation of Bioactive Peptides from Seabass Skin Utilizing High Hydrostatic Pressure in Conjunction with Ultrasound-assisted Protease Hydrolysis (s24-033)

Speaker: Guan-Wen Chen (National Taiwan Ocean University)

Effect of High Hydrostatic Pressure-assisted Total Food Liquefaction Technology of Blue Shark Skin on the Production of Bioactive Peptides and Cardiovascular Disease (s24-034)

Speaker: Guan-Wen Chen (National Taiwan Ocean University)

The Impact of Gender Diversity on Shareholder Wealth Effect in Taiwan's Construction Industry (s24-055)

Speaker: Hsiu-Jung Tsai (National Kaohsiung University of Science and Technology)

Session G1: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Kaede, 2/F)

Chair: Daniel Gulanowski (Carleton University)

Relational Capital and Satisfaction of Employees in Hotel Industry (s24-032)

Speaker: Helen Grace C. Legorio (University of Southeastern Philippines)

Designing and Developing a Payroll Information System Integrated in Human Resource Management

Operation: The Case of Technical-Vocational Institutions in Davao City, Philippines (s24-052)

Speaker: Emalyn Bañanola (University of Southeastern Philippines)

Quality of Work-Life among Faculty Members of State University and Colleges in the Davao Region (s24-070)

Speaker: Edeliza Gonzales (University of Southeastern Philippines)

The Role of Organizational Culture and Mediating Effect of Organizational Commitment in Building Job Satisfaction (s24-264)

Speaker: Rommel S. Yngson, Jr. (Occidental Mindoro State College)

Impact of Organizational Culture on Organizational Commitment: Mediating Role of Job Satisfaction (s24-265)

Speaker: Rommel S. Yngson, Jr. (Occidental Mindoro State College)

Exploring the Influence of Attitude, Parental Guidance, and Family Business Performance on Students' Intention to Join the Family Business, Moderated by Self-Efficacy (s24-193)

Speaker: Ringgold Atienza (De La Salle University)

Uncovering the Effect of e-Service Quality on Customer Satisfaction Moderated by Webpage Aesthetics (s24-322)

Speaker: Ringgold Atienza (De La Salle University)

International Knowledge Transfer and Global Mobility: A Review of the Business and Management Literature (s24-066)

Speaker: Daniel Gulanowski (Carleton University)

International Student Graduates and Workforce Integration through Online Technologies (s24-095)

Speaker: Daniel Gulanowski (Carleton University)

Session H1: ACCOUNTING & FINANCE (venue: Ichou, 2/F)

Chair: Parichat Sinlapates (Khon Kaen University)

To ESG or not to ESG: Statistical Outperformance or Inconvenient Truth? (s24-069)

Speaker: Aboubaker Meziani (Montclair State University) **SIBR Best Paper Award**

Do ESG Scores Conditional on Family-Owned Business and Information Credibility Matter to the Market Reaction? (s24-155)

Speaker: Weerawan Siripong (Khon Kaen University)

Do Reported Intangible Assets Deliver Information Usefulness? (s24-172)

Speaker: Nittikorn Suwansin (Prince of Songkla University)

Comparison between the Yield of Green Bond and Social Bond: A Case Study of Thailand (s24-179)

Speaker: Chonchanok Tipsook (Khon Kaen University)

The Impact of ESG Score on Stock Return (s24-182)

Speaker: Preeyathon Khamphaphan (Khon Kaen University)

Cryptocurrency as a Safe Haven for Portfolio Diversification: A Case Study of Bitcoin (s24-198)

Speaker: Sarita Meekoh (Khon Kaen University)

Capital Structure Determinants in the Food and Beverage Industry: Moderating Role of Firm Size (s24-276)

Speaker: Liberty S. Patiu (De La Salle University)

Unraveling the Investment Puzzle: Do Behavioral Biases and Financial Literacy Matter? (s24-279)

Speaker: Liberty S. Patiu (De La Salle University)

Firms' Solvency-based Trading Strategy: A Case Study in Thailand (s24-272)

Speaker: Parichat Sinlapates (Khon Kaen University)

Session J1: MANAGEMENT & ENTREPRENEURSHIP (venue: Kujyaku, 2/F)

Chair: Rosfe Corlae Badoy (University of Southeastern Philippines)

Exploring the Moral Imagination of Filipino Entrepreneurs and Managers in Decision-Making Processes (s24-204)

Speaker: Maria Victoria R. Ignacio (Ateneo de Manila University)

Total Quality Management and Blockchain Technology: Transforming Service Quality in the UAE Housing Sector (s24-267)

Speaker: Mohamad Humaid Al Marri (HBMSU Dubai UAE)

Fostering Success in the Philippine Creative Industries: Understanding the Impact of Entrepreneurial Orientation, Competitive Advantage, and Product Innovation on the Business Performance of Fashion Companies utilizing Technological Innovations with the Moderating Variable of Business Strategies (s24-207)

Speakers: Rachell Angeli Almendral, Justyne Kailey N. Chun, Paulene Ysabel Martin (De La Salle University)

From Data to Insight: Leveraging Statistical Methods for Business Intelligence (s24-141)

Speaker: Gil Antonio R. Dela Cruz (De La Salle University)

(Session J1 continued on next page ...)

Factors Influencing Adoption of Digital Gifting in South Korea and The Philippines: A Comparative Study (s24-202)

Speakers: Vanessa Lee Cartera & Anecito Jubac Jr. (De La Salle - College of St. Benilde)

One Size Does Not Fit All: Exploring Leadership Inclinations in a Multigenerational Workforce (s24-226)

Speakers: Anecito Jubac Jr. & Rocel Apolonio (Far Eastern University)

The Acceptance of IoT Technology among Youths' Agropreneurs in Sabah: Exploring the Influence of Resource Availability (s24-231)

Speaker: Rafidah Nordin (Universiti Malaysia Sabah)

Examining Entrepreneurial Motivations and Entrepreneurial Success in Homestay Program: Evidence from a Developing Region in Sabah, Malaysia (s24-233)

Speaker: Kelvin Yong (Universiti Malaysia Sabah)

Influence of Enterprise Risk Management on Perceived Organizational Performance of SMEs in Davao del Norte, Philippines (s24-116)

Speaker: Rosfe Corlae Badoy & Marck Lester L. Navales (University of Southeastern Philippines)

POSTER PRESENTATION II (venue: Pre-function Area, 2/F)

Sustainable Social Medial Engagement: The Impact of Conspicuous Virtue Signaling (s24-039)

Speaker: Hsiu-Hua Chang (Feng Chia University)

The Impact of Quality of Work Life on Employee Outcomes in Taiwan (s24-059)

Speaker: Chien-Chih Kuo (National Chengchi University)

Do in Rome as the Romans Do Adaptability: Behavioral Linkages, Mechanisms, and Boundary Conditions (s24-184)

Speaker: Hung Yu Tsai (Providence University)

Session K1: MARKETING, MANAGEMENT & FINANCE (venue: Kaede, 2/F)

Chair: Elisa E. Braganza (University of Southeastern Philippines)

How Beauty Videos Impact Audiences' Purchase Intention? An Integration of Advertising Value Model and Social Cognitive Theory (s24-140)

Speaker: Ching-Hsuan Yeh (Feng Chia University)

Study of the Relationship among Green Innovation and Brand Value (s24-125)

Speaker: Wen-Wen Chen (Central Taiwan University of Science and Technology)

From Stardom to Shopping Carts: Unmasking the Power of Korean Celebrity Endorsers on Filipino Consumers Aged 18 to 25' Impulse Buying Behavior in Manila through Credibility, Brand Congruence, and Parasocial Relationships (s24-221)

Speaker: Santino Gerard David (De La Salle University)

The Descriptive Study of Saving and Spending Habits: A Survey on Millennial Workers in Indonesia (s24-133)

Speaker: Tabita Indah Iswari (Universitas Atma Jaya Yogyakarta)

(Session K1 continued on next page ...)

Analysis of the Factors Influencing Intention to Purchase Sustainable Local Craft Products: A Structural Equation Modeling Approach (s24-073)

Speakers: Quisha Yssabelle S. Favila, Carl Gabriel M. Magtibay, Joseph Francis E. Palanca, Margaret S. Yvanovich (De La Salle University)

To Green or Not to Green: An Analysis of Green Purchase Intention Among Fashion Brand Consumers using a Structural Equation Modeling Approach (s24-086)

Speakers: Andre Johahn J. Manalo, Maria Bianca F. Nadela, Keith Derrick C. Ngan, Jose Enrico D. Oyco (De La Salle University)

Cultivating Tourism Engagement: Implementation of Animation Media for Thai Desserts Promotion (s24-147)

Speaker: Tiantada Hiranyachattada (Bansomdejchaopraya Rajabhat University)

Hazing the Air: Willingness of Sugarcane Farmers' Adoption of Green Practices in Northeast Thailand (s24-318)

Speaker: Cing Khawl Nuam (Khon Kaen University)

Measuring Service Quality and Customer Satisfaction: An Empirical Evidence from Fast-food Restaurants in Davao Region, Philippines (s24-041)

Speaker: Elisa E. Braganza (University of Southeastern Philippines)

Session L1: ACCOUNTING & FINANCE (venue: Ichou, 2/F)

Chair: Pornwan Nunthaphad (Kasetsart University)

Unravelling the Impact of Innovation on Corporate Financial Performance: Evidence from USA Corporations (s24-162)

Speaker: Olusayo Olatona (Ritsumeikan Asia Pacific University)

Sustainability Disclosure and Assurance in Emerging Economies: The Role of Managerial Ability (s24-216)

Speaker: Inten Meutia (Universitas Sriwijaya)

Financial Distress, Audit Committee Accounting Expertise, and Market Competition on Earnings Management in Tourism Industry Companies in Indonesia (Comparatory Analysis before and during the Covid-19 Pandemic) (s24-301)

Speaker: Hasni Yusrianti (Universitas Sriwijaya)

Granger Causality Between Oil, Precious Metal Indices, and Stock Market Indices: Evidence from the Philippines, Indonesia and Thailand (s24-260)

Speaker: Baylon Dioscoro, Jr. (De La Salle University)

An Analysis on the Influence of Sustainability Reporting on the Stock Pricing Behavior during Initial Public Offerings among Publicly Listed Companies in the ASEAN-5 (s24-210)

Speakers: Mika Ivan D. Agaton, Moises Antonio A. Castro, Ma. Ysabel P. Leachon, Jean Lenard M. Rosete (De La Salle University)

Abnormal Stock Returns in Thailand during Cabinet Appointment (s24-065)

Speaker: Siwapong Dheera-aumpon (Kasetsart University)

Nexus between Foreign Direct Investment Inflows, Institutions, and Economic Factors: Evidence from ASEAN Countries (s24-268)

Speaker: Ruben Jr. Nayve (Adamson University)

(Session L1 continued on next page ...)

Innovative Measurement and Construction of Global Sovereign ESG Index (s24-324)
Speaker: Chyi-Lu Jang (National Sun Yat-sen University)

The Impact of ESG Benchmark, Foreign Inflow, and Bond Yield on Sensitive and Non-sensitive Industries in Thailand (s24-048)
Speakers: Massaporn Cheuathonghua & Pornwan Nunthaphad (Kasetsart University)

Session M1: ACCOUNTING & FINANCE (venue: Kujiyaku, 2/F)

Chair: Chih-Yuan Yang (National Taiwan Normal University)

How Do Organizational Behavior Perspectives Affect Earnings Management of Family-Controlled Firms? (s24-057)
Speaker: Chih-Wei Peng (National Changhua University of Education)

Profitability, Leverage, Company Size and Disclosure of Corporate Social Responsibility (Comparison Before and During the Covid-19 Pandemic in Indonesian Companies) (s24-174)
Speaker: Hans Hananto Andreas (Satya Wacana Christian University)

The Influence of Audit Tenure and Firm Size on Audit Delay with Financial Distress as a Moderating Variable (s24-229)
Speaker: Hamfri Djajadikerta (Parahyangan Catholic University)

Co-integration Analysis of Exchange Rate, US Dollar Index, and Taiwan Stock Market (s24-151)
Speaker: Chu-Yen Lee (National Kaohsiung University of Science and Technology)

ASEAN-6 Stock Markets' Long Memory Effect From 2006 to 2022: A Rescaled Range Analysis (s24-227)
Speaker: Tomas Tiu (De La Salle University)

Spillover and Volatility Transmissions between Foreign Exchange Rate and Stock Market Returns in Thailand and Taiwan (s24-228)
Speaker: Tomas Tiu (De La Salle University)

Is Buying a House a Good Investment? An Empirical Study of Actual Price Registration Data in Taipei Metropolitan Area (s24-222)
Speaker: Chih-Yuan Yang (National Taiwan Normal University)

Session A2: MARKETING & MANAGEMENT (venue: Kaede, 2/F)

Chair: Emy Ezura A-Jalil (Universiti Utara Malaysia)

The Impact of Sustainable Content on Customer Emotions and Purchase Intentions in Delivery Platforms: An Appraisal Theory Perspective (s24-012)
Speaker: Han-Ling Jiang (National Taipei University of Technology)

Effectiveness of Apply Data Analytics on Customer Service – Taking Company H as an Example (s24-040)
Speaker: Ping Chun Chen (Feng Chia University)

The Effect of Contribution Format and Nature of CSR Issue on Consumer Attitudes and Behavioral Intention (s24-096)
Speaker: Chih-Liang Wang (Feng Chia University)

(Session A2 continued on next page ...)

The Effect of a Retailer's CSR Activities on CSR Reputation and Brand Image (s24-102)

Speaker: Chieh-Lun Lin (Feng Chia University)

Explore Determinants of Online Product Sales Utilizing Ensemble Learning and SHAP Analysis (s24-128)

Speaker: Ching Hua Chou (Feng Chia University)

The Impact of Digital Marketing Strategies on Business Marketing Effectiveness (s24-273)

Speaker: Wen-Hao Wu (Feng Chia University)

The Effects of Personal Relevance on Readers' Evaluation toward Clickbait Headlines (s24-127)

Speaker: Li-Shia Huang (Fu Jen Catholic University)

Digital Logistics Adoption among Young Entrepreneurs in Malaysia (s24-319)

Speaker: Emy Ezura A-Jalil (Universiti Utara Malaysia)

Session B2: TECHNOLOGY & SUPPLY CHAIN MANAGEMENT (venue: Ichou, 2/F)

Chair: Chien-Hsun Chen & Chiao-Wei Lin (Feng Chia University)

Analysis of Key Factors Affecting Digital Transformation in the Manufacturing Industry in the Post-pandemic Era: A Case Study of Taiwan's Traditional Industries (s24-087)

Speaker: Shih-Hsiang Chan (Feng Chia University)

Research on the Key Success Factors and Effectiveness of Innovation Transformation in the Tile Distribution Industry (s24-094)

Speaker: Chiao-Wei Lin (Feng Chia University)

Influence of the Digital Technology on the Construction Engineering Industry — A Case Study of Stone Engineering Industry (s24-112)

Speaker: Chin-Mei Su (Feng Chia University)

Research on the Key Success Factors for Chain Operation Development of Home-based Long-term Care Institutions (s24-081)

Speaker: Sheng-Wei Chen (Feng Chia University)

Challenges and Transformation of Small and Medium Enterprises' Supply Chains in Traditional Manufacturing (s24-058)

Speaker: Jen Tse Huang (Feng Chia University)

A Study on the Key Success Factors of Manufacturing Industry Transformation into Trade Industry (s24-088)

Speaker: Hui Wen Lin (Feng Chia University)

Study on the Key Success Factors for the Operation of Medical Supplies Retail Channels (s24-099)

Speaker: Yu-Yu Chen (Feng Chia University)

The Sustainability of the Dadu Relay Station Construction Project (s24-105)

Speaker: Chien-Hsun Chen (Feng Chia University)

Session C2: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Kujyaku, 2/F)

Chair: Hui-Chen Chang (Feng Chia University)

The Study on the Impact of Organizational Culture and Compensation System on Employee Retention Rate (s24-085)

Speaker: Erh-Tung Sun (Feng Chia University)

Management of Labor Relations, Community Engagement, and Corporate Ethics in the Printing Industry (s24-092)

Speaker: Chiu-Ying Chang (Feng Chia University)

The Impact of Artificial Intelligence on Creativity and Job Security of Hospitality Industry Employees: Balancing Automation and Innovation (s24-101)

Speaker: Hui-Chen Chang (Feng Chia University)

Research on the Relationship between Leadership Traits Leadership Behaviors and Leadership Effectiveness (s24-111)

Speaker: Tzu-Chin Su (Feng Chia University)

Job Satisfaction and Organizational Commitment in Volunteers: The Intermediary Effect of Psychological Ownership (s24-164)

Speaker: Ming-Jin Hsieh (Feng Chia University; Taichung Tzu Chi Hospital) **SIBR Best Paper Award**

Exploring the Adoption Behavior of SME Employees Towards Generative AI Using UTAUT (s24-113)

Speaker: Hsiu-Ling Li (Feng Chia University)

How to Successfully Transfer the Success of Taiwanese Companies to North America: The Case of A-Lumen (s24-084)

Speaker: Yueh-Li Wang (Feng Chia University)

The Relationship between Recruiter Attributes and Organizational Attraction: The Moderating Role of Electronic Word-of-Mouth (s24-060)

Speakers: Chien-Cheng Chen, Cha-Chi Shih, Shih Yi Fang (National Taipei University of Technology)

Session D2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Kaede, 2/F)

Chair: Jyh-Dean Hwang (National Taiwan University)

A Cross-National Study on the Relationship between Preventive Medicine Awareness, Healthcare Expenditure, and National Long-Term Care Budgets (s24-091)

Speaker: Ching-Wen Wu (Feng Chia University)

Research on Key Success Factors and Performance of Innovative Transformation Models of Farmers' Associations (s24-025)

Speaker: Pi-Chi Kuo (Feng Chia University)

Coping with Labor Shortage: A Case Study of High-altitude Operations in Taiwan (s24-063)

Speaker: Tzu-Yun Chang (Feng Chia University)

Discussion on the Advantages of Taiwanese Traditional Chinese Medicine Factory Entering the Folk Conditioning Industry (s24-090)

Speaker: Chih Hung Liu (Feng Chia University)

(Session D2 continued on next page ...)

Utilizing Social Capital via Inter-Sector Collaboration: Examining Sustainable Social Entrepreneurship Case in Taiwan (s24-286)

Speaker: Huai Zhi Sheu (Wenzao Ursuline University)

Franchise Expansion Strategies for Independent Language Schools: Opportunities, Challenges, and Best Practices (s24-104)

Speaker: Yi-Hua Sung (Feng Chia University)

Income Distribution and Economic Growth: An Empirical Study Based on Mediation Model (s24-199)

Speaker: Jyh-Dean Hwang (National Taiwan University)

Session E2: BUSINESS ETHICS, CSR & SUSTAINABILITY (venue: Ichou, 2/F)

Chair: Kuang-Wen Wu (Feng Chia University)

Ethical Perspective after Ethics Learning: A Descriptive Study on Accounting Students (s24-192)

Speaker: Destri Sambara Sitorus (Universitas Kristen Satya Wacana)

The Effect of Green Finance on Customer's Satisfaction in Banking Industry (s24-031)

Speaker: Ching-Yu Hsu (Shih Chien University)

The Length of Swings for Net-Zero Emissions in a Country Based on Economic Periods (s24-045)

Speaker: Wu-Jang Huang (National Pingtung University of Science and Technology)

Hybrid Solutions for Corporate Sustainability Prediction to Aim Carbon Neutrality (s24-051)

Speaker: Chun-Che Huang (National Chi Nan University)

Environmental Corporate Social Responsibility, Production Efficiency and Trade Policy (s24-121)

Speaker: Chia-Chi Wang (Tatung University)

Integrating Sustainable Building Practices and Green Technologies to Enhance ESG Implementation in the Construction Industry (s24-148)

Speaker: Tzu-Yao Lin (Feng Chia University)

A Study on the Adoption of Household Solar Photovoltaic Systems (s24-119)

Speakers: Tsung-Hsun Hsieh & Kuang-Wen Wu (Feng Chia University)

Session F2: ACCOUNTING & CORPORATE FINANCE (venue: Kujyaku, 2/F)

Chair: Lin-Hua Lu (National Taipei University of Technology)

A Study of the Relative Effects of ESG on CSR Reputation, Company Image, and Behavioral Intentions (s24-079)

Speaker: Chia-Chun Chen (Feng Chia University)

Board Composition and ESG Disclosure in Taiwan: The Successful Key Factors in Holistic Market Share (s24-093)

Speaker: Tzu-Chun Chen (Feng Chia University)

The Composition of the Family Business Sustainability Index: A Study of ESG Ratings, Corporate Governance and Operating Performance (s24-100)

Speaker: Cheng-Ping Liu (Feng Chia University)

(Session F2 continued on next page ...)

Family Succession and Outside Directors: Evidence from China (s24-285)

Speaker: Qing Wang (Feng Chia University)

CEO Extraversion and Corporate Innovation (s24-014)

Speaker: Chia-Wei Yeh (National Chi Nan University) **SIBR Best Paper Award**

Director Liability and Corporate Payout Policy (s24-023)

Speaker: Chih-Yen Lin (Fu Jen Catholic University)

Multiple Agency Costs in Family Business and its Effects on Performance (s24-074)

Speaker: Lin-Hua Lu (National Taipei University of Technology)

Session G2: FINANCE & MANAGEMENT (venue: Kaede, 2/F)

Chair: Francisco J. Mas-Ruiz (University of Alicante)

The Impact of Yield Curve Control under Different Regimes: Analyses of Japanese Interest Rates in Super Long Term (s24-160)

Speaker: Takayasu Ito (Meiji University)

Benford's Laws Analysis of Tax Irregularities in Banking and Investment Activities: The Case of FTSE's All-share Index (s24-017)

Speaker: Probowo Erawan Sastroredjo (University of Leicester)

Beyond Profits: Can CSR be the Secret Weapon for Attracting Foreign Investors to Korea? (s24-123)

Speaker: Fariha Jahan (Yeungnam University)

Unraveling the Non-monotonic Relationship between ESG Factors and Default Risk: Towards Optimal ESG Performance in South Korean Market (s24-134)

Speakers: Jungmu Kim & Tarsisius Renald Suganda (Yeungnam University)

Social Network Information Diffusion and Investor Risk Perception: Research on Spatiotemporal Dynamic Effects Based on Multinational Panel Data (s24-080)

Speaker: Jingqian Tian (Nanjing University of Information Science and Technology)

Vacuum Analysis of Fintech Patents in Taiwan and U.S. Commercial Banks (s24-078)

Speaker: Yu-Hsiang Hsiao (National Taipei University)

A Conceptual Framework Development of Transformational Leadership and High Performance Work System on Hotel Organizational Performance in Bangkok (s24-144)

Speaker: Wasan Sakulkijkarn (Srinakharinwirot University)

The Effect of Islamic Spirituality on Voluntary Green Behavior: The Role of Perceived Supervisor Autonomy Support and Autonomous Motivation as Mediating Variables (s24-281)

Speaker: April Lia Dina Mariyana (Universitas Islam Indonesia)

Responding on Quality: How Companies Navigate the Competitive Landscape after an Innovation Shock (s24-131)

Speaker: Fernando Campayo-Sanchez & Francisco J. Mas-Ruiz (University of Alicante)

Session H2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Ichou, 2/F)

Chair: Sunti Tirapat (Nida Business School)

Relationship between Globalization and Poverty: The Case of Thailand (s24-259)

Speaker: Attasuda Lerskullawat (Kasetsart University)

Exploring the Role of Social Assistance and Religious Spirituality in Developing Social Resilience among PKH' Recipients Following the COVID-19 Crisis in Cianjur Regency, Indonesia (s24-209)

Speaker: Keukeu Komarawati (Universitas Padjajaran)

Social Resilience Formation among PKH Beneficiary Households in Post-COVID Crises Indonesia: A Structuration Approach (s24-211)

Speaker: Keukeu Komarawati (Universitas Padjajaran)

Labor Saving, Human Saving (s24-244)

Speaker: Jennel R. Cheng (Arellano University School of Law)

Localizing Goals and Indicators of Sustainable Development for the Western Region of Kazakhstan (s24-288)

Speakers: Farida Alzhanova & Zauze Chulanova (Ministry of Science and Higher Education, Republic of Kazakhstan)

A Critical Analysis of Financial Inclusivity to Empower Financial Literacy of Sarawakians in Malaysia (s24-188)

Speaker: Azilawati Banchit (Universiti Teknologi MARA)

Attitude, Knowledge, and Socioeconomic Factors in Shaping Financial Behavior: Case Study of China (s24-153)

Speaker: Pin-Chia Su (National Kaohsiung University of Science and Technology)

The Price of Political Polarization: Evidence from Municipal Issuers during the Coronavirus Pandemic (s24-098)

Speaker: Zhaoyuan Li (The Chinese University of Hong Kong, Shenzhen)

How Thai Elderly Manage their Assets (s24-097)

Speaker: Sunti Tirapat (Nida Business School)

Session J2: TRADE, FDI & ECONOMIC DEVELOPMENT (venue: Kujyaku, 2/F)

Chair: T.B.A.

Imports, Automation and Firm Productivity: Evidence from Taiwan's Manufacturing Industry (s24-016)

Speaker: Ching-Fu Chang (National Taiwan Ocean University)

Relation-Based Global B2B Market Expansion – The Enabling Role of People Currency (s24-021)

Speaker: Dennis Spit (Lapland University of Applied Sciences)

Penting as an Indonesian Intangible Cultural Heritage: Penting Seka Merdu Komala Performance in Karangasem Bali (s24-024)

Speaker: Jilian Sarasati Heropurnindia (Universitas Pendidikan Indonesia)

Foreign Direct Investment and Gender Equality: Developed Countries versus Developing Countries (s24-064)

Speaker: Piyaphan Changwatchai (Kasetsart University)

(Session J2 continued on next page ...)

Host-States-Friendly BIT Reforms and Foreign Direct Investment (s24-249)

Speaker: Julian Du (Chinese University of Hong Kong)

Direct Elections and Migration: Analyzing Regional Development Effects in Indonesia (s24-284)

Speaker: Amanda Wijayanti (Universitas Gadjah Mada)

Cost Differentiation of Foreign Firms and Optimal Tariff Policy (s24-294)

Speaker: Jiunn-Rong Chiou (National Central University)

Cryptocurrency Dependency of Realized Variance and Economic Policy Uncertainty (s24-317)

Speakers: Wei-Ying Nie (Chinese Culture University) & Kuang-Chieh Yen (Soochow University)

~~The Impact of US Free Trade Agreements in the Asia Pacific on Bilateral Trade Flows: A VAR Approach (s24-208)~~

~~Speaker: Michelle Casario (Villanova University)~~

Session K2: EDUCATION & LABOUR MARKET (venue: Kaede, 2/F)

Chair: Silvia Ratna Juwita (Universitas Pendidikan Indonesia)

Implementation of Read Aloud Activities to Enhancing Children's Speaking Skills (s24-027)

Speaker: Vita Siti Zulaeha (Universitas Pendidikan Indonesia)

Implementation of Child-Friendly School Program at Inclusive Program at Inclusive School in Jambi City (s24-028)

Speaker: Nouval Nanola (Universitas Pendidikan Indonesia)

Analysis of Teachers' Barriers in Implementing 21st Century Learning Models in the City of Bandung (s24-029)

Speaker: Sina Wardani Siregar (Universitas Pendidikan Indonesia)

Developing Student's Creative Thinking Skills through Teaching Materials: A Systematic Literature Review (s24-043)

Speaker: Ivana Fauziah Sesfa'o (Universitas Pendidikan Indonesia)

Contextual Teaching Materials to Promote 21st-Century Skills: A Systematic Literature Review (s24-044)

Speaker: Ika Hasanah (Universitas Pendidikan Indonesia)

The Correlation Between Mathematics Literacy and Self-Regulated Learning of Students: A Sequential Mixed-Methods Study (s24-068)

Speaker: Laely Farokhah (Universitas Pendidikan Indonesia)

Research Trends on Teaching Materials of Writing Topics in Indonesian Language Learning at University: A Bibliometric Analysis (s24-071)

Speaker: Muhammad Zulfadhli (Universitas Pendidikan Indonesia)

Entrepreneurship Education's Effects on Small and Medium-sized Enterprises (SMEs) in China (s24-109)

Speaker: Eric Lam (Lingnan University)

Analysis of the Need for a Digital Journalism Learning Module Designed with an Anti-gender Discrimination Concept (s24-083)

Speaker: Silvia Ratna Juwita (Universitas Pendidikan Indonesia)

Session L2: MARKETING & MANAGEMENT (venue: Ichou, 2/F)

Chair: Irfan Ahmed (Sam Houston State University)

Examining the Impact of Price Fairness and Relationship Quality on Customer Engagement and Loyalty in the Context of Revenue Management Practices: The Application of Justice Theories and Relationship Quality Model (s24-036)

Speaker: Chatarin Subying (Mahidol University)

The Effects of Electronic Word of Mouth, Customer Attitude, and Service Quality on Revisit Intention of Wellness Tourism (s24-145)

Speaker: Chanin Yoopetch (Mahidol University)

Crunch Time Conundrum: Unveiling the Impacts of Perceived Crunch and Perceived Game Quality on Consumer Satisfaction (s24-206)

Speakers: Fergus Kristan Jimenez & John Eliel Baladjay (De La Salle University)

Should you Dress Up Your Service Robot? The Role of Clothing on Hotel Image Perception and Enjoyable Interactions (s24-243)

Speaker: Budi Suprpto (Universitas Atma Jaya Yogyakarta)

The Role of Airline Reputation in Determining Service Continuance (s24-250)

Speaker: Marcellia Susan (Maranatha Christian University)

Corporate Life Cycle Stages and Earnings Management Strategy Trade-off: The Case of Listed Companies in Taiwan (s24-089)

Speaker: Jui-Hsiang Huang (Feng Chia University)

Exploring the Influence of Labor Shortages on Critical Determinants of Mystery Shopper Process Efficacy (s24-157)

Speaker: Mimi Lo (Feng Chia University)

Brand Experience and Customer Engagement for New Pasteurized Milk Product Development in Thailand (s24-132)

Speaker: Chuenjit Changchenkit (Kasetsart University)

Quick-commerce: Its Nature, Impacts and Implications (s24-302)

Speaker: Irfan Ahmed (Sam Houston State University)

Session M2: STRATEGIC MANAGEMENT & SUPPLY CHAIN (venue: Kujyaku, 2/F)

Chair: Reza Kiani Mavi (Edith Cowan University)

Buy Now Pay Later: An Integrated Systematic Review Using TCCM and Bibliometric Analysis (s24-168)

Speaker: Raden Agoeng Bhimasta (Universitas Atma Jaya Yogyakarta)

Research on Product Competitiveness Enhancement Path of SMEs: A Fuzzy Set Qualitative Comparative Analysis (fsQCA) (s24-118)

Speaker: Yi Zhao (China University of Petroleum (East China))

Optimally Locating Battery Charging Stations for Electric Motorbikes under Stochastic Travel Times (s24-018)

Speaker: Shangyao Yan (National Central University)

(Session M2 continued on next page ...)

Input Pricing, Free Entry, and Welfare in the Presence of Passive Forward Ownership (s24-255)
Speaker: Yen-Ju Lin (Fo Guang University)

Centralized versus Decentralized Management: A Tale of a Vertically Integrated Manufacture with Strategic Input Purchasing (s24-256)
Speaker: Yan-Shu Lin (National Dong-Hwa University)

The Demand for Soft Drinks: Evidence from Purchases At-Home and Away-From-Home (s24-075)
Speaker: Xirong Lin (Emmanuel College, Boston)

Exploring the Interplay between Financial Management and Corporate Social Responsibility: Case of a Bank (s24-152)
Speaker: Yen-Hung Chen (National Kaohsiung University of Science and Technology)

Innovation and Network Neutrality in a Two-Sided Market (s24-245)
Speaker: Pei-Cyuan Shih (Ming Chuan University)

Organizational Learning for Integrating Sustainability in Project Portfolios in Extractive Companies (s24-201)
Speaker: Reza Kiani Mavi (Edith Cowan University)

Session A3: ACCOUNTING & FINANCE (Zoom: [5847253394](#))

Chair: Pradeep Yadav (University of Oklahoma)

Machine Readability, Market Efficiency, and Real Effects (s24-150)
Speaker: Yun Shi (East China Normal University)

Using Data Envelopment Analysis to Address Revenue Heterogeneity in Taiwan's Securities Firms (s24-158)
Speaker: Chia-Rui Chen (National Taipei University of Technology)

Negative Intensity of ESG Information on Stock Price Return - The Moderating Effect of ESG Scores (s24-177)
Speaker: Si-Ping Chen (National Taipei University of Technology)

Association between ESG Engagement and Corporate Performance and Bankruptcy Risk in Taiwanese Semiconductor Companies - Investigating the Threshold Effects of ESG Performance (s24-190)
Speaker: Yung-Che Cheng (National Taipei University of Technology)

The Impact of ESG on Stock Price Returns before and during the COVID-19 - Taking the Semiconductor Industry as an Example (s24-217)
Speaker: Kuan-Ling Pan (National Taipei University of Technology)

Quantifying Dynamics: Measuring the Conflicts Amongst Large, Minority Shareholders, and Managers in Malaysian Shariah-Compliant Public Listed Companies (s24-189)
Speaker: Azilawati Banchit (Universiti Teknologi MARA)

Public Takeover Bid Resistance: Board Discretion, Antitakeover Provisions, and Initial Bid Premium (s24-234)
Speaker: Pradeep Yadav (University of Oklahoma) **SIBR Best Paper Award**

Informed Trading and Required Returns: The Influence of Public Information (s24-238)
Speaker: Pradeep Yadav (University of Oklahoma)

Session B3: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (Zoom: [7783114694](#))

Chair: Edralin Lim (De La Salle University)

The Impact of Senior's Job Program Participation on Physical Vitality and Life Satisfaction (s24-165)

Speaker: Ko Ara (Sookmyung Women's University)

The Impact of Work Experience During Vocational College on Transition to the Labor Market (s24-171)

Speaker: Sun-Hye Nam (Sookmyung Women's University)

The Development of Social Entrepreneurial Intention and its Transition to Actual Social Entrepreneurial Behavior among Selected Filipino Youth with Study Abroad Experience: A Qualitative Study (s24-187)

Speaker: Maria Victoria Tibon (De la Salle University)

Challenges and Opportunities for the Independence of Beneficiary Families of Social Assistance: A Case in Bogor Regency, Indonesia (s24-194)

Speaker: Rachmat Koesnadi (Universitas Padjadjaran)

Social Practices of Beneficiary Families in Using Financial Products and Services in Bogor Regency, Indonesia (s24-257)

Speaker: Rachmat Koesnadi (Universitas Padjadjaran)

The Effect of Financial Literacy towards MSME Sustainability Performance: The Mediating Role of Access to Finance in Indonesia (s24-277)

Speaker: Taufik Faturohman (Institut Teknologi Bandung)

The Effect of Digital Literacy and The Mediating Role of Digital Financial Inclusion on the Indonesian's Elderly Psychological Level (s24-278)

Speaker: Taufik Faturohman (Institut Teknologi Bandung)

Digital Inclusive Finance and Economic Development and Innovation in The Philippines (s24-176)

Speaker: Edralin Lim (De La Salle University)

Session C3: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (Zoom: [3277392296](#))

Chair: Agnes Jocelyn Bandojo (University of Santo Tomas)

To Find the Touché in Evaluating the Trustworthiness of On-line Opinions for E-commerce (s24-232)

Speaker: Ying-Chia Hsieh (National Chung-Cheng University)

Who Care the E-opinions the Most in E-commercial Community? (s24-303)

Speaker: Ying-Chia Hsieh (National Chung-Cheng University)

The Influence Mechanism of Core Elements in E-commerce Live Broadcasting on Consumers' Purchase Intention in China (s24-309)

Speaker: Yiling Huang (King Mongkut's Institute of Technology Ladkrabang)

Influence of Social Media on Consumers' Green Purchase Intention of Air Conditioners: The Mediating Role of Behavioral Attitude (s24-314)

Speaker: Zhong Zheng (King Mongkut's Institute of Technology Ladkrabang)

The Importance of Digital Marketing Literacy and Customer Shopping Online Experience on Customer Satisfaction in MSME Industry (s24-269)

Speaker: Rahmi Yuliana (Universitas Dian Nuswantoro)

(Session C3 continued on next page ...)

Digital Literacy and Behavior Intention Strategy to Improve Customer Satisfaction in MSME Industry (s24-270)
Speaker: Rahmi Yuliana (Universitas Dian Nuswantoro)

Cultivating Sustainable Urban Mobility: Investigating Commuters' Reuse Intentions for Transport Network Vehicle Services (TNVS) in Metro Manila (s24-225)
Speaker: Agnes Jocelyn Bandojo (University of Santo Tomas)

Promoting Sustainable Consumption: The Role of Green Marketing Communication in Plant-Based Meat Alternative Adoption (s24-283)
Speaker: Agnes Jocelyn Bandojo (University of Santo Tomas)

Session D3: MANAGEMENT & ENTREPRENEURSHIP (Zoom: [5847253394](#))

Chair: Limuel Pavico (Tarlac State University)

Exploring Factors Influencing Job Engagement of Employed Workers with Disabilities: Focusing on Self-esteem, Self-efficacy, and Typology of Disability Acceptance (s24-161)
Speaker: Kye-Won Choi (Sookmyung Women's University)

Analysis of Determinants of Job Satisfaction for Generations M and Z (s24-173)
Speaker: Yae-Won Jang (Sookmyung Women's University)

Exploring the Effective Factors Affecting Enterprises Resources Planning (ERP) Implementation in the Large Size Business Organisation in Indonesia (s24-159)
Speaker: Anang Muftiadi (Universitas Padjadjaran)

The Role of Middle Management in Innovation Activities in Public Sector (s24-214)
Speaker: Hoa Trieu (International University, Vietnam National University HCMC)

Paradoxical Leadership Fostering Organizational Energy and Innovation: The Case of Vietnamese Enterprises (s24-215)
Speaker: Hoa Trieu (International University, Vietnam National University HCMC)

Examining the Moderating Role of Sustainable Practices in the Relationship between Self-Efficacy and Workplace Well-being: A Study in the Hospitality Sector in Indonesia (s24-298)
Speaker: Aloysia Desy Pramusiwi (Universitas Atma Jaya Yogyakarta)

Influence of Organizational Environment on Intrapreneurs' Behavior of Manufacturing Companies in Tarlac (s24-076)
Speaker: Limuel Pavico (Tarlac State University)

Impact of Business Plan Implementation on the BS Entrepreneurship Graduates' Business Performance (s24-077)
Speaker: Limuel Pavico (Tarlac State University)

Session E3: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (Zoom: [7783114694](#))

Chair: Varuni Sharma (Manipal University Jaipur)

Code-Switched Advertising to Monolinguals: How Language Image Influence Brand Perception (s24-050)
Speaker: Shangquan Zhang (University of International Business and Economics) **SIBR Best Paper Award**

Can Affiliate Posts as a Marketing Strategy Influence Generation Z's Purchase Intention? (s24-129)
Speaker: Jackie Lou Raborar (FEU Diliman, Philippines)

(Session E3 continued on next page ...)

The Power of Beauty Influencers in Building a Positive Brand Image in the Cosmetics Industry (s24-130)
Speaker: Jackie Lou Raborar (FEU Diliman, Philippines)

Does Celebrity Endorser Trust Influence Advertisement, Brand and Corporate Credibility? (s24-293)
Speaker: Ratna Roostika (Universitas Islam Indonesia)

Brand Awareness and Strategy of Ping an Insurance in Qingdao, Shandong Province Peoples Republic of China (s24-296)
Speaker: Ling Ling Li (Philippine Women's University)

The Impact of Women's Clothing Short Video Content Marketing on Consumers' Purchase Intention (s24-297)
Speaker: Lin Liu (Philippine Women's University)

Influence of Tracking to 4Ps Marketing Mix for Selecting Program Tour of Senior Tourists of Thailand (s24-299)
Speaker: Ponnapa Musikapun (Naresuan University)

Green Goals, Gray Areas: Understanding the Complexities of Electric Vehicle Adoption in India (s24-307)
Speaker: Varuni Sharma (Manipal University Jaipur & Malaviya National Institute of Technology)

Session F3: MANAGEMENT & MARKETING (Zoom: [3277392296](#))

Chair: Panitee Karnsomdee (Kasetsart University)

The Impact of Compensation Fairness on Task Performance: The Role of Behavioral Engagement and Emotional Intelligence (s24-315)
Speaker: Yingming Qiu (King Mongkut's Institute of Technology Ladkrabang)

The Impact of Digital Transformation on Enterprise Performance Under the Digital Economy Context (s24-308)
Speaker: Xiao Zeng (King Mongkut's Institute of Technology Ladkrabang)

The Role of Competitive Intensity in Shaping the Effect of Digital Technology Capability on Bank Performance (s24-310)
Speaker: Qian Fang (King Mongkut's Institute of Technology Ladkrabang)

Enhancing Supply Chain Efficiency through HR Training: The Role of Technological Adaptability as a Mediator (s24-311)
Speaker: Xin Wu (King Mongkut's Institute of Technology Ladkrabang)

The Impact of Digital Business Intensity and Organizational Ambidexterity on the Sustaining Organizational Performance (s24-275)
Speaker: Hawari Nasution (Universitas Islam Indonesia)

Optimizing Social Impact: Examining Total Quality Management (TQM) Approaches in Social Enterprises and their Implications (s24-261)
Speaker: Farhat Sultana (HBMSU Dubai UAE)

Customer Experiences for Manner Coffee: Brand Marketing Mix Strategies in Shanghai, Peoples Republic of China (s24-295)
Speakers: Chery B Cabading & Xiaoyan Hang (Philippine Women's University)

Innovative Leadership and Organizational Learning Affecting Adaptive Organizational Performance of Local Government Organization in Sakon Nakhon Province (s24-146)
Speaker: Panitee Karnsomdee (Kasetsart University)

Session G3: ACCOUNTING, FINANCE & MANAGEMENT (Zoom: [5847253394](#))

Chair: Namrata Bhardwaj (Manipal University Jaipur)

Indonesian Insurance Industry Performance During Pandemic Covid 19 (s24-186)

Speaker: Maharani Rahma (Universitas Padjadjaran)

Factors Affecting the Level of Accounting Students' Understanding in Indonesia (s24-239)

Speaker: Ayu Laksmi (Universitas Islam Indonesia)

Firm Performance and Green Banking (s24-169)

Speaker: I Putu Sugiarta Sanjaya (Universitas Atma Jaya Yogyakarta)

Industry 4.0 Readiness: Drivers, Barriers and its Potential Impact on the Organizational Performance of Selected Small and Medium Enterprises in Metro Manila (s24-149)

Speaker: Emilina Sarreal (De La Salle University)

Off-Balance Sheet, Funding Schemes and Market Power of Banks (s24-274)

Speaker: Ignatia Ryana Widyatini (Universitas Atma Jaya Yogyakarta)

Achieving Financial Sustainability for Rajasthan's Distribution Companies through Organizational Efficiencies (s24-306)

Speaker: Namrata Bhardwaj (Manipal University Jaipur)

Session H3: TRADE, MARKETING & SOCIO-ECONOMIC DEVELOPMENT (Zoom: [7783114694](#))

Chair: Tsitsi Effie Mutambara (Rhodes University)

Enhancing Exchange Rate Forecasting Resilience in Turbulent Economic Environments: The Role of Machine Learning (s24-304)

Speaker: Wei Chen (King Mongkut's Institute of Technology Ladkrabang)

Investigating Factors Influencing Tea Planting Insurance Purchasing Behavior: The Roles of Government Support and Risk Cognition (s24-316)

Speaker: Zhenhua Xu (King Mongkut's Institute of Technology Ladkrabang)

Unveiling the Nexus between Content Strategy and Student Engagement on University Facebook Pages (s24-305)

Speaker: Huong Thi Que Hoang (International University, Ho Chi Minh City, Vietnam)

Unraveling the AI Banking Frontier: How Perceived Intelligence and Anthropomorphism is Revolutionizing Philippine Mobile Banking? (s24-072)

Speaker: Cristina Teresa N. Lim (De La Salle University)

Would You Buy What an Influencer Recommends? The Importance of Parasocial Interaction and Consumer Confidence as Moderator Variables (s24-325)

Speaker: Sri Astuti Pratminingsih (Universitas Widyatama)

The Impact of US Free Trade Agreements in the Asia-Pacific on Bilateral Trade Flows: A VAR Approach (s24-208)

Speaker: Michelle Casario (Villanova University)

South Africa-Africa Trade: Implications for South Africa's Role in intra-Africa Trade with the African Continental Free Trade Area in Place (s24-020)

Speaker: Tsitsi Effie Mutambara (Rhodes University)

Session J3: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (Zoom: [3277392296](https://www.zoom.us/j/3277392296))

Chair: Muafi (Universitas Islam Indonesia)

Social Support Contribution to Psychological Well-being Doctoral Students: The Mediation Role of Academic Motivation (s24-282)

Speaker: Ani Muttaqiyathun (Universitas Islam Indonesia)

Contribution of Green Creativity to Business Sustainability: The Mediating Role of Green Supply Chain Management and MSME Independence (s24-253)

Speaker: Retno Purwani Setyaningrum (Universitas Pelita Bangsa)

Driving Successful SMEs Business Performance in Indonesia: The Role of Network Competency, Responsiveness to Suppliers and Market Turbulence (s24-254)

Speaker: Retno Purwani Setyaningrum (Universitas Pelita Bangsa)

Digital Self Efficacy and Trust in Digital: Initial Step to Build the Sustainability of SME in VUCA (s24-326)

Speaker: Retno Purwani Setyaningrum (Universitas Pelita Bangsa)

Participation of Group Members with Disabilities in Collaborative Independence (s24-213)

Speaker: Muafi (Universitas Islam Indonesia)

Identifying the Causes of Resilience of SMEs with Disabilities: A Soft Approach Perspective (s24-218)

Speaker: Muafi (Universitas Islam Indonesia)

Readiness to Change and Dynamic Capability in Growing Green Competitive Advantage (s24-287)

Speaker: Muafi (Universitas Islam Indonesia)

The Role of Moderating Digital Leadership and Digital Entrepreneurship in Enhancing the Resilience and Independence of MSMEs towards Business Sustainability (s24-323)

Speaker: Muafi (Universitas Islam Indonesia)

~ End ~

List of Delegates (Sorted by First Name)

Paper ID	Delegate	Affiliation
s24-069	Aboubaker Meziani	Montclair State University
s24-225, s24-283	Agnes Jocelyn Bandojo	University of Santo Tomas
s24-298	Aloysia Desy Pramusiwi	Universitas Atma Jaya Yogyakarta
s24-284	Amanda Wijayanti	Universitas Gadjah Mada
s24-159	Anang Muftiadi	Universitas Padjadjaran
s24-086	Andre Johahn J. Manalo	De La Salle University
s24-202, s24-226	Anecito Jubac Jr.	Far Eastern University & De La Salle - College of St. Benilde
s24-282	Ani Muttaqiyathun	Universitas Islam Indonesia
s24-030	Anthony Mounq Yin Chan	Toronto Metropolitan University
s24-281	April Lia Dina Mariyana	Universitas Islam Indonesia
s24-054	Arnel Onesimo O. Uy	De La Salle University
s24-259	Attasuda Lerskullawat	Kasetsart University
s24-239	Ayu Laksmi	Universitas Islam Indonesia
s24-188, s24-189	Azilawati Banchit	Universiti Teknologi MARA
s24-260	Baylon Dioscoro, Jr.	De La Salle University
s24-243	Budi Suprpto	Universitas Atma Jaya Yogyakarta
s24-073	Carl Gabriel M. Magtibay	De La Salle University
s24-060	Cha-Chi Shih	National Taipei University of Technology
s24-145	Chanin Yoopetch	Mahidol University
s24-036	Chatarin Subying	Mahidol University
s24-100	Cheng-Ping Liu	Feng Chia University
s24-295	Chery B Cabading	Philippine Women's University
s24-121	Chia-Chi Wang	Tatung University
s24-079	Chia-Chun Chen	Feng Chia University
s24-094	Chiao-Wei Lin	Feng Chia University
s24-158	Chia-Rui Chen	National Taipei University of Technology
s24-014	Chia-Wei Yeh	National Chi Nan University
s24-102	Chieh-Lun Lin	Feng Chia University
s24-060	Chien-Cheng Chen	National Taipei University of Technology
s24-059	Chien-Chih Kuo	National Chengchi University
s24-105	Chien-Hsun Chen	Feng Chia University
s24-090	Chih Hung Liu	Feng Chia University
s24-196, s24-197	Chih-Chuan Chen	National Taitung University
s24-096	Chih-Liang Wang	Feng Chia University
s24-057	Chih-Wei Peng	National Changhua University of Education
s24-023	Chih-Yen Lin	Fu Jen Catholic University
s24-222	Chih-Yuan Yang	National Taiwan Normal University
s24-128	Ching Hua Chou	Feng Chia University
s24-022	Ching-Chan Cheng	Taipei University of Marine Technology
s24-016	Ching-Fu Chang	National Taiwan Ocean University
s24-140	Ching-Hsuan Yeh	Feng Chia University
s24-091	Ching-Wen Wu	Feng Chia University
s24-031	Ching-Yu Hsu	Shih Chien University
s24-112	Chin-Mei Su	Feng Chia University
s24-092	Chiu-Ying Chang	Feng Chia University

s24-179	Chonchanok Tipsook	Khon Kaen University
s24-132	Chuenjit Changchenkit	Kasetsart University
s24-051	Chun-Che Huang	National Chi Nan University
s24-151	Chu-Yen Lee	National Kaohsiung University of Science and Technology
s24-324	Chyi-Lu Jang	National Sun Yat-sen University
s24-318	Cing Khawl Nuam	Khon Kaen University
s24-072	Cristina Teresa N. Lim	De La Salle University
s24-154	Daisy T. Besing	University of Southeastern Philippines
s24-066, s24-095	Daniel Gulanowski	Carleton University
s24-021	Dennis Spit	Lapland University of Applied Sciences
s24-192	Destri Sambara Sitorus	Universitas Kristen Satya Wacana
s24-070	Edeliza Gonzales	University of Southeastern Philippines
s24-176	Edralin Lim	De La Salle University
s24-041	Elisa E. Braganza	University of Southeastern Philippines
s24-052	Emalyn Bañanola	University of Southeastern Philippines
s24-149	Emilina Sarreal	De La Salle University
s24-319	Emy Ezura A-Jalil	Universiti Utara Malaysia
s24-085	Erh-Tung Sun	Feng Chia University
s24-109	Eric Lam	Lingnan University
s24-136	Eugene M. Bije	University of Southeastern Philippines
s24-261	Farhat Sultana	HBMSU Dubai UAE
s24-288	Farida Alzhanova	Ministry of Science and Higher Education, Republic of Kazakhstan
s24-123	Fariha Jahan	Yeungnam University
s24-206	Fergus Kristan Jimenez	De La Salle University
s24-131	Fernando Campayo-Sanchez	University of Alicante
s24-131	Francisco J. Mas-Ruiz	University of Alicante
s24-141	Gil Antonio R. Dela Cruz	De La Salle University
s24-033, s24-034	Guan-Wen Chen	National Taiwan Ocean University
s24-229	Hamfri Djajadikerta	Parahyangan Catholic University
s24-012	Han-Ling Jiang	National Taipei University of Technology
s24-174	Hans Hananto Andreas	Satya Wacana Christian University
s24-205	Harvey Ong	De La Salle University
s24-301	Hasni Yusrianti	Universitas Sriwijaya
s24-275	Hawari Nasution	Universitas Islam Indonesia
s24-032	Helen Grace C. Legorio	University of Southeastern Philippines
s24-214, s24-215	Hoa Trieu	International University, Vietnam National University HCMC
s24-039	Hsiu-Hua Chang	Feng Chia University
s24-055	Hsiu-Jung Tsai	National Kaohsiung University of Science and Technology
s24-113	Hsiu-Ling Li	Feng Chia University
s24-049	Hsuan-Hsuan Ku	Soochow University
s24-286	Huai Zhi Sheu	Wenzao Ursuline University
s24-088	Hui Wen Lin	Feng Chia University
s24-101	Hui-Chen Chang	Feng Chia University
s24-175	Hui-Ling Chen	Tamkang University
s24-184	Hung Yu Tsai	Providence University
s24-305	Huong Thi Que Hoang	International University, Ho Chi Minh City, Vietnam
s24-169	I Putu Sugiarta Sanjaya	Universitas Atma Jaya Yogyakarta
s24-274	Ignatia Ryana Widyatini	Universitas Atma Jaya Yogyakarta

s24-044	Ika Hasanah	Universitas Pendidikan Indonesia
s24-035, s24-266	Imelda Angeles	University of Santo Tomas
s24-216	Inten Meutia	Universitas Sriwijaya
s24-302	Irfan Ahmed	Sam Houston State University
s24-043	Ivana Fauziah Sesfa'o	Universitas Pendidikan Indonesia
s24-129, s24-130	Jackie Lou Raborar	FEU Diliman, Philippines
s24-089	Jui-Hsiang Huang	Feng Chia University
s24-173	Yae-Won Jang	Sookmyung Women's University
s24-210	Jean Lenard M. Rosete	De La Salle University
s24-058	Jen Tse Huang	Feng Chia University
s24-244	Jennel R. Cheng	Arellano University School of Law
s24-024	Jilian Sarasati Heropurnindia	Universitas Pendidikan Indonesia
s24-080	Jingqian Tian	Nanjing University of Information Science and Technology
s24-294	Jiunn-Rong Chiou	National Central University
s24-206	John Eliel Baladjay	De La Salle University
s24-086	Jose Enrico D. Oyco	De La Salle University
s24-073	Joseph Francis E. Palanca	De La Salle University
s24-249	Julan Du	Chinese University of Hong Kong
s24-134	Jungmu Kim	Yeungnam University
s24-207	Justyne Kailey N. Chun	De La Salle University
s24-199	Jyh-Dean Hwang	National Taiwan University
s24-086	Keith Derrick C. Ngan	De La Salle University
s24-233	Kelvin Yong	Universiti Malaysia Sabah
s24-209, s24-211	Keukeu Komarawati	Universitas Padjajaran
s24-165	Ko Ara	Sookmyung Women's University
s24-317	Kuang-Chieh Yen	Soochow University
s24-119	Kuang-Wen Wu	Feng Chia University
s24-217	Kuan-Ling Pan	National Taipei University of Technology
s24-161	Kye-Won Choi	Sookmyung Women's University
s24-262, s24-263	Ladybird Y. Quiachon	Occidental Mindoro State College
s24-068	Laely Farokhah	Universitas Pendidikan Indonesia
s24-276, s24-279	Liberty S. Patiu	De La Salle University
s24-076, s24-077	Limuel Pavico	Tarlac State University
s24-297	Lin Liu	Philippine Women's University
s24-296	Ling Ling Li	Philippine Women's University
s24-074	Lin-Hua Lu	National Taipei University of Technology
s24-127	Li-Shia Huang	Fu Jen Catholic University
s24-210	Ma. Ysabel P. Leachon	De La Salle University
s24-186	Maharani Rahma	Universitas Padjadjaran
s24-291, s24-292	Manuel Tanpoco	De La Salle University
s24-250	Marcellia Susan	Maranatha Christian University
s24-116	Marck Lester L. Navales	University of Southeastern Philippines
s24-073	Margaret S. Yvanovich	De La Salle University
s24-086	Maria Bianca F. Nadela	De La Salle University
s24-122	Maria Luisa Faunillan	University of Southeastern Philippines
s24-204	Maria Victoria R. Ignacio	Ateneo de Manila University
s24-187	Maria Victoria Tibon	De la Salle University
s24-212	Marycris Albao	De La Salle University
s24-048	Massaporn Cheuathonghua	Kasetsart University

s24-289, s24-290	Maybelle Paulino	Objective Decision Solutions, Inc.
s24-208	Michelle Casario	Villanova University
s24-210	Mika Ivan D. Agaton	De La Salle University
s24-157	Mimi Lo	Feng Chia University
s24-164	Ming-Jin Hsieh	Feng Chia University; Taichung Tzu Chi Hospital
s24-267	Mohamad Humaid Al Marri	HBMSU Dubai UAE
s24-210	Moises Antonio A. Castro	De La Salle University
s24-213, s24-218, s24-287, s24-323	Muafi	Universitas Islam Indonesia
s24-071	Muhammad Zulfadhli	Universitas Pendidikan Indonesia
s24-306	Namrata Bhardwaj	Manipal University Jaipur
s24-172	Nittikorn Suwansin	Prince of Songkla University
s24-028	Nouval Nanola	Universitas Pendidikan Indonesia
s24-300	Nur Anita Yunikawati	Universitas Negeri Malang
-	Ofer Zwikaël	Australian National University
s24-162	Olusayo Olatona	Ritsumeikan Asia Pacific University
s24-146	Panitee Karnsomdee	Kasetsart University
s24-272	Parichat Sinlapates	Khon Kaen University
s24-166, s24-167	Patrick Hariramani	De La Salle University
s24-207	Paulene Ysabel Martin	De La Salle University
s24-107	Peera Tangtammaruk	Srinakharinwirot University
s24-245	Pei-Cyuan Shih	Ming Chuan University
s24-025	Pi-Chi Kuo	Feng Chia University
s24-153	Pin-Chia Su	National Kaohsiung University of Science and Technology
s24-040	Ping Chun Chen	Feng Chia University
s24-064	Piyaphan Changwatchai	Kasetsart University
s24-299	Ponnapa Musikapun	Naresuan University
s24-048	Pornwan Nunthaphad	Kasetsart University
s24-234, s24-238	Pradeep Yadav	University of Oklahoma
s24-182	Preeyathon Khamphaphan	Khon Kaen University
s24-017	Probowo Erawan Sastroredjo	University of Leicester
s24-310	Qian Fang	King Mongkut's Institute of Technology Ladkrabang
s24-285	Qing Wang	Feng Chia University
s24-073	Quisha Yssabelle S. Favila	De La Salle University
s24-207	Rachell Angeli Almendral	De La Salle University
s24-194, s24-257	Rachmat Koesnadi	Universitas Padjadjaran
s24-168	Raden Agoeng Bhimasta	Universitas Atma Jaya Yogyakarta
s24-231	Rafidah Nordin	Universiti Malaysia Sabah
s24-269, s24-270	Rahmi Yuliana	Universitas Dian Nuswantoro
s24-293	Ratna Roostika	Universitas Islam Indonesia
s24-047, s24-054	Real C. So	De La Salle University
s24-253, s24-254, s24-326	Retno Purwani Setyaningrum	Universitas Pelita Bangsa
s24-201	Reza Kiani Mavi	Edith Cowan University
s24-193, s24-322	Ringgold Atienza	De La Salle University
s24-226	Rocel Apolonio	Far Eastern University
s24-264, s24-265	Rommel S. Yngson, Jr.	Occidental Mindoro State College
s24-116	Rosfe Corlae Badoy	University of Southeastern Philippines
s24-268	Ruben Jr. Nayve	Adamson University
s24-221	Santino Gerard David	De La Salle University

s24-198	Sarita Meekoh	Khon Kaen University
s24-050	Shangquan Zhang	University of International Business and Economics
s24-018	Shangyao Yan	National Central University
s24-103	Sharon Binoya	University of Southeastern Philippines
s24-081	Sheng-Wei Chen	Feng Chia University
s24-060	Shih Yi Fang	National Taipei University of Technology
s24-087	Shih-Hsiang Chan	Feng Chia University
s24-083	Silvia Ratna Juwita	Universitas Pendidikan Indonesia
s24-029	Sina Wardani Siregar	Universitas Pendidikan Indonesia
s24-177	Si-Ping Chen	National Taipei University of Technology
s24-065	Siwapong Dheera-aumpon	Kasetsart University
s24-325	Sri Astuti Pratminingsih	Universitas Widyatama
s24-171	Sun-Hye Nam	Sookmyung Women's University
s24-097	Sunti Tirapat	Nida Business School
s24-133	Tabita Indah Iswari	Universitas Atma Jaya Yogyakarta
s24-160	Takayasu Ito	Meiji University
s24-134	Tarsisius Renald Suganda	Yeungnam University
s24-277, s24-278	Taufik Faturohman	Institut Teknologi Bandung
-	Thitima Puttitanun	Kasetsart University
s24-147	Tiantada Hiranyachattada	Bansomdejchaopraya Rajabhat University
s24-227, s24-228	Tomas Tiu	De La Salle University
s24-020	Tsitsi Effie Mutambara	Rhodes University
s24-119	Tsung-Hsun Hsieh	Feng Chia University
s24-148	Tzu-Yao Lin	Feng Chia University
s24-111	Tzu-Chin Su	Feng Chia University
s24-093	Tzu-Chun Chen	Feng Chia University
s24-063	Tzu-Yun Chang	Feng Chia University
s24-202	Vanessa Lee Cartera	De La Salle - College of St. Benilde
s24-307	Varuni Sharma	Manipal University Jaipur & Malaviya National Institute of Technology
s24-027	Vita Siti Zulaeha	Universitas Pendidikan Indonesia
s24-144	Wasan Sakulkijkarn	Srinakharinwirot University
s24-155	Weerawan Siripong	Khon Kaen University
s24-304	Wei Chen	King Mongkut's Institute of Technology Ladkrabang
s24-317	Wei-Ying Nie	Chinese Culture University
s24-273	Wen-Hao Wu	Feng Chia University
s24-125	Wen-Wen Chen	Central Taiwan University of Science and Technology
s24-045	Wu-Jang Huang	National Pingtung University of Science and Technology
s24-308	Xiao Zeng	King Mongkut's Institute of Technology Ladkrabang
s24-295	Xiaoyan Hang	Philippine Women's University
s24-311	Xin Wu	King Mongkut's Institute of Technology Ladkrabang
s24-075	Xirong Lin	Emmanuel College (Boston)
s24-256	Yan-Shu Lin	National Dong-Hwa University
s24-152	Yen-Hung Chen	National Kaohsiung University of Science and Technology
s24-255	Yen-Ju Lin	Fo Guang University
s24-118	Yi Zhao	China University of Petroleum (East China)
s24-104	Yi-Hua Sung	Feng Chia University
s24-309	Yiling Huang	King Mongkut's Institute of Technology Ladkrabang
s24-232, s24-303	Ying-Chia Hsieh	National Chung-Cheng University

s24-315	Yingming Qiu	King Mongkut's Institute of Technology Ladkrabang
s24-084	Yueh-Li Wang	Feng Chia University
s24-078	Yu-Hsiang Hsiao	National Taipei University
s24-150	Yun Shi	East China Normal University
s24-190	Yung-Che Cheng	National Taipei University of Technology
s24-110	Yu-Shan Chang	Tamkang University
s24-099	Yu-Yu Chen	Feng Chia University
s24-288	Zaure Chulanova	Ministry of Science and Higher Education, Republic of Kazakhstan
s24-098	Zhaoyuan Li	The Chinese University of Hong Kong, Shenzhen
s24-316	Zhenhua Xu	King Mongkut's Institute of Technology Ladkrabang
s24-314	Zhong Zheng	King Mongkut's Institute of Technology Ladkrabang
