

# THE SIXTEENTH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

**Southern Taiwan University of Science and Technology, November 05-06, 2020**  
**Agenda**

Thursday, November 05, 2020	
09:10~10:00	Registration
10:00~10:30	<b>Opening Ceremony</b> <b>Welcome Address: Dr. Deng-Maw Lu, President,</b> <b>Southern Taiwan University of Science and Technology (Taiwan)</b>
10:30~11:40	<b>Keynote Speech</b> <b>Speaker: Dr. Szu-Lang Liao, Professor, National Chengchi University (Taiwan)</b> <b>Subject: ARTIFICIAL INTELLIGENCE AND INVESTMENT</b>
11:40~13:40	Lunch Break
13:40~15:10 (E1305)	<p><b>Presentation and Discussion I</b> <b>Entrepreneurship &amp; Innovation</b></p> <p><b>Chair: Dr. Yu-Yu Chang, Professor, College of Management, Institute of International Management, National Cheng Kung University (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Ming-Chia Hsu, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Ping-Yu Hsu, National Central University (Taiwan)</b> IDENTIFYING SUBSTITUTION ITEMS FROM TRANSACTION DATA</li> <li>■ <b>Reggy N. Sarmita, Universitas Klabat (Indonesia)</b> <b>Abraham Lelengboto, Universitas Klabat (Indonesia)</b> CONTRIBUTING FACTORS TO ENTREPRENEURIAL ATTRACTIVENESS</li> <li>■ <b>Wisuwat Wannamakok, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Yu-Yu Chang, National Cheng Kung University (Taiwan)</b> <b>Wen-Ke Liang, Southern Taiwan University of Science and Technology (Taiwan)</b> AN EXPLORATIVE STUDY ON ENTREPRENEURIAL INTENTION IN AGING ERA: PERSPECTIVE ON COGNITIVE APPROACH</li> <li>■ <b>Anu Kanwar, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan)</b> APPLICATION OF BALANCE SCORECARD MODEL IN INDIAN HIGH TECH COMPANIES</li> <li>■ <b>Dung Nguyen-Van, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan)</b> FIRM INNOVATION IN ASEAN: THE ROLE OF FOREIGN OWNERSHIP AND R&amp;D</li> </ul>
13:40~15:10 (E1304)	<p><b>Presentation and Discussion II</b> <b>Economic Development &amp; International Trade</b></p> <p><b>Chair: Dr. Yu-Chuan Huang, Professor, Department of Accounting Information, Southern Taiwan University of Science and Technology (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Hoang Thi Du, Nha Trang University (Vietnam)</b> <b>Nguyen Xuan Tho, NgheAn University of Economics (Vietnam)</b> THE RELATIONSHIP BETWEEN EXCHANGE RATE AND INFLATION: VAR MODEL</li> <li>■ <b>Emilie Sophie Le Caous, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan)</b> A REVIEW OF LOGISTICS PERFORMANCE AND ITS IMPACT ON DEVELOPMENT</li> <li>■ <b>Thi Hong Nhung Nguyen, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Ping-Chen Tsai, National Sun Yat-sen University (Taiwan)</b> LEVELIZED COST OF ELECTRICITY (LCOE) OF WIND ENERGY UNDER UNCERTAINTY: CASE STUDIES IN TAIWAN AND VIETNAM</li> <li>■ <b>Jyh-Tay Su, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Zhen-Jia Liu, Changzhou University (China)</b> THE EFFECT OF PRICE VOLATILITY ON REAL ACTIVITIES EARNINGS MANAGEMENT</li> <li>■ <b>Benedick Jonathan Lule, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Mei-Chin Chu, Southern Taiwan University of Science and Technology (Taiwan)</b> THE DETERMINANTS OF FDI IN ASEAN-5 COUNTRIES</li> </ul>
15:10~15:30	Coffee Break

<p>15:30~17:00 (E1305)</p>	<p><b>Presentation and Discussion III</b> <b>Hospitality &amp; Recreation Industries Management</b></p> <p><b>Chair: Dr. Hui-Ling Chen, Chairperson, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Chung-Jen Wang, National Pingtung University of Science and Technology (Taiwan)</b> <b>I-Hsiu Yang, National Pingtung University of Science and Technology (Taiwan)</b> <b>Liang-Han Lin, National Pingtung University of Science and Technology (Taiwan)</b> <b>Hsin-Yi Chen, National Pingtung University of Science and Technology (Taiwan)</b> THE IMPACT OF EMPOWERING LEADERSHIP ON HOTEL EMPLOYEE PROACTIVE WORK BEHAVIOR: A SERIAL MEDIATION MODEL</li> <li>■ <b>Huan-Jou Chen, National Pingtung University of Science and Technology (Taiwan)</b> <b>Han-Chang Hsieh, National Pingtung University of Science and Technology (Taiwan)</b> <b>Hui-Chen Chang, National Pingtung University of Science and Technology (Taiwan)</b> THE KEY SUCCESS FACTORS BETWEEN AVATAR OF TOURISM AND CITY MARKETING</li> <li>■ <b>Chung-Jen Wang, National Pingtung University of Science and Technology (Taiwan)</b> <b>Lian-Han Lin, National Pingtung University of Science and Technology (Taiwan)</b> <b>I-Hsiu Yang, National Pingtung University of Science and Technology (Taiwan)</b> <b>Hsin-Yi Chen, National Pingtung University of Science and Technology (Taiwan)</b> EXPLORE THE ANTECEDENTS AND PSYCHOLOGICAL FACTORS OF JOB EMBEDDEDNESS IN THE HOSPITALITY INDUSTRY</li> <li>■ <b>Nguyen Ky Vien, The University of Danang (Vietnam)</b> FACTORS AFFECTING INTERNATIONAL TOURIST'S SATISFACTION, RETURN INTENTION AND WILLINGNESS TO RECOMMEND IN HOIAN, VIETNAM: A CONCEPTUAL MODEL</li> </ul>
<p>15:30~17:00 (E1304)</p>	<p><b>Presentation and Discussion IV</b> <b>Marketing &amp; Consumer Behavior</b></p> <p><b>Chair: Dr. Clark Hu, Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Truc Trung Trinh, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Yu-Chuang Huang, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Te-Kuang Chou, Southern Taiwan University of Science and Technology (Taiwan)</b> CONSTRUCTING AN INSTRUMENT FOR INVESTIGATING CUSTOMERS' BEHAVIORS IN VIET NAM</li> <li>■ <b>Jen-Hung Wang, National Pingtung University of Science and Technology (Taiwan)</b> <b>Yen-Lun Su, National Pingtung University of Science and Technology (Taiwan)</b> THE MODERATING EFFECT OF ORGANIC LABELS IN THE RELATIONSHIP BETWEEN ABNORMALLY-SHAPED FOODS AND PURCHASE INTENTION</li> <li>■ <b>Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Sukhee Yamranz, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Chi-Ming Ho, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Wen-Ling Lin, Nan Kai University of Technology (Taiwan)</b> <b>Xiao-Zhen Jiang, Southern Taiwan University of Science and Technology (Taiwan)</b> ANALYZING REPURCHASE INTENTION OF SMARTPHONE IN MONGOLIA: AN EXTENDED TPB MODEL</li> <li>■ <b>Do Ngoc Bich, University of Economic Ho Chi Minh City (Vietnam)</b> FACTORS OF ELECTRONIC WORD OF MOUTH AFFECTING INFORMATION ADOPTION: COSMETIC SECTOR IN VIETNAM</li> <li>■ <b>Ya-Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan)</b> THE STUDY OF THE STRATEGIC LAYOUT OF FEMALE ENTREPRENEURS IN GLOBAL MARKETING</li> </ul>

<b>Friday, November 06, 2020</b>	
09:00~09:20	Registration
09:20~10:40 (E1305)	<p><b>Presentation and Discussion V</b> <b>Supply Chain &amp; Operation Management</b></p> <p><b>Chair: Dr. Ta-Chung Chu, Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Thi Bich Ha Nghiem, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan)</b> SELECTING LEAN-ORIENTED LAYOUT DESIGN BY A FUZZY ELECTRE METHOD</li> <li>■ <b>Thi Hong Phuong Le, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan)</b> EVALUATING CRITERIA WEIGHTS FOR AGRICULTURAL RISK MANAGEMENT TOOLS USING FUZZY ANALYTIC HIERARCHY PROCESS</li> <li>■ <b>Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan)</b> NEWSVENDOR'S SUPPLY CHAIN MODEL CONSIDERING COOPERATIVE STACKELBERG GAMES WITH REVEALING ASYMMETRIC INFORMATION</li> <li>■ <b>Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan)</b> LIFTING TIME AND BOX TILT ANGLE IN LIFTING</li> <li>■ <b>Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan)</b> HANDLES LOCATION AND CAPABILITY</li> <li>■ <b>Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan)</b> NEWSVENDOR'S SUPPLY CHAIN MODEL CONSIDERING NON-COOPERATIVE STACKELBERG GAMES WITH ASYMMETRIC INFORMATION</li> </ul>
09:20~10:40 (E1304)	<p><b>Presentation and Discussion VI</b> <b>Organization &amp; Human Resources</b></p> <p><b>Chair: Dr. Chia-Hua Chang, Chairperson, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Nguyen Tuan Duong, National Sun Yat-Sen University(Taiwan)</b> <b>Vo Hoang Kim An, National Sun Yat-Sen University(Taiwan)</b> <b>Doan Thi Ngoc Thuy, Southern Taiwan University of Science and Technology (Taiwan)</b> MOTIVATION AND SATISFACTION IN DOING RESEARCH: A STUDY ON VIETNAMESE UNDERGRADUATE STUDENTS BASED ON SELF-DETERMINATION CONTINUUM THEORY</li> <li>■ <b>Chung-Jen Wang, National Pingtung University of Science and Technology (Taiwan)</b> <b>Liang-Han Lin, National Pingtung University of Science and Technology (Taiwan)</b> <b>I-Hsiu Yang, National Pingtung University of Science and Technology (Taiwan)</b> <b>Hsin-Yi Chen, National Pingtung University of Science and Technology (Taiwan)</b> EFFECTS OF HOSPITALITY FRONTLINE EMPLOYEES' SURFACE ACTING AND EMOTIONAL EXHAUSTION CAUSED BY ABUSIVE SUPERVISION ON SERVICE QUALITY AND CUSTOMER LOYALTY</li> <li>■ <b>Tamer Z. Fouad, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan)</b> ADOPTION INTENTION FOR LIGHT ELECTRIC VEHICLE IN TAINAN: TESTING THEORY OF PLANNED BEHAVIOR</li> <li>■ <b>Hanh-Thao Le, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan)</b> THE APPLICATION OF A FUZZY ELECTRE METHOD TO THE RECRUITMENT OF PERSONNEL UNDER GREEN HUMAN RESOURCE MANAGEMENT</li> </ul>
10:40~11:00	Coffee Break

<p>11:00~12:20 (E1305)</p>	<p><b>Presentation and Discussion VII</b> <b>Corporate Governance &amp; Business Ethics</b></p> <p><b>Chair: Dr. Hsiao-Jung Chen, Chairperson, Department of Finance, Southern Taiwan University of Science and Technology (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Tiffany Dwijaya Hendratama, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan)</b> DOES COUNTRY-LEVEL GOVERNANCE MODERATE THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND TAX AVOIDANCE? EVIDENCE FROM SOUTHEAST ASIA</li> <li>■ <b>Le Thuy Dung, NgheAn University of Economics (Vietnam)</b> <b>Ngô Thị Thuong Huyen, NgheAn University of Economics (Vietnam)</b> <b>Nguyen Xuan Tho, NgheAn University of Economics (Vietnam)</b> CORPORATE GOVERNANCE AND FIRM'S FINANCIAL PERFORMANCE: CASE STUDY OF LISTED COMPANIES ON HANOI STOCK EXCHANGE</li> <li>■ <b>Quang-Anh Le, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Cheng-Yu Lee, Southern Taiwan University of Science and Technology (Taiwan)</b> HOW A FIRM REACTS TOWARD RISKS WHEN PERFORMANCE BELOW SOCIAL ASPIRATION: THE MODERATING EFFECTS OF CEO DOMINANCE AND EARNINGS PRESSURE</li> </ul>
<p>11:00~12:20 (E1304)</p>	<p><b>Presentation and Discussion VIII</b> <b>E-Commerce &amp; New Business Models</b></p> <p><b>Chair: Dr. Wurong Shih, Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</b></p> <ul style="list-style-type: none"> <li>■ <b>Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Renzo Del Giudice, Southern Taiwan University of Science and Technology (Taiwan)</b> APPLICATION OF THE TECHNOLOGY ACCEPTANCE MODEL TO ANALYZE THE PURCHASE INTENTION OF BITCOIN IN TAIWAN</li> <li>■ <b>Hai-Ninh Do, University of Economic Ho Chi Minh City (Vietnam)</b> <b>Tu Chau, University of Economic Ho Chi Minh City (Vietnam)</b> <b>Huy Truong, University of Economic Ho Chi Minh City (Vietnam)</b> <b>Thuy Tran, University of Economic Ho Chi Minh City (Vietnam)</b> ANALYZE 5 CULTURAL DIMENSIONS AND E-COMMERCE ACCEPTANCE OF HO CHI MINH CITY STUDENTS</li> <li>■ <b>Huyen Trang Nguyen, Southern Taiwan University of Science and Technology (Taiwan)</b> <b>Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan)</b> EXAMINING INTERNAL ORGANIZATION FACTORS ON BUSINESS MODEL INNOVATION USING A DEMATEL METHOD</li> <li>■ <b>Yue-Jer Lin, Takming University of Science and Technology (Taiwan)</b> A SYNTHESIS OF RESEARCH THE CHARACTERISTICS FOR SUCCESSFUL WEB PAGE</li> </ul>
<p>12:20~</p>	<p><b>Farewell</b></p>