

THE SEVENTEENTH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT

Southern Taiwan University of Science and Technology, November 25-26, 2021

Agenda

Thursday, November 25, 2021	
09:10~10:00	Registration
10:00~10:30	Opening Ceremony Welcome Address: Dr. Deng-Maw Lu, President, Southern Taiwan University of Science and Technology (Taiwan)
10:30~11:40	Keynote Speech Speaker: Dr. Chien-Fu Jeff Lin, Emeritus and Adjunct Professor, Department of Economics, National Taiwan University (Taiwan) Subject: The New Economy and Challenges after Pandemic Covid-19
11:40~13:40	Lunch Break
13:40~15:10 (E603)	<p>Presentation and Discussion I Organization Development & Innovation Chair: Dr. Yu-Yu Chang, Professor, College of Management, Institute of International Management, National Cheng Kung University (Taiwan)</p> <ul style="list-style-type: none"> ■ Ching-Cheng Shen, National Kaohsiung University of Hospitality and Tourism (Taiwan) Dan Wang, National Kaohsiung University of Hospitality and Tourism (Taiwan) TO EXPLORE THE IMPACT OF NATURAL CONTACT ON WELL-BEING IN TAIWAN IN AN ERA OF EPIDEMIC ■ Ching-Cheng Shen, National Kaohsiung University of Hospitality and Tourism (Taiwan) Dan Wang, National Kaohsiung University of Hospitality and Tourism (Taiwan) EXPLORE THE FACTORS INFLUENCING CHINESE IMPULSE BUYING OF TRAVEL PRODUCTS ON NEW MEDIA LIVE - BROADCASTING PLATFORMS ■ Devi Angrahini Anni Lembana, Southern Taiwan University of Science and Technology (Taiwan) Faculty of Economic and Business Unika Atma Jaya (Indonesia) Yu-Yu Chang, National Cheng Kung University (Taiwan) Wen-Ke Liang, Southern Taiwan University of Science and Technology (Taiwan) UNDERSTANDING COMPANY EMPLOYEE ENTREPRENEURIAL INTENTION: HOW PERCEIVED DESIRABILITY AND PERCEIVED FEASIBILITY MEDIATE THE INTERRELATION OF SUBJECTIVE NORM AND ENTREPRENEURIAL SELF-EFFICACY WITH GENDER AS A MODERATING VARIABLE ■ Thi Ngoc Thuy Doan, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) EXPORTING AND TECHNOLOGICAL INNOVATION: EVIDENCE FROM SOUTHEAST ASIA
13:40~15:10 (E604)	<p>Presentation and Discussion II E-Commerce & New Business Models Chair: Dr. Chung-Wen Hung, Vice Dean, College of Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Yue-Jer Lin, Takming University of Science and Technology (Taiwan) AN EVALUATION OF USERS PRIVACY AND TRUST BEHAVIOR ON THE INTERNET ■ Bernhard Lettner, Southern Taiwan University of Science and Technology (Taiwan) Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Renzo Del Giudice Lopez, Southern Taiwan University of Science and Technology (Taiwan) THE IMPACT OF INTERNET OF THINGS ON CUSTOMER RELATIONSHIP MANAGEMENT ■ Lan-Anh Phan Tran, Southern Taiwan University of Science and Technology (Taiwan) Ting-Yueh Chang, Southern Taiwan University of Science and Technology (Taiwan) WOULD CUSTOMERS GO WITH A HIGHLY INNOVATIVE BRAND? THE FULLY MEDIATING EFFECT OF ONLINE BRAND EXPERIENCE ■ Ya-Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Ming-Chih Chung, Southern Taiwan University of Science and Technology (Taiwan) Hsu-Ju Chuang, Southern Taiwan University of Science and Technology (Taiwan) THE EXPLORATORY STUDY OF VIDEO OTT SERVICE DEVELOPMENT DETERMINANTS ■ Shu-Ling Chen, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) Wen-Jing Cao, Southern Taiwan University of Science and Technology (Taiwan) Yan-Ling Xu, Southern Taiwan University of Science and Technology (Taiwan) A STUDY ON THE FACTORS OF SUCCESSFUL OPERATION OF E-COMMERCE PLATFORM

15:10~15:30	Coffee Break
15:30~17:00 (E603)	<p>Presentation and Discussion III Marketing & Consumer Behavior (I)</p> <p>Chair: Dr. Yu-Chuan Huang, Professor, Department of Accounting Information, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Vanessa Chen, Southern Taiwan University of Science and Technology (Taiwan) Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) SOCIAL MEDIA MARKETING AND CONSUMER PURCHASE DECISION: A CASE STUDY OF TAIWAN ■ Lucie Li, Southern Taiwan University of Science and Technology (Taiwan) Ying-Yuh Huang, Southern Taiwan University of Science and Technology (Taiwan) TAIWANESE CONSUMERS SATISFACTION IN E-COMMERCE INDUSTRY ■ Anu Kanwar, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) EXPLORING THE MODERATED-MEDIATING EFFECT OF BRAND TRUST AND PERCEIVED QUALITY ON RELATIONSHIP BETWEEN CELEBRITY ENDORSEMENT AND PURCHASE INTENTION ■ Anne-Sophie Lam, Southern Taiwan University of Science and Technology (Taiwan) Mei-Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) Huey Yan, Southern Taiwan University of Science and Technology (Taiwan) A STUDY OF THE PURCHASING INTENTION ON LUXURY GOODS IN TAIWAN
15:30~17:00 (E604)	<p>Presentation and Discussion IV Corporate Governance & Financial Markets</p> <p>Chair: Dr. Hsiao-Jung Chen, Chairperson, Department of Finance, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Thi-Quynh Duong, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) ENVIRONMENTAL, SOCIAL AND GOVERNANCE ACTIVITIES, AND FIRM VALUE: EVIDENCE FROM VIETNAM LISTED CORPORATIONS ■ I Gusti Agung Musa Budidarma, Klabat University (Indonesia) Hsiao-Jung Chen, Southern Taiwan University of Science and Technology (Taiwan) THE ROLE OF CORPORATE GOVERNANCE AND MARKET COMPETITION IN THE BIDIRECTIONAL RELATIONSHIP OF CSR AND BANK PERFORMANCE ■ Gaesorn Tonsukchai, Feng Chia University (Taiwan) Yi-Chein Chiang, Feng Chia University (Taiwan) FINANCIAL INDICES REACTIONS TO COVID19 PANDEMIC RELATED EVENTS: EVIDENCE FROM EVENT STUDY ■ Hoang Thi Du, Nha Trang University (Vietnam) Nguyen Xuan Tho, NgheAn University of Economics (Vietnam) THE IMPACT OF COVID-19 WAVES ON VIETNAM STOCK RETURNS

Friday, November 26, 2021

09:00~09:20	Registration
09:20~10:40 (E603)	<p>Presentation and Discussion V Industrial Management Chair: Dr. Chia-Hua Chang, Chairperson, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan) Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) ANALYSIS OF WORKING POSTURES ON CEILING AND FLOOR DECORATION ■ Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan) Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) ANALYSIS OF WORKING POSTURES ON BUILDING INDUSTRY IN BLACKSMITH ■ Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan) OPTIMUM SETTINGS OF PROCESS MEAN, ORDER QUANTITY, PRODUCTION RUN LENGTH, AND PRODUCT WHOLESAL PRICE-UNDER THE MULTI-STATE PRODUCTION PROCESS ■ Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan) OPTIMUM SETTINGS OF PROCESS MEAN, ORDER QUANTITY, PRODUCTION RUN LENGTH, AND PRODUCT WHOLESAL PRICE WITH SINGLE SAMPLING INSPECTION PLAN
09:20~10:40 (E604)	<p>Presentation and Discussion VI Marketing & Consumer Behavior (II) Chair: Dr. Hui-Ling Chen, Chairperson, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Huan Cong Le, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) CUSTOMER PRIVACY CONCERNS AND SOCIAL MEDIA ADOPTION: A CASE OF TIKTOK ■ Ya-Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) THE STUDY OF THEORY OF PLANNED BEHAVIOR (TPB) IN NEW RETAIL CHAIN STORES ■ Chao-Chin Huang, National Pingtung University of Science and Technology (Taiwan) Chun-Nan Lin, National Pingtung University of Science and Technology (Taiwan) Shyh-Ming Huang, Southern Taiwan University of Science and Technology (Taiwan) NEGATIVE BRAND RELATIONSHIPS IN THE AGRO-FOOD INDUSTRY: THE IMPACTS OF BRAND INAUTHENTICITY, BRAND DISTRUST, BRAND HATE ON BRAND AVOIDANCE ■ Ai-Lien Hsieh, Southern Taiwan University of Science and Technology (Taiwan) Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Emilie S. Le Caous, Southern Taiwan University of Science and Technology (Taiwan) THE RELATIONSHIPS OF PURCHASE INTENTION, PRICE AWARENESS, AND ATTACHMENT TO STUFFED TOYS
10:40~11:00	Coffee Break
11:00~12:20 (E603)	<p>Presentation and Discussion VII IT Application & Global Logistics Chair: Dr. Wurong Shi, Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Renzo Del Giudice Lopez, Southern Taiwan University of Science and Technology (Taiwan) FROM INDIVIDUAL TO COLLECTIVE: A REVIEW OF THE INFORMED TECHNOLOGY ACCEPTANCE AND ORGANIZATIONAL KNOWLEDGE ■ Tamer Z. Fouad, National Kaohsiung University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) TAIWAN EV INDUSTRY ROADMAPPING: FUTURE TECHNOLOGY ANALYSIS AND FORECASTING ■ Huyen Trang Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) DETERMINING CRITERIA WEIGHTS FOR STARTUP SELECTION USING ANALYTICAL NETWORK PROCESS METHOD ■ Hanh-Thao Le, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) THE APPLICATION OF FUZZY ELECTRE IN SELECTING THE MOST SUITABLE BUSINESS SCENARIO FOR SUSTAINABILITY
12:20~	Farewell