

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

Southern Taiwan University of Science and Technology, November 3-4, 2022

## Agenda

Thursday, November 3, 2022	
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. Gabriele Thelen, Konstanz University of Applied Sciences (HTWG) (Germany)</b> <b>Subject: THE IMPORTANCE OF TEACHING INTERCULTURAL AND EMOTIONAL SKILLS IN HIGHER EDUCATION, PARTICULARLY IN THE FIELD OF BUSINESS AND MANAGEMENT STUDIES (INTRODUCING THE TEACHING APPROACH GET CONNECTED AT HTWG KONSTANZ)</b>
11:40~13:40	Lunch Break
13:40~15:10 (E603)	<b>Presentation and Discussion I</b> <b>Impact of COVID-19 Pandemic on Business World</b> <b>Chair: Dr. Wurong Shih, Professor, Ph.D. Program in Business and Management,</b> <b>Southern Taiwan University of Science and Technology (Taiwan)</b> <ul style="list-style-type: none"> <li>■ Mayumi Hori, Chuo University (Japan) Aika Yamagishi, Kiyora Kondo, Sota Honjo, Ran Matsumoto, Fuko Ueda, Kotaro Hihara, Shun Shimooka, Hikari Kurisu, Mutsuki Oyama, Chuo University (Japan) CURRENT STATUS AND ISSUES OF TELEWORK DURING PANDEMIC IN JAPAN</li> <li>■ Mayumi Hori, Chuo University (Japan) CURRENT STATUS AND ISSUES OF WOMEN'S LABOR DUE TO PANDEMIC</li> <li>■ Takako SHIRAI, Professional University of Information and Management for Innovation (Japan) Keisuke KIRITANI, Professional University of Information and Management for Innovation (Japan) A STUDY ON THE IMPACT OF THE COVID-19 EPIDEMIC ON THE IT ORGANIZATIONS OF JAPANESE COMPANIES AND FUTURE DEVELOPMENTS - FOCUSING ON THE UTILIZATION OF BUSINESS IT SYSTEMS -</li> <li>■ Sarah Geistbeck, 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) INVESTIGATION OF THE SEMICONDUCTOR SUPPLY SHORTAGE IN THE GERMAN AUTOMOTIVE INDUSTRY SINCE THE COVID-19 PANDEMIC</li> </ul>
13:40~15:10 (E604)	<b>Presentation and Discussion II</b> <b>Marketing &amp; Consumer Behavior</b> <b>Chair: Dr. Mai-Lun Chiu, Associate Professor, Department of Marketing and Logistics Management,</b> <b>Southern Taiwan University of Science and Technology (Taiwan)</b> <ul style="list-style-type: none"> <li>■ Nguyen Ngoc Thuy, Nong Lam University (Vietnam) Nguyen Thanh Quan, Bank for Investment and Development of Vietnam JSC (Vietnam) Duong Thi Thu Thinh, Nong Lam University (Vietnam) Hoang Ha Anh, Nong Lam University (Vietnam) FACTORS AFFECTING CONSUMER PURCHASE INTENTIONS OF SAFE VEGETABLE PRODUCTS IN HO CHI MINH CITY, VIETNAM</li> <li>■ Ria Das, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) A STUDY IN INDIA CONSUMERS' PURCHASE INTENTION AND COMPARATIVE ADVERTISEMENT</li> <li>■ Chi Hsiang Lin, Southern Taiwan University of Science and Technology (Taiwan) Shu-Ling Hsu, Southern Taiwan University of Science and Technology (Taiwan) Li-Syuan Huang, Southern Taiwan University of Science and Technology (Taiwan) Cindy Aprilia Nugroho, Southern Taiwan University of Science and Technology (Taiwan) THE EFFECT OF SALES PROMOTION ON THE ONLINE IMPULSIVE BUYING IN INDONESIA CASE STUDY: SHOPEE</li> <li>■ Kuo-Ning Liu, Southern Taiwan University of Science and Technology (Taiwan) THE STUDY OF THE RELATIONSHIP BETWEEN LUXURY RESTAURANT BRAND CREDIBILITY AND CUSTOMER SATISFACTION</li> <li>■ Wei-Cong Li, Southern Taiwan University of Science and Technology (Taiwan) Yu-Lin Jeng, Southern Taiwan University of Science and Technology (Taiwan) Li-Yu Chen, Southern Taiwan University of Science and Technology (Taiwan) MARKETING STRATEGIES AND THE FACTORS INFLUENCING WESTERN MEDICINE VENDORS</li> </ul>

15:10~15:30	Coffee Break
15:30~17:00 (E604)	<p><b>Presentation and Discussion III</b>  <b>Management Education &amp; the Creation of Intellectual Capital</b>  <b>Chair: Dr. Clark Hu</b>, Professor, Department of Hospitality Management,  Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> <li>■ <b>Philippe Frouté</b>, Université Paris-Est Créteil (France)  THE EUROPEAN FRAMEWORK FOR PROMOTING A KNOWLEDGE-BASED ECONOMY:  THE ROLE OF HUMAN CAPITAL AND EU COOPERATION IN EDUCATION AND TRAINING</li> <li>■ <b>Matthias Marcus Werner</b>, Konstanz University of Applied Sciences (HTWG) (Germany)  INTERDISCIPLINARITY, INTERNATIONALITY AND INTERCULTURAL COMPETENCE AS KEY  COMPETENCIES FOR ENGINEERS AND MANAGEMENT GRADUATES</li> <li>■ <b>Thi-Quynh Duong</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Yu-Chuan Huang</b>, Southern Taiwan University of Science and Technology (Taiwan)  R&amp;D INTENSITY AND FIRM PERFORMANCE: DOES NATIONAL CULTURE MATTER?</li> <li>■ <b>Ho Thi Hai Thuy</b>, Foreign Trade University (Vietnam)  <b>Lam Hoang Phuong</b>, Van Lang University (Vietnam)  <b>Nguyen Cong Hoang</b>, Foreign Trade University (Vietnam)  <b>Nguyen Tuan Duong</b>, National Sun Yat-Sen University (Taiwan)  AN EMPIRICAL STUDY ON UNIVERSITY STUDENTS' PERCEPTION TOWARDS THEIR SKILLS  AND EMPLOYABILITY</li> <li>■ <b>Yuli Elvina</b>, Southern Taiwan University of Science and Technology (Taiwan)  RELATIONSHIPS AMONG WORKING PERIOD, JOB SATISFACTION, LIFE SATISFACTION, AND  ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) FOR INDONESIANMIGRANT WORKERS IN  TAIWAN</li> <li>■ <b>Huyen, Thi Do</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Yung-Chi Chang</b>, Southern Taiwan University of Science and Technology (Taiwan)  INVESTIGATING THE FACTORS AFFECTING THE HELPING BEHAVIOR OF VIETNAMESE  MIGRANT WORKERS - SOME IMPLICATIONS FOR TAIWAN'S ENTERPRISES</li> </ul>
15:30~17:00 (E603)	<p><b>Presentation and Discussion IV</b>  <b>E-Commerce &amp; New Business Models</b>  <b>Chair: Verena Gründler</b>, Head of the International Office,  Konstanz University of Applied Sciences (HTWG) (Germany)</p> <ul style="list-style-type: none"> <li>■ <b>Yue-Jer Lin</b>, Takming University of Science and Technology (Taiwan)  A STUDY INTO ELEMENTS FOR DYNAMIC WEB IN THE E-MARKETPLACE</li> <li>■ <b>Ming-Chih Chung</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Xiang-Qing Wang</b>, Southern Taiwan University of Science and Technology (Taiwan)  THE PRELIMINARY STUDY OF DETERMINANTS TOWARD CUSTOMER LOYALTY IN THE  FURNITURE COMPANY M-COMMERCE</li> <li>■ <b>Le Hanh-Thao</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Ta-Chung Chu</b>, Southern Taiwan University of Science and Technology (Taiwan)  APPLICATION OF FUZZY VIKOR TO SELECT BUSINESS MODEL INNOVATION FOR  SUSTAINABILITY</li> <li>■ <b>Nur Sabila Soraya Amalina</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Yung-Chi Chang</b>, Southern Taiwan University of Science and Technology (Taiwan)  DANONE-AQUA: "I AM THE PIONEER AND ALSO THE WINNING MARKET"</li> <li>■ <b>Nguyen Thi Hong</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Fenghueih Huarng</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Emilie S. Le Caous</b>, Southern Taiwan University of Science and Technology (Taiwan)  <b>Pham Thi Viet Hoang</b>, Southern Taiwan University of Science and Technology (Taiwan)  THE CHINESE FDI IMPACT ON THE ECONOMIC PERFORMANCE OF AFRICAN COUNTRIES</li> </ul>

Friday, November 4, 2022	
09:00~09:20	Registration
09:20~10:40 (E603)	<p><b>Presentation and Discussion V</b>  <b>Research on Organizational &amp; Cultural Issues</b>  <b>Chair: Dr. Yu-Chuan Huang</b>, Associate Professor, Department of International Business,  Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> <li>■ Viliam Haidari, Southern Taiwan University of Science and Technology (Taiwan)  Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan)  Thi-Quynh Duong, Southern Taiwan University of Science and Technology (Taiwan)  DOES HYBRID VALUE ADDED INTELLECTUAL COEFFICIENT (HVAIC) IMPACT ON FIRM PERFORMANCE?</li> <li>■ Mao-Sung Chen, Southern Taiwan University of Science and Technology (Taiwan)  Shih-Chung Chen, Southern Taiwan University of Science and Technology (Taiwan)  A STUDY THE IMPACT OF KNOWLEDGE MANAGEMENT, KNOWLEDGE STOCK ON INTELLECTUAL CAPITAL: THE CASE OF MEDICAL INSTRUMENTS AND APPARATUSES INDUSTRY IN TAIWAN</li> <li>■ Ashish Bhagwan Gaikwad, Southern Taiwan University of Science and Technology (Taiwan)  Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan)  INDIA - TAIWAN BUSINESS CULTURAL DIFFERENCES AND THEIR IMPACT ON INDUSTRY</li> <li>■ Jung-Ching Lin, Southern Taiwan University of Science and Technology (Taiwan)  THE RELATIONSHIP BETWEEN FAMILY OWNERSHIP IN BOARD AND INNOVATION IN FAMILY FIRMS: THE STRUCTURE AND THE CHANGE IN SUCCESSION</li> <li>■ Shu-Yun Cheng, Southern Taiwan University of Science and Technology (Taiwan)  Mei-Hsiang Yu, Southern Taiwan University of Science and Technology (Taiwan)  Ting-His Chen, Southern Taiwan University of Science and Technology (Taiwan)  THE MODERATING ROLE OF PERCEIVED JUSTICE BETWEEN ORGANIZATIONAL CLIMATE AND EMPLOYEE RETENTION: A STUDY OF TAIWANESE HOTELS</li> </ul>
10:40~11:00	Coffee Break
11:00~12:20 (E603)	<p><b>Presentation and Discussion VI</b>  <b>Industrial Management &amp; Operations Research</b>  <b>Chair: Dr. Chia-Hua Chang</b>, Chairperson, Department of Industrial Management and Information,  Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> <li>■ Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan)  Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan)  THE JOINT DETERMINATION OF OPTIMUM PROCESS QUALITY LEVEL, PRODUCTION RUN LENGTH AND ECONOMIC ORDER QUANTITY UNDER THE MEASUREMENT ERROR</li> <li>■ Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan)  Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan)  MUSCULOSKELETAL STRAINS IN MANUAL HOLDING TASKS</li> <li>■ 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 OF CONSTRUCTION WORKERS</li> <li>■ Thi Hong Phuong Le, Southern Taiwan University of Science and Technology (Taiwan)  Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan)  DETERMINE CRITERIA WEIGHTS FOR FINANCIAL PERFORMANCE OF INSURANCE COMPANIES USING FUZZY ANALYTIC HIERARCHY PROCESS</li> </ul>
12:20~	Farewell