

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

Southern Taiwan University of Science and Technology, November 2-3, 2023

Agenda

Thursday, November 2, 2023	
09:10~10:00	Registration
10:00~10:30	Opening Ceremony Welcome Address: Dr. Cheng-Wen Wu, President, Southern Taiwan University of Science and Technology (Taiwan)
10:30~11:40	Keynote Speech Speaker: Jin-ichiro Yamada (山田仁一郎), Professor, Kyoto University (Japan) Subject: REDISCOVERING UNIVERSITY ETHOS AMIDST ACADEMIC CAPITALISM
11:40~13:40	Lunch Break
13:40~15:10 (E603)	Presentation and Discussion I ESG & AI Chairs: Yi-Hua Lin, Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan) Frank Best, Dean, Department of Business, Cultural and Legal Studies, Konstanz University of Applied Sciences (Germany) <ul style="list-style-type: none"> ■ Hiroo Takahashi, Hakuoh University (Japan) WHY SUSTAINABILITY NOW -RELATED SDGs ■ Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Emilie S. Le Caous, Southern Taiwan University of Science and Technology (Taiwan) LEVERAGING GENERATIVE AI TO DEMOCRATIZE HIGHER EDUCATION AND ADVANCE KNOWLEDGE MANAGEMENT ■ Frank Best, Konstanz University of Applied Sciences (Germany) THE EU CARBON BORDER ADJUSTMENT MECHANISM AND ITS INFLUENCE ON STEEL IMPORTS FROM TAIWAN ■ Thi Hoai Tram Vo, Southern Taiwan University of Science and Technology (Taiwan) Pai-Chou Wang, Southern Taiwan University of Science and Technology (Taiwan) FORECASTING VIETNAM STOCK PRICE USING MACHINE LEARNING APPROACHES ■ Dominique Maillard, University of Paris East, Créteil (France) ARTIFICIAL INTELLIGENCE AND THE KNOWLEDGE ECONOMY
13:40~15:10 (E604)	Presentation and Discussion II Marketing & Consumer Behavior I Chairs: Ling-Mei Ko, Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology (Taiwan) Matthias Marcus Werner, Dean, International Engineering and Management, Konstanz University of Applied Sciences (Germany) <ul style="list-style-type: none"> ■ Shun Shimooka, Chuo University (Japan) Mayumi Hori, Chuo University (Japan) CHALLENGES AND FUTURE PROSPECTS FOR JAPAN'S AVIATION INDUSTRY: FROM JAPAN AIRLINES' AND ALL NIPPON AIRWAYS' RESPONSES TO COVID-19 PANDEMIC ■ Sota Honjo, Chuo University (Japan) Mayumi Hori, Chuo University (Japan) IMPACT OF ADVERTISEMENT ON CUSTOMERS IN SERVICE INDUSTRY: FOCUSING ON FOOD SERVICE INDUSTRY ■ Samuel Kazuki Firth, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) WHY ARE AUSTRALIAN MEAT PIES NOT POPULAR IN JAPAN? -EXPLORING THE REASONS THROUGH TASTING ■ Sofia Kornhaas, Southern Taiwan University of Science and Technology (Taiwan) WHAT ARE THE EFFECTS OF TAIWAN'S SEMICONDUCTOR INDUSTRY ON THE COUNTRY? AN EXAMINATION OF TAIWAN'S FINANCE, ECONOMIC, AND EMPLOYMENT SECTORS WITH TSMC AS AN EXAMPLE ■ Reggy Nelson Sarmita, Southern Taiwan University of Science and Technology (Taiwan) Clark Hu, Southern Taiwan University of Science and Technology (Taiwan) THE BUNAKEN'S MARITIME AND COASTAL CONSERVATION DESTINATION ATTRIBUTES: THE STAKEHOLDER PERSPECTIVES

15:10~15:30	Coffee Break
15:30~17:00 (E603)	<p>Presentation and Discussion III</p> <p>Knowledge-Based Economy & Knowledge Management</p> <p>Chairs: Yi-shuo Hung, Associate Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>Dominique Maillard, Professor, University of Paris East, Créteil (France)</p> <ul style="list-style-type: none"> ■ Taiki Sugimoto, Chuo University (Japan) Yuka Naitou, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) Yoshinobu Ishiwata, Yokohama City University (Japan) COGNITIVE APPROACH TO HUMAN RESOURCE DEVELOPMENT - EMPIRICAL RESEARCH IN MEDICAL INDUSTRY - ■ Yuka Naito, Chuo University (Japan) Taiki Sugimoto, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) Yoshiyuki Ishiwata, Yokohama City University (Japan) SKILL TRANSFER IN THE MEDICAL INDUSTRY—A CASE ANALYSIS OF CT SCANS— ■ Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) HARNESSING KNOWLEDGE MANAGEMENT AND HIGHER EDUCATION'S TRANSFORMATIVE ROLE IN ADVANCING GENDER EQUALITY FROM CLASSROOM TO BOARDROOM ■ Matthias Marcus Werner, Konstanz University of Applied Sciences (Germany) INTERDISCIPLINARITY, INTERNATIONALITY AND INTERCULTURAL COMPETENCE AS KEY COMPETENCIES FOR ENGINEERS AND MANAGEMENT GRADUATES ■ Jun Nakamura, Chuo University (Japan) Sanetake Nagayoshi, Shizuoka University (Japan) EVALUATING THE TRADE-OFF BETWEEN EFFICIENCY AND SAFETY IN SHIP-TO-SHORE GANTRY CRANE OPERATIONS IN AN INTERNATIONAL TRADE HUB
15:30~17:00 (E604)	<p>Presentation and Discussion IV</p> <p>E-Commerce & New Business Models</p> <p>Chairs: Mei-Lan Lin, Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>Mayumi Hori, Professor, Chuo University (Japan)</p> <ul style="list-style-type: none"> ■ Ifah Rofiqoh, State University of Jakarta (Indonesia) Agung Dharmawan Buchdadi, State University of Jakarta (Indonesia) Etty Gurendrawati, State University of Jakarta (Indonesia) MODERATING THE ROLE OF FINANCIAL LITERACY AND DIGITAL LITERACY IN THE RELATIONSHIP BETWEEN ARTISTIC ORIENTATION AND MSME PERFORMANCE ■ Jouchun Chen, National Taipei University (Taiwan) Yiyin Wu, National Taipei University (Taiwan) STARTUP SOCIAL MEDIA AND FOREIGN VENTURE CAPITAL: THE MODERATING ROLE OF INTERNATIONAL COMPETENCE ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Renzo Del Giudice, Southern Taiwan University of Science and Technology (Taiwan) ANALYSIS OF THE BEHAVIORAL INTENTION TO USE BITCOIN AS A STORE OF VALUE BY APPLYING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY – UTAUT 2 ■ Lan-Anh Tran, FPT University (Vietnam) INSIGHTS OF LIVE-STREAM USER STICKINESS: FROM THE SOCIAL-TECHNICAL THEORY ■ Yue Jer Lin, Takming University of Science and Technology (Taiwan) EXPLORING CONSUMERS' PRIVACY CONCERNS OF THE E-BUSINESS

Friday, November 3, 2023	
09:00~09:20	Registration
09:20~10:40 (E603)	<p>Presentation and Discussion V <u>Research on Organizational Issues</u> Chair: Yu-Chuan Huang, Associate Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Melissa Holloway, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) Kiki Khoifin, Southern Taiwan University of Science and Technology (Taiwan) JOB SATISFACTION TOWARD JOB PERFORMANCE: THE MEDIATION ROLE OF WORKPLACE PASSION ■ Quang Le Nguyen, National Sun Yat-Sen University (Taiwan) Hang Ngoc Dieu Doan, National Sun Yat-Sen University (Taiwan) Duong Tuan Nguyen, National Sun Yat-Sen University (Taiwan) REVERSE BRAIN DRAIN: AN EMPIRICAL STUDY ON INDIVIDUAL FACTORS AND NATIONAL IDENTITY ■ Duong Tuan Nguyen, National Sun Yat-Sen University (Taiwan) Trinh Thi Lan Tran, National Sun Yat-Sen University (Taiwan) Minh Hoa Trinh, National Sun Yat-Sen University (Taiwan) Shyh-jeer Chen, National Sun Yat-Sen University (Taiwan) PERCEIVED OVERQUALIFICATION AND JOB SEARCH: A MULTIPLE MEDIATION MODEL WITH JOB BOREDOM AND EMPLOYMENT SELF-EFFICACY ■ Huyen, Thi Do, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) CAN SELF-EFFICACY ALONE AFFECT ORGANIZATIONAL CITIZENSHIP BEHAVIOR: EXAMINING THE MEDIATING ROLE OF TRUST IN THE CASE OF VIETNAMESE MIGRANT WORKERS IN TAIWAN?
09:20~10:40 (E604)	<p>Presentation and Discussion VI <u>Marketing & Consumer Behavior II</u> Chair: Dr. Clark Hu, Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Muhammad Ghalih, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) AN EXPLORATION OF ISLAMIC MARKETING STRATEGIES IN NURTURING TAIWAN'S HALAL BUSINESS ECOSYSTEM ■ Asif Khan, Southern Taiwan University of Science and Technology (Taiwan) Chung-Wen Hung, Southern Taiwan University of Science and Technology (Taiwan) Shih-Chih Chen, National Kaohsiung University of Science and Technology (Taiwan) Naila Habib Khan, Islamia College Peshawar (Pakistan) MODELING THE IMPACT OF BDA-AI ON GREEN SUPPLY CHAIN MANAGEMENT: THE MEDIATING ROLE OF SUPPLY CHAIN AMBIDEXTERITY ■ Bui Cong Son, Ho Chi Minh University of Banking (Vietnam) Tran Thi Huong, Ho Chi Minh City University of Transport (Vietnam) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) THE EFFECT OF CUSTOMER VALUE CO-CREATION ON SATISFACTION AND TRUST IN THE CONTEXT OF SOCIAL COMMERCE. THE MEDIATING ROLE OF ONLINE BRAND IMAGE AND MODERATION ROLE OF SERVICE QUALITY ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) Pham The Viet Hoang, Southern Taiwan University of Science and Technology (Taiwan) EXAMINING THE RELATIONSHIP AMONG PURCHASE BEHAVIOR, MARKETING STRATEGIES, PERCEIVED VALUE AND PURCHASE INTENTIONS FOR 50LAN AND MILKSHA ■ Chien-Cheng, Tung, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) SERVICE QUALITY AND CUSTOMER STRATEGIES IN DIFFERENT FIELDS OF SERVICE INDUSTRY - APPLICATION OF PZB MODEL
10:40~11:00	Coffee Break

11:00~12:20 (E603)	<p>Presentation and Discussion VII <u>Industrial Management & Operations Research</u> Chair: Ta-Chung Chu, Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Huyen Trang Nguyen, FPT University (Vietnam) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) EVALUATING ACCELERATORS USING THE 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 A FUZZY ELECTRE METHOD IN ACCESSMENT AND SELECTION OF GREEN SUPPLIERS ■ Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan) Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) BOX EQUILIBRIUM IN MANUAL HOLDING TASKS ■ Chung-Ho Chen, Southern Taiwan University of Science and Technology (Taiwan) Tzu-Hsien Lee, Southern Taiwan University of Science and Technology (Taiwan) THE DETERMINATION OF PRODUCTION RUN CYCLE UNDER THE TIME VALUE OF MONEY ■ Thi Hong Phuong Le, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) USING FUZZY ANALYTIC HIERARCHY PROCESS TO DETERMINE CRITERIA WEIGHTS FOR SITE SELECTION OF INSURANCE COMPANIES
11:00~12:20 (E604)	<p>Presentation and Discussion VIII <u>Corporate Governance & Business Ethics</u> Chair: Cheng-Yu Lee, Professor, Department of Technology Management, National Chiayi University (Taiwan)</p> <ul style="list-style-type: none"> ■ Dyah Ayu Kusumaningtyas, Southern Taiwan University of Science and Technology (Taiwan) Jung-Ching Lin, Southern Taiwan University of Science and Technology (Taiwan) Cheng-Yu Lee, National Chiayi University (Taiwan) WHEN WOMEN DIRECTORS ON CORPORATE BOARDS: UNLEASHING IMPACT AND THE ROLE OF FAMILY INVOLVEMENT AND POWER IN CSR ■ Yu-Ping Lai, Fu-Jen Catholic University (Taiwan) AN EXPLORATION OF FACTORS THAT AFFECT INSIDER TRADING — EVIDENCE FROM TAIWAN CORPORATE GOVERNANCE ■ Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Maria Celine D. Villanueva, CTBC Business School (Taiwan) BOARD GENDER DIVERSITY AND R&D DECISION MAKING: GLOBAL PERSPECTIVES AND INSIGHTS FROM TAIWAN ■ Linh Lan Huynh, Southern Taiwan University of Science and Technology (Taiwan) Mei-Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) NEXT-GENERATION FAMILY BUSINESS LEADER: BEYOND THE CALL OF DUTY
12:20~	Farewell