

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

Southern Taiwan University of Science and Technology, November 7-8, 2024

Agenda

Thursday, November 7, 2024	
09:10~10:00	Registration
10:00~10:20	Opening Ceremony Welcome Address: Dr. Te-Kuang Chou, Interim President, Southern Taiwan University of Science and Technology (Taiwan)
10:20~11:30	Keynote Speech Speaker: Dr. Chung Mo Koo (具正謨), Professor, CTBC Business School (Taiwan) Subject: RISING GLOBAL PROTECTIONISM AND RESPONSES OF EAST ASIA
11:30~13:20	Lunch Break
13:20~15:10 (E602)	<p>Presentation and Discussion I ESG & AI (I)</p> <p>Chairs: Dr. Dominique Maillard, Professor, University of Paris East, Créteil (France) Dr. Gabriele G. Thelen, Professor, Konstanz University of Applied Sciences (Germany)</p> <ul style="list-style-type: none"> ■ Muhammad Ghalih, Southern Taiwan University of Science and Technology (Taiwan) Mufrida Zein, Tanah Laut State Polytechnic (Indonesia) Rina Pebriana, Tanah Laut State Polytechnic (Indonesia) ACO-BASED SCHEDULING OPTIMIZATION IN HALAL SUPPLY CHAIN MANAGEMENT CONSIDERING ESG AND SDGS CRITERIA ■ Christopher Päßler, HTWG Konstanz University of Applied Sciences (Germany) Christina Ungerer, HTWG Konstanz University of Applied Sciences (Germany) Janina Lemke, HTWG Konstanz University of Applied Sciences (Germany) Alicia Kiedaisch, HTWG Konstanz University of Applied Sciences (Germany) THE APPLICABILITY OF SELF-DETERMINATION THEORY TO SUSTAINABLE ENTREPRENEURSHIP ■ Ayaka Nobira, Chuo University (Japan) Hikari Fujitake, Chuo University (Japan) Rena Nakai, Chuo University (Japan) Kaori Yoshikawa, Chuo University (Japan) Anju Sato, Chuo University (Japan) Rina Watanabe, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) WHAT ARE EFFECTIVE USAGES OF GENERATIVE AI FOR STUDENTS? ■ Anna Maria Thim, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) SUSTAINABLE DEVELOPMENT AND GLOBAL COMPETITIVENESS: INSIGHTS FROM A COMPREHENSIVE BIBLIOMETRIC ANALYSIS ■ Thu Xuan Pham, Ho Chi Minh City University of Technology and Education (Vietnam) Vang Dang Quang, Ho Chi Minh City University of Technology and Education (Vietnam) APPLY GREEN MANAGEMENT SYSTEM (GPAS) AT TAN CANG – CAT LAI BELONGING TO SAIGON NEWPORT CORPORATION OF VIETNAM ■ Nevárez Montes, Julián, Universidad de Monterrey (Mexico) Elizondo-García, Josemaría, Tecnológico de Monterrey (Mexico) EDUCATOR PERSPECTIVES ON GENAI: A PRELIMINARY EXAMINATION IN MEXICAN HIGHER EDUCATION SETTINGS ■ Jun Nakamura, Chuo University (Japan) Sanetake Nagayoshi, Graduate School of Integrated Science and Technology (Japan) COULD OBSERVING ABSTRACT PAINTINGS IMPROVE THINKING POWER AND HELP US PREPARE FOR AI ERA?
13:20~15:10 (E603)	<p>Presentation and Discussion II Cross-Culture Management & International Human Resources (I)</p> <p>Chairs: Dr. Mei-Lan Lin, Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan) Dr. Hiroo Takahashi, Emeritus Professor, Hakuoh University (Japan)</p>

	<ul style="list-style-type: none"> ■ Mayumi Hori, Chuo University (Japan) FUTURE PERSPECTIVE OF WOMEN’S WORK IN JAPAN ■ Yoshiwaki Kamei, Chuo University (Japan) Teruya Hirahara, Chuo University (Japan) Nanami Kanda, Chuo University (Japan) Ririka Kawana, Chuo University (Japan) Pyone Pan Thit, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) HOW DO SOCIAL SCIENCE STUDENTS VIEW STEM EDUCATION? A FOCUS ON PROJECT- AND PROBLEM-BASED LEARNING ■ Huey Yan, Southern Taiwan University of Science and Technology (Taiwan) Mei Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) OVERALL ASSESSMENT OF LEARNING EFFECTIVENESS IN HIGHER VOCATIONAL EDUCATION FOR TAIWAN’S SCHOLARSHIP OF TEACHING AND LEARNING PROGRAMS ■ Khanh-Ly Le Thi, Duy Tan University (Vietnam) Huy-Tuan Nguyen, Duy Tan University (Vietnam) Linh-Lan Huynh, Southern Taiwan University of Science and Technology (Taiwan) WORKPLACE STRESS AND TURNOVER INTENTION WITHIN THE BANKING SECTOR ■ Shogo Kamei, The University of Fukuchiyama (Japan) Kosei Iibuchi, Kimitonari Corporation (Japan) Ryo Kasuya, Kimitonari Corporation (Japan) EXPLORING LOCAL ENTREPRENEURSHIP AND HUMAN NETWORKS: A CASE STUDY ■ Chu, Mei-Chin, Southern Taiwan University of Science and Technology (Taiwan) Yan, Huey, Southern Taiwan University of Science and Technology (Taiwan) Yu, Chao-Tang, Southern Taiwan University of Science and Technology (Taiwan) GŪTŌNG—AN INNOVATIVE ENGINEERING PRACTICE IN VOCATIONAL HIGHER EDUCATION
13:20~15:10 (E604)	<p>Presentation and Discussion III</p> <p><u>New Business Models & Knowledge Management (I)</u></p> <p>Chairs: Dr. Yi-Shuo Hung, Associate Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan) Dr. Nguyen Ngoc Thuy, Head of Office for International Cooperation, Nong Lam University (Vietnam)</p> <ul style="list-style-type: none"> ■ Frouté Philippe, University of Paris East, Créteil (France) BUILDING A KNOWLEDGE-DRIVEN ECONOMY:THE ROLE OF INTRAPRENEURSHIP IN ENHANCING FIRM PERFORMANCE ■ Tsai Ya Ling, Southern Taiwan University of Science and Technology (Taiwan) Tsai Hsien Chung, Southern Taiwan University of Science and Technology (Taiwan) AN INVESTIGATION LIVE BROADCAST HOSTS ON CONSUMERS’ PURCHASE INTENTION BY ELABORATION LIKELIHOOD MODEL (ELM) ■ Reggy Nelson Sarmita, Southern Taiwan University of Science and Technology (Taiwan) Clark Hu, Southern Taiwan University of Science and Technology (Taiwan) LEVERAGING KNOWLEDGE ARTICULATION INFLUENCE ON KNOWLEDGE ACQUISITION IN DIGITAL EDUCATION ENVIRONMENT: THE ‘Z’s LEARNING EXPERIENCE ■ Hsiao-Yun Lu, Southern Taiwan University of Science and Technology (Taiwan) FORMING TOURIST DESTINATION IMAGE AND TRAVEL WILLINGNESS: THE S-O-R PERSPECTIVE ■ Nirupa N.K. Wickramasinghe Koralage, Ministry of Women, Child Affairs and Social Empowerment (Sri Lanka) Wenkai Li, International University of Japan (Japan) Nawalage S. Cooray, International University of Japan (Japan) EFFECT OF INSTITUTIONS AND GLOBALIZATION ON OPPORTUNITY DRIVEN ENTREPRENEURSHIP: CASE OF MIDDLE AND HIGH-INCOME COUNTRIES
15:10~15:30	Coffee Break

<p>15:30~17:20 (E602)</p>	<p>Presentation and Discussion IV Marketing & Consumer Behavior</p> <p>Chairs: Dr. Mayumi Hori, Professor, Chuo University (Japan) Dr. Masakazu Ohashi, Emeritus Professor, Chuo University (Japan)</p> <ul style="list-style-type: none"> ■ Ming-Chih Chung, Southern Taiwan University of Science and Technology (Taiwan) En-Qin Lian, Southern Taiwan University of Science and Technology (Taiwan) EXPLORING AFFORDABLE LUXURIES CUSTOMER SATISFACTION IN SOUTHERN TAIWAN ■ Muhammad Ghalih, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) Yulita Dwi Safitri, Southern Taiwan University of Science and Technology (Taiwan) EFFECTIVE COMMUNICATION STRATEGIES FOR MARKETING HALAL PRODUCTS IN TAIWAN USING THE BEST WORST METHOD (BWM) ■ Yui Mori, Chuo University (Japan) Sae Kuriki, Chuo University (Japan) Hiroki Endo, Chuo University (Japan) Tasuku Onai, Chuo University (Japan) Takaaki Kamata, Chuo University (Japan) Taira Hasegawa, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) THE INFLUENCE OF EPHEMERAL SOCIAL NETWORKING SERVICES (SNS) ON SNS ADDICTION IN UNIVERSITY STUDENTS: INVESTIGATING THE NEGATIVE IMPACTS ON MENTAL HEALTH ■ Nguyen Ngoc Thuy, Nong Lam University (Vietnam) Nguyen Huynh Thu, Nong Lam University (Vietnam) Tran Thi Thao Nguyen, Office of Finance and Planning (Vietnam) Vo Thai Hiep, Nong Lam University (Vietnam) Duong Thi Thu Thinh, Nong Lam University (Vietnam) Duong Nguyen Khang, Nong Lam University (Vietnam) FACTORS AFFECTING THE INTENTION TO PRODUCE RICE STRAW MUSHROOMS INDOORS OF FARMERS IN TAN HUNG DISTRICT, LONG AN PROVINCE, VIETNAM ■ Shuntaro Seki, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) CONSUMER PSYCHOLOGY IN THE CIGARETTE INDUSTRY AND LINGUISTIC ANALYSIS ■ Ting-Yueh Chang, Southern Taiwan University of Science and Technology (Taiwan) A STUDY ON ONLINE EXPERIENCE QUALITY, ONLINE BRAND EQUITY AND BRAND AFFECT: AN EXAMPLE OF ONLINE BOOKSTORE
<p>15:30~17:20 (E603)</p>	<p>Presentation and Discussion V Cross-Culture Management & International Human Resources (II)</p> <p>Chairs: Dr. Clark Hu, Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan) Dr. Philippe Frouté, Dean, AEI International School, University of Paris East, Créteil (France)</p> <ul style="list-style-type: none"> ■ Hiroo Takahashi, Hakuoh University (Japan) CHARACTERISTICS OF SERVICE INDUSTRY & JAPANESE SERVICE INDUSTRIES IN ASIA ■ Chanvirak Kim, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chie Chang, Southern Taiwan University of Science and Technology (Taiwan) TRANSACTIONAL LEADERSHIP IN ACTION: A CASE STUDY OF SAMDACH HUN SEN'S GOVERNANCE IN CAMBODIA ■ Gabriele G. Thelen, Konstanz University of Applied Sciences (Germany) TEACHING COMMUNICATION AND TEAM WORKING SKILLS AT INTERNATIONAL UNIVERSITIES FOR FUTURE MANAGERS, LEADERS AND TEAM PLAYERS IN A GLOBALIZED WORLD. UNIVERSITY EVENTS BASED ON THE APPROACH GET_CONNECTED FOR THE SUCCESSFUL INTEGRATION OF FOREIGN STUDENTS INTO THE UNIVERSITY CULTURE AND FOR THE DEVELOPMENT OF INTERCULTURAL CORE COMPETENCIES FOR POTENTIAL FUTURE MANAGERS, LEADERS AND TEAM PLAYERS. EXPERIENCES AT HTWG KONSTANZ 2022-2024 ■ Giang Huong Duong, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) BURNOUT WHEN REMOTE WORK? AN EXPLANATION FROM THE TOE FRAMEWORK ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) LEARNING EFFECTIVENESS OF INTEGRATING MAKING-SENTENCES-AFTER-MODEL INTO TEACHING BUSINESS ENGLISH

<p>15:30~17:20 (E604)</p>	<p>Presentation and Discussion VI Financial Markets & Accounting in Globalization</p> <p>Chairs: Dr. Yi-Hua Lin, Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan) Dr. Elvis Sumanti, Dean, Faculty of Economics and Business, UNKLAB Business School (Indonesia)</p> <ul style="list-style-type: none"> ■ Lin, Wen-Tung, National Cheng Kung University (Taiwan) INTERNATIONAL TRADE AND ECONOMIC DEVELOPMENT: THE EFFECT OF TAIWAN-ASEAN TRADE ON TAIWAN'S GDP AFTER THE IMPLEMENTATION OF THE NEW SOUTHBOUND POLICY ■ Kiki Khoifin, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) AN APPLICATION OF HIERARCHICAL LINEAR MODELING IN MARKET CAPITALIZATION ■ Dominique Maillard, University of Paris East, Créteil (France) TRADEWINDS IN A "DEGLOBALIZING" WORLD ■ Hoang Thi Minh Phuong, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chie Chang, Southern Taiwan University of Science and Technology (Taiwan) THE CASE STUDY ANALYSIS OF THE ENRON FINANCIAL FRAUD ■ Kiki Khoifin, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) AN EXPLORATORY INVESTIGATION OF FINANCIAL RESILIENCE IN INDONESIA
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Agenda

Friday, November 8, 2024	
09:00~09:20	Registration
09:20~10:40 (E603)	<p>Presentation and Discussion VII ESG & AI (II)</p> <p>Chair: Dr. Yu-Chuan Huang, Associate Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Li-Chen Yen, Southern Taiwan University of Science and Technology (Taiwan) THE EU'S CARBON BORDER ADJUSTMENT MECHANISM AND ITS IMPLICATIONS FOR TAIWANESE STEEL INDUSTRY ■ Thi Hoai Tram Vo, Southern Taiwan University of Science and Technology (Taiwan) Pai-Chou Wang, Southern Taiwan University of Science and Technology (Taiwan) IMPROVING STOCK PRICE PREDICTION USING DUAL IMPORTANT INDICATORS ■ Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Muhammad Ghalih, Southern Taiwan University of Science and Technology (Taiwan) OVERCOMING CHALLENGES OF GENERATIVE AI IN HIGHER EDUCATION: FRAMEWORKS FOR TRANSFORMING TEACHING PEDAGOGY AND STUDENT LEARNING EXPERIENCES ■ Dustin T. Loreño, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) PRIORITIZING ESG PERFORMANCE IN ASIAN BANKING
09:20~10:40 (E604)	<p>Presentation and Discussion VIII New Business Models & Knowledge Management (II)</p> <p>Chair: Dr. Ching-Chung Lin, Chairperson, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <ul style="list-style-type: none"> ■ Dyah Ayu Kusumaningtyas, Southern Taiwan University of Science and Technology (Taiwan) Hsiao-Jung Chen, Southern Taiwan University of Science and Technology (Taiwan) POLYMATHIC HEADSHIP IN MANAGEMENT ON TECHNOLOGY-DRIVEN INVESTMENT: DECODING AN INVERTED U-SHAPE WITH MODERATED RELATIONSHIP ■ Sholatia Dalimunthe, Southern Taiwan University of Science and Technology (Taiwan) Clark Hu, Southern Taiwan University of Science and Technology (Taiwan) HOW DOES THE KNOWLEDGE TRANSFER PROCESS THROUGH UNIVERSITY-INDUSTRY COLLABORATION IN THE RURAL TOURISM SECTOR? EVIDENCE FROM INDONESIA ■ Thi Bao Tram Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) IMPLEMENTING KNOWLEDGE MANAGEMENT FOR ENHANCING BUSINESS MODEL INNOVATION FOR SMES IN THE VIETNAMESE WORKING ENVIRONMENT ■ Giang Huong Duong, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) FAR AWAY SO I HIDE AWAY: AN EMPIRICAL STUDY ON REMOTE WORKER'S KNOWLEDGE HIDING
10:40~11:00	Coffee Break

11:00~12:20 (E603)	<p>Presentation and Discussion IX ESG & AI (III)</p> <p>Chair: Dr. 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"> ■ Dinh Thien Duc Luong, Southern Taiwan University of Science and Technology (Taiwan) Tz-Li Wang, Southern Taiwan University of Science and Technology (Taiwan) BEHIND THE CURTAIN: POLITICAL SKILLS, KNOWLEDGE HIDING, AND THE DARK TRIAD TRAITS IN STATE-OWNED ENTERPRISES TRANSPARENCY ■ Vunyiwe Dlamini, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne C. Johnnesse, Southern Taiwan University of Science and Technology (Taiwan) Emilie S. Le Caous, Southern Taiwan University of Science and Technology (Taiwan) Maria Celine D. Villanueva, Southern Taiwan University of Science and Technology (Taiwan) THE IMPACT OF VOLUNTARY GENDER INCLUSION POLICY ON FIRM PERFORMANCE - A TAIWANESE PERSPECTIVE ■ Hsiao Chiu-Ming, National Yunlin University of Science and Technology (Taiwan) Cheng Cheng-Yo, National Yunlin University of Science and Technology (Taiwan) USING STOCHASTIC PROCESS APPROACH AND MACHINE LEARNING APPROACH TO MODEL THE EUA CARBON SPOT PRICES ■ Titik Wijayati, Tanah Laut State Polytechnic (Indonesia) Muhammad Ghalih, Southern Taiwan University of Science and Technology (Taiwan) ENHANCING BUSINESS COMMUNICATION SKILLS IN VOCATIONAL EDUCATION: A GENERATIVE AI APPROACH FOR PERSONALIZED LEARNING
11:00~12:20 (E604)	<p>Presentation and Discussion X New Business Models & Knowledge Management (III)</p> <p>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"> ■ Linh-Lan Huynh, Southern Taiwan University of Science and Technology (Taiwan) Mei-Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) THE ROLE OF CAUSAL PREDICTIVE MODELING IN FORECASTING RESISTANCE TO CHANGE IN FAMILY BUSINESS ■ Selina Nadjana Gaiser, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne C. Johnnesse, Southern Taiwan University of Science and Technology (Taiwan) STRATEGIC MANAGEMENT IN URBAN PLANNING: A TAIWANESE PERSPECTIVE ON ADVANCING SUSTAINABLE DEVELOPMENT GOALS ■ Dustin T. Loreño, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) APPLYING GREY SYSTEM THEORY FOR ACHIEVING SUSTAINABLE GROWTH IN TAIWAN'S CONSTRUCTION INDUSTRY ■ Le Hanh-Thao, Southern Taiwan University of Science and Technology (Taiwan) Chu Ta-Chung, Southern Taiwan University of Science and Technology (Taiwan) EVALUATING BUSINESS MODEL INNOVATIONS UNDER ESG USING FUZZY VIKOR METHOD
12:20~	Farewell