

**THE 21st INTERNATIONAL CONFERENCE
ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT**
Southern Taiwan University of Science and Technology, November 4-5, 2025
Agenda

Tuesday, November 4, 2025	
09:30~10:00	Registration
10:00~10:20	Opening Ceremony Welcome Address: Dr. Ching-Chung Lin, Dean, College of Business, Southern Taiwan University of Science and Technology (Taiwan)
10:20~11:50	Keynote Speech Speaker: Dr. Wenkai Li, Professor, International University of Japan (Japan) Subject: TRUMP'S TARIFFS: IMPLICATIONS FOR GLOBAL SUPPLY CHAINS AND STRATEGIC RESPONSES
12:00~13:20	Lunch Break
13:30~15:20 (E603)	<p>Presentation and Discussion I Organizational Transformation and Innovation Chairs: Dr. Yu-Chuan Huang, Associate Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan) Dr. Ho Huong Xuan, Head of the Business Research Methods Course Group, College of Business, University of Economics Ho Chi Minh City (Vietnam)</p> <ul style="list-style-type: none"> ■ Ya-Fang Chang, National Changhua University of Education Changhua (Taiwan) Hsing-Wen Wang, National Changhua University of Education Changhua (Taiwan) Fu-Li Hsiao, National Changhua University of Education Changhua (Taiwan) STRATEGIC DEVELOPMENT AND DIGITAL TRANSFORMATION OF FURNITURE WHOLESALERS: AN ANALYTICAL STUDY ■ Phan-Anh-Huy Nguyen, HCMC University of Technology and Education (Vietnam) Linh Thuy Vu, HCMC University of Technology and Education (Vietnam) NAVIGATING DIGITAL TRANSFORMATION IN PUBLIC ADMINISTRATION: CRITICAL FACTORS ■ Jun Nakamura, Chuo University (Japan) Sanetake Nagayoshi, Shizuoka University (Japan) Fisher Lee, Dynalab Inc. (Taiwan) Pei-Shan Yang, National Taiwan University (Taiwan) A TV-DRIVEN SERVICE PLATFORM FOR OLDER ADULTS ■ Trang Bao Huynh Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) TRANSFORMATIONAL LEADERSHIP AND THE ANTI-CORRUPTION IN VIETNAM: THE LEGACY OF GENERAL SECRETARY NGUYEN PHU TRONG'S "BURNING FURNACE" CAMPAIGN ■ Stephen C. Fajardo, Southern Taiwan University of Science and Technology (Taiwan) Mei-Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) POLITICAL STABILITY AS A MODERATOR OF INNOVATION PERFORMANCE: A PLS-SEM ANALYSIS OF ASEAN ECONOMIES USING THE GLOBAL INNOVATION INDEX
13:30~15:20 (E604)	<p>Presentation and Discussion II Leisure and Tourism Management Chairs: Dr. Yi-Shuo Hung, Associate Professor, Department of International Business, 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"> ■ Aoba Hama, Chuo University (Japan) Koki Nakamiya, Chuo University (Japan) Yusuke Yoshino, Chuo University (Japan) Ryoshun Miyazato, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) STRESS-RELIEF BEHAVIOR FOR INTERNAL AND EXTERNAL STRESS: A HOBBY-FORCUSED APPROACH ■ Febriyanti Rukmana, Southern Taiwan University of Science and Technology (Taiwan) Hsiao-Yun Lu, Southern Taiwan University of Science and Technology (Taiwan) LEVERAGING THE E-WOM IN INSTAGRAM TOURISM ACCOUNTS TO IDENTIFY TAIWAN TOURISM ■ Hoai Thanh Phung, Southern Taiwan University of Science and Technology (Taiwan) Mei-Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) SELECTING BEST EMPLOYEE OF THE YEAR USING ANALYTICAL HIERARCHY PROCESS: A CASE STUDY FOR FIVE-STAR HOTELS IN VIETNAM ■ Reggy Nelson Sarmita, Southern Taiwan University of Science and Technology (Taiwan) Clark Hu, Southern Taiwan University of Science and Technology (Taiwan) TOURISM INNOVATION PATH: REVIEWING PHYSICAL CARRYING CAPACITY AND SATISFACTORY LEVEL TOWARDS OVERTOURISM ISSUES ■ Grace Carolina Malau, Southern Taiwan University of Science and Technology (Taiwan) Aileen H. Chen, Southern Taiwan University of Science and Technology (Taiwan) FROM HASHTAGS TO HIDDEN GEMS: LEVERAGING GEN Z'S FOMO CULTURE AS KNOWLEDGE SHARING TO PROMOTE INDONESIAN TOURISM

15:20~15:50	Coffee Break
15:50~17:40 (E603)	<p>Presentation and Discussion III AI and Its Application (A)</p> <p>Chairs: Dr. Clark Hu, Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan) Dr. Christopher Pässler, Professor, Konstanz University of Applied Sciences (Germany)</p> <ul style="list-style-type: none"> ■ Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) Svenja Kroll, Southern Taiwan University of Science and Technology (Taiwan) AI IN THE FIELD OF FINANCIAL FRAUD PREVENTION AND DETECTION ■ Ya-Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) Kun-Shou Shih, Southern Taiwan University of Science and Technology (Taiwan) BRAND MARKETING CHANNELS FOR THE CATERING INDUSTRY IN THE AI TECHNOLOGY ERA ■ Atmadary Laksana Insan, Southern Taiwan University of Science and Technology (Taiwan) Hsiao-Yun Lu, Southern Taiwan University of Science and Technology (Taiwan) Feng-Hueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) UNDERSTANDING THE MARKET FOR AI CHATBOTS IN HIGHER EDUCATION: EVIDENCE FROM INDONESIA ■ Seth John A. Cansancio, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) BEYOND WORDS: AI-ENHANCED COMMUNICATION TRAINING IN BUSINESS EDUCATION ■ Nevárez-Montes, Julián, Universidad de Monterrey (Mexico) Félix-Verduzco, Rafael Octavio, Universidad de Monterrey (Mexico) WELLBEING AND AI TECHNOLOGIES: A SYSTEMATIC REVIEW OF LITERATURE
15:30~17:40 (E604)	<p>Presentation and Discussion IV Sustainability and ESG Practices (A)</p> <p>Chairs: Dr. Chia-Hua Chang, Chairperson, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan) Dr. Dominique Maillard, Professor, University of Paris East, Créteil (France)</p> <ul style="list-style-type: none"> ■ Phan-Anh-Huy Nguyen, HCMC University of Technology and Education (Vietnam) Quynh Thi Nguyen, HCMC University of Technology and Education (Vietnam) GREEN LOGISTICS IN SUPPLY CHAIN MANAGEMENT: AN IMPACT ASSESSMENT USING TEXT MINING FOR SUSTAINABLE DEVELOPMENT ■ Yulita Dwi Safitri, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) Muhammad Ghalih, Southern Taiwan University of Science and Technology (Taiwan) SUPPLY CHAIN PROOF AND MARKETING TRUST IN HALAL ■ Dyah Ayu Kusumaningtyas, Southern Taiwan University of Science and Technology (Taiwan) Hsiao-Jung Chen, Southern Taiwan University of Science and Technology (Taiwan) WHEN GOVERNANCE MEETS BLOOD: UNLOCKING THE MEDIATING ROLE OF CEO KINSHIP CAPITAL IN FAMILY FIRMS' PROFITABILITY GROWTH ■ Hiroo Takahashi, Sofia University (Bulgaria) COMPETITION OF EV DEVELOPMENT AS SDGs: CASE OF VW & TOYOTA ■ Phuong Thi-Minh Hoang, Southern Taiwan University of Science and Technology (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Giang Huong Duong, Southern Taiwan University of Science and Technology (Taiwan) AGENCY THEORY IN ESG ACTION: THE CASE OF BP, VOLKSWAGEN, AND ENRON

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Agenda

Wednesday, November 5, 2025	
09:00~09:20	Registration
09:20~10:50 (E603)	<p>Presentation and Discussion V Learning and Knowledge Management</p> <p>Chair: Dr. Mei-Lan Lin, Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>Dr. Wenkai Li, Professor, International University of Japan (Japan)</p> <ul style="list-style-type: none"> ■ Maho Kato, Chuo University (Japan) ■ Marii Asaji, Chuo University (Japan) ■ Yuichiro Matsuno, Chuo University (Japan) ■ Natsumi Tsuchida, Chuo University (Japan) ■ Uta Imoto, Chuo University (Japan) ■ Jun Nakamura, Chuo University (Japan) <p>GAP ANALYSIS OF AGREEMENT BETWEEN SELF-EVALUATION AND OTHERS' EVALUATION</p> <ul style="list-style-type: none"> ■ Linh Thuy Mai, Southern Taiwan University of Science and Technology (Taiwan) ■ Mei-Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) ■ Jen-Peng Huang, Southern Taiwan University of Science and Technology (Taiwan) <p>SIMULATING THE IMPOSSIBLE TRINITY IN KM: GPT-DRIVEN AGENT EXPERIMENTS FOR SYSTEM DESIGN TRADE-OFFS</p> <ul style="list-style-type: none"> ■ Huey Yan, Southern Taiwan University of Science and Technology (Taiwan) ■ Mei-Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) <p>USING COX REGRESSION TO IDENTIFY KEY FACTORS IN STUDENT DROPOUT</p> <ul style="list-style-type: none"> ■ Quyen Vo Thuc Huynh, Southern Taiwan University of Science and Technology (Taiwan) ■ Tz-Li Wang, Southern Taiwan University of Science and Technology (Taiwan) ■ Ling-Mei Ko, Southern Taiwan University of Science and Technology (Taiwan) ■ Phuc Vo Thien Huynh, ANZ Bank (Vietnam) <p>ENHANCING EMPLOYEE PERFORMANCE VIA KNOWLEDGE SHARING: THE ROLE OF PERCEIVED USEFULNESS OF AI</p> <ul style="list-style-type: none"> ■ Dominique Maillard, University of Paris East, Créteil (France) <p>THE KNOWLEDGE-BASED ECONOMY AS OF 2025, IN THE 21ST CENTURY "CONCERT OF NATIONS"</p>
09:20~10:50 (E604)	<p>Presentation and Discussion VI General Management</p> <p>Chair: Dr. Yi-Hua Lin, Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>Dr. Jun Nakamura, Professor, Chuo University (Japan)</p> <ul style="list-style-type: none"> ■ Kanyasirir Rakariyatham, Chiang Mai University (Thailand) ■ Warinporn Klunklin, Chiang Mai University (Thailand) ■ Athicha Phochan, Chiang Mai University (Thailand) ■ Aittisa Koenklang, Chiang Mai University (Thailand) ■ Wisuwat Wannamakok, Chiang Mai University (Thailand) <p>FROM TASTE TO MARKET: COMMERCIAL POTENTIAL OF SMOKED GRILLED STRIPED CATFISH FURIKAKE</p> <ul style="list-style-type: none"> ■ Muhammad Azizurrohmah, Southern Taiwan University of Science and Technology (Taiwan) ■ Tz-Li Wang, Southern Taiwan University of Science and Technology (Taiwan) <p>PATRIOTISM AND BRAND EQUITY: COGNITIVE AND IDENTITY PATHWAYS TO LOCAL BRAND PURCHASE INTENTION IN INDONESIA</p> <ul style="list-style-type: none"> ■ Gene-Rose G. Lascuña, Southern Taiwan University of Science and Technology (Taiwan) ■ Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) <p>SYMBOLIC LEADERSHIP BEYOND THE HUMAN: REINTERPRETING BARBIE IN GENDERED CONSUMER CULTURE</p> <ul style="list-style-type: none"> ■ Ming-Chih Chung, Southern Taiwan University of Science and Technology (Taiwan) ■ Wei-Yun Song, Southern Taiwan University of Science and Technology (Taiwan) <p>THE EXPLORATORY RESEARCH OF DETERMINANTS OF ONLINE MARKETPLACE CONTINUOUS USAGE INTENTION</p> <ul style="list-style-type: none"> ■ Elvis Ronald Sumanti, UNKLAB Business School (Indonesia) <p>THE CAUSAL EFFECT OF EARNINGS MANAGEMENT AND INVESTMENT INEFFICIENCY</p>

10:50~11:10	Coffee Break
11:10~12:40 (E603)	<p>Presentation and Discussion VII AI and Its Application (B)</p> <p>Chair: Dr. Lee-Anne C. Johennesse, Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan)</p> <p>Dr. Julián Nevárez Montes, Director of Graduate Studies at the Faculty of Education and Humanities, Universidad de Monterrey (Mexico)</p> <ul style="list-style-type: none"> ■ Trung Van Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Duc Dinh Thien Luong, Southern Taiwan University of Science and Technology (Taiwan) AI-POWERED HEALTHCARE SERVICE ENHANCEMENT: EXPLORING ENGAGEMENT AND READINESS IN STIMULUS-ORGANISM-RESPONSE MODEL ■ Chung Xuan Le, Southern Taiwan University of Science and Technology (Taiwan) Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) A SYSTEMATIC OVERVIEW OF ARTIFICIAL INTELLIGENCE APPLICATIONS FOR TACIT KNOWLEDGE CONVERSION IN SMALL AND MEDIUM-SIZED E-COMMERCE ENTERPRISES ■ Andrea Favre, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne C Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Trung Van Nguyen, Southern Taiwan University of Science and Technology (Taiwan) EMPLOYABILITY IN THE AI ERA: HOW AI LITERACY SHAPES CAREER READINESS ■ Stephen Lloyd Anthony M. Raganas, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) BUZZ BY DESIGN: REIMAGINING HIGHER ED MARKETING WITH AI ■ Melanie Kloppenburg, Konstanz University of Applied Sciences (Germany) Christopher Päßler, Konstanz University of Applied Sciences (Germany) ASSESSING A COMPANY'S AI READINESS: DEVELOPMENT OF A MATURITY MODEL
11:10~12:40 (E604)	<p>Presentation and Discussion VIII Sustainability and ESG Practices (B)</p> <p>Chair: Dr. Ho Huong Xuan, Head of the Business Research Methods Course Group, College of Business, University of Economics Ho Chi Minh City (Vietnam)</p> <p>Dr. Hiroo Takahashi, Professor, Sofia University (Bulgaria)</p> <ul style="list-style-type: none"> ■ Dustin T. Loreño, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) THE RELATIONSHIP AMONG ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG), INNOVATION AND FINANCIAL PERFORMANCE IN TAIWAN'S AGRICULTURE FIELD ■ Tram Thi Bao Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Ta-Chung Chu, Southern Taiwan University of Science and Technology (Taiwan) INTEGRATING SUSTAINABILITY AND RESILIENCE IN SUPPLY CHAINS: AN AHP-BASED MULTI-CRITERIA EVALUATION FRAMEWORK ■ Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) Hien Thi Nguyen, Southern Taiwan University of Science and Technology (Taiwan) NESPRESSO AND THE VEIL OF GREENWASHING: UNPACKING ETHICAL AND ENVIRONMENTAL CHALLENGES THROUGH AN ESG LENS ■ Itsra Watjanasoontorn, Southern Taiwan University of Science and Technology (Taiwan) Clark Hu, Southern Taiwan University of Science and Technology (Taiwan) SUSTAINABLE DEVELOPMENT AGENDA: THE BIBLIOMETRIC ANALYSIS OF KNOWLEDGE MANAGEMENT AND SUSTAINABLE TOURISM TOWARDS SDGs
12:40~	Farewell