

**THE 22nd INTERNATIONAL CONFERENCE
ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT**
Southern Taiwan University of Science and Technology, October 20-21, 2026

Agenda

Tuesday, October 20, 2026	
09:30~10:00	Registration
10:00~10:20	Opening Ceremony Welcome Address: Dr. Nen-Fu Huang, President, Southern Taiwan University of Science and Technology (Taiwan)
10:20~11:50	Keynote Speech Speaker: Dr. Jingjing Wang, Professor, Faculty of Business, Cultural and Legal Studies, HTWG Konstanz (Germany) Subject: HOW TO LEAD THE AGENT: TOWARD A CROSS-CULTURAL THEORY OF AGENTIC AI LEDERSHIP IN GERMAN AND EAST ASIAN ORGANIZATIONS
12:00~13:20	Lunch Break
13:30~15:20 (E603)	Presentation and Discussion I AI and Future Societal Innovation (I) Chairs: Dr. Lee-Anne C. Johennesse, Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan) Dr. Wu-Kuo Lin, Assistant Professor, Department of Information Management, Southern Taiwan University of Science and Technology (Taiwan) ■ Showkat Ahmad Bhat, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne Cassandra Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Chung Xuan Le, Southern Taiwan University of Science and Technology (Taiwan) Sharon Caroline Adam, Southern Taiwan University of Science and Technology (Taiwan) Julián Nevárez Montes, Universidad de Monterrey (Mexico) RASA-LÂNG: DESIGNING A DIALECT-SENSITIVE ARTIFICIAL INTELLIGENCE CARE COMMUNICATION INFRASTRUCTURE FOR TAIWAN'S SUPER-AGED SOCIETY ■ Jun Nakamura, Chuo University (Japan) Sanetake Nagayoshi, Shizuoka University (Japan) HUMAN-AI KNOWLEDGE CO-CREATION THROUGH KNOWLEDGE PRACTICE: AN SNEH-BASED EDITING NAVIGATOR ■ Claudia Raccuia, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne Cassandra Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Seth John A. Cansancio, Southern Taiwan University of Science and Technology (Taiwan) Stephen Lloyd Anthony M. Raganas, Southern Taiwan University of Science and Technology (Taiwan) UNIVERSITIES AS SKILL INTELLIGENCE SYSTEMS: A HEAAS FRAMEWORK FOR TALENT MANAGEMENT IN THE AI-DRIVEN KNOWLEDGE ECONOMY ■ Philippe Frouté, Université Paris-Est Créteil (France) Christelle Garrouste, Université Paris-Est Créteil (France) BEYOND THE KNOWLEDGE ECONOMY: JUDGMENT CAPITAL, ARTIFICIAL INTELLIGENCE, AND GROWTH DIVERGENCE ■ Tzu-Ting Chen, National Sun Yat-sen University (Taiwan) AI IS NOT FREE: AI SHADOW WORK AS THE HIDDEN COST LINKING AI-INDUCED TECHNOSTRESS AND TURNOVER INTENTION ■ Phung Trieu Vy Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Chung Xuan Le, Southern Taiwan University of Science and Technology (Taiwan) FROM PATH-FINDING EFFICIENCY TO BUSINESS VALUE: EXPLAINING THE ALGORITHMIC VALUE-REALIZATION GAP IN AUTOMATED INTRALOGISTICS
13:30~15:20 (E604)	Presentation and Discussion II Technology Adoption and Financial Decisions in Emerging Markets

	Chairs: Dr. Mei-Lan Lin, Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan) Dr. Jung-Chin Kuo, Chairperson, Graduate Institute of Financial and Economic Law, Southern Taiwan University of Science and Technology (Taiwan) ■ Satsuki Takada, Chuo University (Japan) Yosuke Iijima, Chuo University (Japan) Yuto Taguchi, Chuo University (Japan) Yui Shiraishi, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) THE IMPACT OF THE NUMBER OF OPTIONS ON DECISION SATISFACTION: THE MEDIATING ROLE OF AMBIGUITY IN CHOICE CRITERIA ■ Hong Ngoc Ta, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) THE IMPACT OF R&D INVESTMENT AND CUSTOMER CENTRICITY ON REVENUE PERFORMANCE: EVIDENCE FROM TAIWANESE LISTED FIRMS ■ Adrianus Tirta, Southern Taiwan University of Science and Technology (Taiwan) Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) MICRO-ENTREPRENEURS' PERCEPTIONS OF RISK TREATMENT STRATEGIES FOR QR PAYMENT ADOPTION: A FOCUS GROUP DISCUSSION IN AN INDONESIAN VILLAGE ■ Andrew Christian Aseng, Southern Taiwan University of Science and Technology (Taiwan) Jen-Peng Huang, Southern Taiwan University of Science and Technology (Taiwan) MAPPING THE RESEARCH LANDSCAPE OF FINANCIAL LITERACY, FINANCIAL TECHNOLOGY, AND INVESTMENT DECISIONS AMONG RETAIL INVESTORS: A BIBLIOMETRIC ANALYSIS ■ Lanemey Brigitha Pandeiro, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chun Huang, Southern Taiwan University of Science and Technology (Taiwan) LIQUIDITY MANAGEMENT AND FIRM PROFITABILITY UNDER POST-PANDEMIC ECONOMIC CONDITIONS: EVIDENCE FROM INDONESIAN MANUFACTURING FIRMS ■ Grace Carolina Malau, Universitas Pembangunan Nasional "Veteran" Jawa Timur (Indonesia) Deanna Hannah Marinka, Southern Taiwan University of Science and Technology (Taiwan) Dustin Tarinque Loreño, Western Philippines University, Palawan Philippines (Philippines) UNDERSTANDING MRT ADOPTION IN JAKARTA: EXTENDING THE TECHNOLOGY ACCEPTANCE MODEL WITH TRUST AND ATTITUDE
15:20~15:50	Coffee Break
15:50~17:40 (E603)	Presentation and Discussion III Sustainable Development and Corporate ESG Practices (I) Chairs: Dr. Lynn Lim, Professor, University of Applied Sciences and Arts Northwestern (Switzerland) Dr. Chung-Wen Hung, Associate Dean, College of Business, Southern Taiwan University of Science and Technology (Taiwan) ■ Minh-Nhat Vo, National Taipei University of Technology (Taiwan) Phuoc-Nghia Thai, National Taiwan University of Science and Technology (Taiwan) DOES ESG DRIVE PURCHASE INTENTIONS IN TOURISM INDUSTRY? THE MEDIATING ROLE OF BRAND TRUST ■ Hong Ngoc Ta, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) REFRAMING CARBON EMISSIONS IN ASIAN ECONOMIES: A CONCEPTUAL FRAMEWORK INTEGRATING ECONOMIC GROWTH, TRADE OPENNESS, FOSSIL FUEL DEPENDENCY, AND CARBON LOCK-IN ■ Patthawee Ubonrat, Srinakharinwirot University (Thailand) Wasan Sakulkijkarn, Srinakharinwirot University (Thailand) AN INTEGRATED CONCEPTUAL FRAMEWORK LINKING GREEN TRANSFORMATIONAL LEADERSHIP, GREEN HUMAN RESOURCE MANAGEMENT, ORGANIZATIONAL CITIZENSHIP BEHAVIOR FOR THE ENVIRONMENT, GREEN INNOVATION, AND GREEN ORGANIZATIONAL CULTURE TO SUSTAINABLE PERFORMANCE ■ Chien-Ming Yu, National Open University (Taiwan) Wen-Bin Chuang, National Chi-Nan University (Taiwan) Wen-Yu Li, National Chi-Nan University (Taiwan) Tzu-Hsien Ho, National University of Kaohsiung (Taiwan) IS ESG DISCLOSURE ASSOCIATED WITH BETTER CORPORATE PERFORMANCE? EVIDENCE FROM TAIWAN AND THE MODERATING EFFECT OF FEMALE DIRECTORS

	■ Febri Yayogi, Southern Taiwan University of Science and Technology (Taiwan) Yi-Hua Lin, Southern Taiwan University of Science and Technology (Taiwan) SUSTAINABILITY, FIRM PERFORMANCE, AND THE MODERATING ROLE OF TRAINING INTENSITY ■ Minh-Nhat Vo, National Taipei University of Technology (Taiwan) Phuoc-Nghia Thai, National Taiwan University of Science and Technology (Taiwan) HOW GREEN HUMAN RESOURCE MANAGEMENT ENHANCES SUSTAINABLE COMPETITIVE ADVANTAGE IN SME HOTELS: THE ROLES OF GREEN PSYCHOLOGICAL CLIMATE, PRO-ENVIRONMENTAL BEHAVIOR, ENVIRONMENTAL KNOWLEDGE, AND GREEN INNOVATION
15:50~17:40 (E604)	Presentation and Discussion IV Consumer Psychology and Behavior in the Digital Era Chairs: Dr. Nguyen Tran Phuoc, Professor, University of Economics Ho Chi Minh City (Vietnam) Dr. Ya-Ling Tsai, Chairperson, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (Taiwan) ■ Duy Nguyen Anh Thai, Southern Taiwan University of Science and Technology (Taiwan) Nhan Nguyen-Thanh, Institute of Circular Economy Development - National University of Ho Chi Minh City (Vietnam) Kim Nguyen Ngoc Hoang, FPT University, Can Tho City Campus (Vietnam) WHY DOES GEN Z IN VIETNAM DESIRE LUXURY GOODS? UNPACKING THE ROLE OF PSYCHOLOGICAL OWNERSHIP AND EXCLUSIVITY ■ Marina Nakamura, Chuo University (Japan) Junna Inoue, Chuo University (Japan) Yuka Warada, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) THE EVOLUTION OF DISNEY PRINCESSES: CHANGES IN CHARACTER TRAITS ACROSS ERAS ■ Huong Nguyen, Southern Taiwan University of Science and Technology (Taiwan) Mei Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) SWIPE LEFT OR RIGHT? HOW DOES A PICTURE SHAPE USERS' DATING INTENTION AT FIRST SIGHT? ■ Grace Carolina Malau, Southern Taiwan University of Science and Technology (Taiwan) Aileen H. Chen, Southern Taiwan University of Science and Technology (Taiwan) THE DARK SIDE OF BUY NOW PAY LATER (BNPL): HOW TECHNOLOGY ACCEPTANCE AND SOCIAL COMPARISON SHAPE IMPULSIVE BUYING ON ONLINE TRAVEL PLATFORMS AMONG GEN Z AND MILLENNIALS ■ Dwight Sarmita, Southern Taiwan University of Science and Technology (Taiwan) Shu-Ling Chang, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) INTERNATIONAL STUDENTS' PREFERENCE: A COMPARATIVE STUDY BETWEEN 7-ELEVEN AND FAMILYMART ■ Cornelia Florence Agatha, Southern Taiwan University of Science and Technology (Taiwan) Chih-Ming Chan, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) PERCEIVED RISK FACTORS AND THEIR INFLUENCE ON E-COMMERCE PURCHASING DECISIONS: EVIDENCE FROM UNIVERSITY STUDENTS IN TAIWAN USING SHEIN AND SHOPEE

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Agenda

Wednesday, October 21, 2026	
08:40~09:00	Registration
09:00~10:40 (E603)	Presentation and Discussion V AI and Future Societal Innovation (II) Chair: Dr. Jun Nakamura, Professor, Chuo University (Japan) Dr. Tz-Li Wang, Chairperson, Department of Business Administration, Southern Taiwan University of Science and Technology (Taiwan) ■ Linh Thuy Mai, Southern Taiwan University of Science and Technology (Taiwan) Jen-Peng Huang, Southern Taiwan University of Science and Technology (Taiwan) Mei-Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) MODELING COST-RELIABILITY TRADE-OFFS IN AI-ASSISTED AND INTUITION-BASED STARTUP SUPPLY CHAIN DECISIONS: A SIMULATION STUDY CALIBRATED WITH RETAIL TRANSACTION DATA ■ Trung-Van Nguyen, National Cheng Kung University (Taiwan) Duc-Dinh Thien Luong, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne Cassandra Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Tai-Dinh Luong, Southern Taiwan University of Science and Technology (Taiwan) GENDER EQUALITY IN THE AI-DRIVEN KNOWLEDGE ECONOMY: UNPACKING THE CAREER AND WELL-BEING PATHWAYS OF GLOBAL TALENT DEVELOPMENT ■ Laila Oshiana Fitria A'zizah, Southern Taiwan University of Science and Technology (Taiwan) Chia-Hua Chang, Southern Taiwan University of Science and Technology (Taiwan) REVISITING THE RESOURCE-BASED VIEW IN THE AGE OF ARTIFICIAL INTELLIGENCE IN INDONESIAN TECHNOLOGY FIRMS: DYNAMIC CAPABILITY AND INNOVATION PERFORMANCE ■ Trung-Van Nguyen, National Cheng Kung University (Taiwan) Duc-Dinh Thien Luong, Southern Taiwan University of Science and Technology (Taiwan) Tz-Li Wang, Southern Taiwan University of Science and Technology (Taiwan) HUMAN-AI INTERACTION AND EMPLOYEE VOICE IN CROSS-CULTURAL SALES MANAGEMENT ■ Tzu-Ling Lin, National Taichung University of Science and Technology (Taiwan) Hung-Chun Wang, National Taichung University of Science and Technology (Taiwan) Lun-Chun Chang, National Taichung University of Science and Technology (Taiwan) FIVE-FACTOR DUPONT ANALYSIS AND MACHINE LEARNING FOR PREDICTING THE PERFORMANCE OF TAIWAN-LISTED STEEL FIRMS ■ Nguyen Uyen Nhi Pham, University of Economics Ho Chi Minh City (Vietnam) Tran Phuoc Nguyen, University of Economics Ho Chi Minh City (Vietnam) EXAMINING THE IMPACT OF VIRTUAL INFLUENCERS ON ELECTRONIC WORD-OF-MOUTH (EWOM) IN THE FASHION INDUSTRY: THE MODERATING ROLE OF BRAND FAMILIARITY

09:00~10:40 (E604)	Presentation and Discussion VI Tourism, Experience Economy, and Cultural Studies Chair: Dr. Natinee Thanajaro, Professor, Srinakharinwirot University (Thailand) Dr. Chia-Hua Chang, Chairperson, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology (Taiwan) ■ Ryoma Kondo, Chuo University (Japan) Haruna Sugiyama, Chuo University (Japan) Hayato Okuma, Chuo University (Japan) Masami Sonoda, Chuo University (Japan) Misato Igi, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) DOES THE EXPECTATION-EXPERIENCE GAP REALLY EXPLAIN TOURIST SATISFACTION? EVIDENCE FROM MT. TAKAO, TOKYO, JAPAN ■ Chung Xuan Le, Southern Taiwan University of Science and Technology (Taiwan) Wurong Shih, Southern Taiwan University of Science and Technology (Taiwan) A NETNOGRAPHIC STUDY OF LATER-LIFE ENTREPRENEURSHIP ON REDDIT DISCUSSION ■ Meike Lenting, University of Applied Sciences and Arts Northwestern Switzerland (Switzerland) Lynn Leng Khim Lim, University of Applied Sciences and Arts Northwestern Switzerland (Switzerland) GLOBAL MANAGEMENT OF ADVANCED KNOWLEDGE ECONOMY: THE INTERACTION OF POLICY STRUCTURE IN SHAPING LEADERSHIP DEVELOPMENT AND SOCIETAL GOAL IN SMALLER COUNTRIES ■ Atmadary Laksana Insan, Southern Taiwan University of Science and Technology (Taiwan) Hsiao-Yun Lu, Southern Taiwan University of Science and Technology (Taiwan) VISITOR PSYCHOLOGY AND REVISIT INTENTION IN IMMERSIVE EXHIBITIONS: THE MEDIATING ROLE OF SATISFACTION ■ Chien-Jung Ting, Southern Taiwan University of Science and Technology (Taiwan) Xin-Wei Wang, Southern Taiwan University of Science and Technology (Taiwan) GDP CHANGES AND TAIWAN'S OUTBOUND TOURISM DEMAND: AN EMPIRICAL ANALYSIS OF ASYMMETRIC EFFECTS ■ Felix Giovanni Primus, Southern Taiwan University of Science and Technology (Taiwan) Wen-Ke Liang, Southern Taiwan University of Science and Technology (Taiwan) Yishuo Hung, Southern Taiwan University of Science and Technology (Taiwan) FACTORS INFLUENCING CUSTOMERS' INTENTION TOWARD REPEAT HOTEL BOOKINGS IN TAIWAN
10:40~11:00	Coffee Break
11:00~12:40 (E603)	Presentation and Discussion VII Sustainable Development and Corporate ESG Practices (II) Chair: Dr. Yi-Shuo Hung, Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology (Taiwan) Dr. Clark Hu, Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (Taiwan) ■ 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) FOLLOWING THE MONEY WITHOUT OVERCLAIMING: A PUBLIC-RECORD MAPPING PROTOCOL APPLIED TO THE CHEN ZHI / PRINCE GROUP CASE ■ Lisa Kamolkornpannatat, Srinakharinwirot University (Thailand) Phutip Meethavornkul, Srinakharinwirot University (Thailand) Khomkrit Nantharojphong, Srinakharinwirot University (Thailand) COMMUNITY REGENERATIVE CAPABILITY IN PRACTICE: A DOCUMENTARY MULTIPLE-CASE ANALYSIS OF THAI WELLNESS COMMUNITY ■ Ya-Ling Tsai, Southern Taiwan University of Science and Technology (Taiwan) INTEGRATING CLIMATE AND CYBER RISK MANAGEMENT FOR SMART CITY INNOVATION AND BUSINESS MODELS- A CASE STUDY OF TAINAN CITY

	■ Stephen C. Fajardo, Southern Taiwan University of Science and Technology (Taiwan) Mei Lan Lin, Southern Taiwan University of Science and Technology (Taiwan) GOVERNANCE OR DEVELOPMENT? LIMITS TO IDENTIFYING THE DRIVERS OF PATENT OUTPUT IN ASEAN ■ Dustin T. Loreño, Southern Taiwan University of Science and Technology (Taiwan) Yu-Chuan Huang, Southern Taiwan University of Science and Technology (Taiwan) FROM NATIONAL INNOVATION CAPACITY TO REGIONAL PLANNING WELL-BEING: MULTI-LEVEL EVIDENCE ON HOUSING, SERVICES, COMMUNITY, AND QUALITY OF LIFE ACROSS 41 COUNTRIES ■ Trung-Van Nguyen, National Cheng Kung University (Taiwan) Yung-Chi Chang, Southern Taiwan University of Science and Technology (Taiwan) THE TRUE COST OF CONVENIENCE: AN ESG AND BUSINESS ETHICS ANALYSIS OF FOOD DELIVERY PLATFORMS IN THE ASIAN GIG ECONOMY (A MULTIPLE-CASE STUDY OF TAIWAN, THAILAND, CHINA, AND VIETNAM)
11:00~12:40 (E604)	Presentation and Discussion VIII Higher Education, Organizational Management, and International Relations Chair: Dr. Philippe Froute, Professor, Universite Paris XII Val de Marne (France) Dr. Chi-Ming Ho, Chairperson, Department of Finance, Southern Taiwan University of Science and Technology (Taiwan) ■ Lee-Anne C. Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Julian Nevárez Montes, Universidad de Monterrey (Mexico) Chingwen Kao, Southern Taiwan University of Science and Technology (Taiwan) Duc-Dinh Thien Luong, Southern Taiwan University of Science and Technology (Taiwan) Stephen Lloyd Anthony M. Raganas, Southern Taiwan University of Science and Technology (Taiwan) Seth John A. Cansancio, Southern Taiwan University of Science and Technology (Taiwan) Kai Wing Li, Southern Taiwan University of Science and Technology (Taiwan) Chung Xuan Le, Southern Taiwan University of Science and Technology (Taiwan) THE RELATIONAL PIVOT IN PROFESSIONAL FORMATION: LEVERAGING SOCIAL-EMOTIONAL LEARNING TO DEVELOP FUTURE MANAGERIAL CAPABILITY ■ Ayana Sakurai, Chuo University (Japan) Taiga Yoshino, Chuo University (Japan) Miyu Maeda, Chuo University (Japan) Jun Nakamura, Chuo University (Japan) WITHIN-TEAM ALIGNMENT IN SUBJECTIVE TIME PERCEPTION: AN EXPLORATORY STUDY ■ Fenghueih Huarng, Southern Taiwan University of Science and Technology (Taiwan) A COMPARATIVE STUDY OF LEARNING EFFECTIVENESS OF MAKING-SENTENCES-AFTER-MODEL IN TEACHING BUSINESS ENGLISH BETWEEN 2024 AND 2025 ■ Tzu-Hsuan Kuo, 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) LEARNING ENGAGEMENT AND ACADEMIC ACHIEVEMENT ACROSS CURRICULUM REFORM IN TAIWAN ■ Mei Chin Chu, Southern Taiwan University of Science and Technology (Taiwan) Abbas Ali, Southern Taiwan University of Science and Technology (Taiwan) LIMITED COMPLEX INTERDEPENDENCE: THIRD-PARTY CONSTRAINTS ON TAIWAN-INDIA RELATIONS UNDER THE NEW SOUTHBOUND POLICY ■ Maria Celine Villanueva, Southern Taiwan University of Science and Technology (Taiwan) Lee-Anne Cassandra Johennesse, Southern Taiwan University of Science and Technology (Taiwan) Ling-Mei Ko, Southern Taiwan University of Science and Technology (Taiwan) WHO KEEPS MOTHERS IN THE WORKFORCE? BOARD GENDER DIVERSITY AND MATERNAL RETENTION IN TAIWANESE LISTED FIRMS
12:40~	Farewell