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 PERFORMACE: 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 Pandeirot, 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 Maringka, Southern Taiwan University of Science and Technology (Taiwan)** **Dustin Tarinque Loreño, Western Philippines University (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-MingYu, 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, 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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<table>
<tr><th colspan="2">Wednesday, October 21, 2026</th></tr>
<tr><td>08:40~09:00</td><td>Registration</td></tr>
<tr><td>09:00~10:40
(E603)</td><td>

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

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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, Université Paris-Est Créteil (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, National University of Tainan (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**