

International Conference on Business, Economics, and Management (ICBEM)



Proceedings

Edited by
ICBEM Committee

Organizer | College of Business Management
Chihlee University of Technology

Co-Organizers | Business and Management Education SIG
& Technical and Vocational Education SIG,
Research Discipline of Applied Science Education,
Department of Humanities and Social Sciences,
National Science and Technology Council

Foundation for Yunus Social Business Taiwan

Department of Applied Economics
Fo Guang University

Corporate Management Review

Business and Technology Innovation Journal



June 3-5, 2024, Taipei, Taiwan

Organizer

College of Business Management, Chihlee University of Technology, Taiwan

Co-Organizer

Business and Management Education SIG & Technical and Vocational Education SIG, Research
Discipline of Applied Science Education, Department of Humanities and Social Sciences,
National Science and Technology Council

Foundation for Yunus Business Taiwan

Department of Applied Economics, Fo Guang University, Taiwan

Corporate Management Review (TSSCI)

Business and Technology Innovation Journal

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2024 International Conference on Business, Economics and Management for Resiliency Daily Planer

Activity Time		6/3 (Monday)	06/04 (Tuesday)	6/5 (Wednesday)	
08:30~09:20 (50 minutes)			Registration	City Tour & Academic Dialogue	
09:20-09:30 (10 minutes)			Opening Ceremony Professor Bor-Yi Huang Vice President, Chihlee University of Technology Professor Chi-Kuo Mao Honorary Chairman of ICBEM National Yang Ming Chiao Tung University (Venue: International Conference Hall)		
09:30-10:00 (30 minutes)			Keynote Speech (I) Ph.D. Shin-Cheng Yeh (National Normal University, Taiwan) Topic: Resilient Development of Corporations along with Global Risks (Venue: International Conference Hall)		
10:00-10:30 (30 minutes)			Keynote Speech (II) Ph.D. Satoshi Honma (Tokai University, Japan) Topic: Renewable Energy, Energy Efficiency, and Energy Resilience (Venue: International Conference Hall)		
10:30-10:50 (20 minutes)			Break Time		
10:50-12:10 (80 minutes)			Discussion Session Room 1: Business Innovation and Regional Development Room 2: Hospitality and Management Room 3: Finance and Industry Room 4: International Trade (NDHU Workshop Session) Room 5: Human Resource and Organizational Behavior		
12:10-13:50	12:10-13:20 (70 minutes)		Lunch		
	12:50-13:50 (60 minutes)		Poster Session & Ph.D. / Master Candidate Session Room 1: Marketing Room 2: Sustainable development and Regulation Room 3: Business statistics/econometrics and Marketing		
			Break Time		
13:50-14:00 (10 minutes)			Discussion Session Room 1: Marketing and Strategy Management Room 2: ESG and Sustainable Development Room 3: Management and Others Room 4: Efficiency Analysis (SCU Workshop Session) Room 5: Economics		
16:00-16:20 (20 minutes)			Registration		Break Time
16:20-17:00 (40 minutes)					Best Paper Award & Closing (Venue: International Conference Hall)

Venue



Chihlee University of Technology



No.313, Sec.1, Wenhua Rd., Banqiao Dist., New Taipei City 22050, Taiwan



TRANSPORTATION



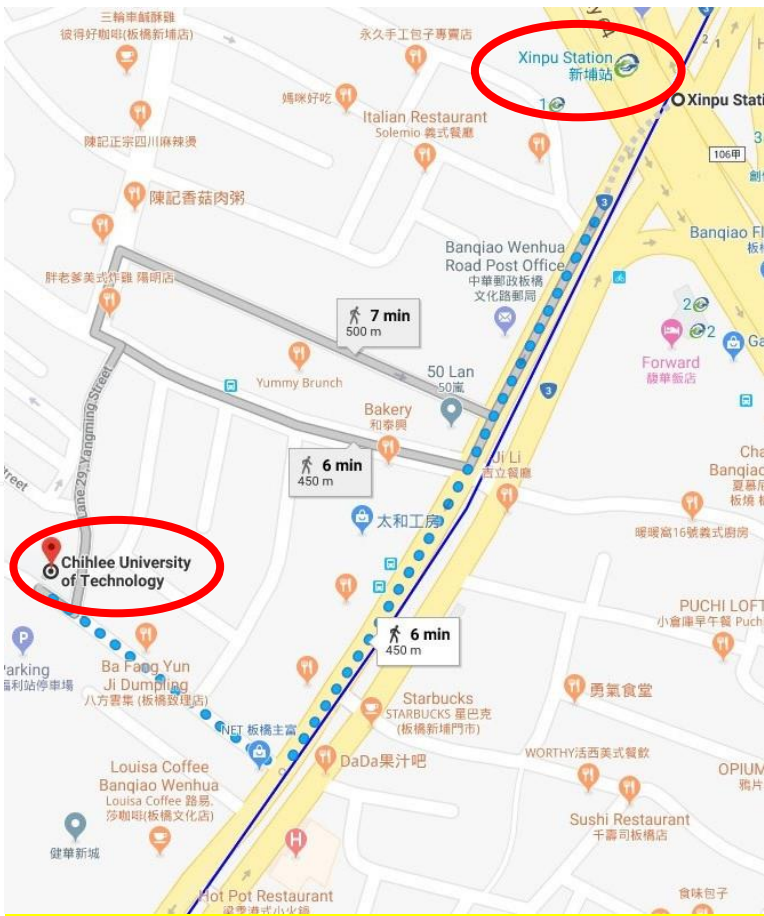
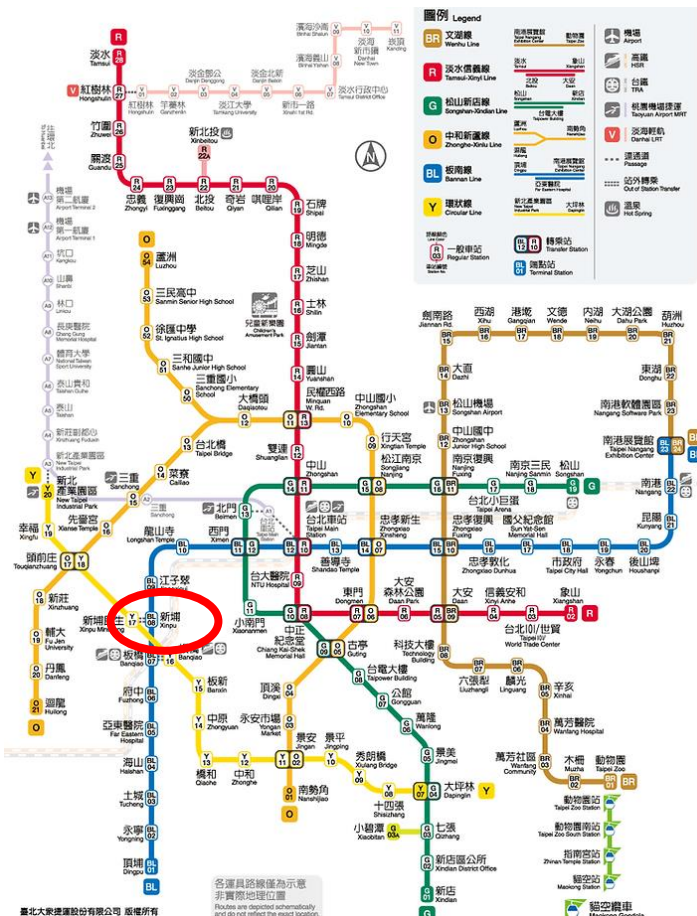
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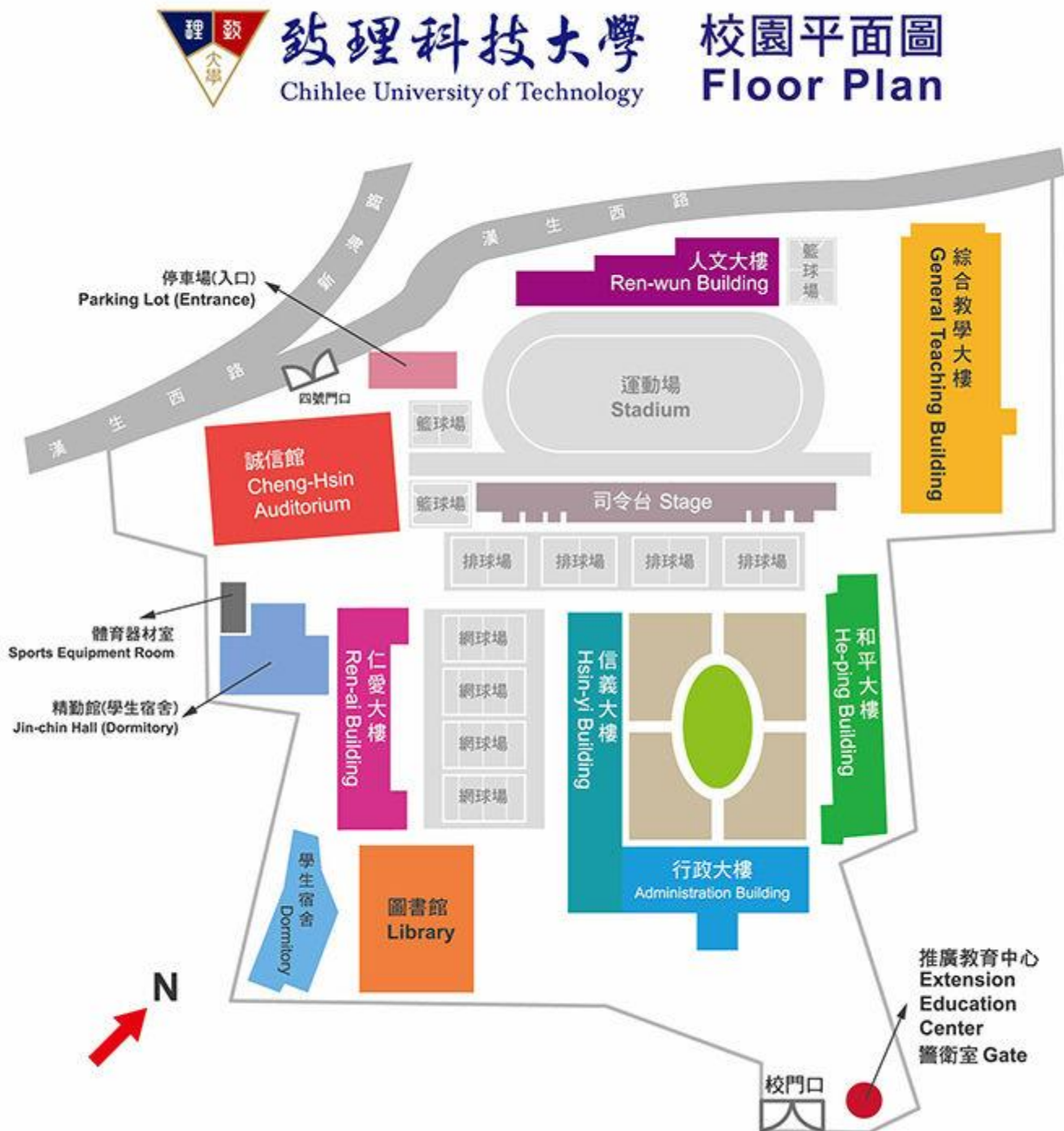


By taxi







By MRT to station (BL08)









Floor Plan

Women's room 	Discussion Room 4	Discussion Room 3	Discussion Room 2	Discussion Room 1	VIP room	Elevator 	<div>Stairs </div>
Corridor						Registration Coffee & Lunch	
Men's room 	International Conference Hall Opening Ceremony Keynote Speech Best Paper Award & Closing						

(Venue : 8th Floor of General Teaching Building)

Men's room 	E58	E57	E56	Discussion Room 5 (E55)	Elevator 	Stairs 
Corridor					Atrium	
Women's room 	E54	E53	E52	E51		

(Venue : 5th Floor of General Teaching Building)

2024 ICBEM Event VP Opening Remarks

By Bor-Yi Huang

Honorary Professor Mao, Professor Yeh, Professor Honma from Japan, Dean & Professor Liou, the ICBEM Chairman, Professor Chang, the ICBEM Co-Chairman, and all participants, welcome.

Thank you for joining the 2024 International Conference on Business, Economics, and Management. This year, we are focusing on unveiling the power of resilience in business, management, and economics, which is a theme that is not only timely but also crucial in today's dynamic business landscape for sustainability.

Before we commence, I would like to extend my heartfelt gratitude to our esteemed co-organizers – “Research Discipline of Applied Science Education of the Department of Humanities and Social Sciences of the National Science and Technology Council,” the Department of Applied Economics, Fo Guang University, the Foundation for Yunus Social Business Taiwan, the Corporate Management Review, and the Business and Technology Innovation Journal. Your unwavering support and collaboration have been instrumental in making this conference a reality.

I would also like to thank Professor Mao, who agreed to be the ICBEM Honorary Chairman this year. I also send special thanks to the two keynote speakers today: Professor Shin-Cheng Yeh from the Graduate Institute of Environmental Education of National Taiwan Normal University and Professor Satoshi Honma from the School of Political Science and Economics at Tokai University in Japan.

Chihlee University of Technology will celebrate its 60th anniversary in November. For this, ICBEM will hold two events this year: the academic conference you are participating in in June and the Academic Dialogue on Social Business and Social Resilience on November 6.

For this conference, we are privileged to have scholars from diverse backgrounds and countries such as China, Finland, India, Pakistan, Philippines, Thailand, United States, Vietnam, and Taiwan among us this year. Your presence and the 57 papers you will be presenting are a testament to the global reach and impact of our conference. We eagerly anticipate the insights and discussions that will enrich our event.

The business environment is undergoing profound changes spurred by demographic shifts, global economic and societal forces, and emerging technologies. Companies are becoming more accountable for their actions and are expected to be more socially responsible and resilient. Resilient organizations don't just rebound from misfortune or change; they advance. They absorb the shocks and turn them into opportunities to capture sustainable, inclusive growth. As educators, we can endeavor to train our students to be adaptable, self-sufficient, and agile with an eye toward contributing favorably to modern, resilient businesses.

2024 International Conference on Business, Economics and Management for Resiliency

With that, we're excited to hear from each of you and learn about new tools, methods, and techniques for capturing, harnessing, and implementing resiliency in business. Thank you again for joining this year's ICBEM conference. I look forward to speaking with, hearing from, and learning from each of you.

Finally, I'd like to thank our distinguished sponsors, the Taiwan Ministry of Education and the Foundation for Yunus Social Business Taiwan, whose financial support helped facilitate this year's event and support the Best Paper Awards and the Highly Commended Awards. The best papers and the highly commended award papers have the potential to be published in Corporate Management Review or the Business and Technology Innovation Journal, so there are lots of exciting possibilities at this year's event! The best paper awards will be announced at the end of the conference this afternoon. Good luck to all presenters. Thank you.

2024 International Conference on Business, Economics and Management for Resiliency
Session (1) Schedule

Date: 6/4 Tuesday		Time: 10:50 - 12:10	Oral Presentation in Room 1
Session Topic: Business Innovation and Regional Development			
Session Chair: Professor Nick Vasiljevic (Nationality: United States)			
1	Paper Title	Configuring Organisational Structure for Product Innovation: A Cross-cultural Moderated Mediation Analysis	Paper ID: 025
	Author(s)	Yi-An Chen, Carl F. Fey	
	Commentator	Pei-Ling Huang	
2	Paper Title	Contactless Economy in the Post-Pandemic Era	Paper ID: 032
	Author(s)	Pei-Ling Huang	
	Commentator	Yi-An Chen	
3	Paper Title	Does the Co-vid 19 Pandemic Change the Business Performance in the EU Countries?	Paper ID: 054
	Author(s)	Ming-Chung Chang	
	Commentator	Nguyen Doan Quang Anh	
4	Paper Title	Research on the Relationship between Vietnam and North Korea since the 2000s	Paper ID: 076
	Author(s)	Phan Thi Hanh, Nguyen Doan Quang Anh	
	Commentator	Ming-Chung Chang	

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2024 International Conference on Business, Economics and Management for Resiliency
Session (2) Schedule

Date: 6/4 Tuesday		Time: 10:50 - 12:10	Oral Presentation in Room 2
Session Topic: Hospitality and Management			
Session Chair: Professor MFM Amir Khashru (Nationality: Bangladesh)			
1	Paper Title Author(s) Commentator	Strategic Policy Interventions in Indonesia's Tourism Sector: Implications for Economic Development Tz-Li Wang, Muhammad Azizurrohman Nguyen Thi Ngoc Anh	Paper ID: 031
2	Paper Title Author(s) Commentator	Exploring Key Factors Influencing Customer Behavioral Intention in Indonesian Restaurant in Taiwan Chun-Ju Wang, David Hermanzah Muhammad Azizurrohman	Paper ID: 040
3	Paper Title Author(s) Commentator	The Research on Strategic Management in the Hospitality Industry: Analyses of Business Model Canvas on Three Hotels of Hotel Leisure Group in 2024 Cheng-Hao Tsai David Hermanzah	Paper ID: 065
4	Paper Title Author(s) Commentator	Factors Affecting Vietnam Tourism Recovery after the COVID-19 Pandemic Nguyen Thi Ngoc Anh, Nguyen Thi Nhat Mai Cheng-Hao Tsai	Paper ID: 069

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2024 International Conference on Business, Economics and Management for Resiliency
Session (3) Schedule

Date: 6/4 Tuesday		Time: 10:50 - 12:10	Oral Presentation in Room 3
Session Topic: Finance and Industry			
Session Chair: Professor Christos Michalopoulos (Nationality: Greece)			
1	Paper Title The Mediating and Moderating Effects of Stock Market Volatility: A Case Study of the 'Huang Xiao Yu' Industry in Taiwan Author(s) Chia Chang, Chuang, Po Jui, Lai, Fan Yun, Ding, Hsien Chun, Chou, Ting Yu, Kung, Zhi Han, Chen, Qien Hui, Su, Miao Yu, Hsu Commentator Wan-Ci Huang	Paper ID: 026	
2	Paper Title The Effects of Real Effective Exchange Rate on Trade Balance: Evidence in Vietnam Author(s) Nhan Quoc Nguyen, Y.C. George Lin Commentator Chia Chang, Chuang	Paper ID: 037	
3	Paper Title The Moderating Effects of Human Capital and ESG on the Global Insurance Company Performance Author(s) Samarat Kiatthirarat, Wen-Min Lu Commentator Nhan Quoc Nguyen	Paper ID: 046	
4	Paper Title CEO Inside Debt and Stock Price Synchronicity Author(s) Wan-Ci Huang Commentator Samarat Kiatthirarat	Paper ID: 058	

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2024 International Conference on Business, Economics and Management for Resiliency
Session (4) Schedule

Date: 6/4 Tuesday		Time: 10:50 - 12:10	Oral Presentation in Room 4
Session Topic: International Trade (NDHU Workshop Session)			
Session Chair: Professor Yan-Shu Lin (Nationality: Taiwan)			
1	Paper Title	Green Cross-Ownership	
	Author(s)	Dang-Long Bui, Cheng-Hau Peng, Yan-Shu Lin	
	Commentator	Hui-Ling Chung	
2	Paper Title	Unilateral Carbon Emission Tax and Environmental Corporate Social Responsibility	
	Author(s)	Yu-Xuan Tian, Ku-Chu Tsao	
	Commentator	Suwannajoi Suttiwan	
3	Paper Title	Composite Pricing, Quality Differentiation of the Internet Platform	
	Author(s)	Suwannajoi Suttiwan, Hui-Ling Chung, Pei-Cyuan Shih	
	Commentator	Ku-Chu Tsao	
4	Paper Title	Innovation and Network Neutrality in a Two-Sided Market	
	Author(s)	Suwannajoi Suttiwan, Pei-Cyuan Shih	
	Commentator	Dang-Long Bui	

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2024 International Conference on Business, Economics and Management for Resiliency
Session (5) Schedule

Date: 6/4 Tuesday		Time: 10:50 - 12:10	Oral Presentation in Room 5 (E55)
Session Topic: Human Resource and Organizational Behavior			
Session Chair: Professor Satoshi Honma (Nationality: Japan)			
1	Paper Title	Crafting Your Job from Gossip: The Moderating Mediation Model of Negative Supervisor Gossip and Job Crafting	Paper ID: 011
	Author(s)	Ya-Ti Hsu, Kuo-Chien Chang, Peter Bo-Yu Pan	
	Commentator	Nguyễn Thị Kim Anh	
2	Paper Title	Assessing Workplace Green performance : Moderation of Problem-based Learning	Paper ID: 029
	Author(s)	Chieh-Peng Lin, Chou-Kang Chiu, Pei-Feng Wu	
	Commentator	Peter Bo-Yu Pan	
3	Paper Title	An Assessment of The Workers Participation In Organizational Decision-making: A Case Of The Guardian Limited – IPP Media	Paper ID: 063
	Author(s)	Hussein Zulfa Hassani, Hassani Hussein Juma	
	Commentator	Pei-Feng Wu	
4	Paper Title	Employee Happiness and its Relationship with Job Satisfaction in Vietnam	Paper ID: 067
	Author(s)	Nguyễn Thị Kim Anh, Nguyễn Hữu Thọ, Nguyễn Ngọc Châu	
	Commentator	Hussein Zulfa Hassani	

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2024 International Conference on Business, Economics and Management for Resiliency

Session (6) Schedule

Date: 6/4 Tuesday		Time: 14:00 - 16:00	Oral Presentation in Room 1
Session Topic: Marketing and Strategy Management			
Session Chair: Professor Nick Vasiljevic (Nationality: United States)			
1	Paper Title	Taste and Identity in Post-Colonial Hong Kong: Navigating Colonial Legacy and Neo-Colonial Tensions	Paper ID: 024
	Author(s)	Weiwei Zhang, Guojun He	
	Commentator	Yu-Ting Lin	
2	Paper Title	An Examination of the Antecedents of Green Brand Fidelity	Paper ID: 030
	Author(s)	Chien-Yu Chen, Chih-Ling Chang	
	Commentator	Weiwei Zhang	
3	Paper Title	Effects of Facebook Brand Fan Page Post Informativeness, Entertainment, and Interactivity Values on Consumers' Relationship Investment and Brand Loyalty	Paper ID: 038
	Author(s)	Hsuan-Yi Chou, Hsiao-Ti Chang, Tsui-Shu Kuo	
	Commentator	Chien-Yu Chen	
4	Paper Title	A Mixed Pricing Strategy Considering Viewer Segmentation for a Two-sided Video Platform	Paper ID: 042
	Author(s)	Shichun Zhang	
	Commentator	Tsui-Shu Kuo	
5	Paper Title	Investigate Audience's Switching Intention toward OTT TV Services based on PPM Model	Paper ID: 072
	Author(s)	Yini Lin, Tzu Hsuan, Kuo	
	Commentator	Shichun Zhang	
6	Paper Title	Explore Mobile Game Players' Use Intention toward Mobile Social Games based on Extended TAM	Paper ID: 074

Author(s) Yini Lin, Yu-Ting Lin
Commentator Tzu Hsuan, Kuo

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2024 International Conference on Business, Economics and Management for Resiliency
Session (7) Schedule

Date: 6/4 Tuesday		Time: 14:00 - 16:00	Oral Presentation in Room 2
Session Topic: ESG and Sustainable Development			
Session Chair: Professor MFM Amir Khashru (Nationality: Bangladesh)			
1	Paper Title	Responsible Production with Climate Governance Mechanisms: Effects Environmental Sustainability Strategies on Different Operating Performance in Manufacturing	Paper ID: 016
	Author(s)	Tsai-Chi Kuo, Hsiao-Min Chen	
	Commentator	Sheung-Him Lee	
2	Paper Title	How Does CSR Influence Firm Performance? A Case Study of the Global Electror Industry	Paper ID: 017
	Author(s)	Kuo-Cheng Kuo, Wen-Ming Lu, Trong-Thanh Nguyen	
	Commentator	Nguyễn Thị Kim Anh	
3	Paper Title	The Effect of Environmental Performance on Airlines Performance: A New Chance-constrained DEA Approach	Paper ID: 035
	Author(s)	Thi Hoang Yen Nguyen, Wen-Min Lu	
	Commentator	Hsiao-Min Chen	
4	Paper Title	Impact of ESG Performance on Dividend Payout Policy: Evidence from India Using CS-ARDL Approach	Paper ID: 068
	Author(s)	Prem Suresh Ghonmode, Masudul Hasan Adil	
	Commentator	Trong-Thanh Nguyen	
5	Paper Title	Determinants of TCFD Disclosure Quality: Evidence from Taiwan	Paper ID: 071
	Author(s)	Sheung-Him Lee	
	Commentator	Prem Suresh Ghonmode	
6	Paper Title	Current Status of ESG Awareness and Application in Valuation Companies in	Paper ID: 077

	Vietnam
Author(s)	Nguyễn Thị Kim Anh, Nguyễn Ngọc Châu, Nguyễn Thu Oanh, Lê Kiều Trang
Commentator	Thi Hoang Yen Nguyen

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2024 International Conference on Business, Economics and Management for Resiliency
Session (8) Schedule

Date: 6/4 Tuesday		Time: 14:00 - 16:00	Oral Presentation in Room 3
Session Topic: Management and Others			
Session Chair: Professor Guy Matthews (Nationality: England)			
1	Paper Title Author(s) Commentator	Determining the Mediating Role of Financial Literacy in Relationship of Factor Affecting the Money Management Ayaz Ali Matilo, Ali Mustafa Abro, Sapna Sangha Yen-Ming Yang	Paper ID: 015
2	Paper Title Author(s) Commentator	Variable Selection in Convex Nonparametric Least Squares via Structured Lasso Penalty Zhiqiang Liao Ali Mustafa Abro	Paper ID: 036
3	Paper Title Author(s) Commentator	The Impact of the Russia-Ukraine Conflict on Air and Railway Transport (202201-202312) Pin-Yu Chu, Chiung-Lin Liu Zhiqiang Liao	Paper ID: 056
4	Paper Title Author(s) Commentator	Investigating Strategies for Manufacturing Quality Improvement: A Case Study of the Electroplating Production Line Wei-Hung Chen, Yen-Ming Yang, Hsin-Na Chen, Chiao-Ni Huang Pin-Yu Chu	Paper ID: 064
5	Paper Title Author(s) Commentator	The Challenging Spirit of Koreans Contributed to Korea's Economic Development in the 1960s Cao Thuy Oanh Hsin-Na Chen	Paper ID: 066
6	Paper Title Author(s)	Analyzing Travel Cost of Mangrove Ocean Blue Carbon Economic Value - Taking Tamsui Mangrove Natural Reserve as An Example Wei-Hung Chen, Yen-Ming Yang, Hsin-Na Chen, Chiao-Ni Huang	Paper ID: 073

Commentator Cao Thuy Oanh

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2024 International Conference on Business, Economics and Management for Resiliency
Session (9) Schedule

Date: 6/4 Tuesday		Time: 14:00 - 16:00	Oral Presentation in Room 4
Session Topic: Efficiency Analysis (SCU Workshop Session)			
Session Chair: Professor Christos Michalopoulos (Nationality: Greece)			
1	Paper Title Author(s) Commentator	Evaluation of Urban Sustainable Competitiveness from the Perspective of Socio-Economic Environment Shih-Yung Chiu, Yung-Ho Chiu, Hsiu-Chen Huang, Hui-Chen Chie Shao-Tong Lee	Paper ID: 027
2	Paper Title Author(s) Commentator	Research on the Operational Efficiency of the Domestic Semiconductor Industry under Sustainable Development - Application of Dynamic Two-Stage RDM DDF Model Chia-Pin Huang, Shih-Yung Chiu, Yung-Ho Chiu Chih-Yu Yang	Paper ID: 028
3	Paper Title Author(s) Commentator	Strategies for Controlling Corruption in Economic Development: the Role of Government Spending and Public Satisfaction Presenting Chih-Yu Yang, Hsiu-Wan Hung, Chiu-Mi Chen Chia-Pin Huang	Paper ID: 041
4	Paper Title Author(s) Commentator	Food Insecurity and Healthcare Efficiency in European Countries: A Nutritional Perspective on Protein, Fat, and Caloric Intake and Mortality Liang-Chun Lu, Shih-Yung Chiu, Luo-Ya Hung Liang-Chun Lu	Paper ID: 045
5	Paper Title Author(s) Commentator	Exploring Systematic Social Sustainability Efficiency of Health and Well-being in European Countries Hsiu-Fang Chien, Liang-Chun Lu, Shih-Yung Chiu, Tai-Yu Lin, Yung-Ho Chiu Luo-Ya Hung	Paper ID: 047
6	Paper Title	Efficiency Evaluation of Innovation Research and Development in Industry and High Education	Paper ID: 052

Author(s) Shih-Yung Chiu, Shao-Tong Lee, Tai-Yu Lin

Commentator Hsiu-Fang Chien

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2024 International Conference on Business, Economics and Management for Resiliency
Session (10) Schedule

Date: 6/4 Tuesday		Time: 14:00 - 16:00	Oral Presentation in Room 5 (E55)
Session Topic: Economics			
Session Chair: Professor Kuang-Cheng Andy Wang (Nationality: Taiwan)			
1	Paper Title Author(s) Commentator	Vertical Integration and Social Welfare in the Presence of Foreign Market Ya-Tang Yang, Pei-Cyuan Shih Micah Mainala	Paper ID: 050
2	Paper Title Author(s) Commentator	Welfare Improvement through Partial Passive Ownership in a Stackelberg Model Umiartah Munte Chisomo Mkwandah	Paper ID: 055
3	Paper Title Author(s) Commentator	Centralized versus Decentralized Management: A Tale of a Vertically Integrated Producer with Strategic Input Purchasing Micah Mainala, Dang-Long Bui, Yan-Shu Lin Umiartah Munte	Paper ID: 060
4	Paper Title Author(s) Commentator	Input Price Discrimination, Production Efficiency and Vertical Shareholding Chisomo Mkwandah Ya-Tang Yang	Paper ID: 048
5	Paper Title Author(s) Commentator	Asymmetric Effects of Uncertainty on Investment: Empirical Evidence from India Masudul Hasan Adi, Amrita Roy Mao-Wen Fu	Paper ID: 019
6	Paper Title Author(s) Commentator	Breaking through the Cross-Strait Trade Dilemma to Improve Taiwan's Economic Development Cheng-Wen Lee, Mao-Wen Fu Masudul Hasan Adi	Paper ID: 039

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Google Meet Link: <https://meet.google.com/rhb-khmi-cvu>

2024 International Conference on Business, Economics and Management for Resiliency

Ph.D. / Master Candidate Session

Date: 6/4 Tuesday		Time: 12:50 - 13:50	Oral Presentation in Room 1
Session Topic: Marketing			
Session Chair: Professor Guy Matthews (Nationality: England)			
1	Paper Title The impact of presentation methods for sensory information on e-commerce platforms and temporal distance on the perception of authenticity Author(s) Yan-Jun Lin, Su-Hui Kuo, Kaili Yieh Commentator Professor Guy Matthews	Paper ID: 021	
2	Paper Title The impact of different pricing presentation framing and compassion on the perceived value of upgraded products Author(s) Wei-Ching He, Su-Hui Kuo Commentator Professor Guy Matthews	Paper ID: 022	
3	Paper Title The impact of presentation methods for sensory information on e-commerce platforms and time pressure on impulsive shopping Author(s) Guan-Wei Wu, Su-Hui Kuo, Kaili Yieh Commentator Professor Guy Matthews	Paper ID: 023	
4	Paper Title Strategic Leadership Management on Harnessing PESTEL Analysis for Competitive Advantage - A Case Study of Kaysersberg Education Group Author(s) Hsiu-Chin Wang Commentator Professor Guy Matthews	Paper ID: 053	

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2024 International Conference on Business, Economics and Management for Resiliency
Poster (I) Session

Date: 6/4 Tuesday		Time: 12:50 - 13:50	Oral Presentation in Room 2
Session Topic: Sustainable development and Regulation			
1	Paper Title	Can Environmental Corporate Social Responsibility Influence Employees to Show Pro-environmental Behaviors?	Paper ID: 013
	Author(s)	Shih-Chin Lee, Stanley Y. B. Huang	
2	Paper Title	Taiwan's sustainable energy development and prospects for Taiwan - EU cooperation	Paper ID: 020
	Author(s)	Nguyen Hong Nhung	

Poster (II) Session

Date: 6/4 Tuesday		Time: 12:50 - 13:50	Oral Presentation in Room 3
Session Topic: Business statistics/econometrics and Marketing			
1	Paper Title	A Comparison of Forecasting Methods for Currency Exchange Rate between the Thai Baht and the Chinese Yuan	Paper ID: 033
	Author(s)	Benjamas Tulyanitikul, Parattakorn Kamlangdee, Annas Binmahmood, Noppachai Baibua, Roumporn Sittimongkol	
2	Paper Title	Effects of Vaccination Coverage Rates on Taiwan's Department Store Industry under COVID-19	Paper ID: 070
	Author(s)	Yu-Fen Chen	

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Keynote Speech 1

Resilient Development of Corporations along with Global Risks

Speaker:
Shin-Cheng Yeh
National Taiwan Normal University,
TAIWAN

<https://meet.google.com/ykw-ezcz-cfb>

Keynote Speech 2

Renewable Energy, Energy Efficiency, and Energy Resilience

Speaker:
Satoshi Honma
Tokai University, JAPAN

<https://meet.google.com/ykw-ezcz-cfb>

PRESENTATION GUIDELINES

For oral presentations

Every presentation room will be equipped with a screen (data) projector and a Microsoft PowerPoint-installed notebook computer. Please prepare your presentation file on a USB flash drive or other portable memory device. All speakers should upload their files into the computer and test the projector before the session begins. A service staff person will be present in each room to assist as needed.

The following guidelines will help you to ensure a successful presentation.

1. Be sure to arrive at least 20 minutes early for your session.
2. Prepare your slides as a PowerPoint file or a PDF and bring them with you to the session.
3. Bring your slides files on a USB flash drive or other portable memory device.
4. Upload your files to the computer and test the projector.
5. Introduce yourself to the session chair and co-chair.
6. Each presentation is limited to 15~20 minutes including 5 minutes Q&A.
7. Please note that at least one author of an accepted paper **MUST** attend the conference AND present the paper. Otherwise, we will not issue a presentation certificate.
8. For the latest and relevant information, visit the official conference website: <https://www.icbem.net/>

For online presentations

The following guidelines will help you to ensure a successful presentation.

1. Be sure to come at least 20 minutes early to your session.
2. Ensure that your (PPTX) presentation is running smoothly on audience target devices.
3. You have a reliable internet connection.
4. You are equipped with an external microphone and speakers / headphones if your computer device does

not have embedded ones.

5. All presenters are strongly advised to use a quiet room for their on-line connection. If they wish to present a video, they should NOT embed it in their presentation slides, but instead they should have it readily available as a separate file.
6. It is recommended that Presenters turn on their cameras during their presentations and to ensure that their equipment is properly functioning, before joining the virtual conference.
7. Each paper will be allocated up to 15-20 minutes of presentation time, with an additional period of up to 5 minutes for questions and answers (Q&A) immediately after the presentation.
8. Please note that at least one author of an accepted paper **MUST** attend the conference AND present the paper. Otherwise, we will not issue a presentation certificate.
9. You can find the Google Meet Link information in each session.
10. For the latest and relevant information, visit the official conference website: <https://www.icbem.net/>

For session chair and speaker

The roles of session chair and co-chair are to ensure the smooth execution of the session. They should:

1. Contact the speakers before the session and prevent any technical problems.
2. Follow the program's presentations order.
3. Introduce each presentation's speaker and title.
4. Ensure that presentations do not exceed time requirements.
5. Facilitate Q&A, manage discussion, and thank speakers.

For poster presentations

You may wish to consider a poster presentation as opposed to a traditional oral presentation because posters allow you more time to reach a larger audience.

The following guidelines will help you to ensure a successful presentation.

1. Authors are responsible for mounting their posters the morning of their presentation and removing them as soon as the session ends.
2. Posters should be A1 size. The poster's format should be in accordance with the template below.
3. Please upload the required poster image file to Google Drive here: <https://reurl.cc/AjRKLZ> by Wednesday, May 29, 2024, at 12:00 noon. We will print it for you.
4. At the time of initial presentation submission, a 'display number' will be assigned to each poster. If a poster presentation file(s) is not provided, ICEBM will cancel your article submission. No posters may be displayed without author participation. NO EXCEPTIONS WILL BE GRANTED.
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POSTER TEMPLATE

PAPER TITLE		SIZE :A1
AUTHORS		
INTRODUCTION		FIGURES & TABLES
RESEARCH METHODOLOGY	EMPIRICAL RESULTS	CONCLUSION

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No. ICBEM-24-011

Crafting Your Job from Gossip: The Moderating Mediation Model of Negative Supervisor Gossip and Job Crafting

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Abstract

This study used the social information process (SIP) theory to explore the moderating mediation model between negative supervisor gossip and job crafting. This study explores the mediating effects of thriving (that is learning and vitality) and the moderating effects of neuroticism. This study adapted a three-stage questionnaire survey was conducted using the time-separated method, and 300 valid questionnaires were collected. Results indicate that: (1) The mediation effect of learning and vitality on the relationship between negative supervisor gossip and job crafting is significant; (2) the relationship among negative supervisor gossip, learning and job crafting is not significantly affected by the mediating moderation effect of neuroticism, but negative supervisor gossip, vitality and job crafting is significantly affected by the mediating moderation effect of neuroticism. Finally, the academic and practical implications of the findings are presented.

Keywords: Negative Supervisor Gossip, Thriving, Job Crafting, Neuroticism, Social Information Process Theory

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No. ICBEM-24-013-Poster

Can Environmental Corporate Social Responsibility Influence Employees to Show Pro-environmental Behaviors?

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Abstract

This research examines the possible driver of pro-environmental behaviors based on organizational identity theory. The research addresses a theoretical model to describe how environmental corporate social responsibility influences employees to show pro-environmental behaviors that are moderated through organizational identity. Three professors were interviewed to obtain the qualitative transcript and qualitative coding analysis was adopted to analyze the proposed propositions. The qualitative coding analysis confirms the proposed propositions and the analysis result can construct a key milestone for environmental behaviors.

Keywords: Environmental Corporate Social Responsibility; Organizational Identity; Pro-environmental Behaviors; Sustainable Development; Sustainable Leadership.

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No. ICBEM-24-015

Determining the Mediating Role of Financial Literacy in Relationship of Factor Affecting the Money Management Skills

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Abstract

The term money management refers to the capacity of an individual to oversee their personal financial operations, including saving spending budgeting and investing in an endeavor to attain financial well being. Understanding finance and having the skills to use it to make wise decisions about one's own finances are referred to as having financial literacy. Money matters are essential for our lives and for university students. It is important that students at university should learn to manage their money wisely and responsibly because it will affect their personal and financial well being in the long run. The aim of this study is to determine the mediating role of financial literacy in relationship of factor affecting the money management skills. 5 Point likert scale is used and the data was conducted through the online survey, the sample of total 100 students from the students of Sindh University Campus Larkana. The results show that economic and psychological factor rather than social factor have a significant impact on money management skills. The results of mediation show that the financial literacy has a mediating relationship of psychological factors with money management skills rather than economic and social factor.

Keywords: Economic, Social, Psychological, money management skills, mediation, financial literacy.

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Responsible Production with Climate Governance Mechanisms: Effects of Environmental Sustainability Strategies on Different Operating Performance in the Manufacturing Sector

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Abstract

Climate change necessitates urgent action. Manufacturers (and their suppliers) use more energy and produce more waste and carbon emissions than other industries; therefore, they should prioritize the realization of Sustainable Development Goal 12 (SDG 12, responsible consumption and production). To this end, they should implement environmental sustainability strategies to fulfil their climate commitments. However, current corporate climate action plans are insufficient in controlling climate change. Therefore, they should establish climate governance mechanisms. Herein, this study collected sustainability and performance data of 95 global manufacturers from 2015 to 2020, to analyse the effects of implementing environmental sustainability strategies in manufacturing firms on their financial performance, carbon performance, climate commitments, and social performance, and examine the mediating effects of climate governance.

Innovation and resource use strategies affected corporate financial performance, carbon performance, and social performance to varying degrees. Moreover, emissions strategies were positively correlated with climate commitment and social performance. Furthermore, climate governance was an important mediator for the effects of resource use and innovation strategies on financial performance, carbon performance, climate commitment, and social performance. Therefore, manufacturers should prioritize resource use strategies, as they strongly influence financial performance, climate commitment, and social performance when supported by climate governance mechanisms. The findings of this study shall assist firms strike a balance between their SDG 12 responsibilities and business performance, and serve as a guide for manufacturers aiming to fulfil net-zero requirements through environmental sustainability strategies.

Keywords: Climate governance, environmental sustainability strategies, financial performance, carbon performance, climate commitment, social performance

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How Does CSR Influence Firm Performance? A Case Study of the Global Electronics Industry

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Abstract

This paper aims to investigate the relationship between corporate social responsibility (CSR) and firm performance (FP) within the global electronics industry from 2017 to 2021. The methodology employed integrates a dynamic DEA network model and slack-based measure (SBM), the assessment of FP is conducted through a two-stage method of analysis: innovation efficiency (IE) and profitability efficiency (PE). Furthermore, the study examines the effects of environmental, social, and governance dimensions on both IE and PE. The findings, based on a comprehensive dataset comprising 455 firm-year observations of global electronics companies, reveal that overall IE consistently outperforms PE. The results indicate that the environmental dimension has a negative impact on overall FP, while the social dimension is associated with a negative impact on PE.

Keywords: CSR; Firm performance; innovation efficiency; profitability efficiency; dynamic DEA network model.

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No. ICBEM-24-019

Asymmetric Effects of Uncertainty on Investment: Empirical Evidence from India

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Abstract

Investment is envisaged as a prerequisite for improving productivity and growth in any economy. In India, investment has decelerated during the global financial crisis of 2008, especially after 2011-12, which has sparked an intense debate about factors accountable for this prolonged slowdown. To this end, we empirically examine the causal nexus between investment and its covariates in an asymmetric framework. The present study finds asymmetric cointegration along with short-run impact asymmetry, long-run reaction asymmetry, and adjustment asymmetry between investment and its covariates. Furthermore, evidence of asymmetric Granger causality is also established. The findings of our study carry out significant policy implications to counter the investment slowdown in the economy.

Keywords: Policy uncertainty, investment, asymmetric ARDL, asymmetric Granger-causality, nonlinear unit root, COVID-19, India

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No. ICBEM-24-020-Poster

Taiwan's sustainable energy development and prospects for Taiwan - EU cooperation

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Abstract

Taiwan has made significant strides in sustainable energy development, particularly in areas like wind power and hydrogen production. The government of Taiwan has effectively utilized collaboration mechanisms by establishing partnerships with both experienced foreign companies and domestic enterprises to facilitate technology transfer. Additionally, the encouragement and formation of offshore wind industry zones and centers have been pivotal strategies, along with attracting international manufacturers during the initial deployment phase. Taiwan's partnership with the EU holds promising prospects, as the EU ranks as Taiwan's fifth-largest economic and trade partner. The EU's investment in Taiwan, especially from European offshore wind energy companies, has been rapidly growing, with significant contributions to offshore wind energy projects. Collaboration between the two entities is crucial, particularly in the development of green technologies like renewable hydrogen production. While Taiwan faces challenges in funding infrastructure and ensuring adequate renewable energy sources, EU support in sharing expertise, technology, and financial assistance could significantly bolster Taiwan's efforts. Furthermore, the EU's focus on renewable hydrogen production aligns well with Taiwan's goals, making it a suitable partner for collaborative efforts. Overall, Taiwan's sustainable energy development presents ample opportunities for cooperation with the EU, particularly in advancing green technology initiatives and addressing mutual energy challenges.

Keywords: Taiwan – EU relations, Taiwan's renewable energy, renewable energy policy, sustainable energy

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No. ICBEM-24-021

The Impact of Presentation Methods for Sensory Information on E-Commerce Platforms and Temporal Distance on the Perception of Authenticity

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Abstract

This study primarily focuses on exploring the impact of the presentation of sensory information in e-commerce platforms (single sensory vs. multisensory) on the perception of authenticity, using “temporal distance” as a moderator to investigate how the presentation of sensory information affects consumers’ perception of authenticity. The study employs an experimental design, with the main objective being to explore the impact of different sensory information presentations on the perception of authenticity under different temporal distances (near vs. far). The results indicate that under a closer temporal distance, multisensory information leads to a higher perception of authenticity compared to single sensory information. The findings of this study will provide a basis for future market marketing reference.

Keywords: Sensory information, temporal distance, perception of authenticity

QR code for full paper review



No. ICBEM-24-022

The Impact of Different Pricing Presentation Framing and Compassion on the Perceived Value of Upgraded Products

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Abstract

Charitable activities are omnipresent in daily life. However, in the competitive market environment, companies often adopt strategies such as cause-related marketing to increase brand awareness and fulfill corporate social responsibility. Such strategies not only allow consumers to feel that they have made a worthwhile purchase, thus creating perceived value, but also showcase to society the company's commitment to charitable causes, thereby enhancing the corporate image and embodying the power of benevolent actions. Companies usually collaborate with charitable organizations to jointly sell package products, realizing a win-win marketing method for all parties involved. This study uses an experimental design, with the main objective to explore the impact of different price presentation framing (IPF vs. DPF) on perceived value, and considers compassion (high vs. low) as a moderating variable to examine its effect. The results indicate that under IPF and high compassion, there is a significant impact on the perceived value of upgraded products. The findings of this study will provide a basis for further considerations in the marketing field.

Keywords: Pricing presentation framing, compassion, perceived value, cause-related marketing

QR code for full paper review



No. ICBEM-24-023

The Impact of Presentation Methods for Sensory Information on E-Commerce Platforms and Time Pressure on Impulsive Shopping

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Abstract

In light of the advancing Internet and information technology, e-commerce platforms have increasingly been used by more consumers. However, would incorporating different sensory descriptions and introductions into the same product advertisements enhance consumer sentiment, thereby boosting subsequent consumer behavior and decision-making? This study primarily investigates the impact of sensory information presentation (single-sensory and multi-sensory) on impulsive shopping within e-commerce platforms, with “time pressure” as a moderating variable to examine how the presentation of sensory information affects consumers’ impulsive shopping behavior. The research adopts an experimental design method, aiming to explore the effects of different sensory information presentations under varying degrees of time pressure (strong vs. weak) on impulsive shopping behavior. The results indicate that under high time pressure, multi-sensory information leads to higher levels of impulsive shopping compared to single-sensory information. The findings of this study will provide a reference basis for future market marketing.

Keywords: Sensory information presentation, time pressure, impulsive shopping behavior

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No. ICBEM-24-024

Taste and Identity in Post-Colonial Hong Kong: Navigating Colonial Legacy and Neo-Colonial Tensions

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Abstract

This article explores the complex interplay between Hong Kong's colonial legacy, its current political tensions with neo-colonial Mainland China, and the resulting impact on the tastes and consumption patterns of its residents. By examining the nuances of taste and cultural capital within the context of Hong Kong's unique historical and political landscape, the study seeks to contribute to a broader understanding of postcolonial societies in non-Western settings. The research questions address how British colonialism and subsequent political developments have shaped Hong Kongers' cultural values and tastes, and how these influences are manifested in contemporary consumer behavior. Through in-depth interviews and observations involving 30 participants, this study uncovers how Hong Kong residents employ taste as a means of identity negotiation and differentiation from mainland Chinese. The findings reveal that consumption patterns are not only a response to globalization and market dynamics but also a form of cultural and political expression that reflects a community's ongoing negotiation of its colonial past and its present political realities. By advocating for the inclusion for non-Western perspectives and exploring how local cultural values inform consumption pattern, the research responds to a call for "decolonizing marketing". In addition, this research also contributes to the broader body of knowledge by moving beyond individual consumer experiences and delving into the culturally contextualized consumer subject.

Keywords: Taste, Cultural Capital, Post-colonial, Hong Kong

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No. ICBEM-24-025

Configuring Organisational Structure for Product Innovation: A Cross-cultural Moderated Mediation Analysis

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Abstract

Organisations with a decentralised structure is generally believed to facilitate product innovation. However, certain mechanistic structural elements also have merits in the process. We argue that the configuration of an innovation-enhancing organisational structure is not a universally applicable model, but rather it would also depend on the cultural context. Building upon Burns and Stalker's (1961) contingency theory of organic/mechanistic structures and using survey data from 356 Chinese, Finnish, and Swedish firms, we examine the underlying moderated mediation mechanisms and contextual conditions in the relationship between decentralisation and product innovation in China and the Nordics with contrasting cultural values on power distance. Our results demonstrate that internal knowledge sharing mediates the relationship between decentralisation and product innovation for firms in the Nordics with a low power distance. Formalisation only moderates the association between decentralisation and internal knowledge sharing for firms in China with a high power distance, such that the positive indirect effect of decentralisation on product innovation via internal knowledge sharing is only significant when the level of formalisation is high. The findings enrich the contingency theory by discussing the mixture of both organic and mechanistic structural characteristics and the different mechanisms for product innovation in a cross-cultural context.

Keywords: Innovation management, Decentralisation, Formalisation, Knowledge sharing; Product innovation, Power distance, International management.

QR code for full paper review



No.ICBEM-24-026

The Mediating and Moderating Effects of Stock Market Volatility: A Case Study of the 'Huang Xiao Yu' Industry in Taiwan

Chia Chang, Chuang, Po Jui, Lai, Fan Yun, Ding, Hsien Chun, Chou, Ting Yu, Kung, Zhi Han, Chen, Qien Hui, Su, Miao Yu, Hsu

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Abstract

In recent years, the instability of food supply and the fluctuation of bulk material prices have attracted global attention. In addition to the extreme climate caused by climate change, which has a long-term impact on crop yields, COVID-19, which was discovered at the end of 2019, is more likely to affect the operation of the international supply chain and cause food transport problems; At the beginning of 2022, a war broke out between Russia and Ukraine, making Ukraine, known as the global granary, unable to export its agricultural products, and the situation became increasingly tense.

In view of this, the three most important crops in the world - soybeans, wheat, and corn - are strategic commodities and raw materials for food, feed, fuel, oil, and a variety of processed products. The price fluctuations not only have a direct impact on the international market but also affect the stock prices of related enterprises, causing some fluctuations. Therefore, this article takes the "Huang Xiao Yu" industry as an example to examine the impact of credit transactions such as financing utilization rate and securities borrowing utilization rate on the volatility of Taiwan's stock market, and further explore the intermediary of the turnover rate in the impact of credit transactions on the volatility of Taiwan's stock market. In the empirical process, using the company's paid-in capital and market value as control variables, the results show that credit transactions such as financing utilization rate and securities borrowing utilization rate do indeed expand the volatility of the Taiwan stock market. The turnover rate plays a partial intermediary in the impact of credit transactions on stock market volatility; In terms of paid-in capital, the results show that paid-in capital has a stabilizing effect on the company's stock price; In terms of company market value, it has the effect of expanding stock market volatility. In further analysis, we also found that the number of outstanding shares will adjust the impact of the turnover rate and securities borrowing utilization rate on the volatility of Taiwan's stock market.

Keywords: Huang Xiao Yu, COVID-19, Russia-Ukraine War, Credit transactions

QR code for full paper review



No. ICBEM-24-027

Evaluation of Urban Sustainable Competitiveness from the Perspective of Socio-Economic Environment

Shih-Yung Chiu¹, Yung-Ho Chiu², Hsiu-Chen Huang³, Hui-Chen Chien⁴

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Abstract

This study employs the three-parallel, two-stage dynamic slack-based measure data envelopment analysis (SBM-DEA) model to investigate sustainable development competitiveness across counties and cities in Taiwan. The urban sustainable development process is initially delineated into three parallel subsystems: society, economy, and environment. Leveraging data from the "Happy Counties and Cities Survey" conducted by Tianxia Magazine from 2016 to 2020, coupled with indicators reflecting social, economic, and environmental outputs, the study constructs a second-stage model focused on residents' quality of life, thereby guiding urban development endeavors. Integrating both stages, an efficiency analysis model for urban sustainable development competitiveness is formulated. Combining the first and second stages becomes an efficiency analysis model for urban sustainable development competitiveness. Research results show that Lianjiang County performs best in terms of overall efficiency, representing sustainable competitiveness. The top five cities are not densely populated or economically important, indicating that sustainable development competitiveness is not necessarily related to population density or economic level. Among the two stages, the efficiency of residents' quality of life in the second stage performs better than the efficiency of sustainable development in the first stage. The economic aspect in the first phase is the part that needs the most priority improvement, and densely populated large-scale cities may face greater challenges. There are significant differences in the competitiveness of sustainable development among different cities. Each town needs to formulate policies and measures based on its weaknesses and prioritize improving its competitiveness for sustainable development. Through the optimization of resource allocation, the overall competitiveness of the city can be improved. These research results will help urban governments formulate more effective policies and improve sustainable development competitiveness and governance efficiency.

Keywords: urban sustainable competitiveness, socio-economic environment, entropy, efficiency, data envelopment analysis

QR code for full paper review



No. ICBEM-24-028

Research on the Operational Efficiency of the Domestic Semiconductor Industry under Sustainable Development - Application of Dynamic Two-Stage RDM DDF Model and Tobit Regression

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Abstract

In 2018, the US-China trade conflict and the 2020 Covid-19 pandemic disrupted global supply chains, leading to national security concerns. This prompted advanced economies like the US, Europe, and Japan to invest heavily in the semiconductor industry. Taiwan, a leader in this field, attracted significant attention, with various countries offering incentives to set up semiconductor facilities.

However, amidst this investment surge, the critical issue of environmental sustainability cannot be overlooked. Climate extremes and global warming threaten biodiversity and human welfare. This raises questions about the wisdom of pouring resources into the semiconductor sector without considering sustainability and operational efficiency.

This study focuses on 35 Taiwanese semiconductor companies from 2018 to 2022, using the Dynamic Two-Stage RDM DDF model to assess operational and sustainability stages. Variables include research expenses, employee count, patents, profit, revenue, executive compensation, environmental and social scores, governance, earnings, and assets.

By analyzing these factors, the study aims to understand how sustainable practices impact operational efficiency. This research contributes valuable insights for policymakers and industry stakeholders, highlighting the need for a balanced approach that ensures economic growth while addressing environmental challenges.

Keywords: CSR, Dynamic Two-Stage, RDM, DDF, ESG

QR code for full paper review



No. ICBEM-24-029

Assessing Workplace Green Performance: Moderation of Problem-Based Learning

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Abstract

Drawing upon self-determination theory and situated learning theory, this work proposes a theoretical framework that shows how self-determined motivation influences workplace green performance. In the framework, workplace green performance is indirectly influenced by perceived autonomy, competence, and relatedness as three predictors via the mediation of green learning goal orientation (Green-LGO). In the meantime, the effects of the three predictors on Green-LGO are hypothetically moderated by problem-based learning. An anonymous field survey on engineers was conducted across two large semiconductor companies. Multiple statistical methods such as hierarchical moderated regression analysis and structural equation modeling were performed to verify the proposed hypotheses of this study. Finally, this study presents research implications about on-the-job learning and training that facilitate workplace green performance.

Keywords: Green training and education, learning goal orientation, workplace green performance.

QR code for full paper review



No ICBEM-24-030

An Examination of the Antecedents of Green Brand Fidelity

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Abstract

With extensive media coverage of environmental issues, consumer awareness of environmental protection has heightened, leading to an increased preference for green products and services. Although previous research has delved into green branding, a comprehensive analysis of green brand innovation, affection, perceived value, loyalty, and tech-savviness is lacking. This study, therefore, aims to investigate the relationships among these variables. Researchers distributed 585 questionnaires, receiving 474 valid responses. The findings indicated no association between green brand innovativeness and brand fidelity but positive correlations between brand innovativeness and brand love, as well as between brand love and brand fidelity. Furthermore, positive relationships were identified between brand innovativeness and perceived green value, and between perceived green value and brand fidelity. Green brand love and perceived green value were found to mediate the relationship between brand innovativeness and brand fidelity, while tech-savviness moderated the effect of green brand innovation on brand love and perceived green value. Theoretical and practical implications are also discussed.

Keywords: green brand innovativeness, green brand love, green perceived value, green brand fidelity, tech-savviness

QR code for full paper review



No. ICBEM-24-031

Strategic Policy Interventions in Indonesia's Tourism Sector: Implications for Economic Development

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Abstract

This study investigates the impact of Indonesia's visa-free entry policy, Special Economic Zones for Tourism (SEZT), and exchange rate as a control variable on international tourist arrivals and GDP contribution. It aims to fill a research gap by directly comparing the effects of these policies and providing insights into their role in shaping Indonesia's tourism sector. Utilizing panel data analysis covering 34 countries from 2006 to 2023, the study employs the Generalized Least Squares (GLS) regression method to examine the relationship between the visa-free policy, SEZT, exchange rate, and the contribution of the tourism sector to Indonesia's GDP. The analysis incorporates classic econometric assumptions and model testing techniques to ensure robust results. The findings reveal that while the visa-free policy exhibits no significant influence on tourism's GDP contribution, SEZTs positively impact it. Furthermore, exchange rate fluctuations negatively affect tourism's GDP contribution. These results suggest the importance of targeted policy interventions and prudent monetary policies in stimulating Indonesia's tourism sector for sustainable economic growth. This research is the first study to evaluate visa-free policies and SEZT policies that are good for the Indonesian government to take future action, whether to continue to revoke the visa-free policy or re-implement it. The reason is that the elimination of the visa-free policy is temporary so that with this research the government can reconsider this policy. The study's findings imply the need for policymakers to focus on expanding SEZTs and implementing prudent monetary policies to mitigate the negative impact of exchange rate fluctuations. Investing in targeted policy measures could enhance Indonesia's tourism sector and foster sustainable economic development.

Keywords: visa-free policy, special economic zone, GDP, tourist arrivals

QR code for full paper review



Contactless Economy in the Post-Pandemic Era

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Abstract

The outbreak of COVID-19 pandemic in 2019 had quickly spread across China and around the globe that led to the lasting impacts worldwide. Different countries and their populations underwent varied experiences during this pandemic in the areas such as political decisions, emergency measures, healthcare systems, culture changes, crisis management abilities. The economic repercussions resulted from COVID-19 have been substantial and far-reaching. Measures such as quarantine, social distancing, remote work, and distance education have not only altered consumer behavior but also accelerated the adoption of contactless technologies, leading to the emergence of "Contactless Economy" or "Low-touch Economy".

Permanently altered by the aftermath of Covid-19 pandemic, the Contactless Economy has become a new state of our society and economy. It is characterized by low-touch interactions, health and safety measures, new human behaviors, and permanent industry shifts. The Contactless Economy thus offers plenty of unseen opportunities for business innovators.

In this research, we utilize exploratory research methods, incorporating literature analysis and observational study to provide insights into the multifaceted aspects of the economic effects resulted from Covid-19 pandemic, the booming of contactless economics, and the transformative changes observed in various spheres of life in the post-epidemic era. Specifically, we present six different white-space triggers in the Contactless Economy, namely, industry shifts, regulation shifts, consumer behavior shifts, societal changes, new technology and new resource.

In conclusion, we argue that Contactless Economy represents a transformative shift in how individuals interact with businesses, services, and each other. While driven initially by the need to minimize physical contact during Covid-19 pandemic, many of these changes are likely to persist as they offer convenience, efficiency, and enhanced safety in various aspects of daily life.

Keywords: COVID-19 pandemic, Contactless economy (Low-touch economy), Whitespace

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No. ICBEM-24-033-Poster

A Comparison of Forecasting Methods for Currency Exchange Rate between the Thai Baht and the Chinese Yuan

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Abstract

This study utilizes time-series secondary data encompassing monthly observations of the monthly currency exchange rate between the Thai Baht (THB) and the Chinese Yuan (CNY) as the dependent variable and 12 expected explanatory variables. The dataset spans from January 1, 2001, to December 31, 2022, encompassing a total of 264 months. In this study, multiple linear regression, autoregressive integrated moving average (ARIMA), regression with autoregressive integrated moving average (RegARIMA), and support vector regression (SVR) are used to forecast exchange rate. The performances are compared in terms of mean absolute percentage error, root mean square error, mean absolute error, and coefficient of determination. The best model is RegARIMA(1, 0, 0) with the real Baht index and broad money. This model can be effectively used to predict the Currency Exchange Rate between the Thai Baht and Chinese Yuan in the future.

Keywords: Exchange Rate, Forecasting, Machine learning, Models, Regression with autoregressive integrated moving average

QR code for full paper review



No. ICBEM-24-035

The effect of Environmental Performance on Airlines Performance: A new chance-constrained DEA approach

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Abstract

This study investigates the effect of environmental performance on airlines performance, which including sustainable service efficiency and value-added efficiency, through hierarchical linear regression. Data of 40 airlines from The World's Top 100 Airlines by Skytrax from 2017 to 2021 were analyzed. A chance-constrained network data envelopment analysis (DEA) model based on enhanced Russell measure and a directional distance function (DDF) based model and bi plot analysis were employed to evaluate airlines efficiencies and point out the advantages and disadvantages of airlines based on airlines' efficiencies. The finding shows that environmental performance is a significant component in improving airlines corporate performance, particularly superior the value-added efficiency of the airlines.

Keywords: data envelopment analysis; a chance-constrained DEA; environmental performance; airlines corporate performance

QR code for full paper review



No.ICBEM-24-036

Variable Selection in Convex Nonparametric Least Squares via Structured Lasso Penalty

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Abstract

We study the problem of variable selection in convex nonparametric least squares (CNLS). Whereas the Lasso is a popular technique for simultaneous estimation and variable selection, its performance is unknown in convex regression problems. In this work, we find that the conventional Lasso penalty may not be suitable for variable selection tasks in CNLS and propose the alternative structured Lasso method. The structured Lasso CNLS estimators can be expressed as solutions to convex optimization problems and are amenable to modern optimization algorithms. A Monte Carlo study shows that our proposed estimators perform favorably, while generally leading to sparser models, relative to the other CNLS estimators based on the conventional Lasso penalty.

Keywords: Nonparametric regression, Shape constraints, Variable selection, Penalization

QR code for full paper review



No.ICBEM-24-037

The Effects of Real Effective Exchange Rate on Trade Balance: Evidence in Vietnam

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Abstract

This paper investigates the short-run and long-run relationship between real effective exchange rate and trade balance of Vietnam by performing ARDL approach. We found that (i) real effective exchange rate impacts trade balance while the effects of trade balance on real effective exchange rate are statistically insignificant; (ii) the devaluation of VND causes balance deficit in the short run; and (iii) the currency devaluation stimulate the development of Vietnam's trade balance in the long run. These findings suggest the presence of Marshall-Lerner condition and the existence of J-curve phenomenon in Vietnam's trade balance caused by movements of real effective exchange rate.

Keywords: real effective exchange rate, trade balance, ARDL, Vietnam

QR code for full paper review



No ICBEM-24-038

Effects of Facebook Brand Fan Page Post Informativeness, Entertainment, and Interactivity Values on Consumers' Relationship Investment and Brand Loyalty

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Abstract

Many companies view social networks as important channels for brand marketing. Based on the relationship investment model, this study examines how overall advertising values of posts on Facebook brand fan pages affect consumers' direct and indirect relationship brand investment, and thus brand loyalty. It also investigates whether brand image moderates the effects of post values on relationship investment. Results reveal that (1) post informativeness, entertainment, and interactivity values increase direct relationship investment; (2) post informativeness and interactivity values increase indirect relationship investment; (3) the higher the consumer's direct and indirect relationship investment, the greater the brand loyalty; and (4) brand image moderates the post value effects on relationship investment. A more prominent functional (experiential vs. symbolic) image strengthens the positive effect of post informativeness (entertainment vs. interactivity). Theoretical implications for brand fan pages, the relationship investment model, and advertising value, as well as practical suggestions, are discussed.

Keywords: Facebook fan page, Relationship investment model, Consumer–brand relationship, Advertising value, Brand image

QR code for full paper review



No. ICBEM-24-039

Breaking through the Cross-Strait Trade Dilemma to Improve Taiwan's Economic Development

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Abstract

China's economic development has caused changes in the economic and trade map of the Asia-Pacific region and even the world, and has become the "locomotive" and the center of gravity of global economic development. Taiwan's dependence on China's economy has been increasing, and our dependence on the mainland has already reached as high as 40%, but now, due to the government's drastic change in its strategy of alliance with the U.S. and opposition to China, the situation has been rapidly cooling down, and our exports have been subjected to a severe test. The authorities should face up to the reality, revise the national strategy, stabilize cross-strait relations, restart cross-strait economic and trade cooperation, and jointly develop a cross-strait economy based on "mutual trust, mutual benefit, equality, and cooperation" to pursue the greatest welfare and interests of the Taiwanese people.

Keywords: Mutual Trust, Mutual Benefit, Equality, Cooperation, Relationships

QR code for full paper review



No.ICBEM-24-040

Exploring Key Factors Influencing Customer Behavioral Intention in Indonesian Restaurant in Taiwan

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Abstract

Taiwan has a wide variety of cuisines, but Southeast Asian food is especially prominent. However, despite the large number of restaurants serving Thai and Vietnamese cuisine, Indonesian culinary businesses face a challenge in gaining popularity. This study investigates this phenomenon using an online survey of 181 Taiwanese. According to the findings, while 67% and 87% of respondents had eaten at Vietnamese and Thai restaurants, respectively, only 33% had visited Indonesian restaurants. This study is a causal study, researchers will look at how awareness, association, and novelty affect an individual's willingness to patronize Indonesian restaurants in Taiwan. The main objective of this study is to completely understand why Indonesian restaurants are so unpopular in comparison to other ethnic restaurants from Southeast Asia in Taiwan. By understanding these significant factors, researchers hope to use the findings to investigate the reasons behind the unpopularity of Indonesian restaurants in Taiwan.

Keywords: Restaurant business, Southeast Asian, awareness, association, novelty and intention to patronize Indonesian restaurants

QR code for full paper review



No.ICBEM-24-041

Strategies for Controlling Corruption in Economic Development: The Role of Government Spending and Public Satisfaction Presenting

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Abstract

Countries are currently committed to economic development, which generates income for the nation, used for various government expenditures, further promoting social development. This includes advancing education (SDG 44), improving health (SDG 33), increasing employment opportunities (SDG 88), and strengthening infrastructure, thereby improving living conditions and enhancing people's satisfaction with life. However, economic development often accompanies issues related to government corruption and bribery. This study applies the Dynamic Network Slack- Based Measure (DN-SBM) to analyze the impact of economic development on society, considering the influence of non-intended outputs on the overall country. This approach ensures a more objective evaluation. Through empirical analysis, the study examines the effects of economic growth on social development.

Empirical results indicate that Belgium and Denmark are efficient in terms of economic aspects but inefficient in social dimensions. Conversely, some countries demonstrate efficiency in social aspects but inefficiency in economic dimensions, such as Estonia, Finland, France, and Poland. The European Union (EU) stands as one of the most significant political and economic alliances globally. Within its economic development framework, the effective control of corruption and the enhancement of citizens' quality of life are paramount. The findings of this research could serve as valuable reference points for other countries worldwide.

Keywords: EU, Economic Development, DN-SBM, Government Corruption, National Life Satisfaction.

QR code for full paper review



No.ICBEM-24-042

A Mixed Pricing Strategy Considering Viewer Segmentation for a Two-Sided Video Platform

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Abstract

A key to the pricing strategy of a two-sided video platform is to effectively reconcile the conflicts between its two types of clients (e.g., viewer and advertiser). This paper proposes a mixed pricing strategy that considers viewer segmentation. A model of a monopolistic two-sided video platform is developed to analyze the pricing strategy. The analysis results show that when the platform can segment viewers, it sometimes takes measures to promote asymmetry between the two sides of the market. When the strength of the network effect is relatively small, the platform tries to narrow the membership market and increase the demand and profits in the advertising market. Conversely, if the strength of the network effect is relatively large, the platform promotes market asymmetry by biasing the membership market. To further investigate the impact of viewer segmentation on two-sided markets. This paper develops an extended model and shows that deeper viewer segmentation can create higher profits for the platform.

Keywords: two-sided markets, customer segmentation, optimal pricing strategy, network effects

QR code for full paper review



Green Cross-Ownership

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Abstract

Traditional wisdom suggests that cross-ownership lessens competition between rival firms, leading to lower total output produced, consequently reducing consumer surplus and environmental emissions. Incorporating a Cournot duopoly model, where the firms endogenously determine whether or not to transform green by following a standard from an environmental regulator, we find the reverse implications for the consumers and the environment in some circumstances. Our analysis also shows that full transformation, partial transformation, and non-transformation occur in equilibrium if the environmental standard is low, medium, and high, respectively. Moreover, cross-ownership extension stimulates (hinders) green transformation if its degree is low (high).

Keywords: Cross-ownership, Green Transformation, Environmental Standard, Consumer Surplus, Environmental Emissions.

QR code for full paper review



No.ICBEM-24-045

Food Insecurity and Healthcare Efficiency in European Countries: A Nutritional Perspective on Protein, Fat, and Caloric Intake and Mortality.

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Abstract

This study focuses on the food systems of European countries, particularly investigating the impact of overconsumption on obesity-related diseases and food insecurity. Empirical results indicate that Luxembourg and Norway exhibited the best overall efficiency among European countries from 2016 to 2021. Conversely, Eastern European countries such as Slovakia, Latvia, Poland, Hungary, Estonia, and Bulgaria showed low efficiency, mainly due to food production inefficiencies. Moreover, Nordic countries like Finland and Sweden demonstrated inefficiencies in food production and food insecurity, suggesting the need for stable food systems in Eastern and Northern European countries. Among Western European countries, including Belgium, the Netherlands, Germany, Italy, Spain, France, Portugal, and Ireland, inefficiencies were observed primarily in food insecurity, with the Netherlands and Belgium experiencing inefficiencies in food consumption, leading to increased food insecurity risks. The study also highlights the long-term neglect of overconsumption's impact on metabolic diseases, cerebrovascular diseases, diabetes, and myocardial infarctions, posing adverse effects on social sustainability. Additionally, only Finland witnessed a deterioration in air pollution in 2021, necessitating reductions in inputs such as hospitalization bed days and healthcare expenditure, along with efforts to mitigate air pollution to reduce deaths from respiratory diseases and lung cancer. In short, Slovakia, Finland, Latvia, Poland, Estonia, and Sweden must leverage demographic dividends to promote social sustainability.

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No. ICBEM-24-046

The Moderating Effects of Human Capital and ESG on the Global Insurance Company Performance

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Abstract

The study examines the relationship between global life and non-life insurance companies' business performance (BP) and environmental, social, and governance (ESG) scores, as well as the moderating effects of human capital (HC), a pillar of intellectual capital (IC). The researchers employed a modified Data Envelopment Analysis (DEA) model to calculate the efficiency scores of 75 global life and non-life insurance companies from 2018 to 2022 as a measure of BP and used Ordinary Least Squares (OLS) regression to analyze the effect of ESG on BP, as well as the role of HC in this relationship. The findings suggest that a low level of social activities led to better insurance performance, while efforts related to environmental sustainability and corporate governance practices did not directly impact the BP of insurers. Additionally, the study reveals that a strong HC base may not necessarily improve the benefits of BP on environmental initiatives, but skilled and knowledgeable employees can enhance the benefits of good governance practices on insurance companies' performance. This paper is the first to investigate HC as the moderating role in the relationship between ESG scores and BP in the insurance sector.

Keywords: ESG, Data envelopment analysis, insurance performance, human capital, Multivariate analysis

QR code for full paper review



No.ICBEM-24-047

Exploring Systematic Social Sustainability Efficiency of Health and Well-being in European Countries.

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Abstract

The UNDESA's 2023 report forecasts a surpassing of 1.6 billion individuals aged 65 and older by 2050, comprising over 16% of the global population. It urges nations to craft policies addressing demographic changes and mitigating the adverse effects of aging populations, highlighting strains on social security, labor markets, and healthcare systems amidst the celebration of increased life expectancy.

This study examines the ongoing demographic aging in European countries under social change. It analyzes the systematic social sustainability efficiency concerning social security and healthcare in response to Sustainable Development Goal 3: Good Health and Well-being (SDG 3). The Circular Dynamic Three-Stage Systematic Network DEA Model explores the efficiency impact among social security, healthcare, and social well-being stages. The research findings reveal that the social security stage plays a crucial role in influencing the social sustainability efficiency of European countries in adapting to national demographic shifts. The current pay-as-you-go policy for the elderly population adopted by European countries poses significant challenges to social development in the face of changing labor safety risks and population aging.

This study can support the United Nations' call for European countries to proactively adjust their social and economic policies in response to demographic shifts. It examines occupational safety considering the elderly workforce and appropriate working age and explores the optimal space for improving factor efficiency, contributing to the social sustainability goals of European countries.

Keywords: Social Security, Insurance, Occupational Safety and Health, Social Well-being, Circular Dynamic Three-Stage Systematic Network DEA,

QR code for full paper review



No.ICBEM-24-048

Input Price Discrimination, Production Efficiency and Vertical Shareholding

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Abstract

This article investigates the effects of vertical shareholding on pricing regimes in vertically integrated markets. It specifically compares two pricing regimes, uniform pricing, and price discrimination in vertically integrated marketplaces with vertical shareholding. The findings show that there are diverse effects on consumer surplus, production surplus, and total social wellbeing. Price discrimination outperforms uniform pricing in terms of consumer surplus, producer surplus, and societal welfare when two downstream producers produce at zero marginal costs. However, given that they have different marginal costs, the effectiveness of each price regime is determined by the impact of marginal manufacturing costs.

Keywords: Input price Discrimination, Vertical Shareholding, Vertical Related Markets

QR code for full paper review



No.ICBEM-24-050

Vertical Integration and Social Welfare in the Presence of Foreign Market

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Abstract

In general, it is thought in vertically related markets that vertical integration between upstream and downstream firms can eliminate double marginalization and thereby increase social welfare. However, considering international trade between two countries, vertical integration may improve consumer surplus but decrease social welfare, depending on the disparity between domestic and foreign markets. We also find that even if the two markets are symmetric, the total number of firms and the number of integrated firms will affect the effects of vertical integration on social welfare. If there are more firms in the market, vertical integration must harm social welfare.

Keywords: vertical industry, vertical integration, social welfare, international trade

QR code for full paper review



No.ICBEM-24-051

Innovation and Network Neutrality in a Two-Sided Market

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Abstract

Inspired by an argument for network neutrality in the telecommunications industry, this research introduces a model of monopolistic and competing Internet Service Provider (ISP) platforms that engage in cost-reducing innovation. Its contribution is to investigate how network neutrality in a zero-rating regime affects a platform's incentive to engage in endogenous cost-reducing research and development (R&D), incorporating network externalities in a two-sided market framework. Our main findings are as follows. 1) Irrespective of platform competition, R&D investment and consumer surplus are always lower under a zero-rating regime than that without one. 2) Content providers and social welfare can be better off with a zero-rating regime. 3) A monopoly (competing) platform is always worse off (better off) with a zero-rating regime. 4) Due to lower incentives of a platform to engage in R&D investment, especially as a zero-rating regime can harm the platform's profit, consumer surplus, content provider surplus, and social welfare especially in the case of a monopoly platform. Therefore, a government should be careful when imposing a zero-rating policy related to cost-reducing innovation and market structure.

Keywords: Zero-rating, cost-reducing R&D investment, two-sided market, cross-group network externality.

QR code for full paper review



No. ICBEM-24-052

Efficiency Evaluation of Innovation Research and Development in Industry and High Education

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Abstract

This research employs a two-stage Data Envelopment Analysis (DEA) model with dynamic network second-order difference variables to assess the influence of innovation research and development (R&D) efficiency, jointly driven by industry and higher education, on a nation's overall competitiveness. The findings reveal that Luxembourg exhibits the highest overall efficiency value, approaching the optimal efficiency value of 1. Other countries demonstrating relatively high efficiency include Ireland, the Netherlands, and Finland, indicating commendable performance in innovation R&D across nations. Germany's comparatively lower overall efficiency value attains 0.63. Notably, efficiency in R&D workforce input at the enterprise innovation stage tends to be lower universally. However, certain countries such as Ireland, Luxembourg, the Netherlands, Finland, and Japan have achieved notable efficiency levels. Furthermore, while some nations have reached optimal levels in intellectual property usage fees, areas for improvement persist. Overall, efficiency in the higher education innovation R&D stage tends to be lower and necessitates enhancement, particularly concerning research talent. These research findings can inform the development of tailored policies and measures for individual countries, facilitating economic growth and technological progress.

Keywords: Innovation R&D, industry, high education, efficiency, data envelopment

QR code for full paper review



No. ICBEM-24-053

Strategic Leadership Management on Harnessing PESTEL Analysis for Competitive Advantage — A Case Study of Kaysersberg Education Group

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Abstract

This paper explores the strategic application of PESTEL analysis in achieving competitive advantage within the education sector, using Kaysersberg Education Group as a case study. Through a comprehensive examination of the external environment, this study illustrates how strategic leadership and management can leverage PESTEL insights to drive organizational success. The findings highlight the significance of proactive adaptation to environmental factors in maintaining competitiveness and sustainability.

This conference paper explores the strategic leadership management practices of the Kaysersberg Education Group in Taiwan's English cram school sector, focusing on the utilization of PESTEL analysis for competitive advantage. Drawing on a qualitative case study methodology, the research examines how the organization strategically leverages PESTEL analysis to navigate the dynamic educational landscape in Taiwan.

The paper begins with a comprehensive literature review, delving into the theoretical underpinnings of strategic leadership, management, and the significance of PESTEL analysis in organizational success. It highlights the role of environmental scanning and adaptation in achieving competitive advantage, emphasizing the importance of strategic implementation and organizational learning.

Through interviews, document analysis, and observation, the study identifies key factors influencing the Kaysersberg Education Group's strategic initiatives and competitive positioning. Findings reveal the impact of political stability, economic variables, emerging social trends, technological advancements, environmental sustainability, and legal compliance on the organization's performance.

The analysis underscores the complexity of external factors shaping the educational management landscape and the importance of strategic leadership in navigating these challenges. The paper concludes with practical recommendations for organizational leaders and managers to enhance their strategic decision-making processes and maintain sustainable market positions.

Overall, this conference paper contributes to the understanding of strategic leadership management in educational contexts, offering insights into the effective utilization of PESTEL analysis for competitive advantage in the English cram school sector in Taiwan.

Keywords: Strategic Leadership Management, PESTEL Analysis, Competitive Advantage, Kaysersberg Education Group

QR code for full paper review



No.ICBEM-24-054

Does the Co-vid 19 Pandemic Change the Business Performance in the EU Countries?

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Abstract

Co-vid 19 pandemic brings a great shock to human being's life so that new business model such virtual meeting in corporates, electronic commerce development and so on is soaring. This paper investigates that does the Co-vid 19 pandemic change the business performance? We take 27 European Union (EU) member countries as an observation. We obtain some findings as follows. (i) Co-vid 19 pandemic has a small shock to the country with small size, island country or both. (ii) Co-vid 19 pandemic does not obviously change the capital productivity, labor productivity, and energy productivity among the 27 EU countries. (iii) In average, the eastern European countries exhibit a high capital productivity, and the central and western European countries perform the high labor and energy productivities. (iv) In 27 EU countries, they have had a complete learning path on capital productivity, next one is a labor productivity learning, and the learning path of energy productivity only presented on Luxembourg, Cyprus and Netherlands does not complete established. (v) The fellowship of peer learning for 27 EU countries does not have the phenomenon of spatial agglomeration.

Keywords: Cluster, Peer learning, Co-vid 19, EU

QR code for full paper review



No.ICBEM-24-055

Welfare Improvement through Partial Passive Ownership in a Stackelberg Model

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Abstract

It is common knowledge that partial passive ownership (PPO) in horizontal shareholding is hurting both consumers and society. As PPO increases, firms become more cooperative (less competitive), resulting in reduced total output. This paper highlights the crucial role of suppliers and the downstream market structure in a vertically related market. In the downstream market, we assume there is a leader and a follower firm with partial ownership. PPO is a welfare improvement, depending on the upstream market structure. If each downstream firm is supplied by independent suppliers, PPO is more likely to improve welfare. In other words, PPO improves welfare when the input price is determined by a dedicated supplier.

Keywords: Partial passive ownership, Leader-follower, engage, welfare

QR code for full paper review



No.ICBEM-24-056

The Impact of the Russia-Ukraine Conflict on Air and Railway Transport (202201-202312)

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Abstract

This paper aims to analyze the effects of the Russia-Ukraine conflict on air and rail transportation, as well as the corresponding resilience of supply chains. Firstly, an analysis is conducted on air transport, focusing on both passenger and cargo perspectives, and contrasting with data from the International Air Transport Association (IATA). Subsequently, revenue data from a domestic airline, China Airlines, is used to illustrate the impact of the conflict on Taiwanese airlines. By examining airline data, it was found that fuel costs constitute a significant portion of operational expenses. Therefore, an analysis of international oil price trends and fuel costs was conducted, revealing the volatility and instability of oil prices. The impact of the Russia-Ukraine conflict on oil prices is further validated using fuel cost data from EVA Airline and China Airlines, identifying three main influencing factors: Western sanctions against Russia, OPEC+ production cuts, and inflation. Rail transportation between China and Europe, particularly the China-Europe Railway Express, has also experienced reduced orders due to the war, while the development of the Eastern Corridor has increased the transport volume of the China-Europe Railway Express in other European countries. Finally, the paper emphasizes the concept of supply chain resilience, advocating for the classification of organizational vulnerabilities and prioritization of potential threats to prevent disruptions and disturbances.

Keywords: Russia-Ukraine conflict, air transport, railway transport, resilience, oil price trends

QR code for full paper review



No.ICBEM-24-057

Composite Pricing, Quality Differentiation of the Internet Platform

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Abstract

We consider the incentive of internet service providers (ISPs) to upgrade quality to improve data delivery for mobile service providers in a two-sided model. The model structure amplifies consumer utility and determines equilibrium prices of the ISP platform and content providers. This implies that the coordinated effect of composite services could lead to the possibility that ISPs may have different incentives for their offers due to the intensity of competition between content providers. Specifically, we investigate the impact of discriminatory and regulated (uniform) quality research and development (R&D) regimes under composite pricing on ISP profits, content provider surplus, consumer surplus and social welfare. We demonstrate that both groups of quality content providers are always better off with uniform R&D. However, the ISP platform, consumer surplus and social welfare are always better off with discriminatory R&D, which contrasts with traditional ideas.

Keywords: Platforms, inter-group externality, discriminatory R&D, uniform R&D, quality improving R&D.

QR code for full paper review



No. ICBEM-24-058

CEO Inside Debt and Stock Price Synchronicity

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Abstract

I examine the effect of CEO inside debt on the relative amount of firm-specific information incorporated into stock prices, measured by stock return synchronicity. Prior studies find the higher relative debt-like compensation held by the CEO, the firms' earnings quality is better, and the times of communication outside are more frequent, which improves information transparency of the firms. Based on the concept of better information transparency leading to lower stock price synchronicity, I expect the higher CEO inside-debt holding to lower stock price synchronicity because the CEO help to reduce the information asymmetry. However, the empirical results do not support my derivation. The results might imply that the market needs other mechanisms to impound the benefit related to the CEO debt incentive to the stock price. Thus, one contribution is that this paper find inefficiency in dealing with the information and provides target firms to investors eager to earn an abnormal return. The other contribution is this paper adds the literature on how the CEO compensation incentive affects the firm-specific information in the market.

Keywords: CEO; Compensation incentives; Stock price synchronicity; Information transparency

QR code for full paper review



No.ICBEM-24-060

Centralized versus Decentralized Management: A Tale of a Vertically Integrated Producer with Strategic Input Purchasing

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Abstract

It is observed from modern corporate governance that a vertically integrated producer (VIP) centralizes control over its operations in vertically related markets or decentralizes its management, where the VIP only makes decisions in the input market. We examine the superiority between these management structures within a framework where the VIP competes against independent suppliers to provide input to a downstream rival. By allowing strategic input purchasing such that the VIP can be a buyer in the upstream market, we find that decentralization is favored when the number of independent suppliers is low. However, with a significant number of independent suppliers, centralization (decentralization) is preferred if the VIP is relatively efficient (inefficient). Intensifying upstream competition by increasing the number of independent suppliers causes a higher preference for centralization. Moreover, prohibiting strategic input purchasing causes the equivalence between the two management structures.

Keywords: Vertically Related Markets, Intracompany Price, Strategic Input Buying, Centralization, Decentralization.

QR code for full paper review



No.ICBEM-24-062

Unilateral Carbon Emission Tax and Environmental Corporate Social Responsibility

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Abstract

This paper analyzes firms' incentives to engage in environmental corporate social responsibility (ECSR) under unilateral carbon emission tax in an imperfect competition market. The model is a three-stage game: the first stage is the policy country determines the carbon emission tax to maximize the social welfare; the second stage is the firms determine the level of emission abatement effort to maximize the objective function; the third stage is the firms determine the output level to maximize the objective function. We also investigate the impact of ECSR behavior on the environment and welfare. Our findings indicate that (i) firms have an incentive to increase their net profit by promoting ECSR, (ii) ECSR is always beneficial for the environment, and (iii) when ECSR behavior is small (significant), the promotion of ECSR enhances (harms) the consumer surplus and social welfare of the policy country. However, the social welfare of the countries with no policies typically harms (enhances) with an increase in ECSR behavior if ECSR behavior is small(significant).

Keywords: Carbon emission tax; Emission abatement; Environmental corporate social responsibility; International trade.

QR code for full paper review



No.ICBEM-24-063

An Assessment of the Workers Participation In Organizational Decision-making: A Case Of The Guardian Limited – IPP Media

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Abstract

This study conducted at The Guardian Limited, Mikocheni, Dar es Salaam, delves into employee participation within organizational decision-making processes. Our objectives encompass assessing the extent of employee involvement, identifying the various forms of participation employed, exploring influencing factors, uncovering obstacles faced, and proposing solutions for enhancing participation. A mixed-method approach was employed, combining primary data collected through questionnaires and interviews with 50 respondents and secondary data from news articles, academic papers, and websites. Findings revealed varying degrees of participation, including high, moderate, and low levels. This research provides valuable insights for professionals seeking to understand and promote employee engagement in real-world decision-making contexts.

Keywords: Participative Decision-making, Employee participation, Manager, Consultation, Tanzania.

QR code for full paper review



No.ICBEM-24-064

Investigating Strategies for Manufacturing Quality Improvement: A Case Study of the Electroplating Production Line

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Abstract

The study aims to explore strategies to improve the quality of electroplating production lines, focusing on reducing customer complaints and improving the quality of engineering and subcontractor components. There are three research questions: (1) What impacts have Lean Management, Six Sigma, and Value Stream Mapping (VSM) had on the quality of electroplating production lines, according to the existing literature? (2) How do these methods help reduce customer complaints and defect rates during the plating process? (3) What potential does the comprehensive application of lean management, Six Sigma and VSM have to improve the efficiency and quality of electroplating lines? The literature surrounds the adoption of lean management principles, the drawing of value stream mapping, and the implementation of Six Sigma techniques to diagnose and improve with experts. Includes case studies of Lean and Six Sigma principles driven by employee-led improvement initiatives and data collection efforts. This study found that customer complaints were mainly about defects such as pin misalignment and, on the production line, inconsistent coating thickness due to manual adjustments. Research demonstrates the effectiveness of quality improvement, including VSM and Six Sigma, in reducing customer complaints and defect rates, achieving waste reduction and improving efficiency. It provides a theoretical basis for future empirical research on strategies to effectively improve manufacturing quality.

Keywords: Electroplating production line, Lean Six Sigma, Quality Improvement, Value Stream Mapping (VSM)

QR code for full paper review



No.ICBEM-24-065

The Research on Strategic Management in the Hospitality Industry: Analyses of Business Model Canvas on Three Hotels of Hotel Leisure Group in 2024

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Abstract

Strategic management in the hospitality industry is essential for navigating dynamic market landscapes and fostering sustainable growth. This paper explores the strategic management practices of Hotel Leisure Group's hotels through the lens of the Business Model Canvas (BMC) framework. Drawing on a comprehensive literature review, theoretical frameworks, and empirical research, the study aims to shed light on effective digital business model formulation and execution strategies.

The literature underscores the foundational importance of business models in strategic management, particularly in response to evolving market dynamics and disruptive technologies. The BMC emerges as a valuable tool for comprehensively analyzing and formulating digital business models, offering simplicity, clarity, and relevance in elucidating how organizations generate, deliver, and capture value.

The application of the BMC in the hospitality sector, exemplified by the research on Hotel Leisure Group's hotels, highlights its significance in formulating sustainable digital business models. Through qualitative and quantitative analyses, the study delves into key components such as partnerships, activities, resources, value propositions, customer relationships, channels, customer segments, cost structure, and revenue streams to gain insights into the strategic management practices of these hotels.

Findings reveal the strategic management practices employed by Hotel Leisure Group's hotels, emphasizing their commitment to environmental sustainability, innovation, customer satisfaction, and profitability. By leveraging key partnerships, engaging in strategic activities, and understanding customer needs, these hotels exemplify industry best practices in delivering exceptional hospitality experiences.

The discussion provides valuable insights into the strategic management practices of Hotel Leisure Group's hotels, contextualized within the theoretical framework of the BMC and relevant literature on strategic management in the hospitality industry. The conclusion and implications contribute to advancing strategic management theory and practice in the hospitality sector, offering insights into effective business model formulation and execution strategies.

Keywords: Strategic management, Hospitality industry, Business Model Canvas, Hotel Leisure Group

QR code for full paper review



No.ICBEM-24-066

The Challenging Spirit of Koreans Contributed To Korea's Economic Development in The 1960s

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Abstract

After World War II, South Korea was one of the poorest countries in the world, with a per capita GDP of less than \$100 in 1960. But within just 50 years, South Korea achieved economic growth that astonished the world, earning it the nickname "Miracle on the Han River". Many researchers have explained this phenomenon from political, economic, and social perspectives, and also through the lens of the developmental state theory. In this article, we will explain the driving force behind South Korea's rapid economic development from a cultural and spiritual perspective - the spirit of challenge, the willingness to take risks in an unfavorable context, and the refusal to be deterred by barriers and difficulties in order to achieve success. Over the past half century, South Korea has been a representative country that has risen to success thanks to this spirit of challenge, ceaseless effort across all areas of politics, economics, society, culture, and education. This spirit of challenge has transformed South Korea's economic landscape, turning the impossible into the possible, transforming it from an aid recipient country to a donor country. This spirit is manifested from ordinary citizens in their daily lives to politicians and business leaders. This article will explain and provide concrete examples of this spirit of challenge during South Korea's developmental period starting in the 1960s.

Keywords: Spirit of challenge, development, economy, South Korea, Miracle on the Han River, Hyundai, Samsung

QR code for full paper review



No.ICBEM-24-067

Employee Happiness and its Relationship with Job satisfaction in Vietnam

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Abstract

An empirical knowledge gap has been observed regarding the relationship between employee happiness and job satisfaction in VietNam. Hence, in order to fill this empirical knowledge gap, this study was carried out with the objectives of find out the levels of employee happiness and job satisfaction among the teachers staff and employees of Valuation Company; explores the relationship between employee happiness and job satisfaction of teachers staff and employees of Valuation Company in HoChiMinh City in VietNam. The data of this study have been collected from 20 preschool teachers and 20 employees in Valuation Company in HoChiMinh City, VietNam through the structured questionnaire. The data were analyzed with univariate and bivariate analyses. The findings of the study revealed that happiness and job satisfaction are in average level. And also, findings of the study stated that there is a significant and positive relationship between employee happiness and job satisfaction. This study suggested that degree of employee happiness can improve the job satisfaction

Keywords: employees, job satisfaction, happiness

QR code for full paper review



No.ICBEM-24-068

Impact of ESG Performance on Dividend Payout Policy: Evidence from India Using CS-ARDL Approach

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Abstract

The environmental, social, and governance (ESG) performance have become a very important measure for firms to evaluate sustainability in recent times. Even though some countries have made ESG disclosures mandatory, however, it is still a new concept in Indian context. The present study investigates the impact of ESG scores on the dividend payout policies of companies in India, with the premise that ESG and dividends both contribute to the good will of the company. To this end, we employ panel data at monthly frequency from 2013:M12 to 2021:M12 for the companies in the NIFTY50 index. The second-generation Westerlund cointegration test is utilized depending upon the nature of the variables, which confirms long-run association among variables. Furthermore, the CS-ARDL provides us the short-and long-run coefficient estimates. The result shows significantly negative impact of ESG on dividend payout per share, which implies that investment in long-term sustainable projects might lead to a reduction in the short-term profitability, and in turn, reduction in dividends. The results align with the core principles of both agency theory and residual dividend theory.

Keywords: ESG score, Dividend payout, CS-ARDL, NIFTY50, cointegration

QR code for full paper review



No.ICBEM-24-069

Factors Affecting Vietnam Tourism Recovery after the Covid 19 Pandemic

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Abstract

From late 2019 to early 2020, the COVID-19 pandemic appeared and exploded strongly, severely affecting most industries in our country. Among them, the tourism industry is most heavily affected. Since the Government issued Resolution No. 128/NQ-CP, dated October 11, 2021, on "Promulgation of temporary regulations "safe, flexible adaptation, and effective control of the COVID-19 epidemic", Resolution No. The decision has opened a new path for industries in general and for the tourism industry in particular to recover from the severe consequences left by the pandemic. The article provides information about the COVID-19 pandemic that has occurred and affected the world and Vietnamese economies, especially the tourism industry, and analyzes the recovery of Vietnamese tourism due to factors Now, the current situation of Vietnam tourism after the covid 19 pandemic broke out. From there, propose solutions to restore Vietnam's tourism quickly and sustainably.

Keywords: Vietnam tourism, tourism recovery, covid 19 pandemic.

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No.ICBEM-24-070-Poster

Effects of Vaccination Coverage Rates on Taiwan's Department Store Industry under COVID-19

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Abstract

The attack of COVID-19 has greatly affected the performance of the department store industry. Fortunately, due to the progress of pharmaceutical biotechnology and the development of vaccines, sufficient resistance has been produced to the epidemic. This event study is conducted to analyze the effects of vaccination coverage rates on sales and stock prices of department stores.

This study takes department stores as the research subjects. July 24, 2021, when the vaccination coverage rate of the first dose was 26% is set as Event Day 1, and October 27, 2021, when the vaccination coverage rate of the first dose was 70.01% is set as Event Day 2. Data about sales and stock prices from January 2019 to November 2021 are used. According to the empirical results, vaccination coverage rates had significant effects on stock prices of department stores after Event Day 1 but has no significant effects after Event Day 2. However, overall, AR and CAR analyses show that the effects were gradually modified to be significantly positive on Day 20 after Event Day 2. Therefore, this study concludes that vaccination coverage rates are positively related to stock prices of department stores in the long run. In addition to the vaccination coverage rate, the number of confirmed cases or corporate characteristics can be added as explanatory variables. Moreover, people are suggested to get vaccinated under good physical conditions to improve their self-protection and to indirectly drive the prosperity of the department store industry and the overall economic development of Taiwan.

Keywords: vaccination coverage rate; stock price; sales performance; department store industry

QR code for full paper review



No.ICBEM-24-071

Determinants of TCFD Disclosure Quality: Evidence from Taiwan

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Abstract

The recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) provide guidance and suggestions for corporations to acknowledge climate-related information in their sustainability reports, aiming to promote market transparency and enhance climate risk management. In light of the rising awareness of climate change and the recommendations from Corporate Governance 3.0 in Taiwan's context, this study seeks to investigate the determinants of TCFD disclosure quality on the aspects of firm characteristics, ESG performance, and board structure by adopting legitimacy, stakeholder, and agency theories as frameworks. Using content analysis and ordinary least squares (OLS) regression, 193 observations from Taiwan-listed companies that opt-in to become TCFD supporters are examined across the period 2019-2022. Empirical results show that firm size and ESG performance positively influence TCFD disclosure quality. This study contributes to the extant TCFD literature and provides insights for sustainability reports' providers and users on climate-related disclosures.

Keywords: Sustainability reporting; Task Force on Climate-related Financial Disclosures (TCFD); firm characteristics; board structure

QR code for full paper review



No.ICBEM-24-072

Investigate Audience's Switching Intention toward OTT TV Services based on PPM Model

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Abstract

Over-the-top (OTT) services have become much more deeply integrated into our routines than traditional television services, which include cable and satellite services, and also performed well during the pandemic. Retrospectively, existing studies have examined the factors that influence users' adoption of OTT services, but have paid less attention to how OTT services retain current customers, especially in a world with ample network resources. This study combines the Push-Pull-Mooring theory with the Stimulus-Organism-Response (S-O-R) model to develop an extended PPM model. This model identifies the factors motivating audiences to cut the cord with traditional TV services overall, while simultaneously exploring the role of audience attitude, Trust, as a mediator. Additionally, mooring factors and Alternative Attractiveness are examined as moderators. A total of 444 valid questionnaires were collected. The results showed that the Perceived Emotional Value of push factors, the Inertia of mooring factors, and Critical Mass as pull factors have a strong relationship with Trust, which is also determined to be a partial mediator. Furthermore, this study found the moderating effects of mooring factors (Inertia and Personal Innovativeness) and Alternative Attractiveness. Finally, this study discusses the theoretical and practical implications of its findings.

Keywords: Push-pull-mooring theory, SOR model, OTT service, cord-cutting, inertia, critical mass

QR code for full paper review



No.ICBEM-24-073

Analyzing Travel Cost of Mangrove Ocean Blue Carbon Economic Value - Taking Tamsui Mangrove Natural Reserve as an Example

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Abstract

Under the severe situation of global climate change, it is increasingly urgent to protect ecosystems and reduce carbon emissions. In recent years, Taiwan has adopted the Climate Change Response Act, which has increased people's attention to the forest and ocean, two major carbon sinks. The ocean, as one of the largest reservoirs of carbon on the Earth's surface, is also absorbing and storing large amounts of blue carbon. And the contribution of mangrove ecosystem services to the carbon cycle and the importance in mitigating climate change are recognized by people recently. This makes it essential to translate the blue carbon of mangrove into economic value. This research is divided into three parts: 1. How to collect the travel cost of mangrove marine blue carbon? 2. What is the travel cost economic value of mangrove marine blue carbon? 3. Is there a correlation between travel Cost and mangrove awareness? Therefore, this study will quantify the contribution of increased mangrove forests to the carbon market by estimating relevant factors.

Keywords: Mangrove, Blue Carbon, Travel Cost, Ocean

QR code for full paper review



No.ICBEM-24-074

Explore Mobile Game Players' Use Intention toward Mobile Social Games based on Extended TAM

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Abstract

In recent years, mobile social games have emerged as a significant trend in the gaming industry, garnering extensive attention and participation. However, prior research has predominantly concentrated on the effects of isolated factors on player behavior, neglecting a comprehensive examination of the intricate interplay among variables within mobile social games and their collective impact on players' attitudes and intentions to use. This study seeks to bridge this gap by employing the Technology Acceptance Model (TAM) along with its extensions, integrating multifaceted aspects such as flow experience, network externalities, and system service quality, to explore player behavior in mobile social games. Utilizing 598 valid questionnaires, the study employed structural equation modeling to validate hypotheses. The findings reveal that perceived ease of use, usefulness, enjoyment, and social interaction substantially affect players' attitudes and intentions to use. Particularly, perceived enjoyment critically shapes positive attitudes, underscoring the vital role of entertainment and engagement in game design. Moreover, the study indicates that social interaction significantly enhances positive attitudes toward mobile social games, particularly when the game community is perceived as large. These results address a research gap in mobile social gaming and offer novel insights and practical implications for game design and marketing.

Keywords: Technology Acceptance Model, Flow Experience, Network Externalities, System Service Quality, Mobile Social Games.

QR code for full paper review



No.ICBEM-24-076

Research on the Relationship between Vietnam and North Korea since The 2000s

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Abstract

In this article, we explored and analyzed the relationship between Vietnam and North Korea since the beginning of the 21st century, a period that marked significant shifts in the foreign policies and economic developments of both countries. Despite their different strategic choices following the collapse of the Soviet Union, Vietnam and North Korea have sought to maintain and develop their traditional relationship.

Vietnam, with its "Doi Moi" (Renovation) policy, opened up its economy while maintaining a single-party political system, whereas North Korea continued on its path of isolation due to its nuclear weapons development policy and the consequences of international sanctions. The relationship between the two countries has experienced various ups and downs, especially after Vietnam established diplomatic relations with South Korea.

However, since 2000, the relationship has gradually been restored and strengthened through high-level visits and friendly cooperation. This article emphasizes Vietnam's role as a mediator in reducing tensions and building trust on the Korean Peninsula, while also encouraging North Korea toward reform and international integration.

Keywords: Vietnam-North Korea relations post-2000, foreign policy approaches of Vietnam-North Korea, prospects and challenges in Vietnam-North Korea relations.

QR code for full paper review



No.ICBEM-24-077

Current Status of ESG Awareness and Application in Valuation Companies in Vietnam

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Abstract

Contemporarily, ESG has become a hot topic, where more and more investors are aware of the importance of ESG and pay more attention to a company's performance in ESG when making investment decisions. As a result, companies are paying attention to improving their ESG performance, and many researches have shown that there is a relationship between ESG ratings of companies and the valuation of companies. This paper selects Valuation Companies as a case study based on the results of MSCI's ESG rating as a measure of ESG performance. In addition, data from the company's annual report as well as investing.com and bloomberg.com is obtained to calculate various aspects of the company's indicators. In terms of the data, this paper analyzes current situation and compares changes in Valuation Company's corporate value and performance in ESG rating in VietNam. This paper explores the relationship between ESG ratings and company valuation through specific case study, remedying the shortcomings of related studies that only stay at the theoretical level. Besides, these results explore the practical significance of ESG ratings which shed light on further study.

Keywords: ESG, ESG Rating, Enterprise Value, Corporate Performance.

QR code for full paper review



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NATIONAL PALACE MUSEUM

National Palace Museum



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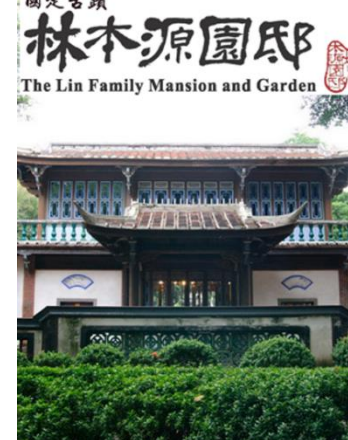
Chiang Kai-Shek Memorial Hall



Lungshan Temple



Hsing Tian Kong



The Lin Family Mansion and Garden





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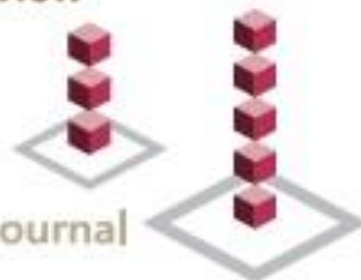


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