



International Conference on Business,
Economics and Management for Non-Contact Service



Proceedings



Date: October 19, 2021, Taipei, Taiwan

Editor

2021 ICBEM Committee



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**2021 International Conference on Business,
Economics and Management for Non-Contract Service
SCHEDULE - DAILY PLANNER**

<div>Activities</div> <div>Time</div>	10/19	
	Tuesday	
09:00~09:20 (20 minutes)	Registration	
09:20-09:30 (10 minutes)	Opening Ceremony	
09:30-10:00 (30 minutes)	Keynote Speech I Dr. Mike Chao (William Paterson University of New Jersey, U.S.A.) Topic: The Effect of Dialectical Thinking on the Integration of Contradictory Information	
09:30-10:30 (30 minutes)	Keynote Speech II Dr. Chia-Hsing Huang (SolBridge International School of Business, South Korea) Topic: Digital Transformation Strategy and Implementation	
10:30-10:50 (20 minutes)	Break Time	
10:50-12:10 (80 minutes)	Session I	Room I: Strategy and Competitiveness
		Room II: Marketing
		Room III: Business Administration
12:10-13:20 (70 minutes)	Lunch	
13:20-13:50 (30 minutes)	Poster Session	I: Business Innovation
		II: Banking and Accounting
		III: Organizational behavior
		IV: Tourism
13:50-14:00 (10 minutes)	Break Time	
14:00-16:00 (120 minutes)	Session II	Room IV: Economics
		Room V: Economic
		Room VI: Corporate social responsibility
16:00-16:20 (20 minutes)	Break Time	
16:20-16:40 (20 minutes)	Best Paper Award & Closing Ceremony	

Session Schedule (I)

Date: 10/19 Tuesday	Time: 10:50 - 12:10	Webex
Session Topic: Strategy and Competitiveness		
Session Chair: Chia-Ning Chiu (Nationality: Taiwan)		
1.	Paper Title: Dynamic Three-stage Circular DEA Evaluation of Agricultural Food Production, Food Consumption, and Food Waste Recycling in EU countries Author(s): Liang-Chun Lu, Shih-Yung Chiu, Yung-ho Chiu, Tzu-Han Chang Commentator: Ming-Chung Chang	Paper ID: 1019
2.	Paper Title: Research on Precision Marketing and Technology Acceptance in Business Districts Author(s): Yu-Ming Fei, Paul Sun Commentator: Ilyas Erbey	Paper ID: 1028
3.	Paper Title: Environmental Regulation and Licensing: Environment, Social and Governance Author(s): Ming-Chung Chang, Chiang-Ping Chen Commentator: Yu-Ming Fei	Paper ID: 1037
4.	Paper Title: Analyze the Strategies of Developing Cruise Ship's Maintenance Center in Taiwan Author(s): Ilyas Erbey, Prof-Chuck Tsai Commentator: Liang Chun Lu	Paper ID: 1046

You can refer all papers by following connection or scanning the QR code. <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRIQy>

Presentation Guidelines:

- (i) The presentation time for each paper is no more than 20 minutes. If the presentation time extends beyond 20 minutes, then the session assistant will direct the presenter to finish the presentation within 1 minute.
- (ii) In order to identify your role, please login to the meeting room as follows:
 - Session chair please indicate role with username “Chair: Given name, Family name”
 - Presenter please indicate role with username “Presenter: Given name, Family name”



Session Schedule (II)

Date: 10/19 Tuesday	Time: 10:50 - 12:10	Webex
Session Topic: Marketing		
Session Chair: Nick Vasiljevic (Nationality: United States)		
1.	Paper Title: Assessing the Usage Intention of Robo-Advisors: Consumer Education Implications in Electronic Markets Author(s): Hui-Ting Chan, Chieh-Peng Lin Commentator: Chih Ming Tsai	Paper ID: 1015
2.	Paper Title: The Branding and Marketing Impact of Social Media on Street Food in Bangkok Author(s): Nick Vasiljevic, Sirada Ratiyanuwat Commentator: Hsiuhua Chang	Paper ID: 1017
3.	Paper Title: The Impact of Perceived Quality and Brand Image on Young Customers' Purchase Intention for Cosmetic Products Shopping at Physical Stores Author(s): Chih-Ming Tsai, Chu-Ming Hsiao Commentator: Nick Vasiljevic	Paper ID: 1024
4.	Paper Title: The mediation effect of consumer inertia in the relationship between word-of-mouth and impulse consumption: Evidence from Double Eleven Day Author(s): Jerry Yuwen Shiu, Hsiu-Hua Chang, Fan-Pin Chen, Wen Lee Commentator: Hui-Ting Chan	Paper ID: 1039

You can refer all papers by following connection or scanning the QR code. <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRlQy>

Presentation Guidelines:

- (i) The presentation time for each paper is no more than 20 minutes. If the presentation time extends beyond 20 minutes, then the session assistant will direct the presenter to finish the presentation within 1 minute.
- (ii) In order to identify your role, please login to the meeting room as follows:

- Session chair please indicate role with username “**Chair: Given name, Family name**” - Presenter please indicate role with username “**Presenter: Given name, Family name**”



Session Schedule (III)

Date: 10/19 Tuesday		Time: 10:50 - 12:10	Webex
Session Topic: Business Administration			
Session Chair: Christos Michalopoulos (Nationality: Greece)			
1.	Paper Title: A Study of Changing Recruitment Strategies in Virtual Job Market During and Post Pandemic Author(s): Minakshi Sehrawat Commentator: Thi Ngoc Thuy Doan		Paper ID: 1012
2.	Paper Title: Income and Electrical Efficiency of Appliances: Case Studies in Taiwan Households Author(s): Kai-Chiung Peng Commentator: Thu-Thao Le		Paper ID: 1035
3.	Paper Title: Effects of Sustainability Performance on Corporate Performance: The Moderating Role of Environmental, Social, and Governance Investments Author(s): Thu-Thao Le, Kuo-Cheng Kuo Commentator: Kai-Chiung Peng		Paper ID: 1030
4.	Paper Title: The Importance of Knowledge Management in Organizations in Vietnam: An Application of SECI Model Author(s): Thi Ngoc Thuy Doan, Chia-Hua Chang Commentator: Minakshi Sehrawat		Paper ID: 1045

You can refer all papers by following connection or scanning the QR code. <https://drive.google.com/drive/folders/1NKHjEU9HMDLYmaAXXA5tReJXFhRIQy>

Presentation Guidelines:

- (i) The presentation time for each paper is no more than 20 minutes. If the presentation time extends beyond 20 minutes, then the session assistant will direct the presenter to finish the presentation within 1 minute.
- (ii) In order to identify your role, please login to the meeting room as follows:

- Session chair please indicate role with username “**Chair: Given name, Family name**” - Presenter please indicate role with username “**Presenter: Given name, Family name**”



Session Schedule (IV)

Date: 10/19	Tuesday	Time: 14:00 - 16:00	Webex
Session Topic: Economic			
Session Chair: Christos Michalopoulos (Nationality: Greece)			
1.	Paper Title: The Downstream Firm's Decision over R&D for Input Saving Author(s): Ying-Da Wang, Chia-Chi Wang, Jiunn-Rong Chiou Commentator: Yen-Ju Lin		Paper ID: 1029
2.	Paper Title: Vertical Integration, Multiproduct Firm, and Innovation Author(s): Pei-Cyuan Shih, Yen-Ju Lin Commentator: Van-Chung Dong		Paper ID: 1043
3.	Paper Title: External Reference Pricing under Incomplete Information Author(s): Van-Chung Dong, Yan-Shu Lin, Pei-Cyuan Shih Commentator: Chia-Chi Wang		Paper ID: 1044
4.	Paper Title: Consumer Welfare, Licensing and Exclusive Dealing with Vertically- and Horizontally-Differentiated Products Author(s): Yen-Ju Lin Commentator: Pei-Cyuan Shih		Paper ID: 1042

You can refer all papers by following connection or scanning the QR code. <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRIQy>

Presentation Guidelines:

- (i) The presentation time for each paper is no more than 20 minutes. If the presentation time extends beyond 20 minutes, then the session assistant will direct the presenter to finish the presentation within 1 minute.
- (ii) In order to identify your role, please login to the meeting room as follows:
 - Session chair please indicate role with username "**Chair: Given name, Family name**"
 - Presenter please indicate role with username "**Presenter: Given name, Family name**"



Session Schedule (V)

Date: 10/19 Tuesday		Time: 14:00 - 16:00	Webex
Session Topic: Economic			
Session Chair: Yungho Chiu (Nationality: Taiwan)			
1.	Paper Title: Nonlinear Monetary Policy Reaction Function and Macroeconomic Fundamentals in India Author(s): Vishal Sharma, Sana Fatima, Masudul Hasan Adil Commentator: Gaesorn Tonsukchai		Paper ID: 1014
2.	Paper Title: R&D Efficiency and Marketability Efficiency of Global Innovating Organizations: Intellectual Capital as Moderator Author(s): Ci Yue Kweh, Wen-Min Lu Commentator: Jui-Cheng Chen		Paper ID: 1033
3.	Paper Title: Examining the Influence of Corporate Social Responsibility on Business Performance and the Moderating of Power Distance through Multinational Industrial Author(s): Kuo-Cheng Kuo, Wen-Min Lu, Jui-Cheng Chen Commentator: Ci Yue Kweh		Paper ID: 1026
4.	Paper Title: Financial Indices Reactions to COVID19 Pandemic Related Events: Evidence from event Study Author(s): Gaesorn Tonsukchai, Yi-Chein Chiang Commentator: Vishal Sharma		Paper ID: 1038
5.	Paper Title: New TFEE Method on China's Thermal Power Industry Author(s): An-Chi Yang, Ching-Cheng Lu, I-Fang Lin, Ying Feng Commentator: Kuo-Cheng Kuo		Paper ID: 1050

You can refer all papers by following connection or scanning the QR code. <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXfRlQy>



Presentation Guidelines:

- (i) The presentation time for each paper is no more than 20 minutes. If the presentation time extends beyond 20 minutes, then the session assistant will direct the presenter to finish the presentation within 1 minute.
- (ii) In order to identify your role, please login to the meeting room as follows:
 - Session chair please indicate role with username “**Chair: Given name, Family name**”
 - Presenter please indicate role with username “**Presenter: Given name, Family name**”

Session Schedule (VI)

Date: 10/19 Tuesday		Time: 14:00 - 16:00	Webex
Session Topic: Corporate social responsibility			
Session Chair: Sungjun (Steven) Park (Nationality: South Korea)			
1.	Paper Title: Social Corporate Responsibility and Financial Performance: Evidence from the Uncertain Context of M&As in Emerging Markets Author(s): Tuyet-Nhien Doan, Yi-Hao Lai Commentator: Oyunchimeg Ganbaatar	Paper ID: 1011	
2.	Paper Title: The Mediating Effects of Environmental, Social and Governance on the Relationship between Innovation and Sustainability Performance: Firm-level Analysis Author(s): Thu Huong Tran, Kuo-Cheng Kuo Commentator: Tuyet-Nhien Doan	Paper ID: 1031	
3.	Paper Title: The Moderating Role of Corporate Social Responsibility in the Sustainability and Profitability Efficiency; Evidence from Mining Industry Author(s): Oyunchimeg Ganbaatar, Kuo-Cheng Kuo Commentator: Thu Huong Tran	Paper ID: 1032	
4.	Paper Title: The Augmented & Virtuality Reality in Mobile Guidance Application to Promote the Sense of Place Author(s): Yu-Lien Chang, Winitra Leelapattana Commentator: Wen-Min Lu	Paper ID: 1025	
5.	Paper Title: The Effects of Corporate Social Responsibility on Pharmaceutical Multinational Enterprises performance: R&D and Business efficiency perspectives Author(s): Wen-Min Lu, Minh-Hieu Le Commentator: Yu-Lien Chang	Paper ID: 1034	

You can refer all papers by following connection or scanning the QR code. <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRlQy>



Presentation Guidelines:

- (i) The presentation time for each paper is no more than 20 minutes. If the presentation time extends beyond 20 minutes, then the session assistant will direct the presenter to finish the presentation within 1 minute.
- (ii) In order to identify your role, please login to the meeting room as follows:
 - Session chair please indicate role with username “**Chair: Given name, Family name**”
 - Presenter please indicate role with username “**Presenter: Given name, Family name**”

Poster Session (I)

Date: 10/19 Tuesday	Time: 13:20 - 13:50	Webex
Session Topic: Business Innovation		
1.	Paper Title: Digital payments, advances in ICT, and country culture: Cross-country evidence Author(s): Hsiu-Hsia Chou	Paper ID: 1020
2.	Paper Title: Designing Remote Health Smart Service Information System on STB Author(s): Te-Chih Liu, Chi-shi Liu, Chih -Lung Ko	Paper ID: 1040
3.	Paper Title: Exploring the Elderly Perceived Meanings and Values of ChatBot Companion service Author(s): Lai-Yu Cheng, Shih-Ting Ouyang	Paper ID: 1041
4.	Paper Title: Toward an aged society: research on the consumer behavior of the middle-aged and elderly and their use of digital technology Author(s): Hsiao-Min Chen, Xuan-Ting Wei, Bo-Xin Jiang, Shi-An Zhang	Paper ID: 1048

You can refer All papers & Poster papers by following connection or scanning the QR code.

1. Full Paper: <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRIQy>
2. Poster Paper: https://drive.google.com/drive/folders/1ndQfpwzlCmQdRuob3VooUAGxC_NBCKfi



Full paper



Poster paper

Poster Session (II)

Date: 10/19 Tuesday	Time: 13:20 - 13:50	Webex
Session Topic: Banking and Accounting		
1. Paper Title: The Value of Developing Private Label Pork in Taiwan. Author(s): Feng-Sheng Chang, Jong-Wen Wann, Yun-Ju Chen		Paper ID: 1013
2. Paper Title: Economic order quantity model for items with imperfect quality and two levels of storage considering advance, cash and credit payments Author(s): Sung-Lien Kang, Wen-Lin Kuo, Jui-Jung Liao		Paper ID: 1018
3. Paper Title: Taiwan's Tax Treaty Updates and Case Study Author(s): Yin-Ying Chien, Chia-Wen Chang, Shih-Chou Huang		Paper ID: 1051

You can refer All papers & Poster papers by following connection or scanning the QR code.

1. Full Paper: <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRIQy>

2. Poster Paper: https://drive.google.com/drive/folders/1ndQfpwzlCmQdRuob3VooUAGxC_NBCKfi



Full paper



Poster paper

Poster Session (III)

Date: 10/19 Tuesday		Time: 13:20 - 13:50	Webex
Session Topic: Organizational behavior			
1.	Paper Title: How to improve Life Satisfaction? The Role of Distress Tolerance and Resilience Author(s): Ya-Ti Hsu , Wei-Tao Tai, Kuei-Hsien Chen		Paper ID: 1021
2.	Paper Title: An investigation of the influence of three types of goal orientations on training outcomes Author(s): Wei-Tao Tai, Ya-Ti Hsu, Kuei-Hsien Chen		Paper ID: 1022
3.	Paper Title: The relationship between affiliative humor, aggressive humor, and workplace fun Author(s): Ming-Way Li, Sheng-hua Shiau, Chien-Yu Chen, Fang-Ping Chen		Paper ID: 1027
4.	Paper Title: The Construction Study of Long-term Care Assessment System Author(s): Sheng-Jung Li, Chih-Han Shih		Paper ID: 1049

You can refer All papers & Poster papers by following connection or scanning the QR code.

1. Full Paper: <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRIQy>

2. Poster Paper: https://drive.google.com/drive/folders/1ndQfpwzlCmQdRuob3VooUAGxC_NBCKfi



Full paper



Poster paper

Poster Session (IV)

Date: 10/19	Tuesday	Time: 13:20 - 13:50	Webex
Session Topic: Tourism			
1.	Paper Title: Identify Factors that Impact the Selection of Air Cargo Terminal Author(s): Yee-Teng Tan, Taih-Cherng Lirn		Paper ID: 1016
2.	Paper Title: Research in the Impact of COVID-19 on the Energy Service Industry in Taiwan Author(s): Ting-Hong Liu, Li-Ren Yen		Paper ID: 1023
3.	Paper Title: Study on Improvement of Service Quality in B&B Industry Author(s): Yu-Hui Chien, Yu-ping Lin		Paper ID: 1036

You can refer All papers & Poster papers by following connection or scanning the QR code.

1. Full Paper: <https://drive.google.com/drive/folders/1NKHjEU9HMWmdLYmaAXXA5tReJXFhRIQy>

2. Poster Paper: https://drive.google.com/drive/folders/1ndQfpwzICmQdRuob3VooUAGxC_NBCKfi



Full paper



Poster paper

Information for 2021 ICBEN presenters:

2021 ICBEM to be held virtually on October 18-20, 2021, Taipei, Taiwan

Information for Paper Presenters:

Papers will be presented during the Conference's 3-hour **parallel sessions**, each with up to 4-5 papers. 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.

The Session Chair will introduce the speakers and moderate the Q&A. Unless it is absolutely necessary to modify, the order of presentations will be kept as listed in the Conference Program. In case of a problem with a particular presentation (e.g. temporary technical difficulties), the Session Chair will make the necessary session presentation sequence adjustments, allowing time to fix possible technical problems.

For participation in the 2021 ICBEM virtual Conference, presenters should ensure in advance that:

- Your (PPTX) **presentation is running smoothly** on your target device (the one you will use to join the virtual Conference);
- **You have a reliable internet connection;**
- You are equipped with **an external microphone and speakers / headphones**, if your device does not have embedded ones;
- Your target device is compatible with the system requirements of the **Webex** platform, as these described in the **Webex** webpage (<https://help.webex.com/en-US/article/n62wi3c/Get-Started-with-Cisco-Webex-Meetings-for-Attendees>) :

- ✓ Meeting URL:
<https://chihlee.webex.com/chihlee-tc/j.php?MTID=m05c53f65ba7fce08204772712fd79560>
- ✓ Meeting No : 2524 911 7563
- ✓ Password : 12345
- ✓ Username example: **“Presenter : Gaa-Gaa Chen”**(author name)

- 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.
- 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.
- Log into your Webex platform at least **20 minutes**.
- To avoid technical problems, please email your PPT to wehuanselean@gmail.com

Information for Poster Presenters:

Conference participants will have the option to ask presenters questions through **email** (asynchronous communication). There will be **14 Posters** in the 2021 ICBEM.

For their participation in the 2021 ICBEM virtual Conference, poster presenters should ensure in advance that:

- Poster image specifications and preparation (required)

The image file for a poster presentation should be 900x900 pixels in JPG or PNG format, optimized for screen presentation over the web (not in high resolution print quality). It is recommended that the poster image content should include a concise overview of the work with clear illustrations and attractive visual design.

- Submitting the Poster Presentation

Submit through the presenter's Google account. The presenter should upload the required Poster image file to Google Drive here:

https://drive.google.com/drive/u/0/folders/1ndQfpwzlCmQdRuob3VooUAGxC_NBCKfi

Presenters can repeat the submission process as many times as you wish, until **Monday, October 17, 2021 12:00 noon**. Thereafter, the process will be frozen for submitted presentations. At the time of initial presentation submission, a 'display number' will be assigned to each poster. If the poster presentation file(s) are not provided, ICEBM will cancel your article submission.

Social corporate responsibility and financial performance: Evidence from the uncertain context of M&As in emerging markets

Tuyet-Nhien Doan¹, Yi-Hao Lai²

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2. Department of Finance, Dayeh University, 168, University Rd., Dacun, Changhua 515006, Taiwan(R.O.C.)

Abstract

We investigate the impact of corporate social responsibility (CSR) on corporate financial performance (CFP) in the merger and acquisition (M&A) context in emerging markets through the Endogenous switching regression model used the first time. First, CSR firms are more likely to participate in CSR after M&As. Second, the relationship between CSR and CFP is inverse U-shaped. Conversely, the time effect on CFP of NCSR (not participate in CSR) firms is U-shaped. Third, a CSR firm's increases in CFP are higher than an NCSR firm. Finally, resource-seeking and mixed M&As positively impact CFP of NCSR and CSR firms, respectively. Finally, our study also provides implications for practitioners that NCSR firms should participate in CSR to significantly improve post-merger CFP.

Keywords: merger and acquisitions, corporate social responsibility, corporate financial performance, Endogenous switching regression model.

A STUDY OF CHANGING RECRUITMENT STRATEGIES IN VIRTUAL JOB MARKET DURING AND POST PANDEMIC

Minakshi Sehrawat

Assistant Professor, School of Management, The NorthCap University, Gurugram, Haryana, India. E-mail: minakshi19@gmail.com

Abstract

Covid-19 hit has forced companies to go remote. Almost overnight, everything moved from office to working from home, and that included taking home the recruiting function too. With fewer distractions, no commutes, and work flexibilities, it offered benefits in certain ways but also bring a host of concerns, too, like How to successfully complete the interviewing process remotely? How to access a candidate virtually for being culturally fit when you have no chance to see him in person? The first response by many recruiters was to simply freeze hiring. Obviously, a hiring freeze is not a solution for the long term. Organizations have gone for a compulsive transformation to sustain their businesses and witnessed the changing future of work wherein they are adopting and embracing the best virtual hiring strategies. From recruiting and interviewing to hiring and then on-boarding, everything functions differently as companies are trying to figure out sustainable hiring practices in this expanded virtual job market. In the US, only 7% of the employees used to work from home regularly, which raise to 62% during the COVID times. Meanwhile, 59% of the WFH employees will further prefer to continue to work remotely.

Amid this, more recruiters have embraced AI-powered and cloud-based remote hiring, shifted talent attraction efforts to location-agnostic candidates, considering internal hiring analytics, and focusing more on adding skills, diversity, equity, and inclusion. A report from sage points that 24% of companies resorted to AI for recruiting needs while another 56% adopted automated technology for digital hiring and recruitment. Another research study hints that more people are likely to re-enter the workforce this year than in any other year on record. It will lead the hybrid workforce to become a new normal, and the hiring process will combine both in-person and virtual ways, as per the 70 % responses received in a LinkedIn survey. From now onwards, the practice of virtual on-boarding is expected to continue even after the normalcy return. Further, companies are likely to adopt a hybrid recruitment process and may not fully return to traditional offline recruiting methods. A recent hiring outlook report says that post-pandemic, 60% of hiring will continue to stay remote while 40% will be back to the traditional method. Companies from IT-ITes, e-commerce, science and technology, and telecommunication sector-based have exhibited higher readiness (for nearly 80%) for virtual hiring. But how companies, while making the transition from hiring in-person to the virtual acquisition process, ensures that candidates are culturally-fit, verifiable, and qualified? This study aimed to identify the popular strategies and sustainable hiring practices in and after pandemic world.

Keywords: Virtual Hiring, Remote Hiring, HR Analytics, Online Recruiting

The Value of Developing Private Label Pork in Taiwan.

Feng-Sheng Chang¹, Jong-Wen Wann², Yun-Ju Chen³

1. PhD student in the Department of Applied Economics, National Chung Hsing University .

2. Department of Applied Economics, National Chung Hsing University professor .

3. Assistant Professor, Department of Applied Economics, National Chung Hsing University .

Abstract

Aims: Gastronomy is the science of leisure tourism, including culture, ecology, environment, industry, etc., which has the same connotation with the three lives of agriculture: production, life, and ecology. When enjoying such beautiful scenery and food, consumers always expect the high quality of service from the catering and B&B industry (producers). Taiwan has been promoting leisure agriculture for more than a decade, and currently, there are 82 leisure agriculture areas throughout Taiwan, with a turnover of \$10.5 billion and 25.5 million service visits in 2016. However, there is still room for improvement in service quality. If the Michelin-style evaluation model and marketing strategy can be introduced, the leisure agriculture areas in Taiwan that pass the evaluation will all have high-quality services.

Methods: This paper analyzes the Michelin evaluation method and the evaluation method of Taiwan's leisure agriculture areas using the resource-based theory and then unifies, analyzes, and compares the respective expressions to sort out the relevant problems.

Results: While seeking fairness and openness in the evaluation, Michelin's anonymous participation in the entire evaluation of services can avoid inconsistencies in service quality due to individual differences in service personnel; Michelin brand marketing. The Michelin brand marketing method is based on word-of-mouth marketing so that the units that pass the appraisal have quality revenue. The Michelin brand marketing approach is based on word-of-mouth marketing so that those who pass the appraisal have quality revenue. This also puts tremendous pressure on the appraised chefs to maintain consistency in service quality. Seeking Michelin accreditation and marketing strategies to help develop leisure agriculture should be a way for leisure agriculture to break through the status quo.

Discussion and Suggestions: Using the Michelin evaluation method, we will find out the strengths, weaknesses, threats, and opportunities of Taiwan's leisure agriculture industry and then use the better evaluation method as a model to find a new evaluation method for the sustainable development of Taiwan's superior agriculture. With Michelin's star consumption model, the consumption model of Taiwan's rural tourism can be traced, allowing consumers to choose their own consumption levels and methods and find leisure agriculture areas suitable for them, thus allowing both consumers and producers to have the most significant benefits with the theory of supply and demand balance.

Keywords: Leisure agriculture, Michelin, Service quality, Appraisal

Nonlinear Monetary Policy Reaction Function and Macroeconomic Fundamentals in India

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Abstract

The present study aims at, by disentangling the effect of positive and negative shocks of inflation and output-gap on policy rate, examining the nonlinearities in policy preferences of the Reserve Bank of India (RBI). Further, we extend the scope of Taylor rule with fiscal variable for investigating the interest rate-setting behaviour of the RBI. To this end, we employ the non-linear unit root test and recently developed nonlinear autoregressive distributed lag (NARDL) approach to cointegration by Shin et al. (2014). The study concludes the evidence of asymmetries in policy preferences while investigating the interest rate-setting behaviour of the RBI and hence nonlinearities in the Taylor-rule. We also find the evidence in favour of inflation avoidance preference dominance over recession avoidance preference, implying that RBI pays more attention to price stability. Additionally, fiscal deficit also plays a substantial role in estimating the interest rate-setting behaviour of the RBI. Based on empirical findings, the RBI is more concerned about price stability as compared to output growth which implies that the RBI has been applying a rule based monetary policy and, as mandated by the monetary policy committee, a worrisome problem of monetary authorities is to keep the said inflation within its target band. Hence, for the global investors the Indian financial markets may prove to be a safe haven to park their additional savings.

Keywords: Taylor-rule; flexible inflation targeting; Fiscal policy; Asymmetry; India

Assessing the Usage Intention of Robo-Advisors: Consumer Education Implications in Electronic Markets

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Abstract

Drawing on MOA framework, this study establishes a research model that explains the usage intention of robo-advisors. In the model, three predictors that consist of technology relative advantage, technology herding, and technology familiarity influence usage intention of robo-advisors directly and indirectly via the partial mediation of trust. At the same time, the effects of the three predictors on trust are hypothetically moderated by learning goal orientation and perceived performance risk respectively. Statistical analyses are provided using the data of working professionals from insurance industry in Taiwan. Based on its empirical findings, this study discusses important theoretical and practical implications.

Keywords: consumer education, technology relative advantage, technology herding, learning goal orientation, perceived performance risk.

Identify Factors that Impact the Selection of Air Cargo Terminal

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Abstract

Global air cargo has a growing trend. This may relate to the process of air cargo terminal that provides services for cargo to convert, classify, store, and documentation. The purpose of the study is to identify factors that impact the selection of air cargo terminals. The study utilizes a questionnaire method to survey the main factor that influences air cargo forwarders while selecting air cargo terminal operators. The study only analyzes the case in Taiwan. The analysis results show that the main factors of choosing air cargo terminal operators are marketing, performance, provide diversified service, and convenient service.

Keywords: Air cargo terminal, Air cargo forwarders, Impact factor, Descriptive statistics

The branding and marketing impact of social media on street food in Bangkok

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Abstract

This research looks at the impact of marketing and branding of street food in Chinatown, a famous street food area within Thailand's capital city Bangkok. The objective of this research is to analyze the impact of branding and marketing street food businesses through social media. To analyze and interpret the impact of branding and marketing through social media, this research asked 208 individuals through questionnaires. Although this research is based on the street food available in Bangkok's Chinatown, this research is of benefit to anyone who currently engages or intends to engage in the street food business. This is particularly accurate, if the street food businesses are within Southeast Asia and/or areas with similar weather conditions.

Keywords: branding, marketing, social media, street food, influencers

Economic order quantity model for items with imperfect quality and two levels of storage considering advance, cash and credit payments

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Abstract

Every ordered lot may have a fraction of defectives, then the defective items can be secluded from the lot through a careful inspection process. This article considers the defective items are completely withdrawn after the inspection process. Moreover, an advance payment is used to avoid order cancellations and a credit payment is applied to stimulate sales which results in ordering large lots so that the retailer needs to rent a rented warehouse. Based upon above arguments, we develop a two-warehouse inventory model that jointly considers the imperfect quality items, the retailer offers a cash-credit payment scheme to his/her customers, in turn, the supplier offers an advance-cash-credit payment scheme to the retailer. Mathematical models are developed to depict this scenario and the purpose of this article is to obtain the optimal order quantity that minimize the total cost. The applicability of the proposed inventory model is illustrated with a numerical example.

Keywords: EOQ, inventory, imperfect quality, two-warehouse, advance payment, credit payment

Dynamic Three-stage Circular DEA Evaluation of Agricultural Food Production, Food Consumption, and Food Waste Recycling in EU countries

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Abstract

To evaluate the productivity efficiency of national food security and agricultural food production, food waste, and food recycling. This study adopts an innovative modified dynamic three-stage circular DEA model to explore national overall efficiency and stages efficiency of food production in 27 EU countries from 2008 to 2016. This study employed food waste as the recycled linkage to feedback into the production stage to accomplish the circular economy of the food system. The contribution of this innovative model is closer to the representing real world and the empirical results could be used to illustrate the corresponding strategies for national food security. According to study results, Germany and Malta have the best overall efficiency. In terms of the three stages, the primary governance priority is the food waste recycling stage, and the second one is the food production stage. The efficiency of the food consumption stage is performing better for most European countries. The European countries whose overall efficiency is less than 0.5 are Belgium, Hungary, Denmark, Netherlands, and Lithuania, suggesting the central governments of these countries require to improve their food system ensuring their national food security.

Keywords: Circular Economy, DEA, Dynamic Three-stage Circular DEA model, Agricultural food production, Food consumption, Food waste recycling

Digital payments, advances in ICT, and country culture: Cross-country evidence

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Abstract

The use of digital payment methods is related to information and communications technology (ICT) infrastructure and the skills of financial consumers in using such technology. Thus, financial payment methods will only change through the development of ICT-based financial technology together with the improved skills of financial consumers in using ICT devices. However, the adoption of new method for financial transactions may affect by the atmosphere of country culture. To analyze the relationships among ICT development, country culture, and digital payments, this paper employed a country's ICT development index and the number of installed automatic teller machines as proxy variables for ICT. Hofstede cultural dimensions are chosen as the proxy for country culture. Empirical results demonstrate that the ICT development index exhibits a positive relationship with digital payments. Also, a society with higher individualism or long-term orientation tendency exists a higher proportion of digital payments.

Keywords: ATMs; country culture; digital payments; Hofstede cultural dimensions; Information and Communication Technology

How to improve Life Satisfaction? The Role of Distress Tolerance and Resilience

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Abstract

This study aims to investigate the influence of distress tolerance and meaning in life on resilience and life satisfaction. Two hundred and ninety-nine students participated in a life-meaning education program. The results revealed that both distress tolerance and meaning in life are positively associated with resilience and life satisfaction. Resilience was found as a mediator between meaning in life and satisfaction. We further found that distress tolerance moderated the relationships between meaning in life and resilience as well as meaning in life and life satisfaction. The theoretical and practical implications are further discussed.

Keywords: meaning in life; distress tolerance; resilience; life satisfaction

An investigation of the influence of three types of goal orientations on training outcomes

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Abstract

Goal-setting theory postulates that the goal orientations of individuals impact their job performance and learning outcomes. For training programs, goal orientations towards learning and proving are positively associated with training outcomes, while an orientation towards avoiding is negatively associated with training outcomes. This study proposes that utility perception is a key factor mediating the relationship between goal orientation and training outcomes (i.e., learning satisfaction and transfer motivation). Our results indicate that utility perception is both a full and partial mediator. In addition, we further explored the differing impacts of goal orientations towards learning and proving on training outcomes. Our results indicate that learning goals have a bigger impact than do proving goals. We also discuss future directions for research as well as managerial implications.

Keywords: Goal orientation, Utility perception, Learning satisfaction, Transfer motivation

Research in the Impact of COVID-19 on the Energy Service Industry in Taiwan

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Abstract

In recent years, although the United Nations adopted the "United Nations Framework Convention on Climate Change" (UNFCCC) in 1992 and passed the "Kyoto Protocol" in 1997 in response to global warming issues in Japan, it advocated energy conservation and carbon reduction, and gradually reduced carbon in a phased manner. In June 2008, my country promulgated the "Sustainable Energy Policy Guidelines". The government will guide the private sector to develop energy technology service companies (Energy Service Companies, abbreviated as ESCO), and in accordance with the contents of the 1997 "Kyoto Protocol", it is planned to decrease at least every year. On the premise of an energy intensity of 1.2%, the goal is to increase energy efficiency by more than 2% per year for 8 consecutive years, and to continuously reduce carbon dioxide emissions, in an attempt to gradually reduce the current dependence on nuclear energy in order to achieve the goal of "non-nuclear homeland".

Since the outbreak of the new crown pneumonia in late 2009, the number of casualties caused by the epidemic in the world has increased proportionally, causing the economies of all countries in the world to be severely hit. The continuous measures to close cities or restrict people's migration in various countries have led to a sharp decline in the development of various industries due to the impact of various countries' restrictions on the epidemic and the impact of policies and measures. Energy-saving and carbon-reduction is an emerging industry that countries are committed to promoting. It may have a dramatic impact due to the new crown pneumonia epidemic. Will the epidemic cause the overall industry to decline? If it is a recession, what is the impact of the recession? Therefore, this research is mainly aimed at the ESCO industry and conducts an industrial investigation on the impact caused by the new crown pneumonia epidemic.

Keywords: ESCO, COVID-19, Energy saving and carbon reduction, Stock market index.

The Impact of Perceived Quality and Brand Image on Young Customers' Purchase Intention for Cosmetic Products Shopping at Physical Stores

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Abstract

The purpose of this study is to examine the interrelationships among perceived quality, brand image, and purchase intention of young customers' purchase behaviors on cosmetic products. 129 usable questionnaires were collected to implement confirmatory factor analysis and structural equation model analysis. The results reveal that perceived quality positively impacts brand images and purchase intention, brand image does not impact purchase intention significantly. The conclusion reflects the mindsets of young people when shopping for cosmetic products. Young customers focus more on the effect of the products on their body than the reputations the brand gives, and they are likely to stick with the same product unless other brands are more economical.

Keywords: Perceived Quality, Brand Image, Purchase Intention, Cosmetic Products, Physical Store

The augmented & Virtuality reality in mobile guidance application to promote the sense of place

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Abstract

Augmented reality (AR) technology has been gradually applied to various fields since 1990. However, the application of AR in guidance activities demonstrates areas for improvement. The limitation underlying the planning for AR mobile guide activities lies in the inability to balance a visitor's attention distribution between the additional information provided by AR and the physical scenes, causing them to focus their attention on the "human-computer (guide system)" excessively, and to ignore the more important human-context (exhibition and local context)" in the real environment. To develop a guidance system that incorporates HCCI for the historical sites learning, this study adopted a historical geo-context-embedded visiting (HGCEV) guidance strategy. The HGCEV strategy may involve the integration of affective experience, conative behavior, and cognitive knowledge of history and geography with guidance regarding historical sites. This is accomplished by constructing the historical narratives and local implications of the heritage sites into the AR & VR system. This accentuates the individuality of different places, immerses and integrates students in the local context, increases visitor interest, improves visitor familiarity with, sense of belonging to, and identity with the geographical location, and facilitates the active exploration of the significance and value of historical sites. Few studies have examined the use of AR & VR as a guidance tool to increase SOP and learning attitude.

This study integrates the HGCEV strategy into a mobile AR & VR guidance system to construct a HCCI guidance model and applies this model to heritage guidance and interpretive activities. The interviewees are guidance, managers, experts, scholars, and residents. Through the methods of qualitative interview, content analysis, and fieldwork, the study explores the elements of the sense of place to build an augmented and virtual reality system and conducts empirical research. The participants in this study will be the university students. To achieve the aims of this study, the experimental results were summarized for the SOP and the attitude toward and acceptance of using historic districts' guidance system, which consistent with the results of previous studies and really achieved the ideal result of the historic districts' guidance. The results from the ANCOVA indicated that after the experimental processing, the different guidance modes had a significant effect on the SOP of the participants and the quality interviewers' results also show that most learners exhibited positive attitudes toward and acceptance of augmented and virtual reality navigation activities.

Keywords: Sense of place, Place attachment, Place dependence, Place identity, Augmented reality, Virtual reality

Examining the Influence of Corporate Social Responsibility on Business Performance and the Moderating of Power Distance through Multinational Industrial Manufacturing Enterprises

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Abstract

With the development of the global economy, business performance has generated problems such as damage to the environment, neglect of human rights and community rights, and obstruction of sound social development in their pursuit of the company's best interests, resulting in a rise in the greater social cost. This has come to the attention of stakeholder groups and government departments, which led to the development of the notion of corporate social responsibility (CSR). This study explored how the three dimensions of CSR (environmental, social, and governance, ESG) affect corporate business performance, as well as how power distance moderates the relationship between CSR and business performance. Our study sampled data from industrial manufacturing multinational enterprises (MNE) between 2014 and 2019, and found that the social indicators of CSR negatively impacted the business performance of MNEs. In addition, power distance had a moderating effect between business performance and the CSR indicators of environment and society.

Keywords: Corporate Social Responsibility; Business Performance; MNE; Power Distance; Environmental, Social, and Governance (ESG)

The relationship between affiliative humor, aggressive humor, and workplace fun

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Abstract

Workplace humor is particularly prevalent in the hotel industry. However, the influence of workplace humor on workplace fun remains unclear. Accordingly, data from 252 full-time hotel employees showed that affiliative humor has a positive influence on fun activity, co-worker socialization, manager support for fun and customer interaction. Furthermore, aggressive humor has a negative influence on customer interactions. The study also offers theoretical and practical implications.

Keywords: affiliative humor, aggressive humor, workplace fun

Research on Precision Marketing and Technology Acceptance in Business Districts

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Abstract

While there has been a wealth of research on technology acceptance model (TAM) and development of teaching materials, study on business model participation willingness can scarcely be found. It based this study on the “Empirical intelligent network mart service collaboration-built cases”, promoted by the Department of Commerce, MOEA, which aimed to instruct local mart and traditional shops in commerce environment improvements. Based on TAM, this research mainly studied the way the accurate advertising, marketing affected local stores adopting intelligent advertising business model. Researchers help store owner filled in the questionnaires and preceded descriptive statistics analysis by applying LISREL statistics software. Five dimensions (business district sharing, demand intentions, perceived usefulness, perceived ease of use, purchase intention and behaviors) and related subsurface were verified by Structural Equation Modeling to see it any architecture existed and to find the best path among subsurface in Structural Equation Modeling. The result showed the best path, which showed store owners with customer attraction demand would enhance their cognition of customer participation ease of use and therefore strengthen their intention of participating in an intelligent advertising business model and trigger following acquisition.

Keywords: TAM, precision market, intelligent advertising business.

The Downstream Firm's Decision over R&D for Input Saving

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Abstract

This paper provides a vertically-related model to analyze how conducting input-saving R&D affects the upstream firm's pricing decision and downstream firm's input saving and output decisions. We show that an increase in input price may induce the downstream firm to purchase more inputs, but less efficient R&D may not induce the downstream firm to purchase more inputs. Moreover, a more efficient R&D may not increase the input price under the upstream monopoly case. Finally, social welfare may not improve when the upstream market becomes more competitive.

Keywords: R&D, Input Saving, Vertically-Related Market JEL Classification: O32, D42, M11

Effects of Sustainability Performance on Corporate Performance: The Moderating Role of Environmental, Social, and Governance Investments

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Abstract

This study employs two-stage dynamic envelopment analysis model to investigate the association between sustainability and corporate performances, and how it is moderated by the corporate social responsibility among 29 largest multinational enterprises in the transport manufacturing industry for the period 2015-2019. The results show that on average, sustainability is positively related to corporate performance, and sustainability performance is better than corporate performance for all multinational enterprises (MNEs). Furthermore, we also found that corporate social responsibility (CSR) can further strengthen the positive relationship between sustainability and corporate performances. In addition, we include the graph highlighting the moderating effects of corporate governance on the relationship between sustainability and corporate performance. The findings of this research can assist inefficient MNEs in identifying areas for advancement by experiencing from their peers, and providing suggestions for MNEs' strategies and decisions in the future.

Keywords: Sustainability performance; Corporate performance; Multinational enterprises; Transport manufacturing industry; The two-stage dynamic DEA

The Mediating Effects of Environmental, Social and Governance on the relationship between Innovation and Sustainability Performance: Firm-level Analysis

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Abstract

This study investigates the link between Innovation performance (IP) and Sustainability performance (SP) to determine whether or not the Environmental, Social, and Governance (ESG) dimension may work as a mediator. To accomplish this objective, we develop hypotheses and tests them using a two-stage analysis procedure with a data panel drawn from the Thomson Reuters Eikon database to analyze data on the Forbes's list of the world's most reputable companies during 2016–2019. In the first stage, we gauge corporate performance employing dynamic slack-based measurement with network structure in Data Envelopment Analysis (DEA). In the second stage, linear regressions are utilized to explore the mediating effects of ESG on the IP–SP association. When examining ESG dimension separately to accurately determine the IP–SP connection, the empirical analysis provides evidence for a mediating role of Governance dimension on the relationship between IP and SP, whereas the Environmental and Social dimensions have no significant impact. Therefore, this results demonstrate that firm with Governance responsibility to all stakeholders appear to be important as a competitive factor of the multinational enterprises.

Keywords: Data Envelopment Analysis; Dynamic Network Slack-based Measurement; Environmental, Social and Governance; Innovation Performance; Sustainability Performance.

The Moderating Role of Corporate Social Responsibility in the Sustainability and Profitability Efficiency; Evidence from Mining Industry

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Abstract

In this study, we aim to examine the relationship between Sustainability and Profitability Efficiency of Mining Multinational Enterprises. DEA Network Model is used to estimate the Efficiencies of Sustainability and Profitability. In the sample, 53 Multinational Companies between 2016 and 2019 are included. Hierarchical regression analysis is utilized in this study to explore the Sustainability effect on Profitability. According to the results, Profitability of mining MNEs is positively affected by Sustainability efficiency. Furthermore, we examine the moderating effects of Corporate Social Responsibility on Sustainability and Profitability. Based on the findings, three dimensions of Corporate Social Responsibility all moderate the relationship between Sustainability and Profitability Efficiency. In addition, there is a stronger correlation between sustainability and profitability efficiency when the Governance and Social Pillar Scores are relatively high. On the other hand, when the Environment Pillar Score is lower, the relationship between Profitability and Sustainability is enhanced.

Keywords: Sustainability Efficiency, Profitability Efficiency, Corporate Social Responsibility, Multinational Enterprises performance, Mining Industry, Data Envelopment Analysis, Dynamic DEA Network Model

R&D Efficiency and Marketability Efficiency of Global Innovating Organizations: Intellectual Capital as Moderator

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Abstract

Some organizations might underestimate the impacts that research and development and intellectual capital could bring to the market value of their organizations. This paper could empirically examine the impact of R&D efficiency on the global innovators marketability efficiency with the moderating role of intellectual capital from 2016 to 2019 by applying data envelopment analysis (DEA). The slacks-based measure (SBM) and hierarchical regression analysis is used in the study. The results imply that the overall efficiency performance, R&D efficiency and marketability efficiency is relatively flat over the years. As for intellectual capital, both human capital and structural capital are proven to be significant while relational capital is not significant.

Keywords: Data envelopment analysis; Slacks-based measure; Moderating role; R&D efficiency; Marketability efficiency; Intellectual capital

The effects of Corporate Social Responsibility on Pharmaceutical Multinational Enterprises performance: R&D and Business efficiency perspectives

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Abstrac

This study employs an integrated two-stage network data envelopment analysis (DEA), multiplicative efficiency aggregation in a second-order cone programming approach to assess efficiency scores of 41 pharmaceutical multinational enterprises (PMNEs), combining research and development (R&D) efficiency and business efficiency, to create a more comprehensive performance metric. The results show that PMNEs have better business efficiency than R&D efficiency and just two PMNEs including Alfresa and Piramal are efficient in both the R&D and business stages. In addition, we also suggest a strategy for efficiently forecasting each PMNE's future efficiency score using a trend analysis technique. The findings assist stakeholders in evaluating potential PMNEs and selecting the most trustworthy ones for investment and collaboration. Especially, this study investigates how the three corporate social responsibility (CSR) dimensions (environmental, social, and governance pillars) affect individual R&D efficiency and business efficiency. According to the findings, the governance pillar has a positive impact on the business efficiency of PMNEs, whereas the social pillar harms business efficiency. The findings give PMNE executives more references to consider when deciding on CSR implementation techniques.

Keywords: Corporate social responsibility; R&D efficiency; business efficiency; two-stage network DEA; second-order cone programming; forecasting model.

Income and Electrical Efficiency of Appliances: Case Studies in Taiwan Households

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Abstract

Energy usage and energy efficiency have been attracting people's attention in the worldwide. In energy policy and economic literatures, household energy use has been a popular topic. This paper investigates four main topics: whether household income would affect electric preferences, whether household income would affect the power consumption, electric preferences and household income would or wouldn't affect the energy efficiency. The results show low-income families do not have an excessive number of technological appliances. Technological appliances include media, communication, or recreation products, though these appliances are not necessary appliances of daily life and the price are usually more expensive. For low income families, it brings a large financial burden, so they rarely buy such products.

Keywords: Household income, Electric preferences, energy efficiency, DEA

Study on Improvement of Service Quality in B&B Industry

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Abstract

Rise of B&B leads to new business opportunities. Consumers have different options of accommodation. At the beginning, B&B industries attract customers by lower prices. However, since people value high-quality experience, B&B industries encounter the important issue to enhance service quality. Based on PZB model, this study treats SERVQUAL scale as to tool to measure service quality and explores service quality and consumer satisfaction of B&B industries. Through Importance-Satisfaction model, it examines the services provided by B&B industries, tries to find the factors of customer satisfaction, proposes quality attributes to enhance competitive advantages and establishes priority and plan to improve inferior items as the reference for strategic execution of B&B industry.

Keywords: B&B, service quality, SERVQUAL scale, PZB model

Environmental Regulation and Licensing: Environment, Social and Governance

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Abstract

Stringent environmental regulations generally increase a firm's cost and places a firm at a competitive disadvantage, but the Porter hypothesis indicates that strict environmental regulations encourage a firm's innovations for lowering its costs. This research thus aims to provide new insight into the Porter hypothesis within a theoretical framework of strategic trade, technology transfer model, and environmental regulation. Our results show that a domestic government with no-commitment or commitment to an emission tax rate induces the foreign incumbent firm to transfer technology to the domestic firm. In addition, the welfare in the no-commitment case is higher than that in the commitment case. Our findings drawn from the two cases support the Porter hypothesis that more stringent environmental regulations may enhance technology licensing to reach the possibility of a win-win situation.

Keywords: Environmental regulations; technology transfer; Porter hypothesis

Financial Indices reactions to COVID19 pandemic related events: Evidence from event study.

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Abstract

The COVID19 pandemic related events were suggested to have influences on international and domestic financial market. This study focuses on four pandemic related events and six difference financial indices to examine impact of the events. The study mainly focused on the announcing of the information regarding the pandemic, to specifically scrutinized the influence of official announcement. By applying event study to the subject this study found that some events influence the index movement, and some does not. On the individual study of index: The U.S. CDC warning U.S. citizen regarding the pneumonia outbreak, WHO declaration of pandemic state, and the local government/regional authority declaring emergency state all have influences on the indices. However, the announcement of the approval of COVID19 vaccine appears to have no influence on the indices. However, when tested the event impact on the indices in groups; Asian Indices and Western indices, where only three events are being tested namely The U.S. CDC warning U.S. citizen regarding the pneumonia outbreak, WHO declaration of pandemic state and, the announcement of the approval of COVID19 vaccine, all appears to have influence to the index in different degree.

Keywords: event study, market model, financial market, Coronavirus, COVID19

The mediation effect of consumer inertia in the relationship between word-of-mouth and impulse consumption: Evidence from Double Eleven Day

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Abstract

Convenience-oriented consumers tend to simplify their decision-making processes and follow the inertia of not switching channels. In particular, the consumer's purchase decision is irrational given the time constraints of the Double Eleven online shopping festival. The contribution of this study is to use the psychological perspective of consumer inertia to examine the relationship between word-of-mouth and impulse consumption in the online shopping frenzy. The findings show that word-of-mouth positively influences impulse consumption while consumer inertia, including affective inertia, cognitive inertia, and behavioral inertia, reinforces this relationship. Therefore, the findings also have important implications for practitioners aiming to strengthen the relationship between word-of-mouth and impulse consumption, using consumer inertia to form customer loyalty, for example, in fan groups, and then use the recommendations of users or Key Opinion Leaders (KOL) to generate positive word-of-mouth.

Keywords: Word-of-mouth; Impulse consumption; Affective inertia; Cognitive inertia; Behavior inertia.

Designing Remote Health Smart Service Information System on STB

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Abstract

In view of the recent COVID-19 issue, people with chronic health problems are prevented from going to the hospital in person and people who lives in the suburban region is not easily to go to large hospitals. Therefore, we have developed a system that can remotely, immediately and tracked the patient's condition. So, this system can allow medical staff in the hospital to understand the patient's current physical problems and provide assistance in time. This paper has been developed by Chunghwa Telecom's set-top box called MOD, introducing smart health application. This system not only makes the operation more convenient for patients, but also improves the operational efficiency in hospital that allowing more endangered patients to provide services. Also because of the remote collection of data, it can enhance the benefits of clinical medical treatment and provide more innovative applications in the future.

Keywords: Set-up box, IoT, Non-Contact Service, Health System

Exploring the Elderly Perceived Meanings and Values of ChatBot Companion service

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Abstract

There has been a recent surge of interest in social chatbots, and human–chatbot relationships are becoming more prevalent, but little knowledge exists on how chatbot service develop and may impact the broader social context of the aging adults. This paper explores the value of how chatbots engage consumers and meet their needs. A survey was conducted through in-depth interviews and structured questionnaires to understand consumer needs. The means-end chain (MEC) technique was used to examine the awareness and personal values of the elderly with regard to ChatBot Companion. In value terms, elderly respondents hope that their chosen ChatBot Companion service improve not only their relationships with others, but also their quality of life, and convenience. This presents a potential opportunity to promote Chabot community activities. Relevant enterprises can seek to create good memories in consumers by developing activities that are joy and interpersonal relationships, thereby attracting the interest of elderly consumers.

Keywords: Chatbots, Aging adults, Means-end chains(MEC), Value hierarchy diagram

Consumer Welfare, Licensing and Exclusive Dealing with vertically- and horizontally-differentiated products

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Abstract

We explore the existence of anticompetitive exclusive dealing when the downstream firm produces both vertically-and horizontally products. Our study shows that the licensing scheme has crucial ramifications for considering the possibility of exclusive dealing. For royalty licensing, the less the horizontal differentiation or the similar the quality of the two products is, the less possibility there is for exclusive dealing. However, under two-part tariff licensing, a pure fixed fee is preferred by a licensor, it is more likely to foster exclusive dealing. Moreover, we explore the consumer welfare implications and find that royalty licensing may prevent anticompetitive exclusion and lead to greater consumer surplus, which runs against the conventional wisdom that fixed fee licensing is socially desirable. In addition, royalty licensing can be favorable to the outside licensor if the licensor can commit at the beginning of the game.

Keywords: Exclusive dealing, Two-part tariffs, Licensing, Multi-input multi-product firm, Vertically-and horizontally-differentiated products

Vertical Integration, Multiproduct Firm, and Innovation

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Abstract

This paper sets up a vertically related market in which there is one upstream firm and one multiproduct downstream firm to investigate vertical integration (VI) on the process innovation of the downstream firm. We find that vertical integration necessarily decreases the downstream firm's process innovation. These results are in sharp contrast to the common wisdom. Moreover, we also show that vertical integration may decrease the consumer surplus and social welfare, depending on the product differentiation.

Keywords: Vertical Integration, Multiproduct Firm, Innovation. JEL Classification: D21, L22

External Reference Pricing under Incomplete Information

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Abstract

External reference pricing (ERP) is common tool practiced by governments to on purpose of lowering domestic price which the price is determined by a basket of foreign prices. The paper aims to explore the interaction between the home government, exporting firm and foreign retailer under a world of incomplete information. Our key findings are that the social welfare under an uninformed government and an informed manufacturer is always worse-off than one under the full information. However, the social welfare under an uninformed government and an uninformed manufacturer might be better-off if the true type of foreign market is low. For the case of an uninformed government, the pooling policy is the optimal choice since there is no separation in equilibrium. For the case of uninformed government and uninformed manufacturer, the pooling policy is more desirable than the separating policy only if two countries are comparatively similar in size and the probability of high type is high enough, otherwise the separating policy is called-for.

Keywords: External reference pricing, Government policy, Incomplete information.

THE IMPORTANCE OF KNOWLEDGE MANAGEMENT IN ORGANIZATIONS IN VIETNAM: AN APPLICATION OF SECI ODEL

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Abstract

Nowadays society, sciences, and technologies are developing strongly. Thus, knowledge is a necessity and plays an important role in every field, especially in business and production. Knowledge management creates an extremely effective and sustainable competitive advantage for businesses. In this article, we will introduce the framework of this knowledge creation process through the consideration of SECI 's creative model, which illustrates the continuous transition between tacit knowledge and current knowledge. This article also provides some suggestions for Vietnamese businesses in the process of implementing knowledge-based management. This is also a topic that opens many opportunities for other research in Vietnam in the future.

Keywords: Knowledge management, SECI model, Vietnam

Analyze the strategies of developing cruise ship's maintenance center in Taiwan

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Abstract

Cruise tourism is quite popular in the Mediterranean and Caribbean, but the popularity of the Asian market makes Asia popular among tourists. Every year number of cruise voyage to the Asian ports rapidly increase and new destinations open day by day. According to 2019 data, Taiwan ranked second place based on the port of call in Asia. In this study, Taiwan's potential of becoming a cruise ships maintenance and refurbishment hub serving cruise ships that berth at Keelung port is investigated. In this study, factors that affected shipyards to deal with maintenance/repair and refurbishment tasks were investigated using the Analytic Hierarchy Process (AHP) and Fuzzy Analytic Process (FAHP). This study includes an analysis of competitiveness factors for cruise maintenance hubs, based on literature review and expert interviews of stakeholders in the shipbuilding and tourism companies. During our investigation, scholars, shipyards engineers, and cruise ship liners were contributed to our research. Their contribution to our study helps us conclude our analysis and make us able to give suggestions to them. The results show that: Labour availability, government policy, employee safety, labour supply from agencies, and equipment technology are the main criteria that have a significant influence on cruise ship maintenance. The result of the case study in Keelung port can be referred to the government policymaking and the managerial plan for the port operator.

Keywords: Cruise ship maintenance, AHP, Cruise industry, Cruise shipyard management

Toward an aged society: research on the consumer behavior of the middle-aged and elderly and their use of digital technology

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Abstract

With the global growth of the aging population and the development of digital technology (DT), the middle-aged and elderly have become a potential consumer group of non-negligible importance for the future market. Meanwhile, DT is being integrated, in different forms, into human lives and has become a driver for changing consumer behavior. This study explored the correlation between demographic characteristics of the middle-aged and elderly and their consumer behavior and level of DT use, as well as the influence of DT use on consumer behavior. Independent samples t-test and one-way analysis of variance were performed on the data. It was observed that different demographic characteristics had different correlations with consumer behaviors regarding food, clothing, housing, and transportation. In particular, education level was correlated with the level of DT use, and the latter, in turn, was correlated with housing expectations.

Keywords: the middle-aged and elderly, Consumer Behavior, Digital Technology

The Construction Study of Long-term Care Assessment System

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Abstract

This study explores and discusses long-term care service based on feedbacks from the professionals providing the service (doctors, nurses and long-term care administrators) and family members taking care of patients and scholars/experts conducting research in this field. We obtained 91 valid completed questionnaires designed by using analytic hierarchy process (AHP), and the results satisfy the professional requirements for comprehensiveness. The four variables measured in this study are social, natural, cultural, and psychological factors, which were further examined using AHP to detect the relationship among them. The analysis shows that the factor "medical equipment in the long-term care institutions is more advanced" is the most important factor, with the factor "daily exercises are arranged by the long-term care institutions to improve patients' health" ranking second and the factor "explicit medication administration procedures are drafted by the long-term care institutions to avoid medication errors" ranking third.

Keywords: Long-Term Care, Balanced Scorecard, Analytic Hierarchy Process

New TFEE Method on china's Thermal Power Industry

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Abstract

Efficient thermal power generation is key to implementing energy conservation and emission reduction policies in China. China's power system, dominated by thermal power, has always been the main source of air pollution and greenhouse gas emissions; thus, analyzing the energy efficiency of thermal power industry is crucial to reduce emissions. In this study, the super-efficiency directional distance function and total-factor energy efficiency models were used to evaluate the energy and factor efficiencies of thermal power industry. The overall energy efficiency of the thermal power industry shows a slightly downward trend, but it also shows effective use of energy. Energy efficiency of four geographical regions is unevenly distributed; different regions have different energy conservation and emissions reduction potentials. Average total-factor energy efficiency is the highest in the east, followed by the central region, west, and northeast. Among the input and output factors, power generation and installed capacity have the highest efficiency, while carbon dioxide emissions and labor have the lowest efficiency. To improve the energy efficiency of the thermal power industry, we must optimize the factor allocation of the thermal power industry, adjust measures to local conditions, promote differentiated energy efficiency policies, and strengthen regional exchange and cooperation..

Keywords: thermal power generation; super-efficiency DDF; TFEE; energy efficiency

Taiwan's Tax Treaty Updates and Case Study

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Abstract

This paper is going to introduce the new implementation of the OECD-recognized anti-treaty abuse rules which is effective in August 12, 2021 of Taiwan, including the stipulation of “Principal Purpose Test Rule”, the scope of “Place of Effective Management”, etc. Moreover, several case studies related to bilateral tax treaties and business model of famous multinational enterprise will be illustrated in order to decompose the often used “tax avoidance scheme” and provide an opportunity to comprehend the anti-treaty abuse rules more thoroughly.

Keywords: Principal Purpose Test Rule, Place of Effective Management, Common Reporting Standards, business profits



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