

**The 2023 International Conference in Management Sciences and Decision Making**  
**2023 年管理科學與經營決策國際學術研討會**

**研討會議程**

May 27, 2023

112 年 5 月 27 日 (星期六)

08:30~09:20	<b>Registration and Reception</b>
09:20~09:30	<b>Opening Ceremony</b> <b>Dr. Shui-Lien Chen (Tamkang University, Taiwan)</b>
09:30~10:30	<b>Keynote Speech 1: The Future of Retail is Immersive: How Retailers are Using AR, VR, and MR to Drive Success</b> <b>Session Chair: Dr. Peirchyi Lii (Tamkang University, Taiwan)</b> <b>Speaker: Dr. Le Nhat Hanh (University of Economics HCM City, Vietnam)</b>
10:30~11:00	<b>Break</b>
11:00~12:00	<b>Keynote Speech 2: Consumer Cognitions and the Persuasive Design of AI Voices</b> <b>Session Chair: Dr. Ruey-Chyn Tsaur (Tamkang University, Taiwan)</b> <b>Speaker: Dr. Hannah H. Chang (Singapore Management University, Singapore)</b>

	<b>Session 1 HR</b> <b>Moderator: M1, M2</b>	<b>Session 2 Marketing</b> <b>Moderator: M3, M4</b>	<b>Session 3 Finance</b> <b>Moderator: M5, M6</b>	<b>Session 4 Geoculture</b> <b>Moderator: M7, M8</b>
<b>13:00~14:40</b>	<p><b><u>Paper 017:</u></b> A Case Study of Distributed Leadership Practice in Private Preschool  Pin-Chi Huang (Tamkang University, Taiwan) Peir-Chyi Lii (Tamkang University, Taiwan)</p> <p><b><u>Paper 018:</u></b> Bibliometric Analysis of Ethical Climate in the Web of Science Database: 2000-2022  Ying-Cheng Hung (Tamkang University, Taiwan) Chu-Cheng Liew (Tamkang University, Taiwan) I-Fei Chen (Tamkang University, Taiwan)</p> <p><b><u>Paper 019:</u></b> Integrated Service</p>	<p><b><u>Paper 001:</u></b> The Research on Smart Customized Furniture Marketing  Hsu-Hua Lee (Tamkang University, Taiwan) Chin-Mao Hsu (Tamkang University, Taiwan)</p> <p><b><u>Paper 007:</u></b> Explaining intention to use cloud computing service to expecting sustainable development: antecedents and the moderating effects of age  Shui-Lien Chen (Tamkang University, Taiwan) Shiou-Chi Chang (Tamkang University, Taiwan) Angelina Nhat-Hanh Le (University of</p>	<p><b><u>Paper 031:</u></b> Driving a Sustainable Framework in the Sharing Economy: Insights from Asia's Green Logistics Coordination  An-Chi Wu (Tamkang University, Taiwan) Tzu-Hsuan Hu (Tamkang University, Taiwan)</p> <p><b><u>Paper 035:</u></b> Impact of Epidemic Prevention Policies on Hong Kong Stock Market  Ka-Man Wong (Chinese Culture University, Taiwan) Yi-Hsien Wang (Chinese Culture University, Taiwan) Fu-Ju Yang (Chinese Culture University, Taiwan)</p> <p><b><u>Paper 038:</u></b> The importance of</p>	<p><b><u>Paper 002:</u></b> Contract Labour, Trade Unions and Real Wages in India  Santanu Sarkar (XLRI Xavier School of Management, India)</p> <p><b><u>Paper 010:</u></b> What are Key Determinants of Productivities and Business Efficiency? The case study on Food industry of Vietnam  Nguyen Quoc Viet (Vietnam Institute for Economics and Policy Research, Vietnam) Do Thi Hong Tham (Vietnam Institute for Economics and Policy Research, Vietnam) Ha Thi Ngoc Anh (Vietnam Institute for Economics and Policy Research, Vietnam)</p> <p><b><u>Paper 016:</u></b></p>

	<p>Quality Research in Post-acute Care for Stroke: PZB Model and IPA Approach</p> <p>Jia-Min Wu (National Yunlin University of Science and Technology, Taiwan)</p> <p>Zhi-Feng Liao (National Yunlin University of Science and Technology, Taiwan)</p> <p>Bor-Wen Cheng (National Yunlin University of Science and Technology, Taiwan)</p> <p>Kai-Chieh Chang (National Taiwan University Hospital Yunlin Branch, Taiwan)</p> <p>Hsu-Hua Ho (St. Joseph's Hospital, Taiwan)</p> <p>Che-Chun Yeh (National Cheng Kung University Hospital Douliu Branch, Taiwan)</p> <p>Tzu-Hui Kuo (National Taiwan University Hospital Yunlin Branch, Taiwan)</p> <p>Hsin-Shui Chen (China Medical University, Taiwan)</p> <p><b>Paper 024:</b> CEO humility, management team conflict and management innovation: A moderated mediation model of competitive tension</p> <p>Hao Chieh Lin (National Sun Yat-sen University, Taiwan)</p> <p>Kai Han Yang (National Sun Yat-sen University, Taiwan)</p>	<p>Economics Ho Chi Minh City (UEH), Vietnam)</p> <p>Yung Hsin Lee (Tamkang University, Taiwan)</p> <p><b>Paper 011:</b> Factors Considered by University Students in Making Online Purchases: The Case of Chang Jung Christian University</p> <p>Hassani Hussein Juma (Chang Jung Christian University, Taiwan)</p> <p>Elvis Kilasara Frank (Chang Jung Christian University, Taiwan)</p> <p>Leilla ISHIMWE (Chang Jung Christian University, Taiwan)</p> <p>Abdala Bakari Sekievu (Chang Jung Christian University, Taiwan)</p> <p><b>Paper 032:</b> The disappearing wallet! Research of user intentions to adopt cloud payment</p> <p>Shui-Lien Chen (Tamkang University, Taiwan)</p> <p>San-Feng, Lee (Tamkang University, Taiwan)</p> <p>Guan-Ting, Lin (Tamkang University, Taiwan)</p> <p>Nhat-Hanh Le (Angelina) (University of Economics Ho Chi Minh City (UEH), Vietnam)</p> <p><b>Paper 040:</b> How do social media celebrities impact brand loyalty and</p>	<p>risk, volatility, and green finance in encouraging investments in renewable energy in the wake of The Covid-19 epidemic: evidence from G7 countries</p> <p>Pham Nguyen Trang Anh (Administration Office, University of Economics Ho Chi Minh City (UEH), Vietnam)</p> <p>Dinh Thi Thu Hong (School of Finance, University of Economics Ho Chi Minh City (UEH), Vietnam)</p> <p><b>Paper 039:</b> The Unrealized Potential of Artificial Intelligence, Big Data and Analytics, and Blockchain in Accounting: a Literature Review</p> <p>S. A. Mohan (Victoria University of Wellington, New Zealand)</p> <p>Maqbool Quraishi (Independent University, Bangladesh)</p> <p>Thi Ngoc Bich Nguyen (University of Economics, Hochiminh City, Vietnam)</p> <p><b>Paper 043:</b> Oil Shocks, ESG Disclosure And Corporate Payouts: An Empirical Study From Vietnam</p> <p>Tran Thi Hai Ly (School of Finance, CoB, Economics Ho Chi Minh City, Vietnam)</p> <p>Nguyen Thi Ngoc Linh (School of Finance,</p>	<p>Evaluating the impact of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) on Vietnam's textile and apparel export</p> <p>Nguyen Quoc Viet (Vietnam Institute for Economics and Policy Research, Vietnam)</p> <p>Bui Ha Linh (Vietnam Institute for Economics and Policy Research, Vietnam)</p> <p>Nguyen Khanh Thy (Vietnam Institute for Economics and Policy Research, Vietnam)</p> <p>Nguyen Minh Thao (Central Institute for Economic Management, Vietnam)</p> <p><b>Paper 027:</b> In the geopolitcal supply chain resilience, the opportunities and challenges based on the value-chain analysis and the Porter's five force analysis, A case study in the Taiwan UAV industry</p> <p>Li-Ling, Fan (University of Liege, Belgium)</p> <p><b>Paper 047:</b> Discuss the similarities and differences between the criminal laws of the two sides of the strait</p> <p>Tsung-Min Chen (Tamkang University, Taiwan)</p> <p>Horng-Jinh Chang (Tamkang University, Taiwan)</p> <p>Wu-Ueh Chang (Tamkang University, Taiwan)</p> <p><b>Paper 050:</b> Cash Holding</p>
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		Retno Widowati PA (Universitas Muhammadiyah Yogyakarta, Indonesia) Siti Dyah Handayani (Universitas Muhammadiyah Yogyakarta, Indonesia)		
<b>14:40~15:00</b>	<b>Break</b>			
	<b>Session 5 HR</b> <b>Moderator: M9, M10</b>	<b>Session 6 Marketing</b> <b>Moderator: M11, M12</b>	<b>Session 7 Technology</b> <b>Moderator: M13, M14</b>	
	<p><b><u>Paper 036:</u></b> How entertainment motivations induce addiction to short-video ads in TikTok: A dynamic model with sequential mediating effects</p> <p>Ho Xuan Huong (University of Economics Ho Chi Minh, Vietnam) Truong Thi Hoang Oanh (University of Economics Ho Chi Minh, Vietnam) Angelina Nhat Hanh Le (University of Economics Ho Chi Minh, Vietnam)</p> <p><b><u>Paper 037:</u></b> Consumers' impulsive buying behaviour: the mediating role of perceived utilitarian value and hedonic value</p> <p>Viet Quoc Cao (College of Business , University of Economics Ho Chi Minh City, Vietnam) Chau Cam Thi Nguyen (College of Business , University of Economics Ho Chi Minh City, Vietnam)</p> <p><b><u>Paper 041:</u></b> Organisational citizenship behaviour for the environment: A systematic literature review</p> <p>Viet Quoc Cao (College of Business , University of Economics Ho Chi Minh City, Vietnam) Uyen Phuong Le Nguyen (College of Business , University of Economics Ho Chi Minh City, Vietnam)</p> <p><b><u>Paper 044:</u></b></p>	<p><b><u>Paper 008:</u></b> The impact of customer satisfaction on budget hotels in the post-pandemic period</p> <p>Pi-Ying Kuo (Tamkang University, Taiwan) I-Fei Chen (Tamkang University, Taiwan) Ruey-Chyn Tsaur (Tamkang University, Taiwan)</p> <p><b><u>Paper 009:</u></b> Exploring the effect of consumer engagement with chatbots</p> <p>Wen-Chin, Liu (Feng Chia University, Taiwan) Chin-Hung, Wang (Feng Chia University, Taiwan)</p> <p><b><u>Paper 015:</u></b> Exploring the factors that affect unfollowing digital influencer self-brand intention</p> <p>Chih-Yin, Lai (Feng Chia University, Taiwan) Chin-Hung, Wang (Feng Chia University, Taiwan)</p> <p><b><u>Paper 021:</u></b> The study of causes and consequences of food waste in Taiwan hotel industry</p> <p>Hsu-Hua Lee (Tamkang University, Taiwan)</p> <p>Pao-Yuan Huang (Tamkang University, Taiwan)</p> <p><b><u>Paper 022:</u></b> How tourists are seeking safer destinations after the pandemic</p>	<p><b><u>Paper 003:</u></b> Predicting the Success Rate of Reward-based Crowdfunding Campaigns: Evidence from Machine Learning</p> <p>Chia-Ling Chang (Taiwan Institute of Economic Research, Taiwan) Yen-Sheng Lee (Colorado Mesa University, America)</p> <p><b><u>Paper 005:</u></b> The Structure of System Dynamic Model for Sustainable Ecological Environment Tourism</p> <p>I-Fei Chen (Tamkang University, Taiwan) Shiou-Nu Lai (Tamkang University, Taiwan) Chun-Hsiung Lan (Hsing Wu University, Taiwan)</p> <p><b><u>Paper 006:</u></b> Applying Balanced Scorecard and Analytic Network Process to Analyze the Decisive Factors for the Successful Introduction of Smart Manufacturing in the Metal Manufacturing Industry</p> <p>Hsu-hua Lee (Tamkang University, Taiwan) Chien-hua Chen (Tamkang University, Taiwan)</p> <p><b><u>Paper 020:</u></b> How machine learning disrupts medical research</p> <p>Taesung Brian Kim (Tunghai University, Taiwan)</p>	
<b>15:00~16:40</b>				

	<p>The effect of corporate social responsibility on sustainable purchase intention in the online fashion industry: A mediated and moderated model</p> <p>Truong Thi Hoang Oanh (College of Business , University of Economics Ho Chi Minh City, Vietnam) Bui Thi Cam Tu (College of Business , University of Economics Ho Chi Minh City, Vietnam)</p> <p><b><u>Paper 046:</u></b> The impact of privacy concerns on tourists' data-sharing behaviors: The case of Vietnam</p> <p>DINH Tien Minh (College of Business , University of Economics Ho Chi Minh City, Vietnam)</p> <p><b><u>Paper 048:</u></b> Social Media Communication in Healthcare Industry: A Study of Moderating Effects</p> <p>Shadab Khalil (National Dong Hwa University, Taiwan) Teera Pongruen (National Dong Hwa University, Taiwan)</p>	<p>Shui-Lien Chen (Tamkang University, Taiwan) Hsiang-Ting Hsu (Tamkang University, Taiwan) Angelina Nhat-Hanh Le (University of Economics Ho Chi Minh City (UEH), Vietnam) Yung Hsin Lee (Tamkang University, Taiwan)</p> <p><b><u>Paper 023:</u></b> Investigating the effect of AR advertising engagement</p> <p>Chih-Hung Wang (Feng Chia University, Taiwan) Yen-Chun Chang (Feng Chia University, Taiwan)</p>	<p><b><u>Paper 028:</u></b> Challenges to Agile Project Management in the age COVID-19 Pandemic– A Case Study on Electronic Design Automation Software Development</p> <p>Terence S.-Y. Chen (University of Liege, Belgium) Vivian Li-Ling Fan (University of Liege, Belgium)</p> <p><b><u>Paper 033:</u></b> An Analysis on the Impact of Patent Risk and Information Security Incidents on the Supply Chain System</p> <p>Mei-Chih Chen (Chinese Culture University, Taiwan) Shu-Shian Lin (Chinese Culture University, Taiwan) Yi-Hsien Wang (Chinese Culture University, Taiwan)</p>
16:40~17:00	<b>Closing Ceremony</b>		