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

	Session 1 HR	Session 2 Marketing	Session 3 Finance	Session 4 Geoculture
	Moderator: M1, M2	Moderator: M3, M4	Moderator: M5, M6	Moderator: M7, M8
	Paper 017:	Paper 001:	Paper 031:	Paper 002:
	A Case Study of	The Research on	Driving a Sustainable	Contract Labour, Trade
	Distributed Leadership		Framework in the	Unions and Real
	Practice in Private	Furniture Marketing	Sharing Economy:	Wages in India
	Preschool		Insights from Asia's	
		Hsu-Hua Lee	Green Logistics	Santanu Sarkar
	Pin-Chi Huang	(Tamkang	Coordination	(XLRI Xavier School
	(Tamkang University,	University, Taiwan)		of Management,India)
	Taiwan)	Chin-Mao Hsu	An-Chi Wu	
	Peir-Chyi Lii	(Tamkang	(Tamkang University,	<u>Paper 010:</u>
	(Tamkang University,	University, Taiwan)	Taiwan)	What are Key
	Taiwan)	B	Tzu-Hsuan Hu	Determinants of
	D019	Paper 007:	(Tamkang University,	Productivities and
13:00~14:40	Paper 018:	Explaining intention	Taiwan)	Business Efficiency?
15:00~14:40		to use cloud	Paper 035:	The case study on
	Analysis of Ethical Climate in the Web	computing service to	Impact of Epidemic Prevention Policies on	Food industry of Vietnam
	of Science Database:	expecting sustainable	Hong Kong Stock	vietnam
	2000-2022	development:	Market	Nguyen Quoc Viet
	2000-2022	antecedents and the	Market	(Vietnam Institute for
	Ying-Cheng Hung	moderating effects	Ka-Man Wong	Economics and Policy
	(Tamkang	of age	(Chinese Culture	Research, Vietnam)
	University, Taiwan)	of age	University, Taiwan)	Do Thi Hong Tham
	Chu-Cheng Liew	Shui-Lien Chen	Yi-Hsien Wang	(Vietnam Institute for
	(Tamkang	(Tamkang	(Chinese Culture	Economics and Policy
	University, Taiwan)	University, Taiwan)	University, Taiwan)	Research, Vietnam)
	I-Fei Chen	Shiou-Chi Chang	Fu-Ju Yang	Ha Thi Ngoc Anh
	(Tamkang	(Tamkang	(Chinese Culture	(Vietnam Institute for
	University, Taiwan)	University, Taiwan)	University, Taiwan)	Èconomics and Policy
	• • • •	Angelina Nhat-Hanh		Research, Vietnam)
	Paper 019 :	Le	Paper 038:	
	Integrated Service	(University of	The importance of	<u> Paper 016:</u>

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Paper 044:		<u>Paper 044:</u>		

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