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in Management Sciences and Decision Making
Tamkang University, Tamsui, New Taipei City, Taiwan
May 27, 2023**



2023 年管理科學與經營決策國際學術研討會

摘要集

中華民國 112 年 5 月 27 日淡江大學

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)

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Keynote Speech 1

The Future of Retail is Immersive: How Retailers are Using AR, VR, and MR to Drive Success

Le Nhat Hanh

(Head of Research Methodology Department, School of Management,
University of Economics HCM City, Vietnam)

Abstract

The retail sector has been subject to a dramatic upheaval in recent years as a direct result of the fast development of many aspects of technology. Immersive technologies such as augmented reality (AR), virtual reality (VR), and mixed reality (MR) have become a vital component for contemporary retailers to improve their customer experience and remain ahead of their competitors. Based on 107 scholarly articles, this paper provides an overview and synthesis of technical aspects as well as a range of advantages that current and new immersive technologies may provide to retailers and consumers. Our results reveal that there are specifically two primary kinds of immersive technology features, including sensory stimuli and perceptual stimuli. This work also discloses and evaluates how these technologies contribute to the success of modern retailers in terms of the acquisition of new customers, the maintenance of relationships with current customers, and the cultivation of relationships with new customers. In addition, a set of customer values that are made feasible by immersive technologies throughout the shopping journey are provided and aggregated. The journey is comprised of pre-, during-, and post-purchase phases. Not only are academics going to gain greatly from our findings, but so will those in charge of running retail businesses.

Keynote Speech 2

Consumer Cognitions and the Persuasive Design of AI Voices

Hannah H. Chang

(Associate Professor of Marketing, Singapore Management University
Director, LKCSB PhD Programmes)

Abstract

We investigate the impact of AI-based, machine-synthesized narrating voices on consumer cognitions and behavior in media-rich environment. Across studies, we show that the design of AI voices systematically and predictably affects consumer cognition and behavior. Specifically, the designs of AI voices have differential effects in early versus later stages of consumer purchase journey. In earlier (later) stages, we find that a message narrated by more AI voices generates a higher (smaller) proportion of favorable thoughts, which leads to increased (decreased) purchase likelihood. These results support our conceptualization that hearing more AI voices narrate a message can be enhancing or backfiring, depending on consumer attention. Moreover, the effect of more narrating voices is attenuated for consumers who enjoy expending cognitive effort and detrimental in consumption contexts wherein the consumer is more familiar with the product category. Substantive and theoretical implications are discussed.

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A Case Study of Distributed Leadership Practice in Private Preschool

Pin-Chi Huang

(Tamkang University, Taiwan)

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(Tamkang University, Taiwan)

Abstract

Taiwan's current education system combines nursery schools and kindergartens, collectively referred to as "preschools". COVID-19 led to chaos in the world, and a large number of schools were closed or even closed down. For the preschool to continue to operate and survive, the preschool's director and teachers must face various challenges and keep the preschool running as usual. Research shows that individual distributed leadership in a crisis can help organizations and schools weather the storm. This study examines the impact of distributed leadership on the organization of online graduation ceremonies in a private preschool during the COVID-19 epidemic. The experiment used a participatory action research approach to analyze the strengths and weaknesses of distributed leadership practices through observations and interviews. The study also provides practical suggestions for private preschools, organizations, and government agencies responsible for early childhood education, and follow-up studies.

Keywords: COVID-19, distributed leadership, leadership, private preschool, graduation ceremony

Paper 017

Bibliometric Analysis of Ethical Climate in the Web of Science Database: 2000-2022

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Abstract

The ethical climate of a company refers to ethical principles that exist within the organization, which have a positive impact on employee behaviors. Human resources are widely viewed as the most valuable assets of a company, and a favorable ethical climate can help improve job satisfaction and business sustainability. Understanding the evolution and influence of ethical climate issues helps us capture their significance. This study performs a bibliometric analysis of ethical climate (EC) using Web of Science (WoS) data and VOSviewer software. After processing the data, we found 638 articles about ethical climate published in SSCI journals between the years 2000 to 2022. The result shows that research on EC is still dominated by the United States, while research in mainland China is closely behind. And most of the research on EC issues is mainly in the field of management. Thus, our analysis revealed three major topics: Organizational Identification, Psychological Empowerment, and Moral Identity. In addition, how integrating research on COVID-19 and EC issues will be a future trend. This study contributes to a better understanding of the evolution of research on ethical climate and serves as a useful resource for scholars in the fields of organizational behavior.

Keywords: Bibliometric analysis, ethical climate, knowledge cluster, trend analysis, organizational behavior.

Integrated Service Quality Research in Post-acute Care for Stroke: PZB Model and IPA Approach

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Abstract

Stroke is the leading cause of adult disability. To assess the quality of medical services for post-acute care (PAC) in stroke patients, two surveys were conducted to evaluate the quality of medical services and inter-hospital cooperation. Between 2019 and 2021, 39 stroke patients in a regional teaching hospital and 30 nursing staff in nine receiving hospitals participated in the investigation. In terms of service quality, the greatest satisfaction gap was observed in the tangibles dimension (-0.45 points), with accessible space (-0.51 points, p -value<.001) and variety of rehabilitation equipment (-0.41 points, p -value<.001) showing the largest gaps. The empathy dimension (4.35 ± 0.54) was of the highest importance score in terms of inter-hospital cooperation, while also exhibiting the largest gap (-0.07 points). Enhancing hardware and establishing equitable relationships with receiving hospitals can contribute to the promotion and improvement of PAC program service quality.

Keywords: service quality; stroke; post-acute care

Paper 019

CEO humility, management team conflict and management innovation: A moderated mediation model of competitive tension

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(National Sun Yat-sen University, Taiwan)

Abstract

This article employs the upper echelons theory to investigate the mediating role of TMT (top management team) task and relationship conflict, respectively, in the relationship between hospital superintendent's (its role is just like a company's CEO) humility and management innovation. It also addresses the competitive dynamics theory to identify the moderating effect of competitive tension. Based on set of data collected from 504 top executives in 144 hospitals in Taiwan, statistical results support our proposed hypotheses. By exploring the socio-behavioral dynamics between hospital superintendent and his/her senior executives and its effects on management innovation in the medical industry characterized by turbulent competition, our study extends the research scope of management innovation literature, as well as the upper echelons and competitive dynamics perspectives.

Keywords: leader humility, management innovation, task conflict, relationship conflict, perceived competitive tension.

Paper 024

TMT member gender diversity and relevance under Dynamic environments

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Kai Han Yang

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Abstract

This study adopts the upper echelons and competitive dynamics theories to analyze the effects of top management team (TMT) gender diversity on firm rivalrous and relational competitive behaviors under dynamic environments. Analytical results show that TMT gender heterogeneity is negatively associated with rivalrous competitive behaviors while positively related to relational competitive behavior. Moreover, as environmental dynamism increases, a TMT gender diversity will engage more in both relational and rivalrous competitive actions. This study contributes to the competitive dynamics theory by examining both relational and rivalrous actions. By exploring the contextual effects of TMT gender composition on firm competitive behaviors, the study also compensates for prior research, which has not put the roles of executive gender in competition decisions into consideration while also largely ignored the contingent roles of external environments.

Keywords: Gender, competitive dynamics, upper-echelons, TMT heterogeneity.

Paper 025

How Do Board Attributes Affect Firm Performance? The Role of Competitive Behavior under Munificent Environment

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Abstract

This study employs the competitive dynamics theory, particularly the awareness-motivation-capability (AMC) perspective, and a moderated-mediation model to examine the mechanism between board attributes and firm performance. Using both survey and secondary data collected from 103 firms in Taiwan, the results show that board size, number of board's interlocks, and insider ratio are critical determinants of competitive aggressiveness while environmental munificence is an essential moderator on the identified relationships. Moderated-mediation analyses further show that the indirect effect of number of board's interlocks on firm performance via competitive aggressiveness is more substantial under lower munificence. Implications for theories and practices are discussed.

Keywords: Competitive dynamics, Awareness-motivation-capability (AMC) perspective, Board attributes, Competitive aggressiveness, Environmental munificence

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The Research on Smart Customized Furniture Marketing

Hsu-Hua Lee

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Chin-Mao Hsu

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Abstract

The consumers have the change of consumption with respect to individualized and diversified needs when purchasing furniture. Traditional finished furniture can no longer meet the needs of consumers, and customized furniture can just meet the needs. Nowadays, the furniture industry must keep pace with the trend instead of using standard products to develop the demand of market, but it should launch customized and personalized products. How to find market niches and initiate differentiated products and services are the primary issues faced by enterprises.

The COVID-19 epidemic is severe, and companies encourage employees to work from home. How to enable employees to work at home with peace of mind and maintain close contact with the office is the main goal of the company. In this research, the furniture company and the system provider intend to have their cooperation to develop a smart furniture system, combining the sofa with AI and 5G systems to make the sofa a multi-functional smart furniture for both office and rest spaces, and then analyze the need of customers through big data using promotion and personal experience strategies. The consumer behavior can be used to understand the best-selling smart furniture product portfolio in the market, and accept the requirements of consumer customization such as differentiation strategies and other marketing strategies to increase consumers' desire to purchase the products.

Keywords: Customized; Furniture; AI; 5G; big data

Paper 001

Explaining intention to use cloud computing service to expecting sustainable development: antecedents and the moderating effects of age

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Abstract

Cloud computing offer faster and convenient computing services in new developing generation. It could be helping businesses lower operating costs, and reduce carbon emissions for long-term and assist the sustainable development of enterprises. This research aims to use the UTAUT and security risk to develop an evaluated model to clarify individual cloud computing user's behavioral intention and find out whether various differences of behavioral intention exist between different age groups. The findings contribute to the extant literature that perceived ease of use, perceived usefulness, relative advantage, and compatibility have significant positive influences on attitude toward behavior for cloud computing but security risk has not significant influence consumer behaviour intention even it appears negative. In addition, the usefulness of cloud computing service has higher influence on attitude for the younger generation.

Keywords: sustainable, start-ups, Cloud computing, Behavioral intention, UTAUT

Paper 007

Factors Considered by University Students in Making Online Purchases: The Case of Chang Jung Christian University

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Abstract

Technological developments have changed different aspects of life, one is able to get access to a product or service that is very far geographically in a fast, reliable, and cheap way. This study examined the factors considered by university students in making online purchases among the students of Chang Jung Christian University. Convenience sampling was used in this study with a sample 500 students. A 38 questions questionnaire survey was constructed which consisted of 4 sections; respondent's socio-demographic background, online shopping attitude, product evaluation and risk concern and general factors for making online purchases. A total of 131 responses were collected and analyzed using the Statistical Package for the Social Sciences (SPSS) statistical software for further analysis. The main factors that were found to influence most of the students to shop online are convenience, price, products variety, product display, influence from friends, and website impression.

Keywords: Online Purchases; University Students; Price; Privacy; Internet

Paper 011

The disappearing wallet! Research of user intentions to adopt cloud payment

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(Tamkang University, Taiwan)

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Abstract

With the rapid changes in information technology, multiple payment methods are challenging and changing people's traditional transaction habits. Mobile devices have recently been combined with NFC chips for payment. Mobile payment applications in smartphones are being enhanced, and the banking system is vigorously promoting mobile payment, increasing the global mobile payment population.

The mobile payment population in Taiwan is increasing, but the most common payment method in Taiwan is still cash and traditional credit cards. In the first half of 2017, Apple Pay, Samsung Pay, and Google Pay, the three major international payment providers, launched the mobile payment boom in Taiwan.

This research uses audience behavior and design quality as the antecedent variables and brand image as the mediating variable to investigate consumers' willingness to use mobile payment.

A total of 422 valid questionnaires were collected from consumers who use credit and financial cards. Reliability analysis was conducted using SPSS Amos 20.0 computer statistical software, and the results were validated by structural equation modeling (SEM). Finally, we provide the theoretical and managerial implications for the owners, and propose suggestions and research directions for future research.

Keyword : Design quality, information quality, system quality, service quality, audience behavior, brand image, usage intention

How do social media celebrities impact brand loyalty and repurchase intention?

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Abstract

The popularity of social media sites over the past ten years has increased both the number of users and the amount of time they spend online. Social media's rapid and widespread acceptance has changed how individuals find information. Additionally, this movement in business changed how businesses conduct their marketing initiatives and interact with customers. Particularly, marketers may connect and engage with potential customers on social media sites like LinkedIn, Twitter, Youtube, Facebook, Instagram, and TikTok. Social media influencers play a significant part in these marketing channels, along with the rise of social networking platforms. They are initially investigated in advertising channels to create a buzz in the younger markets and boost corporate social media presence. By igniting a "fever" for investigating and assessing products, food, drink, and other items, these influencers are now transforming into an entire profession known as "reviewers." However, there has been debate over the veracity of these "reviewers" due to their disregard for the truth in order to profit from the businesses that employ them.

The purpose of this study is to experimentally evaluate how brand loyalty and repurchase intention are affected by celebrity endorsement in social media marketing. The COVID-19 pandemic outbreak has led to an increase in social networking platform subscriptions. The corporation must recognize shifts in consumer consumption patterns and create a new operating plan. The survey included 285 young people from Ho Chi Minh City who actively shop online, use social media, and interact with a variety of celebrities. This research suggests that, according to COVID-19, celebrity endorsement

has an impact on brand image, brand trust, brand loyalty, and repurchase intention. The results of this study are expected to bring valuable new knowledge to both theory and practice. The findings of this study suggest that marketers and businesses that develop an effective digital marketing strategy will nurture consumer brand loyalty and the desire to make a repeat purchase in the specified circumstance.

Paper 040

The role of virtual influencers in enhancing interaction and brand attraction

Minh Thi Hong Le

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Abstract

Virtual influencers are being used increasingly in marketing, and a useful strategy could be to use a virtual version of a real influencer. The purpose of this study was to investigate the impact real influencers and virtual versions of those real influencers have on the interactions between customers and brands. In the quantitative study, questions were asked of 572 participants, and the results were looked at using both Smart PIs and a structural equation model. The results of this study suggest that the personalisation of the virtual version will have a good influence on consumer attractiveness, which will, in turn, have a favorable impact on customer interaction or, more indirectly, on customer engagement. Directly via the digital depiction of the real influencer on the customer engagement for the campaign and brand. The research article's contributions could provide marketing managers new ideas and useful information about making virtual copies of real marketing influencers.

Keywords: Customer engagement; personalisation; customer interaction; authentic influencers

Paper 042

A bibliometric analysis using VOSviewer: Research on Green Purchase Behavior

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Abstract

Purpose – The focus of this study is to assess research trends in green purchase behavior from 2017 to 2022 using data accessed from the online database Scopus.

Methodology – The Scopus database screened publications to identify literature related to green purchase behavior. VOSviewer is used to analyze keyword occurrence and co-author.

Findings – The results show that the publication trends of on green purchase behavior continue to increase, with the most published paper to emerge in 2022. The most cited paper is “Determinants of Consumers Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior”. The author with the most publications is Farzana Quoquab from Universiti Teknologi Malaysia Kuala Lumpur. This analysis provides direction for researchers engaged in the field of green purchase behavior by providing information on articles, authors, publication subjects and countries that stand out on green purchase behavior as well as keywords frequently used in green buying behavior research.

Limitations – This study has database-related limitations and is retrived only from the Scopus database.

Originality/value – This study provides the most impactful contributions and implications for the growth of research on green purchase behavior across multiple disciplines, including key researchers and their countries of origin.

Keywords: Green Purchase Behavior, Bibliometric Analysis

Paper 049

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Driving a Sustainable Framework in the Sharing Economy: Insights from Asia's Green Logistics

Coordination

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Tzu-Hsuan Hu

(Tamkang University, Taiwan)

Abstract

The Covid-19 pandemic has accelerated the shift towards online shopping and delivery, resulting in more complex logistics networks that have negative environmental and economic impacts. To address these challenges, this study examines the enabling factors for sustainable supply chain construction and proposes strategic alliance strategies that align with environmental, social, and economic perspectives. Using green logistics coordination as a framework, this study examines four dimensions – geographic context, demographics, logistics network, and supply chain management – to identify common features of strategic alliances in Asia. Through an analysis of different case studies, this study determines the feasibility and viability of strategic alliance practices for logistics providers in Asia, with a focus on last-mile delivery. This paper concludes with recommendations for logistics service providers to leverage transport capability partnerships, which can help businesses achieve economies of scale and improve sustainability across the entire logistic network. By Improving supply chain transparency can help businesses identify opportunities to reduce waste, improve resource efficiency, and minimize the environmental impact of logistics operations.

Keywords: Sustainability, Green logistics, Alliances Strategy, Last-mile delivery, Asia

Paper 031

Impact of Epidemic Prevention Policies on Hong Kong Stock Market

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Yi-Hsien Wang

(Chinese Culture University, Taiwan)

Fu-Ju Yang

(Chinese Culture University, Taiwan)

Abstract

This study use the EGARCH (1,1) model to explore the impact of epidemic prevention measures on the Hong Kong Hang Seng Index stock price return and stock price return volatility for the period from March 2019 to April 2022.

The empirical results show that the first wave and third wave, Hong Kong government employees work-from-home are statistically positive significant on the return rate of the Hang Seng Index. Closure of night venues and ventilation requirement for dine-in catering have a negative return and increased return volatility to Hang Seng Index.

Keyword: Coronavirus Disease (COVID-19) Pandemic, Epidemic Prevention Measures, EGARCH.

Paper 035

The importance of risk, volatility, and green finance in encouraging investments in renewable energy in the wake of The Covid-19 epidemic: evidence from G7 countries

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Abstract

Thanks to the Industrial Revolution, the world economy has been developing rapidly. However, the rapid growth has led to environmental damage and rising concerns about climate change. Many studies show that the impact of financial response in the market shall influence the pursuit of saving the environment, including the government's tax policies and investor's decisions. Therefore, green bonds (or climate bonds) were introduced to the investors with purpose to raise financial flows for environment investment. Moreover, a variety of global taxation policies have been established and developed worldwide throughout recent years to ease the situation and reshape sustainability. To gain a deeper insight to the impact of economic factors to the environment, this research will investigate the relationship between renewable energy investment and the factors relating to environments, such as oil volatility, the green bonds, and related risks in the period of the Covid-19 breakout (from 2014 to 2021) with the cases of G7 countries (including Canada, France, Germany, Italy, Japan, United Kingdom and the United States). As observed, these countries are among the first pioneers to step up to a green revolution. Using the two-step different panel regression approaches for a panel dataset of G7 countries, several research findings could be drawn as the following. First, green finance (as represented by green bonds) has a positive impact on renewable energy investment. Therefore, promoting green finance would be the key to meeting sustainable goals. In a different view, oil price volatility and geopolitical risks cause uncertainty for investors' decisions. So that, they should be minimized as they would negatively affect investment in renewable energy. This research also justifies environmental tax's moderating role while strengthening the

link between green financing and renewable energy investment. Understanding both theoretical and empirical findings, the study has provided useful insights for policymakers and environmentalists in designing and implementing environmentally sustainable practices.

Keywords: Green finance, Renewable energy, Oil volatility, Geopolitical risk, Covid-19

Paper 038

The Unrealized Potential of Artificial Intelligence, Big Data and Analytics, and Blockchain in Accounting: a Literature Review

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Abstract

Digitalization is a popular topic, not only in the media but also, of late, in academic discourse. In the context of this article, digitalization specifically refers to artificial intelligence (AI), big data and analytics (BD&A), and blockchain (BC) technologies. While there is a fair amount of discussion about digitalization in the accounting literature, there appears to be relatively scant empirical data on the use of digitalization in accounting practice. This article contrasts the potential of the above digitalization technologies, as recounted in the academic literature, with the paucity of empirical research and data on the use of digitalization technologies by accountants in practice. The article recommends extensive empirical research on the use of AI, BD&A, and BC technologies to help researchers and practitioners appreciate the realized benefits of these technologies as compared to their unrealized potential benefits.

Paper 039

Oil Shocks, ESG Disclosure And Corporate Payouts: An Empirical Study From Vietnam

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Nguyen Phuong Duy

(University of Economics Ho Chi Minh City, Vietnam)

Phan Nguyen Anh Quan

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Abstract

This paper examines the impact of oil shocks and ESG disclosure on corporate payout of Vietnamese non-financial firms listed on the Ho Chi Minh Stock Exchange (HSX) over the period from 2011 to 2021. We decompose oil shocks into demand and supply sides and employ three measures of dividend policy, including dividend payers, payout ratio, dividend scaled by total assets. We find that oil demand shocks reduce corporate payouts while oil supply shocks have no impact on corporate payouts. With regard to the impact of ESG disclosure, the findings indicate that ESG disclosure exerts a remarkable positive influence on corporate dividend policy. These empirical results remain robust after controlling for alternative measurements of corporate dividend payouts.

Keywords: Oil shocks; ESG disclosure; corporate payouts; Vietnamese listed firms.

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Contract Labour, Trade Unions and Real Wages in India

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Abstract

When manufacturing firms employed labour on a low-wage contract in big numbers during the post-reform in India, the demand for cheap contract labourers increased and contract labourers were prepared to work for lower wages as they were not unionised and could not bargain for higher wages. So, have regular workers tried to organise their contractual counterparts so that latter could negotiate higher wages? By helping contract labourers, have regular workers lost the premium wages that they were able to negotiate? I used wages of regular workers and contract labourers and the wage gap between the two groups to come up with a framework for understanding why contract labourers continued to help firms in India's manufacturing sector as well by not moving the elasticity of labour demand and demand of substitution of labour upward concerning all other inputs to the production during the post-liberalisation era. We postulate that in a fairly unionised sector as we meet the below-given conditions concerning wages of regular and contract workers and the wage differentials, we are likely to have four quadrants. When regular workers (RW) earned high real wages viz., HWRW or earned low real wages, viz., LWRW, and similarly, when contract labourers (CL) earned high real wages viz., HWCL or earned low real wages viz., LWCL, and when there existed a significant wage differential between regular and contract labourers viz., (HWRW – LWCL) and (LWRW – HWCL), or there was an insignificant wage differential between regular and contract labourers viz., (HWRW – HWCL) and (LWRW – LWCL). Here, if the difference between the real wages of regular and contract workers in an establishment in the manufacturing sector was greater than the average sector-wide wage differential then we will treat it as a condition signifying a "significant wage differential" whereas if the difference between the real wages of regular and contract workers was smaller than the average sector-wide wage differential between the two categories then we will treat it as a condition signifying an "insignificant wage differential". In the above condition following Hicks-Marshall laws,

- 1) low-paid regular workers could aid low-paid contract workers in organising,

unionising, and negotiating high wages, or

2) high-paid regular workers could prevent contract workers from organising, unionising, and negotiating high wages, or

3) low-paid regular workers could negotiate such wages that helped employers maintain high demand for them by upholding the own-wage elasticity of their demand high, or

4) high-paid regular workers could negotiate high wages since the elasticity of substitution of regular labour would not affect the demand and supply of regular workers.

The above hypothetical scenarios should help understand how India's tryst with neoliberalism influenced the labour market and widened the wage inequalities between regular and contingent workers, which improved labour flexibility by making one of the two sections of workers prosper at the cost of the other section's hardships. In place of workers and employers using their respective relative bargaining power to maximise the individual party's payoffs, neoliberal reforms reconstituted parties where contract labourers and regular workers began battling.

Keywords: Contract labour, Unionisation of regular workers, Wage Gap, Elasticity, Substitution of Labour

Paper 002

What are Key Determinants of Productivities and Business Efficiency? The case study on Food industry of Vietnam

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Abstract

This study calculates the Quantile Regression model to analyze the determinants of TFP of the food industry in Vietnam using a survey of the General Statistics Office of Vietnam (GSO) from 2011 to 2018 with 14515 observations for firms in the food industry. According to empirical findings: (i) The food industry's TFP growth is changing due to changes in scale efficiency and technical efficiency; (ii) The business environment has a favorable effect and a significant influence on TFP in the food industry; (iii) With regard to the characteristics of the type of enterprise, the export status of firms favorably affects productivity development through a number of significant mechanisms. Thus, it is recommended that strengthening competitiveness through encouraging international investment, technology application, and fostering a fair business environment are crucial elements in enhancing productivity and its decomposition.

Keywords: Total factor productivity (TFP); Business environment; Vietnam transition economy

Paper 010

Evaluating the impact of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) on Vietnam's textile and apparel export

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Abstract

The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (the CPTPP) is the first new-generation FTA that Vietnam has signed, will bring benefit to Vietnam in terms of not only tax preferences while exporting to its member markets, but also enhance the industrial competitiveness and national institutional reform. Garment and textile industry in Vietnam also take some tax advantages in CPTPP member markets, although there are also various trade barriers such as those of rules of origin, labour and environment improvement, endowment and sustainable development etc. Those trade barriers could make Vietnam's textile and apparel face more new challenges and opportunities of access to the CPTPP members and worldwide market.

The first aim of this paper is to illustrate trade benefits that Vietnam will receive through the tax advantages scenario from 2021 to 2035 using SMART model. Based on our analysis we argue that Vietnam will get some benefits from CPTPP tax preferences but not from early years of its implementation. Our paper then surveys the current situation of Vietnam's textile and apparel export along with CPTPP trade barriers that Vietnam enterprises have to overcome in order to successfully expand their export to this market.

Keywords: Textile and apparel industry, CPTPP, New-generation of FTA, Trade facilitation.

Paper 016

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

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Abstract

The Russo-Ukrainian War started in the February of 2022 demonstrated the versatility of drone, known as UAV (Unmanned Aerial Vehicle), that combine the capability of attack and reconnaissance to effectively defend Ukraine. In light of this and the recent tension between the U.S. and China that increases the risk of war between Taiwan and China, more and more UAV companies are taking this opportunity by moving into integrated and diversified developments.

In this paper, we adopt a case study on a Taiwan-based UAV company in its development of strategic transformation and the implementation of new drone product solution. We firstly observe the life cycle of UAV industry and identify the opportunities and challenges for this company under government funding towards integration and development. We then conduct the value chain analysis together with the Porter's Five Force analysis on this case company.

Our study indicates that the case company can take the opportunity of de-sinicization and the advantages of Taiwan's ICT (information communication technology) strengths to build and localize supply chain resilience in flight control chip, microprocessor chip, image, camera sensor assembling, and power integration system to provide the alternative solution from prototype to mass production. Progressive government regulations in information security certification requirement can also be satisfied. It is expected more strategic partners with capitals will be attracted to set up the Research & Development centers in Taiwan. In the near future, hopefully it will trigger to have more strategical and tactical mindset in Taiwan's self-defense position in the coming possible conflict between the U.S. and China.

Keywords: Supply chain resilience, Value-chain, Porter's five force analysis, UAV (Unmanned Aerial Vehicle) industry.

Paper 027

Discuss the similarities and differences between the criminal laws of the two sides of the strait

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(Tamkang University, Taiwan)

Wu-Ueh Chang

(Tamkang University, Taiwan)

Abstract

Taiwan's criminal law originated from Germany and Japan. The criminal law was promulgated and implemented in 1935, adopting the mainland legal system. The criminal law in the mainland area was promulgated and implemented on October 1, 1997. This system is the same as Taiwan. It adopts the continental law system and is judged by professional judges. Although they all originate from the continental law system, professional judges decide similar but different.

This article will discuss the existing differences in criminal laws across the Taiwan Strait in several chapters. The order is as follows: Introduction, the research motivation and purpose of this article, as well as the scope and method of research, will be described in the first and second sections in turn. The definition of criminal law is described in this chapter with the definition of criminal law, the legal effect of criminal acts, the most severe sanction law, and the definition of criminal law in the crime law or penal law; the legal nature of criminal law is described in the amendment of criminal law in Taiwan.

The history is described in terms of the nature of the law, which are tolerant criminal policies and strict criminal policies; the cases where the criminal law is applied are described in this chapter by citing laws and regulations; Citing the different criminal laws and regulations of the two sides of the Taiwan Strait in similar incidents, in order to demonstrate the differences between the two; the types of criminal laws, this chapter compares and discusses the types of main punishments on both sides of the Taiwan Strait; Conduct comparative analysis; the issue of serial offenders and regular offenders, this chapter compares the issues of serial offenders and regular offenders across the Taiwan Strait.

In addition to this article still discusses issues such as recidivism and

aggravation, justifiable defense and excessive self-defense, the statute of limitations of the right to prosecute, the independent punishment of additional punishment in the mainland, the relationship between the procuratorial agency and the public security agency, and compares the laws and regulations of the two sides of the Taiwan Strait for the above issues.

Finally, this article summarizes the research of this article and puts forward personal opinions and suggestions as the conclusion.

Keywords: strait, criminal law, similarities and differences, law

Paper 047

Cash Holding Management For Sustainability Business In Southeast Asia

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Abstract

Cash holding is an important concern for the companies, which must be maintained by the companies. This study analyzes the determinants of cash holding in Southeast Asian companies. This research also identify the speed of adjustment to the targeted cash holding of Southeast Asian companies. The data used in this study is panel data of selected companies in Southeast Asia in the period 2015-2020. The data are analyzed by regression methods with e-views software. The results showed that tangibility, leverage is a significant variable affecting cash holding in 5 countries in Southeast Asia. The speed of adjustment to the targeted cash holding in 5 countries in Southeast Asia is less than 1 meaning that to achieve the targeted cash holdig takes more than 1 year. The implications of this study provide recommendations so that companies do not have liquidity difficulties, it is necessary to take into account tangibility factors and leverage.

Keywords: Cash Holding, Adjustment Speed, Company Characteristics

Paper 050

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How entertainment motivations induce addiction to short-video ads in TikTok: A dynamic model with sequential mediating effects

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Abstract

Currently, short-form videos have attracted a huge attention of social network users for entertainment and it leads to their addiction to such media forms. However, it is still not clear how entertainment motivations would induce such addictions, particularly in the context of TikTok's short-video ads. Deriving from the operant conditioning perspective and the hierarchy-of-effects theory, this study proposes a sequential mediating model that illustrate the impact of the primary social media motivations of entertainment on accelerating experiential addictions through the feeling of spatial presence, consumption of ads contents, and then evaluations on ads. Using data obtained from 300 consumers who have experienced Tiktok short-video ads, the analysis results and findings indicate that the motivations of social media entertainment are significantly related to consumers' addition via multiple mechanisms involving spatial presence, consumption and evaluation of TikTok ads content. This study is one of the pioneers to explore the dynamic effects of entertainment motivations on consumer addiction; therefore, it contributes to the social media advertising literature. This extends the study of consumer experience with short-form video ads by combining the operant conditioning theory with the cognitive-affective-conative-action hierarchy. It emphasizes the importance of consuming and evaluating ads content. This study also provides managerial and practical implications for executives and marketers to engage consumers in short-form ads videos that helps maintain a long-lasting relationship based on the primary social media motivations of entertainment.

Keywords: short-video advertising; entertainment; spatial presence; addiction; TikTok

Paper 036

Consumers' impulsive buying behaviour: the mediating role of perceived utilitarian value and hedonic value

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Chau Cam Thi Nguyen

(University of Economics Ho Chi Minh City, Vietnam)

Abstract

Drawing on stimulus-organism-response (S-O-R) paradigm, this study examines how the consumers' perceived values impact their impulse buying behaviour (IBB) in the livestream shopping context. Moreover, the author views interpersonal influence as a moderator and tests its impact on the correlation between the consumers' perceived value and their IBB. Data were collected through a survey in Ho Chi Minh City (n = 276). The results show that environmental stimuli (portability, visual appeal, streamer characteristic) significantly influence consumer perceived values (perceived utilitarian value and hedonic value), and then consumer perceived values significantly and directly impact their IBB. In addition, the result indicated that interpersonal influence had no significant moderate effect on IBB. The author also presents the paper's discussions, limitations, and implications. The findings provide valuable guidance for livestream commerce retailers to induce consumer IBB.

Keywords: Livestream commerce; Impulse buying behaviour; Consumer perceived value; Interpersonal influence

Paper 037

Organisational citizenship behaviour for the environment: A systematic literature review

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Uyen Phuong Le Nguyen

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Abstract

Nowadays, sustainable development is a common trend in countries around the world. The content of sustainable development is a harmonious combination of three issues: economic development, society, and the environment. Therefore, the issue of environmental protection is no longer a problem of only one country but also an urgent issue for all humanity. Environmental pollution continues to be a hot and challenging problem for many countries today. Many international conferences on ecological protection have been held, but the pollution and degradation of the environment still need to be significantly improved. This has led to pressure on businesses to comply with regulations and laws related to the environment and increasingly to comply with regulations to reduce waste or act harmful to the environment by promulgating business policies or integrating environmental management into business strategies. To succeed in this, it is indispensable for the participation of employees in environmental protection activities or to minimise the ecological impacts of each individual in that organisation. Therefore, researchers have developed organisational citizenship behaviour for the environment (OCB-E), intending to look at voluntary, unrewarded behaviours when employees engage in environmental protection activities such as saving energy, using recycled products, or economically; using resources in the organisation. Researchers have been aware of OCB-E for some years; however, a full study has not yet been undertaken to evaluate all elements that may have contributed to or been influenced by OCB-E. OCB-E has been studied for many years. Therefore, this study aims to evaluate the overall impact of the antecedents of OCB-E, the impact of OCB-E on other outcome constructs (consequences), and the theoretical supporting mechanism for these relationships.

Based on the results of previous research papers of authors worldwide on OCBE, the author analyses the content of published articles rated Scopus—classification of

topics based on background theories, factors affecting OCB-E, and consequences.

The study overview showed 26 independent and mediating factors affecting OCB-E and its four outcomes. The author has summarised the formation and development of the OCB-E construct over time and analysed the definitions of OCB-E. Researchers use 20 fundamental theories to infer relationships through previous studies. Conflicts and inconsistencies in research results are summarised to see the overall picture of the study. Some research gaps are drawn so that future studies can be deployed.

This work expands our understanding of novel links that explain citizen behaviour in environmental organisations. This research assists organisations in having a better theoretical framework and measuring methods to analyse the ecological behaviour of workers in the organisation they are working for, consequently enabling the organisation to promulgate acceptable policies.

Keywords: Organisational citizenship behaviour for the environment, antecedents, consequences, fundamental theories, systematic literature review

Paper 041

The effect of corporate social responsibility on sustainable purchase intention in the online fashion industry: A mediated and moderated model

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Bui Thi Cam Tu

(University of Economics Ho Chi Minh City, Vietnam)

Abstract

The aim of this study was to clarify how environmental consciousness regulates the relationship between social media influencers (SMIs) endorsers and perceived corporate social responsibility (CSR) for durable purchase intention in the online fashion industry. Based on the theory of extended planned behaviour and social learning theory, this study proposes a mediating model that demonstrates the impact of SMI endorsers on perceived CSR on sustainable purchase intention. The study also examines the moderating effect of environmental consciousness on these relationships. A total of 323 sample sizes were collected and the partial least squares Structural Equation Modeling (PLS-SEM) method was used for prediction. The results from the study are: (1) customers can sustainably enhance purchase intention with SMI endorsers mediating (2) the moderating effect of environmental consciousness is deemed significant for SMI endorsers about sustainable purchase intention while with SMI endorsers about perceived CSR, there is no statistical significance (3) perceived CSR has a direct influence on intentional sustainable purchase. This research can improve fashion retailers' understanding of consumers and how a combination of activities can enhance consumer purchase intent in the 4.0 technology age. This study offers several managerial and theoretical implications.

Keywords: fashion; sustainable purchase intention; perceived CSR; environmental consciousness; SMI endorsers

Paper 044

The impact of privacy concerns on tourists' data-sharing behaviors: The case of Vietnam

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Abstract

As we have seen, technology advancements nowadays make everything easier (including posting, sharing, or supplying information), which has an impact on nearly all economic sectors. The tourist business in Vietnam, in particular, is a prospective and promising industry that is also influenced by the 4.0 technology revolution. Tourists are increasingly sharing information with travel service providers as technology progresses. However, not everyone is eager to share their personal information because they have a privacy issue. Furthermore, tourism service providers are perceived as disregarding client privacy issues, although those who use tourism services are always concerned about this issue. The aim of this study is to investigate the factors that influence tourists' data-sharing behaviors, evaluate them, and recommend managerial decisions for tourism service providers in order to reduce tourists' privacy concerns, increase their data-sharing behaviors, and increase the efficiency of tourism service activities. This study was carried out through a survey of 406 people living in Ho Chi Minh City. Structural Equation Modeling was used to test the proposed study model (SEM). The findings demonstrated that privacy knowledge and privacy experience influence visitors' privacy worries, while privacy concerns, trust, and perceived benefits influence tourists' readiness to share information.

Keywords: Privacy Concerns; Data-Sharing Behaviors; Privacy Calculus; APCO framework; Tourism.

Paper 046

Social Media Communication in Healthcare Industry: A Study of Moderating Effects

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Teera Pongruen

(National Dong Hwa University, Taiwan)

ABSTRACT

The advancement of global digital platforms and the emerging evidence of its impact on consumer health behavior play a significant role in encouraging consumers to adopt social media usage for health-related purposes. This study examines the relationship of how social media communication affects consumers' perceptions and behaviors in the healthcare sector across global social media types, and understands the factors that influence the perceived usefulness of social media towards health information adoption. The study results relatively support the positive impact of social media on the development of healthcare markets, specifically in the aspect of consumers' health information sharing and adoption behaviors. The results confirm the direct effects of content quality and health information accuracy on consumers' perception of social media usefulness. The moderating effect results of global social media type reveal the impacts of information privacy concerns on consumers' perceived privacy risk. The study contributes in providing insight and knowledge of the relevant factors that determine the success of social media communication in healthcare, and also provides the theoretical and practical implications to digital marketing and online healthcare practice regarding social media usability and risks associated with health-related information adoption.

Keywords: Social media marketing; Digital marketing; Consumer behavior

Paper 048

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The impact of customer satisfaction on budget hotels in the post-pandemic period

Pi-Ying Kuo

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I-Fei Chen

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Ruey-Chyn Tsaur

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Abstract

In the post-epidemic period, most countries are gradually lifting lockdowns; and then people began to plan for travel in a new way of life. At the moment of relax the lockdown restrictions, the demand of the hotel becomes a major problem. The limited type of service of the budget hotel corresponds to the needs of the current awareness of the prevention of epidemics. This study, based on the Theory of Planned Behavior (TPB), surveyed potential customers and, used Structural Equation Modeling (SEM) , to examine whether the decision to stay in a budget hotel is mediated by customer satisfaction and moderated by perceived risk.

The findings reveal that the intention of travelers to stay in budget hotels is influenced not only by attitudes, subjective norms, and perceived behavioral controls but also by the direct mediating effect of customer satisfaction, complementing the influence of customer satisfaction in the TPB model. Additionally, perceived risk is affected by the impact of COVID-19, which has caused changes in people's lifestyles; time loss and performance risk have moderating effects in the model.

Keywords: post-pandemic period; budget hotel; TPB; customer satisfaction; perceived risk

Paper 008

Exploring the effect of consumer engagement with chatbots

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Chin-Hung, Wang

(Feng Chia University, Taiwan)

Abstract

The use of chatbots has become increasingly popular in recent years, as they offer a convenient and efficient way for customers to interact with brands. By providing 24/7 customer service, personalized recommendations, and feedback collection, chatbots can enhance the overall customer experience and increase brand engagement. However, study so far have not well investigated the issue of how chatbot enhance consumer brand engagement. Based on related literature, this study proposes a framework for understanding the formation of the consumer brand engagement in the chatbot context. The propositions and potential research directions will be given based on this proposed research framework.

Keywords: chatbot, consumer engagement

Paper 009

Exploring the factors that affect unfollowing digital influencer self-brand intention

Chih-Yin, Lai

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Chin-Hung, Wang

(Feng Chia University, Taiwan)

Abstract

In this digital age and the rapid rise of the technology world, people can gain lots of information from social media nowadays. Under this pheromone, the growth of digital influencers has shown their influence power by developing their self-brand. Based on PPM framework, this study proposes a framework for understanding the unfollowing intention of digital influencers' self-brand. The propositions and potential research directions will be given based on this proposed research framework.

Keywords: Unfollowing intention, Digital influencer, Self-brand, Push-Pull-Mooring

Paper 015

The study of causes and consequences of food waste in Taiwan hotel industry

Hsu-Hua Lee

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Pao-Yuan Huang

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Abstract

According to the data provided by the Environmental Protection Administration, nearly 5 million metric tons of food is wasted in Taiwan every year. From production, transportation, processing and other procedures, more than 50% of the food is ultimately wasted on the consumer side, and not all the food waste is properly treated and recycled into kitchen waste. In Taiwan, the buffet restaurant in star-rated hotels is a very popular place for dinner. However, the diversified and affordable buffet choices hide the waste caused by the kitchen itself and consumers. Based on in-depth interviews and quantitative statistics, this study learned about the food waste caused by hotel administrators in the process of food procurement, material management, and kitchen preparation through exchanges with chefs in star-rated hotels, and then analyzed and worked through feasible solutions, which can be used as a reference for hotel managers to implement the sustainable development goals.

Keywords: Food waste; Hotel; Buffet; CSR; SDGs

Paper 021

How tourists are seeking safer destinations after the pandemic

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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)

Abstract

After the pandemic, tourists began to resume tourism activities, because the covid-19 global pandemic experience, travelers' perceived knowledge, through crisis communication and subjective norms, influenced tourists' behavioral intentions to seek safer destinations. This study conducted a survey of 1047 tourists who went to Dadaocheng Traditional Chinese Medicine Street, a well-known scenic spot in Taiwan, and analyzed it with structural equation modeling. The results show that when passengers' perceived knowledge improves, crisis communication and subjective norms will be positively affected, and passengers' behavioral intentions to seek safer destinations will also be positively affected. This study has important implications for tourism management, especially after the pandemic, as it provides a deeper understanding of travelers' behavioral intentions.

Keywords: Perceived knowledge; Subjective norm; crisis communication; Behavioral intention for safer destination

Paper 022

Investigating the effect of AR advertising engagement

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Yen-Chun Chang

(Feng Chia University, Taiwan)

Abstract

Despite augmented reality advertising as a novel technological applying has developed rapidly in advertising marketing, there is still lack of research that investigates understanding what drives customers to engage with AR advertising. To fill in this gap, this study based on the Ducoffe' s advertising model to develop a new conceptual model for understanding the effect of consumer engage of AR advertising. The model focused on media characters of AR character -augmentation, and advertising characters -informativeness, entertainment and credibility, which lead to the customer engagement through perceived value. The propositions and potential research directions will be given based on this proposed research framework.

Keywords: augmented reality advertising; perceived value; costumer engagement

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Predicting the Success Rate of Reward-based Crowdfunding Campaigns: Evidence from Machine Learning

Chia-Ling Chang

(Taiwan Institute of Economic Research, Taiwan)

Yen-Sheng Lee

(Colorado Mesa University, America)

Abstract

Prior research argues that the characteristics of crowdfunding campaigns affect their success rate. We examine this further to understand whether success in funding projects can be predicted by associated project characteristics. We apply machine learning to classify reward-based projects in the crowdfunding market. Specifically, we construct three classification tree-based models and provide evidence that the proposed machine learning models have a strong out-of-sample predictive power over the probability of fundraising success. In addition, the robustness check through both logistic regression and propensity score matching approaches confirms that project characteristics, except for those linked to venture capital, are among the factors behind crowdfunding campaign success. This study can assist entrepreneurs in understanding the impact of project characteristics on the crowdfunding success rate.

Keywords: machine learning, crowdfunding success factors, venture capital (VC), entrepreneurial experience

Paper 003

The Structure of System Dynamic Model for Sustainable Ecological Environment Tourism

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(Tamkang University, Taiwan)

Chun-Hsiung Lan

(Hsing Wu University, Taiwan)

Abstract

Ecological environment tourism is a complicate and concise topic, including severe influence factors of the environment, tourists, economics and so on. This paper presents to establish a system dynamics model to simulate the influence factors changes of Ecological environment tourism, and try to find out some important results. Several factors, merchants, residents, tourism destination marketing organizations, and government policy, are concerned. This study explores different situations, such as management policy and foundations facility policy, the amount of visiting tourists, ecological environment, and commercial development, and therefore serves as a reference and suggestion for destination marketing organizations to make decisions on ecotourism development management. A system dynamics model is developed for supporting a valuable methodology and a reference actions to improve the negative influence of Ecological environment tourism. This study aimed to propose a System Dynamic Model for the government to protect the ecological environment.

Keywords: system dynamics; tourism; ecological environment; destination management

Paper 005

Applying Balanced Scorecard and Analytic Network Process to Analyze the Decisive Factors for the Successful Introduction of Smart Manufacturing in the Metal Manufacturing Industry

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Chien-hua Chen

(Tamkang University, Taiwan)

Abstract

In Taiwan, the metal manufacturing is affiliated with the fifth largest tool and machinery industry in the world, dominated by small and medium-sized enterprises. How to leverage limited resources is crucial to the successful introduction of smart manufacturing. This study identified 15 manufacturers that are successful in smart manufacturing in the metal manufacturing industry of Taiwan using expert questionnaires. The expert questionnaires combined the four main dimensions of the balanced scorecard. The questionnaire covers 22 influencing factors from design experts. Using the Delphi method and analytic network process, this study analyzed the key factors for the successful introduction of smart manufacturing in the metal manufacturing industry. It found that experts consider the improvement of internal process the most important, followed by the customer demands. Using small and medium-sized enterprises in the metal manufacturing industry as a reference, this study successfully introduced smart manufacturing from the perspective of balanced scorecards.

Keywords: Metal manufacturing industry, Smart manufacturing, Industry 4.0, Balanced scorecard, Analytic network process

Paper 006

How machine learning disrupts medical research

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Abstract

Due to the complexity and size of the health and medical data, more and more machine learning methods have been adopted in medical research. To apply machine learning methods effectively in the medical field, researchers require expertise from both the medical and computer science field. However, collaborating with scholars in different disciplines is challenging. Those challenges negatively impact the quality of research. Therefore, it is crucial to appropriately design research directions and methods in the early collaboration stage. However, even though the number of research articles is increasing rapidly, the holistic and quantifying view of machine learning research methodologies in medical research has yet to be thoroughly investigated. Thus, this study attempts to extract a reusable research framework from 7,651 articles using the bibliometrics approach. Consequently, the outcome of this study provides guidelines for young scholars to make informed decisions in conducting machine learning medical research in the future.

Keywords: Machine learning; Bibliometrics; Hierarchical topic clustering; Research trend analysis.

Paper 020

Challenges to Agile Project Management in the age COVID-19 Pandemic– A Case Study on Electronic Design Automation Software Development

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Abstract

The COVID-19 pandemic has had a significant impact on the semiconductor industry, which relies heavily on electronic design automation (EDA) software development to design integrated circuits. It is expected that there will be a high demand of high-performance computing and communication semiconductor products after the pandemic. As a result, the vast effectiveness and efficiency improvement for EDA becomes imminent.

In this paper, we conducted a case study to examine the challenges faced by EDA professionals in semiconductor industry in the aftermath of the pandemic. This includes the economic impact, the shift to remote work, and the need to maintain higher quality and reliability. We also explore the potential suitability of a hybrid agile project management approach in addressing these challenges and study whether a combination of agile and waterfall methodologies may be necessary.

We find that, in terms of project management tools, metrics such as project burndown, responsibility assignment matrix (RAM), and communication matrix of stakeholders and power grid are useful in tracking the progress and success of the project in semiconductor industry. Our findings suggest that, while the challenges presented by the COVID-19 pandemic are significant, a flexible and adaptable approach to project management, combined with the use of appropriate tools and methodologies may be key in successfully navigate these challenges to continuously develop innovative and effective EDA software solutions.

Keywords: Project management, Hybrid agile, EDA, Semiconductor industry

An Analysis on the Impact of Patent Risk and Information Security Incidents on the Supply Chain System

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ABSTRACT

Due to geopolitical instability, the research and development activities of supply chain manufacturers are full of high information uncertainty. In the highly competitive industrial supply chain environment in the past, major international brand manufacturers have deepened the integration of R&D, components, production and sales of the supply chain to increase profit margins. This pushes the competitive situation of enterprises to extend from physical terminal products to various patented technologies and information security guarantees. It also forces manufacturers in the supply chain to not only master key technologies, but also to respond to geopolitical risks. The information security formed by the breakdown of the supply chain has become a One of the main ways for companies to compete. Supply chain manufacturers can deploy through different patent strategies. Among them, the patent layout involves the sharing and use of patent rights, including standard formulation, open innovation, patent pools, alliances and cross-licensing of patent rights, etc., quickly importing external resources, and jointly investing in R&D activities to reduce R&D costs and risks. Reduce R&D time and improve supply chain resilience. In addition, manufacturers can merge and acquire existing patents to quickly make up for their own deficiencies in the patent layout, and can embed third-party patents into their own patent portfolios, re-module, review, and reissue. Obviously, information security incidents derived from R&D activities are also a crucial concern for Taiwan's supply chain system, which is facing the choice between the two major systems of the United States and China.

Keyword: Supply Chain, Patent Risk, Information Security Incidents, R&D, Abnormal Returns

Paper 033



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