

The 2025 International Conference on Management Sciences and Decision Making

2025 年管理科學與經營決策國際學術研討會

研討會議程

June 14, 2025

114 年 6 月 14 日 (星期六)

09:30~10:00	Registration and Reception
10:00~10:30	Opening Ceremony Dr. I-Fei Chen (Tamkang University, Taiwan)
10:30~12:00	Keynote Speech Dr. Andrew N. K. Chen (University of Kansas, Lawrence, Kansas, USA)
12:00~13:30	Lunch Break

	Session 1 Tech I Moderator: M1, M2	Session 2 Tech II Moderator: M3, M4	Session 3 Marketing Moderator: M5, M6
13:30~16:30	<p><u>Paper 004</u> To Report Multidimensional Poverty News: A Fuzzy Delphi Analysis of the Merit Times <i>Lung-Kuang Niu</i> (Fo Guang University, Taiwan)</p> <p><u>Paper 013</u> Mathematic Analytics of Rank Reversal Problem for TOPSIS method <i>Yensen Ni</i> (Tamkang University, Taiwan) <i>Hung-Ching Hu</i> (Tamkang University, Taiwan)</p> <p><u>Paper 017</u> A Hybrid White Balance Method Integrating Pyramid-Based Multi-Scale and Sclera-Based Approaches <i>Yi-Ning Tu</i> (Fu Jen Catholic University, Taiwan) <i>Cheng-Xin Lin</i> (Fu Jen Catholic University, Taiwan)</p> <p><u>Paper 020</u> Enhancing Resilience and Performance in the Textile Supply Chain: A Dynamic Capabilities Perspective on Digitalization and Responsiveness</p>	<p><u>Paper 001</u> Comparing the Development and Policies of Electric Vehicles in Indonesia and Vietnam: Application of Three I's Framework <i>Kimyung Keng</i> (Tamkang University, Taiwan)</p> <p><u>Paper 011</u> Navigating the Trade-off between Economic performance and CSR for Sustainable Development: An Integrated Fuzzy AHP and QFD Approach <i>Tsai-Sung Lin</i> (Tamkang University, Taiwan) <i>Ruey-Chyn Tsaur</i> (Tamkang University, Taiwan)</p> <p><u>Paper 016</u> Market Value As A Determinant Of Esg Performance: Exploring Its Dual Impact On Corporate Sustainability And Supply Chain Management In Vietnamese Businesses <i>M.Econ Nguyen Thi Minh Hien</i> (Diplomatic Academy of Vietnam, Vietnam) <i>Hoang Yen Binh</i> (Diplomatic Academy of Vietnam, Vietnam)</p>	<p><u>Paper 002</u> Perceptions of AR Marketing Among Young Consumers in Taiwan's Snack E-Commerce Industry <i>Chia-Shen Liu</i> (National Taiwan University of Science and Technology, Taiwan) <i>Shih-Hao Lu</i> (National Taiwan University of Science and Technology, Taiwan) <i>Chenho Chao</i> (National Taiwan University of Science and Technology, Taiwan)</p> <p><u>Paper 005</u> On the Factors Influencing Consumers' Pre-Purchase Decisions in Online Shopping <i>Chen-Hsiu, Chen</i> (Tamkang University, Taiwan)</p> <p><u>Paper 012</u> Examining the mechanism between Brand Transgression and Behavior Outcomes <i>Yen Zhu Yang</i> (Feng Chia University, Taiwan) <i>Chih Huang Wang</i> (Feng Chia University, Taiwan)</p>

<p><i>Andi Amri</i> (Asia University, Taiwan) (Universitas Muhammadiyah, Indonesia) <i>Yeneneh Tamirat Negash</i> (Asia University, Taiwan)</p> <p><u>Paper 022</u> Evaluating the Impact of SaaS-Based Electronic Health Record and Privacy Concern on Stakeholders' Benefits</p> <p><i>Hsin-Hsin Chang</i> (National Cheng Kung University, Taiwan) <i>Yun-An Yeh</i> (National Cheng Kung University, Taiwan) <i>Chien-Hung Lin</i> (National Cheng Kung University, Taiwan)</p> <p><u>Paper 035</u> Exploring the Success Factors of Industry 5.0 through the Application of MCDM Methods: A Case Study of the Metal Manufacturing Industry</p> <p><i>Chien-hua Chen</i> (Chinese Sustainable Innovation and Development Association, Taiwan) <i>Wen-Tsung Wu</i> (Chinese Sustainable Innovation and Development Association, Taiwan) <i>Chu-Hung Liu</i> (Chinese Sustainable Innovation and Development Association, Taiwan)</p>	<p><u>Paper 025</u> Predicting Students' Usage Intention of Personal Carbon Passbook by Using Artificial Neural Network Method</p> <p><i>Chien-Hsin Wu</i> (Tamkang University, Taiwan) <i>Shih-Hsun Chen</i> (Tamkang University, Taiwan) <i>Kai-Hsiang Hsu</i> (Tamkang University, Taiwan) <i>Yu-Hsiang Huang</i> (Tamkang University, Taiwan)</p> <p><u>Paper 033</u> The Influence of Cultural Diversity on Technology Adoption: A Multi-Case Study of Smart Retail Companies in Haiti</p> <p><i>Chien-Hsin Wu</i> (Tamkang University, Taiwan) <i>Kenney Bee Saint Ulysse</i> (Beeco Services, Miami, USA) <i>Yu-Hsiang Huang</i> (Tamkang University, Taiwan) <i>Li Yan Feng</i> (Tamkang University, Taiwan)</p> <p><u>Paper 034</u> Cultural Adaptation of the TAM Model in Emerging Market Social Commerce: A Case Study of Thailand</p> <p><i>Li-Ren Yang</i> (Tamkang University, Taiwan) <i>I-fei Chen</i> (Tamkang University, Taiwan) <i>Sheng-Hao Lin</i> (Tamkang University, Taiwan) <i>Oranut Kitissupornphan</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 015</u> Social Media Influencer Analysis To Marketing Strategies In Customer Loyalty</p> <p><i>Cheng-Luan Chang</i> (Tamkang University, Taiwan) <i>Ruey-Chyn Tsaor</i> (Tamkang University, Taiwan)</p> <p><u>Paper 037</u> The relationship among perceived influencer authenticity, homophily, and Impulsive Buying</p> <p><i>Meng-Hsiu Lee</i> (Tamkang University, Taiwan) <i>Li Yan Ru</i> (Tamkang University, Taiwan)</p> <p><u>Paper 039</u> The determinants of influencer's credibility</p> <p><i>Rodriques, Chaddessa</i> (Tamkang University, Taiwan) <i>Garceau, Julie</i> (University of Lyon 3, France) <i>Lii, Peirchy</i> (Tamkang University, Taiwan)</p>
<p>Session 4 ESG Moderator: M7, M8</p>	<p>Session 5 HR Moderator: M9, M10</p>	<p>Session 6 Strategic Capital Moderator: M9, M10</p>

<p><u>Paper 007</u> The B Corporation Questionnaire as an ESG Assessment Tool: Applicability, Challenges, and Insights from Taiwan and China as Asian Case Studies</p> <p><i>Mengta Chung</i> (Tamkang University, Taiwan) <i>Peir-Chyi Lii</i> (Tamkang University, Taiwan) <i>Yun-Jia Shang Kuan</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 003</u> Actualizing the Affordance of eWOM in Hospitality</p> <p><i>Kai-Chi, Hsu</i> (National Taiwan University of Science and Technology, Taiwan) <i>Shih-Hao Lu</i> (National Taiwan University of Science and Technology, Taiwan) <i>Rohit Raj</i> (National Taiwan University of Science and Technology, Taiwan)</p>	<p><u>Paper 026</u> Impact of Unpleasant Events on the Dynamics of San Francisco's Housing Market</p> <p><i>Wan-Hsiu Cheng</i> (Tamkang University, Taiwan) <i>Shih-Chieh Chiu</i> (Tamkang University, Taiwan)</p>
<p><u>Paper 010</u> The Impact of Government Policies, Environmental Awareness, and Hotel Practices on Green Tourism Intention</p> <p><i>Ci-Yuan Lin</i> (Tamkang University, Taiwan) <i>Ruey-Chyn Tsaur</i> (Tamkang University, Taiwan) <i>Mengta Chung</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 006</u> Exploring the effect of Environmental Factors on E-services Usage and the Psychological Perceptions Among the Silver-Haired Generation</p> <p><i>Ming-Xuan Li</i> (Tamkang University, Taiwan) <i>Han-Jen Niu</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 027</u> Knowledge Capital, ESG Performance, and Default Risk</p> <p><i>Shih-Chang Hung</i> (Tamkang University, Taiwan)</p>
<p><u>Paper 018</u> Optimizing a sustainable production-inventory model by integrating low-carbon material selection and progressive carbon tax policies</p> <p><i>Ruey-Chyn Tsaur</i> (Tamkang University, Taiwan) <i>Nei-Chih Lin</i> (Tamkang University, Taiwan) <i>Chi-Jie Lu</i> (Fu Jen Catholic University, Taiwan) <i>Chih-Te Yang</i> (Tamkang University, Taiwan) <i>Yin-Yin Huang</i> (Nanchang Vocational University, China)</p>	<p><u>Paper 008</u> In-depth tourism effects on travel satisfaction and loyalty</p> <p><i>Hsin-Wei Chang</i> (Tamkang University, Taiwan) <i>Yi-Chen Tung</i> (Tamkang University, Taiwan) <i>Ruey-Chyn Tsaur</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 028</u> The Impact of Trader Sentiment Indices on Market Returns and Crash Risk</p> <p><i>Chien-Liang Chiu</i> (Tamkang University, Taiwan) <i>Jui-Cheng Hung</i> (Tamkang University, Taiwan) <i>Xueer Zhang</i> (Tamkang University, Taiwan)</p>
<p><u>Paper 021</u> The impact of residential Feng Shui quality and green buildings on the residential market and purchasing intention</p> <p><i>Horng-Jinh Chang</i> (Tamkang University, Taiwan) (National Chin-Yi University of Technology, Taiwan) <i>Chia-Lin Chang</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 009</u> The Effect of Perceived Usefulness, Anthropomorphism and Privacy Concerns on Attitude and Intention to Use ChatGPT – A Survey of Taiwan University Students</p> <p><i>Chun-Hui Chang</i> (Tamkang University, Taiwan) <i>Wei-Chih Tseng</i> (Tamkang University, Taiwan) <i>Tan-Phat Trang</i> (Tamkang University, Taiwan)</p>	<p><u>Paper 029</u> The Influence of Lottery Effect on the Holding Period Returns of Futures around Expiration Date</p> <p><i>Chieh-Chin Lin</i> (Tamkang University, Taiwan) <i>Shu-Hui Chen</i> (Tamkang University, Taiwan) <i>Ying-Yu Tai</i> (Tamkang University, Taiwan) <i>Mei-Ling Yeh</i> (Tamkang University, Taiwan) <i>Shiang-Shiu Chang</i> (Tamkang University, Taiwan)</p>
	<p><u>Paper 032</u> The Influence of Cultural Intelligence on Job Performance: The Mediating Roles of Cross-Cultural Adaptation and The Moderating Roles of Cross-Cultural Communication – A Case</p>	<p><u>Paper 030</u> The Bidirectional Relationship Between ESG Ratings and Financial Performance</p> <p><i>I-Fan Hsiao</i> (Tamkang University, Taiwan)</p> <p><u>Paper 036</u> Volatility Transmission and Market Connection in Green-</p>

	<p><i>Hsin-Ling Wang</i> (Tamkang University, Taiwan)</p> <p><i>Yu-Hsiang Huang</i> (Tamkang University, Taiwan)</p> <p><u>Paper 031</u> The Influence of Green Marketing on Brand Loyalty with the Mediating Role of Customer Perception and the Moderating Effect of Green Practices: A Case Study of Bottled Water Brands in Thailand</p> <p><i>Thanatcha Thanapaisan</i> (Baan Chang Property Co.,Ltd, Bangkok)</p> <p><i>Chien-Hsin, Wu</i> (Tamkang University, Taiwan)</p> <p><i>Yu-Hsiang, Huang</i> (Tamkang University, Taiwan)</p> <p><u>Paper 038</u> The Impact of Employee Compensation and Work Motivation on Employee Green Behavior: The Mediating Effect of Employee Engagement</p> <p><i>Meng-Hsiu Lee</i> (Tamkang University, Taiwan)</p> <p><i>Liang-Ying Tung</i> (Tamkang University, Taiwan)</p> <p><i>Wan-Zhan Cui</i> Tamkang University, Taiwan)</p>	<p>Study of Taiwanese Companies Entering the Indian Market</p> <p><i>Deena Dhayalan, Pushparaj</i> (Yu-Zhan Technology, India)</p> <p><i>Chien-Hsin, Wu</i> (Tamkang University, Taiwan)</p> <p><i>Yu-Hsiang, Huang</i> (Tamkang University, Taiwan)</p> <p><u>Paper 041</u> Constructing a Tourism Development Framework for Budget Hotels through Consumer Insights and the Fuzzy Delphi Method</p> <p><i>Pi-Ying Kuo</i> (Tamkang University, Taiwan)</p> <p><i>Ying-Sheng Liang</i> (Tamkang University, Taiwan)</p> <p><i>Yu-Pei Ma</i> (Tamkang University, Taiwan)</p> <p><u>Paper 042</u> Organic Food Purchasing Behaviours Among Caribbean Residents in Taiwan</p> <p><i>Yu-Pei Ma</i> (Tamkang University, Taiwan)</p> <p><i>I-Fei Chen</i> (Tamkang University, Taiwan)</p> <p><i>Malisia Evelyn</i> (Sistercurlz Indibiri Company, St. Lucia)</p>	<p>Related Financial Indexes: An Empirical Approach</p> <p><i>An-Chi Wu</i> (Tamkang University, Taiwan)</p> <p><i>Yun-Ching Tsai</i> (Tamkang University, Taiwan)</p> <p><u>Paper 040</u> The link between pay for performance, engagement and Organization Citizenship Behavior: a moderated mediation model</p> <p><i>Meng-Hsiu Lee</i> (Tamkang University, Taiwan)</p> <p><i>Sindy Yesenia Zavala Vasquez, M.D</i> (Tamkang University, Taiwan)</p> <p><i>James Christopher W</i> (Tamkang University, Taiwan)</p>
16:30~16:40	Break		
16:40~17:00	Closing Ceremony Best Paper Awards		

