

# 2025 Management Theory and Practice Conference

Emerging Trends in the Utilization of Artificial Intelligence and Big Data

## Program Overview

Mandarin Hotel, Bangkok, Thailand

| 【Day 1】 February 28, 2025 (Friday) |  |  |
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| Time                               | Agenda   |  |
| 08:30-08:50                        | <b>Registration</b>  | Reception  |
| 08:50-09:00                        | <b>Open Ceremony</b>   | Budsaba Room (4)   |
| 09:00-09:40                        | <b>Keynote Speech I (online)</b><br><b>Big Data to AI</b><br>Prof. Ben-Chang Shia/Fu Jen Catholic University   |  |
| 09:50-11:30                        | <b>Practical Forum:</b><br><b>Investment and Business Operations for Taiwanese Enterprises in Thailand</b><br><b>Moderators:</b><br>Prof. Ho-Min Chen/National Taiwan University/National Taipei University of Business<br>Prof. Pim Soonsawad/Chulalongkorn University<br><b>Introducer:</b><br>President Stephen Chen/Thai-Taiwan Business Association<br><b>Discussants:</b><br>General Manager Tony Chen/XAVi Technologies Corp. (Chicony Group)<br>Chairman Frank Chao/CTCI (Thailand) Co., Ltd.<br>President Daniel Liu/Federation of Oversea Traders Alumni of Thailand |  |
|                                    | <b>Online Session</b>  | Rodsukon Room (1)  |
| 11:30-13:00                        | <b>Welcome Banquet</b>   | Krua Luang Restaurant  |
| <b>Session A</b><br>13:10-14:10    | <b>Session A1: Innovation and Competitiveness</b>  |  |
|                                    | <b>Session Chair: President Lichung Jen/National Taipei University of Business</b>   |  |
|                                    | AI.021   | Innovation, Diffusion, and Adoption of High Technology: The Case of the M-Police System in Taiwan<br><b>Author:</b> Ai-Wen Sun/National Taipei University of Business  |
|                                    | AI.024   | Enhancing Retail Competitiveness with an AIDA-Based Intelligent Shopping Assistant System<br><b>Author:</b> Wen-Lung Tsai/National Taipei University of Business<br>Ming-Kuei Yeh/National Taipei University of Business<br>Yu-Chih Lin/National Taipei University of Business |
|                                    | AI.036   | Sexist Hate Speech Detection and User-Level Analysis<br><b>Author:</b> Hsin-Min Lu/National Taiwan University  |
| AI.072                             | Exploring the Impacts of News Sentiment and Attention Levels on Stock Return, Liquidity, and Institutional Investor Trading Behavior in the Taiwan Stock Market<br><b>Author:</b> De-Wai Chou/National Taiwan Normal University<br>Chih-Chun Chen/National Ilan University<br>Lu-Hsin Lee/Bank SinoPac Company Limited   |  |
|                                    |  | Rodsukon Room (1)  |

| <b>Session A2: Consumer Behavior, Loyalty Dynamics, and Social Impacts in Marketing Strategies</b> |   | Karaked Room (2) |
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| <b>Session Chair: Prof. Pim Soonsawad/Chulalongkorn University</b>                                 |   |                  |
| AI.025   | Baby, I'm Sorry: The Impact of Romantic Guilt on Luxury Gift-Giving Intention<br><b>Author:</b> Hsuan-Yi Chou/National Sun Yat-sen University<br>Yi-Ting Yen/National Sun Yat-sen University<br>Chin-Fu Chang/National Sun Yat-sen University   |                  |
| AI.063   | Understanding Bus User Loyalty to Overcome Post-Pandemic Challenges: Integrating Four-Stage Loyalty Theory and Customer Value Theory<br><b>Author:</b> Chung-Cheng Lu/National Yang Ming Chiao Tung University<br>Jyun-Kai Liang/National Taichung University of Science and Technology   |                  |
| AI.073   | Enhancing Marketing Agility: The Role of Human-AI Collaboration and Skills Development<br><b>Author:</b> Chueh-An Lee/National Chiayi University<br>Hsuan-Jung Lai/National Chiayi University   |                  |
| AI.083   | Media Coverage of Firm's Stance on Same-Sex Marriage: How Coverage Impacts Firm Market Value<br><b>Author:</b> Shou-Lin Yang/National Kaohsiung University of Science and Technology<br>Tsai-Chen Chang/National Kaohsiung University of Science and Technology<br>Pin-Xuan Chen/National Kaohsiung University of Science and Technology                                    |                  |
| <b>Session A3: Talent, Culture, and Leadership: Drivers of Organizational Success</b>              |   | Kannika Room (3) |
| <b>Session Chair: Prof. Ku-Hsieh Chen/National Ilan University</b>                                 |   |                  |
| AI.033   | Government Subsidies, Workplace Training Investment, and Their Impact on R&D Talent Cultivation and Organizational Performance: An Empirical Analysis in Taiwanese Businesses<br><b>Author:</b> Nien-Chi Liu/National Taiwan University<br>Ming-Jhe Jeng/National Taiwan University<br>Chi-Hung Fu/National Taiwan University<br>Yung-Chun Wang/National Central University |                  |
| AI.048   | When Cultural Value Orientation and Structural Empowerment Interact: An Empirical Investigation<br><b>Author:</b> Shu-Cheng Chi/National Taiwan University<br>Ming-Jie Tsai/National Taiwan University<br>Ray Friedman/Vanderbilt University  |                  |
| AI.109   | Revisiting the Economic Impact of Income Inequality with the Role of Social Mobility: An Empirical Evidence Worldwide<br><b>Author:</b> Ku-Hsieh Chen/National Ilan University<br>Pei-Hwa Chen/National Taipei University<br>Kang-Hua Hsu/National Chengchi University<br>Meng-Hsueh Hsieh/National Ilan University   |                  |
| AI.114   | Virtue Over Kinship: Expatriate GM Experience as a Driver of Success<br><b>Author:</b> Yutao Bian/National Taiwan University<br>Hsiou-Wei Lin/National Taiwan University  |                  |
| <b>Session A4: Strategies and Impacts in Real Estate, Energy, and Organizational Dynamics</b>      |   | Budsaba Room (4) |

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| <b>Session Chair: Prof. Jin-Huei Yeh/National Central University</b>  |  |                   |
| AI.047  | Does Accessibility Uplift the Values of Real Estate Properties? Evidence from Taoyuan Airport MRT, Taiwan<br><b>Author:</b> Yao-Wen Hsu/National Taiwan University<br>Chia-Yuan Fan/National Taiwan University   |                   |
| AI.050  | Critical Factors for Investing the Brent from Trade war to Russia-Ukraine war: Propositions of a Mixed Model with Midas GARCH<br><b>Author:</b> Jin Lin/National Taipei University   |                   |
| AI.071  | No More QQ-Organizations' Strategies for Addressing Quiet Quitting<br><b>Author:</b> Mei-Shu Chang/National Chi Nan University<br>Hsin-Mei Lin/National Chi Nan University<br>Yu-Ling Chen/National Chi Nan University<br>Yu-Hui Liu/National Chi Nan University   |                   |
| AI.086  | The Evolutionary Process of Business Decision-Making and Corporate Political Activities Under the Carbon-Neutral Economy: The Case of Toyota's Battery-Powered Electric Vehicle Development Strategy<br><b>Author:</b> Hsin-Chang Lu/National Taiwan University  |                   |
| 14:10-14:20   | <b>Coffee Break</b>  | Foyer             |
| <b>Session B1: Exploring Influences on Consumer Behavior, Business Cycle, and Workforce Dynamics</b><br><b>Session Chair: Prof. Nipat Puangjampa/Chulalongkorn University</b>               |  |                   |
| AI.106  | Learning from the Band of Brothers: Evidence from Entrepreneurial Spillover<br><b>Author:</b> Yen-Cheng Chang/National Taiwan University<br>Chun-Che Chi/Academia Sinica<br>Chih-Ching Hung/National Taiwan University<br>Kevin Tseng/National Taiwan University/Chinese University of Hong Kong                           | Rodsukon Room (1) |
| AI.108  | Dissecting the Asymmetric Impact of Monetary and Fiscal Policy on Inequality over the Business Cycle<br><b>Author:</b> Hsuan-Chih Lin/National Taiwan University<br>Chih-Han Hsueh/University of New South Wales<br>C. C. Yang/Academia Sinica   |                   |
| AI.116  | Employee Treatment and Collective Bargaining Agreements<br><b>Author:</b> Nipat Puangjampa/Chulalongkorn University  |                   |
| <b>Session B</b><br>14:20-15:35   |  |                   |
| <b>Session B2: Financial Management Insights: Analyst Influence, Tone Analysis, and Shareholder Activism</b><br><b>Session Chair: Prof. Sansakrit Vichitlekarn/Chulalongkorn University</b> |  |                   |
| AI.023  | Investment Insight: Security Analysts as the Lens for Peer Valuation<br><b>Author:</b> Ruei-Shian Wu/National Taipei University of Business<br>Yueh-Hsiang Lin/National Taipei University of Business  |                   |
| AI.031  | The Information Content of Tone Dispersion: Evidence from Earnings Conference Call Q&As<br><b>Author:</b> Jyun-Ying Fu/National Taiwan University<br>Alan Huang/University of Waterloo<br>Russell Wermers/University of Maryland<br>Jingyu Zhang/Queen's University<br>Yuxin Zhang/University of Nottingham, Ningbo, China | Karaked Room (2)  |

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| AI.046  | Shareholder Litigation and Shareholder Activism<br><b>Author:</b> Szu-Fan Chen/National Taiwan University<br>Ping-Sheng Koh/ESSEC Business School   |                  |
| <b>Session B3: Leadership, Networking, and Entrepreneurial Insights for Business Growth</b><br><b>Session Chair: Prof. Nien-Chi Liu/National Taiwan University</b>    |   |                  |
| AI.051  | Dual Process Linking Authentic Leadership to Work Engagement: The Role of Psychological Empowerment and Relational Identification<br><b>Author:</b> Hui-Ling Tung/Da-Yeh University<br>Mancoba Maseko/Da-Yeh University   | Kannika Room (3) |
| AI.065  | From Viewing to Purchasing: How YouTube Beauty Vloggers Influence Consumer Behavior<br><b>Author:</b> Hsiu-Ying Huang/Feng Chia University<br>Ching-Hsuan Yeh/Feng Chia University<br>Ting-Ju Lin/Feng Chia University  |                  |
| AI.068  | Unlocking Microenterprise Performance in Indonesia Craft Industry: The Role of Business and Political Networking Capabilities<br><b>Author:</b> Delly Nofiani/National Chengchi University<br>Tzu-Ju Ann Peng/National Chengchi University<br>Shiau-Ling Guo/National Chengchi University |                  |
| <b>Session B4: Leveraging IT Governance, AI Innovations, and Branding for Business Success</b><br><b>Session Chair: Prof. Chia-Wei Kuo/National Taiwan University</b> |   |                  |
| AI.043  | Achieving IT-Business Alignment through Effective IT Governance in IT-enabled Programs<br><b>Author:</b> Tzu-Shin Yu/National Taiwan University<br>Judy Huang/National Taiwan University<br>James Jiang/National Taiwan University  | Budsaba Room (4) |
| AI.090  | Exploring Fine-Tuned LLMs for Effective Sponsored Post Generation: Insights from English and Traditional Chinese Datasets<br><b>Author:</b> Wei-Hsin Chiu/National Taiwan University<br>Stephen Chen/iKala Interactive Media Inc.<br>Yuh-Jzer Joung/National Taiwan University            |                  |
| AI.100  | Does “AI Name” Affect Entrepreneurial Fundraising Performance?<br><b>Author:</b> Chun-Ping Yeh/National Taiwan University of Science and Technology<br>Yi-Chi Hsiao/National Central University   |                  |
| 15:45-18:30   | <b>Campus Tour (Shuttle bus)</b><br>Welcome Banquet   |                  |