

# 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	Registration	Reception	
08:50-09:00	Open Ceremony	Budsaba Room (4)	
09:00-09:40	Keynote Speech I (online) Big Data to AI Prof. Ben-Chang Shia/Fu Jen Catholic University		
09:50-11:30	Practical Forum (in Mandarin): Investment and Business Operations for Taiwanese Enterprises in Thailand Moderators: Prof. Ho-Min Chen/National Taiwan University/National Taipei University of Business Prof. Pim Soonsawad/Chulalongkorn University Introducer: President Stephen Chen/Thai-Taiwan Business Association Discussants: General Manager Tony Chen/XAVi Technologies Corp. (Chicony Group) Chairman Frank Chao/CTCI (Thailand) Co., Ltd. President Daniel Liu/Federation of Oversea Traders Alumni of Thailand		
	Online Session		Rodsukon Room (1)
11:30-13:00	Welcome Banquet	Krua Luang Restaurant	
Session A 13:10-14:10	Session A1: Innovation and Competitiveness Session Chair: President Lichung Jen/National Taipei University of Business		Rodsukon Room (1)
	AI.021	Innovation, Diffusion, and Adoption of High Technology: The Case of the M-Police System in Taiwan Author: Ai-Wen Sun/National Taipei University of Business	
	AI.024	Enhancing Retail Competitiveness with an AIDA-Based Intelligent Shopping Assistant System Author: Wen-Lung Tsai/National Taipei University of Business Ming-Kuei Yeh/National Taipei University of Business Yu-Chih Lin/National Taipei University of Business	
	AI.036	Sexist Hate Speech Detection and User-Level Analysis Author: Hsin-Min Lu/National Taiwan University	
	Session A2: Consumer Behavior, Loyalty Dynamics, and Social Impacts in Marketing Strategies Session Chair: Prof. Pim Soonsawad/Chulalongkorn University		Karaked Room (2)
	AI.025	Baby, I’m Sorry: The Impact of Romantic Guilt on Luxury Gift-Giving Intention Author: Hsuan-Yi Chou/National Sun Yat-sen University Yi-Ting Yen/National Sun Yat-sen University	

	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 <b>Author:</b> Chung-Cheng Lu/National Yang Ming Chiao Tung University Jyun-Kai Liang/National Taichung University of Science and Technology	
AI.073	Enhancing Marketing Agility: The Role of Human-AI Collaboration and Skills Development <b>Author:</b> Chueh-An Lee/National Chiayi University Hsuan-Jung Lai/National Chiayi University	
AI.083	Media Coverage of Firm's Stance on Same-Sex Marriage: How Coverage Impacts Firm Market Value <b>Author:</b> Shou-Lin Yang/National Kaohsiung University of Science and Technology Tsai-Chen Chang/National Kaohsiung University of Science and Technology Pin-Xuan Chen/National Kaohsiung University of Science and Technology	
<b>Session A3: Talent, Culture, and Leadership: Drivers of Organizational Success</b> <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 <b>Author:</b> Nien-Chi Liu/National Taiwan University Ming-Jhe Jeng/National Taiwan University Chi-Hung Fu/National Taiwan University Yung-Chun Wang/National Central University	Kannika Room (3)
AI.048	When Cultural Value Orientation and Structural Empowerment Interact: An Empirical Investigation <b>Author:</b> Shu-Cheng Chi/National Taiwan University Ming-Jie Tsai/National Taiwan University Ray Friedman/Vanderbilt University	
AI.109	Revisiting the Economic Impact of Income Inequality with the Role of Social Mobility: An Empirical Evidence Worldwide <b>Author:</b> Ku-Hsieh Chen/National Ilan University Pei-Hwa Chen/National Taipei University Kang-Hua Hsu/National Chengchi University Meng-Hsueh Hsieh/National Ilan University	
AI.114	Virtue Over Kinship: Expatriate GM Experience as a Driver of Success <b>Author:</b> Yutao Bian/National Taiwan University Hsiou-Wei Lin/National Taiwan University	
<b>Session A4: Strategies and Impacts in Real Estate, Energy, and Organizational Dynamics</b> <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 <b>Author:</b> Yao-Wen Hsu/National Taiwan University Chia-Yuan Fan/National Taiwan University	Budsaba Room (4)

	AI.050	Critical Factors for Investing the Brent from Trade war to Russia-Ukraine war: Propositions of a Mixed Model with Midas GARCH <b>Author:</b> Jin Lin/National Taipei University	
	AI.071	No More QQ-Organizations' Strategies for Addressing Quiet Quitting <b>Author:</b> Mei-Shu Chang/National Chi Nan University Hsin-Mei Lin/National Chi Nan University Yu-Ling Chen/National Chi Nan University 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 <b>Author:</b> Hsin-Chang Lu/National Taiwan University	
14:10-14:20	<b>Coffee Break</b>		Foyer
Session B 14:20-15:35	<b>Session B1: Exploring Influences on Consumer Behavior, Business Cycle, and Workforce Dynamics</b> <b>Session Chair: Prof. Nipat Puangjampa/Chulalongkorn University</b>		Rodsukon Room (1)
	AI.106	Learning from the Band of Brothers: Evidence from Entrepreneurial Spillover <b>Author:</b> Yen-Cheng Chang/National Taiwan University Chun-Che Chi/Academia Sinica Chih-Ching Hung/National Taiwan University Kevin Tseng/National Taiwan University/Chinese University of Hong Kong	
	AI.108	Dissecting the Asymmetric Impact of Monetary and Fiscal Policy on Inequality over the Business Cycle <b>Author:</b> Hsuan-Chih Lin/National Taiwan University Chih-Han Hsueh/University of New South Wales C. C. Yang/Academia Sinica	
	AI.116	Employee Treatment and Collective Bargaining Agreements <b>Author:</b> Nipat Puangjampa/Chulalongkorn University	
	<b>Session B2: Financial Management Insights: Analyst Influence, Tone Analysis, and Shareholder Activism</b> <b>Session Chair: Prof. Sansakrit Vichitlekarn/Chulalongkorn University</b>		Karaked Room (2)
	AI.023	Investment Insight: Security Analysts as the Lens for Peer Valuation <b>Author:</b> Ruei-Shian Wu/National Taipei University of Business Yueh-Hsiang Lin/National Taipei University of Business	
	AI.031	The Information Content of Tone Dispersion: Evidence from Earnings Conference Call Q&As <b>Author:</b> Jyun-Ying Fu/National Taiwan University Alan Huang/University of Waterloo Russell Wermers/University of Maryland Jingyu Zhang/Queen's University Yuxin Zhang/University of Nottingham, Ningbo, China	
	AI.046	Shareholder Litigation and Shareholder Activism <b>Author:</b> Szu-Fan Chen/National Taiwan University Ping-Sheng Koh/ESSEC Business School	
	<b>Session B3: Leadership, Networking, and Entrepreneurial Insights for Business Growth</b> <b>Session Chair: Prof. Nien-Chi Liu/National Taiwan University</b>		Kannika Room (3)

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