

【Day 2】 March 1, 2025 (Saturday)

Time	Agenda	
08:10-08:20	Registration	Reception
Session C 08:20-09:20	Session C1: Innovative Strategies for Product Marketing, Service Systems, and Consumer Engagement Session Chair: Prof. Ake Pattaratanakun/Chulalongkorn University	
	AI.044	Optimal Selling Strategies for Multiple Products: Probabilistic Selling or Product Bundling Author: Yung-Hsun Chang/National Taiwan University Chia-Wei Kuo/National Taiwan University Kwei-Long Huang/National Taiwan University
	AI.066	A Study on the Continued Use Behavior of Hospital Self-Service Systems Based on Expectation Confirmation Theory Author: Po-Ya Huang/National Cheng Kung University Hospital I-Chun Chen/National Chung Cheng University Cheng-Wei Lin/National Chung Cheng University Wei-Chieh Chang/National Chung Cheng University Wei-Min Huang/National Chung Cheng University
	AI.085	Using Stimulus-Organism-Response (SOR) Model and Cue Utilization Theory to Transform Online and Offline Store Author: Hui-Ming Li/National Kaohsiung University of Science and Technology Ling-Sian Chang Chien/National Kaohsiung University of Science and Technology Echo Huang/National Kaohsiung University of Science and Technology
	AI.099	Body Moves, Mind Moves? The Impact of Dynamic Imagery and Conceptual Metaphors in Sports Advertising on Consumer Attitudes and Purchase Intentions Author: Hsuan-Yi Chou/National Sun Yat-sen University Tzu-Yun Lin/National Sun Yat-sen University Chin-Fu Chang/National Sun Yat-sen University
	Session C2: Financial Constraints, Green Policies, and Investment Strategies Session Chair: Prof. Jin Lin/National Taipei University Prof. San-Lin Chung/National Taiwan University	
	AI.027	Examining the Impact of Financial Constraints on Asymmetric Cost Behavior in the Context of Competitive Strategies Author: Chia-Ching Cho/National Chung Cheng University Peng-Nien Chen/National Chung Cheng University
	AI.045	A Study of Capital Requirements and Green Policies Author: Chih-Wei Lee/National Taipei University of Business Hui-Tzu Lee/Feng Chia University
	AI.087	Modeling the Stability of Collateralized Stablecoins Based on Agents' Optimal Decisions Author: U-Hou Lok/National Taipei University of Business Jun-Kai Wu/National Taipei University of Business Dong-Yuh Yang/National Taipei University of Business
	AI.107	Portfolio Diversification Effect of S&P 500 Leveraged ETFs Author: San-Lin Chung/National Taiwan University

Rodsukon Room (1)

Pornphailin Room (2)

	Lu-Kuan Lee/Barclays Securities Taiwan Limited Ling-Pei Hsu/Taiwan Futures Exchange	
Session C3: Governance and Innovation Strategies in Diverse and Dynamic Markets Session Chair: Prof. Chien-Heng Chang/Yuan Ze University		
AI.022	Board Diversity and Innovation Performance: The Case of New Product Introduction Announcements Author: Jung-Ho Lai/National Taipei University of Business	Kannika Room (3)
AI.082	Exploring the Competitive Advantage Maintained Strategy of Niche Companies in Machine Tool Industry from the Perspective of Resource-Based View of the Firm: A Case Study of Company F Author: Yi-Ching Lin/National Chi Nan University Hsin-Mei Lin/National Chi Nan University	
AI.104	Decomposing the Effects of ESG on Firm Performance: Does Firm Size Matter? Author: Ku-Hsieh Chen/National Ilan University Pei-Hua Chen/National Taipei University Kang-Hua Hsu/National Chengchi University	
AI.113	A Stranger in the Corner: How do Firms Respond to the Divestment of Alliance Partners Author: Yutao Bian/National Taiwan University Lok Ting Chan/National Taiwan University Hsiou-Wei Lin/National Taiwan University Hsueh Liang Wu/National Taiwan University	
Session C4: The Impact of ESG on Firm Performance and Risk Management Session Chair: Prof. An-Lin Chen/National Sun Yat-Sen University Prof. Kevin Tseng/National Taiwan University/Chinese University of Hong Kong		
AI.041	ESG Disclosure Mandate and Holdup in Innovations Author: Kevin Tseng/National Taiwan University/Chinese University of Hong Kong Irene Zhong/University of Illinois Chicago	Budsaba Room (4)
AI.062	The Eagles Who Want to Fly: A Longitudinal Case Study on ESG as Strategy Practice Author: Shen-Min Chang/National Tsing Hua University Hua-Wei Hung/Soochow University Yi-Chun Liu/National Tsing Hua University	
AI.074	Mutual Fund Performance and ESG Rating: Evidence from Mutual Fund Holdings in Taiwan Author: Lan-Feng Kao/National University of Kaohsiung An-Lin Chen/National Sun Yat-Sen University	
AI.084	Corporate Social Responsibility and Intra-Industry Contagion Author: Shou-Lin Yang/National Kaohsiung University of Science and Technology Tsai-Chen Chang/National Kaohsiung University of Science and Technology Yi-Cen Wu/National Kaohsiung University of Science and Technology	
09:25-10:05	Keynote Speech II	Budsaba Room (4)

	Digital Human with Artificial Intelligence and Aesthetics for Future Business, Marketing, and Management Prof. James She/Hong Kong University of Science and Technology	
10:05-11:15	Coffee Break	Foyer
Session D 10:15-11:15	Session D1: Psychological Well-being and Behavioral Outcomes in the Workplace Session Chair: Prof. Shu-Cheng Chi/National Taiwan University	Rodsukon Room (1)
	AI.054 The Role of Perceived Humor and Happiness on Work Outcomes Author: Shu-Yuan Chen/National Taiwan Normal University	
	AI.075 Economic Constraints, Work Volition, and the Attainment of Decent Work for Employees in Thailand Author: Chun-Yu Lin/National Taipei University Chung-Kai Huang/National Taipei University of Business Hsiang-Ting Chou/National Taipei University Pusit Siriwachira/National Taipei University	
	AI.095 Unraveling the Impact of Workplace Bullying: Psychological Resources Perspective Author: HsinHung Chen/Yuan Ze University Ching-Fang Wei/Yuan Ze University Chanidapha Sittikorn/Yuan Ze University	
	Session D2: Sustainability Perspectives on EV Purchase Intentions, Delivery Van Replacement, and Crowdfunding Projects in Taiwan Session Chair: Prof. Hsin-Min Lu/National Taiwan University	Pornphailin Room (2)
	AI.064 Strategic Electric Delivery Van Replacement Scheduling: A Dynamic Programming Approach Author: Hui-Chieh Li/National Taipei University of Business Hsien-Mei Wang/Dongguan City University	
	AI.070 A Study of Electric Vehicles (EV) Purchase Intention: The Perspective of Sustainability Author: Robert Li/National Kaohsiung University of Science and Technology Ya-Chu Yang/National Kaohsiung University of Science and Technology Echo Huang/National Kaohsiung University of Science and Technology	
	Session D3: Green Innovation and Sustainable Development Strategies Session Chair: Prof. Yu-Lin Chen/National Taipei University of Business	Kannika Room (3)
	AI.030 Post-Pandemic Shifts in Green Consumer Behavior in Taiwan: An Analysis of the Mediating Role of Green Lifestyle, Cognition, and Satisfaction Author: Kuo-Feng Wu/National Taipei University of Business Cai-Ling Peng/National Taipei University of Business Pei-Chieh Wu/National Taipei University of Business Chia-Yi Shen/National Taipei University of Business Sze-hsun Chang/National Taipei University of Business	
	AI.052 Study of Green Innovation and Sustainable Development of Enterprises: From the Perspective of Stakeholder Theory Author: Hsin-Yi Hu/National United University	
	AI.061 Incorporating Carbon Tax and Carbon Right Costs into Multi-Period Production Decision Mode	

	Author: Wen-Hsien Tsai/National Central University Hsiang-Ching Chen/National Central University Shuo-Chieh Chang/National Central University	
Session D4: Data-Driven Insights for Financial Audits, Mental Health, and Business Performance Session Chair: Prof. Wattana Viriyasitavat/Chulalongkorn University		Budsaba Room (4)
AI.040	Leveraging Machine Learning to Enhance the Accuracy of Abnormal Audit Fee Predictions Author: Sz-Shiuan Chen/National Taiwan University Sheng-Feng Hsieh/National Taiwan University	
AI.078	Predicting User Depression Tendencies Using Social Media Content Author: Sung-Shun Weng/National Taipei University of Technology Shang-Chia Liu/Fu Jen Catholic University Tsung-Hsien Wu/Fu Jen Catholic University Wen-Yu Chen/National Taipei University of Technology	
Session E 11:20-12:20	Session E1: Innovative Business Practices and Leadership for Sustainable Impact Session Chair: Prof. Yuh-Jzer Joung/National Taiwan University	Rodsukon Room (1)
	AI.049 Innovative Business Models Driving Shared Value Creation: A Qualitative Case Study of a Taiwanese Social Enterprise Author: Sze-hsun Chang/National Taipei University of Business Kuo-Feng Wu/National Taipei University of Business	
	AI.091 CEO Narcissism and the Impact of Prior Improvements in Electricity Performance on Renewable Energy Utilization Author: Yu-Lin Chen/National Taipei University of Business Mei-Chung Huang/Chung Yuan Christian University	
	AI.092 A Study of Digital Transformation of Tourism: Four Stages Analysis Author: Yi-Hsiu Lin/National Kaohsiung University of Science and Technology Do Thi Yen Nhi/National Kaohsiung University of Science and Technology Echo Huang/National Kaohsiung University of Science and Technology	
	Session E2: Financial Market Predictors and Assurance Providers Session Chair: Prof. Hsiou-Wei Lin/National Taiwan University	Pornphailin Room (2)
	AI.037 Impact of Internal Audit Quality on the Timeliness of Financial Statement Announcements Author: Yuan-Li Wu/National Taipei University of Business Yun-Chen Kuo/Tamkang University Hsuan-Pin Wang/National Taipei University of Business	
	AI.096 Investor Sentiment, Audit Committee Quality, and Corporate Social Responsibility Reporting Assurance Providers Author: Chien-Heng Chang/Yuan Ze University	
	AI.103 An Interpretable Model for U.S. Inflation Density Forecasting and Monitoring via Factor Augmentation and Machine Learning Author: Jin-Huei Yeh/National Central University Shan-Ying Chu/Chung-Yuan Christian University Hsun-Hao Chang/National Central University	
	Session E3: Navigating Innovation and Risk: AI Applications, Web Development, and SME Strategies	Kannika Room (3)

Session Chair: Prof. Kavin Asavanant/Chulalongkorn University		
AI.034	<p>An Empirical Study on the Intention of the General Public to Use ChatGPT for Health Information Consultation</p> <p>Author: Yu-Sheng Chen/National Chung Cheng University Huei-Ru Lin/Kyoto University School of Public Health Min-Chen Lu/Ditmanson Medical Foundation Chia-Yi Christian Hospital Min-Chen Wu/Ditmanson Medical Foundation Chia-Yi Christian Hospital Po-Han Su/National Chung Cheng University Wei-Min Huang/National Chung Cheng University</p>	
AI.042	<p>Enhancing Web Development Success: Strategies for Risk Identification, Assessment, and Mitigation</p> <p>Author: Cheng-Yuan Ho/National Taiwan University Jui-Ying Hsieh/National Taiwan University Yi-An Chen/National Taiwan University Rong-Chi Liou/National Taiwan University Cheng-Yang Wu/National Taiwan University Po-Jui Huang/National Taiwan University Ming-You Liao/National Taiwan University</p>	
AI.102	<p>Diversification Strategies for Small and Medium-Sized Enterprises in the Fast-Moving Consumer Goods Industry Post-COVID-19: An Exploration Through Dynamic Capabilities Theory</p> <p>Author: Ming-Hsu Li/National Chi Nan University Hsin-Mei Lin/National Chi Nan University Chou-Ching Liu/National Chi Nan University</p>	
12:25-12:35	Closing Ceremony	Budsaba Room (4)