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<u>Chair's Message</u>

The Committees of the International Conference on Innovation and Management (IAM2023 Winter) are pleased to welcome you to this meeting held at Sapporo, Japan on Jan. 31-Feb. 3, 2023. The last time we had a physical IAM Conference was in 2020, also in Sapporo. However, due to the Covid-19 Pandemic, we were only able to hold IAM Conferences in 2021 and 2022 online, with a much smaller scale. We are glad to announce that we are back again! This time around, with most countries starting to open their borders, we have to scale down and start cautiously.

On behalf of the organizers, I express my delight in sharing the time with the delegates from several countries and hope you all have pleasant a stay here.

With the rapid development in e-business and technology, enterprises are now facing escalating competitions and vague opportunities. How to assist enterprises in gaining competitive advantages through technological and managerial innovations has become a crucial issue for both academicians and practitioners. The main objective of IAM International Conference is to provide a venue where business stakeholders, researchers and experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote business innovation and management. We believe it is of immense significance to have an opportunity to share the knowledge from all participants.

Among 50 excellent manuscript submissions from 5 countries, 30 of them come from 4 countries have been further selected for presentation in the conference. These papers provide unique insights and are regarded as the research forefront of the key areas including applications of innovation and management in selected industries, innovative systems and knowledge management, contemporary business behavior and data. We would like to express our gratitude to all those who contributed in helping deliver quality content of IAM2023W.

Looking forward for your participation again in our next event, hopefully without the shadow of the Pandemic.

Conference Chair

<u>Schedule</u>

Jan. 31, 2023 (Tuesday)	
15:00-16:00	Registration (Hoshi, 36F)

Feb. 1, 2023 (Wednesday) 09:00-15:30 Registration	
Room	**Tsuki (36F)**
09:30-11:50	Session A
12:00-13:30	Lunch (SKY J, 35F)
13:30-16:10	Session B

Feb. 2, 2023 (Thursday) 09:00-15:30 Registration	
Room	**Tsuki (36F)**
09:30-11:50	Session C
12:00-13:30	Lunch (SKY J, 35F)
13:30-16:10	Session D

Feb. 3, 2020 (Friday)	
Whole Day	Free Activities

<u>Agenda</u>

Feb. 1, 2023 (Wednesday)

Session A 09:30-11:50 **Room:** Tsuki

Session Chair: Chih-Chin Liang

National Formosa University, Taiwan

Factors Affecting Use Intention for Artificial Intelligence Products: The Perspectives of Social Influence and Social Media Attachment

Chih-An Lin   Fu Jen Catholic University

Yu-Ming Hsu   Fu Jen Catholic University

Wei-Chung Huang   Ococo International Co. Ltd.

Autonomous Sensory Meridian Response of Towel Sound

Chih-Chin Liang   National Formosa University

Repurchase Intention in Physical Stores: A Moderated Mediating Role of Electronic Word-of-Mouth

Shu-Hsien Liao   Tankang University

Yi-Wen Fang   Tamkang University

Developing Customer Churn Prediction Model with LFMCP Value Segmentation in the Thai Insurance Industry: A Case Study

Pattaraporn Kulmanochwong   National Institute of Development Administration

Akkaranan Pongsathornwiwat   National Institute of Development Administration

Effects of Association-Rules' Characteristics on the Performances of Storage Relocation Problem: A Case of Foods' Raw Materials Warehouse

Akkaranan Pongsathornwiwat   National Institute of Development Administration

Nattakit Kaewwilai   National Institute of Development Administration

Issues of the Emergence and Development of MyData Business: Focused on Financial MyData Sector in Korea

Soo Kyung Park   Yonsei University

<u>Agenda</u>

Feb. 1, 2023 (Wednesday)

Session A   09:30-11:50   **Room:** Tsuki

Session Chair: Chih-Chin Liang

National Formosa University, Taiwan

A Case Study of Supplier Evaluation Based on Internal and External Metrics Using Decision-Matrix

Chien-Chih Wang   Ming Chi University of Technology

Ho-Wen Chiang   Ming Chi University of Technology

Factors Affecting Use Intention for Artificial Intelligence Products: The Perspectives of Social Influence and Social Media Attachment

Chih-An Lin[1], Yu-Ming Hsu[1*] and Wei-Chung Huang[2]

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Abstract

Smart products of artificial intelligence (AI) appear apples in the eyes of engineers and businessmen. Yet, they represent worries in the hearts of some consumers and moralists. Despite the contrasting appreciations and apprehensions, the development and launch of social or AI applications seems to be an inexorable trend. The current research leverages the social influence theory and attempts to answer how relation of one's body to self and to others impact consumer preference on product attributes and use intention for AI products. The results exhibit that higher evaluation of body-self leads to accentuation of user-comment search, where social media attachment moderates the relationship between the two. Comment search shows a significant correlation with product preference for warm material and anthropomorphism. Whereas material preference does not show a significant relationship with intention to use, anthropomorphism contributes to the intention of using an AI product. Comparison between the consumers in the East and West is also made for academic and practical implications.

Keywords: Anthropomorphism, artificial intelligence, comment search, product preference, social influence

Autonomous Sensory Meridian Response (ASMR) of Towel Sound

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Abstract

Qualified video streaming with ASMR can help in advertising investigations. Changes in brainwaves and skin electrophysiological responses when consumers use towel products can be used to explore whether the participants are affected by ASMR. Hence, this study adopted qualified advertising streaming with ASMR effect to survey customers. The results showed that audio ASMR streaming significantly increased the skin conductance rate and the brainwave of left anterior frontal area. This means that audio ASMR can attract consumer attention. The survey results have shown that all hypotheses were supported.

Keywords: Audio ASMR, purchase Intention, advertisements, brainwave, galvanic skin response

Repurchase Intention in Physical Stores:
A Moderated Mediating Role of Electronic Word-of-Mouth

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Abstract

In physical stores, consumer repurchase is the primary goal of retail operators. This includes many aspects of consumers' perceived value of a store. Thus, repurchase intention in a physical store is a critical research issue for the retailer. This study takes Taiwan Chunghwa Telecom's 3C electronic channel stores as the research object to investigate Taiwanese consumers' repurchase intentions for communication services and 3C products in this chain's physical stores. This study aims to investigate the mediating role of perceived value between consumers' channel brand image and store image on repurchase intention. It further examines how the moderated mediating role of electronic word-of-mouth strengthens the influence of consumers' channel brand and store image on repurchase intention through perceived value. The research results find that perceived value plays a fully mediating role and electronic word-of-mouth is the moderating role in the proposed theoretical model based on two moderated mediation model investigations.

Keywords: Channel brand image, store image, perceived value, repurchase intention, electronic word-of-mouth, moderated mediation model

Developing Customer Churn Prediction Model with LFMCP Value Segmentation in the Thai Insurance Industry: A Case Study

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Abstract

This study uncovers the effects of length, frequency, monetary, claim and profit (LFMCP) customer value model in the Thai general insurance company to predict customer churn. The unique context has useful business contributions to the insurance industry, in particular the company where has a business-to-business (B2B) customers as a main focus. The churn prediction model development consists of two phases. The first is to differentiate between valued and non-valued customers using LFMCP variables. Then, in the second phase, the churn prediction model was investigated by comparing classification performances among five techniques: k-Nearest Neighbor (kNN), Support Vector Machine (SVM), and tree-based algorithms- Decision Tree (DT), Random Forest (RF), Extreme Gradient Boosting (XGB). Our results show that LFMCP can help better classify customer churn. With the benefit of LFMCP, XGB outperformed other classification methods. In addition, we investigate the effects of length, frequency, monetary, claim and profit by varying degrees of importances with Analytical Hierarchy Process (AHP). However, the result suggests that churn classification model for the insurance should have the equal weight of each variable in order to obtain the better prediction performance. The resulting set of predictors of churn expands the original RFM models with additional insights. This is a main contribution of our study.

Effects of Association-Rules' Characteristics on the Performances of Storage Relocation Problem: A Case of Foods' Raw Materials Warehouse

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Abstract

The case study has faced the problem of insufficient space inside the warehouse storage and the items are placed in an appropriate layout, causing the unnecessary travel distances in picking processes. The purpose of this study is to explore the effects of the association rules, generating by two famous algorithms, namely Apriori and FP-Growth on designing the storage location assignment and warehouse layout. Dataset using in this study is the customer orders obtained from the sale database between June 2020 and August 2021. 124,243 records were used to analyze with two algorithms: Apriori and FP-Growth technique. The generated rules then applied to design the warehouse layouts and correlated storage relocation assignment. The simulation analysis was conducted to test the performance of total travel distances between two associate-based layouts. The 1,000 replications were chosen randomly from 20 picklists. The results show that the Apriori technique was generating lower rules than the FP-Growth one in a range of support between 90-96%, but the Apriori algorithm has a higher confidence than another technique in an average range of confidence at 97.60%. We also found that the average picking distances of two techniques were different at 99% of confidential interval. We conclude that the Apriori technique can help reduce the travel distances from 6,406 to 2,963 meters. It contributes to 52% of reduction compared to FP-Growth that can reduce as 50% from the original layouts.

Keywords: Applications of association analysis, storage re-location assignment problem, warehouse improvement, case study

Issues of the Emergence and Development of MyData Business: Focused on Financial MyData Sector in Korea

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Abstract

Recently, Data is attracting attention as an important resource for industry and business innovation. However, there have been various barriers to using personal data in the business area. Since a lot of valuable data includes personal information, it was difficult to utilize the data while complying with the relevant regulations. Then, in 2018, as the EU's GDPR stipulated the Right to Data Portability, discussions on ways to utilize data, including personal information, progressed rapidly. This is called MyData Business, and it means that the individual who owns the data participates in the business. In Korea, government-led efforts have been made to foster the MyData business. The Korean government divided the MyData business into four fields (Finance, Medical, Public Service, and Telecommunications) to support customized growth for each industry. As a result of diagnosing the stages of MyData development in each field, the most developed industry was finance. This study aims to analyze the phenomenon by selecting Korea's financial MyData industries as research subjects. This study was analyzed by applying the text-mining technique. Data were collected through a Korean news portal. A total of 2,384 newspaper article data from January to November 2022 were collected. In this study, word frequency and IF-IDF analysis were performed to identify key features of the collected data. Lastly, topic modeling was performed to confirm latent topics of the financial MyData business. The current status of Korea's financial MyData business was derived from five topics. Through this, this study intends to provide implications for countries such as Korea that want to foster the MyData business led by the government.

Keywords: MyData, personal data, MyData business, data business, text-mining technique

A Case Study of Supplier Evaluation Based on Internal and External Metrics Using Decision-Matrix

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Abstract

Most supplier selection decisions are made subjectively by purchasing personnel or through referrals, although a few are analyzed and made based on internal information. In this study, we develop a supplier recommendation framework to aid supplier selection by integrating internal and external data. To compute the decision matrix and to determine the recommended order of suppliers, TOPSIS is used with a mixture of objective and subjective weighting techniques. A case study of an assembly plant in northern Taiwan was used to validate the proposed method with colleagues from the factory. As a result of the analysis, it was shown that the framework developed in this study meets the information needs of industry buyers in selecting suppliers, especially when companies do not have enough information about suppliers at the outset to assist them in making decisions.

Keywords: Supplier selection, web crawlers, decision matrix, recommendation decisions

<u>Agenda</u>

Feb. 1, 2023 (Wednesday)

Session B   13:30-16:10   **Room:** Tsuki

Session Chair: Chieh-Peng Lin

National Yang Ming Chiao Tung University, Taiwan

Exploring the Development of Entrepreneurial Job Pursuit Intention

Chieh-Peng Lin   National Yang Ming Chiao Tung University

A Study of Implementing Peer Mentoring Program and VAK into Hospitality and Tourism Industry: The Case of The Starbucks in Taiwan

Te-Yi Chang   National Kaohsiung University of Hospitality and Tourism

Ying-Hsuan Lee   National Kaohsiung University of Hospitality and Tourism

How to Improve Caregivers' Job Engagement: Focused on the Role of Self-Leadership and Sense of Vocational Calling

Jun-Hyuk Lee   Yonsei University

Jun-Soo Lee   LX Pantos

An Exploratory Study of Work From Home Experiences at Different Pandemic Stages in Thailand

Sakuna Srianomai   King Mongkut's Institute of Technology Ladkrabang

Phannaphatr Savetpanuvong   University of the Thai Chamber of Commerce

Photocatalytic Performance of N-TiO$_2$ Under Visible-Light Irradiation for the Inhibition Growth of Mycobacterium Tuberculosis

Sukasem Watcharamaisakul   Suranaree University of Technology

Chalermpol Prasartngam   Suranaree University of Technology

Abhirak Sinchangreed   Suranaree University of Technology

Yolpak Watcharamaisakul   Suranaree University of Technology

Junior and Senior High School Students' Perception of the Classroom Climate, Growth Mindset, and Learning Engagement: A Mediation Analysis

Chia-Chi Wang   National Kaohsiung Normal University

Guo-Wei Sun   National Sun Yat-sen University

<u>Agenda</u>

Feb. 1, 2023 (Wednesday)

Session B   13:30-16:10   **Room:** Tsuki

Session Chair: Chieh-Peng Lin

National Yang Ming Chiao Tung University, Taiwan

The Study of Listed Companies of Hotel Business in Taiwan: Implementing the UN Sustainable Development Goals

Te-Yi Chang	National Kaohsiung University of Hospitality and Tourism
Hsin-Yeh Tsai	Shu-Te University
Tsung-Han Wu	Shu-Te University / National Kaohsiung University of Hospitality and Tourism

The Relationships Among Green Brand Image, Green Trust, Green Perceived Value and Green Purchase Intention for Tesla Electric Vehicles in Taiwan

Chih Ming Tsai	National Chin-Yi University of Technology
Tzu-Hsien Chien	Taipei European School

Exploring the Development of Entrepreneurial Job Pursuit Intention

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Abstract

Recruiting quality applicants from higher education by understanding their job pursuit intention has been a major challenge for new ventures. Drawing upon social cognitive theory, this study presents a conceptual model of entrepreneurial job pursuit intention (EJPI) by concurrently justifying problem solving efficacy as a mediator and learning goal orientation as a moderator. In the model, EJPI is influenced by relational support and environmental friendliness directly and indirectly through problem solving efficacy. Furthermore, learning goal orientation is proposed to moderate the effects of relational support, problem solving efficacy, and environmental friendliness on EJPI. Finally, implications about vocational learning and management education are discussed.

Keywords: Entrepreneurial job pursuit intention, problem solving efficacy, relational support, social cognitive theory

A Study of Implementing Peer Mentoring Program and VAK into Hospitality and Tourism Industry: The Case of The Starbucks in Taiwan

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Abstract

Starbucks has more than 500 stores in Taiwan over the past 20 years, the largest in Asia. How does Starbucks develop human resources in rapidly expanding stores? According to this study, Starbucks used VAK (visual, auditory, kinesthetic) learning in the peer mentoring program to train new employees during human resource training. Peer mentoring programs are a valuable way to effectively mentor peers, develop competencies, and guide peers through basic knowledge. The VAK (visual, auditory, kinesthetic) model provides different perspectives for understanding and explaining a person's preferred or dominant thinking and learning styles and strengths.

Using methods such as literature analysis, case studies, and in-depth interviews, the research hopes to understand how the peer mentoring model works and how VAK learning preference training is coordinated, and to assess the benefits and other success factors in the peer training system. This study constructed a peer mentoring model through literature analysis, and identified store managers, new employees, and peer mentors as interview subjects. According to the findings, the peer coaching mode was preparation, demonstration, exercise, and follow-up.

With the company training manual as the main standard and the employee VAK learning behavior model as the auxiliary standard, Starbucks can cultivate consistently high-quality employees under the fast development. Based on this research, a training model of peer learning preference of catering employees is provided, providing more relevant training and usage for the service industry.

Keywords: Human resources, VAK, peer mentoring program

How to Improve Caregivers' Job Engagement: Focusing on the Role of Self-Leadership and Sense of Vocational Calling

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Business Innovation Unit, LX Pantos, Republic of Korea[2]
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Abstract

The purpose of this study is to find ways to increase caregivers' job engagement in order to maintain their physical and psychological well-being and improve organizational effectiveness. In order to achieve the purpose of this study, this study verified the roles of self-leadership and sense of vocational calling, which are variables that are predicted to have a positive effect on job engagement as a result of the study, it was found that self-leadership had a positive effect on job engagement and indirectly had a positive effect by mediating the sense of vocational calling. Based on these research results, this study aims to discuss theoretical and practical implications in terms of organizational behavior for ways to increase job engagement for caregivers.

An Exploratory Study of Work from Home Experiences at Different Pandemic Stages in Thailand

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Abstract

Outbreak of COVID-19 is an important factor that causes both public and private organizations around the world to apply the Work from Home (WFH) policy. WFH was a concept that began in the 1970s, but before COVID-19 it was not widely popular. The rising of COVID-19 pandemic is a catalyst for changes in work styles around the world. Before COVID, many companies in Thailand rarely allowed employees to work from home. However, during the epidemic, the government had implemented the policy for every organization to voluntarily work from home.

In 2020 and 2021, the situation of the COVID-19 outbreak in Thailand, especially in Bangkok and its vicinity had a high number of new infections daily. The Thai government and many companies had to apply a Work from Home (WFH) policy in order to prevent the epidemic. Before COVID-19, the remote work concept as WFH was not widely adopted. Work from Office (WFO) was the major working style for Thai people.

Data was collected from 504 subjects via online survey during June 2022 where every participant had experienced WFH before, during, and after COVID-19 stages. Adapting from marketing literature to human resource literature, Net Promoter Score (NPS) was used to signify whether participants were willing to refer to others or not about WFH in different stages of pandemic. The results indicate that NPS during COVID-19 improves significantly compared to NPS before COVID-19. Once the pandemic is more relaxed during midyear of 2022, NPS after COVID-19, for both expected and actual values, became decreasing but still higher than NPS before COVID-19. Women with master degrees were likely to continue WFH after the pandemic. This research shed light on future work design for employee experience.

Keywords: COVID-19, work from home, net promoter score, employee experience

Photocatalytic Performance of N-TiO$_2$ Under Visible-Light Irradiation for the Inhibition Growth of Mycobacterium Tuberculosis

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Center of Excellence in Biomechanics Medicine, Suranaree University of Technology, Thailand[2]
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Abstract

Efficient photocatalytic inhibition of the growth of *Mycobacterium Tuberculosis* was achieved using N-TiO$_2$ as a photocatalyst under visible-light irradiation in a negative pressure room. The growth inhibition experiments under visible-light irradiation with a N-TiO$_2$ photocatalyst showed that 60 % of *Mycobacterium Tuberculosis* was inhibited within 3 h and 100 % within 5 h. Moreover, the growth inhibition experiments under ultraviolet light)UVC(and visible-light irradiation with the N-TiO$_2$ photocatalyst showed that 100 % of *Mycobacterium Tuberculosis* was inhibited within 30 min. The mechanism was investigated by using an advanced oxidation reaction and diffusing hydroxyl radicals played an important role in the initiated tuberculosis growth inhibition.

Keywords: Photocatalytic, N-TiO$_2$, *Mycobacterium Tuberculosis*

Junior and Senior High School Students' Perception of the Classroom Climate, Growth Mindset, and Learning Engagement: A Mediation Analysis

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Abstract

Based on literature research, this study proposes that junior and senior high school students' perception of classroom climate has a mediating effect on learning engagement through growth mindset. Three research instruments, all with 5-point Likert scales, were used: the learning environment inventory, growth mindset scale, and learning engagement scale for college students. Mediation was tested for use in structural equation modeling using R statistical software. In all, 405 valid responses to a pretest and 678 valid responses to a mediation analysis were analyzed. The empirical data revealed a mediating effect student perception of classroom climate on learning engagement through growth mindset. Suggestions for future work are proposed.

Keywords: Perception of the classroom climate, growth mindset, learning engagement

The Study of Listed Companies of Hotel Business in Taiwan: Implementing the UN Sustainable Development Goals

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Department of Business Administration, Shu-Te University, Taiwan[2]
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Abstract

This study offers insights on the sustainable development goals (SDGs) initiatives of 7 hotel groups in Taiwan. The objective is to show how hoteliers around the world engage in sustainable actions. The paper draws on case studies and the data is derived from a number of case studies which are analyzed in an exploratory and descriptive way. The findings show that the hotel sectors are committed to the SDGs, but there are variations in the ways of hotels addressing the SDGs. Based on the findings, it seems that the hotels studied and have covered most of the SDGs, as they have been seen contributing in the three main spheres of sustainability, namely, the economy, the society and the environment. The 7 hotel groups profiled take responsibility of engaging in sustainable actions which reduce the ecological impact. These actions have a positive influence on guests, staff and hoteliers. The findings may serve as a guidance to hotels which have not yet committed to implementing the SDG goals.

Keywords: Sustainable development goals, listed companies in Taiwan, hotel business

The Relationships Among Green Brand Image, Green Trust, Green Perceived Value and Green Purchase Intention for Tesla Electric Vehicles in Taiwan

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Abstract

At present, businesses are becoming increasingly aware of environmental sustainability as an attribute to success. This study aims to investigate the relationships among green brand image, green trust, green perceived value and green purchase intention, specifically focusing on the case study of Tesla electric vehicles in Taiwan. To verify the hypotheses, data from 225 respondents was obtained in the form of survey questionnaires. The data was then analyzed using reliability test, validity test, confirmatory factor analysis (CFA) and structural equation modeling (SEM). The results indicate that both green brand image and green trust have a positive impact on green perceived value; green brand image has a positive effect on green trust and green perceived value has a positive influence over green purchase intention. We suggest that businesses in the electric automotive industry should not only market their products as environmentally friendly, but should place emphasis on the uniqueness and innovative attributes of the product. Additionally, partaking in environmentally friendly practices or side projects and making them known to consumers can also help build a positive green brand image, increasing their overall trust and perceived value in the product which heightens the willingness of consumers to purchase it.

Keywords: Green brand image, green trust, green perceived value, green purchase intention, Tesla electric vehicles

<u>Agenda</u>

Feb. 2, 2023 (Thursday)

Session C   09:30-11:50   **Room:** Tsuki

Session Chair: Iuon-Chang Lin

National Chung Hsing University, Taiwan

Estimating Value at Risk for Stock Exchange of Thailand Using GARCH Family Models

Woradee Jongadsayakul   Kasetsart University

Effect of Financial Performance on Dividend Payout Rate of Electricity Savings and Credit Co-operative

Sasipa Pojanavatee   Kasetsart University

Using Genetic Algorithm to Help the Beginners to Find the Combinations of Technical Indicators in Stock Market

Hung-En Kao   Chung Yuan Christian University
Chien-Pang Chang   Chung Yuan Christian University
Shih-Ming Pi   Chung Yuan Christian University

What Is the Purpose of the Visit? A Deep Learning Based Purchase Prediction Using Customer Characteristics and Browsing Patterns

Seong-Beom Kim   Yonsei University
Woosik Shin   Yonsei University

Leadership and Inertia in Digital Transformation Through the Lens of Socio-Technical View

Thanachart Ritbumroong   National Institute of Development Administration
Sakuna Srianomai   King Mongkut's Institute of Technology Ladkrabang

Blockchain Smart Contracts for Art Ownership Holding

Iuon-Chang Lin   National Chung Hsing University
Yun-Ru Zhong   National Chung Hsing University

<u>Agenda</u>

Feb. 2, 2023 (Thursday)

Session C   **09:30-11:50**   **Room:** Tsuki

Session Chair: Iuon-Chang Lin

National Chung Hsing University, Taiwan

Exploring the Relationship Between Long-stay Accommodation Quality and Customer Satisfaction in a P2P Economy

Seong-Su Kim   Yonsei University

Estimating Value at Risk for Stock Exchange of Thailand Using GARCH Family Models

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Abstract

This study uses Value at Risk (VaR) technique to estimate the risk of investment in Stock Exchange of Thailand over a period of July 2, 2015 to December 27, 2019 for stock investment with a correlation to the performance of sector index, including Energy and Utilities (ENERG), Food and Beverage (FOOD), Banking (BANK), Commerce (COMM) and Information and Communication Technology (ICT). The VaR estimation result using parametric method shows that the GARCH (1,1) TARCH (1,1), and EGARCH (1,1) models are not radically different from each other in their outputs. However, the results show that parametric method using the model of EGARCH (1,1) is the best method for forecasting VaR. The results of VaR estimation at confidence level of 95% also report the lowest potential loss in stock investment with a correlation to the performance of COMM index, followed by stock investment with a correlation to the performance of FOOD, ENERG, BANK, and ICT index respectively.

Keywords: Value at Risk, Volatility, GARCH family, Stock Exchange of Thailand

Effect of Financial Performance on Dividend Payout Rate of Electricity Savings and Credit Co-operative

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Abstract

The study aims at investigating the profitability factors which determine the dividend payout among the electricity savings and credit cooperative for the period between 2010 to 2019. To achieve this objective, the multiple regression analysis was used to test the hypotheses. The profitability ratios used in the study consisted of return on assets, return on equity, net profit margin, and asset growth rate, while the dependent variable is the dividend payout rate. The study found that the return on equity had the highest positive impact on the dividend followed by the return on assets with a negative statistically significant relationship.

Keywords: Profitability, dividend, electricity savings and credit co-operative

Using Genetic Algorithm to Help the Beginners to Find the Combinations of Technical Indicators in Stock Market

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Abstract

A stock is a type of security. A stock has no value in itself, but it can be sold as a commodity. Become a shareholder and receive dividends on shares. At the same time, share in the profits from the company's growth or trading market volatility. But there is also a shared risk of the company's operational errors. Although the investment risk of stocks is relatively large, the return on investment (ROI) is relatively higher than that of other financial instruments. As a result, stocks have always been one of the popular financial commodities. Nevertheless, the threshold for entering the stock for the first time is relatively high. This study combines the concept of genetic algorithms with Tabu List in Tabu Search. 20 years of data research based on the stocks of three Taiwanese companies. Find the combination of technical indicators that best ROI. This makes the barrier for first-time investors to enter the stock market smaller.

Keywords: Technical indicator, genetic algorithm, Tabu Search

What Is the Purpose of the Visit? A Deep Learning Based Purchase Prediction Using Customer Characteristics and Browsing Patterns

Seong-beom Kim* and Woosik shin

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Abstract

Despite increasing interest and investment in Digital Marketing strategies, online retailers are still struggling with a low purchase conversion rate. To increase conversion rate, understanding the purpose of browsing in a focal visit as well as customer characteristics is imperative for the retailers. Along with this, precise prediction of purchase behavior will enhance business performances. Previous studies have attempted to predict purchase behavior using either customers' characteristics or browsing patterns in a given visit. However, understanding the purposes of visit and how they affect purchase behavior are limited. Little literature comprehensively employs both browsing patterns and customer characteristics to predict purchase behavior at the online session. Therefore, this study aims to identify browsing purposes and predict purchase behavior by using customer characteristics (customer attributes) and browsing patterns (platform engagement factors) that reflect visit purposes. Machine learning and deep learning-based models are used to predict purchase behavior at the online session such as logistic regression, random forest, multi-layer perceptron and tabnet etc. Experimental results show that models with both the customers' attributes and the browsing patterns show the best performance in predicting purchase behavior. Furthermore, we suggest a session-level customer segmentation based on customer characteristics and browsing patterns in the focal visit. We identify three browsing types according to the browsing patterns of online customers within a session. This study contributes to the literature on predicting purchase behavior and the typification of online customers by grasping the purpose of exploring through browsing patterns of online customers. In addition, our study provides multiple managerial implications.

Keywords: Customer behavior, purchase prediction, e-commerce, digital marketing, machine learning

Leadership and Inertia in Digital Transformation Through the Lens of Socio-Technical View

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Abstract

As inertia cited as one of the most significant barriers to digital transformation, how leaders handle inertial forces expected from the change brought by the efforts of digital transformation is the central research inquiry in this study. A qualitative case study method was employed to understand the complex phenomena. Taking the view of socio-technical system, there could be may factors contributing to increase the rigidity of the social realm which appears to be impede the pace of change. Leaders are expected to have knowledge and skills sufficient to teach their staff how to use and utilize the system in their jobs. Effective leaders for digital transformation should be a good role model for employees during the transformation.

Keywords: Leadership, inertia, digital transformation, socio-technical analysis

Blockchain Smart Contracts for Art Ownership Holding

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Abstract

The art market has a large amount of funds circulating in the exchange every year. No matter online or offline, there is no formal art transfer record, and there is no effective supervision system. The art market attaches great importance to the historical records of art transactions. The authenticity of the artwork is also an important basis for identification. Combined with the common ownership and application of blockchain technology, each artwork is recorded on the chain in the form of digital property rights. Tracking and recording the characteristics of artwork transactions can better allow buyers to understand artwork transaction information. Smart contracts are used to define the flow of the transaction process and are also used to define the amount of artwork held, so that the holder is not only a person, but closer to people of all levels. This article proposes an art market transaction system that combines blockchain technology, which uses the non-tamperable and traceable characteristics of the blockchain to reduce the possibility of third parties manipulating the authenticity of art prices, and applies it to the art market. This research uses Hyperledger Fabric-based blockchain technology to build an art trading system. The Hyperledger Fabric platform has a good performance in transaction execution and verification. Writing smart contracts takes into account the needs of the art market to define functions. Recording transaction information held jointly and recording the current state of events can improve the current art market system.

Keywords: Blockchain, hyperledger fabric, art market, ownership holdings

Exploring the Relationship Between Long-stay Accommodation Quality and Customer Satisfaction in a P2P Economy

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Abstract

With the spread of Workcation, which stays at travel destinations for a long time and combines vacations and work, various travel OTA firms are also providing long-stay tourism products. In addition, the long-stay tourism type provides companies with opportunities to generate potential profits, such as reduced fixed costs due to the advantage of an extended stay period. Many hotel industries have developed long-term accommodation products to recover sales and reduce costs amid the COVID-19 pandemic. As a result, the need for standards to predict and manage the travel experience of long-stay is increasing. Therefore, this study aims to derive the sub-dimensional long-term travel experience using text mining approaches. This study theoretically links the travel experience extracted from review data to the Modified Service quality. It analyzes the effect of the sentiment score of each travel experience dimension on the satisfaction of tourists through econometric methods. This study has academic implications for deriving the travel experience dimensions of long-stay travelers and grasping the relationship with customer satisfaction. Based on the results analyzed in this study it is expected to provide new insights to practitioners who manage long-stay tourism products to determine what service quality affects customer satisfaction.

Keywords: Econometric, long-stay tourism, sentiment analysis, service quality, text mining

<u>Agenda</u>

Feb. 2, 2023 (Thursday)

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Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

A Study on Commercial Influence of Sustainable Development of Social Business from the Perspective of Grow Cube Company

Cheng-Wen Lee	Chung Yuan Christian University
Chin-Chuan Wang	Chung Yuan Christian University
Hsiao-Chuan Chen	Chung Yuan Christian University
Choong-Leng Peng	Chung Yuan Christian University
Albert Kuo-Chung Mei	China University of Technology

The Implementation of Leasing Cloud-based Enterprise Resource Planning

Hsiu-Li Liao	Chung Yuan Christian University
Su-Houn Liu	Chung Yuan Christian University
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Exploring the Motives of Digital Transformation in Government

Hung-Hsun Lin	New Taipei City Government
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The Impact of Supply Chain Resilience on Firm Performance

Chiu-Yun Chang	Chung Yuan Christian University
Tse-Wen Hong	Long Fu Hong Inc.
Shih-Ming Pi	Chung Yuan Christian University

Improvements of Fast Disinfection Gateway Design by TRIZ Method-Taking a Company as an Example

Ya-Hui Chiang	National Chin-Yi University of Technology
Chia-Pao Chang	National Chin-Yi University of Technology
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Yuan-Yung Chang	Taichung Municipal Taichung Girls' Senior High School

<u>Agenda</u>

Feb. 2, 2023 (Thursday)

Session D 13:30-16:10 **Room:** Tsuki

Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

Social Capital and Digital Resources in New Digital Ventures: A View of Resource Orchestration

Songwut Ahmornahnukul	National Institute of Development Administration
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Thanachart Ritbumroong	National Institute of Development Administration

Differentiate the Virtual Reality from the Reality on Emotional Outcomes Using Brain Wave Technique: Some Primitive Findings on Roller-Coaster Ride

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Chi-Ai Chu	Chung Yuan Christian University
Hsin-Ju Yeh	Chung Yuan Christian University
Kai Wang	University of Illinois Urbana-Champaign

Managerial Compensation, Investment Decision Making with Technological Innovation

Yu-Hong Liu	National Cheng Kung University
I-Ming Jiang	Yuan Ze University
Lu-Ying He	National Cheng Kung University

A Study on Commercial Influence of Sustainable Development of Social Business from the Perspective of Grow Cube Company

Cheng-Wen Lee[1], Chin-Chuan Wang[1*], Hsiao-Chuan Chen[1], Choong-Leng Peng[1]
and Albert Kuo-Chung Mei[2]

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Abstract

The detail and overall picture of sustainable development is important for each and every business entity as well as social business. This study hopes to use the case study of Grow Cube Company to outline a complete framework for social business to pay attention to the key factors of sustainable management, so that social business could have a comprehensive thinking and planning of sustainable management development plans. According to the business impact report, this study found that the key factors of sustainable management mainly consider: (1) corporate governance; (2) employee care; (3) community care; (4) environmental friendliness: (5) customer influence. Therefore, this study focuses on the key factors of sustainable operation of social business to study the success factors and discusses the key factors of sustainable operation of social business. It will help the enterprise to develop continuously, find the most suitable model and operate with it.

Keywords: Business impact assessment, social enterprise, sustainable development of enterprises

The Implementation of Leasing Cloud-based Enterprise Resource Planning

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Abstract

In the general environment of global economic downturn, enterprises are constantly proposing new policies to reduce cost in all aspects. The leasing cloud-based Enterprise Resource Planning (ERP) system shows its advantages in reducing costs for enterprises. The propose of the study is to understand leasing cloud-based system implementation benefits through unintrusive participant observation, to record the import process, and use the literature over the years as a comparison and analysis. The research results show that the payment method of system procurement influences the effectiveness of leasing cloud-based ERP system, system vendor's influence on leasing cloud-based ERP system effectiveness, implementation strategic objectives affect the performance of leasing cloud-based ERP system, top management support has an impact on the effectiveness of leasing cloud-based ERP system, and business process reengineering influences the effectiveness of leasing cloud-based ERP system. The research results will provide reference for academic and practice.

Keywords: Enterprise resource planning, cloud-based system, leasing system, system implementation

Exploring the Motives of Digital Transformation in Government

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Abstract

Due to the impact of the COVID-19 pandemic, many companies are looking to use electronic services to avoid human-to-human contact. During this transition period, companies have also adopted new business models and digital transformation to overcome the crisis. Not only commercial companies, but government agencies are also facing such dramatic changes at the same time. The purpose of this working paper is to explore the motivations of digital transformation in government agencies from a perspective of the push-pull-mooring theory.

Keywords: Digital transformation, e-Government, Push-Pull-Mooring theory, COVID-19

The Impact of Supply Chain Resilience on Firm Performance

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Abstract

It is important to build resilience in the supply chain to cope with disruptions. In previous studies, most of the supply chain resilience was measured by the 3Rs of the supply chain, namely Readiness, Response, and Recovery (Chowdhury & Quaddus, 2016) However, there is a limited academic investigation on the resilience of supply chain capabilities based on the 5Rs proposed by the World Economic Forum (WEF, 2013). The 5Rs stands for Robustness, Redundancy, Resourcefulness, Response, and Recovery. This study is expected to use the questionnaire survey method. Through questionnaires distributed to employees in relevant departments of the supply chain in a firm, the current situation of implementing the 5Rs in the supply chain of each firm will be collected. This study expects that the 5Rs of resilient supply chains proposed by the WEF will enable firms to have a new and holistic view when planning supply chains.

Keywords: Supply chain resilience, supply chain performance

Improvements of Fast Disinfection Gateway Design by TRIZ Method-Taking a Company as an Example

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Abstract

The outbreak of COVID-19 in Wuhan, China in December 2019, began spreading around the worldwide and became a global concern. This has changed people's consumption habits and lifestyle. More importantly, people pay more attention to the environment and personal hygiene habits. Enterprises have purchased many disinfecting equipment attempting to minimize the spread of the pandemic and reduce getting harmed.

This research uses the TRIZ method analysis of disinfection gateway. The water and disinfectant in the original gateway were done manually by the operators and the imprecise proportions was causing ineffective sterilization. The acidity in the disinfectant will slowly corrode the equipment due to long-term use, shortens service life of the equipment. Firstly, analyze problems by using Mind Map. Secondly, the problem of equipment is solved by the contradiction matrix of TRIZ, problem hierarchy analysis (PHA), 40 inventive principles, substance-fields analysis and 76 standard solutions. An automated system eliminates unstable disinfection dispensing. To fulfill the responsibility of the manufacturer to achieve the concept of circular economy, automatic cleaning system for prolonged the products' life expectancy of equipment was added.

In trial results, the initial estimate of automatic water and disinfection system was stabilized, which not only improved the convenience of operation but also prolonged the products. The trials effectively achieved the effect of epidemic prevention, reducing the loss of shutdown.

Keywords: TRIZ, Covid-19, disinfection gateway

Social Capital and Digital Resources in New Digital Ventures:
A View of Resource Orchestration

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Abstract

It is crucial for entrepreneurs of new ventures to manage various types of resources to gain competitive advantages since they have high risk of failing due to the limited resources available. Drawing on the view of resource orchestration, resources are required to managed in concert with each other. Thus, the role of managers in allocating and organizing resources are vital. A total of three new digital ventures were interviewed. Qualitative data were analyzed. Data from the three cases suggested the important role of the founder's social capital in attracting human capital for the firm during the initial stage. The bundling stage appears to involve the combination of founder's social capital and the firm's social capital. During the leverage stage, data which is digital resource plays an important role in devising a differentiation position for the firm. Hence, this research discusses the important role of social capital and digital resources and their interplay in terms of creating competitive advantages for new ventures.

Keywords: Social capital, digital resources, new venture, resource orchestration

Differentiate the Virtual Reality from the Reality on Emotional Outcomes Using Brain Wave Technique: Some Primitive Findings on Roller-Coaster Ride

Hsuan-Hsien Liu[1], Su-Houn Liu[2*], Pau-Lin Chou[2], Yue-Na Lan[2], Chi-Ai Chu[2],
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Abstract

A new interest in the use of metaverse while human interact has emerged in recent years, and a number of researchers are investigating the feasibility of the metaverse approach. Among them, Virtual Reality (VR) is always a major part of the concept of metaverse. It is believed that the VR can help metaverse to deal with the psychological issues of users for them to be facing the virtual world created by computers.

This study investigated the effects of human's emotional outcomes based on the Wearable Brain Wave Device when these subjects are either riding on a Roller-Coaster in the real world or in virtual reality riding on a Roller-Coaster with a meta Quest 2 Headset. In this paper we presented some primitive research findings. According to our data, only Alpha wave and Beta Wave had shown significant correlation with the emotional outcomes, while the other brain wave (Gamma; Theta; Delta) did not. Which is consistent with findings in previous researches. We also found that brainwave responses in the virtual world showed significant differences compared to the response on the real world. It seems that many metaverse supporters are obviously too naive about the reaction of human beings to VR technique. We suggest that for the vast majority of users, virtual reality obviously is not the real world. For them, VR maybe just a virtual world that is more exciting than the novels or the movies.

Keywords: Metaverse, brain wave, virtual reality, emotional outcomes

Managerial Compensation, Investment Decision Making with Technological Innovation

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Abstract

This paper explores the impact of technological innovation competition on investment decisions, managers' discretion, and the company's optimal capital structure when technological innovation occurs. Based on Andrikopoulos' model (2009), a derivation model of jump factors was added. The impact of reservation income, compensation, and ownership shares under technological innovation on investment timing, optimal capital structure, yield spreads, and debt agency costs. We reach the following conclusions: If there is no effect of technology innovations, the result is the same as in previous literature Andrikopoulos (2009). If there is an effect of technological innovations, when the manager has a high reservation income, a low salary, and low ownership shares, the option value will decline more after adding the jump effect. As a result, if the manager's reservation income is low, the salary is high, and the ownership is high, we recommend a low leverage ratio for the company.

Keywords: Manager's compensation, jump-diffusion process, technological innovations, agency cost

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3. The papers having more than one author will not get any extra time for making their presentations.
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About five to ten percent (5-10%) accepted papers will be select as Best Papers. The Best Paper Award will be presented at the end of each session in the meeting room. But the premise is that the session has the best paper award.

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Pre-conference registration desk will be open from 15:00 to 16:00 at Jan. 31, 2023 on Hoshi (36F).

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Refreshments and lunches are included in the conference registration fee. Lunch would be provided for registered (paid) participants only. The lunch time is 12:00-13:30 at SKY J (35F).

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