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<u>Chair's Message</u>

The Committees of the International Conference on Innovation and Management (IAM2024 Summer) are pleased to welcome you to this meeting held in Sapporo, Japan on July 16-19, 2024. 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, including AI, 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 innovative application of cutting-edge 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.

48 excellent manuscript from 3 countries were submitted for review. 39 of them, originated from 3 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 IAM2024S.

Looking forward for your participation again in our next event.

Conference Chair

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<u>Agenda</u>

July 17, 2024 (Wednesday)

Session A   08:30-12:00   **Room:** Komakusa

Session Chair: Su-Houn Liu
                    Chung Yuan Christian University, Taiwan

Analysis of the Impact of Authenticity Experience in 2D and 3D Video Documentation in Tourism

Hsin-Min Lin   Chung Yuan Christian University

Su-Houn Liu   Chung Yuan Christian University

Using Social Network Analysis to Explore the Research Trend of Generative AI

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Kuo-Chen Li   Chung Yuan Christian University

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Development Study on Integrating Convenience Store Paper-Based Shipping Receipts and Online Line Group Purchasing System–A Case Study of 7-Eleven

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Hsiu-Li Liao   Chung Yuan Christian University

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Shih-Ming Pi   Chung Yuan Christian University

Chiu-Yun Chang   Chung Yuan Christian University

Explore the Impact of Chatbot Interaction Style on Interaction Experience

Chien-Pei Kuo   Soochow University

Chang-Yi Kao   Soochow University

Employee Family Member Participation Measures from the Perspective of Enterprise Transformation

Tse-Wen Hong   Chung Yuan Christian University

Su-Houn Liu   Chung Yuan Christian University

<u>Agenda</u>

July 17, 2024 (Wednesday)

Session A   08:30-12:00   **Room:** Komakusa

Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

Constructing a Usage Intention Model of English Vocabulary Proficiency Assessment System

Duen-Huang Huang   Chaoyang University of Technology

Hao-En Chueh   Chung Yuan Christian University

Social Media-Induced Information Overload: Dissecting the Influence of Social Comparison and FoMO

Xuan-Zhu Chen   Soochow University

Chang-Yi Kao   Soochow University

Factors Affecting the Acceptance of Community-Based Telehealth Care Services Among Older Adults

Yu-Yi Liang   Chung Yuan Christian University

Kuo-Chen Li   Chung Yuan Christian University

Shih-Ming Pi   Chung Yuan Christian University

Factors Influencing Use Behavior of Health Management System

Hsiu-Li Liao   Chung Yuan Christian University

Wen-Chen Lin   Chung Yuan Christian University

Kuan-Wei Kung   Chung Yuan Christian University

Analysis of the Impact of Authenticity Experience in 2D and 3D Video Documentation in Tourism

Hsin-Min Lin[*] and Su-Houn Liu

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Abstract

This study explores the impact of 2D videos and 3D virtual reality (VR) videos on the authenticity of tourism experiences. With the development of VR technology, its application range is very extensive, including education, medical, film and television effects, and other fields. However, VR technology still faces challenges in providing an authentic experience (Taylor, 1992). In the tourism field, rich authentic experiences are crucial for enhancing tourist satisfaction. Therefore, local governments and tourism operators are striving to increase the authenticity of tourism activities (Güliz Coşkun, 2019). However, when these experiential activities are converted into video documentation, it is often difficult to maintain the same level of authenticity. Based on the theory of authenticity experience, this study conducted a series of experiments to analyze the impact of different video documentation methods on the authenticity of tourism experiences. We selected the first three days of the Dajia Jenn Lann Temple Mazu Pilgrimage route as the research scope and used insta360 equipment and mobile phones for filming. After editing the videos, we invited participants to watch 2D videos and VR videos and collected their experience feedback through questionnaires and interviews. VR technology has great potential in enhancing the authenticity of tourism experiences. Future tourism planning should consider how to use VR technology to enhance tourists' authentic experiences while maintaining and transmitting cultural authenticity. These results will provide valuable references for the tourism industry in designing and implementing video documentation strategies and contribute to the preservation and transmission of cultural heritage.

Keywords: Virtual reality technology, authenticity, tourism experiences, theory of authenticity experience, insta 360

Using Social Network Analysis to Explore the Research Trend of Generative AI

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Abstract

Since the release of ChatGPT, generative AI has become a hot research topic. The related literature is no longer limited to the technology field. Although there have been review papers on generative AI in the past, we have not seen any literature using Social Network Analysis (SNA) to build knowledge networks. This study aims to construct a more complete knowledge network in the field of generative AI from the perspective of social network analysis. This study uses Web of Science to collect literature related to generative AI published after ChatGPT, and selects the top 100 papers based on the number of citations. Excel and Python are used for data preprocessing. UCINET and VOSviewer are used for social network analysis to build 2-mode network and 1-mode network. From the analysis results, the current development focus of generative AI is identified, providing a reference for future researchers in the field of generative AI.

Keywords: Generative AI, social network analysis, knowledge network

Development Study on Integrating Convenience Store Paper-Based Shipping Receipts and Online Line Group Purchasing System– A Case Study of 7-Eleven

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Abstract

In recent years, convenience stores have embraced online pre-ordering platforms and Line groups to boost sales and foster community-based group buying, challenging traditional marketing models. However, this shift demands increased time and effort from managers and adds complexity to transaction processes, exacerbating the burden on store personnel. Moreover, current POS and ERP systems struggle to meet operational needs, leading to a surge in paper-based records and management challenges.

While Taiwanese convenience stores have introduced mobile apps for festival discounts and bulk purchasing, not all items can be accommodated, prompting some customers, especially older ones, to rely on paper records for in-store transactions. To mitigate the risk of lost receipts, stores assist customers in managing paper records, further adding to administrative complexities.

To tackle these issues, this study adopts Nunamaker's (1990) system development method, employing a systematic approach to establish an integrated information system.

Keywords: Convenience store, information system, paper-based shipping, system development method

The Impact of Information Technology Infrastructure and Supply Chain Capability on Operational Performance

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Abstract

This study aims to explore the impact of foundational information technology (IT) capabilities and supply chain efficiency on operational performance, addressing the gap in research on the interplay between IT capabilities, supply chain efficiency, and firm performance. The integration of information technology in supply chain management is widely regarded as a catalyst for enhancing operational efficiency. Resource-based theory suggests that for firms to achieve a competitive advantage, it is not enough to merely possess unique resources; these resources must be effectively integrated and utilized to develop capabilities that differentiate a firm from its competitors. Employing a structured model with four hypothesized relationships, this study collected data through a survey, yielding 157 valid questionnaires. The analysis was performed using the partial least squares method within a structural equation modeling framework. The study found that foundational IT capabilities significantly enhance supply chain efficiency, which in turn has a direct positive impact on operational performance. Furthermore, supply chain efficiency mediates the relationship between IT capabilities and operational performance, suggesting that the supply chain acts as a conduit for IT capabilities to positively affect operational outcomes. The findings underscore the importance of integrating and utilizing resources within firms to transform them into capabilities, in line with resource-based theory. Foundational IT capabilities by themselves do not directly lead to improved operational performance; instead, their effect is mediated through enhanced supply chain efficiency. This research highlights the critical role of supply chain management in leveraging IT capabilities to achieve superior operational performance, emphasizing the need for firms to focus on developing integrated capabilities for competitive advantage.

Keywords: Information technology infrastructure, supply chain capability, operational performance

Explore the Impact of Chatbot Interaction Style on Interaction Experience

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Abstract

In recent years, chatbots have been increasingly utilized in various sectors, particularly in e-commerce, by many companies as a tool for engaging with customers. Consumers can also use chatbots to address basic issues. In the process of online shopping, in addition to the consumer's understanding of the product and their level of interest, the final shopping decision may also be influenced by the customer service chatbot. For example, the way the chatbot interacts with the product or the usefulness of the advice it provides. Therefore, in this study, we developed 2 product involvement (high vs. low) X 2 interaction styles (warm vs. competent) for customer service chatbots (n=406). The study aims to investigate the human-like characteristics perceived by consumers with different interaction styles of chatbots and their impact on subsequent willingness to use the robots and purchase the products.

Keywords: Product involvement, Chatbot, Stereotype content model, Human-like characteristics

Employee Family Member Participation Measures from the Perspective of Enterprise Transformation

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Abstract

Enterprise transformation often brings enormous stress to employees - especially from family members. This can cause resistance and ultimately lead to failure to transform. Research that family-friendly policies have limited effect in reducing work-family conflict. Instead, proactive work-family culture and support is more helpful in maintaining balance between characters. Enterprise transformation increases work-anxiety and weakens the affect of work-family measures. The case company, a Taiwanese lubricants distributor, was established in 1959. It places strong emphasis on professional knowledge and family-life, and promotes family participation in company events. The case company has created various family-oriented activities including sports day, family travel, and camps, to increase the level of interaction between employees and their families. Different activity proposals are designed based on groupings of the average age of the children of employees. Employees are encouraged to participate using paid leave, thereby increasing the usage of paid leave allowances and reducing cost. The case company values employee work-family balance. This emphasis on family participation creates stable teams and increases productivity as a whole. Businesses should monitor and proactively intervene to reduce employee stress and ensure successful enterprise transformation.

Keywords: Family member participation, work-family border/boundary theory, enterprise transformation, case study

Constructing a Usage Intention Model of English Vocabulary Proficiency Assessment System

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Abstract

The purpose of this study is to propose a model to assess English learners' intention to use an English vocabulary proficiency assessment system. A vocabulary quotient-based English vocabulary proficiency assessment system was used as the testing software to evaluate the English vocabulary proficiency of 209 high school students in Hsinchu, Taiwan. We then conducted questionnaire surveys and analysis on these tested students. A total of 193 valid questionnaires were collected on April 26, 2021. The results showed that the mean score of the perceived ease-of-use was the highest and the mean score of the subjective norms was the lowest among all the variables studied. In addition, the results also show that subjective norms are the key factor affecting usage intention. The research findings can be used as a reference strategy for the promoters of the English vocabulary proficiency assessment system.

Keywords: English learning, English vocabulary, assessment system, usage intention

Social Media-Induced Information Overload:
Dissecting the Influence of Social Comparison and FoMO

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Abstract

In recent years, with the flourishing development of social platforms, the market for social media has gradually become saturated. The diversity of these platforms has brought us many conveniences, including the ability to stay connected with friends to fulfill our social needs. However, research has shown that social media usage may lead to negative impacts, especially when users engage excessively, harming their psychological and physical well-being. Therefore, this study proposes a research framework to investigate users' emotional experiences with social media through the survey method, exploring four dimensions: social media engagement, social comparison, Fear of Missing Out (FoMO), and information overload. The study seeks to delve into the impact of social media on social comparison and information overload, emphasizing the significance of FoMO in this process.

Keywords: Social media engagement, Social comparison, FoMO, Information overload

Factors Affecting the Acceptance of Community-Based Telehealth Care Services Among Older Adults

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Abstract

In the healthcare industry, facing challenges of an aging population and resource scarcity, telemedicine applications are seen as a solution. Our country is committed to providing more convenient and widespread medical care and assistance to the elderly, with plans to utilize local communities as bases for promoting telehealth care services. However, there are doubts about whether the elderly can truly adapt to this service model in actual acceptance and usage. Previously, scholars often evaluated the acceptance of telecare based on the elderly's ability to engage with new technologies. However, telecare generally prioritizes simplicity and ease of use, requiring no advanced technical skills. Therefore, this study focuses on the health consciousness of the elderly, using the Health Belief Model (HBM) and the Decomposed Theory of Planned Behavior (DTPB) as theoretical foundations to explain attitudes towards telehealth from aspects such as health awareness, compliance psychology, usage pathways, and perceived benefits. The aim is to investigate how these factors influence the acceptance and behavioral intentions of older adults towards telehealth, providing more specific recommendations and guidance for the government and healthcare institutions.

Keywords: Health awareness, elderly, telehealth care, decomposed theory of planned behavior

Factors Influencing Use Behavior of Health Management System

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Abstract

Health promotion has gradually attracted attention in advanced countries since the 1970s. Companies can offer a health management platform that records physiological measurements, exercise routines, dietary habits, and lifestyle choices of companies' employees, integrating this information with annual health checkup data. The research tries to integrate the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) to understand and predict the use behaviors of companies' employees. The research objectives of this study are as follows: (1) Understand employees' willingness to use health management systems. (2) Explore the factors that influence employees' use of health management systems. This research uses the case study method and select a company in the telecommunications industry as the research object. This study uses in-depth interviews as the main method of data collection. The research results will provide reference for academic and practice.

Keywords: Health management system, technology acceptance model, theory of planned behavior, use intention

<u>Agenda</u>

July 17, 2024 (Wednesday)

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

Session Chair: JenRuei Fu

National Kaohsiung University of Science and Technology, Taiwan

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IBSMS: Intelligent Bike Sharing Management System

Hsuan-Chih Ku	National Kaohsiung University of Science and Technology
Hsiu-Lien Huang	National Kaohsiung University of Science and Technology
Po-Chang Ko	National Kaohsiung University of Science and Technology
Ho-Chuan Huang	National Kaohsiung University of Science and Technology
Yi-You Hou	National Kaohsiung University of Science and Technology
Shih-Hsiung Lee	National Kaohsiung University of Science and Technology

Enhancing Business Performance of Small and Medium-sized Travel Agencies by Agility and Collaboration Through Electronic Marketplace Systems

Cheng-Chung Peng	National Kaohsiung University of Science and Technology
Chiung-Wen Hsu	National Kaohsiung University of Science and Technology
Mei-Chi Wang	National Kaohsiung University of Science and Technology

The Effects of Institutional Trust Mechanisms, Perceived Risk and Experiential Value on Purchase Intentions of Online Wedding Photography Tourism Platform: An examination of Taiwan and Indonesia

Pei-Shan Hsieh	National Kaohsiung University of Science and Technology
Chun-Yang Chang	National Kaohsiung University of Science and Technology
Devi Oktavianti	Tunghai University

Perceived Health Risk and Service Customization Enhance Re-purchase for Health Insurance Products

Shu-Hsien Liao	Tamkang University
Jian-Zhu Lin	Tamkang University

<u>Agenda</u>

July 17, 2024 (Wednesday)

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

Session Chair: JenRuei Fu

National Kaohsiung University of Science and Technology, Taiwan

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A Hybrid Model for Investment Portfolio Selection via Considering Profitability and Sustainability Perspectives

Tien-Hsiang Chang	National Kaohsiung University of Science and Technology
Hsin-Pin Fu	National Kaohsiung University of Science and Technology
Sin-Jin Lin	National Kaohsiung University of Science and Technology

Construction of e-commerce security threat education platform and user experience evaluation

Yi-Wen Liao	National Kaohsiung University of Science and Technology
Zhe-Ming Ou	National Kaohsiung University of Science and Technology
Hsiao-Chung Lin	National Chin-Yi University of Technology

Enhancing Learning Engagement with Gamification Platform and Intelligent Pedagogical Agent in Programming Education

JenRuei Fu	National Kaohsiung University of Science and Technology
Hsin-Pin Fu	National Kaohsiung University of Science and Technology

IBSMS: Intelligent Bike Sharing Management System

Hsuan-Chih Ku, Hsiu-Lien Huang, Po-Chang Ko, Ho-Chuan Huang,
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Abstract

In recent years, smartphones and the Internet of Things have connected transportation, creating novel business services known as Mobility as a Service (MaaS), which make it more convenient for people to use transportation in cities while reducing traffic congestion issues, such as the rental use of shared bicycles. With the promotion of sustainable development concepts, many cities have set up shared bicycle stations to promote low-carbon sustainable green transportation. Although shared bicycle rental is convenient and affordable, poorly managed shared bicycle systems often lead to users discovering damage after renting a bicycle, which can decrease the willingness to rent. To maintain a low rate of bicycle failures, the Youbike system in Taiwan invests a lot of manpower to maintain rental quality. Therefore, this study proposes to install sensors at locations where bicycles are frequently damaged to detect any damage to various parts and report repairs. The detected failure points include tire pressure, seat rotation angle, seat quick release lever, and brake condition. A screen is installed on the bicycle to allow users to understand the current information of the bicycle, and an RFID sensor is installed on the front side of the vehicle body to sense the borrowing and returning status of the bicycle, combined with the use of an app, allowing users to understand the status of bicycle borrowing and returning. In addition, this study utilizes a dual attention mechanism neural network model to realize short-term demand prediction for shared bicycles, which can quickly provide effective vehicle scheduling and station planning for management units. By combining artificial intelligence technology and sensors with shared bicycles, it is possible to reduce emissions of pollution and carbon footprints, increase the usage rate of green transportation, and have a greater impact on the sustainable development of transportation and the environment, enhancing the quality of life and the environment for the public.

Keywords: Bike sharing management system, internet of things, deep learning, sustainable development

Enhancing Business Performance of Small and Medium-sized Travel Agencies by Agility and Collaboration Through Electronic Marketplace Systems

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Abstract

This study analyses how electronic market systems (EMSs) influence the performance of small and medium travel agencies (SMTAs). Through the theoretical lens of the resource dependence theory and dynamic capabilities, we posit that the roles of analytics capability and flexibility empowered by EMSs can enhance supply chain agility and collaboration with supply chain partners, and in turn the performance of SMTAs. The study adopted a survey approach in order to test the hypotheses derived from the research model. The PLS method was employed for analysis with the data collected from 80 travel agencies. All hypotheses were significant, except for the relationship between collaboration and firm performance, which was largely determined by supply chain agility. In addition, analytics capability and flexibility empowered by EMSs are significant antecedents of supply chain agility and collaboration. EMSs empower travel agencies with salient functions, that is, analytics capabilities and flexibility, to enhance the firm's agility and collaboration among supply chain partners. This study confirms that agility of the tourism supply chain will contribute to the performance of travel agencies. By enhancing the ability to sense or respond to market changes, it suggests that SMTAs should take advantage of EMSs technology to enhance performance in the competitive environment.

Keywords: Electronic marketplace, small and medium-sized travel agencies, tourism supply chain, dynamic capabilities

The Effects of Institutional Trust Mechanisms, Perceived Risk and Experiential Value on Purchase Intentions of Online Wedding Photography Tourism Platform: An examination of Taiwan and Indonesia

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Abstract

Marriage is an essential stage in many people's lives, and couples spend much time planning wedding activities. Some couples choose domestic wedding photography, while others travel abroad. Couples will have many considerations when deciding to go overseas for wedding photography, including budget, time, weather, etc. Notably, they might pay a photography team to travel to the destination country, which can become a financial burden for the couple. However, couples can save money if they collaborate with local wedding photography teams and local tour guides in destination countries to develop a wedding photography tourist service plan. Based on the above, one of the motivations for this study was to explore whether this type of wedding photography tourist service plan affects consumers' purchase intention.

Therefore, this study explored consumers' trust and perceived risk of online platforms by adopting the institutional trust mechanism "escrow services" and "third-party seal mechanisms." We considered the relationship between experiential value and purchase intention. A scenario-based experiment questionnaire was distributed online to Indonesian and Taiwanese unmarried research participants, and 228 valid questionnaires were collected. The findings indicate that escrow services increased consumer trust in the online platform and reduced perceived risk. Second, consumer trust in the online platform significantly positively affected purchase intention.

The results of this study highlight the importance of "escrow services" and "third-party seal mechanisms" in building consumers' trust in online platforms and increasing purchasing intention. In practice, these findings can provide a strategic reference for the development of wedding tourism while helping to improve the business performance of this industry.

Keywords: Institutional trust mechanism, perceived risk, experiential value, online wedding photography tourism platform, purchasing intention

Perceived Health Risk and Service Customization Enhance Re-purchase for Health Insurance Products

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Abstract

Affecting perceived health risk (PHR), the Covid-19 epidemic caused a huge and long-lasting negative impact on human health. Information about this disease can support people's self-protection behavior. People's risk perception of disease will increase their attention to health risks and thus their intention to purchase health insurance products. Perceived product value (PPV) is a trade-off relationship between perceived benefits and perceived value sacrifices as consumers generate purchase intentions. Service customization (SC) refers to the development of products and services that meet the needs and wants of individual customers, which means tailor-made (Bock et al., 2016). Word-of-mouth (WOM) can be viewed as a product of consumer behavior that includes knowledge, influence, and intention. Insurance firms have been launching new health insurance products to meet market demand, and supporting consumers repurchase intention. Therefore, this study incorporates three word-of-mouth motivations into the research model to investigate the two moderation effects (N=842).

Keywords: Perceived health risk, service customization, product perceived value, re-purchase intention, word-of-mouth, moderated mediation model

A Hybrid Model for Investment Portfolio Selection via Considering Profitability and Sustainability Perspectives

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Abstract

This study introduces a hybrid model that combines network data envelopment analysis (NDEA) with extreme learning machine (ELM). The aim is to aid investors in formulating investment portfolios by considering both corporate profitability and sustainability factors. It is argued that a corporate focus solely on profitability, without regard for sustainability, hinders the achievement of sustainable development goals. The hybrid model serves a dual purpose: firstly, it helps decision-makers identify inefficiencies within existing best practices; secondly, it generates forecasted outcomes to guide final decision-making processes. Through analysis of real-world cases, this hybrid model emerges as a promising tool for investors grappling with financial decision-making tasks. It is noted for its potential contributions to taxation strategies and capital market operations.

Keywords: Sustainability, decision-making, artificial intelligence, data envelopment analysis, environmental, social and governance

Construction of E-commerce Security Threat Education Platform and User Experience Evaluation

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Abstract

This research is committed to establishing an intelligent information security threat response mechanism, with the chatbot (LINE Bot) system as the core, to provide real-time and personalized information security suggestions. The system aims to improve transaction security on Taiwan's e-commerce platforms and respond to the increasingly complex information security challenges faced by consumers. The study will build an e-commerce platform information security threat protection robot (EPIS-BOT) and establish an information security knowledge exchange platform to enhance users' information security awareness and response capabilities. Finally, the usefulness of the platform is evaluated for this protective robot. This platform can be used as a reference for information security education and related research.

Keywords: E-commerce, information security, chatbots, user experience evaluation, conversational applications

Enhancing Learning Engagement with Gamification Platform and Intelligent Pedagogical Agent in Programming Education

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Abstract

Learning SQL can be surprisingly difficult, given the relative simplicity of its syntax. The biggest challenge for teachers is how to engage students and motivate them to spend a lot of time familiarizing themselves with the core concepts and skills of programming languages through the constant practice of writing programs. Guided by feedback intervention theory, we designed an automated assessment platform with immediate feedback that incorporated gamified elements and Generative Artificial Intelligence (ChatGPT) to engage students in learning and practicing. This study explores the interaction effect of automated referenced feedback and student traits on learning engagement.

This research provides a novel approach to developing an intelligent pedagogical agent that automatically generates referenced feedback for students based on their traits and learning history on the gamified automated assessment platform. We hope to improve students' learning motivation and effectiveness without increasing the burden on teachers. Powered by Generative Artificial Intelligence (ChatGPT), constructive feedback can be generated in real-time. It contributes to the literature by exploring the impact of self-referenced feedback and norm-referenced feedback on students' learning engagement. Specifically, future research could investigate the moderating effect of students' learning achievement and reference norms.

Keywords: Learning engagement, gamification, feedback intervention theory, intelligent pedagogical agent

<u>Agenda</u>

July 18, 2024 (Thursday)

Session C   **09:30-12:00**   **Room:** Komakusa

Session Chair: Shinyi Carol Lin

National Taichung University of Education, Taiwan

Driving a More Sustainable Future and Social Entrepreneurship Intention with Sustainability Education: Evidence from Generation Z

Thao Thanh Nguyen   Fu-Jen Catholic University

Chih-An Lin   Fu-Jen Catholic University

Predict Risks in the Taiwan Strait with Political and Economic Indicators

Shun-Jen Pai   National Sun Yat-sen University

How Can Firms Advance Market Competitiveness? – Views of AI and Green Practices

Yu-Xiang Yen   Yuan Ze University

The Development of SRP Checker Application with Image Recognition Using TensorFlow and Convolutional Neural Network

Amado Mariano Sapit III   Adamson University

Jesus Paguigan   Eulogio "Amang" Rodriguez Institute of Science and Technology

China's E-Commerce Trend: Implications and Challenges for Taiwan

Victor Wu   National Sun Yat-sen University

Using UTAUT2 to Explore the Effectiveness of Warehousing System Simulation Software for Teaching in Business College

Tsai-Pei Liu   National Taichung University of Science and Technology

Hsin-Hui Lin   National Taichung University of Science and Technology

Gender Diversity and Social Loafing: Insights from Project-Based Team Dynamics

Shinyi Carol Lin   National Taichung University of Education

Driving a More Sustainable Future and Social Entrepreneurship Intention with Sustainability Education: Evidence from Generation Z

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Abstract

Sustainability is shaping the future careers of existing working generations. The newcomers known as Generation Z (Gen Z) need to get ready for the sustainability race in the "decade of action" 2020s. Until recent years, the proportion of social entrepreneurship studies has gradually increased; however, research regarding direct or indirect driving factors to Gen Zers' social entrepreneurship such as sustainability education and corporate sustainability practice perception is overlooked. This research fills the research gap by investigating the impact of sustainability education in terms of sustainability curriculum quantity and quality on Gen Z students' readiness for a sustainable future and social entrepreneurship intention. Applying the stimulus-organism-response model, the results find that both the sustainability curriculum quantity and quality affect Gen Z students' readiness for a sustainable future, which in turn, shapes Gen Zers' social entrepreneurship intention. Nevertheless, Gen Zers' perception of business doing CSR does not influence their social entrepreneurship intention nor the relationship between readiness for a sustainable future and social entrepreneurship intention.

Keywords: Sustainability education, higher education institutes, readiness for a sustainable future, social entrepreneurship intention

Predict Risks in the Taiwan Strait with Political and Economic Indicators

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Abstract

In recent years, the relationship between China and Taiwan has become increasingly tense, with China expanding its military power in order to reunify Taiwan by force, while the United States has adopted a long-term strategy of strategic ambiguity on whether to defend Taiwan, and has only made Taiwan defense-capable through only partial military assistance, such as the Taiwan Policy Act of 2022, which will provide nearly $4.5 billion in aid. In this situation, many enterprises and think tanks will speculate on the possible outbreak of military conflict in the Taiwan Strait, because if a war breaks out, it will seriously impact the semiconductor supply chain and import and export trade (Valenstein et al., 2023). The outbreak of the novel coronavirus pneumonia in 2020 caused countless deaths and injuries, exposing the shortcomings of the government system in public health. Since then, scholars in the field of risk assessment have begun to explore national risk assessments, so that countries can predict the future and know in advance whether they are positively vulnerable, so as to prevent and reduce future disasters in advance (Lidén, 2021).

Keywords: Risk assessment, regression logic, political economy

How Can Firms Advance Market Competitiveness? – Views of AI and Green Practices

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Abstract

Artificial intelligence (AI) technology applications and green practices are the critical trends for business development in recent years. The competitiveness in market has always been one of the prime requisites for firms to seek growth and sustainability. Though research have discussed various drivers for achieving firms' market competitiveness, there still lack studies to examine the relationships among AI adoption in new product development (NPD), green practices, and market competitiveness. The research purposes are to study the influence of AI adoption on firms' green product innovation and market competitiveness, and to discuss the role of green product innovation in the relationship between AI adoption and market competitiveness. The contributions are to propose an integrated research model to disclose the influence mechanism for enhancing firms' market competitiveness, and to extend the theoretical discussion of MOA framework into the research of AI adoption, green practices, and market competitiveness.

The research applied questionnaire survey method to design and adapt questionnaire items based on previous studies and practical context, and to collect empirical data from Taiwan public listed electronics firms. Questionnaires were distributed to R&D and marketing/sales managers in the sample firms. PLS-SEM is used to analyze the collected questionnaire data, verify the robustness of proposed research model, and test the hypotheses. The findings uncover that AI adoption in NPD has direct and positive influence on firms' market orientation and market competitiveness. Firms' market orientation has positive influence on their green practices, i.e. green collaboration with customer and green purchasing, which positively affect firms' green product innovation. Furthermore, green product innovation has positive influence on firms' market competitiveness. However, AI adoption has not significant direct influence on firms' green product innovation.

Keywords: Artificial intelligence, adoption, market orientation, green practices, green product innovation, market competitiveness

The Development of SRP Checker Application with Image Recognition Using TensorFlow and Convolutional Neural Network

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Abstract

This study was conducted for the purpose of the development of SRP checker application with image recognition using TensorFlow and convolutional neural network.

The study's research approach was qualitative, focusing on understanding the challenges faced by consumers and authorities regarding suggested retail prices. It sought to explore how a proposed application could address these issues and why consumers encounter these problems, aiming to develop effective solutions.

This application enables them to detect real-time suggested retail prices, reducing the risk of encountering unfair pricing from sellers. Meanwhile, authorities can use the app's data to enhance SRP implementation in markets. By reviewing results from both mobile and web applications, authorities can develop more effective strategies for disseminating SRP information and identifying non-compliant sellers.

With that, the proposed system has different functionality such as real-time produce scanning with TensorFlow which means it utilized the TensorFlow library, it can scan produce in real-time without the need for barcodes or QR codes. And, it has nutritional checker module that provides users with information about the nutritional value of scanned produce. This feature empowers users to make informed decisions about their dietary choices based on the nutritional content of the scanned produce. Also, it has trend monitoring for SRP compliance which means the admin web application incorporates a trend monitoring system to track trends in SRP compliance across different markets. This functionality enables regulatory authorities to identify potential price violations promptly and take necessary actions to enforce compliance. It can develop report analysis for regulatory decision making with that the admin web application provides comprehensive report analysis tools for regulatory authorities. Authorities can access detailed reports to aid decision-making regarding the dissemination of suggested retail prices and consumer protection measures

By integrating these functionalities, it provides a comprehensive solution for both consumers and regulatory authorities, enhancing efficiency, transparency, and consumer protection in the produce market.

China's E-Commerce Trend: Implications and Challenges for Taiwan

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Abstract

China's e-commerce has developed rapidly over the past two decades. With its large population base, government policy support, and technological innovations, China has quickly become a leader in the global e-commerce market. This article delves into the development history of e-commerce in China, analyzes its position in the global market, and compares the development of e-commerce with that of the international community and Taiwan to summarize the revelations and challenges for Taiwan. This paper cites the successful cases of Alibaba, Tmall, and Pinduoduo to analyze their innovative strategies and market influence. For Taiwan, this study proposes a number of recommendations, such as strengthening logistics infrastructure, innovating payment and financial services, promoting cross-border e-commerce, and enhancing cybersecurity and data protection. This paper aims to provide a reference for the future development of e-commerce in Taiwan to help it achieve greater success in global competition.

Keywords: China e-commerce, Taiwan e-commerce, development trend, cross-border e-commerce, digital payment

Using UTAUT2 to Explore the Effectiveness of Warehousing System Simulation Software for Teaching in Business College

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Abstract

Warehousing system simulation software can usually present more complex warehousing operation processes, giving students a different static learning scenario than before. Students can also have more autonomy and flexibility in terms of learning time and learning progress. System simulation has become a new educational tool, but it still needs to accept many tests to use it in teaching field. Therefore, this study uses UTAUT2 model to explore the acceptance of students in business college to use warehousing system simulation software as a teaching tool. The main purposes of this study include: (1) To understand whether warehousing system simulation software can enhance the learning interest of students in Business College. (2) To extend the UTAUT2 framework to explore the impact of performance expectancy on students' learning behavior intention. The results from the study indicate a good measurement and suggest the significant influence of social influence, hedonic motivation, and learning value on students' intention toward warehousing system simulation software learning. This study also helps understand students' perceived value in the system simulation context.

Keywords: System simulation, warehousing, UTAUT2

Gender Diversity and Social Loafing: Insights from Project-Based Team Dynamics

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Abstract

This study examines gender-based heterogeneity and its potential impact on social loafing within project-based teams. The analysis employs a one-way between-subject ANOVA to investigate the relationship between team size (small groups of four members or less vs. large groups of five members or more) and social loafing scores. Results indicate that there is no statistically significant difference in social loafing between small and large groups, suggesting comparable levels of social loafing across team sizes. Building on these findings, the study proposes to explore gender-based heterogeneity as a potential moderator of social loafing within project-based teams. It aims to investigate whether the composition of team members based on gender influences the prevalence of social loafing behaviors. Additionally, the study intends to examine the intervening effect of social loafing on team performance outcomes. By understanding the interplay between gender diversity, social loafing, and team performance, this research seeks to offer insights into enhancing collaboration and productivity in project-based team settings. Future research directions and implications for team management and leadership practices will be discussed.

Keywords: Project-based teams, project management, gender-based heterogeneity, social loafing, team performance

<u>Agenda</u>

July 18, 2024 (Thursday)

Session D   **13:30-16:00**   **Room:** Komakusa

Session Chair: Chi-Min Wu

Chia Nan University of Pharmacy & Science, Taiwan

Role of Thriving at Work in the Relationship Between Spiritual Leadership and Value Co-creation

Chi-Min Wu	Chia Nan University of Pharmacy & Science
Tso-Jen Chen	Tainan University of Technology
Shih-Hao Chen	Tainan University of Technology
Tsung-I Pai	Chia Nan University of Pharmacy & Science

Constructing an Innovative Framework for Travel Services Post COVID-19

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

Utilizing Virtual Reality Technology to Plan an Intelligent Healthscape for Dental Services

Wen-Jen Chang	Chang Gung University
Yang-Hsun Lu	Chang Gung University
Chun-Li Lin	National Yang Ming Chiao Tung University
Yen-Hsiang Chang	Chang Gung Memorial Hospital

Leveraging Room Rates and Its Correlations for Effective Demand Variability Reduction in Hotel Inventory Pooling

Kuangnen Cheng	Marist College

Investigating the Perception of Green Products, Consumption Values, and Customer Behavior in the Cosmetics Industry

Jing-Ting Ashley Huang	Yuan Ze University
Hua-Hung Robin Weng	Yuan Ze University

<u>Agenda</u>

July 18, 2024 (Thursday)

Session D   **13:30-16:00**   **Room:** Komakusa

Session Chair: Chi-Min Wu

Chia Nan University of Pharmacy & Science, Taiwan

Modeling and Evaluating the Choice Behavior of Intelligent Parking Solutions: Smart Parking and Shared Parking

Chih-Wen Yang   National Taichung University of Science and Technology

Tsai-Yi Xiao   National Taichung University of Science and Technology

The Effectiveness of Social Media Influencers' Digital Extended Self and Self-Determination Images on Viewers' Reaction

Shuling Liao   Yuan Ze University

Jo-Yun Wen   Yuan Ze University

Role of Thriving at Work in the Relationship Between Spiritual Leadership and Value Co-creation

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Abstract

Value co-creation (VCC) involves actors collaboratively creating value for each other and is highly valuable in the hospitality sector. This study constructs and tests a model of the relationships among spiritual leadership, thriving at work, and VCC. In this model, (1) spiritual leadership is positively associated with thriving at work and VCC, and (2) thriving at work mediates the relationship between spiritual leadership and VCC.

Keywords: Spiritual leadership, thriving at work, value co-creation

Constructing an Innovative Framework for Travel Services Post COVID-19

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Abstract

This study explores the service innovation blueprint of the tourism industry in the post epidemic era and reorganizes the service structure of the tourism industry, aiming to help the tourism industry cope with the market demand in the new normal state and maintain its competitiveness in the global tourism market. Through focus group methodology, this study reveals the new demands and behavioral changes of tourists in the post-COVID-19. It is found that there is an increased demand for personalized and flexible services, and that tourists pay more attention to personalized experiences, expect tourism products to be adjusted according to their personal preferences and the current environment, and collaborate with different industries in the development of new products and the sharing of market information. Therefore, it is recommended that tour operators should develop more flexible product design and booking policies, and provide real-time travel information and customer services through apps, such as offering customized tour packages and allowing ad-hoc itinerary changes, in order to satisfy the expectations of modern consumers in an innovative way, so as to appeal to tourists with different needs, and enhance customer satisfaction and loyalty. In the future, researchers can further analyze the blueprint of innovative services in the tourism industry, explore the application of different service components and IT platforms, or apply the TRIZ principles of management innovation to find out the reference methods for the tourism industry to cope with the challenges of the post-epidemic era, so as to further enhance the competitiveness of tourists and at the same time, to adapt to the challenges of the post-COVID-19, and to lay down a solid foundation for future development.

Keywords: Travel industry, focus group interview, service innovation

Utilizing Virtual Reality Technology to Plan an Intelligent Healthscape for Dental Services

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Abstract

The quality of medical services has garnered significant attention, especially with the rising competition in the healthcare industry. The healthscape plays a crucial role in service quality, as enhancing it can effectively improve service quality and patient satisfaction. This is particularly important in dental services, where issues such as long waiting times and dental anxiety are prevalent. Well-designed healthscape can establish a conducive dental service environment, mitigating individuals' fear and anxiety responses to dental treatment. This study aims to investigate the impact of intelligent healthscape on service quality in dental care. A virtual reality model was constructed and utilized to demonstrate the planned intelligent healthscape. Stimulus-Organism-Response model was adopted to examine the impact of environmental stimulus in the dental healthscape on the patient's emotion, satisfaction and revisit intention. The proposed environment stimulus included timeliness and convenience, treatment scenario with immersive reality, and technical assistant in communication. The results showed that the timeliness and convenience in dental services will positively affect patient satisfaction, technology-assisted communication between doctors and patients will affect patient satisfaction, patients' emotion of the visit affect patient satisfaction as well as their satisfaction.

Keywords: Service quality, dental service, healthscape, stimulus-organism-response model, virtual reality

Leveraging Room Rates and Its Correlations for Effective Demand Variability Reduction in Hotel Inventory Pooling

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Abstract

This study examines how hoteliers use room rates to align demand and supply across a network of locations. Using real-time data from a major hotel franchise, we analyzed 11,470 room rates across the 200 largest U.S. airports/cities. Our findings support risk pooling theory, showing that aggregating variability sources reduces overall variability. Key insights include: 1) The highest room rate strategy intensity is within intra-downtown and intra-airport categories, decreasing with more airport properties. 2) The second-highest intensity is the pricing correlation between airport and downtown categories, also decreasing with more airport properties. 3) Inter-downtown and inter-airport categories have the weakest intensity, diminishing with more airport properties. These findings illuminate risk pooling dynamics in the hotel industry and emphasize the need for strategies tailored to perishable inventory and location-based demand.

Keywords: Capacity adjustment, discrete demand, fixed capacity, perishable goods, risk pooling

Investigating the Perception of Green Products, Consumption Values, and Customer Behavior in the Cosmetics Industry

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Abstract

Due to the sustainability issue and the trend of going green, which has been rising recently, more and more people are becoming concerned about environmental problems. However, no clear standard in the global cosmetic market exists with the terms "green cosmetics," "natural cosmetics," and "organic cosmetics." This research would like to clarify the definition of "green cosmetics" through literature reviews. Furthermore, based on the Consumer Choice Behavior Theory by Sheth and his colleagues (1991), this study would like to investigate the relationship between the perception of green cosmetics and consumption values and understand their impacts on customer behavior.

Through SPSS and AMOS software and 502 valid respondents, this study conducted Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) to test hypotheses. First, the components of green cosmetics are categorized into three parts, including the natural ingredients, the quality, and the environment-friendly packages of the products. The results show that green cosmetics with natural ingredients and environment-friendly packages significantly and positively impact Social Value, Emotional Value, Epistemic Value, and Conditional Value. The quality of the products has significant and positive impacts on Functional Value, Social Value, and Emotional Value. Both functional and emotional values have significant and positive impacts on customer behavior. This study provides the possible reasons to explain why green cosmetics are not promoted in the cosmetics market.

Keywords: Green cosmetics, consumption value, customer behavior

Modeling and Evaluating the Choice Behavior of Intelligent Parking Solutions: Smart Parking and Shared Parking

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Abstract

Due to limited space and a dense population, traditional parking spaces are inadequate given the continuous increase in private vehicle ownership and the rise of the sharing economy. To address issues like parking shortages and traffic congestion caused by parking demands, this study focuses on improving the management of urban parking patterns and understanding the parking choice behavior of travelers. By exploring operations strategies, the study proposes three scenarios for existing parking operation solutions: conventional parking solution, smart parking solution, and shared parking solution. Through a stated preference experiment design and simulation scenario, the research formulates strategies for parking operation solutions based on service attributes such as parking rates, parking space search, and reservation mechanisms. Using a discrete choice model, the study constructs a model of parking choice behavior to investigate the key service attributes and operations modes influencing parking choices. The research aims to analyze the sensitivity of parking service attributes and policy effects through elasticity analysis and willingness-to-pay. Finally, based on the results, the study suggests suppressing conventional parking solution by increasing parking rates and reducing space availability, while promoting smart parking solution and shared parking solution by reducing parking rates. The findings are intended to contribute to both government agencies and relevant proprietors, offering insights for higher-level research and practical applications.

Keywords: Intelligent parking, sharing economy, parking choice behavior, stated preference, discrete choice model

The Effectiveness of Social Media Influencers' Digital Extended Self and Self-Determination Images on Viewers' Reaction

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Abstract

In the digitalized marketing environments, influencer marketing has emerged as an innovative potent strategy to promote products and services through leveraging the reach and credibility of social media influencers. While prior studies have identified post characteristics and influencer attributes as the major determinants of viewers' behavioral intention toward social media influencers, they largely concentrated on the individual self-disclosure perspective, leaving co-creation of personal branding a void. To fill this gap, this study centers on the digital self-extension of influencers, which is reflected in their online possessions and digital identities, both individually and collectively. and intends to investigate how viewers' perceptions of the influencers' digital extended self may affect their viewing responses through the influencers' self-determination images. Using YouTubers as the social media influencers, the results show that the YouTubers' exogenous digital extended self weakens their images of competence and relatedness, whereas their endogenous digital extended self contributes to the images of autonomy, competence and relatedness. Our findings also suggest that YouTubers' competence and relatedness images enhance viewers' trust, while all the images of self-determination induce viewing continuation.

Keywords: Influencer marketing, social media influencer, digital extended self, self-determination, viewing continuation

<u>Agenda</u>

July 19, 2024 (Friday)

Session E   **09:00-11:50**   **Room:** Komakusa

Session Chair: Cheng-Kiang Farn
                          Chung Yuan Christian University, Taiwan

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Study on the Relationship Between Presenteeism and Emotional Exhaustion—The Mediational Role of Relational Energy

Ching-Wen Chang   National Penghu University of Science and Technology

The Influence of Workplace Friendship and Work Emotions on Job Performance: An Empirical Study

Yi-Wen Kuo   Tainan University of Technology
Long-Sheng Lin   Tainan University of Technology

Self-Presentation on Social Media and its Relationship with Online Wellbeing: A Study of Interactions between High School/Higher Education Teachers and Students

Wei-Hsin Lin   Tainan University of Technology
Long-Sheng Lin   Tainan University of Technology

Applying Deep Learning and News Sentiment Analysis for Price Prediction of Vietnam's ETFs

Cam-Bao Thang   National Kaohsiung University of Science and Technology
Shu-Fang Hsu   National Kaohsiung University of Science and Technology

Anti-Corruption Campaigns and the Value of Excess Cash in China

Yi-Pei Chen   National Pingtung University
Tsui-Jung Lin   Chinese Culture University

National Financial Development and Entrepreneurship: The Role of Economic Policy Uncertainty

Buyan-Undrakh Chinzorig   Da-Yeh University
Yu-Fen Chen   Da-Yeh University
Fu-Lai Lin   Da-Yeh University

<u>Agenda</u>

July 19, 2024 (Friday)

Session E   **09:00-11:50**   **Room:** Komakusa

Session Chair: Cheng-Kiang Farn

Chung Yuan Christian University, Taiwan

Effects of CEO Turnover and Quality of Financial Statements in Taiwan

Mei-Hui Lin	Feng Chia University
Yu-Ting Huang	Feng Chia University
Hung-Tu Huang	Feng Chia University

An Analysis of Pre-hospital Intervention on the Treatment for Patient with ST-Segment Elevation Myocardial Infarction from Healthcare Management

Yu-Ting Huang	Feng Chia University
Qiao-Lun Gao	Kuang Tien General Hospital
Yu-Jie Lin	National Hsinchu Girls' Senior High School

Study on the Relationship Between Presenteeism and Emotional Exhaustion—The Mediational Role of Relational Energy

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Abstract

After the epidemic's end, the labor shortage in the tourism industry has become severe. Due to insufficient human resources, attending work while sick is often seen as one's responsibility to the company and societal norms. Presenteeism may negatively impact individuals, groups, and companies Additionally, do all employees experiencing presenteeism also experience emotional exhaustion? This is one of the objectives of this study.

Furthermore, it appears crucial to clarify the psychological processes underlying presenteeism and emotional exhaustion. Therefore, the second objective of this study is to examine the mediating role of relational energy in the relationship between presenteeism and emotional exhaustion. While previous literature has provided insights into presenteeism and emotional exhaustion, findings from studies conducted in specific work settings may not necessarily generalize across industries and organizations.

Based on the aforementioned, this study has two primary aims: firstly, to investigate the relationship between presenteeism and emotional exhaustion, and secondly, to explore whether relational energy mediates the aforementioned relationship, aiming to elucidate the psychological processes underlying presenteeism and emotional exhaustion.

Keywords: Epidemic, tourism industry, presenteeism, emotional exhaustion, relational energy

The Influence of Workplace Friendship and Work Emotions on Job Performance: An Empirical Study

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Abstract

This study examines the intricate interplay between workplace friendship, work emotions (positive and negative), and job performance. Drawing from a quantitative survey of 586 Taiwanese working professionals, this research investigates how workplace friendships shape employees' emotional experiences and the subsequent impact on their job performance. The findings reveal that workplace friendship significantly influences both positive and negative emotions, underscoring the pivotal role of interpersonal relationships in the workplace. Positive emotions are found to enhance job performance, while negative emotions detract from it. Notably, workplace friendship is found to directly and positively impact job performance, highlighting the value of fostering positive social connections within organizations. Additionally, the study identifies work emotions as partial mediators in the relationship between workplace friendship and job performance, suggesting that the emotional component plays a crucial role in translating the benefits of workplace friendship into tangible work outcomes. These findings offer valuable insights for organizations seeking to improve employee engagement, productivity, and overall effectiveness by nurturing positive workplace cultures that prioritize meaningful connections and emotional well-being.

Keywords: Workplace friendship, work emotions, job performance, emotional dynamics, social relationships.

Self-Presentation on Social Media and Its Relationship with Online Wellbeing: A Study of Interactions Between High School/Higher Education Teachers and Students

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Abstract

This study examines the relationship between teachers' self-presentation on social media, their sense of online well-being, and the impact on teacher-student interactions. A quantitative survey of 800 students and 28 teachers in Taiwan found that higher levels of authentic self-disclosure by teachers on social media platforms are positively associated with increased teacher-student interaction and student learning motivation. Additionally, authentic self-presentation positively influences teachers' online well-being. These findings suggest that social media can be a valuable tool for fostering positive teacher-student relationships and enhancing educational experiences. The study emphasizes the importance of encouraging appropriate social media use for educational purposes while providing guidance on professional boundaries and best practices.

Keywords: Social media, self-presentation, teacher-student interactions, online well-being, learning motivation

Applying Deep Learning and News Sentiment Analysis for Price Prediction of Vietnam's ETFs

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Abstract

This research delves into exploring how learning and sentiment analysis of news can be used to predict the price changes of Vietnams exchange traded funds (ETFs). The study makes use of two learning models, Long Short Term Memory (LSTM) and Bi directional LSTM (Bi LSTM) to analyze past price data and sentiment, from Vietnamese news articles. Additionally it employs the Natural Language Processing (NLP) model BERT to assess the sentiment of news pieces related to ETFs.

The study relies on a dataset containing price records and news articles about ETFs. These news articles are examined using the BERT model to extract sentiment scores, which are then integrated into the learning models. The effectiveness of these models is assessed using metrics such, as squared error (MSE), mean absolute error (MAE) and root Mean Square Error (RMSE. The research outcomes indicate that deep learning models can indeed predict the price shifts of ETFs effectively. Furthermore including news sentiment analysis enhances the accuracy of price predictions.

The Bi LSTM model performs better, than the LSTM model in terms of predicting outcomes. This research adds value to the financial forecasting domain by showcasing how deep learning and news sentiment analysis can be used to forecast price changes in ETFs. The results offer information, for investors and financial organizations aiming to make informed investment choices.

Keywords: Deep learning, LSTM, Bi-LSTM, BERT, news sentiment analysis, price prediction, vietnam ETFs

Anti-Corruption Campaigns and the Value of Excess Cash in China

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Abstract

This study mainly explores the influences of anti-corruption campaigns on political connections, information asymmetry, and the value of excess cash. This paper selects firms listed on the Shanghai Stock Exchange and Shenzhen Stock Exchange from 2008 to 2021. It suggests that politically connected firms would decrease the value of their cash holdings due to high information asymmetry. When anti-corruption campaigns make information relatively transparent, it reduces agency problems and increases the value of excess cash of politically connected firms. Information asymmetry has negative influences on the value of excess cash. However, the value changes from negative to positive after considering political connections. In addition, anti-corruption campaigns have insignificant influences on firms with a high degree of information asymmetry but negative influences on those with a low degree of information asymmetry.

Keywords: Anti-corruption campaigns, political connections, value of excess cash

National Financial Development and Entrepreneurship: The Role of Economic Policy Uncertainty

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Abstract

This paper explores the interaction between national financial development, entrepreneurship, and economic policy uncertainty for a panel of 9 countries between 2006 and 2020. We investigate the association between national financial development and entrepreneurship using a novel index of financial development to account for the various dimensions of financial development. Furthermore, we consider how macroeconomic uncertainty changes the impacts of national financial development on entrepreneurship. Our results reveal higher levels of financial development have a significant positive impact on entrepreneurial activity, especially on the financial depth and stability dimensions. Moreover, results indicate that economic policy uncertainty significantly influences the relationship between financial dimensions and entrepreneurial activity.

Keywords: Financial development, financial access, financial depth, financial efficiency, financial stability, entrepreneurship, and economic policy uncertainty

Effects of CEO Turnover and Quality of Financial Statements in Taiwan

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Abstract

The primary objective of this research is to delve into the impact of CEO and CEO turnovers on the practice of earnings management. Furthermore, in a noteworthy regulatory development, Taiwan authorities have mandated that all listed companies transition to establishing audit committees in lieu of supervisors by the year 2022. Corporate governance represents a construct that did not emerge overnight; its roots extend deep into history. It was only in the early 21st century, a period marked by the downfall of several major corporations, that governments worldwide began to acknowledge its significance with due consideration. This paper embarks on an exploratory journey into the historical backdrop of corporate governance, initiating with a discussion on various theoretical frameworks that have contributed to the evolution of this pivotal concept. It then proceeds to examine diverse models through which economies across the globe integrate corporate governance into their infrastructural fabric, followed by an analysis of how corporate governance has evolved internationally. Additionally, this study highlights significant committees and reforms that have played a foundational role in the emergence of corporate governance practices worldwide. An extensive review of literature on various dimensions of corporate governance is also undertaken. Despite its widespread implementation and discussion, the concept of corporate governance remains a subject of debate among scholars, with varied perspectives on its definition and scope. This investigation seeks to shed light on the adoption and principal challenges of effective corporate governance within the management framework of contemporary limited liability companies.

Keywords: Corporate governance, CEO turnover, quality of financial statements

An Analysis of Pre-hospital Intervention on the Treatment for Patient with ST-Segment Elevation Myocardial Infarction from Healthcare Management

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Abstract

Cardiovascular Dease (CVD) has consistently remained a primary contributor to high mortality rates, with both its outpatient and mortality rates escalating annually. Given the potential for severe consequences upon onset, including myocardial infarction, heart failure, and sudden death, patients urgently require timely and effective treatment to salvage lives. Building upon the theoretical foundation of pre-hospital electrocardiography (ECG), hospitals can obtain early patient information, aiding specialist physicians in promptly initiating subsequent interventions and treatments, thereby reducing emergency room stays. Previous studies have confirmed the effectiveness of pre-hospital ECG in reducing the waiting time for myocardial infarction patients to receive treatment, yet the correlation remains unexplored. This study utilizes sample data from Korea as utilized by Song et al. (2022) between 2015 and 2018, comprising patients who underwent pre-hospital ECG in Korea, and employs STATA software to conduct empirical research utilizing regression statistical methods. The results indicate a positive correlation between the survival rate of patients undergoing pre-hospital ECG and the occurrence of ST segment elevation on the ECG. Furthermore, the survival rate correlates positively with admission to the intensive care unit, hospital stay of less than four days, emergency room stay of less than four hours, and the use of the acute coronary syndrome assessment pathway, suggesting that the implementation of pre-hospital ECG may indirectly impact patient survival rates.

Keywords: ST-segment Elevation Myocardial Infarction (STEMI), prehospital electrocardiogram, medical management

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