IAM2025W Program

Jan. 14, 2025 (Tuesday)	
15:00-16:00	Registration (Main Building, Lobby 1F)

Jan. 15, 2025 (Wednesday) 09:00-15:00 Registration	
Room	**Kousai (Main Building, 3F)**
09:20-12:00	Session A
12:00-13:30	Lunch (BELTEMPO, East Wing 1F)
13:30-15:40	Session B

Jan. 16, 2025 (Thursday) 09:00-15:00 Registration	
Room	**Bubaria (Main Building, 3F)**
09:20-12:00	Session C
12:00-13:30	Lunch (BELTEMPO, East Wing 1F)
13:30-15:40	Session D

Jan. 17, 2025 (Friday)	
Whole Day	Free Activities

PID	Paper Title	Author(s)	Session
P0105	Revealing the Interaction Between Technological Development and Capital Market: The Investigation of Semiconductor Industry	Hsin-Yu Shih, Hung-Chun Huang, Tsung-Han Ke	C
P0106	Reversible Watermarking for Encrypted Image Authentication	Ya-Fen Chang, Wei-Liang Tai	C
P0107	Leveraging Artificial Intelligence for Supply Chain Sustainability: Expert System versus Human Decisions	Chun-Der Chen, Douglas Alexander Alfaro Salmeron	C
P0109	Exploring the Continuous Intention to Use Generative AI: The Influence of Expectation Confirmation and AI Self-Efficacy	Shih-Ming Pi, Kuo-Chen Li, Min-Jie Hsieh	A
P0110	Exploring the Impact of Service Flower on Subjective Well-being: A Case Study of the Chinese Professional Baseball League	Yi-You Duncan Yang, Hua-Hung Robin Weng	D
P0111	An Analysis of the Impact of Short-Form Content on Adolescent Development	Chih Ming Tsai, Roy Hu	D
P0112	Expert vs. Celebrity Endorsement: Analyzing the Impact of Influencer Marketing on Brand Image, Consumer Loyalty, and Repurchase Behavior	Chih Ming Tsai, Tzu Ching Chao	C
P0113	Applying DOI and UTAUT2 to Explore the Usage Intention of Benefit-Switching Credit Cards_A Case Study of Cathay United Bank's Cube Card	Wei-Hong Chen, Hao-En Chueh	A
P0114	A Study on Factors Affecting Intention to Continuous Use Generative AI in Music Creation	Hung-Chun Tseng, Shih-Ming Pi, Kuo-Chen Li, Hao-En Chueh	A
P0115	The Application of Sentiment Analysis in Social Media Public Opinion Monitoring	Wei-Hsiang Fang, Kuo-Chen Li, Shih-Ming Pi	A
P0116	Using Machine Learning for Retail Product Sales Forecasting in Mass Merchandise Stores	Meng-Hsuan Lin	B
P0117	The Impact of Taobao's Double 11 Shopping Festival Promotion Strategies on Consumer Purchasing Behavior	Chih Ming Tsai, Hsin-Yu Lin	C
P0118	Impact of Data Utilization in Data Sharing	Shi-Yan Li,	B

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	Platforms on Business Management Optimization	Su-Houn Liu	
P0119	Exploring the Factors of KOL Selection for Hoteliers by the Delphi Method	Hsin-Yeh Tsai, Tsung-Han Wu, Chung-Ming Su	C
P0121	Applying TAM and TPB to Explore Usage Intentions of Digital Reward Point Systems	Yan-Lin Wu, Hao-En Chueh	A
P0123	Factors Influencing Business Intelligence Adoption in UAE Logistics Companies	Sara Ahmed Alblooshi, Kamarul Faizal Hashim, Felix B. Tan, Mahmoud El Hendy	B
P0125	The Impact of Information Literacy and Learning Strategies on the Learning Effectiveness of Applying Generative AI	Shu-Yu Hsu, Hao-En Chueh	A
P0126	Analysis of Critical Success Factors for Official Websites: A Case Study of the Real Estate Industry	Po-Kai Hu, Hsiu-Li Liao	B
P0127	Introducing Low-Relevance Information and Its Inhibitory Effect on User Psychological Resistance: An Applied Study Based on the Elaboration Likelihood Model	Yu-Yu Liu, Kuo-Chen Li, Shih-Ming Pi	A
P0128	How the Context of Social Presence of Live Streaming Affects the Viewers' Donation Intention	Rong-An Shang, Fang-Jung Lee	C
P0129	Impact of Recent Sino-US Relationship Changes on Taiwan's Trade: Contextual Analysis of the US-China Trade War and Research on Taiwan's Industrial Response Strategies	Hsuan-Sheng Wu	D
P0130	Implementation of an Intelligent Road System Assisted by Drones	Yu-Chen Lin, Yu-Jou Lin, Hsuan-Yi Lin	C
P0134	An Analysis of South Korean Women's Participation in the Labor Market Under Sustainable Development Goals (SDGs) Initiatives	Ying-Ting Ho	D
P0135	Comparative Analysis of the Carbon Trading Markets in Taiwan and Japan	Shun-Jen Pai	D
P0137	Empowering Young Professionals: Enhancing Digital Platforms for Investment Growth in Hong	Yuanyi Liao, Mohana Das,	D

PID	Paper Title	Author(s)	Session
	Kong's Evolving Banking Sector	Long Sing Cheuk, Newman Lau, Dominic Leung	
P0138	Influences on Young Adults' Financial Behavior and Literacy Through Innovative Financing Models and Management - Insights from Banking Services	Newman Lau, Dominic Leung, Yuanyi Liao	B
P0141	Evolutionary Algorithm-Based Framework for Self-Improving Prompt Generation in Large Language Models	Ta-Cheng Chen, Yi-Chih Hsieh, Yi-Xin Liu	B