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Chair's Message

On behalf of the Organizing Committee, it is my great pleasure to welcome you to the International Conference on Innovation and Management (IAM 2026 Winter), held in Busan, South Korea, from January 27 to 30, 2026. We are honored to bring together scholars and practitioners from around the world, and we sincerely hope that your time in Busan will be both rewarding and memorable.

In today's rapidly evolving business environment—characterized by the acceleration of e-business and transformative technologies such as artificial intelligence—organizations face intensifying competition alongside increasingly complex opportunities. Achieving sustainable competitive advantage through technological advancement and managerial innovation has therefore become a central concern for both academic research and managerial practice.

The IAM International Conference is designed to serve as a global forum for thought leadership and intellectual exchange. It provides a platform for researchers, industry professionals, and decision-makers to share cutting-edge research, practical experiences, and forward-looking perspectives, while fostering collaboration across disciplines and borders. Through open dialogue and knowledge sharing, we aim to contribute meaningfully to the advancement of innovation and management studies.

For IAM2026 Winter, we received 67 high-quality submissions from six countries. After a rigorous peer-review process, 46 papers from five countries were selected for presentation. These studies address a broad spectrum of topics, including innovation and management practices across diverse industries, as well as knowledge systems and data-driven strategies in contemporary organizational contexts. I would like to express my sincere appreciation to all authors for their valuable contributions, to the reviewers for their thoughtful and diligent evaluations, and to all participants for their enthusiastic involvement.

Your participation is vital to the success of this conference. We greatly value your support and engagement, and we look forward to welcoming you again at future IAM conferences.



Conference Chair

Schedule

Jan. 27, 2026 (Tuesday)	
15:00-16:00	Registration (Lobby, 1F)

Jan. 28, 2026 (Wednesday) 08:40-16:00 Registration (Lobby, 1F)	
09:00-12:00	Session A (Peony, 2F)
12:00-13:30	Lunch (Camellia, 1F)
13:30-17:10	Session B (Peony, 2F)

Jan. 29, 2026 (Thursday) 08:40-16:00 Registration (Lobby, 1F)	
09:00-12:00	Session C (Peony, 2F)
12:00-13:30	Lunch (Camellia, 1F)
13:30-16:50	Session D (Peony, 2F)

Jan. 30, 2026 (Friday) 08:40-11:00 Registration (Lobby, 1F)	
09:00-12:00	Session E (Peony, 2F)
12:00-13:30	Lunch (Camellia, 1F)
13:30-14:30	Session F (Virtual) https://iam2026w.conf-online.org/virtual.php

Schedule

Agenda

Jan. 28, 2026 (Wednesday)

Session A

09:00-12:00

Room: Peony

Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

Integrating Generative AI and Sentiment Analysis for Assessing Corporate Competitiveness

Wen-Chia Hou	Chung Yuan Christian University
Shih-Ming Pi	Chung Yuan Christian University
Kuo-Chen Li	Chung Yuan Christian University

Exploring Consumers' Reward Preferences for Benefit-Switching Credit Cards

Wei-Hong Chen	Chung Yuan Christian University
Hao-En Chueh	Chung Yuan Christian University

A Niche Analysis on the Competition Between Python and Java - From a Learner's Perspective

Shu-Yu Hsu	Chung Yuan Christian University
Hao-En Chueh	Chung Yuan Christian University

How Social Media Influencers Affect Followers' Purchase Intention

Chaoming Wu	Chung Yuan Christian University
Yufang Shen	Chung Yuan Christian University

Mapping the Knowledge Structure and Global Development of Artificial Intelligence in Management Research

Cho-Yi Chiang	Chung Yuan Christian University
Shih-Ming Pi	Chung Yuan Christian University
Kuo-Chen Li	Chung Yuan Christian University
Ya-Chi Li	Chung Yuan Christian University

Developing a Medical Information System App and Evaluating User Satisfaction

Ssu-Chi Lin	Chung Yuan Christian University
Hsiu-Li Liao	Chung Yuan Christian University

Agenda

Jan. 28, 2026 (Wednesday)

Session A

09:00-12:00

Room: Peony

Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

Treating Fatigue as a Signal in Recommender Systems From Repeated Exposure to List Diversity via Multi-Objective Governance

Yu-Yu Liu

Chung Yuan Christian University

Kuo-Chen Li

Chung Yuan Christian University

Shih-Ming Pi

Chung Yuan Christian University

A Study on the Application of Generative AI in Smart Customer Service Systems: The Case of Xinya Intelligence

Zhi-Jun Wang

Chung Yuan Christian University

Hsiu-Li Liao

Chung Yuan Christian University

Integrating Generative AI and Sentiment Analysis for Assessing Corporate Competitiveness

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Abstract

With the rise of the Internet and social media, online reviews have become a crucial channel for consumers to express their personal experiences and sentiments. Accurately capturing users' sentiment orientations and key topics, and transforming them into actionable insights for business decision-making, is therefore an important research challenge. However, traditional text-mining methods often struggle to capture contextual nuances and subtle shifts in sentiment. To address these limitations, our study explores the use of generative AI and prompt engineering—centered on GPT-4o—to construct a clear prompting framework. First, we extract structured attributes and keywords from a large corpus of online reviews. Next, we compute sentiment scores and orientations for each attribute, and formulate classification rules grounded in SWOT analysis. We then employ a dynamic trend model to visualize how each SWOT dimension evolves over time. We compare the performance of our GPT-4o-based approach against conventional text-mining techniques in both sentiment detection and feature extraction. Finally, we benchmark our method against existing approaches to validate its practical value for decision support and corporate evaluation. We anticipate that our method will better handle contextual and subtle sentiment variations, reduce preprocessing and maintenance costs, and provide more objective, traceable competitiveness indicators—thereby enabling managers to rapidly identify organizational strengths, weaknesses, opportunities, and threats.

Keywords: Sentiment analysis, social media, generative artificial intelligence, GPT-4o, SWOT analysis

Exploring Consumers' Reward Preferences for Benefit-Switching Credit Cards

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Abstract

In the highly competitive financial market, "benefit-switching credit cards" enhance user flexibility and customization through multi-scenario rewards. However, their complex reward rules and switching conditions often lead to choice overload for consumers. To assist banks in developing a quantitative basis for reward design and resource allocation, this study first systematically collects and summarizes official data from major issuing banks in Taiwan (Taishin Richart, Cathay United CUBE, and E.SUN Unicard) using document analysis and content analysis. Seven switchable benefit categories were identified: Mobile Payment, Daily Spending, Dining & Food Delivery, Department Store Shopping, Online Shopping & Digital Content, Travel & Overseas, and Leisure & Entertainment. Subsequently, the Analytic Hierarchy Process (AHP) is employed to construct a two-layer decision framework (Goal Layer: determining preference ranking; Criteria Layer: the seven benefit categories). Differential analysis will be conducted across various consumer segments to reveal the importance ranking of the seven benefits and group differences. This research is expected to provide financial institutions with concrete preference ranking results, serving as a reference for reward design, simplification of switching mechanisms, and differentiated marketing, ultimately aiming to increase the market penetration rate and customer satisfaction of benefit-switching credit cards.

Keywords: Analytic Hierarchy Process (AHP), document analysis, content analysis, benefit-switching credit card, reward preference

A Niche Analysis on the Competition Between Python and Java - From a Learner's Perspective

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Abstract

This study aims to examine the market competition between two mainstream programming languages, Python and Java. The core of this research is to analyze their niche breadth, niche overlap, and niche superiority in learning and career development from the decision-making perspective of language learners, using niche theory. This study plans to use a survey method, conducting a census of students with learning experience in both languages to ensure the validity of the comparison. Drawing from learning motivation theories and job market analysis, this study defines the key resource dimensions sought by learners as "learning accessibility," "versatility and application breadth," and "career market." The results are expected to show that Python and Java each have their own advantages across these three resource dimensions, forming a complementary competitive relationship.

Keywords: Market competition, niche theory, workplace skills, programming language selection, career development

How Social Media Influencers Affect Followers' Purchase Intention

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Abstract

With the rapid development of social media, influencer marketing has become a crucial strategy for brands. This study examines how Instagram influencers' characteristics—professionalism, credibility, attractiveness, and parasocial relationships—affect followers' purchase intentions, and whether information presentation methods and consumer skepticism moderate these effects. Field experiments and statistical analyses demonstrate that professionalism exerts the strongest positive impact on purchase intention. Information presentation methods significantly moderate professionalism's effect, while skepticism does not exert a significant moderating effect. Findings provide insights for influencer selection and content strategies in social media marketing.

Keywords: Influencer characteristics, parasocial relationship, skepticism, information presentation, purchase intention

Mapping the Knowledge Structure and Global Development of Artificial Intelligence in Management Research

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Abstract

The application of artificial intelligence in management has grown rapidly, reflecting increasing academic attention and numerous special issues in leading journals. This study applies social network analysis to explore research trends and key topics of AI in management. Using the Web of Science database, data were collected with the keywords “artificial intelligence,” “generative AI,” “machine learning,” “deep learning,” and “management.” After preprocessing, UCINET, VOSviewer, and SciMAT were employed to construct collaboration, co-occurrence, and thematic evolution networks. The results reveal the interdisciplinary nature of AI management research, identify major contributors and thematic clusters, and trace the evolution of research focus over time. By mapping the relationships among authors, disciplines, and literature sources, this study provides a comprehensive overview of AI’s role in management research. The findings offer valuable insights for scholars seeking to understand collaboration patterns, emerging topics, and future directions in this rapidly evolving field.

Keywords: Artificial intelligence, management, social network analysis, SNA, knowledge network

Developing a Medical Information System App and Evaluating User Satisfaction

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Abstract

With the rapid advancement of digital health technologies, clinical workflows in high-mobility environments are undergoing continuous transformation. This study aims to develop and evaluate a Medical Information System (MIS) App for healthcare professionals at the Taoyuan International Airport Medical Station. In the post-pandemic era, the resurgence of passenger traffic has increased the demand for emergency and clinical care, making real-time and accurate medical documentation even more essential. To address delays and redundant entries inherent in traditional paper-based processes, the proposed system was developed on the Odoo platform, integrating the Flutter cross-platform framework and PostgreSQL database, along with Optical Character Recognition (OCR) and speech-to-text technologies to enhance real-time clinical documentation and communication efficiency.

Grounded in the DeLone and McLean Information Systems Success Model (IS Success Model) and the Technology Acceptance Model (TAM), this study constructs a research framework encompassing five key dimensions—Information Quality, System Quality, Perceived Usefulness, Perceived Ease of Use, and User Satisfaction. Through a case study approach involving physicians, nurses, and emergency medical technicians, user interviews and system evaluations were conducted to examine the relationships influencing system satisfaction.

Keywords: Medical information system app, satisfaction, IS success model, technology acceptance model

Treating Fatigue as a Signal in Recommender Systems: From Repeated Exposure to List Diversity via Multi-Objective Governance

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Abstract

This study originates from the observation that repeated exposure and within-list homogeneity induce user fatigue. Prior literature shows that information/choice overload and popularity bias degrade decision quality and satisfaction; long-tail suppliers also churn due to insufficient exposure. However, many approaches remain confined to offline accuracy and lack operational governance rules for “fatigue.”

To address this gap, we propose a fatigue-aware, multi-objective governance framework: in sequential recommendation, we introduce proxy indicators of fatigue (e.g., consecutive similarity, same-cluster run length, short-term non-revisit) and combine them with controlled list diversity and minimum exposure thresholds through re-ranking, validated on public sequential datasets containing exposures and non-clicks—without user surveys. Evaluation is two-track: (i) offline utility (NDCG/GAUC) alongside de-duplication, within-list diversity, and long-tail coverage, and (ii) offline policy evaluation (IPS/DR; or direct effect estimation if random-exposure segments exist). We also test the predictive validity of the fatigue index for future revisits/interactions.

Expected outcomes: reduce short-term repeated exposure and fatigue proxies and improve mid-term retention and long-tail visibility, without materially sacrificing accuracy or operational proxies (CTR/CVR). The contribution is to elevate “fatigue” into a learnable ranking signal and translate diversity/fairness into actionable governance constraints, while offering a reproducible pipeline on public data. A limitation is that public datasets often lack push-notification fields; push-frequency/timing governance requires platform data.

Keywords: Fatigue awareness, information overload, sequential recommendation, controlled diversity, minimum exposure threshold, offline policy evaluation, long-tail, exposure fairness

A Study on the Application of Generative AI in Smart Customer Service Systems: The Case of Xinya Intelligence

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Abstract

This study investigates the application of Generative Artificial Intelligence (AI) in industrial smart customer service systems, using the solution provided by Xinya Intelligence as a case study to analyze its specific effects on enhancing customer interaction quality and operational efficiency. Traditional customer service systems, limited by rule-based responses, struggle to handle complex or emotional inquiries. The advent of Generative AI, particularly the application of Large Language Models (LLMs), empowers customer service systems with the ability to generate more natural, personalized, and empathetic responses. This research employs a case study methodology to conduct an in-depth analysis of how Xinya Intelligence utilizes Generative AI for model fine-tuning and knowledge base integration to achieve precise intent recognition and dynamic multi-turn conversations. Findings reveal that enterprises implementing this system not only increased their First Contact Resolution rate by 40% but also benefited from auto-generated conversation summaries and customer intent tags, significantly reducing the post-service workload for human agents. Customer satisfaction surveys also indicate high praise for the "human-likeness" and "informativeness" of the AI's responses. The results validate the immense potential of Generative AI in the customer service domain and provide practical insights for its industrial application.

Keywords: Generative AI, Large Language Model (LLM), smart customer service, Customer Relationship Management (CRM), Retrieval-Augmented Generation (RAG)

Agenda

Jan. 28, 2026 (Wednesday)

Session B

13:30-17:10

Room: Peony

Session Chair: Cheng-Kiang Farn

National Central University, Taiwan

Revisiting the Finance–Growth Nexus: Evidences from the Financial Functions

Su-Yin Cheng

Shih Hsin University

Han Hou

Shih Chien University

Two Preferences Between Linguistic Time Reference and ESG Preference

Hung-Yi Huang

Soochow University

A Contingency Conceptual Framework for Voluntary Disclosure of Corporate Innovation

Evan Hanif Dwi Novianto

Yamaguchi University

Niyata Kawewong

Chiang Mai University

Yoshiyuki Matsuura

Yamaguchi University

Practicing Corporate Social Responsibility: Does Corporate Renewable Energy Procurement Enhance Reputation?

Yu-Ping Lee

Shu-Te University

Enhancing POI Recommendation Through Multi-Modal Feature Fusion and Diffusion-Based Learning

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Abstract

In Location-Based Social Networks (LBSNs), the overwhelming amount of information often leads to information overload, which can significantly hinder users' decision-making processes. This study proposes a method called A Point-of-Interest Recommendation Method Based on Diverse Feature Analysis and Diffusion Models (POI-DFDM). The proposed approach utilizes deep learning models to analyze diverse features, including user preferences and business attributes. Moreover, a diffusion generative model is utilized to generate feature vectors, effectively addressing the issue of incomplete feature representations commonly found in LBSN datasets. Finally, a multilayer perceptron (MLP) model integrates all features to recommend the Top-K points of interest (POIs) to users. Experimental results demonstrate that the proposed method outperforms other related approaches in recommendation accuracy.

Keywords: POI recommendation, long-and short-term interests, prompt engineering, multi-head attention, diffusion model

An Innovative Hybrid Forecasting Model for Exchange Traded Funds

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Abstract

This study establishes a robust framework for predicting the mid-to-long-term returns of the Exchange Traded Funds (ETFs), addressing the critical challenge faced by time-constrained retail investors. Utilizing ten years of daily data from a major Taiwanese the ETFS, the methodology integrates fundamental, technical, and capital flow features, employing Pearson Correlation Analysis for objective screening. We apply sophisticated machine learning techniques, specifically comparing deep learning algorithms including ARIMA, LSTM, and an innovative hybrid model combining LSTM+ARIMA. The inclusion of feature screening consistently reduced prediction errors, validating its necessity across all time horizons. The hybrid LSTM+ARIMA model demonstrated superior stability and the highest uniform accuracy. Crucially, prediction errors across all models systematically decreased as the forecast period extended to 12 months, confirming the framework's reliability specifically for mid-to-long-term trend forecasting. This research offers valuable, data-backed insights for reliable long-term investment strategies.

Keywords: ETFs, machine learning, LSTM, deep learning, hybrid model

A Knowledge Graph-Enhanced Movie Recommendation Model Based on YouTube Comments

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Abstract

With the rise of streaming platforms and social media, users' movie preferences are increasingly influenced by diverse information sources such as trailer comments and interactive sentiment, beyond historical ratings. Traditional recommender systems relying solely on collaborative filtering or content-based features often fail to capture latent intent and unstructured emotional signals, especially under data sparsity or cold-start conditions. This study proposes a multimodal movie recommendation framework that integrates knowledge graphs with YouTube-based sentiment information. We adopt the KGIN (Knowledge Graph-based Intent Network) model to learn semantic relations among movies, directors, actors, and genres, and apply the VADER (Valence Aware Dictionary and sEntiment Reasoner) tool to extract social-media-oriented sentiment features from YouTube trailer comments without manual labeling. Five YouTube-derived features—engagement, sentiment quality, popularity, interaction, and content quality—are constructed and combined with KGIN scores using a dynamic weighting fusion strategy. Experiments on MovieLens-1M and real YouTube trailer data from 272 movies show consistent improvements over the KGIN baseline in Precision@10, Recall@10, and NDCG@10, demonstrating the effectiveness of multimodal fusion and the potential of incorporating social media signals to enhance recommendation accuracy in cold-start scenarios.

Keywords: Knowledge graph, graph neural network, YouTube comments, sentiment analysis, movie recommendation, KGIN

Predicting Students' Learning Performance in Online Programming Courses Using Machine Learning

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Abstract

With the rapid development of information technology and online learning, Learning Management Systems (LMS) have become common instructional tools in higher education. However, programming courses often present challenges due to their abstract logic and syntactic complexity, leading many students to experience learning difficulties and resulting in relatively low course pass rates. This study aims to apply machine learning techniques to construct a predictive model for student learning performance, with the goal of identifying low-performing students at an early stage to support timely instructional adjustments and personalized learning interventions.

The research focuses on the “R Programming” course offered by the Department of Information Management at Chung Yuan Christian University, using data collected from the i-Learning LMS. The dataset includes students' learning behaviors—such as material completion rate, reading frequency, video viewing duration, quiz pass rate, assignment submissions, and discussion participation—as well as performance records including daily grades, midterm scores, final exam scores, and overall course grades. After data cleaning, format conversion, and Z-score normalization, the dataset was divided into 80% training data and 20% testing data, and ten-fold cross-validation was conducted during model training. Logistic Regression, Random Forest, and XGBoost were employed as prediction models, with Accuracy, F1-score, and AUC used as the primary evaluation metrics.

This study is expected to identify the most suitable machine learning approach for predicting student learning outcomes in online courses through a comparative analysis of model performance. The findings aim to support early warning mechanisms and personalized instructional guidance, thereby enhancing the practical application of intelligent learning analytics in higher education.

Keywords: Learning management system, machine learning, student performance prediction, programming courses, learning analytics

Smart Factory Modeling System Combining Natural Language and Visualization Interfaces: Aiming to Enhance Communication Efficiency for Non-Technical Personnel

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Abstract

This study addresses the challenges non-technical personnel face in understanding and operating equipment and communicating requirements in smart factories. Existing systems are often technically oriented and overlook users' diverse backgrounds, resulting in parameter errors, low communication efficiency, and steep learning curves. To tackle this, we propose a smart factory modeling system that combines natural language processing and visual interfaces, built on digital twin technology, to transform user requirements into visual models and machine parameters. The system comprises a natural language input module, an LLM-based semantic parsing module, a Fusion 360 digital twin modeling module, a JMobile visual interface, and an image/parameter output module. Using the operation manual of a screw clamp assembly machine and simulation scenarios, we evaluate performance in terms of accuracy, task time, interface comprehension, and usage intention. The system aims to enhance operational convenience and communication efficiency for non-technical personnel without increasing system complexity, and provides reusable design guidelines and evaluation procedures to help lower technical barriers and bridge the gap between design and practice.

Keywords: Smart factory, digital twin, natural language processing, visual interface, non-technical personnel, operational convenience, human-machine collaboration

Critical Success Factors of Leisure Farm Rating Information System from a Sustainable Development Perspective

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Abstract

Leisure farms have become an important model for agricultural transformation and rural revitalization in Taiwan, integrating agricultural experience, cultural education, ecological conservation, and tourism functions. However, current leisure farm rating systems remain facility-oriented, lacking sustainability (ESG) evaluation, evidence-based scoring mechanisms, and digital transparency.

This study adopts a sustainability perspective to construct the Critical Success Factors (CSFs) of a leisure farm rating information system. A four-stage methodology was applied: Systematic Literature Review (SLR), expert in-depth interviews, Analytic Hierarchy Process (AHP), and quantitative validation using surveys, operational indicators, and system usage data. The study further analyzes international management systems from the European Union, Japan, Korea, the United States, Australia, and New Zealand to derive transferable principles for Taiwan.

Results identify five key dimensions: (1) environmental sustainability, (2) social responsibility, (3) governance transparency, (4) information technology, and (5) customer experience. A five-level rating framework is also proposed, integrating area size, facility adequacy, sustainability performance, governance transparency, and information system maturity. The framework strengthens the credibility of the rating system, guides sustainable farm development, and enhances Taiwan's alignment with international sustainable tourism standards.

Keywords: Leisure farm, sustainable development, information systems, rating system, AHP, ESG

Revisiting the Finance–Growth Nexus: Evidences from the Financial Functions

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Abstract

This study examines the dynamic relationship between financial development and economic growth, emphasizing the roles of financial institutions and markets through the lenses of depth, access, and efficiency. Using a dataset spanning 84 countries from 1980 to 2020, and applying the pooled mean group (PMG) estimation technique, the paper explores both short-run and long-run effects of financial development while accounting for heterogeneity across income levels. The findings indicate that financial institution access is positively associated with long-run economic growth globally, whereas excessive financial depth may hinder development, particularly in less-developed economies. In advanced economies, financial institution efficiency plays a critical role, while financial market indicators exhibit limited influence due to market maturity. Conversely, emerging economies benefit more from expanding capital markets, but suffer from institutional weaknesses that reduce the effectiveness of bank-based development. The short-run effects are modest and vary by country group, with access showing the most immediate impact in emerging markets. These results highlight the importance of tailoring financial development strategies to specific structural and institutional contexts and underscore the need to balance expansion with regulatory capacity to avoid short-term instability.

Keywords: Financial development, pooled mean group estimator, cross-country analysis

Two Preferences Between Linguistic Time Reference and ESG Preference

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Abstract

We examine the influence of linguistic factors on firm ESG preferences, specifically focusing on the impact of language on ESG behavior. Using a comprehensive cross-country sample consisting of 49,026 firm-year observations from 61 countries spanning the period from 2003 to 2020, we find that strong FTR languages are negatively correlated with environmental, social, and governance (ESG) performance. Speakers of strong FTR languages tend to have more precise perceptions of timing, which correlates with lower ESG preferences. Further analyses reveal that firms in countries with stronger formal institutions are inclined to invest less in ESG activities. This study offers a novel perspective, suggesting that companies in countries where strong-FTR languages are the official or working language exhibit a lesser future orientation and therefore perform worse in future-oriented activities such as ESG compared to those in weak-FTR language environments. Our findings indicate that the language used by corporations is a critical cultural variable and a strong predictor of ESG preference.

Keywords: Language, ESG preference, future time reference, formal institutions

JEL: F39, G14, G28, G33, M41

A Contingent Conceptual Framework for Voluntary Disclosure of Corporate Innovation

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Abstract

Innovation is source of value creation for competitive advantage in business. However, its inherent novelty, nonrivalry, and partial excludability make disclosure decisions uniquely risky and strategically complex. Existing studies on voluntary innovation disclosure are fragmented, with heterogeneous measurements, determinants, contingent variables, and firm performance outcomes, thus limiting cumulative theoretical development. To untangle overlapping concepts, a systematic literature review of 117 articles was identified through Scopus and snowballing, following PRISMA guidelines and applying thematic content analysis. The review consolidates prior empirical evidence into an integrated framework along four dimensions: (1) proxies for voluntary innovation disclosure; (2) firm-, stakeholder-, and market-level determinants shaping managerial disclosure choices; (3) internal and external firm performance consequences of disclosure; and (4) contingent variables that condition the disclosure–performance relationship. The framework clarifies how proprietary costs and information asymmetry pressures jointly shape disclosure strategies, and why performance effects are context-dependent rather than universally positive. The study advances theory on voluntary disclosure and innovation. It also provides managers and regulators with actionable guidance for designing innovative reporting practices that balance transparency with competitive secrecy.

Keywords: Voluntary disclosure, innovation reporting, R&D, intellectual property

Practicing Corporate Social Responsibility: Does Corporate Renewable Energy Procurement Enhance Reputation?

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Abstract

This study investigates whether practicing **Corporate Social Responsibility (CSR)** and engaging in **renewable energy procurement** enhance corporate reputation. Drawing on stakeholder theory and signaling theory, the research develops a conceptual model with two independent variables—CSR practices and renewable energy adoption—and one dependent variable, corporate reputation. The empirical analysis is based on 210 valid survey responses collected from listed companies in Taiwan and the Asia-Pacific region between 2020 and 2024. Key measures include the proportion of green electricity usage, the degree of CSR disclosure, and multiple indicators of corporate reputation such as media sentiment and CSR rankings.

Reliability and validity tests confirmed the robustness of the measurement scales (Cronbach's $\alpha > 0.7$; KMO = 0.891). Regression and PLS-SEM analyses revealed that CSR practices ($\beta = 0.456$, $p < 0.001$) and renewable energy procurement ($\beta = 0.391$, $p < 0.001$) both have significant positive effects on corporate reputation, with an overall explanatory power of $R^2 = 0.512$. These findings suggest that integrating CSR strategies with renewable energy initiatives can generate stronger reputational benefits than adopting either strategy alone.

This study contributes to the literature by addressing the empirical research gap on renewable energy adoption and corporate reputation in the Asian context. Managerial implications emphasize the importance of incorporating CSR into long-term strategies, actively investing in renewable energy, and enhancing stakeholder communication through transparent sustainability disclosures.

Keywords: Corporate social responsibility (CSR), renewable energy procurement, corporate reputation, stakeholder theory, signaling theory

Agenda

Jan. 29, 2026 (Thursday)

Session C

09:00-12:00

Room: Peony

Session Chair: Hua-Hung Robin Weng

Yuan Ze University, Taiwan

The Impact of Consumers' Online Shopping Browsing Motivation on Impulse Buying: The Mediating Role of Impulse Buying Tendency

Shing-Chi Fan I-Shou University

Ren-Fang Chao I-Shou University

Zhe-Cheng Chen I-Shou University

Chuan-Chun Wu I-Shou University

Keep in Your Mind: Secrecy Increases Green Consumption

Tzu-Ming Wang National Chung Cheng University

Shih-Chieh Chuang National Chung Cheng University

Yin-Hui Cheng National Taichung University of Education

Where It's Designed Doesn't Matter to Me: An Examination of Consumers' Denials of the Effect of the Country of Design

Yongyot Suvongchan Feng Chia University

Ting-Hsiang Tseng Feng Chia University

Assessing Brand Authenticity, Brand Equity, and Customer Satisfaction of Body Lotion Brands in Myanmar

Win Naing A Liu Kyum De Kwansai Gakuin University

Impacts of Price Guarantee in E-commerce Platform Promotion Under Different Selling Modes

Junwei Huang Southeast University

Shue Mei Southeast University

Weijun Zhong Southeast University

Agenda

Jan. 29, 2026 (Thursday)

Session C

09:00-12:00

Room: Peony

Session Chair: Hua-Hung Robin Weng

Yuan Ze University, Taiwan

Investigating the Impact of Sustainability Reports on Consumer Behaviors Through Consumption Values Theory: A Comparative Study of Momoshop and FamilyMart

Pei-Chu Penny Chen Yuan Ze University

Hua-Hung Robin Weng Yuan Ze University

From Feedback to Innovation: The Mediating Pathway of Work Engagement

Po-Yi Lee National Sun Yat-sen University

From Emotional Exhaustion to Quiet Quitting: The Mediating Role of Turnover Intention

Po-Hsun Ko National Sun Yat-sen University

The Impact of Consumers' Online Shopping Browsing Motivation on Impulse Buying: The Mediating Role of Impulse Buying Tendency

Shing-Chi Fan¹, Ren-Fang Chao^{2*}, Zhe-Cheng Chen³ and Chuan-Chun Wu³

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Abstract

This study investigates the effects of utilitarian browsing and hedonic browsing on the urge to buy impulsively, with impulse buying tendency serving as a mediating variable. Data were collected from consumers with online shopping experience using a structured questionnaire, yielding 393 valid responses. The results indicate that utilitarian browsing has a negative effect on impulse buying tendency, whereas hedonic browsing positively influences both impulse buying tendency and the urge to buy impulsively. Moreover, impulse buying tendency mediates the relationship between hedonic browsing and the urge to buy impulsively. These findings suggest that rational browsing behavior helps suppress immediate purchasing actions, while emotionally oriented browsing enhances affective arousal and promotes unplanned buying. The study contributes to the theoretical understanding of browsing motivation and impulsive behavior in the context of online shopping.

Keywords: Online shopping, browsing motivation, utilitarian and hedonic browsing, impulse buying tendency, urge to buy impulsively

Keep in Your Mind: Secrecy Increases Green Consumption

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Abstract

The concept of secrecy is increasingly used in the field of marketing rather than in the area of prosocial behavior. This research investigates the possibility of how secrecy affects green consumption. Five studies show that secrecy consumers are more likely than non-secrecy consumers to consume green. Public self-consciousness drives the secrecy effect. The more people want to hide their secrets and thoughts, the more closely they pay attention to what others think of them and the more they speculate about other people's opinions. It is easy to overestimate the degree of attention others yield to oneself, and this thinking bias leads to high public self-consciousness, which tends to increase green consumption, thereby potentially portraying a positive image. In addition, a high level of self-concept clarity attenuates the secrecy effect. An important practical significance for formulating marketing strategies and promoting green consumption is made by using the concept of secrecy.

Keywords: Secrecy, public self-consciousness, green consumption, self-concept clarity

Where It's Designed Doesn't Matter to Me: An Examination of Consumers' Denials of the Effect of the Country of Design

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Abstract

Globalization are prompting international markets to consider moving production for economic benefits; however, the change could have an impact on consumer intentions and brand evaluation. This research examines the extent to which brand evaluations, word of mouth, and purchase intentions are influenced by COD signals among consumers who explicitly declare that they do not consider COD information, utilizing self-affirmation theory. The theory suggests that acknowledging prejudice poses a nuanced threat to a consumer's self-image. Consequently, they may unconsciously employ defense mechanisms by rejecting the cue of COD to maintain their self-integrity. We divide consumers into self-declared COD nonusers and COD unawares using an online quasi-experiment (N = 242) executed in Thailand, and we utilize ANCOVA to compare their brand evaluations. Our findings reveal significant differences between the two groups, suggesting that COD signals do, in fact, affect COD self-declared nonusers, despite their expressed convictions. A subsequent t-test analysis reveals that changes in COD (favorable vs. unfavorable) significantly impacted brand evaluations and behavioral intentions among COD nonusers. Despite the conscious denial of its importance, these results indicate that COD functions as an implicit influencer, influencing consumer evaluation. This study reveals COD as a unique subcomponent and introduces defensive denial to explain its hidden effects, adding to country-of-origin literature. Marketing strategy may need to examine how brands disclose and manage COD perceptions.

Keywords: Brand evaluation, consumer denial, Country of Design (COD), implicit cue usage, self-affirmation theory

Assessing Brand Authenticity, Brand Equity, and Customer Satisfaction of Body Lotion Brands in Myanmar

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Abstract

Brand authenticity and brand equity analysis have emerged as indispensable marketing tools for business firms, particularly in responding to a primary market evaluation. This study proposes that the relationship between brand authenticity and brand equity, along with customer satisfaction, influences the perception of body lotion brands among university students in Myanmar, which in turn affects preferences for foreign brands. In this study, brand authenticity and brand equity factors are applied within the brand equity theory framework to predict customer satisfaction with body lotion brands. The brand equity model includes dimensions such as brand awareness, brand associations, perceived quality, and brand loyalty. A total of 256 respondents participated in the study, and out of these, 209 body lotion users completed the survey. The data were analyzed using multiple regression analysis. Brand awareness and perceived quality also have a positive impact on brand equity. Brand associations show only a marginal positive effect on brand equity, though the effect is still in a positive direction. In contrast, brand loyalty was found to have a small negative, non-significant relationship with brand equity in this study. Brand equity dimensions, such as brand awareness and perceived quality, are considered outcomes of brand equity that influence customer satisfaction. Additionally, both brand equity and brand authenticity have an impact on customer satisfaction. The drivers of brand equity were examined from the perspective of brand loyalty and brand associations within the body lotion category, which cannot control or manage factors such as price and product variety. The findings also explored the relationships between brand authenticity, brand equity, and customer satisfaction.

Keywords: Brand authenticity, brand equity, body lotion, customer satisfaction, myanmar

Impacts of Price Guarantee in E-commerce Platform Promotion Under Different Selling Modes

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Abstract

In order to resist false price promotion and enhance consumers' shopping experience, an increasing number of e-commerce platforms are now requiring sellers to offer consumers price guarantee (PG) services in some promotions. We construct a game-theoretic model composed of an e-commerce platform and a manufacturer, considering consumers' strategic waiting behavior, to research the impacts of PG on the supply chain members in the platform promotion under the agency mode and the reselling mode. The results reveal: regardless of the selling modes, firstly, when both the PG application rate and the price discount amount are low, and the consumers' discount sensitivity is relatively high, PG may simultaneously benefit the platform and the manufacturer, thereby increasing social welfare. Secondly, the implementation of PG will always reduce consumer surplus, which demonstrates that a Pareto improvement cannot be achieved by PG. Thirdly, PG will raise the discounted price in the promotion period, which may result in consumers actually paying more in both periods than they would without PG, even if they can successfully apply for the price difference refund. Additionally, under the reselling mode, if the discount amount exceeds a certain threshold, PG will always hurt the profitability of the manufacturer and the whole supply chain, which may cause a decline in social welfare. Under the agency mode, however, PG may increase their profits despite the large discount amount.

Keywords: Price guarantee; e-commerce platform promotion; agency mode; reselling mode; game theory

Investigating the Impact of Sustainability Reports on Consumer Behaviors Through Consumption Values Theory: A Comparative Study of Momoshop and FamilyMart

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Abstract

This study explores the impact of sustainability reports on consumer behavior through the lens of Consumption Value Theory (CVT) and the Theory of Reasoned Action (TRA), utilizing the Stimulus-Organism-Response (S-O-R) framework. As sustainability issues gain global prominence, companies increasingly publish sustainability reports to showcase their economic, environmental, and social performance. This research aims to understand how these reports influence consumer values and subsequent behavioral intentions, specifically examining the moderating role of consumer Attitude.

The study focuses on two distinct retail models in Taiwan: Momoshop (e-commerce) and FamilyMart (physical retail). A questionnaire survey yielded 500 valid responses. The results indicate significant differences between the two retail types. For Momoshop, Sustainability Report Perceptions significantly influence Consumption Values—specifically functional, emotional, social, conditional, and epistemic values—which subsequently affect Behavioral Intentions. When Attitude serves as a moderator, high consumer attitude diminishes the impact of "Healthy Workplace" perceptions on most values, whereas "Green Operations" primarily affects emotional value under high attitude conditions.

Conversely, for FamilyMart, the moderating effect of Attitude is distinct. High consumer attitude strengthens the impact of "Healthy Workplace" perceptions on emotional, social, and epistemic values. However, it weakens the impact of "Green Operations" on functional and emotional values. These findings suggest that while sustainability reports are vital for enhancing corporate image, their influence is complex and contingent on retail channels and pre-existing consumer attitudes. The study provides empirical evidence for retailers to tailor sustainability communication strategies based on consumer attitudes to effectively drive purchase intentions.

Keywords: Sustainability report, consumption value theory, behavioral intention, S-O-R theory, attitude, online and physical retail

From Feedback to Innovation: The Mediating Pathway of Work Engagement

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Abstract

This study aims to investigate the underlying psychological mechanism through which supervisor feedback fosters employees' innovative work behavior. Drawing on Social Exchange Theory, this research proposes and tests a mediation model, positing that work engagement serves as a key mediator in this relationship. Data were collected from a paired sample of 291 employees and their immediate supervisors in military units in Southern Taiwan. The results reveal that work engagement fully mediates the relationship between supervisor feedback and innovative work behavior. Specifically, the direct effect of supervisor feedback on IWB became non-significant after accounting for work engagement, while the indirect effect through work engagement was confirmed as significant. This finding offers a more nuanced perspective on Social Exchange Theory, suggesting that organizational inducements like supervisor feedback do not directly "purchase" employees' innovative actions. Instead, their value lies in cultivating a psychological state of engagement, which in turn activates reciprocal innovative performance. Overall, this study confirms that the direct impetus for innovation is not the feedback itself, but rather the work engagement it inspires.

Keywords: Supervisor feedback, work engagement, innovative work behavior, social exchange theory

From Emotional Exhaustion to Quiet Quitting: The Mediating Role of Turnover Intention

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Abstract

This study investigates how emotional exhaustion influences quiet quitting behavior through the mediating role of turnover intention, using Taiwan's police organizations as the research context. Grounded in emotional labor theory and the Job Demands–Resources (JD-R) model, the study conceptualizes quiet quitting not as actual resignation, but as employees' behavioral withdrawal manifested in performing only the minimum job requirements after experiencing psychological exhaustion. Data were collected from 291 valid responses through a two-wave questionnaire survey, and hypotheses were tested using structural equation modeling. The results reveal that emotional exhaustion has a significant positive effect on quiet quitting, with turnover intention partially mediating this relationship. In other words, emotional exhaustion arising from prolonged emotional labor and high job stress undermines job satisfaction and organizational commitment, which in turn leads to quiet quitting behavior through increased turnover intention. Theoretically, this study extends the causal chain of emotional labor theory by empirically validating the mediating mechanism of turnover intention. Practically, it suggests that organizations should enhance psychological support, provide emotional management training, and optimize resource allocation to mitigate emotional exhaustion and prevent passive withdrawal, thereby maintaining organizational effectiveness and police officers' psychological well-being.

Keywords: Quiet quitting, emotional exhaustion, turnover intention, emotional labor, police organization

Agenda

Jan. 29, 2026 (Thursday)

Session D

13:30-16:50

Room: Peony

Session Chair: I-Chieh Hsu

National Changhua University of Education, Taiwan

The Investigation of User Acceptance on an AI-supported Online Learning Focus Assistance System

Jian-Wei Lin

Shih Chien University

The Impact of Flow Experience on In-App Purchase Intention Among Mobile Game Users: The Mediating Role of Loyalty

Hao-Hsuan Shih

I-Shou University

Ren-Fang Chao

I-Shou University

Yu-Fu Chi

I-Shou University

Supporting Verifiable Aggregated Numerical Indicators in Academic Credentials: An Extension of the GAVIN Framework

I-Chieh Hsu

National Changhua University of Education

Chih-Cheng Chen

Feng Chia University

Yen-Heng Lin

National Chin-Yi University of Technology

Chia-Chen Lin

National Chin-Yi University of Technology

The Influence of Sustainable Tourism Management, Tourist Education, Social Responsibility and Environmental Awareness on Sustainable Tourism Behavior in Vietnam

Van Anh Nguyen

Chulalongkorn University

Bui Thi Quyen

Vietnam National University

Thuy Linh Thi Hoang

Vietnam National University

Dao Thi Ha Anh

Vietnam National University

Nguyen Thi Mai Huong

Vietnam National University

Agenda

Jan. 29, 2026 (Thursday)

Session D

13:30-16:50

Room: Peony

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National Changhua University of Education, Taiwan

The Impact of Entrepreneurship Education on University Students' Entrepreneurial competency development and intention

Tsung-I Pai	Chia Nan University of Pharmacy and Science
Chia-Chun Wang	Southern Taiwan University of Science and Technology
Wan-I Chen	Tainan University of Technology

Innovation and Application of *Inonotus obliquus* Products in the Healthcare Industry

Chih-Yu Wang	I-Shou University
Chor-Sum Au-Yeung	I-Shou University
Ren-Fang Chao	I-Shou University
Yu-Lung Wu	I-Shou University

A Study on the Combined Selection of Technology Acquisition and Resource Input Strategies in Public Goods Technological Innovation

Shumin Zhang	Southeast University
Weijun Zhong	Southeast University
Shu'e Mei	Southeast University

Is Price Discrimination in Technology Licensing by the Public Sector Really Beneficial in a Competitive Market?

ZhiYu Wang	SouthEast University
Weijun Zhong	SouthEast University
Shue Mei	Southeast University

The Impact of Artificial Intelligence Systems on Carbon Emission Reduction and Operational Efficiency in Taiwan's Food Industry: A Case Study of Ki A Bin San

Yu-Tsun Huang	Shu-Te University
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The Investigation of User Acceptance on an AI-supported Online Learning Focus Assistance System

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Abstract

The present study developed an online learning focus assistance system combining facial recognition and label detection technology to monitor and analyse learners' concentration in real time. The proposed system provides immediate feedback (warnings) to enhance concentration and learning efficiency. Specifically, facial recognition and label detection were utilized to identify potential distractions. This study applied the unified theory of acceptance and use of technology (UTAUT) model to assess Taiwanese university students' acceptance of the technology. The results indicate that the students generally perceived the system to be effective in improving learning outcomes. Regression analysis revealed that performance expectancy, social influence, and facilitating conditions significantly influenced behavioral intention, but effort expectancy did not.

Keywords: AI, online learning, user acceptance, UTAUT

The Impact of Flow Experience on In-App Purchase Intention Among Mobile Game Users: The Mediating Role of Loyalty

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Abstract

As mobile gaming becomes a dominant form of digital entertainment, understanding the psychological mechanisms influencing users' in-app purchase intentions is increasingly critical. This study explores the impact of flow experience on mobile game users' intention to purchase functional game features and further examines the mediating role of user loyalty. Data were collected through an online questionnaire targeting users who had made in-app purchases in Lineage M, yielding 462 valid responses. Empirical results revealed that flow experience significantly and positively affects users' intention to purchase game features, and this relationship is fully mediated by loyalty. The findings extend the application of flow theory within mobile gaming contexts and offer practical implications for game design and marketing strategies—such as enhancing user experience and strengthening loyalty—to encourage in-app spending behavior.

Keywords: Flow experience, loyalty, in-app purchase intention, mobile games, user behavior

Supporting Verifiable Aggregated Numerical Indicators in Academic Credentials: An Extension of the GAVIN Framework

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Abstract

Blockchain-based systems for academic credential management have gained increasing attention due to their ability to provide secure and tamper-resistant verification. The GAVIN model represents a significant effort to align blockchain-based credential storage with the requirements of the General Data Protection Regulation by separating personal information from cryptographic proofs recorded on a consortium chain. Although the original model supports selective disclosure and ensures nonrepudiation for individual attributes, it does not differentiate between qualitative and numerical academic data. As a result, aggregated numerical indicators cannot be generated or verified without revealing the encrypted values that contribute to them.

This study introduces an extended design that addresses this requirement through two conceptual enhancements. The first enhancement restructures the SCData smart contract into SCData.nQ for qualitative attributes and SCData.Q for numerical attributes, which creates a clearer storage architecture and supports verification of aggregated numerical outcomes. The second enhancement refines the encryption process by applying symmetric encryption to qualitative information and homomorphic encryption to numerical information, which allows arithmetic operations to be performed while the data remains encrypted.

The extended model enables holders to present aggregated performance indicators without disclosing detailed numerical records and supports collaborative analytical activities that require only summary results. The study contributes a data type specific organization of smart contracts, an encryption strategy that supports computation on encrypted values and a more flexible verification process for academic credentials. These findings provide a foundation for future work on secure and privacy aware credential systems capable of supporting both individual level and aggregated academic evidence.

Keywords: Blockchain, smart contract, GDPR, privacy, non-repudiation, the right to erase

The Influence of Sustainable Tourism Management, Tourist Education, Social Responsibility and Environmental Awareness on Sustainable Tourism Behavior in Vietnam

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Abstract

This study examines the influence of sustainable tourism management, tourist education, social responsibility, and environmental awareness on tourists' sustainable tourism behavior in Vietnam. Drawing on foundational theoretical models such as the Theory of Planned Behavior (TPB) and the Value–Belief–Norm (VBN) theory, the study develops a conceptual model comprising six constructs and tests it using PLS-SEM based on survey data with 29 observed variables. The findings indicate that tourist education and environmental awareness play central roles, exerting strong effects on attitudes, sustainable behaviors, and tourists' sense of social responsibility. Social responsibility also shows a significant impact on sustainable tourism behavior, reflecting an increasing concern among tourists regarding environmental and community impacts. All measurement scales demonstrate reliability, convergent validity, and discriminant validity according to international standards. This study contributes to the literature by providing empirical evidence within the Vietnamese context and offering practical implications for strengthening tourist education, improving destination management, and promoting CSR practices in the tourism sector.

Keywords: Sustainable tourism, tourist education, social responsibility, environmental awareness

The Impact of Entrepreneurship Education on University Students' Entrepreneurial competency development and intention

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Abstract

This study examined the effect of practice-based entrepreneurship education on university students' entrepreneurial abilities and intentions within the context of Taiwan's higher education system. A quantitative survey design was employed, targeting 137 undergraduate students from a college in southern Taiwan. Reliability analysis showed strong internal consistency. Results indicated no significant differences across gender or academic levels and a strong positive relationship between entrepreneurial ability and entrepreneurial intention, with entrepreneurial traits explaining approximately 35% of the variance in entrepreneurial intention. These findings underscore the importance of incorporating practical and mentor-supported learning activities into entrepreneurship curricula to enhance opportunity, innovation capability, communication, and strategic planning skills. The results suggest that future research can broaden both the practical and theoretical scope to deepen the understanding of the factors influencing entrepreneurial ability and intention among college students.

Keywords: Entrepreneurship education, entrepreneurial ability, entrepreneurial intention, experiential learning, higher education

Innovation and Application of *Inonotus Obliquus* Products in the Healthcare Industry

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Abstract

This study focuses on the product development and quality evaluation of Russian *Inonotus obliquus*, exploring its potential applications in the healthcare and functional food sectors. *Inonotus obliquus* has attracted significant attention due to its abundance of polysaccharides, triterpenoids, and polyphenolic compounds, which are closely associated with immunomodulatory, antioxidant, and anticancer activities. The research adopts a multilayered analytical approach, including component analysis, quality control methods, and expert interviews, to identify the key factors in the product development process. In addition to examining compositional characteristics and product quality, the study employs SWOT and PEST analyses to reveal the challenges and opportunities faced by the *Inonotus obliquus* industry in areas such as marketing channels, international collaboration, and sustainable development. Integrating these findings, the study not only validates the value of *Inonotus obliquus* as a healthcare product but also demonstrates its relevance in innovative product design, supply chain management, and industry best practices, providing new directions for future research and industrial applications.

Keywords: *Inonotus obliquus*, product development, quality research, healthcare, innovation management

A Study on the Combined Selection of Technology Acquisition and Resource Input Strategies in Public Goods Technological Innovation

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Abstract

When the public sector organizes public goods technological innovation through market mechanisms, it often faces a dual strategic dilemma involving technology acquisition (single-channel vs. dual-channel) and resource input (“pre-determined input” vs. “pre-determined input plus ex post innovation reward”). Extensive practical experience indicates that these two categories of strategies are closely interrelated and exhibit strong synergistic effects. However, existing studies tend to examine them in isolation and have not adequately accounted for the distinct characteristics of resource allocation in public goods technological innovation compared with market-oriented innovation. Therefore, constructing a systematic framework that integrates both strategies under different conditions, in line with the specific features of public goods technological innovation, holds significant theoretical and practical value. Drawing on an innovation efficiency function, this study develops a game-theoretic model to analyze four combinations of strategies—single-channel technology acquisition with pre-determined input, single-channel technology acquisition with pre-determined input plus ex post reward, dual-channel technology acquisition with pre-determined input, and dual-channel technology acquisition with pre-determined input plus ex post reward—under two distinct objectives: maximizing innovation effort and maximizing innovation outcomes. The results show that as total resources increase, the public sector should shift from single-channel to dual-channel technology acquisition. Under the dual-channel strategy, optimal resource allocation between the two participating firms should be symmetric. When adopting the “pre-determined input plus ex post innovation reward” strategy, resource allocation should differ depending on the public sector’s innovation objective: if the goal is to maximize innovation effort, resources should be relatively balanced between upfront input and ex post reward; if the goal is to maximize innovation outcomes, resources should be either relatively concentrated in pre-determined input or predominantly allocated to ex post rewards.

Keywords: Technological innovation in public goods, public sector, technology acquisition, resource investment, combined strategy

Is Price Discrimination in Technology Licensing by the Public Sector Really Beneficial in a Competitive Market?

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Abstract

Unlike technology licensing between firms, which aims to maximize profits, public-sector technology licensing seeks to promote the adoption of new technologies and enhance overall social welfare. To attract more firms to purchase licenses, public-sector licensors often engage in price discrimination. Based on this, we construct a two-stage game-theoretic model to examine how pricing strategies (uniform pricing vs. price discrimination) in public-sector technology licensing affect technology diffusion and aggregate social welfare under product market competition. Our findings reveal that, compared to uniform pricing, price discrimination effectively encourages firms to adopt licensed technologies. However, depending on the intensity of market competition and the degree of price discrimination, this strategy may in some cases increase social welfare, though more frequently, it leads to a decline. In summary, public-sector licensors do not always benefit from price discrimination. Moreover, for firms, purchasing public-sector technology licenses does not invariably improve their profits. Our study provides theoretical insights for managing technology patent licensing in the public sector.

Keywords: Public sector, technology licensing, product market competition, price discrimination

The Impact of Artificial Intelligence Systems on Carbon Emission Reduction and Operational Efficiency in Taiwan's Food Industry: A Case Study of Ki A Bin San

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Abstract

This study examines the environmental and operational impacts of implementing an artificial intelligence (AI)-enabled smart production system in Taiwan's food manufacturing sector, using Ki A Bin San—a century-old frozen dessert producer—as a case study. Grounded in the Resource-Based View (RBV) and Sustainable Business Model (SBM) frameworks, the research adopts a pre-post intervention design, comparing four months of operational data before (August–November 2024) and after (December 2024–March 2025) AI implementation.

The AI system integrated demand forecasting, purchasing control, and smart energy management, addressing inefficiencies in inventory management and equipment operation. Quantitative results reveal a 42.3% reduction in food waste (from 2,005 kg to 1,157 kg) and a 92.6% decrease in electricity consumption (from 3.18 million kWh to 235,440 kWh), corresponding to approximately 1,396 metric tons of CO₂ emissions avoided over four months. These improvements translated into significant cost savings, enhanced resource productivity, and strengthened the company's competitive position.

The findings demonstrate that AI-enabled systems can serve as strategic resources that are valuable, rare, and difficult to imitate, aligning economic gains with environmental benefits. This case provides empirical evidence that digital transformation can drive eco-efficiency in the food industry, offering actionable insights for managers and policymakers aiming to achieve sustainability and competitiveness simultaneously.

Keywords: Artificial intelligence, food manufacturing, resource-based view, sustainable business model, eco-efficiency, carbon emission reduction

Agenda

Jan. 30, 2026 (Friday)

Session E

09:00-12:00

Room: Peony

Session Chair: Chi-Feng Tai

National Chiayi University, Taiwan

Understanding How the Perceived Power of Social Media Influencers Affects Consumers' Impulse Buying

Hsuan-Yu Hsu

Shih Hsin University

Time of Leaving Abusive Supervision: Hindrance Appraisal and Depression as Dual Mediators Between Abusive Supervision and Turnover Intention

Shaoying Wang

TBNU Co., Limited

Yi-Chun Lu

Soochow University

Personality Fit as a Human Resource Strategy in Long-Term Care: Implications for Retention and Organizational Sustainability

Chia-Chieh Wu

I-Shou University

Yu-Lung Wu

I-Shou University

Using GFR Indicators and Clustering Analysis to Predict Chronic Kidney Disease Progression

Hsien-Jen Lo

I-Shou University

Shih-Yen Hsu

I-Shou University

Yu-Lung Wu

I-Shou University

Exploring the Mechanisms Linking GenAI-Powered Service Innovation, Digital Agility, and Competitive Advantage

Hung-Tai Tsou

Soochow University

Parental Preschool Selection Behavior among Taiwanese Families: Evidence from Cross-Strait Residents Living in Fujian, China

Cheng-Hung Hsieh

I-Shou University

Yu-Lung Wu

I-Shou University

Agenda

Jan. 30, 2026 (Friday)

Session E

09:00-12:00

Room: Peony

Session Chair: Chi-Feng Tai

National Chiayi University, Taiwan

The Impact of AI-enabled Improvisation Capability on Organizational Resilience

Chi-Feng Tai

National Chiayi University

Ming-Jheng Lin

National Chiayi University

Kai Wang

National Kaohsiung University

The Impact of Digital Platform Capability on Firms' Digital Innovation

Xin-Yu Lin

National Chiayi University

Chi-Feng Tai

National Chiayi University

Understanding How the Perceived Power of Social Media Influencers Affects Consumers' Impulsive Buying

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Abstract

With the integration of social media with shopping functions, consumers can place orders and complete purchases without leaving their daily social platforms, the one-stop shopping model has become the mainstream consumption model in today's market. Social media technology not only opens up the seamless and convenient shopping mode for consumers, but also offers them with new opportunities to leverage their personal resources to become social media influencers (SMIs). SMIs have the strong influence on the purchasing decisions of their followers, establishing relationships and interactions with consumers in a genuine and close manner. This study based on the social power theory to understand the relationships among social power of SMI, trust and consumers' impulsive buying. In terms of contributions, this study can fill the gap in current literature on the power of SMIs, trust and impulsive buying in social commerce. On the other hand, this study can provide companies with a reference framework for social commerce management. By collaborating with suitable SMIs, it can help stimulate impulsive buying by consumers and improve the conversion rate of social media platforms.

Keywords: Influencer marketing, social media influencer, social power, impulse buying

Time of Leaving Abusive Supervision: Hindrance Appraisal and Depression as Dual Mediators Between Abusive Supervision and Turnover Intention

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Abstract

Despite extensive research on the detrimental consequences of abusive supervision, specific mechanisms involving occupation-related cognitive appraisals and clinical emotional disorders that contribute to subordinates' turnover intentions remain underexplored. Drawing on a nested dataset of 228 subordinates across 36 teams, this study utilizes a dual-mediator model to examine these relationships. The results indicate that depressive symptoms partially mediate the relationship between abusive supervision and turnover intention. However, when occupation-specific cognitive appraisals are introduced, hindrance appraisal emerges as a full mediator. These findings underscore the intertwined cognitive and emotional mechanisms through which abusive supervision fosters turnover intentions. Furthermore, they identify hindrance appraisals and depressive symptoms as salient early indicators of employees' intention to leave the organization.

Keywords: Abusive supervision, cognitive appraisals, depression, turnover intention

Personality Fit as a Human Resource Strategy in Long-Term Care: Implications for Retention and Organizational Sustainability

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Abstract

This study, through qualitative interviews, explores how personality trait compatibility between care attendants and older adults influences care interactions, satisfaction, and retention intentions. Findings indicate that personality congruence fosters trust and positive interactions, enhancing attendants' willingness to remain, while incongruence often leads to friction, emotional exhaustion, and turnover intention. Although care attendants attempt to adapt through communication adjustments and humor, these strategies increase emotional labor burdens. The study highlights the importance of incorporating personality matching into workforce allocation and care management as a strategy to reduce turnover and improve care quality. Future research may explore the integration of AI-driven scheduling systems that embed personality compatibility into staffing decisions, thereby strengthening workforce sustainability in long-term care.

Keywords: Personality compatibility, care interactions, job satisfaction, retention intention, emotional labor, long-term care, AI scheduling

Using GFR Indicators and Clustering Analysis to Predict Chronic Kidney Disease Progression

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Abstract

Chronic Kidney Disease (CKD) represents a significant global health challenge. Reports from 2019 identified CKD as the ninth leading cause of death worldwide, and 2022 data from Taiwan ranked it as the tenth. Given the severe impact of kidney disease on public health, the development of effective management strategies and predictive models is imperative.

This study utilizes data collected between 2023 and 2024. Using the Glomerular Filtration Rate (GFR) as a primary baseline, we examined its correlation with other clinical indicators and applied data mining techniques to analyze disease stages (G1–G6). Specifically, K-means and Fuzzy C-Means clustering algorithms were employed to evaluate and compare analytical efficacy. The performance of these models was subsequently assessed using the Davies-Bouldin Index.

The proposed CKD prediction model aims to provide auxiliary decision support for clinical diagnostics and patient care, facilitating more precise diagnosis and personalized disease progression management for medical professionals. Future research will focus on extensive clinical validation to further optimize the robustness and accuracy of the prediction model.

Keywords: Chronic kidney disease, GFR, clustering, healthcare

Exploring the Mechanisms Linking GenAI-Powered Service Innovation, Digital Agility, and Competitive Advantage

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Abstract

Generative AI (GenAI) has emerged as a disruptive force, redefining customer service processes and enabling novel avenues for service delivery innovation (SDI). Despite its transformative potential, limited research has examined how GenAI-powered SDI contributes to organizational competitive advantage and under what conditions these effects are maximized. This study investigates the mechanisms and boundary conditions that connect GenAI-powered SDI to competitive advantage, focusing on the mediating role of digital agility and the moderating role of AI readiness. We argue that digital agility mediates the relationship between GenAI-powered SDI and competitive advantage, such that firms leveraging GenAI-powered SDI more effectively convert them into sustained performance gains. Furthermore, this study introduces AI readiness as a critical contextual factor that moderates these relationships. We extend prior work by clarifying when (moderation by AI readiness) and how (mediation by digital agility) GenAI-powered SDI enhances competitive advantage. This study presents an integrated framework of GenAI-powered SDI, digital agility, competitive advantage, and AI readiness, offering research and managerial implications.

Keywords: Generative AI, service delivery innovation, digital agility, competitive advantage, AI readiness

Parental Preschool Selection Behavior among Taiwanese Families: Evidence from Cross-Strait Residents Living in Fujian, China

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Abstract

Cross-regional mobility has become increasingly common, raising important questions about how migrant families make educational decisions in unfamiliar institutional and cultural environments. This study investigates the preschool selection behaviors of Taiwanese parents residing in Fujian, China. Using the Fuzzy Delphi Method, we developed a set of cross-culturally valid evaluation indicators, followed by an Analytic Hierarchy Process analysis of 36 valid responses to determine the relative importance of each dimension. The results reveal a three-stage decision structure—resources, services, and outcomes—with campus resources (0.3594) and service quality (0.3339) identified as the most influential dimensions. At the sub-criterion level, children’s learning outcomes and enrollment reputation (0.4236) exert the strongest influence, significantly outweighing instructional innovation (0.0999). While the overall decision model demonstrates strong consistency ($CR = 0.0673$), greater heterogeneity is observed in the learning outcomes dimension ($CR = 0.1534$). The findings indicate that migrant Taiwanese families adopt pragmatic, evidence-based, and outcome-oriented decision-making patterns, underscoring the importance of resource accessibility, reliable services, and cultural support in building parental trust within cross-cultural preschool contexts.

Keywords: Migrant families, preschool selection behavior, Analytic Hierarchy Process (AHP)

The Impact of AI-enabled Improvisation Capability on Organizational Resilience

Chi-Feng Tai^{1*}, Ming-Jheng Lin¹ and Kai Wang²

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Abstract

In an increasingly volatile environment, organizational resilience has become paramount for enterprises to effectively cope with shocks and maintain stable operations. While existing literature suggests that organizations can leverage information technology (IT) and pursue digital transformation to enhance digital resilience, there is a notable scarcity of research examining whether and how artificial intelligence (AI) can improve organizational resilience. Drawing from the lens of organizational learning, this study posits that AI capability can empower organizations to engage in transient trial-and-error learning. This learning mechanism, in turn, facilitates the development of improvisational capabilities, thereby enhancing the firm's resilience performance in the face of contingencies. However, recognizing the inherent imperfections in current AI prediction capabilities, this research incorporates algorithmic bias management capability and investigates its effect on improving the organization's improvisational capabilities. This study intends to employ a quantitative approach, utilizing a survey methodology to collect empirical data for the validation of the research hypotheses. The findings are expected to clarify the intricate interplay among AI capability, organizational improvisational capability, and organizational resilience. By doing so, this research addresses the critical gap in the literature regarding the role of AI in strengthening organizational resilience, while also offering practical recommendations for enterprises seeking to effectively utilize AI to bolster their resilience.

Keywords: Organizational resilience, organizational improvisation capability, AI capability, algorithmic bias management capability

The Impact of Digital Platform Capability on Firms' Digital Innovation

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Abstract

With the rapid advancement of digital technologies, enterprises are facing increasing pressure for digital innovation. In practice, organizations frequently encounter constraints due to insufficient digital resources when pursuing digital innovation. Therefore, the acquisition and application of digital resources have become crucial topics. Based on the Resource-Based View (RBV), this study asserts that an enterprise's digital platform integration capability and digital platform reconfiguration capability can promote both its digital product innovation and digital service innovation. Furthermore, drawing upon the Organizational Learning Perspective, this research posits that enterprises can enhance their digital innovation performance through two digital platform-based learning capabilities: platform exploration and platform exploitation. Consequently, this study constructs a research model encompassing five sets of hypotheses to examine the relationships among digital platform capability, platform ambidexterity, and digital innovation. The research will adopt a survey methodology to collect empirical data and utilize statistical methods, such as Structural Equation Modeling (SEM), for empirical validation.

Keywords: Digital innovation, digital platform capability, platform integration, platform reconfiguration, digital platform ambidexterity

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Jan. 30, 2026 (Friday)

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Generational Differences in Flow-Induced Emotional Responses: Empirical Evidence from Short-Video Tourism Marketing

Yu-Ju Lin

National Taipei University of Business

Tzu-Min Chen

National Taipei University of Business

The Impact of Digital Intergenerational Engagement on the Well-Being of Older Adults: A Well-Being Economy Perspective on Sustainable Social Innovation

Li-Wei Liu

I-Shou University

Tze-Jou Liao

I-Shou University

Wen-Sheng Tan

Shu-Te University

Chia-Ying Hsu

Shu-Te University

Traditional vs Immersive Learning Approaches in Project Management Education: A Scoping Review (PRISMA-ScR)

Favour Aladesuru

University of West London

Laden Husamaldin

University of West London

Parisa Saadati

University of West London

Generational Differences in Flow-Induced Emotional Responses: Empirical Evidence from Short-Video Tourism Marketing

Yu-Ju Lin* and Tzu-Min Chen

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Abstract

Short-video platforms (e.g., TikTok, Instagram Reels, YouTube Shorts) are reshaping how tourism destinations are promoted. This study investigates how flow elicited by influencer (KOL) travel videos shapes emotional responses—modeled through the Pleasure–Arousal–Dominance (PAD) framework—and subsequently drives digital engagement (continued viewing, recommendation, reuse). Drawing on Flow Theory and Cognitive Appraisal Theory, we analyzed 716 valid responses from Taiwanese consumers using CFA/SEM and multi-group analysis (Gen X, Gen Y, Gen Z). Results indicate a full mediation pathway (Flow→PAD→Digital Engagement), with the direct Flow→Engagement link becoming nonsignificant once PAD is considered. Generational differences appear primarily in the Flow → PAD path (Gen X > Gen Y > Gen Z), whereas PAD→Engagement remains consistent across cohorts. The findings clarify the affective mechanism by which immersive experiences convert into engagement and provide generationally tailored guidance: enhancing sensory interactivity for Gen Z, emphasizing narrative storytelling for Gen Y, and highlighting credibility and information quality for Gen X.

Keywords: Flow theory, Pleasure–Arousal–Dominance (PAD) model, digital engagement, short-form video marketing, generational cohorts (Gen X, Gen Y, Gen Z)

The Impact of Digital Intergenerational Engagement on the Well-Being of Older Adults: A Well-Being Economy Perspective on Sustainable Social Innovation

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Abstract

This study investigates the impact of digital intergenerational engagement on the emotional well-being of older adults, drawing upon the theoretical foundations of the well-being economy and university social responsibility (USR). Employing a mixed-methods design, the study collected data from 30 older adults and student volunteers participating in a USR initiative through pre- and post-intervention surveys and semi-structured interviews. Quantitative results revealed significant improvements in positive affect and reductions in negative affect. Qualitative findings highlighted enhanced social connection, self-affirmation, and digital confidence among older participants. The study underscores the vital role of USR in promoting elderly well-being and intergenerational inclusion and aligns with the SDGs Goals 3, 4, and 10. Practical implications and future research directions are discussed.

Keywords: Digital intergenerational engagement, university social responsibility, older adults, emotional well-being, well-being economy, sustainable development goals

Traditional vs Immersive Learning Approaches in Project Management Education: A Scoping Review (PRISMA-ScR)

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School of Computing, University of West London, United Kingdom

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Abstract

In every organisation, projects are essential. This is because an organisation's initiatives determine its purpose, strategy, and goals as well as its tactics for surviving in a competitive market. The way the project is being carried out is much more crucial. For this reason, in any sector, project management (PM) is just as important as the execution of projects. Preparing the next generation of project managers requires solid approaches that balance theoretical knowledge with practical and transferable skills. The traditional way of teaching project management relies on lectures, case studies, and classroom exercises, among others. Even though these are important and provide a conceptual foundation, they fail to replicate the dynamism of real-life projects. In the current era of technological advancement, emerging technologies such as Virtual Reality (VR), Augmented Reality (AR), and other immersive systems present significant opportunities to simulate the complexities of real-world projects, enhance learner engagement, support data-driven decision-making, and facilitate effective skill transfer. This paper presents a scoping review of scholarly works published between 2015-2025 comparing traditional and immersive learning in PM education. Relevant databases were searched, and studies were charted by their intervention type, methodology, learners and outcomes. The authors have identified 22 relevant studies with the traditional method, highlighting its relevance in introducing PM concepts and familiarising learners and students with basic terminologies and concepts, especially in instructing for theoretical relevance and the immersive approaches emphasising hands-on or experiential learning, bridging the gap between knowing (theory) and doing (practice). Mapping this evidence also helps identify critical gaps and provides a foundation for predicting how PM education can prepare learners for the realities of modern project work.

Keywords: Project management education, immersive learning, traditional learning methods, virtual reality

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3. Papers with multiple authors will **not** be allocated additional presentation time.
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After completing the presentation, each attendee/presenter will receive a **US\$100 voucher on site**.

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Each meeting room will be equipped with an **LCD projector, screen, and laptop (notebook) computer**. Any additional equipment required for the presentation must be provided by the presenter.

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P0147	Using GFR Indicators and Clustering Analysis to Predict Chronic Kidney Disease Progression	Hsien-Jen Lo, Shih-Yen Hsu, Yu-Lung Wu	E
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P0151	Impacts of Price Guarantee in E-commerce Platform Promotion Under Different Selling Modes	Junwei Huang, Shue Mei, Weijun Zhong	C
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P0157	Is Price Discrimination in Technology Licensing by the Public Sector Really Beneficial in a Competitive Market?	ZhiYu Wang, Weijun Zhong, Shue Mei	D
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