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Chair's Message

On behalf of the organizing committee, I am honored to welcome you to the International Conference on Innovation and Management (IAM2025 Summer), held in Penang, Malaysia, from July 8 to 11, 2025. It is a pleasure to gather with delegates from across the globe, and we sincerely hope you enjoy your stay and find the conference both productive and inspiring.

In an era marked by rapid advancements in e-business and technologies such as artificial intelligence, organizations face growing competition and increasingly complex opportunities. Helping enterprises gain a sustainable competitive edge through technological and managerial innovation has become a critical concern for both scholars and practitioners.

The IAM International Conference aims to serve as a global platform where business leaders, researchers, and experts come together to exchange forward-looking ideas, share practical insights, and build collaborative partnerships. Our goal is to promote innovation and advance the field of management by fostering meaningful dialogue and knowledge sharing.

This event, we received 40 outstanding manuscripts from 4 countries, and 30 papers from 3 countries were selected for presentation. These contributions explore a wide range of themes—from innovation and management applications in key industries to knowledge systems and data-driven strategies in contemporary business environments. We extend our sincere appreciation to all authors, reviewers, and participants who have contributed to the success of IAM2025S.

We look forward to your continued support and hope to welcome you again at our future conferences.



Conference Chair

Schedule

July 8, 2025 (Tuesday)	
15:00-16:00	Registration (Lobby, Level 1)

July 9, 2025 (Wednesday) 09:00-15:00 Registration	
09:20-12:00	Session A (Salon II, Level 2)
12:00-13:30	Lunch (Café 168, Level 3)
13:30-16:30	Session B (Salon II, Level 2)

July 10, 2025 (Thursday) 09:00-15:00 Registration	
09:20-12:00	Session C (Salon II, Level 2)
12:00-13:30	Lunch (Café 168, Level 3)
13:30-16:10	Session D (Salon II, Level 2)

July 11, 2025 (Friday)	
10:00-12:00	Session E (Virtual, https://iam2025s.conf-online.org/virtual.php)

Agenda

July 9, 2025 (Wednesday)

Session A

09:20-12:00

Room: Salon II

Session Chair: Su-Houn Liu

Chung Yuan Christian University, Taiwan

Virtual vs. Reality: An EEG Investigation of Users' Gaming Experiences

Hsuan-Hsien Liu

Chung Shan Medical University

Chih-Jung Hsu

Chung Yuan Christian University

Su-Houn Liu

Chung Yuan Christian University

Perceived Value and Satisfaction of Using Generative AI for Programming Learning

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Abstract

With the widespread application of artificial intelligence in education, particularly in programming instruction, the role of generative AI tools such as ChatGPT in facilitating learning has garnered increasing attention. This study aims to examine how perceived sacrifices and perceived benefits associated with using ChatGPT for programming learning influence learners' perceived value and, subsequently, their satisfaction. Additionally, it explores the differential impact of perceived benefits across students with varying academic performance levels. A questionnaire survey was conducted among students enrolled in programming courses in the Department of Information Management at our university. The results indicate that most students are satisfied with using ChatGPT as a learning aid. While the effect of perceived sacrifices was found to be insignificant, perceived benefits demonstrated a significant positive impact on perceived value, which in turn enhanced learner satisfaction. Furthermore, high-achieving students reported lower perceived benefits of ChatGPT, potentially due to their stronger self-directed learning abilities and prior experience with programming tools. These findings suggest that future research should further investigate how to leverage the unique capabilities of ChatGPT to support diverse learning needs and backgrounds, thereby optimizing its effectiveness in programming education.

Keywords: ChatGPT, generative AI, programming learning, expectation-confirmation model, value-based adoption model

Human or AI Powerful? A Study on Improving Call Center Performance with Generative AI - The Case of Taoyuan City Government

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Abstract

This research uses the "Taoyuan 1999 Citizen Hotline Generative AI Human-Machine Collaboration System" as a case study to explore how generative AI can be applied to actual citizen consultation services, and to analyze the difficulties encountered and effectiveness achieved during its implementation. This research aims to provide insights into the potential and challenges of generative AI in improving customer service center performance through this empirical case, hoping to offer references for future applications of related technologies.

Keywords: Generative AI, call center, customer service

Construction of Evaluation Criteria for English-Speaking Learning Apps

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Abstract

With the rapid development of mobile technology and artificial intelligence (AI), English-speaking learning apps have become essential tools for language learners. However, due to the wide variety of apps available on the market, the differences in their functional design and learning outcomes are considerable. Learners often lack systematic evaluation references when choosing suitable speaking apps. Therefore, this study aims to construct a comprehensive evaluation framework for English-speaking learning tools through multi-dimensional comparison and assessment. The study employs the Modified Delphi Method by inviting 10 English teaching experts to confirm and revise the evaluation dimensions and content. Furthermore, the Analytic Hierarchy Process (AHP) is used to analyze the relative weights of four main dimensions—Functionality, Interactivity, Learning Effectiveness Support, and User Experience—and their sub-criteria. The expected outcome of this research is to provide a practical reference for learners when selecting apps and to offer valuable suggestions for language instructors and digital learning tool developers to improve teaching effectiveness and the quality of educational resources.

Keywords: English speaking, mobile learning, English learning apps, Delphi method, analytic hierarchy process

Application of Explainable AI in DNS Data Exfiltration Detection

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Abstract

With the rise of digitalization, data exfiltration via DNS protocols poses a significant threat to organizational security, particularly in sensitive sectors like healthcare and finance. Traditional defenses struggle against these covert attacks, and while machine learning offers promising detection capabilities, its opaque nature limits trust and usability. This study proposes a detection model combining a Multi-Layer Perceptron (MLP) with Explainable Artificial Intelligence (XAI) techniques, specifically SHAP, to enhance transparency. Using the BCCC-CIC-Bell-DNS-2024 dataset, we analyze heavy attack and normal traffic, leveraging eight key features for classification. SHAP provides global and local explanations, improving model interpretability. Results demonstrate high accuracy and actionable insights for cybersecurity experts, addressing limitations of traditional correlation-based methods and enhancing decision-making reliability.

Keywords: DNS data exfiltration, machine learning, explainable AI, SHAP

Factors Influencing the Adoption of My Health Bank

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Abstract

With the changes in the environment, many advanced countries have a trend of electronic government. "My Health Bank" allows people to conveniently check their personal health information anytime and anywhere, easily managing their own health. This study uses the perceptions of innovation characteristics of the innovation diffusion theory to explore the relationship between the factors of the intention to use "My Health Bank". The purpose of this study is to understand whether the perception of innovation characteristics, environmental variables, self-efficacy, and perceived risk affect the intention to use "My Health Bank" system. A total of 163 valid questionnaires were analyzed in this study. Relative advantage, compatibility, complexity, external influence, self-efficacy, and perceived risk significantly affect intention to use. These variables explained variance in intention to use ($R^2=62\%$). However, interpersonal influence did not significantly affect intention to use.

Keywords: My health bank, perception of innovation characteristics, external influence, self-efficacy, perceived risk, intention to use

Investigating the Impact of Online Social Support and Social Comparison on Users' Continuance Intention toward Social Media: A Survey-Driven Empirical Analysis of Threads

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Abstract

In July 2023, Meta released the new social-media platform Threads. Similarweb data for April 2025 show that Taiwan accounts for the largest share of the platform's global monthly traffic, highlighting Threads' deep penetration and high user activity in the local market. Against this backdrop, this study proposes and empirically validates a theoretical model that examines how online social support and online social comparison influence users' continuance intention toward Threads through the mediating effects of fear of missing out (FoMO), self-presentation, and life satisfaction. Survey data were collected from Taiwanese users and analyzed with partial least-squares structural equation modeling (PLS-SEM).

The measurement model satisfied all reliability as well as convergent and discriminant validity criteria, and the structural results confirmed every hypothesis: online social comparison intensifies FoMO and self-presentation, whereas online social support simultaneously enhances self-presentation and mitigates FoMO; FoMO reduces life satisfaction, self-presentation increases it, and life satisfaction further predicts continuance intention. These findings fill an empirical gap regarding continuance intention toward Threads in the Taiwanese market and indicate that positive user interactions in social-media environments help boost life satisfaction, thereby fostering long-term user retention.

Keywords: Social media, online social support, online social comparison, self-presentation, fear of missing out (FoMO), life satisfaction, continuance intention

Virtual vs. Reality: An EEG Investigation of Users' Gaming Experiences¹

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Abstract

This study utilized a non-invasive electroencephalography (EEG) device, BrainLink Lite, to examine brainwave responses during thrilling amusement ride experiences delivered in three formats: actual participation, virtual reality (VR), and 2D video. The objective was to quantitatively evaluate physiological indicators of immersion. Four university students participated in experiments involving three amusement rides—Gold Mine Adventure, Space Mountain, and UFO Drop—completing three trials per format. Alpha waves, associated with relaxation, and beta waves, indicative of concentration, were recorded in real time. Findings revealed significantly stronger brainwave responses during actual experiences compared to VR and 2D formats. Individual traits and repeated exposures further modulated attention and relaxation levels. These results provide valuable insights for advancing VR immersion technologies and brain-computer interface applications.

Keywords: Virtual reality, electroencephalography, immersive experience, brain-computer interface, concentration, relaxation

¹ The authors used ChatGPT (OpenAI, GPT-4o) to assist in English translation and summarization of the manuscript. The final content was reviewed and edited by the authors to ensure scientific and linguistic accuracy.

Agenda

July 9, 2025 (Wednesday)

Session B

13:30-16:30

Room: Salon II

Session Chair: JenRuei Fu

National Kaohsiung University of Science and Technology, Taiwan

ESG-driven Financial Constraint Forecasting: An AI-based Integrated Framework Adoption

Sin-Jin Lin	National Kaohsiung University of Science and Technology
Te-Min Chang	National Sun Yat-sen University
Ming-Fu Hsu	National United University
Guan-Ci Lin	National United University

Developing a Marketing Channel Strategy for Postoperative Medical Cosmetics - An EKB Model Approach Based on Company A

Pei-Chieh Tsai	National Kaohsiung University of Science and Technology
Hsuan-Chih Ku	National Cheng Kung University
Pang-Wei Tsai	National Cheng Kung University
Shih-Hsiung Lee	National Kaohsiung University of Science and Technology

Self-Construction vs. Audience-Pleasing: Motivations Behind Non-Functional Virtual Item Purchase Intention in MMOGs

JenRuei Fu	National Kaohsiung University of Science and Technology
Jui-Liang Lee	National Kaohsiung University of Science and Technology
Chieh-Chih Kuo	National Kaohsiung University of Science and Technology

Impact of Digital Platform Capabilities on Digital Services Innovation: Role of Digital Resource Orchestration

Chi-Feng Tai	National Chiayi University
Kai Wang	National University of Kaoshiung

Enhancing Early Childhood Working Memory Through Short-Term N-Back Training: A Neurophysiological Approach Using EEG

Chih-Chin Liang	National Formosa University
Si-Jie Fu	National Formosa University

Agenda

July 9, 2025 (Wednesday)

Session B

13:30-16:30

Room: Salon II

Session Chair: JenRuei Fu

National Kaohsiung University of Science and Technology, Taiwan

Exploring Nurses' Motivation and Attitudes Toward the Use of Electronic Bedside Systems in Hospitals

Feras Atalla Hammouri

Jordan University of Science and Technology

Development and Evaluation of the Medical Chatbot for Breast Surgery

Chiung-Wen Hsu

National Kaohsiung University of Science and Technology

Han-Ji Kang

National Kaohsiung University of Science and Technology

Guan-Jie Huang

National Kaohsiung University of Science and Technology

Virtual Companionship in VR: Effects of Virtual Pets on Loneliness and Stress with Interpersonal Relationships as a Moderator

Pei-Shan Hsieh

National Kaohsiung University of Science and Technology

Hsiao-Yun Lu

National Kaohsiung University of Science and Technology

ESG-driven Financial Constraint Forecasting: An AI-based Integrated Framework Adoption

Sin-Jin Lin^{1*}, Te-Min Chang², Ming-Fu Hsu³ and Guan-Ci Lin³

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Abstract

This study proposes a hybrid framework for predicting firms' difficulties in securing external financial resources in the short term. Prior research has relied only on numerical indicators when forming judgments, but our approach also incorporates textual information that complements quantitative data to yield deeper insights into decision making. We derive textual features from firms' environmental, social and governance reports, which have become key drivers of corporate value and sources of competitive advantage. Because adopting these strategies requires resource expenditure, managers must identify which types of ESG disclosures contribute most to firm value. To this end, we employ a leave-one-out validation strategy that enables optimal resource allocation and prevents unnecessary waste. Our predictive model is built using random forest (RF) because of its high accuracy. We then use ant colony optimization (ACO) to extract the model's decision logic as rules that are readable by human analysts and applicable across domains. These rules can guide managers in adjusting investment portfolios and reducing their risk exposure.

Keywords: ESG, sustainability, financial constraint, knowledge extraction, decision-making

Developing a Marketing Channel Strategy for Postoperative Medical Cosmetics - An EKB Model Approach Based on Company A

Pei-Chieh Tsai^{1*}, Hsuan-Chih Ku², Pang-Wei Tsai² and Shih-Hsiung Lee¹

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Abstract

By 2025, Taiwan is projected to enter a super-aged society, as reported by the National Development Council. With the rising pursuit of youth preservation, medical aesthetics has gained significant traction, fueled by advancements in medical technology and increased accessibility to information. Despite the proliferation of skin clinics, plastic surgery centers, and medical aesthetics clinics across Taiwan, revenue streams remain largely confined to treatments, surgeries, and product sales. This study proposes a strategic framework to diversify marketing channels and stimulate potential buyers' purchasing intent, thereby expanding revenue streams for medical aesthetic clinics. The proposed framework encompasses market analysis, strategy development, channel establishment, and performance evaluation, aiming to construct a comprehensive marketing strategy that targets potential consumers and enhances revenue generation. While some medical institutions retail postoperative cosmetic products, these are predominantly international brands or proprietary products co-developed with pharmaceutical companies, resulting in limited market differentiation. Using a specific cosmetics company as a case study, this research examines strategies to convert potential consumers into clients through medical institutions, emphasizing safety considerations in marketing approaches. Regulatory requirements, such as ISO22716:2007 GMP certification and Ministry of Health and Welfare drug certification numbers, are highlighted to address consumers' increasing concern over product safety, reinforcing the role of medical professionals in product endorsement. A 2025 report on cosmetic channel distribution reveals that medical channels are the fastest-growing sales avenue for cosmetics in Taiwan. Accordingly, this study proposes a strategic framework grounded in the EKB Model to effectively expand Company A's market share in medical institutions, positioning its products as the primary choice for postoperative care in the medical aesthetics sector.

Keywords: Cosmetics, marketing channel, marketing channel strategy framework, EKB model

Self-Construction vs. Audience-Pleasing: Motivations Behind Non-Functional Virtual Item Purchase Intention in MMOGs

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Abstract

This study investigates the motivations behind players' purchase intentions for non-functional virtual items (e.g., cosmetic skins) in Massively Multiplayer Online Games (MMOGs), grounded in self-presentation theory. It focuses on the interplay and conflict between two key motivations: **self-construction** (expressing an ideal self) and **audience-pleasing** (conforming to social expectations). The rapid growth of the global gaming industry and the dominance of the free-to-play (F2P) model have positioned non-functional items as a primary revenue driver, yet prior research has overlooked the psychological complexity of these purchases. Nine hypotheses are proposed: audience-pleasing (H1) and self-construction (H2) positively influence purchase intention, while their conflict (H3) weakens it. Antecedents such as self-esteem (H4, H5), subjective norms (H6), status-seeking (H7), self-expression needs (H8), and ideal self-image alignment (H9) drive these motivations. Data from MMOG players were collected via an online survey to validate the framework. Theoretically, this research integrates self-presentation theory to reveal the dynamic balance between motivations. Practically, it offers actionable insights for game developers, such as enhancing self-expression tools or community engagement mechanisms to boost player retention and revenue. By bridging the literature gap on non-functional item consumption, this study advances understanding of the socio-psychological mechanisms underpinning virtual economies.

Keywords: Non-functional virtual items, self-presentation theory, self-construction, audience-pleasing, virtual economy

Impact of Digital Platform Capabilities on Digital Services Innovation: Role of Digital Resource Orchestration

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Abstract

This study is a work-in-progress that aims to investigate what capabilities user organizations need to develop to leverage digital platforms for digital service innovation. Grounded in Service-Dominant Logic (SDL) and Resource Orchestration Theory (ROT), the research particularly seeks to understand how resource integration and orchestration activities within the innovation process influence the outcomes of digital service innovation. Based on the research objectives and theoretical foundations, this study proposes a research model comprising three theoretical constructs and three research hypotheses. A mixed-methods research design is planned, beginning with a quantitative survey to test the proposed hypotheses, followed by qualitative case studies focusing on manufacturing firms engaged in servitization and traditional service providers. Through this research approach, the study seeks to develop a more concrete and in-depth understanding of the interrelationships among digital platform capabilities, digital resource orchestration activities, and digital service innovation within organizations.

Keywords: Digital platform capability, digital services innovation, resource orchestration, service-dominant logic

Enhancing Early Childhood Working Memory Through Short-Term N-Back Training: A Neurophysiological Approach Using EEG

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Abstract

This study explores the effectiveness of adapting N-back working memory training, originally designed for elderly populations, for use in early childhood education. By examining the impact of short-term N-back training on the cognitive development of children aged 6 to 8, the research aims to understand its potential for improving working memory and related cognitive processes. Electroencephalogram (EEG) data were collected to assess changes in brain wave activity before and after training, specifically in the alpha (α), beta (β), and theta (θ) wave frequencies. The results showed significant reductions in beta (β) and theta (θ) wave amplitudes, suggesting improvements in cognitive efficiency and memory processing. However, no significant decrease in alpha (α) waves was observed. These findings validate the efficacy of N-back training for enhancing cognitive functions in young children, and highlight the potential for adapting tools designed for elderly populations to meet the needs of children, offering a cost-effective way to expand educational products across generations. The results suggest that cognitive training programs can enhance cognitive flexibility, memory retention, and attention control, reinforcing the idea of cross-generational product adaptation in the educational technology market.

Keywords: Working memory, n-back training, cognitive development, brain waves, cross-generational learning tools

Exploring Nurses' Motivation and Attitudes Toward the Use of Electronic Bedside Systems in Hospitals

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Abstract

As hospitals increasingly implement Electronic Bedside Systems (EBS) to enhance care quality and operational efficiency, understanding the motivations and attitudes of nurses—who are the primary users—is essential. This study explores the factors influencing nurses' willingness to adopt and effectively use EBS. Drawing upon the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT), we employed an explanatory sequential mixed-methods approach. Quantitative surveys provided a broad overview of perceived usefulness, ease of use, organizational support, and social influence. These findings were enriched through qualitative interviews, offering insights into nurses' real-world experiences, challenges, and expectations. The results reveal that perceived usefulness and organizational support are key predictors of positive attitudes, while usability challenges and insufficient training hinder adoption. By identifying both technical and human factors affecting EBS acceptance, the study offers evidence-based recommendations for system design, staff training, and implementation strategy. These findings aim to support healthcare organizations in creating user-centered solutions that align with clinical workflows, reduce cognitive load, and ultimately improve both nurse satisfaction and patient outcomes.

Keywords: Brand image, online word-of-mouth, price discount, disposition to trust, impulsive traits, purchase intention

Development and Evaluation of the Medical Chatbot for Breast Surgery

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Abstract

This study aims to develop and evaluate a medical chatbot system designed for breast surgery. The system is built using Generative Pre-trained Transformers (GPT) and Retrieval-Augmented Generation (RAG) technologies to provide 24hr professional health education services. The chatbot not only answers patients' inquiries before, during, and after their consultations but also offers relevant article recommendations and comforting words, reducing the workload of medical personnel. To assess the effectiveness of the system, this study employs questionnaire surveys and random sampling interviews, evaluating aspects such as perceived usefulness, perceived ease of use, attitude, satisfaction, anxiety reduction, and health promotion. The results indicate that all proposed hypotheses are supported, with perceived ease of use significantly influencing attitude, attitude significantly affecting satisfaction, and satisfaction playing a notable role in reducing anxiety. This confirms that using the chatbot effectively alleviates users' anxiety and promotes health benefits.

Additionally, randomized interviews reveal that participants find the system's diverse interaction modes highly beneficial. The chatbot's persona and response tone leave a positive impression, and its fast and well-organized replies contribute to high satisfaction levels. Furthermore, users clearly state that professional health education information helps ease concerns about their medical conditions and increases their willingness to learn more, fostering better health awareness. The quantitative and qualitative findings consistently support the system's tangible benefits for patients.

Keywords: Medical chatbot, Generative Pre-trained Transformers (GPT), Retrieval-Augmented Generation (RAG), patient health education

Virtual Companionship in VR: Effects of Virtual Pets on Loneliness and Stress with Interpersonal Relationships as a Moderator

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Abstract

With the advancement of technology and the emergence of a digital society, virtual pets have increasingly become a form of digital companionship, offering emotional support for individuals experiencing limited social interaction. Previous research on virtual pets has predominantly concentrated on their roles in children's education, entertainment applications, and technology acceptance, with relatively limited attention given to their psychological impacts and user experience. In particular, there remains a notable gap in understanding how virtual pets influence users' feelings of loneliness, stress, and emotional attachment. To address this gap, this study adopts the Stimulus-Organism-Response (S-O-R) framework to examine how users' perceptions of presence and immersion in virtual reality (VR) environments influence emotional attachment to virtual pets, and how these factors, in turn, affect users' responses to stress and loneliness. Participants in this study engaged with VR-based virtual pets, after which data were collected through a structured questionnaire, yielding 111 valid responses. The findings reveal that, with the exception of the non-significant effects of immersion and emotional attachment on loneliness, and the non-significant moderating effect of family relationships, all other hypothesized relationships were statistically significant. These results contribute to the existing literature by providing empirical evidence on the psychological effects of virtual pet companionship, thus bridging a critical research gap. Furthermore, the study offers practical insights for the technological development and application of virtual pet systems. Future research could further investigate the long-term influence of VR-based virtual pets on interpersonal relationships and explore strategies to optimize virtual companionship mechanisms to better support users' psychological well-being.

Keywords: Virtual pet, emotional attachment, loneliness, stress coping ability

Agenda

July 10, 2025 (Thursday)

Session C

09:20-12:00

Room: Salon II

Session Chair: Cheng-Kiang Farn

Chung Yuan Christian University, Taiwan

A Comparative Study on the Impact of Mobile Payments by the Elderly on the Development of Financial Inclusion: The Cases of Taiwan and Japan

Ying-Ting Ho

National Sun Yat-sen University

Driving Thailand's Digital Future: PromptPay's Role in Mobile Banking, the Cashless Society, and Economic Growth

Nattaya Lu

National Sun Yat-sen University

Examining the Branding Strategies of Podcast Creators: A Case Study of a Mediumship Podcaster

Chien-You Hsu

National Cheng Kung University

An Empirical Study of Sustainable Information Security Disclosure

I-Cheng Chang

National Dong Hwa University

Political Correctness in Animation in Taiwan: Stereotypes, Emotional Responses, and Behavioral Intentions Among Adolescents

Chia-Hsueh Liang

Huwei Senior High School

Han-Yu Lin

Huwei Senior High School

Ming-Hung Chou

Huwei Senior High School

Engaging Consumers Through Co-Creation in Mobile Ride-Hailing Services: Exploring the Moderating Role of Trust and Perceived Usefulness

Shuling Liao

Yuan Ze University

Thi Kim Ngan Tran

Yuan Ze University

Understanding the Role of Social Media Marketing Strategies for Indie Music: Industry Perspectives on Engaging Generation Z

Chiu-Fang Ting

National Cheng Kung University

A Comparative Study on the Impact of Mobile Payments by the Elderly on the Development of Financial Inclusion: The Cases of Taiwan and Japan

Ying-Ting Ho

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Abstract

This study explores how mobile payment mechanisms influence the financial inclusion of the elderly population (aged 65 and above), using Japan and Taiwan as case studies. As the world enters an era of aging societies and digital transformation, mobile payment has emerged as an innovative financial technology tool and an important means to promote financial inclusion. However, for the elderly, factors such as the digital divide, technological acceptance, and security concerns may affect their willingness to adopt and use mobile payment systems.

The aim of this research is to analyze from multiple perspectives how mobile payments facilitate financial inclusion among older adults, and to examine both the benefits and challenges they face. The study utilizes secondary data from 2015 to 2024 to conduct a comparative analysis of individuals aged 65 and above, focusing on population age structure, mobile payment adoption rate, transaction volume, usage rate, and the diversity of mobile payment tools.

By organizing various public statistical data and reports from governments and international institutions, the study first clarifies the differences between Japan and Taiwan in demographic changes and the spread of digital education. It then analyzes how these differences influence the elderly's acceptance and use of mobile payment technologies. Furthermore, the study compares the development of mobile payment markets and policy strategies in both countries, evaluating the positive effects of each indicator on promoting financial inclusion, as well as potential limitations and risks.

In Japan, the government and businesses have gradually guided consumers from cash transactions to digital payments through strategies such as expanding the functions of transportation IC cards, strengthening security regulations, and implementing pilot subsidy programs. In contrast, Taiwan has actively promoted mobile payment applications through cross-sector cooperation, smart city planning, and financial innovation policies, aiming to narrow the digital financial participation gap among the elderly population.

Keywords: Financial inclusion, mobile payment, population aging, digital finance

Driving Thailand's Digital Future: PromptPay's Role in Mobile Banking, the Cashless Society, and Economic Growth

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Abstract

The rapid rise of digital payment systems, notably PromptPay in Thailand, has drastically reshaped the nation's financial landscape for the better. This revolutionary shift is not just about convenience; it has catalyzed mobile banking adoption, fostered a cashless society, and played a vital role in economic growth. This study thoroughly examines the profound impact of PromptPay from its launch in 2017 to 2024, revealing compelling insights that underscore its importance. Utilizing a qualitative methodology, this research meticulously gathers data from various research studies, journals, articles, and reputable online sources. By synthesizing this wealth of information, we provide a comprehensive analysis highlighting PromptPay's pivotal contribution to enhancing financial inclusion, reducing transaction costs, and empowering small and medium-sized enterprises (SMEs). Nevertheless, technological dependence, cybersecurity risks, and the digital divide remain pressing concerns. To overcome these hurdles, by advocating for strategic investments in internet infrastructure, implementing robust cybersecurity measures, promoting digital literacy programs, and comprehensive user education initiatives. While Thailand's GDP growth may be relatively slower than that of other ASEAN countries, the development of PromptPay presents significant opportunities for financial inclusion and participation in cross-border payments. By addressing the associated challenges and leveraging the benefits of this innovative payment system, Thailand can drive its digital transformation and achieve a more inclusive and efficient financial ecosystem in advancing mobile banking, promoting a cashless society, streamlining cross-border transactions, and supporting the flourishing Thai tourism industry all essential for sustainable economic growth in Thailand and the broader ASEAN region.

Keywords: PromptPay, mobile banking, e-Payment, cashless society, economic growth

Examining the Branding Strategies of Podcast Creators: A Case Study of a Mediumship Podcaster

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Abstract

This study uses the podcast "OHMYGOD" as a case to examine how spiritual content creators communicate brand value to their audience through branding strategies and differentiate themselves in a competitive content market. Through semi-structured interviews with the podcast creator and in-depth interviews with an industry expert, this study finds that the audio-focused format of podcasts, authentic audience interaction, and cultural embeddedness help strengthen brand authenticity and audience loyalty. Additionally, the hosts' combined identities as a graphic designer and a spiritual medium further reinforce brand differentiation. The industry expert's insights provide broader context and market trends, highlighting the cultural challenges faced by Taiwan's spiritual content market. Overall, this study suggests that the branding strategies of spiritual podcast creators not only involve conveying spiritual values but also encompass authentic interaction, lifestyle-based content, and multi-platform integration as multi-layered practices.

Keywords: Audience engagement, brand differentiation, branding strategy, podcast, spiritual content creator

An Empirical Study of Sustainable Information Security Disclosure

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Abstract

Information security spans the social and governance aspects of Environment Social Governance (ESG), with firms disclosing their investments and outcomes in sustainability reports. However, academic research on this disclosure remains in its early stages. This study explores the relationship between information security disclosure in sustainability reports and corporate market value. Additionally, the role of institutional investors will be analyzed. The findings are expected to provide valuable insights for industry, government, and academia, contributing theoretical and practical implications for sustainable corporate management and investment decision-making.

Keywords: ESG, information security disclosure, market value

Political Correctness in Animation in Taiwan: Stereotypes, Emotional Responses, and Behavioral Intentions Among Adolescents

Chia-Hsueh Liang, Han-Yu Lin* and Ming-Hung Chou

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Abstract

This study investigates the impact of politically correct adaptations in anime on adolescent viewers, focusing on cognitive dissonance, emotional responses, and behavioral intentions. The research uses a mixed-method approach to examine how cognitive regulatory strategies and social norms moderate these relationships. Cognitive regulatory strategies, which include re-evaluating preconceived notions and adjusting emotional responses and social norms, were analyzed for their influence on adolescents' perceptions. Data from 168 senior and junior high school students reveal that stereotypes significantly cognitive dissonance, eliciting strong emotional responses. Emotional reactions directly influenced behavioral intentions, while the moderating effects of cognitive regulatory strategies and social norms were statistically insignificant. This finding suggests that adolescents' responses are more directly shaped by intrinsic factors like stereotypes and dissonance than external moderators. The study extends Cognitive Dissonance Theory within cross-cultural media contexts. It provides insights for anime producers, marketers, and community managers to develop culturally adaptive content that resonates with diverse audiences.

Keywords: Globalized anime, political correctness, cognitive dissonance, adolescent engagement, cross-cultural influence

Engaging Consumers Through Co-Creation in Mobile Ride-Hailing Services: Exploring the Moderating Role of Trust and Perceived Usefulness

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Abstract

This study investigates how passengers' micro brand-related activities (MBA) affect their co-creation experiences with the mobile ride-hailing service provider. It then examines whether co-creation mediates between these activities and key engagement behaviors. The moderating roles of perceived platform usefulness and brand trust are also explored. The survey results indicate that each dimension of passengers' MBA significantly enhances their co-creation experiences which in turn facilitate the transformation of these activities into effective engagement behaviors. Customers who perceive the mobile-hailing platform as more useful are more inclined to participate in co-creation, while brand trust does not moderate the co-creation–engagement relationship.

Keywords: Co-creation, customer engagement, trust, perceived usefulness, ride-hailing, sharing economy

Understanding the Role of Social Media Marketing Strategies for Indie Music: Industry Perspectives on Engaging Generation Z

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Abstract

While social media is a powerful force shaping the consumer behavior of Generation Z, few academic studies have examined its use in indie music industry. This research adopts a qualitative design that includes expert interviews and participant observation to investigate social media marketing strategies in Taiwan's indie music industry. The findings highlight key challenges, adaptive strategies, and evolving trends. The study offers practical insights for independent musicians and contributes to broader academic discussions on generational shifts in digital marketing.

Keywords: Consumer behavior, generation Z, indie music, social marketing

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July 10, 2025 (Thursday)

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Yu-An Yang	National Taipei University
Tony Shun-Te Yuo	National Taipei University

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The Influence of Agile Management on Employee Well-being and Cognitive Load

Yazid Abdullahi Abubakar	University of Botswana
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July 10, 2025 (Thursday)

Session D

13:30-16:10

Room: Salon II

Session Chair: Jyh-Jiuan Lin

Tamkang University, Taiwan

Disaggregating ESG and Innovation Performance in NIE Firms: The Moderating Role of Internationalization

Shin-Yu Tsai

Soochow University

Evaluating Taiwan's Socio-Ecological System Performance

Tai-Hsi Wu^{1*}, Yu-An Yang² and Tony Shun-Te Yuo²

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Abstract

This research examines socio-ecological systems (SES), addressing the complex interplay between human and biophysical components. While previous studies have employed various indicators to assess SES performance, they often reduced these to single metrics without adequately exploring the structural relationships among components. Our study introduces a comprehensive evaluation framework for 19 Taiwanese counties from 2020-2022, conceptualizing the SES process through two distinct stages: resource conversion and well-being generation. By applying dynamic network data envelopment analysis (DNDEA), we assess both overall system performance and stage-specific efficiency, enabling the identification of underperforming stages and their root causes. The findings provide valuable insights for policymakers, highlighting specific weaknesses within each county's socio-ecological system and revealing the underlying factors responsible for suboptimal performance. This structural approach offers targeted intervention opportunities to improve regional sustainability and resilience.

Keywords: Socio-ecological systems, SES benchmarking, dynamic network data envelopment analysis

Internet Trolling: A Systematic Review and Research Agenda

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Abstract

Internet trolling has emerged as a prevalent online behavior with potentially serious consequences, including psychological distress and suicidal ideation. As prior research suggests its strong association with cyberbullying, a comprehensive understanding of trolling is essential for the development of effective intervention and prevention strategies. This study conducts a systematic review to examine the antecedents, types, and outcomes of Internet trolling (i.e., ADO framework). Following the PRISMA guidelines, 97 peer-reviewed articles published between 2002 and 2024 across 55 journals—primarily in Communication, Business, and Information Science—were analyzed. The research identified eight categories of antecedents (e.g., individual, social, and environmental), two primary types of trolling (malicious and non-malicious), and 21 outcome factors spanning perpetrators, victims, bystanders, and institutions. Methodologically, 58.76% of the studies employed qualitative approaches, 34.02% quantitative, and 7.22% mixed methods. The findings reveal the multifaceted nature of Internet trolling and provide an empirical foundation for future research and policy to address its adverse effects.

Keywords: Online trolling, systematic literature review, PRISMA, ADO framework

Benefiting Even Non-Indigenous Population with Education on Indigenous People and Diverse Ethnic Cultures

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Abstract

Good home care workers are hard to find and keep. However, in the context of home care workers, prior research focuses on job satisfaction, recruitment, and retention rates, less is about their work readiness although the literature finds that providing training and education can help not only job satisfaction and turnover rate but also employee knowhow, self-efficacy, and better-quality residential care. Even if it comes to training and education, the focus is on new home care workers. Moreover, the dominant Western literature tends to position the socio-economically disadvantaged home care workers as the caregivers for the dominant majority, ignoring there are cases of socio-economically disadvantaged clients. To bridge the gap for the abovementioned issues, the paper investigates the relationship between education on Indigenous people and diverse ethnic cultures and home care worker readiness to serve a culturally diverse clientele. The study is also interested in knowing whether such education can benefit beyond culturally different clients by examining its effect on home care workers' ehealth literacy.

Keywords: Aging, continuing education of indigenous people and diverse ethnic cultures, ehealth literacy, home care worker, readiness

Adoption of Immersive Event Technologies: The Moderating Role of Technology Readiness in Tourist Behavior

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Department of International Business, Tamkang University, Taiwan²

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Abstract

This study explores the role of technology readiness in Virtual Reality (VR) exhibitions and its impact on audience engagement, satisfaction, and brand loyalty, with a focus on the growing event tourism landscape in Asia. While past research has examined visitor experience and purchase intention, limited attention has been paid to the interplay among authenticity, experiential value, satisfaction, and loyalty—key elements in successful VR event marketing. Using a two-phase design, the study first conducts expert interviews with curators, venue managers, and policymakers to develop valid measurement scales. In the second phase, a survey of VR exhibition attendees tests the proposed framework through exploratory and confirmatory factor analysis. By linking authenticity, experiential value, and technology readiness, the study offers actionable insights for enhancing VR event marketing strategies. The findings aim to support Asia’s cultural and creative industries in leveraging VR to deepen audience experience, increase satisfaction, and build brand loyalty.

Keywords: Event marketing, VR exhibitions, technology readiness, experiential authenticity, experiential value, brand loyalty

Enhancing Sustainable Finance Literacy Through Team-Based Experiential Learning: Bridging Theory and Practice

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Department of Education and Futures Design, Tamkang University, Taiwan²

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Department of Accounting, Ming Chuan University, Taiwan⁴

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Abstract

This study examines the impact of team-based experiential learning (TBEL) on enhancing sustainable finance education, highlighting the role of education as fertile ground for sustainable financial literacy. To address the growing demand for professionals capable of integrating traditional finance with sustainable practices, the course was designed to integrate theoretical foundations with experiential learning, including Python-driven asset allocation simulations, applied case studies, and guided team-based discussions. A quasi-experimental pre-/post-test design was implemented employing individual readiness assurance tests (iRAT), group readiness assurance tests (gRAT), midterm and final exams, and standardized financial literacy assessments (Big Three, Big Five adopted from Lusardi and Mitchell (2022), and a sustainable finance literacy survey adapted from Filippini et al. (2021)) to evaluate learning outcomes. Complementary qualitative data were collected via teaching evaluations and semi-structured interviews. Results showed significant improvements in team-based learning, with gRAT scores markedly higher than iRAT scores and final exam performance significantly exceeding midterm scores. Although traditional financial literacy levels appeared strong among some subgroups, the lower and more variable scores in sustainable finance literacy highlight the influence of baseline heterogeneity rather than indicating a direct need for curricular enhancement. Overall, the findings support TBEL as an effective strategy for bridging theory and practice in sustainable finance education.

Keywords: Sustainable finance, financial literacy, team-based experiential learning, teaching practice, ESG

The Influence of Agile Management on Employee Well-being and Cognitive Load

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Abstract

This proposal investigates how agile management impacts employee well-being and cognitive load. Agile practices promote trust, flexibility, empowerment, and collaboration, yet studies on their effects are still limited. Employee well-being, tied to health and performance, can be influenced by cognitive load—mental effort shaped by job demands and design. Using the Job Demands-Resources model, Self-Determination Theory, and Cognitive Load Theory, this study explores how agile practices affect job characteristics and psychological needs, aiming to reveal mechanisms behind their impact and provide actionable insights for organizations.

Keywords: Agile management, employee well-being, cognitive load, Job demands-resources model, self-determination theory

Disaggregating ESG and Innovation Performance in NIE Firms: The Moderating Role of Internationalization

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Abstract

This study examines how environmental, social, and governance (ESG) performance influences innovation in multinational enterprises (MNEs) from newly industrialized economies (NIEs), focusing on Taiwanese manufacturing firms. While ESG research has largely centered on developed markets, NIE firms remain underrepresented despite their growing global role and relatively strong institutional foundations. Drawing on stakeholder theory and the resource-based view, the study conceptualizes ESG engagement as both an ethical response to stakeholder expectations and a strategic investment in intangible assets that drive innovation. The analysis investigates the effects of overall ESG performance and its disaggregated dimensions—environmental, social, and governance—on firm-level innovation outcomes. It further explores how internationalization breadth and depth moderate the ESG–innovation relationship by shaping access to diverse knowledge and stakeholder environments. Panel regression models are employed to test the proposed relationships. The study contributes to the literature by contextualizing ESG within NIEs, identifying distinct pathways through which ESG dimensions affect innovation, and highlighting the conditional role of global engagement.

Keywords: ESG performance, corporate innovation, internationalization, newly industrialized economies, sustainable management

Agenda

July 11, 2025 (Friday)

Session E

10:00-12:00

Room: Virtual(on-line)

Value Co-Creation of Cultural and Creative Manufacturers Driven by Digital Transformation – Case Study of iB Company

Li-Jung Liu

National Taiwan University of Arts

Chun-Liang Chen

National Taiwan University of Arts

Value Co-Creation of Cultural and Creative Manufacturers Driven by Digital Transformation – Case Study of iB Company

Li-Jung Liu* and Chun-Liang Chen

Graduate School of Creative Industry Design, National Taiwan University of Arts, Taiwan

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Abstract

The cultural and creative industries contain the fastest developing businesses in the world. Accompanied by rapid developments in science and technology, cultural and creative manufacturers are facing new challenges in digital transformation, which has created new opportunities for value co-creation collaboration partners. This study investigated iB as a case study, using primary and secondary information in the digital transformation context to analyze how this cultural and creative business made use of platform co-creation strategies to actualize value co-creation between brand suppliers and how it re-shaped organizational operations and partner relationships. This study established iB as an inclusive organization that favors inclusive organizational values, digital platform services, and cultural resources, and created a framework for cultural and creative manufacturers facing digital transformation and value co-creation. iB used designs based on Taiwanese cultural imagery to create a series of products that successfully captured a locally valued “new Taiwan taste” and implemented brand marketing and co-branded product services, thus making the taste not just a value-added device, but the core of a value co-creation platform. This became a driving force for brand collaboration and customer participation. In terms of theoretical contributions, this study extends the applicable field of service-oriented logic, proving that it may serve as an intermediary mechanism that integrates cultural resources and value co-creation. As for practical applications, this research makes strategic proposals, including for a cultural resource on a digital platform. On this platform, new cultural elements can be introduced and integrated to boost a new service model and collaboration mechanism through which a flexible interdepartmental and cross-brand coordination mechanism can be developed.

Keywords: Value co-creation, digital transformation, digital platform, cultural and creative industry, new Taiwan taste

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2. Session chair should divide the available time equally among all papers to be presented and announce the same to the paper authors and audience. Each paper should be presented within allotted sparing 3 minutes for discussion.
3. The papers having more than one author will not get any extra time for making their presentations.
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The certificate of attendance will be presented by the session chair upon the completion of your presentation in the meeting room.

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About five to ten percent (5-10%) accepted papers will be select as Best Papers. The Best Paper Award will be presented at the end of each session in the meeting room. But the premise is that the session has the best paper award.

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After finishing the presentation, the attendee/presenter will get a US\$100 voucher on site. The voucher can be redeemed for US\$100 cash, in one of our next two events at the conference on-site registration desk.

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Refreshments and lunches are included in the conference registration fee. Lunch will be provided for registered (paid) participants only. Lunch will be served from 12:00 to 13:30 at Café 168 (Level 3).

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