

## **IAM2023S Program**

<b>July 11, 2023 (Tuesday)</b>	
15:00-16:00	Registration (Lobby, 20F)

<b>July 12, 2023 (Wednesday)</b> <b>08:30-15:30 Registration</b>	
<b>Room</b>	<b>RURI (20F)</b>
09:00-11:50	Session A
12:00-13:30	Lunch (YURAYURA, 2F)
13:30-16:20	Session B

<b>July 13, 2023 (Thursday)</b> <b>08:30-15:30 Registration</b>	
<b>Room</b>	<b>RURI (20F)</b>
09:00-11:50	Session C
12:00-13:30	Lunch (YURAYURA, 2F)
13:30-16:20	Session D

<b>July 14, 2023 (Friday)</b> <b>08:30-11:00 Registration</b>	
<b>Room</b>	<b>RURI (20F)</b>
09:00-11:50	Session E
12:00-13:30	Lunch (YURAYURA, 2F)

PID	Paper Title	Author(s)	Session
P0102	The Antecedents and Consequences of Firms' AI Adoption - IoT Technology and Innovation Perspectives	Yu-Xiang Yen	D
P0103	The Effects of Co-branding Alliances on Rival Firms	Shao-Chi Chang, Hisn Tien	A
P0104	Moderating Effect of Leader–Member Exchange Under the Perceived Emotional Blackmail: A Betrayal Perspective	Chun-Yi Chou, Chih-Chieh Chu, Chih-Rong Chan	A
P0106	Channel Brand Trust and Customer Satisfaction Enhance Re-patronage: Two Moderated Mediation Models Investigation	Shu-Hsien Liao, Hui-Ling Chung	A
P0107	Circular Economy-Based Machine Learning Model for Municipal Waste Generation in the European Union	Chun-Chih Chen	E
P0108	Consumers' Initial Trust in Robo-advisor Services and Purchase Intention	Rong-An Shang, Wen-Chi Yeh	C
P0110	Corporate Social Responsibility and Financial Performance: Imitation or Strategy?	Chun-Yun Cheng	B
P0111	Investigating the Impact of Sustainability on Consumer Choice Behavior and Customer Behavior in the E-Commerce Platforms Context	Thi Kieu Oanh Co, Hua-Hung Robin Weng	C
P0112	The Value of Smart City Branding During the COVID-19 Pandemic: Perceptions of Different Customer Groups	Hui-Ju Wang	A
P0113	Research on the Job Training for Public Servants: Applying Task-Technology Fit Model at Local Government	Jin Lo	A
P0114	A Preliminary Informetrics Study Exploring the Important Development and Trends in the Field of Platform Economy from 2000-2022	Chun-Der Chen, Tzu-Lan Tseng, Yu-Jung Hsieh, Chih-Tung Chang, Yi-Chen Wu	D
P0115	How Chatbots Build Parasocial Relationship with Customers? The Lens of Parasocial Interaction Theory	Chia-Ying Li, Yu-Hui Fang	C
P0116	Simulation Optimization Approach for Setting the	Chun-Chih Chiu,	E

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	Buffer Zone Mechanism of the Baggage Handling System in an Airport	Tzu-Mei Liao, James T. Lin	
P0117	Influence of Subtropical Urban Summer Rainfall Weather Patterns on Outdoor Thermal Comfort Based on K-means Clustering Algorithm	Chih-Hong Huang, Ching-Hsun Wang, Yu-Ping Tsaur	B
P0118	Cooling Performance of Vertical Transfer of Surface Heat in Subtropical Urban Canopies by Building Double Curtain Wall Channel	Chih-Hong Huang, Yu-Ping Tsaur, Ching-Hsun Wang	B
P0119	A Preliminary Exploration on Factors Influencing the Development of Smart Sustainable Cities	Wei-Ming Wang, Chia-Ruei Hsu	B
P0120	Add Image Border to Improve Eyes Detection for the RetinaFace Model	Chiung-San Lee, Huai-Kuei Wu	B
P0122	What Insights Can Trip Data Reveal? A Case Study of Taipei YouBike's Pricing Strategy	Kuangnen Hans Cheng, Angela H.L. Chen	B
P0123	Exploring the Value of Taiwanese Consumer Toward Local Specialty Coffee -A Means-End Chain Approach	Tsung-Po Tsai, Yi-Wen Chiu, Yan-Da Lin	E
P0124	Exploring Learning Potential of the Workplace and Creative Performance	Chieh-Peng Lin, Kuang-Jung Chen	A
P0125	An Empirical Analysis of Netflix Customer Satisfaction Using the Importance-Satisfaction Model	Shun-Hsing Chen, Yang-Ju Chen, Wing-Ching Leung	C
P0126	Bulk Reward Policy and Inverse Depreciation Effect on Housing Prices	Wen-Kai Wang, I-Chun Tsai	C
P0127	The Decision-Making Behaviors of Homeowners and Non-Homeowners	I-Chun Tsai, Wen-Kai Wang	C
P0128	The Relationship Ethical Leadership and Work Outcomes	Shu-Ling Chen, Kuan-Yeh Tung, Msuku Zikani	A
P0129	A Study of Implementing a Comprehensive	Chih-Sheng Tsai,	D

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	Marketing Technology Based APP System in Tourism- Using the Example of the National Chi Nan University Cherry Blossom Festival	Ping-Ho Ting	
P0130	Role of Deep Acting in the Relationship Between Humble Leadership and Service Recovery Performance	Chi-Min Wu, Tso-Jen Chen, Shih-Hao Chen, Tsung-I Pai, Chih-Jan Huang	C
P0131	A Study Towards Quotation Impact Factors for General Contractor: A Viewpoint from Private Sectors	Jieh-Haur Chen, Chih-Kuo Chang, Ju-Ting Hou	E
P0132	Exploring Association Rules for Subcontractors' Quotation Behavior to General Contractor in Taiwan Construction Industry	Jieh-Haur Chen, Chih-Kuo Chang, Yi-De Lee	E
P0133	A Multi-Criterion Decision-Making Model for Assessing the COVID-19 Government Response	Z.H. Che, Tzu-An Chiang, Ya-Han Yang, Wei-Chien Chen, Wei-Sheng Lin, Kai-Yu Wang, Po-Chun Hsieh	B
P0134	Study on the Marketing Strategy of Unmanned Smart Hotel Chains in the Post-Pandemic Era	Hsin-Yeh Tsai, Tsung-Han Wu	D
P0135	Effectiveness of Team-Based Learning on Leadership Development Course	Tsung-I Pai, Wan-I Chen, Chia-Chun Wang	B
P0137	A Fake News Knowledge Network Research: Based on Social Network Analysis	Kai-En Lin, Min-Jie Hsieh, Lu-Ching Yu, Kuo-Chen Li, Shih-Ming Pi	D
P0138	An EGM-based Study on the Attractive Attributes of Hand-Shaking Drinks in Taiwan	Ying-Hsuan Lee, Te-Yi Chang	D
P0139	Exploring the Buzz Variation of New Consumer Behaviours Using Social Big Data -A Case Study of Food and Beverage Industry's Delivery Platform	Chao-Yung Hsu	E

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P0140	Small Steps for Big Changes: The Way of Making Products More Disruptive	Jeong-Dong Lee, Youwei He, Dawoon Jeong, Sungjun Choi, Jiyong Kim	D
P0141	Exploratory Study on Co-creation Culture -A Case of Otaku Consumption	Shu-Ling Wu, Yi-Qian Peng	E
P0142	From Cultural Preservation to Cultural Tourism Talent Cultivation: A Preliminary Study on the Feasible Model of Cultural Tourism Education Using Action Research Methodology.	Chia-Chin Chuang, Shu-Ling Wu	A
P0144	Does Financial Literacy Matter with National Competitiveness? The Role of Digital Capability	Dao Lieu Huynh, Yu-Fen Chen, Suvdmaa Erdenebayar, Yu-Shing Chao	C
P0146	National Economy and Entrepreneurship: The Role of Geopolitical Risk	Long Bao Ha, Dao Lieu Huynh, Yu-Fen Chen, Jing-Tang Wu	D
P0147	The Implementation of ITIL on Customer Service Center in the Information Service Industry	Hsiu-Li Liao, Su-Houn Liu, Kun-Ting Tsou, Pei-Hsuan Tseng	E