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## **Chair's Message**

The Committees of the International Conference on Innovation and Management (IAM2025 Winter) are pleased to welcome you to this meeting held in Tokyo, Japan on Jan. 14-17, 2025. On behalf of the organizers, I express my delight in sharing the time with the delegates from several countries and hope you all have pleasant a stay here.

With the rapid development in e-business and technology, including AI, enterprises are now facing escalating competitions and vague opportunities. How to assist enterprises in gaining competitive advantages through technological and managerial innovations has become a crucial issue for both academicians and practitioners. The main objective of IAM International Conference is to provide a venue where business stakeholders, researchers and experts worldwide can share innovative application of cutting-edge technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote business innovation and management. We believe it is of immense significance to have an opportunity to share the knowledge from all participants.

41 excellent manuscript from 6 countries were submitted for review. 27 of them, originated from 3 countries have been further selected for presentation in the conference. These papers provide unique insights and are regarded as the research forefront of the key areas including applications of innovation and management in selected industries, innovative systems and knowledge management, contemporary business behavior and data. We would like to express our gratitude to all those who contributed in helping deliver quality content of IAM2025W.

Looking forward for your participation again in our next event.



Conference Chair



# Schedule

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

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

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

<b>Jan. 17, 2025 (Friday)</b>	
Whole Day	Free Activities



# **Agenda**

**Jan. 15, 2025 (Wednesday)**

**Session A**

**09:20-12:00**

**Room: Kousai**

**Session Chair:** Su-Houn Liu

Chung Yuan Christian University, Taiwan

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## **Exploring the Continuous Intention to Use Generative AI: The Influence of Expectation Confirmation and AI Self-Efficacy**

Shih-Ming Pi

Chung Yuan Christian University

Kuo-Chen Li

Chung Yuan Christian University

Min-Jie Hsieh

Chung Yuan Christian University

## **Introducing Low-Relevance Information and Its Inhibitory Effect on User Psychological Resistance: An Applied Study Based on the Elaboration Likelihood Model**

Yu-Yu Liu

Chung Yuan Christian University

Kuo-Chen Li

Chung Yuan Christian University

Shih-Ming Pi

Chung Yuan Christian University

## **The Application of Sentiment Analysis in Social Media Public Opinion Monitoring**

Wei-Hsiang Fang

Chung Yuan Christian University

Kuo-Chen Li

Chung Yuan Christian University

Shih-Ming Pi

Chung Yuan Christian University

## **Applying DOI and UTAUT2 to Explore the Usage Intention of Benefit-Switching Credit Cards\_A Case Study of Cathay United Bank's Cube Card**

Wei-Hong Chen

Chung Yuan Christian University

Hao-En Chueh

Chung Yuan Christian University

## **A Study on Factors Affecting Intention to Continuous Use Generative AI in Music Creation**

Hung-Chun Tseng

Chung Yuan Christian University

Shih-Ming Pi

Chung Yuan Christian University

Kuo-Chen Li

Chung Yuan Christian University

Hao-En Chueh

Chung Yuan Christian University

## **Agenda**

**Jan. 15, 2025 (Wednesday)**

**Session A**

**09:20-12:00**

**Room: Kousai**

**Session Chair:** Su-Houn Liu

Chung Yuan Christian University, Taiwan

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**Applying TAM and TPB to Explore Usage Intentions of Digital Reward Point Systems**

Yan-Lin Wu

Chung Yuan Christian University

Hao-En Chueh

Chung Yuan Christian University

**The Impact of Information Literacy and Learning Strategies on the Learning Effectiveness of Applying Generative AI**

Shu-Yu Hsu

Chung Yuan Christian University

Hao-En Chueh

Chung Yuan Christian University



# Exploring the Continuous Intention to Use Generative AI: The Influence of Expectation Confirmation and AI Self-Efficacy

Shih-Ming Pi\*, Kuo-Chen Li and Min-Jie Hsieh

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## Abstract

With the rapid development of generative AI, natural language processing models like ChatGPT are gaining increasing attention in the field of education. This study aims to explore university students' expectations, satisfaction, and continuous intention to use ChatGPT, as well as to analyze the differences in AI self-efficacy among students from different academic backgrounds, which in turn affect their acceptance and continuous use intention of AI tools. The study surveyed 902 valid responses from students at a private university in Taiwan to understand their attitudes toward the use of generative AI. The results indicate that most students show a positive attitude toward the application of ChatGPT in learning and are willing to continue using the tool. High expectations of ChatGPT significantly enhance their satisfaction and confirmation, further strengthening their continuous use intention. Students from information-related disciplines have higher expectations and AI self-efficacy regarding ChatGPT, leading to greater satisfaction and continuous use intention. In contrast, students from non-information-related disciplines primarily use ChatGPT for summarization and language translation, with lower expectations and AI self-efficacy. Based on the findings, this study provides recommendations aimed at helping educational institutions and AI developers better understand users' needs and expectations regarding generative AI. These recommendations include integrating AI technology into curricula, offering technical training to boost students' confidence in using technology, and improving AI tools to meet students' expectations and needs. These suggestions will contribute to the broader application of generative AI in the educational field.

**Keywords:** Generative AI, expectation confirmation, AI self-efficacy, continuous intention

# **Introducing Low-Relevance Information and Its Inhibitory Effect on User Psychological Resistance: An Applied Study Based on the Elaboration Likelihood Model**

Yu-Yu Liu<sup>\*</sup>, Kuo-Chen Li and Shih-Ming Pi

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## **Abstract**

With the widespread adoption of recommendation systems in e-commerce and social media, effectively delivering content to enhance user acceptance has become a key challenge (Kaplan & Haenlein, 2010). This study, based on the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), examines the inhibitory effect of introducing low-relevance information in high-frequency push notification scenarios on user psychological resistance. The study hypothesizes that the moderate inclusion of low-relevance information may help reduce users' psychological defenses, encouraging them to process information through the peripheral route and thus diminishing resistance induced by repetitive or single-type content pushes (Dillard & Shen, 2005; Brehm, 1966).

Using a controlled experimental design, the study compares different combinations of push frequency and information relevance on user psychological resistance, acceptance, and satisfaction. Expected results suggest that in high-frequency push scenarios, the moderate introduction of low-relevance information significantly reduces psychological resistance and enhances user acceptance and satisfaction with recommended content. It is possible that information fatigue moderates the relationship between low-relevance information and psychological resistance, making the effect of the peripheral route more pronounced.

The aim of this research is to enrich the application of ELM in recommendation system design and to provide specific push notification strategy recommendations, helping businesses effectively reduce user resistance while enhancing user experience.

**Keywords:** Recommendation system, Elaboration Likelihood Model (ELM), information relevance, psychological resistance, information fatigue, push frequency, low-relevance information, user acceptance

# **The Application of Sentiment Analysis in Social Media Public Opinion Monitoring**

Wei-Hsiang Fang, Kuo-Chen Li and Shih-Ming Pi

Department of Information Management, Chung Yuan Christian University, Taiwan

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## **Abstract**

This paper investigates the role of sentiment analysis in understanding public opinion trends on social media platforms such as X, Instagram, and Facebook. It addresses the challenges of automating sentiment analysis due to the vast diversity of user-generated content and poses critical research questions regarding the effectiveness of traditional versus deep learning models, feature engineering techniques, and data visualization methods. Our methodology involves data collection through APIs and web scraping, followed by preprocessing, analysis using machine learning and deep learning techniques, and visualization of results. The expected outcomes aim to enhance public sentiment understanding, enabling brands to adapt their strategies effectively. Besides sentiment analysis, this research discusses generative AI as a means to predict consumer behavior with better efficacy. In studying historical purchase data and social media interaction, generative AI finds patterns indicative of a possible intent to buy in the near future. This predictive power can thus be utilized to enhance personalized shopping experiences where brands will offer based on what consumers will need. The expected outcomes are an enlarged understanding of the public sentiment while having actionable consumer behavior insights for brands; companies can thus adapt their effective strategy to enhance customer engagements that drive sales using advanced AI techniques.

*Keywords:* Sentiment analysis, social media, social media marketing, machine learning, generative AI

# **Applying DOI and UTAUT2 to Explore the Usage Intention of Benefit-Switching Credit Cards: A Case Study of Cathay United Bank's Cube Card**

Wei-Hong Chen and Hao-En Chueh\*

Department of Information Management, Chung Yuan Christian University, Taiwan

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## **Abstract**

In the highly competitive banking industry, banks have introduced differentiated credit card products to meet the diverse needs of consumers. The benefit-switching credit card is an innovative financial product that allows cardholders to flexibly select different benefit packages based on their needs. This study adopts Diffusion of Innovation (DOI) theory and the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) to explore the factors influencing consumers' usage intention of benefit-switching credit cards, with Cathay United Bank's Cube Card and its accompanying Cube App as the case study. Through an online survey, data will be collected regarding consumers' perceptions of factors such as product advantages, compatibility, and complexity, and their impact on usage intention. The expected findings of this study will provide valuable insights for financial institutions in product design and marketing strategy, thereby increasing market acceptance of such innovative financial products.

*Keywords:* Diffusion of innovation theory, extended unified theory of acceptance and use of technology, benefit-switching credit card, usage intention

# **A Study on Factors Affecting Intention to Continuous Use Generative AI in Music Creation**

Hung-Chun Tseng\*, Shih-Ming Pi, Kuo-Chen Li and Hao-En Chueh

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## **Abstract**

This study aims to explore the multiple factors influencing users' continued use of generative AI music creation software. The research model is constructed based on Expectation Confirmation Theory (ECT), Technology Acceptance Model (TAM), and subjective norms and perceived risk from the Theory of Planned Behavior (TPB). The research questions proposed in this study include: 1) How do users' perceived usefulness and perceived ease of use affect their satisfaction and intention to continue using the software? 2) How does confirmation influence users' perceived usefulness, perceived ease of use, and satisfaction? 3) How do perceived risk and subjective norms affect users' intention to continue using the software? 4) Does users' satisfaction directly influence their intention to continue using generative AI music creation software? This study contributes both theoretically and practically. The theoretical contribution lies in integrating multiple theoretical models to analyze the continued use intention of generative AI music creation software, filling a gap in the existing literature. The practical implications include providing references for developers of generative AI music creation software to help optimize product design and enhance user satisfaction. Additionally, the research results can support policymakers in formulating more effective copyright protection and privacy management policies, promoting the healthy development of generative AI technology.

*Keywords:* Generative AI, music creation, expectation confirmation theory, technology acceptance model, theory of planned behavior

# **Applying TAM and TPB to Explore Usage Intentions of Digital Reward Point Systems**

Yan-Lin Wu\* and Hao-En Chueh

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## **Abstract**

With the rapid development of digitization, digital reward point systems have become important tools for businesses to enhance customer loyalty and promote sales. This study combines the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to propose an integrated model, incorporating the perceived value and loyalty to explore consumers' usage intention towards digital reward point systems. In this study, we conduct a questionnaire survey on users who have used the Ocard digital reward point system. We collect data through online communities and employ Structural Equation Modeling (SEM) to validate the research model. Through analysis, this study can gain deeper insights into consumers' usage intentions for digital loyalty systems, providing businesses with strategies to optimize the design and promotion of their digital loyalty systems, thereby increasing customer engagement and loyalty to achieve enhanced brand competitiveness.

*Keywords:* Digital reward point system, technology acceptance model, theory of planned behavior, perceived value, loyalty

# **The Impact of Information Literacy and Learning Strategies on the Learning Effectiveness of Applying Generative AI**

Shu-Yu Hsu<sup>\*</sup> and Hao-En Chueh

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## **Abstract**

Generative artificial intelligence (AI) has wide applications in education field and has become an important research issue. The main purpose of this study is to explore the impact of information literacy and learning strategies on the learning effectiveness of applying generative AI to assist in learning programming. Learners with different information literacy levels have different abilities in information search, information evaluation and information use, also adopt different learning strategies when they use generative AI to assist learning. Therefore, learners' information literacy and learning strategies have significantly effect on their learning effectiveness when applying generative AI to assist learning. This study takes students taking programming courses in the Information Management Department of a university in Taiwan as the research subjects, using questionnaire survey, to find out the best learning strategies for learners with different information literacy levels when using generative AI to assist learning, thereby leveraging the potential of generative AI in education to achieve the best learning effectiveness, especially in technical areas such as programming.

*Keywords:* Generative artificial intelligence, information literacy, learning strategies, learning effectiveness, programming





## **Agenda**

**Jan. 15, 2025 (Wednesday)**

**Session B**

**13:30-15:40**

**Room: Kousai**

**Session Chair:** Ta-Cheng Chen

National Formosa University, Taiwan

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### **Using Machine Learning for Retail Product Sales Forecasting in Mass Merchandise Stores**

Meng-Hsuan Lin

Chung Yuan Christian University

### **Factors Influencing Business Intelligence Adoption in UAE Logistics Companies**

Sara Ahmed Alblooshi

DP World

Kamarul Faizal Hashim

University of Dubai

Felix B. Tan

Auckland University of Technology

Mahmoud El Hendy

General Directorate of Residency & Foreign Affair

### **Evolutionary Algorithm-Based Framework for Self-Improving Prompt Generation in Large Language Models**

Ta-Cheng Chen

National Formosa University

Yi-Chih Hsieh

National Formosa University

Yi-Xin Liu

National Formosa University

### **Influences on Young Adults' Financial Behavior and Literacy Through Innovative Financing Models and Management - Insights from Banking Services**

Newman Lau

The Hong Kong Polytechnic University

Dominic Leung

The Hong Kong Polytechnic University

Yuanyi Liao

The Hong Kong Polytechnic University

### **Impact of Data Utilization in Data Sharing Platforms on Business Management Optimization**

Shi-Yan Li

Chung Yuan Christian University

Su-Houn Liu

Chung Yuan Christian University

## **Agenda**

**Jan. 15, 2025 (Wednesday)**

**Session B**

**13:30-15:40**

**Room: Kousai**

**Session Chair:** Ta-Cheng Chen

National Formosa University, Taiwan

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### **Analysis of Critical Success Factors for Official Websites: A Case Study of the Real Estate Industry**

Po-Kai Hu

Chung Yuan Christian University

Hsiu-Li Liao

Chung Yuan Christian University

# Using Machine Learning for Retail Product Sales Forecasting in Mass Merchandise Stores

Meng-Hsuan Lin\*

Department of Information Management, Chung Yuan Christian University, Taiwan

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## Abstract

In today's competitive retail environment, driven by globalization and e-commerce growth, effective inventory management is critical for maintaining profitability. Machine learning offers a powerful solution for developing sales forecasting models that account for factors like economic conditions, seasonal trends, and promotional activities. Accurate forecasts allow retailers to optimize inventory, reducing excess stock and minimizing costs. This study uses a global retail dataset from Kaggle, covering 2015 to 2018, to forecast sales in mass merchandise stores. External factors include the Consumer Price Index (CPI), unemployment rates, oil prices, temperature, holidays, Consumer Confidence Index (CCI), and Producer Price Index (PPI), while internal factors focus on historical sales data. The research addresses three key questions: (1) Which features significantly influence retail product sales? (2) Which features most affect sales forecasting accuracy? (3) How can a dynamic sales forecasting model be developed using the most influential features? To answer these questions, this study employs machine learning techniques, including regression analysis and feature selection methods such as Random Forest, XGBoost, and Lasso regression. These algorithms will help identify the most important features and improve prediction accuracy. Cross-validation will be used to test and refine the model's performance. The resulting dynamic model will assist retailers in better managing inventory costs and provide marketing insights for optimizing promotional strategies based on demand forecasts.

*Keywords:* Machine learning, sales forecasting

# **Factors Influencing Business Intelligence Adoption in UAE Logistics Companies**

Sara Ahmed Alblooshi<sup>1</sup>, Kamarul Faizal Hashim<sup>2\*</sup>, Felix B. Tan<sup>3</sup> and Mahmoud El Hendy<sup>4</sup>

World Logistics Passport, DP World, UAE<sup>1</sup>

College of Engineering & IT, University of Dubai, UAE<sup>2</sup>

Faculty of Design & Creative Technologies, Auckland University of Technology, NZ<sup>3</sup>

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## **Abstract**

This study explores the adoption of Business Intelligence (BI) technology within logistics companies in the UAE, focusing on the motivations, benefits, and challenges that shape its implementation. Employing a qualitative methodology, semi-structured interviews were conducted with logistics professionals from top UAE logistics firms to understand how BI supports decision-making, enhances operational efficiency, and improves customer service. The findings reveal that BI adoption is primarily driven by the need for strategic decision-making and operational optimization, allowing companies to consolidate data for comprehensive insights, real-time monitoring, and predictive analytics. Respondents highlighted the significant role of BI in overcoming data silos and enhancing risk management, which collectively streamline decision-making processes. However, key challenges include data integration issues, high implementation costs, and resistance to change, underscoring the need for strong leadership support, data quality management, and compliance with regulatory standards. This study contributes valuable insights for both academia and practitioners, emphasizing the importance of aligning BI initiatives with organizational goals to maximize their strategic impact in the fast-paced logistics sector.

*Keywords:* Business intelligence adoption, logistics companies, UAE, content analysis, qualitative

# Evolutionary Algorithm-Based Framework for Self-Improving Prompt Generation in Large Language Models

Ta-Cheng Chen<sup>1\*</sup>, Yi-Chih Hsieh<sup>2</sup> and Yi-Xin Liu<sup>1</sup>

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Department of Industrial Management, National Formosa University<sup>2</sup>

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## Abstract

In recent years, with the rapid development of the field of Natural Language Processing (NLP), the rise of language models has significantly altered the landscape of NLP. Scaling up language models has not only improved their performance but also enhanced the efficiency of sample processing. However, merely increasing the size of models is insufficient to tackle challenging tasks such as arithmetic, common-sense reasoning, and symbolic reasoning.

Large Language Models (LLMs) can be regarded as general-purpose computers that execute specified programs through natural language prompts. Further exploration into how to use instructions generated by models to control the behavior and output content of LLMs has become a hot research topic, especially in shaping arithmetic reasoning techniques based on the logical foundation of natural language. LLMs offer the potential for few-shot learning, but past prompting strategies have had some drawbacks. These include manually designed prompting strategies lacking systematic and automated methods, some strategies being too task or domain-specific, overfitting issues, and requiring substantial human and time costs.

Hence, this research proposes an innovative evolutionary algorithm approach that uses the same LLM as a provider for generation, improvement, and feedback without additional training or reinforcement learning. This method generates new sub-agent prompts through selective random pairing and maintains diversity to overcome the problem of local optima.

The primary objectives of this study include constructing a self-referential self-improvement prompt evolution optimization method, validating it using the latest open databases to demonstrate its effectiveness. It is expected that the proposed method will outperform or be on par with existing approaches for solving such problems. This research aims to contribute new ideas and methods to the field of NLP, advancing the applications of large language models in various complex tasks while saving substantial amounts of supervised training and labeling data.

**Keywords:** Natural language processing, large language models, self-improvement, prompt evolution, evolutionary algorithm

# **Influences on Young Adults' Financial Behavior and Literacy Through Innovative Financing Models and Management - Insights from Banking Services**

Newman Lau\*, Dominic Leung and Yuanyi Liao

School of Design, The Hong Kong Polytechnic University, Hong Kong

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## **Abstract**

There is a rapid change taking place in the financial behavior of the young adults, due to the new developments in financial systems as well as the designs of banking services. With the new digital technologies, individuals aged 18-35 are now more exposed to adventurous financial products and services such as mobile banking, peer to peer lending, and other innovative lending solutions. Unfortunately, limited studies have been conducted to understand how such innovations impact on financial habits of young adults, for instance saving, spending, and investment behavior.

Based on behavioral finance theories, this research seeks to understand both responsible and impulsive financial practices with the use of the digital platforms. This is particularly relevant given that 99% of Gen Z and millennials do their banking on mobile app. This study also considers the sociocultural and economic aspects of the phenomenon such as social networks and peers within which young adults develop financial behaviors.

In the context of Hong Kong, with a high mobile penetration rate of 298.1% and very high level of digital interactions, this study also evaluates how young adults' preferences towards services are affecting the practices of traditional banks. It also considers the importance of financial literacy under the local context in promoting individual's belief in decision-making.

The findings of this research contribute the comprehension of the financial behavior among young adults in Hong Kong in this digitalized era. By incorporating growing importance towards the understanding of digital and traditional banking services, the aim is to look into the emergence of alternative forms of financing and how it shapes the young adults' financing activities.

**Keywords:** Design innovation, financial literacy, money management, financing model, financial journey

# **Impact of Data Utilization in Data Sharing Platforms on Business Management Optimization**

Shi-Yan Li\* and Su-Houn Liu

Department of Information Management, Chung Yuan Christian University, Taiwan

\*Corresponding Author: yohikodayo@gmail.com

## **Abstract**

This study, titled “The Impact of Data Utilization in Data Sharing Platforms on the Optimization of Business Management,” explores the role and value of data sharing platforms in business management. By employing a case study approach, it delves into the practical effects of these platforms on improving management efficiency. As businesses enter the digital age, they increasingly recognize the importance of data assets. However, effectively transforming data into actionable insights for management decisions remains a critical challenge. Therefore, this research aims to analyze how a specific company, after adopting a data sharing platform, leverages internal data to optimize management strategies, improve process efficiency, and enhance decision-making quality.

The study selects a particular company as a case to explore the changes it experienced after implementing a data sharing platform, focusing on the specific ways data is utilized in business management, such as data filtering, integration, and the use of visualization techniques. Through this, the study evaluates the positive impact of data sharing on the company’s performance. The findings reveal that with the data resources provided by the platform, the company was able to more accurately grasp its internal operational status and external market changes, thereby improving the efficiency of resource allocation and the flexibility of management decisions. After adopting the data sharing platform, the case company successfully enhanced communication and collaboration between departments.

In conclusion, this study emphasizes the importance of data sharing platforms in modern business management and highlights that their successful application requires alignment with internal data governance strategies and the enhancement of employees’ data literacy to fully unlock the value of data. It is hoped that this research can serve as a reference for companies when adopting data sharing platforms, promoting continuous optimization of management efficiency.

**Keywords:** Data sharing, business management optimization, data platform, data-driven decision making, data governance

# **Analysis of Critical Success Factors for Official Websites: A Case Study of the Real Estate Industry**

Po-Kai Hu\* and Hsiu-Li Liao

Department of Information Management, Chung Yuan Christian University, Taiwan

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## **Abstract**

This study investigates the critical success factors for real estate industry websites, focusing on how search engine optimization (SEO) and user experience (UX) design affect business conversions. By examining the official websites of Huahsiung Construction, Puyen Construction, and Jut Group, it evaluates SEO strategies, website design, and Google Analytics (GA) data. The research analyzes SEO tactics like keyword choice, content optimization, and external linking to assess their impact on organic traffic, and it also examines website design elements, such as navigation, interactivity, and page load speed, for their effects on visitor engagement and conversion. GA data further highlights performance differences across organic traffic, paid ads, and social media. This study provides strategic insights into the relationship between SEO and website functionality, helping real estate companies enhance visibility, user engagement, and conversion rates.

*Keywords:* Real estate websites, search engine optimization (SEO), user experience (UX) design, Google Analytics (GA), business conversion rate, website functionality, digital marketing strategy, organic traffic, brand visibility, sustainable growth



## **Agenda**

**Jan. 16, 2025 (Thursday)**

**Session C**

**09:20-12:00**

**Room: Bubaria**

**Session Chair:** Rong-An Shang

Soochow University, Taiwan

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### **Revealing the Interaction Between Technological Development and Capital Market: The Investigation of Semiconductor Industry**

Hsin-Yu Shih	National Chi Nan University
Hung-Chun Huang	National Chi Nan University
Tsung-Han Ke	National Chi Nan University

### **Reversible Watermarking for Encrypted Image Authentication**

Ya-Fen Chang	National Taichung University of Science and Technology
Wei-Liang Tai	National Taichung University of Science and Technology

### **Leveraging Artificial Intelligence for Supply Chain Sustainability: Expert System versus Human Decisions**

Chun-Der Chen	Ming Chuan University
Douglas Alexander Alfaro Salmeron	Ming Chuan University

### **Expert vs. Celebrity Endorsement: Analyzing the Impact of Influencer Marketing on Brand Image, Consumer Loyalty, and Repurchase Behavior**

Chih Ming Tsai	National Chin-Yi University of Technology
Tzu Ching Chao	Kang Chiao International School

### **The Impact of Taobao's Double 11 Shopping Festival Promotion Strategies on Consumer Purchasing Behavior**

Chih Ming Tsai	National Chin-Yi University of Technology
Hsin-Yu Lin	Shanghai High School International Division

## **Agenda**

**Jan. 16, 2025 (Thursday)**

**Session C**

**09:20-12:00**

**Room: Bubaria**

**Session Chair:** Rong-An Shang

Soochow University, Taiwan

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### **Exploring the Factors of KOL Selection for Hoteliers by the Delphi Method**

Hsin-Yeh Tsai

Shu-Te University

Tsung-Han Wu

National Kaohsiung University of Hospitality and  
Tourism/Shu-Te University

Chung-Ming Su

Shu-Te University

### **How the Context of Social Presence of Live Streaming Affects the Viewers' Donation Intention**

Rong-An Shang

Soochow University

Fang-Jung Lee

Quanta Computer Inc.

### **Implementation of an Intelligent Road System Assisted by Drones**

Yu-Chen Lin

National Taiwan University

Yu-Jou Lin

National Yang Ming Chiao Tung University

Hsuan-Yi Lin

National Tsing Hua University

# **Revealing the Interaction Between Technological Development and Capital Market: The Investigation of Semiconductor Industry**

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## **Abstract**

In technological management, the landscape undergoes constant shifts and disruptions due to ongoing changes in technological innovation. Previous research has highlighted various influences, encompassing scientific advancements, economic considerations, institutional variables, and unexplored social factors. This study uses econometric analysis to impact the technological management ecosystem and the broader macroeconomic environment. On methodology, we use maximum Lyapunov exponents as a metric to reveal the momentum and trajectory of technological innovation. Furthermore, we investigate the co-movement effect among the technological trajectory, the Philadelphia Semiconductor Index (SOX), and Nasdaq Index (IXIC)—key indicators in the stock market. This research contributes to a deeper comprehension of the intricate interplay between the ecosystem shaped by technological developments and the dynamics of capital markets in technological management.

*Keywords:* Technological development, technological trajectory, socio-technical system, capital market, semiconductor

# Reversible Watermarking for Encrypted Image Authentication

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## Abstract

Image authentication is the process of verifying whether or not an image has been manipulated or camouflaged. The image owner may not want to expose their privacy image content to public view. For privacy preservation, we propose a reversible watermarking scheme for encrypted image authentication. In our proposed scheme, the image owner can encrypt their image first before sending it to the cloud. The cloud service provider who does not know the original image content can embed the watermark into the encrypted image without destroying the original image. Our proposed scheme allows the cloud service provider to prove the originality and integrity of the original image by detecting the watermark. After the encrypted image authentication, the image owner can decrypt the watermarked encrypted image to original image without errors. Experimental results show the feasibility of the proposed method, which can provide efficient privacy-preserving authentication without degrading security.

*Keywords:* Reversible watermarking, privacy preservation, image authentication, encryption

# **Leveraging Artificial Intelligence for Supply Chain Sustainability: Expert System versus Human Decisions**

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## **Abstract**

Artificial intelligence has emerged as a transformative technology with the potential to significantly enhance supply chain sustainability. AI-driven solutions can provide insights that enable more efficient and effective decision-making, optimizing the balance between economic goals and environmental responsibilities. However, despite the promise of AI in enhancing supply chain sustainability, there is an ongoing debate regarding the efficacy and ethics of AI-driven expert systems compared to human decisions. The study aims to dissect the capabilities and challenges associated with AI-driven systems and compare them to traditional human decision-making processes within the supply chain context. By examining the design, implementation, and effectiveness of an AI Supply Chain Expert System, the study highlights AI's potential to significantly improve operational efficiency and sustainability outcomes. This study not only contributes to academic discussions on supply chain sustainability but also provides practical frameworks for organizations aiming to leverage AI technologies. Through this comprehensive analysis, this study advocates for a synergistic approach where AI enhances human capabilities, driving forward the evolution of sustainable supply chain management.

*Keywords:* Artificial intelligence, supply chain management, sustainability, AI-driven decision making, human-AI collaboration

# **Expert vs. Celebrity Endorsement: Analyzing the Impact of Influencer Marketing on Brand Image, Consumer Loyalty, and Repurchase Behavior**

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## **Abstract**

With the rise of social media platforms in today's age of digitalization, influencer marketing quickly gained popularity, adopted by businesses across different industries. The study aims to investigate the relationship between the two types of endorsement in influencer marketing, and how they impact brand image, consumer loyalty, and repurchase behavior specifically within the status quo of Taiwan, an area other studies have not yet explored. An online questionnaire was developed to test the hypotheses, and a total of 807 responses were collected. After filtering out invalid responses, the final sample size was reduced to 762. The data was then analyzed using confirmatory factor analysis (CFA) and structural equation modelling (SEM).

After analysis, the results indicate the following: Positive expert endorsement leads to celebrity endorsement ( $\beta=0.697$ ); Expert endorsement positively affects brand image ( $\beta=0.224$ ) and consumer loyalty ( $\beta=0.209$ ); Celebrity endorsement positively impact brand image ( $\beta=0.503$ ) yet impacts consumer loyalty negatively ( $\beta=-0.311$ ); Positive brand image impacts consumer loyalty ( $\beta=0.984$ ) and repurchase behavior ( $\beta=0.230$ ) positively; and enhanced consumer loyalty leads to sustained positive repurchase behavior ( $\beta=0.675$ ). The findings highlight the complex interplay of the five constructs in a new geographic market and provides a two-staged managerial implication to assist business managers to adopt an integration of expert and celebrity endorsements in order to secure a large and diverse customer base in the Taiwanese market.

**Keywords:** Influencer marketing, brand image, consumer loyalty, repurchase behavior

# **The Impact of Taobao's Double 11 Shopping Festival Promotion Strategies on Consumer Purchasing Behavior**

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## **Abstract**

During shopping festivals, sellers often use multiple promotion strategies to increase their product's attractiveness to consumers. Much research has investigated the relationship between these strategies and consumer purchase behavior, but few focus specifically on Taobao's Double 11 shopping festival. Based on the Stimulus-Organism-Response (SOR) model, this study identifies three promotion strategies (stimulus) used by the Taobao platform and its sellers and their resulting impact on consumers' cognitive process (organism) and purchase behavior (response). Measured by the partial least squares structural equation modeling (PLS-SEM), data results conducted from 253 questionnaires validate the impacts of promotional strategies on cognitive processes: coupons and discounts on mental accounting and the reward system, livestreaming on the scarcity bias principle, and gamification on mental accounting and the scarcity bias principle. Moreover, the positive influences of cognitive processes on consumer's purchase behavior are confirmed. That is, mental accounting encourages hedonic consumption, while the scarcity bias principle and the reward system reinforce impulsive purchase. With the results of this study, the Taobao platform and sellers can improve their promotion strategies during Double 11 to enrich the product's valuableness and attractiveness, hence increasing consumer's purchase intention. Based on the targeted consumer population, various promotion strategies can be developed. For instance, if the product relies on impulsive purchases, then the scarcity bias principle would be an organism experienced by consumers. To target this, Taobao can introduce more live-streaming events to this product. However, live-streaming effectiveness can be affected by various factors such as the popularity of streamers. Hence, the platform and its sellers should weigh the costs and benefits before deciding on the utilization of promotion strategies.

**Keywords:** Taobao promotion strategies, consumer cognitive process, hedonic consumption, impulsive purchases, double 11 shopping festival

# Exploring the Factors of KOL Selection for Hoteliers by the Delphi Method

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## Abstract

This study aims to investigate how hoteliers can effectively select KOLs (Key Opinion Leaders) in their digital marketing strategies, and to establish a specific framework of KOL selection indicators by using the Delphi Method to collect opinions from hotel industry experts. According to the results of the study, there was a high degree of consensus among the experts on the indicators of “Information Dissemination” (mean score of 4.25), “Affinity” (4.30), “Hospitality Experience and Background” (4.15), “Cooperation Experience” (4.25), “Conversion Rate” (4.00), and “Target Audience” (4.33), which showed that these indicators are critical and stable in KOL selection. In addition, some indicators with scores lower than 3 (e.g., “Creative Thinking” and “Crisis Resilience”) were excluded due to disagreement among experts. This study constructs a systematic KOL selection model by filtering and optimizing the indicators, which helps hoteliers to select KOLs more accurately to meet the brand positioning and market demand, so as to enhance brand competitiveness and marketing effectiveness. The results of this study not only provide practical guidelines for the hotel industry, but also help academics to expand their theories in the field of digital marketing.

*Keywords:* KOL, Delphi method, digital marketing strategy, hotel marketing



# **How the Context of Social Presence of Live Streaming Affects the Viewers' Donation Intention**

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Quanta Computer Inc., Taiwan<sup>2</sup>

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## **Abstract**

Online live streaming removes the geographical limitations between performers and audiences and has become an essential form of performance. The viewers' donation is a significant source of income for online live streamers. Because voluntary donation violates economic rationality assumptions, why people donate or sponsor the streamers has been a critical issue for developing the live-streaming business model. Previous studies are usually based on the social exchange theory to explain donation as a reciprocal behavior. However, the studies of street performance indicate that the obligation of reciprocity does not evoke automatically; it is brought by the social context constructed by both the performer and the other viewers. To explore the impacts of the viewers' perceived social context in online live-streaming, we proposed a model to show how the social presence in a live-streaming environment, including the performer's and platform's social presence, affects the enjoyment one experiences, and then affect the viewers' reciprocity intention and desire for attention, and their donation intention. An online survey was conducted to test the model, and the results show that in addition to the reciprocity intention, social presence and the desire for attention play an essential role in determining donation intention.

*Keywords:* Online live-streaming, donation intention, social presence, desire for attention, reciprocity

# Implementation of an Intelligent Road System Assisted by Drones

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## Abstract

This study pioneers the integration of the YOLOv7 model with drone imagery for road pothole detection, combining virtual data generation with field data collection to improve practical applicability. Using drones, diverse road images were captured across various scenarios, with features like potholes and cracks manually annotated and converted into YOLOv7-compatible files. The dataset includes a wide range of image characteristics, such as pothole size, shape, and distribution, enhancing the model's adaptability to complex real-world conditions.

A supervised machine learning approach was employed to analyze flexible pavement damage, requiring a large and varied dataset to build a robust predictive model. To this end, both self-collected images and publicly available datasets were used, ensuring diversity and representativeness to boost accuracy. The self-collected dataset includes field images from an industrial park and 324 images gathered via Google searches. Additionally, a publicly available dataset of 1,804 pothole images was incorporated to further enrich data sources.

In July 2024, this research was extended to Thailand's Chonburi Industrial Estate to validate the method's applicability and effectiveness across diverse regions and environments.

*Keywords:* YOLOv7 model, pothole detection, drone image recognition, supervised machine learning

## **Agenda**

**Jan. 16, 2025 (Thursday)**

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**Room: Bubaria**

**Session Chair:** Cheng-Kiang Farn

Chung Yuan Christian University, Taiwan

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### **Exploring the Impact of Service Flow on Subjective Well-being: A Case Study of the Chinese Professional Baseball League**

Yi-You Duncan Yang                      Yuan Ze University

Hua-Hung Robin Weng                      Yuan Ze University

### **Empowering Young Professionals: Enhancing Digital Platforms for Investment Growth in Hong Kong's Evolving Banking Sector**

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Mohana Das                      The Hong Kong Polytechnic University

Long Sing Cheuk                      The Hong Kong Polytechnic University

Newman Lau                      The Hong Kong Polytechnic University

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### **Impact of Recent Sino-US Relationship Changes on Taiwan's Trade: Contextual Analysis of the US-China Trade War and Research on Taiwan's Industrial Response Strategies**

Hsuan-Sheng Wu                      National Sun Yat-sen University

### **An Analysis of the Impact of Short-Form Content on Adolescent Development**

Chih Ming Tsai                      National Chin-Yi University of Technology

Roy Hu                      Hong Kong International School

### **An Analysis of South Korean Women's Participation in the Labor Market Under Sustainable Development Goals (SDGs) Initiatives**

Ying-Ting Ho                      National Sun Yat-sen University

### **Comparative Analysis of the Carbon Trading Markets in Taiwan and Japan**

Shun-Jen Pai                      National Sun Yat-sen University



# **Exploring the Impact of Service Flower on Subjective Well-being: A Case Study of the Chinese Professional Baseball League**

Yi-You Duncan Yang and Hua-Hung Robin Weng\*

College of Management, Yuan Ze University, Taiwan

\*Corresponding Author: RobinWeng@saturn.yzu.edu.tw

## **Abstract**

The Chinese Professional Baseball League has a 35-year history. As time progresses, spectators no longer attend games solely to watch the matches but also to experience additional services provided by the teams. In recent years, cheerleading squads have become one of the primary reasons fans are attracted to the stadiums, contributing significantly to Taiwan's baseball culture. This research aims to figure out whether the game itself or the cheerleading squad is the main attraction for spectators. This study aims to conceptualize 'baseball games' as product knowledge and 'cheerleading support' as product involvement. The primary objectives are to investigate how game knowledge and cheerleading involvement influence the auxiliary services within the Service Flower concept, a term we use to describe the comprehensive set of services and experiences offered to spectators, and, subsequently, to examine the impact of these auxiliary services on subjective well-being.

After conducting statistical analyses and experimental validation, this research found that both game knowledge and cheerleading involvement have significant effects on the service flower. The service flower, in turn, has a considerable impact on subjective well-being. However, the consultation and safekeeping within the service flower did not have a substantial influence on subjective well-being. These findings can provide professional sports teams with a blueprint for future development and growth.

*Keywords:* Service flower, product knowledge, product involvement, subjective well-being

# **Empowering Young Professionals: Enhancing Digital Platforms for Investment Growth in Hong Kong's Evolving Banking Sector**

Yuanyi Liao, Mohana Das\*, Long Sing Cheuk, Newman Lau and Dominic Leung

School of Design, The Hong Kong Polytechnic University, Hong Kong

\*Corresponding Author: mohana.das@connect.polyu.hk

## **Abstract**

The financial behavior of young professionals is swiftly transforming globally, shaped by innovative financing models and advances in banking service design. As digital transformation reshapes the financial landscape, young professionals (age 26-35) are increasingly engaging with novel financial products and services such as mobile banking apps, peer-to-peer lending, and alternative financing models. This study investigates the ways in which these innovations are transforming savings habits, spending patterns, investment choices, and overall financial literacy, with a particular emphasis on Hong Kong (HK) banking sector.

The research examines how the convenience and accessibility of financial services through digital platforms might encourage both responsible and impulsive financial practices. Based on HK, this research evaluates how traditional banking services are adapting to cater to the preferences and needs of younger generations while also highlighting the crucial role in empowering informed decision-making through financial and digital literacy.

The study also considers the impact of sociocultural and economic factors, such as peer influence and social media, on the financial behaviors of young adults in an Asian setting. Using a mixed-methods approach, the study provides several target-population specific suggestions to improve the digital platforms in HK, taking BEA Digital Platform as case example. By integrating insights from banking services and examining the rise of innovation financing models, this research contributes to a deeper understanding of how young adults in HK are navigating financial decisions in the digital age.

*Keywords:* Banking industry, digital banking platform, financial behavior, young professionals, Hong Kong

# **Impact of Recent Sino-US Relationship Changes on Taiwan's Trade: Contextual Analysis of the US-China Trade War and Research on Taiwan's Industrial Response Strategies**

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## **Abstract**

The escalating technological tensions between the United States and China have profound implications for global trade dynamics, particularly affecting Taiwan's economic landscape. This paper examines the multifaceted impact of the U.S.-China technology war on Taiwan's trade by employing a comprehensive research framework that includes situational analysis, industrial competition strategies, and political risk assessment. Through an exploration of four potential scenarios—bipolar confrontation, U.S. offensive strategies, U.S. suppression tactics, and technological coexistence—the study elucidates the varying degrees of influence on Taiwan's trade relations and industrial competitiveness. The findings suggest that Taiwan must navigate these turbulent waters by diversifying its trade partnerships, investing in innovation, and enhancing its political resilience to mitigate adverse effects.

*Keywords:* U.S.-China technology war, Taiwan trade, industrial competition, political risk, global trade dynamics

# **An Analysis of the Impact of Short-Form Content on Adolescent Development**

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Hong Kong International School, Hong Kong<sup>2</sup>  
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## **Abstract**

The main objective of this study is to determine how the rise of short-form content (Instagram Reels, TikTok, YouTube Shorts, etc.) has impacted the development of teenagers and adolescents. Previous studies have determined that the increased usage of social media has caused mental health issues, addiction, and overall decreased well-being for teenagers, and as short-form content is the newest development in the industry, understanding the effects is crucial to protection and better practices. Using the S-O-R model, this study identified relationships between attention span, content retention, and cognitive and emotional factors, which are the main constructs of this study, and then used PLS-SEM to verify the proposed framework. Data collection was done using a quantitative survey structured around the Likert scale and had a sample size of 249 across numerous countries and regions. From the data, we are determined that our six initial hypotheses were significant. This indicates that short form content has a clear negative effect on attention span, content retention and cognitive/emotional factors, as well as that all three of these factors when negatively impacted, will harm the development of teens and adolescents, specifically causing a deterioration in their self-image/self-esteem, interpersonal relationships, and personal wellbeing. These findings can be used to further study how social media and the new attention economy have negatively affected teenage consumption patterns, and can also be used to push for the investigation of social media creation and how to design new functions and technologies to be better for adolescent development.

*Keywords:* Short-form content, attention span, content retention, cognitive and emotional development, adolescent development



# **An Analysis of South Korean Women's Participation in the Labor Market Under Sustainable Development Goals (SDGs) Initiatives**

Ying-Ting Ho\*

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\*Corresponding Author: [sgi5500255@gmail.com](mailto:sgi5500255@gmail.com)

## **Abstract**

This study explores the participation of South Korean women in the economic labor market under the Sustainable Development Goals (SDGs) initiative. As global emphasis on gender equality and women's economic empowerment grows, the South Korean government has recently implemented a series of related policies, particularly within the SDGs framework, focusing on enhancing both the quality and quantity of the female workforce to address the increasingly pressing issue of labor shortages. South Korean women's overall educational attainment continues to rise, and they demonstrate high levels of professionalism, stability, and responsibility in the workplace, becoming a crucial resource for bridging labor market gaps.

This study analyzes South Korea's female labor market from 2013 to 2023, followed by an examination of the policies and strategies adopted by the South Korean government to increase female labor participation rates. These measures include providing childcare support, enforcing gender equality regulations, and promoting flexible working arrangements. To better understand the impact of these policies, this study also investigates how South Korean companies, incentivized by government subsidies and tax benefits, actively increase female employment rates and improve workplace environments to support women's continuous employment, thereby enhancing the economic contribution of the female labor force.

By examining South Korean policies on women's labor participation and corporate strategies, this study aims to offer insights for other countries in promoting gender equality and fostering women's economic participation, as well as to provide concrete recommendations for the international community in achieving SDGs-related objectives.

**Keywords:** Sustainable Development Goals (SDGs), labor market, gender equality

# **Comparative Analysis of the Carbon Trading Markets in Taiwan and Japan**

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## **Abstract**

With the worsening global climate change problem, the carbon trading market has become an important tool for reducing greenhouse gas emissions. Governments around the world are actively promoting the carbon market and using it to achieve emission reduction targets. Taiwan and Japan have both established carbon trading markets and play important roles in the global carbon market. However, there are significant differences between the two countries in terms of the background to the establishment of the carbon trading market, the mode of operation, the legal framework, and the market development process. Comparing the policies and development of the carbon trading markets in Taiwan and Japan will help to understand the respective challenges, opportunities, and future development directions, and provide a reference for Taiwan's future carbon trading market reform.

*Keywords:* Carbon credit, net zero carbon emissions, carbon trading

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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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During the conference, an LCD projector, screen and laptop (notebook) computer will be provided for each meeting room. Any additional equipment needed is at the discretion of the presenter, and it will be his or her responsibility to provide the extra equipment.

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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 BELTEMPO (East Wing, 1F).

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