

# The 2024 International Conference on E-business, Management and Economics (ICEME 2024)

2024 年电子商务、管理与经济国际会议

## 2024 International Conference on Business and Economics Research (ICBER 2024)

2024 年商业与经济研究国际会议

Beijing, China | 19-21 July, 2024

中国北京 | 2024 年 7 月 19-21

Organized by 主办单位



北京工业大学  
BEIJING UNIVERSITY OF TECHNOLOGY

Patrons 赞助单位



聖若瑟大學  
UNIVERSITY OF  
SAINT JOSEPH

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## TABLE OF CONTENTS

Welcome Address.....	1
Conference Committee .....	2
Conference Venue .....	6
Introduction of BJUT .....	6
Conference Venue .....	7
Guidelines of Presentations .....	8
Agenda Overview .....	10
Conference Speakers .....	15
Technical Sessions .....	32
Technical Session 1: Business Informatization and the User Acceptance.....	32
Technical Session 2: Digital Economy and Business Innovation .....	34
Technical Session 3: Enterprise Management and Organizational Behavior .....	36
Technical Session 4: Enterprise Digital Transformation and the Related Impacts.....	38
Technical Session 5: E-Commerce and Consumer Behavior of Online Shopping.....	40
Technical Session 6: Applied Economics and Econometrics .....	42
Technical Session 7: Information Technology and Computational Modeling in Supply Chain and Decision Management .....	44
Technical Session 8: Live Streaming Marketing and Social Commerce .....	46
Online Session 1.....	48
Online Session 2.....	50
Online Session 3.....	52
Online Session 4.....	54
Online Session 5.....	56
Online Session 6.....	58
Contact Information .....	60
Memo .....	61

## Welcome Address 欢迎致辞

The 2024 International Conference on E-business, Management and Economics (ICEME 2024) and 2024 International Conference on Business and Economics Research (ICBER 2024) will be held at BJUT SCI-TECH BUILDING, Beijing, China during 19-21 July, 2024 is organized by Beijing University of Technology and technical supported by University of Saint Joseph, Macau, China. The conference agenda is designed by a diverse group of expert committee members. It addresses the most significant questions in the areas of entrepreneurship, business administration, quality management, energy economics, international taxation, and more. Our prestigious panel of speakers will guide the discussion for maximum engagement, offering you a unique opportunity to learn from your peers from all around the world.

We would like to extend our heartfelt gratitude to everyone who contributed to the success of the conference. We especially thank our program committee members for their meticulous review of all submissions, which was crucial to the conference's success. Additionally, we appreciate the organizing committee members and volunteers for dedicating their time and efforts to planning, promoting, organizing, and assisting with the conference.

This year we are honored to welcome four distinguished keynote speakers: Prof. J. Alberto Aragon-Correa, University of Granada, Spain; Prof. Xu Chen, University of Electronic Science and Technology of China, China; Prof. Lin Xiu, University of Minnesota – Duluth, USA; Assoc. Prof. Siew H. Chan, University of North Georgia, USA, and eight Invited speakers: Prof. Guangming Cao, Ajman University, United Arab Emirates; Prof. Jenny Oliveros Lao Phillips, University of Saint Joseph (USJ), China; Assoc. Prof. Fang Zhao, Siena College, USA; Assoc. Prof. Mitsunori Hirogaki, Kyushu University, Japan; Assoc. Prof. Karoly Miklos Kiss, University of Pannonia, Hungary; Assoc. Prof. João Alexandre Lobo Marques, University of Saint Joseph, China; Assoc. Prof. Shu Yu, Dalian Polytechnic University, China; Prof. Boo Ho Voon, Universiti Teknologi MARA Sarawak, Malaysia.

As the organizer, Beijing University of Technology (BJUT) is recognized as one of the Project 211 universities. The University has established a multidisciplinary academic structure, offering a variety of programs and is involved in diversified research in the fields of Science, Engineering, Economics, Management, Liberal Arts, and Law. Beijing University of Technology is located in the southeastern Beijing and was founded in 1960 with five engineering departments. In 1981, Beijing University of Technology formed the graduate school, in 1985, the school started granting the Doctoral degrees with international standard.

We sincerely hope that all attendees will find the three-day conference to be a positive and enjoyable experience.

ICEME 2024 & ICBER 2024  
Conference Local Chair  
Yongan Zhang  
Beijing University of Technology, China

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 Hossein Yousefi, Islamic Azad University Kermanshah Branch, Iran  
 Karoly Miklos Kiss, University of Pannonia, Hungary  
 Kelvin Leong, University of Chester, UK  
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 Maria Petrescu, France/Colorado State University Global, USA  
 Mohd Norfian Alifiah, Universiti Teknologi Mara (UiTM), Malaysia  
 Poon Wai Ching, Monash University, Malaysia  
 Qunfeng Liao, Oakland University, USA  
 Ruijun Wang, School of Economics, Sichuan University, China  
 Ryle S. Perera, Macquarie University, Australia  
 Seng Fat Wong, Alfred, University of Macau, China

Siti Halijah Shariff, Universiti Teknologi MARA, Malaysia  
 Tamara Floričić, Juraj Dobrila University of Pula, Croatia  
 Tan Khay Boon, Singapore Institute of Management, Singapore  
 Xiaobing Feng, Shanghai University of International Business and Economics, China  
 Yang Hao-Wei, Chaoyang University of Technology, China  
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 Ziqing Wang, Sheffield Hallam University, Sheffield, UK  
 Norhidayah Azman, Management and Science University, Malaysia  
 Zoran Wittine, The University of Zagreb, Croatia  
 Taqadus Bashir, National Skills University Islamabad, Pakistan  
 Fathmath Muna, Management and Science University, Malaysia  
 Ning Wu, Brunel University London, UK  
 Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura, Sri Lanka  
 Qian Song, Rochester Institute of Technology, USA  
 Pailin Trongmateerut, Thammasat University, Thailand  
 Suparak Janjarasjit, Khon Kaen University, Thailand  
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 Pailin Trongmateerut, Thammasat University, Thailand  
 Suparak Janjarasjit, Khon Kaen University, Thailand



## Introduction of BJUT 北工大简介



北京工业大学  
BEIJING UNIVERSITY OF TECHNOLOGY



In 1960, Beijing University of Technology (BJUT) was established in the southeast industrial area of Beijing, bearing the mission of providing the capital city with engineering talents to serve the new high-level, high-precision and advanced industrial system. Following the principle of "Rooted in Beijing, Serving Beijing, Inspiring China and Embracing the world", BJUT has pioneered a development path with its own characteristics.

In 1981, BJUT was approved as one of the first universities in China to confer Master's Degrees. In 1985, BJUT was approved to confer Doctoral Degrees. In 1996, BJUT entered the list of key universities in the national "211 Project". In 2008, BJUT successfully held the badminton and gymnastics events of the Beijing Olympic Games. In 2017, BJUT officially entered the list of universities in the national "Double First-Class" Initiative.

Today, BJUT has developed into a high-level multi-disciplinary research university providing programs in science, engineering, economics, management, literature, law, art and education, with engineering as a core focus. Currently, BJUT has 3 national key disciplines, 21 Beijing municipal key disciplines, 72 undergraduate programs, 33 master's degree programs, 20 doctoral degree programs and 18 post-doctoral research centers. 10 disciplines entered Top 500 of the 2020 QS World University Rankings by Subject. 10 disciplines including Engineering, Materials Sciences, Chemistry, Environment & Ecology, Computer Science, Biology & Biochemistry, General Social Sciences, Physics, Geosciences, and Clinical Medicine entered Top 1% of the ESI Rankings, among which Engineering ranked Top 1‰.

BJUT adheres to the principle of "strengthening the university through talents". By introducing and cultivating talents at the same time, BJUT has fostered a sound mechanism and a favourable environment for the introduction and cultivation of talents, and gradually built a large top-notch talent team with reasonable structure and high quality. Currently, BJUT has over 3,311 faculty and staff including 731 doctoral supervisors and 1,692 master supervisors. BJUT has 2 members of the Chinese Academy of Sciences, 8 members of the Chinese Academy of Engineering, and 1 member of the Chinese Academy of Social Sciences. A new era brings new missions. For decades, BJUT people have stayed true to its mission and forged ahead through all difficult times. Standing on the new starting point, upholding the motto of "Persistent Striving the Principle, Pursuit of Innovation the Path" and seizing the opportunity of the national "Double First-Class" construction plan, with the goal of building a world-class university, BJUT is ready to write brilliant new chapters as we chase our centenary dream.



## Conference Venue 会场信息



### BJUT SCI-TECH BUILDING 北工大科技大厦

100 Pingle yuan Street, Chaoyang, 100124 Beijing, China

北京市朝阳区平乐园 100 号（北京工业大学南门西侧）

<http://www.gongda-jianguo.cn/>

Tel: 010-59102062; Fax: +86-10-59102055

BJUT SCI-TECH BUILDING is located a 12-minute drive from China World Trade Center and Guomao Commercial Area. The stylish hotel offers a health club, free parking and free internet. Spacious guest rooms at Rongshi Rongshi International Exchanges Center are fully air conditioned and feature a modern interior. Each well-furnished room has an electric teakettle, ironing facilities and a flat-screen TV with cable channels. Hotel Grand Gongda Jianguo has a well-equipped fitness center. Laundry and dry cleaning services are offered.

The hotel has a tour desk to assist guests with travel arrangements and ticketing. Fu Yuan Cafe serves a wide variety of international and Asian dishes. Japanese and Chinese food can be tasted at Wan Shi Chuan Japanese Restaurant and Tainan Fu Cheng Chinese Restaurant respectively. BJUT SCI-TECH BUILDING is a 10-minute drive from the Antique Market. It is 27 miles from Beijing Capital Airport and will take around 40-50 minutes by taxi.

简介: 北工大科技大厦座落在环境优美的北京工业大学校园内, 紧邻 CBD 中心区及配套商业设施区, 距 2008 北京奥运会羽毛球及艺术体操比赛场馆步行仅 5 分钟, 位置优越, 交通便利。酒店时尚现代的商务标准间, 温馨惬意的商务套间将会给宾客带来不同的旅途享受。挑高的饭店大堂环境幽雅, 独特的大堂酒吧各类世界名酒与饮料, 口味纯正的日本料理, 专业 SPA 与健身中心, 是宾客商务旅行、休闲娱乐的理想之所。

## Guidelines of Onsite Sessions 现场参会指南

### Oral Presentation 口头汇报

- Each presentation will last for 15 minutes. Please arrange your time appropriately. You will be given 12 minutes to present your work and 3 minutes to answer questions from the chairs and audience.
- Please attend 15mins before the sessions start. Your punctual arrival and active involvement in each session will be highly appreciated.
- Get your presentation Slides or PDF files prepared and backed up.
- Laptops, projector & screen, laser sticks will be provided by the conference organizer.

### Dress Code 着装规范

- Please wear formal clothes or clothing with ethnic characteristics.

### Important Notes 重要事项

- **Please take care of your belongings during the conference. The conference organizer does not assume any responsibility for the loss of personal belongings of the participants.**
- Please wear your participation badge during the conference. There will be NO access for people without a badge. NEVER discard your badge at will.
- Accommodation is not provided. Delegates are suggested make early reservation.
- Please show the badge and meal coupons when dining.
- Please mute your phone and keep quiet during the conference.

### Photo Live

Please scan the QR code to get conference photos.

扫码查看会场照片



## Guidelines of Online Sessions 线上报告指南

### Time Zone 时区

- **Jul. 21<sup>st</sup> (Beijing Standard Time - GMT+8)**
- Please set up the alarm to remind yourself for the real-time test and presentation.
- Join the Test Session before the Formal Session
- Prior to the formal meeting, presenters shall join the test room to ensure everything is on the right track. Please check your test time in this program. Please mute when you enter the zoom.

### ZOOM ID

- Online Session Test (Find the details in Agenda Overview)
- General Users Download: <https://zoom.us/download>
- Zoom information:
- Room A: 854 3956 9291      Password: Beijing
- <https://us02web.zoom.us/j/82385958553>
- Room B: 823 8595 8553      Password: Beijing
- <https://us02web.zoom.us/j/85439569291>

### Equipment & Environment Needed 设备环境需求

- A computer with internet connection and camera
- Headphones
- Quiet Location
- Stable internet connection
- Proper lighting and background

### Language 语言

- Please make presentation in English. Please feel free to discuss in English or during Q&A.

### Presentation Recording and Broadcasting 报告录制

- The photograph(s) or video or audio recording(s) will be taken by the conference organizer. It will be used for publication review.
- Do not record other presenters' presentations nor distribute them or share with anyone unless the presenter gives written consent or agrees. Failure to do so will be considered a serious academic violation subject to disciplinary/ lawful action.

## Agenda Overview 日程概览

### Conference Date

- July 19-21, 2024
- Jul. 19: Registration (Conference Materials Collection); Online Testing
- Jul. 20: Keynote Speeches, Invited Speeches, Parallel Sessions
- Jul. 21: Online Invited Speeches& Online Parallel Sessions

19 July   GMT+8		
Time	Event	Venue
10:00-12:00	Online Testing	Room A: 854 3956 9291 Password: Beijing
12:00-16:00	Registration	Lobby Floor/SCI-TECH BUILDING
20 July   GMT+8 BJUT SCI-TECH BUILDING 北工大科技大厦		
Time	Event	Venue
9:00-9:10	Opening Remarks& Welcome Address	Boxue Room 博学厅 3F
9:10-12: 10	Keynote Speeches	
12:10-13:30	Lunch (Buffet)	1F / Fusion Court Cafe (馥苑咖啡厅)
13:30-14:10	Invited Speeches	3F
14:20-18:45	Technical Sessions	3F
19:00-21:00	Dinner (Table Meals)	2F / Huaming Lou (花明楼)
21 July   GMT+8 Online Room A 854 3956 9291 Password: Beijing Room B 823 8595 8553 Password: Beijing		
Time	Event	
9:30-10:30	Online Invited Speeches Online Technical Sessions	
10:30-12:15		
12:00-13:30	Lunch	
13:30-17:45	Online Technical Sessions	

## Day 1 | July 19, 2024 | Friday

Time	Activity	Zoom Info.
10:00-12:00	Online Testing	Room A: 854 3956 9291 Password: Beijing
Time	Activity	Venue
12:00-16:00	Sign-in and Conference Kit Collection	Lobby Floor 大堂

## Day 2 | July 20, 2024 | Saturday

Room A: 854 3956 9291      Password: Beijing

Time	Activity		Venue
Chaired by: Prof. Wanqiu Wang, Beijing University of Technology, China			
09:00-09:05	Opening Remarks	<b>Prof. Yongan Zhang</b> Beijing University of Technology, China <b>Prof. Thomas Hanne</b> University of Applied Sciences and Arts Northwestern, Switzerland	3F/Boxue Room (博学厅)
09:05-09:10	Welcome Address	<b>Prof. Huizheng Liu</b> Beijing University of Technology, China Vice-president of College of Economics and Management of BJUT	
09:10-09:50	Keynote Speech 1	<b>Prof. J. Alberto Aragon-Correa</b> University of Granada, Spain <i><b>Speech Title:</b> Evolving Metrics: From Traditional Assessments to Big Data Analytics in Measuring Firm Environmental Performance</i>	
9:50-10:30	Keynote Speech 2	<b>Assoc. Prof. Siew H. Chan</b> University of North Georgia, USA <i><b>Speech Title:</b> AI or Human? Opportunities and Challenges</i>	
10:30-10:50	Group Photo &Coffee Break		
10:50-11:30	Keynote Speech 3	<b>Prof. Lin Xiu</b> University of Minnesota – Duluth, USA <i><b>Speech Title:</b> The Impact of AI on Talent Management</i>	
11:30-12:10	Keynote Speech 4 (Online)	<b>Prof. Xu Chen</b> University of Electronic Science and Technology of China, China	

		<b>Speech Title:</b> Supply Chain Management with Blockchain	
12:10-13:30	Lunch		1F/Fusion Court Cafe (馥苑咖啡厅)
13:30-14:00	Invited Speech 1	<b>Prof. Guangming Cao</b> Ajman University, United Arab Emirates <b>Speech Title:</b> The Intricate Connections between Digital Strategy, Absorptive Capacity, Digital Technology Use, and Digital Innovation	3F/Boxue Room I 博学厅 I
	Invited Speech 2	<b>Assoc. Prof. Karoly Miklos Kiss</b> University of Pannonia, Hungary <b>Speech Title:</b> Large Intra-Industry Productivity Gaps Between Firms: Can They Persist and What Can Reduce Them?	3F/Boxue Room II 博学厅 II
	Invited Speech 3	<b>Assoc. Prof. Fang (Jenny) Zhao</b> Siena College, USA <b>Speech Title:</b> Preliminary Analysis of Economic Policy Uncertainty and Bank Interest-rate Derivatives	3F/Rixin Room 日新厅
	Invited Speech 4	<b>Assoc. Prof. Shu Yu</b> Dalian Polytechnic University, China <b>Speech Title:</b> Exploring the Impact of Overqualification among New Generation Employees on Proactive Change Behavior	3F/Siyuan Room 思源厅
14:00-14:20	Coffee Break		3F/ Foyer 博学厅外
14:20-16:20	Technical Session 1	<b>Topic:</b> Business Informatization and the User Acceptance <b>Session Chair:</b> Associate Prof. Bo Yu, Dalhousie University, Canada	3F/Boxue Room I 博学厅 I
	Technical Session 2	<b>Topic:</b> Digital Economy and Business Innovation <b>Session Co-chairs:</b> Assoc. Prof. Rui Peng, Beijing University of Technology, China Dr. Jing Wang, Communication University of China, China	3F/Boxue Room II 博学厅 II
	Technical Session 3	<b>Topic:</b> Enterprise Management and Organizational Behavior <b>Session Chair:</b> Prof. Lin Xiu, University of Minnesota – Duluth, USA	3F/Rixin Room 日新厅
	Technical Session 4	<b>Topic:</b> Enterprise Digital Transformation and the Related Impacts <b>Session Chair:</b> Assoc. Prof. Meng Song, Beijing University of Technology, China	3F/Siyuan Room 思源厅
16:20-16:30	Break		



16:30-18:45	Technical Session 5	<b>Topic:</b> E-Commerce and Consumer Behavior of Online Shopping <b>Session Chair:</b> Assoc. Prof. Stavroula Kalogeras, Heriot-Watt University, United Arab Emirates	3F/Boxue Room I 博学厅 I
	Technical Session 6	<b>Topic:</b> Applied Economics and Econometrics <b>Session Chair:</b> Dr. Sami Mejri, Khalifa University, United Arab Emirates	3F/Boxue Room II 博学厅 II
	Technical Session 7	<b>Topic:</b> Information Technology and Computational Modeling in Supply Chain and Decision Management <b>Session Chair:</b> Assoc. Prof. Ramachandra Torres, Mapúa Malayan Colleges Laguna, Philippines	3F/Rixin Room 日新厅
	Technical Session 8	<b>Topic:</b> Live Streaming Marketing and Social Commerce <b>Session Chair:</b> Assoc. Prof. Karoly Miklos Kiss, University of Pannonia, Hungary	3F/Siyuan Room 思源厅
19:00-21:00	Dinner		2F / Huaming Lou (花明楼)

### Day 3 | July 21, 2024 | Sunday

Time	Activity	
Room A: <a href="https://us02web.zoom.us/j/82385958553">https://us02web.zoom.us/j/82385958553</a> Zoom ID: 854 3956 9291    Password: Beijing		
09:30-10:00	Invited Speech 1	<b>Assoc. Prof. Jenny O.L. Phillips</b> University of Saint Joseph, China <b><i>Speech Title:</i></b> <i>Drivers of Social Enterprises in Macao and the Dominance of the Hybrid Model</i>
10:00-10:30	Invited Speech 2	<b>Prof. Boo Ho Voon</b> Universiti Teknologi MARA Sarawak, Malaysia <b><i>Speech Title:</i></b> <i>Leveraging Service Management for Sustainability: Not for Profit Though</i>
10:30-12:30	Online Session 1A	<b>Topic:</b> E-Commerce and Consumer Behavior <b>Session Chair:</b> Assoc. Prof. Jenny O.L. Phillips University of Saint Joseph, China
12:15-13:30	Lunch	
13:30-15:15	Online Session 2A	<b>Topic:</b> Digital Economy and Econometric Analysis <b>Session Chair:</b> Assoc. Prof. Bambang Leo Handoko, Bina Nusantara University, Indonesia
15:00-15:30	Break	

15:30-17:45	Online Session 3A	<b>Topic:</b> Healthcare Informatization and Educational Information Technology <b>Session Co-chairs:</b> Prof. Wojciech Cellary, WSB Merito University, Poland Prof. William Penaflor Rey, Mapua University, Philippines
<b>Room B:</b> <a href="https://us02web.zoom.us/j/85439569291">https://us02web.zoom.us/j/85439569291</a> <b>Zoom ID:</b> 823 8595 8553 <b>Password:</b> Beijing		
9:30-10:00	Invited Speech 3	<b>Assoc. Prof. Mitsunori Hirogaki</b> Kyushu University, Japan <b>Speech Title:</b> <i>Assessing Japan's EV Market Potential: Nationwide Consumer Insights</i>
10:00-10:30	Invited Speech 4	<b>Assoc. Prof. João Alexandre Lobo Marques,</b> University of Saint Joseph, China <b>Speech Title:</b> <i>The AI Project Manager</i>
10:30-12:30	Online Session 1B	<b>Topic:</b> Business Intelligence and Business Informatization <b>Session Chair:</b> Assoc. Prof. Filzah Md Isa, Taylor's University, Malaysia
12:15-13:30	Lunch	
13:30-15:15	Online Session 2B	<b>Topic:</b> Audit Informatization and Organizational Innovation <b>Session Chair:</b> Dr. Jinshui Huang, Southwestern University of Finance and Economics, China
15:00-15:30	Break	
15:30-17:45	Online Session 3B	<b>Topic:</b> Enterprise Digital Transformation and the Related Impacts <b>Session Chair:</b> Prof. Aneta Poniszewska-Maranda, Lodz University of Technology, Poland

## KEYNOTE SPEAKER 1

Beijing Time

09:10-09:50 | July 20<sup>th</sup>

Meeting Room

Boxue Room | (博学厅) 3F



## Prof. J. Alberto Aragon-Correa

University of Granada, Spain

**Speech Title:** Evolving Metrics: From Traditional Assessments to Big Data Analytics in Measuring Firm Environmental Performance

### BIO

J. Alberto Aragon-Correa is Professor of Management and the T-Systems – University of Granada Chair of Innovation in Digital Sustainability at the University of Granada (Spain). Furthermore, he is also the current Director of the Talent Incubator. Previously, Aragon-Correa was an Honorary Professor of Management and Professor of International Business at the University of Surrey (United Kingdom). He was also a guest visiting scholar at University of California, Los Angeles (USA), University of California, Berkeley (USA), and ETH Zurich (Switzerland).

Aragon-Correa's research examines firms' business strategies, especially the connections between innovation, governance, and sustainability in multinational firms. Aragon-Correa's work have been published in many of the most prestigious journal in the field of management, such as Academy of Management Review, Academy of Management Journal, Journal of Management, Academy of Management Annals, Journal of International Business Studies, Academy of Management Perspectives, California Management Review, among others.

Aragon-Correa has been awarded with the Academy of Management «ONE Distinguished Scholar Award», a distinction designed to recognize scholars who have provided top inspirational academic leadership. His research has gained recognition, featuring in the “List of Top Two Percent Scientists in the World” published by Prof. Ioannidis (Stanford University) and colleagues. As of May 2024, his works have received more than 14400 citations (h-index=41) according to Google Scholar.

He is the incoming Editor in Chief of the Business Research Quarterly (BRQ), the journal of the Spanish Academy of Management (ACEDE). Furthermore, he currently holds the position of Co-Editor for the Cambridge University Press book series titled “Organizations and the Natural Environment”. Aragon-Correa also serves as a Consulting Editor for Organization & Environment, a journal focusing on sustainability and management published by SAGE Publishing.

### ABSTRACT

Sustainability is crucial for ensuring the long-term health of our planet, and management research on sustainability has grown exponentially in the last decade. In the dynamic landscape of business sustainability, the methods used to evaluate environmental strategies and performance within firms have significantly evolved. This keynote presentation will delve into the historical trajectory of these measurement systems, critically examining the strengths and limitations of both traditional and contemporary approaches. We will explore the

transition from anecdotal assessments to more sophisticated, quantitative methods that leverage advancements in big data analytics.

Our discussion will highlight the pressing need for emergent approaches that harness big data to provide more accurate insights into the actual environmental impact of firms. Additionally, we will describe an initiative designed by the speaker and his academic team, the TERAIn database. This innovative platform integrates comprehensive analytics from the European Pollutant Release and Transfer Register (EPRTTR) and its counterpart in the USA, offering a robust tool for scholars, practitioners, and investors.

Attendees will gain a vivid understanding of how appropriate methodological approaches can improve the measurement of environmental performance in the context of firms.

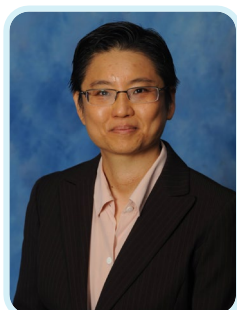
## KEYNOTE SPEAKER 2

Beijing Time

09:50-10:30 | July 20<sup>th</sup>

Meeting Room

Boxue Room | (博学厅) 3F

**Assoc. Prof. Siew H. Chan**

University of North Georgia, USA

**Speech Title:** AI or Human? Opportunities and Challenges**BIO**

Dr. Siew H. Chan is an Associate Professor at the University of North Georgia, USA. Dr. Chan has embedded experimental tasks in computerized programs and designed research instruments to examine various behavioral research issues in the fields of accounting, business, and information systems. She has published one book chapter and 25 articles in journals such as Decision Sciences, Information and Management, International Journal of Information Management, Computers in Human Behavior, Journal of Information System, etc. All her published articles are listed on the Australian Business Deans Council journal list and cited in research articles.

Dr. Chan is the Editor-in-Chief for International Journal of Services and Standards (IJSS) and served as the Research Topic Editor for Frontiers in Psychology. She is currently on the editorial board of International Journal of Accounting and Information Management. Dr. Chan has received several visiting research scholar grants from the government and universities in Asia. She also received a research fellowship from a prestigious institution in Asia. Further, Dr. Chan has received several invitations from institutions in Asia to conduct research workshops for faculty and doctoral students. She has conducted research workshops on behavioral research methods, psychological theories for potential research possibilities, from an interesting research question to successful publication, etc. In addition, she has taught several doctoral seminars at institutions in Asia and served as an external examiner for a doctoral dissertation at a research institution in Canada.

Dr. Chan organized two IJSS conferences (held virtually) in conjunction with a research institution in Asia. She also participated in the research publication panel at a major conference in the U.S. and spoke at the valedictory session of an international conference in Asia.

**ABSTRACT**

Prior research (Blattberg & Hoch 1990; McClish & Powell 1989; Nelson & Tan 2004) finds that performance improves when the decision maker relies on a combination of the decision aid and human judgment. Will artificial intelligence (AI) alter these findings? AI can perform repetitive and routine tasks (e.g., data entry, data recording, bookings, common medical diagnoses, etc.) and free up cognitive resources for humans to engage in complex tasks (e.g., fraud risk assessments, rare medical diagnoses, etc.). AI is better than humans in processing and integrating information from various sources, and sharing new knowledge among models (Bennett, 2024). AI applications are seen in business, healthcare, creative industries, which compels the need for human innovation,

strategy, and interpersonal interaction (Marr, 2024). How is AI different from human intelligence? Humans are better than AI in social intelligence, ability to reason, intuition, creativity, and effective communication (Bennett, 2024). As AI learns human behavior, it also incorporates human biases such as anchoring, availability, confirmation, hindsight, recency, etc. Will AI exhibit human biases which impair judgment and decision-making? Can AI learn to identify biases and deploy effective debiasing strategies for improved performance? Although AI can replace humans in routine, repetitive, and computational tasks, to what extent can AI replace humans in higher order thinking (cognitive flexibility and critical thinking) or complex judgmental tasks? How can AI and humans work in concert to achieve improved judgment and decision-making?



## KEYNOTE SPEAKER 3

Beijing Time

10:50-11:30 | July 20<sup>th</sup>

Meeting Room

Boxue Room | (博学厅) 3F



### Prof. Lin Xiu

University of Minnesota – Duluth, USA

**Speech Title:** The Impact of AI on Talent Management

#### BIO

Dr. Lin Xiu received her PhD in Industrial Relations and Human Resources from the University of Toronto in 2010. Currently, she holds a professorship within the Department of Management Studies at the University of Minnesota – Duluth. Her research encompasses a range of subjects including labor market dynamics, HR analytics, compensation frameworks, as well as the nexus between leadership and employee well-being. She has made significant scholarly contributions to her field, evidenced by the recognition of her work in prominent journals such as the British Journal of Industrial Relations, the Journal of Total Rewards, the International Journal of Manpower, the Leadership & Organization Development Journal, the Journal of Economic Psychology. Her academic impact extends to leading special issues, evaluating substantial research funding applications, and managing multiple research grants. Through her consultancy efforts, Dr. Xiu has exerted a notable influence on organizational practices (e.g., wellness programs) and labor market policy development (e.g. Paid Family and Medical Leave policies). She currently serves as an Associate Editor for the International Journal of Manpower (IJM).

#### ABSTRACT

Artificial Intelligence (AI) introduces a transformative shift in the nature of work. This study explores this shift through a holistic framework that moves beyond traditional views of automation, revealing AI's extensive influence on the facets of work design, conduct, and measurement. AI fundamentally reconceptualizes the very essence of work, necessitating a paradigmatic shift in work design methodologies that underscore flexibility, adaptability, and innovative problem-solving. Through the development and deployment of HR Analytics and Talent Intelligence, organizations attain unprecedented granularity in understanding workforce dynamics, thereby revolutionizing recruitment processes and talent management strategies. Concurrently, labor platforms emerge as pivotal conduits for the provisioning of work, reshaping the contours of work execution. With AI's ascendancy, conventional performance metrics undergo a metamorphic evolution, compelling a reassessment of entrenched notions of productivity and efficiency. Ethical considerations loom large in this landscape, prompting a critical examination of AI's impacts on workforce dynamics, privacy, and fairness. By understanding these issues, organizations can make better decisions about how to use AI to improve work processes, drive innovation, and ensure fairness and inclusivity for all.

## KEYNOTE SPEAKER 4 (Online)

Beijing Time

11:30-12:10 | July 20<sup>th</sup>

Meeting Room

Room A: 854 3956 9291  
Password: Beijing


## Prof. Xu Chen

University of Electronic Science and Technology of  
China, China

**Speech Title:** Supply Chain Management with Blockchain

### BIO

Dr. Xu Chen is Professor of operations and supply chain management at School of Management and Economics, University of Electronic Science and Technology of China, Chengdu, China. His current research interests include coopetition management, supply chain management, and operations management. His publications have appeared in Production and Operations Management, IIE Transactions, IIE Transactions, European Journal of Operational Research, OMEGA-International Journal of Management Science, Journal of Business Research, IEEE Transactions on Engineering Management, IEEE Transactions on Systems Man and Cybernetics: Systems, International Journal of Production Economics, International Journal of Production Research, Journal of the Operational Research Society, Annals of Operations Research, and other journals. His research has been supported by grants from the National Sciences Foundation of China (NSFC), Major Program of National Social Science Foundation of China (NSSFC), and National Key R&D Program of China.

### ABSTRACT

Applications of blockchain in supply chain management (SCM) have received extensive attention among academics and industrial practitioners. Most current blockchain-related review papers focus on the values, methodologies, barriers, trends, and challenges of blockchain applications in the supply chain (SC) context. Despite some papers discussing blockchain's role in SCs from a specific perspective, the existing review papers mainly concentrate on blockchain's influence on one of the three critical SC flows. Hence, this study comprehensively reviews 251 academic papers to capture the precise impacts of blockchain on the material, information, and money flows in SCM. Following the above analyses, a conceptual framework is put forward to accentuate blockchain's influence on SCM. By unveiling a comprehensive research landscape, this study offers valuable viewpoints and vital information for scholars and practitioners to better identify research frontiers and themes of blockchain applications in SCM.

## INVITED SPEAKER 1

Beijing Time

13:30-14:00 | July 20<sup>th</sup>

Meeting Room

Boxue Room I (博学厅 I) 3F



## Prof. Guangming Cao

Ajman University, United Arab Emirates

**Speech Title:** The Intricate Connections between Digital Strategy, Absorptive Capacity, Digital Technology Use, and Digital Innovation

### BIO

Guangming Cao, BSc, MSc, PhD, is a Professor of Data Analytics and head of the Digital Transformation Research Center at Ajman University. His scholarly pursuits revolve around the impacts of ICTs such as artificial intelligence, big data analytics, and social media on organizational decision-making, capabilities, and performance. He has contributed over 100 peer-reviewed articles to the academic discourse. His scholarly contributions extend across an array of journals, including the European Journal of Operational Research, International Journal of Operations & Production Management, Journal of Business Research, Technovation, Industrial Marketing Management, IEEE Transactions on Engineering Management, Information Technology & People, International Journal of Management Review, Supply Chain Management, and Production Planning & Control. Dr. Cao's dedication to excellence in research has been recognized by his receipt of the IMM (Industrial Marketing Management) Best Paper Award 2023.

### ABSTRACT

Digital innovation is often examined solely as the use of digital technology, although there is evidence to suggest that multiple organizational factors play essential roles in the innovation process. This study therefore aims to investigate how a firm's digital innovation is affected collectively by its digital technology use, absorptive capacity, digital strategy, and environmental dynamism. The research employs partial least squares structural equation modeling with data from a survey of 250 Chinese firm managers. The findings reveal a significant inverted U-shaped relationship between digital technology use and digital innovation. Moreover, both absorptive capacity and digital strategy exert positive influences on digital innovation directly and indirectly through digital technology use. Furthermore, environmental dynamism moderates the impact of digital strategy on digital innovation positively. This research contributes to the literature by developing a richer and more nuanced understanding of how digital innovation is affected jointly by several key organizational factors. It also provides actionable managerial insights for firms aiming to enhance their digital innovation initiatives.

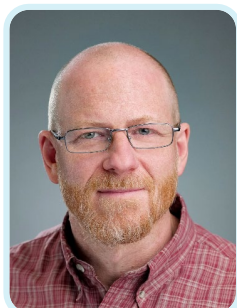
## INVITED SPEAKER 2

Beijing Time

13:30-14:00 | July 20<sup>th</sup>

Meeting Room

Boxue Room II (博学厅 II) 3F



## Assoc. Prof. Karoly Miklos Kiss

University of Pannonia, Hungary

**Speech Title:** Large Intra-Industry Productivity Gaps Between Firms: Can They Persist and What Can Reduce Them?

### BIO

Karoly Miklos Kiss is an Associate Professor of economics at University of Pannonia (UoP) and a senior research fellow at HUN-REN Centre for Economic and Regional Studies. He has been the Head of Department of Economics at UoP, Head of Applied Economics Research Unit at UoP and Head of Economics of Networks Research Unit at the Institute of Economics of the Hungarian Academy of Sciences. Prof. Kiss is a Panel Member of the Hungarian National Research, Development and Innovation Office (Economics Panel), Member of Hungarian Economic Association, Member of Hungarian Society of Economists, Member of International Atlantic Economic Society. Prof. Kiss held a PhD in Economics from University of Pannonia in 2009 and was awarded the highest honour of Summa cum Laude. He holds a BSc and MSc in Economics from the Corvinus University Budapest. Prof. Kiss has been teaching a wide range of undergraduate, graduate and PhD courses at several universities related to Microeconomics, Industrial Organization, Theories of markets and competition, Economics of Networks, Economics of Regulation, Competition Policy, Economics of Information. His research is focused on Industrial Organization, Economics of regulation (mostly in network industries and public utilities), Economics of networks, Economics of Information (asymmetrical information). Prof. Kiss has participated, led and coordinated several international and national research projects, including for the Hungarian Communications Authority, the Hungarian Competition Authority and ministries.

### ABSTRACT

Economic theory suggests that productivity differences between firms in different markets or industries cannot persist in the long term. Theoretical models of competition and market theory show that competitive pressure drives inefficient firms out of the market, so that in the long run there should not be significant productivity differences. Nevertheless, many empirical studies on productivity show that high productivity differences persist between firms, even within narrowly defined industries. Syverson (2004) reports that in the U.S. manufacturing sectors, the productivity of the top ten percent (p90) of firms is twice the productivity of the lowest ten percent (p10) of firms on average, and it is even higher in some sectors. According to Hsieh and Klenow (2009), in China and India, the average p90-p10 productivity range is 5:1.

Productivity gaps can be reduced under competitive pressure through two mechanisms: due to market entries and exits, or through learning (technology transfer) between firms. On the one hand, competition can force

inefficient firms to exit, leaving only companies with similar high efficiency in the market. This approach concentrates on the lack or constrains of market competition in explaining these large and persistent productivity differences, proxied by the dynamics of exits and entries (Syverson 2004, 2011), or competition advantages due to export activities (Melitz 2003). For example, Syverson (2004) examines the impact of spatial substitutability in product markets. In their study, they find that where producers are spatially densely clustered in a market, consumers can more easily switch between suppliers, which increases the intensity of competition locally and that an increase in this substitutability crowds out less efficient firms, leading to higher minimum and average productivity levels and lower productivity dispersion.

## INVITED SPEAKER 3

Beijing Time

13:30-14:00 | July 20<sup>th</sup>

Meeting Room

Rixin Room | (日新厅) 3F

**Assoc. Prof. Fang Zhao**

Siena College, USA

**Speech Title:** Preliminary Analysis of Economic Policy Uncertainty and Bank Interest-rate Derivatives**BIO**

Fang Zhao is an Associate Professor of Finance at Siena College and has served as the Chair of the Finance Department since 2021. She got her doctoral degree in business administration from Louisiana Tech University. Her teaching portfolio includes a diverse range of undergraduate and graduate courses, such as Intermediate Managerial Finance, Case Problems in Finance, Advanced Investments: Theory and Practice, Advanced Corporate Finance, Financial Operations, and Fixed Income Securities. As a member of the American Finance Association (AFA), the Financial Management Association (FMA), and the Southern Finance Association (SFA), she actively contributes to the field. Her research primarily focuses on banking, corporate finance, real estate investments, and financial services. She has published numerous papers in these areas, covering topics related to bank lending, risk management, corporate cash holdings, real estate investment. Collaborating with scholars from various disciplines, she has engaged in interdisciplinary research projects related to financial services, the cultural impact on financial and strategic decision-making, and managerial effectiveness.

**ABSTRACT**

Effective risk management within financial institutions is critical for maintaining stability, complying with legal requirements, and fostering enduring growth. It empowers banks to navigate obstacles, preserve their capital, and strengthen the overall resilience of the financial system. A commonly used risk management technique involves derivative hedging. Empirical evidence shows that interest-rate derivatives activities have an expanding effect on bank lending (e.g., Brewer et al., 2000), as the use of derivatives effectively reduces interest-rate uncertainty and systematic risk in a bank's loan portfolio, thereby enhancing more efficient intermediation by banks (Diamond, 1984). Purnanandam (2007) and Hoffmann et al. (2019) confirm that banks actively employ interest rate derivatives to strategically manage the duration gap between assets and liabilities, resulting in effective control over exposure to interest rate fluctuations. Therefore, this approach allows banks to mitigate the impact of interest rate shocks on their lending policy. In contrast, Economic Policy Uncertainty (EPU) exerts a credit-restricting impact through the bank-lending channel (Bordo et al., 2016). Additionally, it elevates bank risk due to the transformation of negative shocks from economic uncertainty into adverse effects on financial stability (Wu et al., 2020). This article fills the research gap by examining the connection between EPU and



interest-rate derivatives used by U.S. bank holding companies (BHCs) during the period of 1986: Q1-2017: Q3 in the context of bank lending. The preliminary results also highlight that interest-rate derivatives can partially mitigate the effects of both interest-rate risk and economic policy uncertainty risk on bank lending, offering relevant policy implications.

## INVITED SPEAKER 4

Beijing Time

13:30-14:00 | July 20<sup>th</sup>

Meeting Room

Siyuan Room | (思源厅) 3F

**Assoc. Prof. Shu Yu**

Dalian Polytechnic University, China

**Speech Title:** Exploring the Impact of Overqualification among New Generation Employees on Proactive Change Behavior**BIO**

Shu Yu is an Associate Professor at Dalian Polytechnic University, China. She got the doctoral degree from Japan Advanced Institute of Science and Technology, major in Knowledge Science. She has been a visiting scholar at Edith Cowan University in Australia. Dr. Yu have hosted and participated in more than 30 national, Ministry of Education, and provincial-level and municipal level vertical projects, and published more than 20 papers on SSCI/SCI, CSSCI, and other topics. She focused on exploring the knowledge flow between university and industry, tried to find the method to improve the efficiency and effective creative performance of U-I collaborations. She consulted previously worked in labor relations, performance management, and corporate consulting and training for companies such as Canon in Japan.

**ABSTRACT**

Shu Yu is an Associate Professor at Dalian Polytechnic University, China. She got the doctoral degree from Japan Advanced Institute of Science and Technology, major in Knowledge Science. She has been a visiting scholar at Edith Cowan University in Australia. Dr. Yu have hosted and participated in more than 30 national, Ministry of Education, and provincial-level and municipal level vertical projects, and published more than 20 papers on SSCI/SCI, CSSCI, and other topics. She focused on exploring the knowledge flow between university and industry, tried to find the method to improve the efficiency and effective creative performance of U-I collaborations. She consulted previously worked in labor relations, performance management, and corporate consulting and training for companies such as Canon in Japan.

## INVITED SPEAKER 1 (Online)

Beijing Time

09:30-09:50 | July 21<sup>st</sup>

Meeting Room

Room A: 854 3956 9291  
Password: Beijing



## Prof. Jenny Oliveros Lao Phillips

University of Saint Joseph (USJ), China

**Speech Title:** Drivers of Social Enterprises in Macao and the Dominance of the Hybrid Model

### BIO

Jenny Oliveros Lao Phillips is an Associate Professor of Human and Social Sciences at the University of Saint Joseph (USJ). She has been the Dean of the Faculty of Business and Law since 2018. Prof. Phillips held a PhD in Business Administration from USJ in 2015 and was awarded the highest honour of Summa cum Laude. With an MBA in General Management jointly awarded by the Inter-University Institute of Macao and the Catholic University of Portugal (2003), an MA in English Studies: Literature Specialization from the University of Macau (2007), and a Bachelor in Tourism Business from the Institute for Tourism Studies (2000), Prof. Phillips has been teaching a wide range of courses for the past 19 years including Creativity Innovation and Entrepreneurship, Managing Social Service Organizations, Product Design and Development, Family Business Management, Marketing for Entrepreneurs, Global Strategic Management, Literature and Creative Writing, to name a few. Prof. Phillips is also a Cantonese-English interpreter, a translator, a writer and a poet. She wrote the column "Made in Macao" in the Macau Daily Times on the culture and tradition of Macao. Her research interests and publications include organisational behaviour, innovation and entrepreneurship, social enterprises, family businesses, government studies, Macao's tourism industry, and theatre studies.

### ABSTRACT

This study examines the drivers behind establishing social enterprises in Macao, where the concept was introduced in 2009 with government financial aid. Globally, social enterprises are typically for-profit, leveraged non-profit, or hybrid non-profit models. In Macao, approximately 20 social enterprises exist, all as hybrid non-profits operated by five non-profit organizations. This research seeks to understand why this singular model is prevalent in Macao. Key drivers include a strong commitment to social missions, support from founding non-profit organizations, innovation in problem-solving, new management style challenges, and government backing. These factors shape the perception and operational framework of social enterprises in Macao, leading to the exclusive adoption of the hybrid non-profit model. The study highlights how local socio-economic and institutional contexts influence the development and strategies of these organizations, providing insights into the region's unique landscape of social enterprises.

## ONLINE INVITED SPEAKER 2 (Online)

Beijing Time

10:00-10:30 | July 21<sup>st</sup>

Meeting Room

Room A: 854 3956 9291  
 Password: Beijing



## Prof. Boo Ho Voon

Universiti Teknologi MARA Sarawak, Malaysia

**Speech Title:** Leveraging Service Management for Sustainability: Not for Profit Though

### BIO

Professor Dr. Boo Ho Voon is a professor of marketing at Universiti Teknologi MARA Sarawak, Malaysia. He is an experienced researcher who has published many papers and a few books in service management and marketing, strategic value-chain, and educational administration research. His book chapter on 'Confucian values for service excellence' can provide strategic insights. He has years of experience in education and banking in Sarawak before joining the academia. He teaches various strategic marketing and research methodology courses as well as supervised learners at bachelor degree and postgraduate levels. His innovations such as ServEx, BEHAVE, BLUE-SEA, eDioms (Chinese Marketing), Marketing Research MOOC and MyServEx system have won prestigious awards locally and internationally. MyServEx is commercialized. His consultancy projects on service management, customer experience and product development have helped the clients, and Sarawak government. His current research projects include socio-economic development service, rehabilitation service excellence, and personal service attitudes.

### ABSTRACT

Serving the need and persons with special needs is recommendable for sustainability. Good understanding and effective measurement of service culture for excellence are essential for no-for-profit organizations such as the community-based rehabilitation (CBR) centres. The target customers are the CBR's trainees (i.e., persons with disability). In this service management journey, it is imperative to ensure consistent and continuous superior service quality to the parents/guardians and trainees. The parents/guardians also need to be empowered to care for their special children. This sharing aims to explain the empirical research on rehabilitation service management with the intended co-value creation for mutual benefits of the stakeholders. There is essentially a service excellence-value chain for sustainability. The service excellence culture is multi-dimensional and impactful on the satisfaction, behavioural intentions, and health outcomes. The sustainable rehabilitation service culture aims to co-create and co-serve the persons with disabilities (PwDs) to achieve and sustain the triple bottom-lines of sustainability (i.e., natural environment, cost-effectiveness, and social inclusivity) for better quality of life of the trainees with special needs. Sustainable service management always and willingly puts the interests of the target customers first, not the profitability. Amazingly, the stakeholders are happy and satisfied.

## ONLINE INVITED SPEAKER 3 (Online)

Beijing Time

09:30-09:50 | July 21<sup>st</sup>

Meeting Room

Room B: 823 8595 8553  
Password: Beijing**Assoc. Prof. Mitsunori Hirogaki**

Kyushu University, Japan

**Speech Title:** Assessing Japan's EV Market Potential: Nationwide Consumer Insights**BIO**

Mitsunori Hirogaki graduated with a Bachelor of Science: Commerce from Doshisha University and pursued his Master's Degree in Commerce and Ph.D.: Commerce from Kobe University. Dr. Hirogaki is currently an Associate Professor of Marketing Strategy at Kyushu University, Graduate School of Economics, Department of Business and Technology Management (QBS Business School), where he teaches Marketing Strategy and International Marketing. He also teaches marketing research and consumer behavior at Ehime University.

He has served as an administrator in various capacities at Kyushu University and as one of the professors in various training programs dealing with Marketing in short-term executive programs, an Introductory Education Program for Freshman MBA students, and a regular feature on QTnet "Morning Business School" radio educational program aired by FM Fukuoka, and at Nikkei Business School. As a member of a research group at the Center for the Study of the Creative Economy (Doshisha University), he works with big data analysis to construct systems that identify seeds of innovation. Dr. Hirogaki's current research focuses on Cross-Cultural Consumer Behavior in international marketing and marketing strategies in mature, developed societies.

He has published numerous papers in international journals such as Journal of Marketing Management; International Journal of Retail & Distribution Management; International Review of Retail, Distribution and Consumer Research; International Journal of Entrepreneurship and Small Business; Micro and Macro Marketing; International Journal of Technology Transfer and Commercialisation; and International Journal of Business and Globalisation. He is a member of the Japanese Economic Association, Japan Society of Marketing and Distribution, Kyushu Association of Economic Science, and Japan Association for Consumer Studies.

**ABSTRACT**

Addressing climate change and reducing greenhouse gas emissions necessitates a global transition to sustainable transportation. Japan's Green Growth Strategy aims to revolutionize its automotive sector by committing to sell electric, plug-in hybrid, and fuel cell vehicles by 2035. Despite proactive policies and significant marketing efforts, Japan's EV adoption rate lags behind other developed nations, posing challenges to its environmental goals and economic growth potential. This speech presents nationwide survey results regarding the factors influencing Japanese consumer behavior towards electric vehicles.

## ONLINE INVITED SPEAKER 4 (Online)

Beijing Time

10:00-10:30 | July 21<sup>st</sup>

Meeting Room

Room B: 823 8595 8553  
Password: Beijing



**Assoc. Prof. João Alexandre Lobo Marques**

University of Saint Joseph, China

**Speech Title:** The AI Project Manager

### BIO

Associate Professor, Head of Department, Research Coordinator at the University of Saint Joseph, Macau, SAR China. Founder of the Laboratory of Applied Neurosciences (LAN/USJ). PhD in Engineering Federal University of Ceará (UFC), Brazil. Post-Doctorate and Honorary Research Fellow at the University of Leicester - UK. Visiting Associate Professor at the University of the Chinese Academy of Sciences (UCAS) - Shenzhen Institutes of Advanced Technologies (SIAT). Associate Professor and Software Department Chief at University Gregorio Semedo (UGS), Angola (2009-15). Has large experience in Artificial Intelligence, Bioengineering, and Applied Computer Science, focusing on signal and image processing. RESEARCH AREAS - Neuroscience applied to management (marketing, leadership, performance) - Business Analytics - Big Data Applications - Theory of Constraints - Project management - Digital Signal Processing - Bioengineering / Computer-Aided Diagnostic Systems - Artificial Intelligence - Deep Learning - Nonlinear analysis and dynamics of time series.

### ABSTRACT

The use of Artificial Intelligence for corporate decision-making has been consistently and exponentially growing in the last few years due to the popularization of classification algorithms, pattern recognition tools and clustering techniques. In this talk, the modelling and preliminary results of the system called the AI Project Manager are presented.

The AI Project Manager consists of developing an innovative multi-stage integrative, intelligent system to perform tasks and decision-making processes as a corporate Project Manager based on multiple AI-based subsystems and statistical analysis of primary and secondary data.

A central subsystem integrates a set of specialized subsystems responsible for specific classifications and analyses. These modules communicate and cooperate in obtaining decisions based on data collections, subsets of documents, and previously learned lessons, aiming to add to the system not only the technical specificities of the company but also the intuitive and subjective aspects of working on complex projects with multiple constraints and a variety of stakeholders. The computational methods employed include Large Language Models (LLM), Classifiers, Machine Learning, Clustering techniques, among others. Each of these



techniques is validated for specific decision-making processes and aims to provide a range of possible decisions with corresponding weights to support the final decision from a human Project Manager or Project Team. The AI-PM can be used as a research platform for Project Management and related topics, and also a high-value tool to support project managers in their decision-making processes in a world of increasing uncertainty and complexity in projects.

## Technical Session 1

Beijing Time

14:20-16:20 | July 20<sup>th</sup>

Meeting Room

Boxue Room I (博学厅 I) 3F

### Session Topic: Business Informatization and the User Acceptance

Session Chair: Assoc. Prof. Bo Yu, Dalhousie University, Canada

#### Time Table

Time	Paper ID	Presenter	Affiliation
14:20-14:35	MR1135-A	Wenxia Guo	Acadia University, Canada
14:35-14:50	MR4181	Ramachandra Torres	Mapua Malayan Colleges Laguna, Philippines
14:50-15:05	MR4149	Ngoan Pham Viet	FPT University, Vietnam
15:05-15:20	MR4124	Huamei Sun	Wuhan University, China
15:20-15:35	MR4021-A	Stavroula Kalogeras&Sami Mejri	Heriot-Watt University, Khalifa University-United Arab Emirates, United Arab Emirates
15:35-15:50	MR4077	Tianhui Sun	Shanghai Xingjian College, China
15:50-16:05	MR1021-A	Olga Bekirova	Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia
16:05-16:20	MR4140	Giao Huynh Ngoc Dong	FPT University, Vietnam

#### Paper Detail

Paper ID	Title & Authors
MR1135-A	<b>Automated Adaptive Selling: Adapt Online Sales Influence Tactics to Consumers' Shopping Goals</b> Wenxia Guo
MR4181	<b>System Quality and Micro Food Businesses' Acceptance of the Cloud-based Point of Sale System for Inventory Management</b> Eunice Anne Natividad, Andrei Marie Musngi, Rigel Molinyawe, Eloisa Rivera, Ramachandra Torres Donn Enrique Moreno
MR4149	<b>The Current Situation to Apply the 4.0 Technology for the Front Desk Department at 3–5-Star Hotels in Can Tho City – Vietnam</b> Ngoan Pham Viet, Ngoc Tran

Paper ID	Title & Authors
MR4124	<b>Exploring Factors Influencing Artificial Intelligence Adoption in Smart Cities</b> Yiwei Gong, Huamei Sun
MR4021-A	<b>Intelligent Brand Perspectives on Creating Sustainable Value for Global Prosperity in the Digital Era</b> Stavroula Kalogeras& Kalogeras&Sami Mejri
MR4077	<b>Intelligent Information Recommendation Model of Low-carbon Products based on Social Genetic Similarity and Trust Relationship in the E-commerce Environment</b> Tianhui Sun
MR1021-A	<b>Revocation or recovery? The change in Russian bank default factors from 2013 to 2021</b> Olga Bekirova
MR4140	<b>Analyze the Impact of Livestreaming on TikTok on the Online Fashion Shopping Behavior of Vietnamese Consumers</b> Giao Huynh Ngoc Dong, Ngoc Tran

## Technical Session 2

Beijing Time

14:20-16:20 | July 20<sup>th</sup>

Meeting Room

Boxue Room II (博学厅 II) 3F

### Session Topic: Digital Economy and Business Innovation

Co-Session Chair: Assoc. Prof. Rui Peng, Beijing University of Technology, China

Co-Session Chair: Dr. Jing Wang, Communication University of China, China

#### Time Table

Time	Paper ID	Presenter	Affiliation
14:20-14:35	MR4052	Muhammad Anif Afandi	Universitas Padjadjaran, Universitas Muhammadiyah Metro, Indonesia
14:35-14:50	MR4197	Bao Pham Thai	FPT University, Vietnam
14:50-15:05	MR4169	Shiau Foong Wong	Sunway University, Malaysia
15:05-15:20	MR1015-A	Xiaoqing Li	Brunel University London, The United Kingdom
15:20-15:35	MR1033	Chokchai Chuateskhajorn	Rajamangala University of Technology Tawan-ok, Thailand
15:35-15:50	MR4180	Ramachandra Torres	Mapua Malayan Colleges Laguna, Philippines
15:50-16:05	MR1038-A	Asif Ali Safeer	Huanggang Normal University, China
16:05-16:20	MR4102	Hong Minh Ngoc Tran	FPT University, Vietnam

#### Paper Detail

Paper ID	Title & Authors
MR4052	<b>Drivers and Barriers to Use Digital Banking among Generations Y and Z in Indonesia</b> Muhammad Anif Afandi
MR4197	<b>The Impact of Live Streaming Technology on Customer-Based Brand Equity: A Case Study in Vietnam</b> Bao Pham Thai, Ngoc Tran
MR4169	<b>Consumer Culture in Kyrgyzstan: Analyzing Gender Moderation Effects to Understand e-Wallet Adoption</b> Wooi Keong Yong, Shiau Foong Wong, Malissa Maria Mahmud, Kiyalbek Akmoldoev

Paper ID	Title & Authors
MR1015-A	<b>The interaction of taskwork and teamwork in student teams and its impact on new venture creation</b> Xiaoqing Li
MR1033	<b>Chinese and Thai Law of Harassment in Business Establishments: A Comparative Study</b> Chokchai Chuateskhajorn
MR4180	<b>The Mediating Role of Information Sharing in Cloud Computing on Supply Chain Management and Financial Performance: The Case of Manufacturing Companies in Selected Areas of Laguna</b> Mickaella Canillas, Alyssa Jenna Gotiongco, Miguel Antonio Ocfemia, Ellenita Red, Ramachandra Torres, Donn Enrique Moreno
MR1038-A	<b>Driving Growth and Well-being: Empowering Brands in the Digital Age for Consumers and Corporations</b> Asif Ali Safeer
MR4102	<b>The Influence of Perceptions on Sustainable Development towards Electronic Green Consumer Intentions: A Case Study among Generation Z in Can Tho City, Vietnam</b> Hong Minh Ngoc Tran

## Technical Session 3

Beijing Time

14:20-16:20 | July 20<sup>th</sup>

Meeting Room

Rixin Room (日新厅 II) 3F

### Session Topic: Enterprise Management and Organizational Behavior

Session Chair: Prof. Lin Xiu, University of Minnesota – Duluth, USA

#### Time Table

Time	Paper ID	Presenter	Affiliation
14:20-14:35	MR4158-A	Maria Bermudez-Edo	University of Granada, Spain
14:35-14:50	MR4123	Huamei Sun	Wuhan University, China
14:50-15:05	MR4145	Jun Ren	Chinese Academy of Sciences, University of Chinese Academy of Sciences, China
15:05-15:20	MR1041	Anning Ma	The University of Sydney, China
15:20-15:35	MR4085-A	Aminu Suleiman Ayuba	Jigawa State Polytechnic Dutse, Nigeria
15:35-15:50	MR4219-A	Jianing Liu	Beijing University of Technology, China
15:50-16:05	MR4047-A	Jie Sun	Siena College, USA
16:05-16:20	MR1148-A	Ying Chen	Beijing International Studies University, China

#### Paper Detail

Paper ID	Title & Authors
MR4158-A	<b>The Effects of IT-Enabled Capabilities on a Firm’ s Environmental Impacts: A Firm’s Absorptive Capacity of Big Data for Environmental Governance</b> J. Alberto Aragon-Correa, Maria Bermudez-Edo
MR4123	<b>Exploring Factors Influencing Information Collaboration in Platform Organizations</b> Huamei Sun, Jiayuan Yu, Yiwei Gong
MR4145	<b>A Study on The Relationship Between Employee Followership Style and Organizational Citizenship Behavior The Mediating Effect of Organizational Commitment and The Moderating Effect of Power Distance</b> Jun Ren, Yiwen Chen

Paper ID	Title & Authors
MR1041	<b>Business Leadership and Chinese-style Management in Companies Development: The Case of Chinese Companies</b> Anning Ma, Xinyu Lai
MR4085-A	<b>Organizational Citizenship Behavior (OCB) and Employees Performance (EP) in Jigawa State Polytechnics (Dutse and Hadejia)</b> Aminu Suleiman Ayuba, Ahmed Hassan, Rabiul Iliya
MR4219-A	<b>Emotional Chains Under the Guidance of Non-Economic Policies: Based on Green Social Sentiment Divergence</b> Tingli Liu, Jianing Liu, Junjun Ma
MR4047-A	<b>A Bayesian Network Approach to Investigating the Effectiveness of Chatbots: The Role of Brand Anthropomorphism and Disclosure of Use of Chatbots</b> Jie Sun
MR1148-A	<b>Research on the Influence of Corporate Profound Traditional Cultural Heritage on Corporate Debt Scale: From the Perspective of Time-honored Enterprises</b> Ying Chen, Tingting Zhou, Mengke Li, Kai Wang



## Technical Session 4

Beijing Time

14:20-16:20 | July 20<sup>th</sup>

Meeting Room

Siyuan Room (思源厅) 3F

### Session Topic: Enterprise Digital Transformation and the Related Impacts

**Session Chair: Assoc. Prof. Meng Song, Beijing University of Technology, China**

#### Time Table

Time	Paper ID	Presenter	Affiliation
14:20-14:35	MR4082-A	Ibrahim Suleiman Musa	Jigawa State Polytechnic Dutse, Nigeria
14:35-14:50	MR4214	Yafei Tai	Beijing university of technology, China
14:50-15:05	MR4229	Zhang jingjuan	China National Institute of Standardization, China
15:05-15:20	MR4213	LI Jiaxin	Hangzhou Dianzi University, China
15:20-15:35	MR4094	Xu-Li Zhuang	Xiamen University Tan Kah Kee College, China
15:35-15:50	MR4142	Yan Qian	Central University of Finance and Economics, China
15:50-16:05	MR1047	Shanna Wu	Nanjing University of Aeronautics and Astronautics, China
16:05-16:20	MR4220	Tianqi Wang	Xi'an Jiaotong-Liverpool University, China

#### Paper Detail

Paper ID	Title & Authors
MR4082-A	<b>Effect of Firm Characteristics on Corporate Tax Avoidance of Listed Consumer Goods Firms in Nigeria</b> Suleiman Ibrahim, Musa Shehu, Nura Isah
MR4214	<b>A study of the impact and mechanisms of digital transformation on the level of corporate governance</b> Songling Yang, Yafei Tai, Jianing Liu
MR4229	<b>Research on collaboration between archives work and internal control under the background of enterprise digital transformation</b> Jingjuan Zhang, Chunyan Wang, Jing Li

Paper ID	Title & Authors
MR4213	<b>Research on performance Evaluation of Enterprise Digital Innovation ecosystem based on AHP</b> Lili Zhu, Xianyun Yu, Jiaxin Li
MR4094	<b>An Exploration of the Impact of Enterprise Digital Transformation on Development Capability-The Agricultural and Agro-food Processing Industry of Listed Companies in China as an Example</b> Chih-Yi Hsiao, Si-Yi Liang, Xu-Li Zhuang, Xiao-Chen Hu
MR4142	<b>Research on the Impact of Artificial Intelligence Technology on the Production Efficiency of Advanced Manufacturing Enterprises</b> Yan Qian, Haiqi Feng
MR1047	<b>Does digital transformation increase corporate innovation quality? The mediating role of R&amp;D internationalization</b> Shanna Wu, Xi Xiong, Qingling Li
MR4220	<b>AI in Customer Relationship Management: A comprehensive review of AI applications for personalized marketing, customer segmentation, and churn prediction</b> Tianqi Wang, Fengyuan Yang, Yu Wang, Zhiyu Liu, Jiucheng Cai

## Technical Session 5

Beijing Time

16:30-18:30 | July 20<sup>th</sup>

Meeting Room

Boxue Room I (博学厅 I) 3F

**Session Topic: Business Informatization and the User Acceptance**

**Session Chair: Assoc. Prof. Stavroula Kalogeras, Heriot-Watt University, UAE**

### Time Table

Time	Paper ID	Presenter	Affiliation
16:30-16:45	MR4111	Anh Nguyen Vu Thai	FPT University, Vietnam
16:45-17:00	MR4231-A	Tianrui Zhang	Beijing University of Technology, China
17:00-17:15	MR1022-A	Kira Marie Finan	University College Dublin, Ireland
17:15-17:30	MR4103	Duy Le Vu	FPT University, Vietnam
17:30-17:45	MR4189-A	Yu Han	Nanjing University of Finance and Economics, China
17:45-18:00	MR1023-A	Olivia Irma Finan	University College Dublin (UCD) / Beijing Dublin International College (BDIC), Ireland
18:00-18:15	MR4193	An Vo Thien	FPT University, Vietnam
18:15-18:30	MR4230	Du Xiaoxi	Henan University of Economics and Law, China

### Paper Detail

Paper ID	Title & Authors
MR4111	<b>The Impact of Online Consumer Reviews on the Purchase Intention through Brand Trust and Brand Image of Vietnamese Consumers</b> Anh Nguyen Vu Thai, Tuyet Nhi Tran, Cao Vi Lu, Minh Thong Bien, Vinh Hao Luc, Kim Khoa Mai, Thi Thanh Ngan Bui
MR4231-A	<b>Enterprise Value Prediction Based on Quantum Free Cash Flow Model</b> Tianrui Zhang
MR1022-A	<b>Beyond K-Dramas: The Educational and Touristic Impacts of the Korean Wave Phenomenon</b> Kira Marie Finan, Olivia Irma Finan
MR4103	<b>The Impact of Green Marketing on Consumer Purchase Intentions for Organic Food in Can Tho City, Vietnam</b> Duy Vu Le

Paper ID	Title & Authors
MR4189-A	<b>Expanding in compounding geographical disruptions: the role of e-commerce platforms in supply chain responsiveness during US-China Trade War and Covid-19</b> Yu Han, Anna Yumiao Tian
MR1023-A	<b>Climate Hazards, Childhood Experiences, and Development Trajectories: The Long-Term Impact of GLOF Exposure</b> Olivia Finan, Kira Finan, Orla Doyle
MR4193	<b>The Role of Online or E-Commerce Platforms in Generation Z Consumers' Purchase Intentions Regarding Business Implementation of Environmental Protection Actions (SDG 13)</b> An Thien Vo, Vy Phuong Le Doan, An Thien Tran Pham, Hai Vu Nguyen, Du Hoai Do, Phuong Phi Thi Tran
MR4230-A	<b>Zhejiang Province Cross-border E-commerce Policies Quantitative Analysis</b> Du Xiaoxi, Henan University of Economics and Law, China

## Technical Session 6

Beijing Time

16:30-18:30 | July 20<sup>th</sup>

Meeting Room

Boxue Room II (博学厅 II) 3F

### Session Topic: Business Informatization and the User Acceptance

**Session Chair: Dr. Sami Mejri (Manager of Pedagogical Enhancements),  
Khalifa University, UAE**

#### Time Table

Time	Paper ID	Presenter	Affiliation
16:30-16:45	MR1032-A	Maria Kirillova	Russian Academy of National Economy and Public Administration, Russia
16:45-17:00	MR4112	Quang Nguyen Phuong	FPT University, Vietnam
17:00-17:15	MR4001-A	Khalid Ishola Bello	Kwara State University, Malete, Nigeria
17:15-17:30	MR4226-A	Yangyi Zhang	Beijing University of Technology, China
17:30-17:45	MR1034-A	Qian Song&Suparak Janjarasjit	Rochester Institute of Technology, USA& Khon Kaen University, Thailand
17:45-18:00	MR4083-A	NURA ISAH	Jigawa State Polytechnic Dutse, Nigeria
18:00-18:15	MR4137	Nhi Danh Thi	FPT University, Vietnam
18:15-18:30	MR4107	Xiaoqian Ma	Dalian Ocean University, China

#### Paper Detail

Paper ID	Title & Authors
MR1032-A	<b>Constructing a Global Vector Autoregression for analyzing the impact of trading and financial restrictions</b> Maria Kirillova
MR4112	<b>Research on Gen'Z organic food consumption: A Case study in Can Tho City, Vietnam</b> Quang Nguyen Phuong

Paper ID	Title & Authors
MR4001-A	<b>Reflections on Economic Recession in the Early Period of Islam: Lessons for Nigeria</b> Khalid Bello
MR4226-A	<b>Coupling of CGE and GAINS models: assessing the combined effect of China' s restarting of the CCER market</b> Yangyi Zhang
MR1034-A	<b>Does ambiguity influence tax compliance?</b> Qian Song, Suparak Janjarasjit, Siew Chan
MR4083-A	<b>The Role of Management Accounting On Decision Making Process In Telecommunication Industry</b> Nura Isah, Rabiul Iliya, Ahmed Hassan
MR4137	<b>A Study on Tourists' Online Impulsive Consumption Behavior: A Case Study in Can Tho City, Vietnam</b> Nhi Danh Thi, Ngoc Tran, Giang Le Hoang, Duy Nguyen Anh, Duy Nguyen Nhat Hai, Long Tran Quoc, Nha Pham Thanh
MR4107	<b>The risks and legal paths of generative AI</b> Xiaoqian Ma

## Technical Session 7

Beijing Time

16:30-18:45 | July 20<sup>th</sup>

Meeting Room

Rixin Room (日新厅) 3F

### Session Topic: Information Technology and Computational Modeling in Supply Chain and Decision Management

Session Chair: Assoc. Prof. Ramachandra Torres,  
Mapua Malayan Colleges Laguna, Philippines

#### Time Table

Time	Paper ID	Presenter	Affiliation
16:30-16:45	MR4154	Donn Enrique Moreno	Mapua Malayan Colleges Laguna, Philippines
16:45-17:00	MR4138	Linh La Thi Mong	FPT University, Vietnam
17:00-17:15	MR4209	Jie Cui	University of Electronic Science and Technology of China, China
17:15-17:30	MR4153	Huimin Tang	Guangzhou Xinhua College, China
17:30-17:45	MR4208	Yongjiao Sun	University of Electronic Science and Technology of China, China
17:45-18:00	MR4118	Kim Ly Ngoc Thien	FPT University, Vietnam
18:00-18:15	MR4143-A	Bo Yu	Dalhousie University, Canada
18:15-18:30	MR4236-A	Kai Zhao	Beijing University of Technology, China
18:30-18:45	MR1009-A	Na Wen	California State University, United States

#### Paper Detail

Paper ID	Title & Authors
MR4154	<b>The Mediating Role of Digital Orientation on Small Business Adoption of Accounting Information Systems: The Case of Small Businesses in Selected Cities in Laguna, Philippines</b> Liednah Magnanao, Mariel Tricia Gotiongco, Khristine Joy Holgado, Ellenita Red, Ramachandra Torres, Donn Enrique Moreno
MR4138	<b>Factors Influencing Regional Specialty Purchasing Behavior via the Internet: An Empirical Study from the Ca Mau City</b> Linh La Thi Mong, Ngoc Tran



Paper ID	Title & Authors
MR4209	<b>Sourcing strategies under stranglehold risk of key components</b> Jingyi Zhao, Jie Cui, Jingming Pan
MR4153	<b>Research on Product Pricing Strategies in Duopoly Markets under C2B Model</b> Huimin Tang, Haibin Tang, Jinchao Guo, Fan Zhang
MR4208	<b>Operational Strategies of “Stranglehold” Supply Chain Based on the Technological Innovation of Domestic Supplier</b> Yunpeng Wei, Yongjiao Sun, Jingming Pan
MR4118	<b>The Relationship Between Artificial Intelligence Technology And Green Supply Chain</b> Kim Ngoc Thien Ly, Kiet Hong Vo Tuan Truong
MR4143-A	<b>Reasoning Models in Automated Negotiations for Commerce</b> Bo Yu, Gang Hu
MR4236-A	<b>Research on Text Mining and Quantitative Evaluation of Local Policies for Future Industries Based on TTSE Framework</b> Kai Zhao
MR1009-A	<b>Human Touch or Machine Mind? The Impact of AI vs. Human Generated Recommendations on Consumer Trust</b> Na Wen

## Technical Session 8

Beijing Time

16:30-18:45 | July 20<sup>th</sup>

Meeting Room

Siyuan Room (思源厅) 3F

### Session Topic: Live Streaming Marketing and Social Commerce

Session Chair: Assoc. Prof. Karoly Miklos Kiss, University of Pannonia, Hungary

#### Time Table

Time	Paper ID	Presenter	Affiliation
16:30-16:45	MR4157	Susu Wang	Communication University of China, China
16:45-17:00	MR4133	Van Anh Nguyen Thi	FPT University, Vietnam
17:00-17:15	MR4136	Jing Li	Guangzhou Xinhua University, China
17:15-17:30	MR4080-A	Rabiu Iliya	Jigawa State Polytechnic Dutse, Nigeria
17:30-17:45	MR1014-A	Shichun Xu	University of Michigan-Flint, USA
17:45-18:00	MR4105	Sang Vo Minh	FPT University, Vietnam
18:00-18:15	MR4155	Donn Enrique Moreno	Mapua Malayan Colleges Laguna, Philippines
18:15-18:30	MR1030-A	Yimei Man	University of Otago, New Zealand

#### Paper Detail

Paper ID	Title & Authors
MR4157	<b>Enhancing Understanding of Consumers' Online Group Buying Intentions on TikTok: Integrating Social Awareness and Gratification with the Theory of Planned Behavior</b> Susu Wang, Jing Wang
MR4133	<b>Online Menu by QR-Code and Behavioral intention to adopt it on Mobile of Gen Z, research for the Food and Beverage industry in Can Tho City, Viet Nam</b> Van Anh Nguyen Thi
MR4136	<b>Factors Influencing Customer Loyalty in Knowledge-based E-commerce Live Streaming: A Case Study of EAST BUY</b> Jing Li, Huan Xu, Ye Wang

Paper ID	Title & Authors
MR4080-A	<b>The Role of Social Media Networking Sites on Fast Food and Restaurant Businesses in Nigeria</b> Rabiu Iliya, Nura Isah, Ahmed Hassan, Abubakar Sadiq Dalha
MR1014-A	<b>Typology and Coping Strategies with Business Partners</b> Shichun Xu
MR4105	<b>Factors Influencing Generation Y's Online Purchase Intentions: A Case Study on Vegetarian Food in Vietnam</b> Vo Minh Sang, Tran Hong Minh Ngoc
MR4155	<b>The Role of Financial Information Quality on MSMEs' Performance in using E-Commerce Platforms: The Mediating Role of User Satisfaction</b> Gwyneth Aguisanda, Loraine Jasmine Datario, Larisa Regine Regaspi, Donn Enrique Moreno, Ellenita Red, Ramachandra Torres
MR1030-A	<b>Achieving sustainability development goals: The happiness factor</b> Yimei Man

## Online Technical Session 1A

Beijing Time

10:30-12:30 | July 21<sup>st</sup>

Meeting Room

Room A: 854 3956 9291

Password: Beijing

### Session Topic: E-Commerce and Consumer Behavior

Session Chair: Assoc. Prof. Jenny O.L. Phillips, University of Saint Joseph, China

#### Time Table

Time	Paper ID	Presenter	Affiliation
10:30-10:45	MR4054	Shifan Gu	Virginia Tech, USA
10:45-11:00	MR4042	Yoseph Christian, Darjat Sudrajat	BINUS Business School Master Program, Indonesia
11:00-11:15	MR4205	William Rey	Mapua University, Philippines
11:15-11:30	EM3020	Zhangjie Yuan	SEGI University, Malaysia
11:30-11:45	EM3029	Xin Ye	Guangdong University of Science and Technology, China
11:45-12:00	EM3028	Kieth Wilhelm Jan Dugang Rey	Mapua University, Philippines
12:00-12:15	MR4210	Gu Yang	King Mongkut's Institute of Technology Ladkrabang, Thailand
12:15-12:30	MR4002	Chihan Huang	Nanjing University of Science and Technology, China

#### Paper Detail

Paper ID	Title & Authors
MR4054	<b>Exploring the Influence of Image Features and Contextual Factors on Purchase Decisions: An Empirical Analysis in E-Commerce</b> Shifan Gu, Yancong Deng
MR4042	<b>Why Green Logistics Services and Service Quality Matters for Customer Satisfaction of E-Commerce's Last Mile Delivery?</b> Sara Elektra, Yoseph Christian, Yusuf Febrio Sipayung, Anita Maharani, Darjat Sudrajat
MR4205	<b>FarmLink: Developing and Evaluating a P2P Land-Based Agricultural Market Hub for Lancaster New City through Tech-Driven Solutions</b> William Rey

Paper ID	Title & Authors
EM3020	<b>Research on the Application of Big Data Marketing in Social Media</b> Yuan Zhangjie, Qin Qichu, Wang Ting
EM3029	<b>Analysis of Factors Influencing the Development of Tea E-commerce Based on Grounded theory</b> Qingmei Chen, Xin Ye
EM3028	<b>ParaCare: Innovating Parakeet Habitats with Intelligent Connectivity</b> William Penaflor Rey, Kieth Wilhelm Jan Dugang Rey
MR4210	<b>Exploring the Influence factors of Live Streaming on Consumer Purchase Intention</b> Gu Yang, Singha Chaveesuk, Wornchanok Chaiyasoonthorn, Manoj Chatpibal
MR4002	<b>Composition of China's Digital Economy and Its Contribution on Sustainable Economy</b> Chihan Huang

## Online Technical Session 1B

Beijing Time

10:30-12:30 | July 21<sup>st</sup>

Meeting Room

Room B: 823 8595 8553

Password: Beijing

### Session Topic: Business Intelligence and Business Informatization

Session Chair: Assoc. Prof. Filzah Md Isa, Taylor's University, Malaysia

#### Time Table

Time	Paper ID	Presenter	Affiliation
10:30-10:45	MR4087	Eric Blancafor	Mapua University, Philippines
10:45-11:00	EM3025	XinYi Wang, Yu Sun	California State Polytechnic University, Canada
11:00-11:15	MR4061	Gracia Pulcheria Valentina	Petra Christian University, Indonesia
11:15-11:30	EM3027	William Penaflor Rey	Mapua University, Philippines
11:30-11:45	MR4144	Jarvin	Binus University, Indonesia
11:45-12:00	MR4101	Ine Silviya	Bina Nusantara University, Indonesia
12:00-12:15	EM3033	Wu Zhuoxuan	Lanzhou University of Science and Technology, China
12:15-12:30	MR4235	Xuanyu Chen	Zhejiang International Studies University, China

#### Paper Detail

Paper ID	Title & Authors
MR4087	<b>A Cybersecurity Awareness Training System Using a Customized Portal for BPO Organizations</b> Eric Blancaflor, Vincent Ian Paul Casas, Iris Paula Mapue, Tristian Darrel Bilbao
EM3025	<b>An AI-Powered Wardrobe Donation and Exchange Platform Using Artificial Intelligence and Computer Vision</b> XinYi Wang, Yu Sun
MR4061	<b>The Moderating Effect of Business Intelligence on Tax Avoidance to Maximize Firm Value</b> Gracia Pulcheria Valentine, Yenni Mangoting, Oviliani Yenty Yuliana
EM3027	<b>Empowering Healthcare in the Philippines: Designing, Developing, and Evaluating Doctor Online, a Mobile Telemedicine Solution for Non-Emergency Medical Consultations</b> William Penaflor Rey, Kieth Wilhelm Jan Dugang Rey

Paper ID	Title & Authors
MR4144	<b>Adoption of Metaverse in Auditing: Auditors' Perspective</b> Jarvin Jarvin, Cadelina Cassandra, Kevin Deniswara
MR4101	<b>E-Supply Chain, E-Procurement, ERP's Impact on Indonesia's Industry Performance</b> Haryadi Sarjono, Febi Agung Hartawan, Ine Silviya
EM3033	<b>How e-commerce socialization affects retailers' marketing decisions: an analysis of pricing strategies based on fresh products</b> Wu Zhuoxuan
MR4235	<b>Events Industry in the Web 3.0 Era: Empirical Analysis of Smart Contract Applications from China</b> Liquan Yao, Xuanyu Chen, Yixin Liu, Xuanying Hua, Mingguang Liu



## Online Technical Session 2A

Beijing Time

13:30-15:15 | July 21<sup>st</sup>

Meeting Room

Room A: 854 3956 9291

Password: Beijing

### Session Topic: Digital Economy and Econometric Analysis

Session Chair: Assoc. Prof. Bambang Leo Handoko,

Bina Nusantara University, Indonesia

#### Time Table

Time	Paper ID	Presenter	Affiliation
13:30-13:45	MR4232	Lin Jingying	University of Saint Joseph (USJ), Macao
13:45-14:00	EM3022	Fenfang Ye	Guangdong University of Science and Technology, China
14:00-14:15	EM3013	Bahalwan Apriyansyah	University of Szczecin, Poland
14:15-14:30	MR4063	Sultan Aziz Ontokusumo	Bina Nusantara University, Indonesia
14:30-14:45	MR4223	Chaohong Lao	Guangdong University of Science and Technology, China
14:45-15:00	MR4159	Shinta Amalina Hazrati Havidz	Bina Nusantara University, Indonesia
15:00-15:15	MR4211	Kewei Zeng	Xihua University, China

#### Paper Detail

Paper ID	Title & Authors
MR4232	<b>The Future of Digital Banking in Macau: Developing a Theoretical Model of User Willingness for Digital Banking Services</b> Lin Jingying, João Alexandre Lobo Marques, Andreia Neto
EM3022	<b>Research on Synergistic Development of Digital Economy and Manufacturing Industry Clusters</b> Fenfang Ye, Nanshun Jin, Yefu Tang
EM3013	<b>Examining Determinant of Behavioral ntention to Continue Using Online Loans through Expectation-Confirmation Model in The Context of Fintech Lending in Indonesia</b> Bahalwan Apriyansyah, Ninditya Nareswari, Yogi Tri Prasetyo, Moh. Habibur Rohman, Maela Madel L. Cahigas

Paper ID	Title & Authors
MR4063	<b>Utilizing MINITAB Software for The Three Biggest Palm Oil Brands in Indonesia</b> Sultan Aziz Ontokusumo, Nadia Christina Putri, Nelvina Marcen, Haryadi Sarjono
MR4223	<b>Research on the Coupling and Linkage Development of Cross-border E-commerce and Logistics Industry in Guangdong Province</b> Chaohong Lao, Fenfang Ye
MR4159	<b>Fully Recover from COVID-19 Uncertainties? Navigating the Islamic vs. Conventional Stock Indices in Asian Countries</b> Shinta Amalina Hazrati Havidz, Fanessa Anddromeda, Joana Vevila Rahardjo, Arya Febrian Sugiharto, Graciella Jeanne Aretha Kurniawati
MR4211	<b>Leveraging Data Analysis for Auditing E-commerce Platform Support Policies</b> Kewei Zeng

## Online Technical Session 2B

Beijing Time

13:30-15:15 | July 21<sup>st</sup>

Meeting Room

Room B: 823 8595 8553

Password: Beijing

### Session Topic: Audit Informatization and Organizational Innovation

Session Chair: Dr. Jinshui Huang, Southwestern University of  
Finance and Economics, China

#### Time Table

Time	Paper ID	Presenter	Affiliation
13:30-13:45	MR4116	Ermelinda Nazare Antonio de Almeida	University of Saint Joseph, Macao
13:45-14:00	MR4098	Yosep Yosep	Bina Nusantara University, Indonesia
14:00-14:15	MR4233	Chiang Chi Hou	University of Saint Joseph, China
14:15-14:30	MR1029-A	Momcilo Jurisic	University of Salzburg, Germany
14:30-14:45	MR4234	Emil C.H. Ip	University of Saint Joseph, China
14:45-15:00	MR4109	Erika Gowinta	Bina Nusantara University, Indonesia
15:00-15:15	MR4166	Luyao Liu	Zhejiang A&F University, China

#### Paper Detail

Paper ID	Title & Authors
MR4116	<b>Integration of Blockchain Technology in Auditing Practices - Bibliometric Analysis</b> Ermelinda Almeida, Alexandre Lobo
MR4098	<b>Auditing from Afar: A Systematic Literature Review of Remote Audit Practices During COVID-19</b> Bambang Leo Handoko, Andrew Jeremy, Yosep Yosep
MR4233	<b>Analysis of customer preference between Airlines classified as Low-Cost Carriers (LCC) and Full-Service Carriers (FSC) – a perspective from Macau clients</b> Chiang Chi Hou, João Alexandre Lobo Marques

Paper ID	Title & Authors
MR1029-A	<b>Organizational Innovativeness: A Critical Success Factor in Emerging Technology Mergers &amp; Acquisitions</b> Momcilo Jurisic
MR4234	<b>A comparative analysis of the scenario of Open Innovation initiatives in Brazil, Portugal and Macau SAR, China, under the context of the Macau Platform Between China and the Portuguese Speaking Countries</b> Emil C.H. Ip, João Alexandre Lobo Marques, Álvaro Barbosa
MR4109	<b>Exploring Blockchain Adoption: Insights from Indonesia's Accountancy Firms on Auditor Intentions</b> Bambang Leo Handoko, Ang Swat Lin Lindawati, Carroline Claura Kusuma, Erika Gowinta
MR4166	<b>Research on Governance of Deceptive Information in The Electronic Word-of-mouth Platform: From a Perspective of Consumer Involvement</b> Luyao Liu

## Online Technical Session 3A

Beijing Time

15:30-17:45 | July 21<sup>st</sup>

Meeting Room

Room A: 854 3956 9291

Password: Beijing

### Session Topic: Healthcare Informatization and Educational Information Technology

Session Co-chairs: Prof. Wojciech Cellary, WSB Merito University, Poland

Session Co-chairs: Prof. William, Mapua University, Philippines

#### Time Table

Time	Paper ID	Presenter	Affiliation
15:30-15:45	MR4053	Alexandra Angeles	Mapua University, Philippines
15:45-16:00	EM3001	Amarawan Pentrakan	Prince of Songkla University, Thailand
16:00-16:15	EM3018	Muhammad Dwi Hary Sandy	Telkom University Bandung, Indonesia
16:15-16:30	MR1145	Jenny O. L. Phillips	University of Saint Joseph, China
16:30-16:45	MR4160	Zhao Bing	University of Electronic Science and Technology of China, China
16:45-17:00	EM3009-A	Joachim Ehrenthal	University of Applied Sciences and Arts Northwestern Switzerland, Switzerland
17:00-17:15	MR4161	Yijun Zhang	Guangdong University of Science and Technology, China
17:15-17:30	MR4114	Teng Tu	Zhejiang University of Technology, China
17:30-17:45	MR4185	Yubo Qiu	China Communication information Technology Group, China

#### Paper Detail

Paper ID	Title & Authors
MR4053	<b>Assessment of the proposed KidCare Connect - A Pediatric Health Companion App Using Six Thinking Hats and SWOT Analysis</b> Grace Lorraine Intal, Alexandra Angeles, Nathaniel Calinisan, Bianca Elineen Oregas, Francis Andrei Santos
EM3001	<b>Factors Influencing Hospitals' Willingness for Pharmaceutical Procurement via E-Government Platforms: a PLS-SEM approach</b> Amarawan Pentrakan, Jiun-Yi Wang, Wing-Keung Wong

Paper ID	Title & Authors
EM3018	<b>Radical Innovation for Evaluation of Efishery Fresh Business Models</b> Muhammad Dwi Hary Sandy, Lukman Abdurrahman, Hanif Fakhurroja
MR1145	<b>Consumer purchase intention towards floral products: a study based on the five consumption values</b> Jenny O. L. Phillips, Lei Si Nga
MR4160	<b>The Application and Reflection of Big Data in the Work of Graduates' Employment at College</b> Zhao Bing
EM3009-A	<b>Platform-enabled Supply Chain and Logistics Excellence: Conceptual Design of a Transformative Logistics Excellence Model Supporting Operational Efficiency and Improved Data Transparency</b> Karolina Paulauskaite, Hitachi Energy, Joachim CF Ehrenthal
MR4161	<b>The Measurement and Spatial-Temporal Evolution of Digital Economy Development: A case of 21 Prefecture-Level Cities in Guangdong Province</b> Yijun Zhang
MR4114	<b>Immersive Car Show Program Based on Brainwave Sensing</b> Liquan Yao, Teng Tu, Chengjie Yu, Xuanyu Chen, Mingguang Liu
MR4185	<b>Exploring the Path to Building Intelligent Enterprises in the Digital Era</b> Yubo Qiu

## Online Technical Session 3B

Beijing Time

15:30-17:45 | July 21<sup>st</sup>

Meeting Room

Room B: 823 8595 8553

Password: Beijing

### Session Topic: Enterprise Digital Transformation and the Related Impacts

**Session Chair: Prof. Aneta Poniszewska-Maranda,  
Lodz University of Technology, Poland**

#### Time Table

Time	Paper ID	Presenter	Affiliation
15:30-15:45	MR4147	Liu Xinrong	Shanghai Institute of Technology, China
15:45-16:00	MR4207	Tingting Yi	China National Institute of Standardization, China
16:00-16:15	MR4188	Siyuan He	Guangdong University of Science and Technology, China
16:15-16:30	MR4205	William Rey	Mapua University, Philippines
16:30-16:45	MR4202	Shuo Yuan	Tianjin University of Technology, China
16:45-17:00	MR4006	Yuxian Ou	Zhuhai College of Science and Technology, China
17:00-17:15	MR4057	Xiaoling Ji	Xiamen University of Technology, China
17:15-17:30	MR4168	Junior Leiva Chamorro	Universidad Continental, Peru
17:30-17:45	MR4199	Kexin Ning	Beijing Normal University, China

#### Paper Detail

Paper ID	Title & Authors
MR4147	<b>Digital Transformation, Green Innovation, and Green Total Factor Energy Efficiency ——Based on Empirical Evidence from Listed Companies in China A-Share Market</b> Liu Xinrong, Zhang Lingang
MR4207	<b>Research on BRICS E-commerce Standardization Cooperation Mechanism</b> Tingting Yi, Guoshu Zhang, Qing Xu



Paper ID	Title & Authors
MR4188	<b>POY Price Prediction Model based on XGBoost Algorithm</b> Yuhao Liu, Siyuan He, Chengjun Chen
MR4205	<b>FarmLink: Developing and Evaluating a P2P Land-Based Agricultural Market Hub for Lancaster New City through Tech-Driven Solutions</b> William Rey
MR4202	<b>Research on the Priority of Online Service of University Library Based on Kano Model</b> Shuo Yuan, Xia Hao, Peizhuo Li, Yuhua Liu
MR4006	<b>Internal Financing Strategy in Green Supply Chain with Yield Uncertainty</b> Ou Yuxian, Liu Cuicui, Wang Xiangping, Liu Min
MR4057	<b>Study on the Efficiency of Industry-University-Research Collaborative Innovation in Fujian Province Based on the DEA Cross-Efficiency Model</b> Xiaoling Ji, Xiaoqing Li
MR4168	<b>Implementation's influence of an inventory control system with sure step methodology in Euro Perú S.A.C. Company</b> Junior Leiva Chamorro, Michael Anmel Damian Villalobos, Luis Alexis Picon Revolo, Alan Miguel Infante Vidalon
MR4199	<b>Research on Brand Marketing Strategies on the Xiaohongshu Platform Abstract</b> Kexin Ning

# Contact Information

## Secretary Wechat



Please add the conference secretary's WeChat for further consultation if needed.

## Wechat Publicity Account



More conference information please follow

# MEMO

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