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## **Chair's Message**

The Committees of the International Conference on Innovation and Management (IAM2024 Winter) are pleased to welcome you to this meeting held at Bangkok, Thailand on Jan. 23-26, 2024. 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, 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 cutting-edge innovative 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.

Among 24 excellent manuscript submissions from 4 countries, 19 of them come 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 IAM2024W.

Looking forward for your participation again in our next event.



Conference Chair



## Schedule

<b>Jan. 23, 2024 (Tuesday)</b>	
15:30-16:30	Registration (Lobby, 1F)

  

<b>Jan. 24, 2024 (Wednesday) 08:30-11:30 Registration</b>	
<b>Room</b>	<b>PhloenChit (8F)</b>
09:00-12:00	Session A
12:00-14:00	Lunch (Food Exchange, 7F)

  

<b>Jan. 25, 2024 (Thursday) 08:30-11:30 Registration</b>	
<b>Room</b>	<b>PhloenChit (8F)</b>
09:00-12:00	Session B
12:00-14:00	Lunch (Food Exchange, 7F)

  

<b>Jan. 26, 2024 (Friday)</b>	
Whole Day	Free Activities

*Schedule*

# Agenda

**Jan. 24, 2024 (Wednesday)**

**Session A**

**09:00-12:00**

**Room: PhloenChit**

**Session Chair: Syming Hwang**

National Chengchi University, Taiwan

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## **The Implementation of Customized Customer Relationship Management System in a Multinational Company**

Hsiu-Li Liao	Chung Yuan Christian University
Su-Houn Liu	Chung Yuan Christian University
Cheng-Yu Liu	Chung Yuan Christian University

## **Parents' Perceptions of Online Learning Effects: Perspectives Based on Parental Traits and Parent-Child Online Interactions**

Shih-Ming Pi	Chung Yuan Christian University
Kuo-Chen Li	Chung Yuan Christian University
Ming-Hsiu Lu	Chung Yuan Christian University

## **Five Senses of Servicescape and Perceived Service Quality Enhance Re-patronage on a Chain Store**

Shu-Hsien Liao	Tamkang University
Szu-Yu Hou	Tamkang University

## **Why Has the Metaverse Once Again Fallen into Obscurity? Some Evidence from Brainwave Measurements**

Hsuan-Hsien Liu	Chung Shan Medical University
Chi-Jung Hsu	Chung Yuan Christian University

## **Develop A Model for Continuous Watching Intention on Knowledge Influencer Channel - A Perspective of Empathy Marketing**

Jui-Yu Chen	Feng Chia University
Meng-Chia Hsueh	Feng Chia University

# **Agenda**

**Jan. 24, 2024 (Wednesday)**

**Session A**

**09:00-12:00**

**Room: PhloenChit**

**Session Chair: Syming Hwang**

National Chengchi University, Taiwan

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## **Revolutionizing Brand Consumption: Unleashing the Power of Social Media**

### **Influencers on Direct-to-Consumer Brands**

Yi-Fang Chiang	Feng Chia University
Hsin-I Chen	Feng Chia University
Wei-Chen Chen	Feng Chia University
Ting-Ting Chen	Feng Chia University

## **The Impact of Strength-based Leadership Coaching on Principals' Strength-based Leadership Competencies in Elementary Schools**

Su-Ching Lai	University of Taipei
Yi-Ku Ting	University of Taipei

## **Behavioral Pattern Analysis of Students' Intention to Use School Fan Page**

Huai-Te Huang	National Taiwan Normal University
Hao-En Chueh	Chung Yuan Christian University

## **Prioritizing Factors Affecting Market Segmentation (Case Study: Iranian Home Appliances)**

Sheida Bakhtiyari	Imam Khomeini International University
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# **The Implementation of Customized Customer Relationship Management System in a Multinational Company**

Hsiu-Li Liao\*, Su-Houn Liu and Cheng-Yu Liu

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## **Abstract**

The Customer relationship management (CRM) system mainly integrates the sales, marketing, service and other processes within the enterprise, collects and summarizes all information on all connections between customers and the company. This study takes a multinational company as the main research object, and explores the problems and countermeasures faced by multinational companies in their implementation from the perspective of customized CRM systems. This study uses in-depth interviews as the main method of data collection. Supervisors and employees generally perceived that the system can play a practical role in helping work, including: (1) Transparency of equipment-related documents and information; (2) Unity and uniqueness of information; (3) Information security protection of graphic design; (4) Exchange, inheritance and preservation of professional knowledge in the industry; (5) Statistical analysis data helps improve machine performance. The research results will provide reference for academic and practice.

*Keywords:* Multinational company, customer relationship management, customized system, system benefits

# Parents' Perceptions of Online Learning Effects: Perspectives Based on Parental Traits and Parent-Child Online Interactions

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## Abstract

During the COVID-19 pandemic, online learning has become a crucial solution for resilient schooling. For parents with school-aged children, ensuring the effectiveness of online learning has emerged as a major concern. Previous research has focused more on parents' attitudes towards online learning and their self-efficacy, but less on their parenting styles and the extent of their involvement and support during their children's online learning. This study aims to construct a model for understanding the effectiveness of online learning from the perspectives of parental characteristics and parent-child online interactions. The research method used is a survey targeting parents with children engaged in online learning. A total of 202 respondents participated in the survey. The results reveal that parents' attitudes towards online learning and their parenting styles have a positive and significant impact on their perception of the effectiveness of online learning. However, parents' self-efficacy, through their degree of involvement, does not significantly affect the perceived effectiveness of online learning, while it is significantly positive when it comes through their supportive learning. We believe that online learning is gradually becoming a new norm, and children are no longer resistant to it. Parental support and involvement are crucial. In essence, teaching is about 'accompaniment' – helping children find something they can commit to, with the assistance and communication of teachers, can also alleviate parents' concerns about online learning and support their children's growth and learning.

*Keywords:* Online learning, self-efficacy, parenting styles, engagement, accompanied learning

# **Five Senses of Servicescape and Perceived Service Quality Enhance Re-patronage on a Chain Store**

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## **Abstract**

The five senses of sight, hearing, touch, taste, and smell enable us to perceive our business and service environment. This leads to several research questions in this study. First, do the five senses of servicescape (FSS) and perceived service quality (PSQ) affect re-patronage intentions (RPI) through customer engagement (CE), and do the multi-dimensional perspectives of the five senses of servicescape and perceived service quality affect customers' intentions to re-patronize chain stores in this process? Second, according to experiential value (EV), will customer engagement be determined by personal perception of their satisfaction, loyalty, and commitment with a chain store, as well as the relevance of those attributes to the customer re-patronage intentions? Third, does experiential value have a role in exploring the moderating effect in the research model? Therefore, this study incorporates the three motivations of experiential value into the research model to investigate the two moderated moderation effects for the Taiwan telecom chain stores (N=937).

*Keywords:* Five senses of servicescape, perceived service quality, customer engagement, experiential value, re-patronage intentions, moderated mediation model

# **Why Has the Metaverse Once Again Fallen into Obscurity? Some Evidence from Brainwave Measurements**

Hsuan-Hsien Liu<sup>1\*</sup> and Chi-Jung Hsu<sup>2</sup>

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## **Abstract**

The primary objective of this study was to understand whether, within the realm of the metaverse, we can achieve the fully immersive experiences and sensations as prophesied by technological visionaries. Further, through the analysis of EEG data, we aimed to discern the differences between virtual reality (VR) and real-world experiences from the user's perspective. Utilizing electroencephalography as a measurement tool, this study endeavored to identify objective data that could elucidate why the concept of the metaverse remains challenging to realize in practice. The findings of this experiment indicate that, as of the current state, the metaverse as presented through VR headsets reveals a significant disparity in users' levels of concentration and relaxation compared to real-world experiences. The so-called VR experience, it seems, may still be more akin to a more realistic high-definition video for users, failing to fully emulate the sensations of reality.

*Keywords:* Metaverse, Electroencephalography(EEG), Virtual Reality (VR)

# **Develop A Model for Continuous Watching Intention on Knowledge Influencer Channel - A Perspective of Empathy Marketing**

Jui-Yu Chen<sup>1\*</sup> and Meng-Chia Hsueh<sup>2</sup>

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## **Abstract**

This study aims to investigate the factors influencing viewers' continuous watching intention on knowledge influencers' channels, with a focus on empathy marketing. Viewers' empathy is expected to contribute to psychological meaningfulness and positive emotion. Video quality is considered a crucial antecedent variable. The framework explores the positive relationship between video quality and continuous watching intention, mediated by empathy marketing. Additionally, the study examines influencers' personalities, specifically openness and conscientiousness, as potential moderators. A pilot study was conducted to validate the questionnaire items. The forthcoming survey results will inform managerial implications for both academic and practical purposes.

*Keywords:* Knowledge influencer, empathy marketing, psychological meaningfulness, positive emotion, continuous watching intention, personality

# **Revolutionizing Brand Consumption: Unleashing the Power of Social Media Influencers on Direct-to-Consumer Brands**

Yi-Fang Chiang<sup>1</sup>, Hsin-I Chen<sup>1</sup>, Wei-Chen Chen<sup>1</sup> and Ting-Ting Chen<sup>2\*</sup>

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## **Abstract**

In the era of rapidly evolving new media, social media's influence has expanded significantly, with Key Opinion Leaders (KOLs) becoming increasingly central to public discourse. This study investigates the impact of KOLs on social media and the burgeoning Direct-to-Consumer (DTC) marketing model on consumer purchase intentions. It aims to understand the unique characteristics of KOLs that attract consumers and how User-Generated Content (UGC) and interactivity on social media platforms influence purchase intentions. Additionally, the study examines the role of word-of-mouth in shaping consumer decision-making. Notably, previous research has rarely explored the effects of trust in DTC brands and message diagnosticity on purchase intentions. Employing Structural Equation Modeling (SEM), this study intends to analyze 200 valid samples to assess the impact on consumers' purchase intentions towards DTC brands. Theoretical and practical contributions, along with recommendations for future research, will be presented based on the findings, contributing to the broader field of study.

*Keywords:* Direct-to-consumer, Key Opinion Leaders (KOL), Direct to Consumer (DTC), social media influencer, purchase intention

# **The Impact of Strength-based Leadership Coaching on Principals' Strength-based Leadership Competencies in Elementary Schools**

Su-Ching Lai and Yi-Ku Ting\*

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## **Abstract**

This study aims to examine the effect of strength-based leadership coaching on elementary school principals by employing a variety of research methods, including a quasi-experimental approach (specifically, a nonequivalent control group design) and a questionnaire. A total of 38 elementary school novice principals participated in the study utilizing a nonequivalent-control group design, with 19 assigned to the experimental group and another 19 to the control group. The experimental group received strength-based leadership coaching, while the control group did not receive this coaching. Subsequently, the researchers assessed the growth of principals' strength-based leadership competencies both before and after implementing the strength-based leadership coaching, aiming to confirm the coaching's impact. The main findings of this study are as follows: (1) The principals' strength-based leadership competencies are high. (2) After the introduction of strength-based leadership coaching, leadership competencies showed noticeable improvement, particularly in the domains of execution, relationship building, influence, strategic thinking, and creating hope. According to the findings, suggestions for the implementation and further studies are proposed.

*Keywords:* Strength-based leadership, coaching, elementary school principals

# **Behavioral Pattern Analysis of Students' Intention to Use School Fan Page**

Huai-Te Huang<sup>1</sup> and Hao-En Chueh<sup>2\*</sup>

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## **Abstract**

Social media is the main channel for teenagers to obtain and exchange information, therefore, many schools have begun to use social media as an important channel to release schools' information. The main purpose of this study is to explore the behavioral patterns of students' intention to use school fan page as an important information acquisition channel. We conducted a questionnaire survey on students of a senior high school in Taoyuan City, Taiwan, and conducted an association rules mining on the collected questionnaire data. The research results show that the trust and effort expectancy are key factors affecting the students' intentions to use school fan page. The findings of this study can provide practical promotion guidelines for the schools that want to use fan page as a main channel for releasing important information.

*Keywords:* Fan page, usage intention, UTAUT, trust, association rule mining



# **Prioritizing Factors Affecting Market Segmentation (Case Study: Iranian Home Appliances)**

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## **Abstract**

The use of Iranian products plays an important role in the security and survival of the economic cycle of society, which requires the adaptation of products to the different needs of customers. In this regard, the division of markets can be fruitful in the success of marketing and create a competitive advantage. Paying attention to the elements of market segmentation based on an interpretive model by considering the ranking of factors can better reflect the adaptation to customers' preferences. In this research, 121 informed experts were asked as a statistical population through a questionnaire. Based on the analyses performed by the Interpretive Structural Modeling (ISM) method and the Fuzzy TOPSIS method, it was found that the demographic (statistical) factor has the highest priority with a coefficient of 0.613 and is in the linked group. The behavioral and geographical factors with coefficients of 0.206 and 0.181 are in the second and third ranks in terms of importance. They were classified as dependent and independent groups in the Mic-Mac diagram. The mentioned method can align with targeted marketing policies to advance market development plans.

*Keywords:* Market segmentation, marketing, interpretive structural modeling (ISM), Fuzzy TOPSIS (TOPSIS-F)<sup>1</sup>

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<sup>1</sup> Technique for Order of Preference by Similarity to Ideal Solution



# Agenda

**Jan. 25, 2024 (Thursday)**

**Session B**

**09:00-12:00**

**Room: PhloenChit**

**Session Chair: Cheng-Kiang Farn**

Chung Yuan Christian University, Taiwan

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## **Exploring the Impact of ESG on Taiwan's Electronic Industry Suppliers: A Case Study of Carbon Footprint Management**

Chia-Ying Hsu	Shu-Te University / I-Shou University
Nai-Chieh Wei	I-Shou University
Wen-Sheng Tan	Shu-Te University

## **Using the Analytic Hierarchy Process to Investigate Accessibility Ramp Rating Criteria**

Yu-Ping Lee	Shu-Te University
Gui-Ren Shi	Shu-Te University
Wen-Sheng Tan	Shu-Te University

## **A Study on the Impact of Promoting Corporate Social Responsibility on Employee Job Satisfaction and Organizational Performance**

Wen-Sheng Tan	Shu-Te University / I-Shou University
Nai-Chieh Wei	I-Shou University
Chung-Yuan Dye	Shu-Te University

## **Determinants of Sustainable Operations and Financial Performance in Taiwanese Optoelectronics Corporations**

Wen-Chun Tsai	Feng Chia University
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## **Discussing the Current Situation and Countermeasures of Taiwan's Cross-border Telecommunications Fraud Crimes by Using Investigation Management**

Ming-Sie Pan	I-Shou University
Chao-Hsing Fan	Tainan City Police Department
Hsiang-Chen Hsu	I-Shou University
Nai-Chieh Wei	I-Shou University

# Agenda

**Jan. 25, 2024 (Thursday)**

**Session B**

**09:00-12:00**

**Room: PhloenChit**

**Session Chair: Cheng-Kiang Farn**

Chung Yuan Christian University, Taiwan

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## **Develop Employee Creativity: The Moderating Effect of Cooperative Incentive**

Jui-Yu Chen

Feng Chia University

Eugene

Feng Chia University

## **Evaluate the Success Factors of Chung-Hwa Post's Innovative Services**

Chu-Lun Hsieh

National Taichung University of Science and Technology

Chen-His Hung

National Taichung University of Science and Technology

Hui-Qi Zhang

National Taichung University of Science and Technology

## **Examining the Sustainable Business Model of a Sharing Platform: A Case Study of the SDG SHARE+ App**

Hsien-Cheng Wang

MEAN WELL Enterprises Co., Ltd.

Ya-Wen Lin

Fu-Jen Catholic University

Chien-Hsiang Liao

Fu-Jen Catholic University

Shan-Ling Weng

Fu-Jen Catholic University

Shih-Wei Shen

Fu-Jen Catholic University

## **Evaluating the Sequencing Impacts of Green Action Strategies for Sewage Treatment Plants**

Kai-Lung Cheng

National Pingtung University of Science and Technology

Wen-Chien Kuo

National Pingtung University of Science and Technology

Yu-Ting Tseng

Meiho University

## **Going Global: Government Involvement and Enterprises Internationalization**

Zhizhi Ruan

National University of Singapore

# **Exploring the Impact of ESG on Taiwan's Electronic Industry Suppliers: A Case Study of Carbon Footprint Management**

Chia-Ying Hsu<sup>1\*</sup>, Nai-Chieh Wei<sup>2</sup> and Wen-Sheng Tan<sup>1</sup>

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## **Abstract**

The specific research contents and directions in the areas of carbon footprint and supplier development include calculation methods and emission reduction measures for carbon footprint, the relationship between carbon footprint and corporate performance, ESG evaluation criteria and methods for suppliers, and ESG collaboration models between enterprises and suppliers. Through these studies, corporate ESG performance can be further improved to achieve sustainable development goals. This study aims to explore the impact of environmental, social, and governance (ESG) factors, carbon footprint management, and corporate social responsibility (CSR) on supplier management performance. The study found that all three factors have a significant positive impact on supplier management performance. A questionnaire survey was conducted among operators, procurement personnel, and management levels in the electronics industry, and a total of 1,287 valid questionnaires were collected. Overall, this study provides empirical evidence on the impact of ESG, carbon footprint management, and CSR on supplier management performance, which can help enterprises improve supply chain efficiency and performance while practicing social responsibility. However, this study also has some limitations, such as the sample scope only covering the electronics industry and not considering differences in other industries. Future research can expand the sample to more industries to examine whether the impact of ESG, carbon footprint management, and CSR on supplier management performance is universal.

*Keywords:* ESG, supply chain management, carbon footprint, sustainable development, supplier development

# **Using the Analytic Hierarchy Process to Investigate Accessibility Ramp Rating Criteria**

Yu-Ping Lee\*, Gui-Ren Shi and Wen-Sheng Tan

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## **Abstract**

In the construction of accessible facilities, a series of criteria must be evaluated. Therefore, this study adopts the World Health Organization's "Age-Friendly Cities Guide" released in 2007, based on its eight dimensions, as a reference for cities to promote age-friendly environments. Through expert interviews, important weightings were determined. Simultaneously, when designing accessible ramps, special attention should be given to protective measures, handrails, and support structures.

*Keywords:* Supplier selection, analytic hierarchy process, accessible ramp

# **A Study on the Impact of Promoting Corporate Social Responsibility on Employee Job Satisfaction and Organizational Performance**

Wen-Sheng Tan<sup>1,2\*</sup>, Nai-Chieh Wei<sup>2</sup> and Chung-Yuan Dye<sup>3</sup>

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## **Abstract**

This study aims to investigate the impact of promoting Corporate Social Responsibility (CSR) on employee job satisfaction and organizational performance. A survey was conducted among employees from various industries in Taiwan, resulting in a total of 452 valid responses. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results revealed that the promotion of CSR has a significantly positive effect on both employee job satisfaction and organizational performance, thus providing support for hypotheses H1 and H2. These findings underscore the significance of implementing CSR within organizations, as it not only enhances employee job satisfaction but also improves organizational performance. Consequently, organizations should proactively take measures to foster CSR initiatives within their operations. Future research could delve into exploring potential moderating or mediating factors that may influence the relationship between CSR, employee job satisfaction, and organizational performance.

*Keywords:* Corporate social responsibility, employee job satisfaction, organizational performance

# **Determinants of Sustainable Operations and Financial Performance in Taiwanese Optoelectronics Corporations**

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## **Abstract**

Optoelectronics products have deeply penetrated into people's daily lives, and the impact of optoelectronic-related components on smart goods is inseparable. The manufacturing components of the optoelectronic industry play a significant driving role in the Taiwanese economy. To achieve sustained growth, enterprises must maintain outstanding financial performance and ensure sustainable operations. Due to the diverse and interconnected factors between sustainable operations and financial performance, this study chooses a system dynamics approach, utilizing a Taiwanese optoelectronic industry company as the research subject to thoroughly investigate the interrelationship between sustainable operations and financial performance.

Through literature review and interviews with experts and scholars in the optoelectronic industry, this study will analyze various factors influencing sustainable operations and financial performance. The expected results of the research will highlight the impact of various variables on the financial performance of companies, particularly noting that freight expenses account for less than 1% of the company's revenue, indicating a relatively lower actual impact on the company's performance. Subsequent stages of the research will further transform the qualitative model into a quantitative model and conduct simulated analysis with data. This process will contribute to a more comprehensive understanding of the relationship between sustainable operations and financial performance in the optoelectronic industry, providing a basis for enterprises to formulate more effective strategies.

*Keywords:* Sustainable, financial performance, system dynamics, optoelectronic industry, ESG score



# **Discussing the Current Situation and Countermeasures of Taiwan's Cross-border Telecommunications Fraud Crimes by Using Investigation Management**

Ming-Sie Pan<sup>1\*</sup>, Chao-Hsing Fan<sup>2</sup>, Hsiang-Chen Hsu<sup>1</sup> and Nai-Chieh Wei<sup>1</sup>

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## **Abstract**

Cross-border telecommunication frauds have become more diversified due to the advancement of technology in recent years. The system of telecommunication transmission allows fraudulent criminal groups to cause serious losses in people's property and the difficulties of investigation for law enforcement officers. This paper adopts the viewpoint of investigation management and the literature review to analyze the recent cross-border telecommunication fraud crime patterns and techniques in Taiwan and the countermeasures of investigation management. This paper identifies the dilemma of combating cross-border telecom fraud and provides the successful cases of cross-border cooperation. These case studies will then serve as a reference for the relevant units to prevent cross-border telecom fraud crimes in the future.

*Keywords:* Telecommunications fraud, cross-border crime, investigation management

# **Develop Employee Creativity: The Moderating Effect of Cooperative Incentive**

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## **Abstract**

In the competitive business environment, innovation is crucial for organizational survival and success. This study aims to construct a research model illustrating employee creativity, a key driver of successful innovation. The model integrates conceptual frameworks, specifically employee involvement and openness experience, connected to employee creativity through the mediating role of social interaction. Cooperative incentives are emphasized as a primary focus and act as a moderator in shaping these relationships. Questionnaires will be distributed across Taiwanese marketing departments, renowned for their emphasis on creativity, for comprehensive data collection. Anticipated findings suggest a positive impact on employee creativity, providing critical insights for practitioners in the field.

*Keywords:* Employee involvement, openness to experience, social interaction, employee creativity, cooperative incentive

# Evaluate the Success Factors of Chunghwa Post's Innovative Services

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## Abstract

In the face of the 2050 net-zero emissions policy goal, state-owned enterprises must consider their economic and operational interests and evaluate their impact on society and the natural environment. This study aims at the ESG view and uses a decision-making trial and evaluation laboratory (DEMATEL) method to explore the fundamental factors behind China Post's decision-making on sustainable, innovative services. The research results show that intelligent operations must be combined with carbon management to promote sustainable, innovative services for Chung-Hwa Post. At the same time, resources are invested from the environment, green finance, social culture, governance, and local economy to promote the balance between ecology and interests to achieve the goal of sustainability and innovative services.

*Keywords:* ESG, innovative services, DEMATEL, decision-making, sustainability

# **Examining the Sustainable Business Model of a Sharing Platform: A Case Study of the SDG SHARE+ App**

Hsien-Cheng Wang<sup>1</sup>, Ya-Wen Lin<sup>2</sup>, Chien-Hsiang Liao<sup>2\*</sup>,  
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## **Abstract**

In 2015, the United Nations established 17 Sustainable Development Goals (SDGs). In response to this global initiative, MEAN WELL Enterprise Co., Ltd. introduced the SDG SHARE+ App in 2022, aiming to expand the sharing economy paradigm. The app integrates Environmental, Social, and Governance (ESG) strategic alliances into its value chain and aspires to function as a platform for sharing SDGs values. To examine the development and implementation of sustainable business models within sharing platforms, this study employs the SDG SHARE+ App as a case study. Utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT) theoretical model, the research analyzes cooperation partners' propensity to adopt the SDG SHARE+ App. The research findings are of managerial significance, offering valuable insights for ongoing optimization initiatives of the SDG SHARE+ App. Simultaneously, these results serve as a strategic blueprint for the extension and integration of the sharing platform model.

*Keywords:* Sharing economy, system adoption, UTAUT, sustainable development goals

# Evaluating the Sequencing Impacts of Green Action Strategies for Sewage Treatment Plants

Kai-Lung Cheng<sup>1\*</sup>, Wen-Chien Kuo<sup>1</sup> and Yu-Ting Tseng<sup>2</sup>

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## Abstract

The global water scarcity caused by the impacts of climate change has enforced sewage treatment plants to face a transformation from end-of-pipe treatment to recycling of diversified water resources. The purpose of this study is to evaluate the implementation sequence of the green action strategy program in sewage treatment plants and to accomplish the objectives in order of priority. The research methodology includes three strategic objectives such as carbon management, environmental education, and energy saving and carbon reduction. These objectives were investigated among the senior employees within sewage treatment plants and the survey was carried out by applying questionnaire and the expert's weighting method. As the result, the three strategic objectives were analyzed by the expert weighting hierarchy in order to generate the integrated weighting value of carbon management (05.83), energy saving and carbon reduction (05.61), and environmental education (05.21). This suggests that carbon management could be prioritized in the current implementation sequence. The other two strategic objectives should be considered as medium- and long-term strategic objectives. Although the weighting values were different, in general the green action strategy is referred to as an important reference for the transformation of sewage treatment plants. The expectation is to achieve maximum effectiveness with limited resources which can provide relevant units as a reference direction for future decision making and formulation in water resources management.

*Keywords:* Recycling, sewage treatment plant, carbon management, environmental education

# **Going Global: Government Involvement and Enterprises Internationalization**

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## **Abstract**

“Going Global” has always been a crucial national strategy in China. Guided by this strategy, the outward foreign direct investment (OFDI) grew dramatically from 2006. As the OFDI of a company is influenced by both the market and the government, this paper will focus on the impact of government involvement on firms’ OFDI. The study will explore how different forms and degrees of government involvement influence the internationalization of enterprises. This paper first divides government involvement into the subsidy, policy attitude, and state capital involvement, and provides a general analysis of the impact of government involvement on the OFDI by using 1311 cross-sectional data of Chinese listed companies in 2013 to run logistic regression. Ultimately, this paper found that industrial policy attitudes do not have an impact on firms’ internationalization. Subsidies, however, can promote firms’ internationalization. Finally, state capital involvement is detrimental to the internationalization of companies.

*Keywords:* Going global, government involvement, enterprise internationalization, strategic management

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3. The papers having more than one author will not get any extra time for making their presentations.
4. Session chair should remind the speakers about the time limit three minute before the time he or she is expected to finish the presentation. If a speaker goes beyond the allotted time, session chair should remind her or him to close the presentation.

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

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