

# 28<sup>th</sup> International Conference on IT Applications and Management

THEME: DATA-CENTERED COLLABORATION FOR ENHANCED SOCIAL CAPABILITY

Hosted and Supported by Korea Data Strategy Society, Korea Internet e-Commerce Association,  
Korea Data Agency, Dayeh University

February 21 ~ 24 2024

Venue: Dayeh University, Changhua, Taiwan



## Pre-Congress Industrial Visit and Transportation (February 21)

Time	Events
February 21, TUESDAY 08:30~21:00	08:30 Assemble in front of Hotel Midtown Richardson 09:00~15:00 Taipei Tour and industrial visit 16:00~19:00 Move to Changhua 19:00~21:00 Dinner at Grand View Hotel Accommodate at the conference hotel (Grand View Hotel)

## [PROGRAM]

### Conference Inauguration Plenary Session (February 22, 2024, THURSDAY)

Time	ITAM-28 Conference and Data-Centered International Collaboration Forum Program
08:30~09:00	Registration
	Plenary Inauguration Session
09:00~10:30	<p><b>Opening Announcement</b> - Yi-Fen Huang (Chair of Org. Committee, Dayeh U., Taiwan)</p> <p><b>Welcoming Remarks</b> - Wen Chang Fang (President, Dayeh University, Taiwan)</p> <p><b>Greeting</b> - Jeong Hoon Lee (President of KDSS, Hansung U., Korea) - Chi Chien Wang (Dean, School of Business, Dayeh U., Taiwan) - Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea)</p> <p><b>Keynote Speech</b> <b>Speaker1: Alex Peter Queen</b> (CEO, Queen &amp; Co, Japan) <b>Theme:</b> Empowering Innovation in Asia: The Transformative Role of Low/No-code Tools Across Industries</p> <p><b>Speaker2: Kanes Rajah</b> (Executive Director, CEPD London, UK) <b>Theme:</b> The Human Mind and AI in the Knowledge Hierarchy</p>

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## Parallel Technical Sessions (February 22, 2024, THURSDAY)

Time	Track A	Track B	Track C
	<p><b>Session A1</b> <b>Intelligent Market Interaction</b> Chair: Weishen Wu (Da-Yeh U., Taiwan)</p>	<p><b>Session B1</b> <b>Trustworthiness in Business and Technology</b> Chair: Yanki Hartijasti (U. of Indonesia)</p>	<p><b>Session C1</b> <b>Designing Interaction with Intelligent Technology</b> Chair: Tae Soo Moon (Dongguk U., Korea)</p>
<p><b>Session 1</b> 10:30 ~12:10</p>	<p><b>A1.1 Will continue using SRT? The Impact of Smart Retail Technology (SRT) Attributes and Usage Assessment on Continuance Intention</b> Fan-Yun Pai (Nat'l Changhua U. of Ed., Taiwan), Tsu-Ming Yeh, Yi-Zhen Jiang, Tan-Wei Chao (Nat'l Quemoy U., Taiwan)</p> <p><b>A1.2 Effect of information provision of e-commerce platform on reuse intention through customer satisfaction: Moderating roles of information recency and information playfulness</b> Geukjoo Kang, Wonjong Kim (Gyeongsang Nat'l U., Korea)</p> <p><b>A1.3 Are you tired of scanning QR code? An empirical study of digital menu</b> Chun Hua Hsiao, Shu Hsueh, (Kainan U., Taiwan)</p> <p><b>A1.4 Exploring the Customer Journey Map and Predicting Consumer Behavior by Applying Markov Chain and Machine Learning on the Food Industry E-commerce Google Analytics Data</b> Jun-Heng Yeh, Ching-Yu Huang, Shi-Fu Lee (Feng Chia U., Taiwan)</p> <p><b>A1.5 A Study on the Relationship between Emotional Pleasure and Flow Experience of Taiwanese BL Game Players</b> Yi-Lin Yu (Fu Jen Cath. U., Taiwan)</p>	<p><b>B1.1 Evaluating Conversational AI Systems for Responsible Integration in Education: A Comprehensive Framework</b> Utkarsh Mittal (The Gap Inc, USA) Namjae Cho (Hanyang U., Korea) <a href="#">online presentation</a></p> <p><b>B1.2 Customer Service Trust and Intention: The Conversational AI Satisfaction View</b> Abbott Po Shun Chen, Yi Jie Lin (Chaoyang U. of Tech., Taiwan)</p> <p><b>B1.3 Analyzing the Effect of Trust in Reviews on Trust in a Product and a Company: Using the Trust Transfer Theory</b> Namjae Cho, Xiaochen Li (Hanyang U., Korea) Giseob Yu (Kyungpook Nat'l U., Korea)</p> <p><b>B1.4 Using the DEMATEL Method to Exploring The Key Factors of Using the Interactive Intelligent Health Promotion Equipment</b> Tsu-Ming Yeh, Hsiao-Yuan Lu (Nat'l Quemoy U., Taiwan) Fan Yun Pai (Nat'l Changhua U. of Education, Taiwan)</p> <p><b>B1.5 A Review Paper on Artificial Intelligence in Service Industries</b> Lysedie Mzwandile Matsimbie, Yi-Fen Huang (Dayeh U., Taiwan)</p> <p><b>B1.6 Share or Sell? Exploring Knowledge Monetization Business Models through Trust Transfer Theory</b> Jung-Jung Chang (Ming Chuan U., Taiwan) Liang-Chu Chen (Nat'l Defense U., Taiwan) Yu-Ciao Huang (Ming Chuan U., Taiwan)</p>	<p><b>C1.1 Applying Deep Learning and Data Augmentation Techniques to Cardiac Arrhythmia Detection</b> Yun-Wei Chu (Nat'l Defense U., Taiwan) Jun-Liang Guo (Ming Chuan U., Taiwan), Liang-Chu Chen (Nat'l Defense U., Taiwan)</p> <p><b>C1.2 Impact of Value and Feedback of Facility AI Platform Service on Organization Performance based on SERVQUAL Model</b> Byongkoo Lee (ING Global, Korea) Taesoo Moon (Dongguk U., Korea)</p> <p><b>C1.3 Decentralized Identifiers Threshold-Aware Authentication with Zero-Knowledge Proof</b> You-Lun Yang, Yean-Fu Wen (Nat'l Taipei U., Taiwan), Chih-Chien Wang (Nat'l Taipei U. &amp; Da-Yeh U., Taiwan)</p> <p><b>C1.4 Subliminal Perception Mechanism of Speech Emotion and Intelligent Computation</b> Zerong Wang, Junren Wang, Jun Wang (Fudan U., China) Mingyue Xiao (U. of Liverpool, UK), Xuan Zhou (Zhejiang U., China) Weihui Dai (Fudan U., China)</p> <p><b>C1.5 Utilizing the n-back task to investigate working memory and extending gerontological educational tools for applicability in school-aged children</b> Chih-Chin Liang, Si-Jie Fu (Nat'l Formosa U., Taiwan)</p>

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12:10~ 13:20	<b>Lunch Break</b>		
<b>Session 2</b>  13:20 ~15:00	<b>Session A2:</b> <b>Factors on the Use of Intelligent Technology</b> Chair: Fan Yun Pai (Nat'l Changhua U. of Ed., Taiwan)	<b>Session B2</b> <b>Technology, HR and Skill Development</b> Chair: Santosh Rangnekar (IIT Roorkee, India)	<b>Session C2:</b> <b>Technology and Entrepreneurship</b> Chair: Wonjong Kim (Gyeongsang Nat'l U., Korea)
	<p><b>A2.1 Design and Experiment of AI Chatbot for the Apprenticeship Program in Windfarm</b> Hung-Yun Wu, Wei-Hsiang Wang (Nat'l Chung-Hsing U., Taiwan) Yuh-Wen Chen (Da-Yeh U., Taiwan)</p> <p><b>A2.2 Continuous Usage Behavior of Facility AI Platform Service based on Expectation-Confirmation Model</b> Byongkoo Lee (ING Global, Korea) Taesoo Moon (Dongguk U., Korea)</p> <p><b>A2.3 Analyzing the Effects of Anthropomorphism in NPCs Applied by GPT on User Satisfaction and Loyalty</b> Namjae Cho, Zhilan Cao (Hanyang U., Korea) Giseob Yu (Kyungpook Nat'l U., Korea)</p> <p><b>A2.4 Anthropomorphic Packaging Perspectives: Empathy as a Mediator in Sustainable Consumer Engagement</b> Phong Ba Nguyen, Weishen Wu (Da-Yeh U., Taiwan)</p> <p><b>A2.5 The Application of Innovation Diffusion Theory and Experimental Marketing Strategy in the Adoption of AI-Generated Technology</b> Tsui-Hsu Tsai (Takming U. of Sci. &amp; Tech., Taiwan) Michiko Miyamoto (Nagasaki U. Japan)</p>	<p><b>B2.1 Exploring the Impacts of Perceived Usability, Usefulness, and Security on Usage Intention for Online Recruiting Platforms</b> Chang-jung Lin, Chiao-Yin Hsieh (Providence U., Taiwan)</p> <p><b>B2.2 Exploring The Professional Career Lattice Model: A Paradigm Shift In Career Development</b> Nguyen Van Minh, Nguyen Thi Bui, (Nguyen Tat Thanh University, Vietnam) <a href="#">online presentation</a></p> <p><b>B2.3 Burnout and Engagement in the Context of Job Demands-Resources Model: The Mediating and Moderating Role of Self-Efficacy</b> Hui-Ling Tung (Da-Yeh U., Taiwan), Hsu-Mei Lee (Chung Yuan Christian U., Taiwan) Munkhzaya Narantsetseg (Databank LLC, Mongolia)</p> <p><b>B2.4 Learning from Supervisor and Communicative Career Competencies: A Moderation-Mediation Analysis</b> Mohit Pahwa (NMIMS U., India) Santosh Rangnekar (IIT Roorkee, India)</p> <p><b>B2.5 Transformational Leadership and Employee Contextual Performance: Role of Self-determination and Competency</b> Jyoti Arya (IIM Sambalpur, India) <a href="#">online presentation</a></p>	<p><b>C2.1 The Effects of Entrepreneurs' Personal Characteristics on Business Management and Performance: Focused on Food and Beverage(F&amp;B) Industry</b> Wonjong Kim, Khongorzul Gantumur (Gyeongsang Nat'l U., Korea)</p> <p><b>C2.2 Multivariate Analysis of Covariance on Characteristics Influencing Technological and Managerial Barriers of Technology Startups</b> Geonil Ko (ETRI, Korea) Namjae Cho (Hanyang U., Korea)</p> <p><b>C2.3 Construct Scientific Company Business Ecosystem-Taking B Scientific Company as an Example</b> Tzong-Ru Lee (Nat'l Chung Hsing U., Taiwan), Tuomas Lappi (U. of Oulu, Finland), Yong-Shun Lin (Ling Tung U., Taiwan), Love-Lyne Moise (Nat'l Chung Hsing U., Taiwan)</p> <p><b>C2.4 The Information Content between Stock Returns and Revenue Growth Rates: Evidence from Excellent Governance Companies in Taiwan</b> Wen-Chi Liu, Kuo-Hui Chang (Da-Yeh U., Taiwan)</p> <p><b>C2.5 The Effect of Absorptive Capacity on Technology Collaboration Performance : Focusing on the Moderating Roles of Innovation Intermediaries</b> Hyungju Lee, Geonil Ko (ETRI, Korea) Namjae Cho (Hanyang U., Korea)</p>
15:00~15:30	<b>Coffee Break</b>		

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	<b>Session A3: Innovation and Business Practice</b> Chair: Yi-Fen Huang (Dayeh U., Taiwan)	<b>Session B3 Tourism, Culture and Technology</b> Chair: Si-Jie Fu (Nat'l Formosa U., Taiwan)	<b>Session C3: Innovation and Social Change</b> Chair: Jeong Hoon Lee (Hansung U., Korea)
<b>Session 3</b>  15:30 ~16:50	<b>A3.1 An Analysis of a Korean Little Giant Company in Semiconductor Industry: Analysis of TEMC</b> Ping Lu, Namjae Cho (Hanyang U., Korea)	<b>B3.1 Study on Military Veterans Returning to Their Garrison in Kinmen: Nostalgia Tourism and Well-being</b> Hsu P. S., Wu P. C. (Nat'l Defense U., Taiwan)	<b>C3.1 Challenges of obtaining data and availing them for future research on information and technology</b> Pradeep Bastola, Sateesh Kumar Ojha (Lincoln U. College, Malaysia), <a href="#">online presentation</a>
	<b>A3.2 The Distinction and Balance of Exploration and Exploitation on Innovation Performance</b> Yi-Fen Huang, Buyan-Undrakh. Ch, (Da-Yeh U., Taiwan)	<b>B3.2 Rendang: Agent of Indonesian Culture in the International World</b> Yanki Hartijasti (U. of Indonesia)	<b>C3.2 financial literacy: A bibliometric study, review, and direction for future research</b> Rachit Dwivedi, Pragya Singh (IIT Allahabad, India) <a href="#">online presentation</a>
	<b>A3.3 The Impact of Collaboration Capabilities on the Supply Chain Performance: The Perspective of Resource Orchestration Theory</b> Sungbae Kang, Taesoo Moon (Dongguk U., Korea)	<b>B3.3 Tourism Management and Customers' Satisfaction: A Natural Language Processing and Machine Learning Framework</b> Giulia Contu, Cinzia Dessì, Carla Massidda, Marco Ortu (U. of Cagliari, Italy) <a href="#">online presentation</a>	<b>C3.3 Prediction of Consumer Behavior using decision trees and Random Forest Algorithm</b> Sateesh Kumar Ojha (Lincoln U. Malaysia) Yashodham Tripathi (City Education Foundation, Kathmandu) <a href="#">online presentation</a>
16:50~17:30	<b>Valedictory Session</b>  Valedictory Remark <b>Announcement of invitation to ITAM-29</b>		
18:00~	<b>Conference Banquet</b>		

## Post-Congress Industrial Visit and Cultural Activities (February 23 & 24)

Time	Events
February 23, FRIDAY 09:00~18:00	<b>06:00~10:00 Move by Chartered bus from Dayeh University to Taichung Airport And Fly to Kinmen Island</b> <b>13:00~17:00 Company Visit and University Visit</b>
February 24, SATURDAY 09:00~18:00	<b>09:00~15:00 Cultural Tour and industrial visit</b> <b>16:00~18:00 Return back to Taipei</b>



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