

PROGRAM (First Version)*

DAY 1 (July 3rd, 2025) (In-person)	DAY 2 (July 4th, 2025) (In-person)	DAY 3 (July 5th, 2025) (Online)
8:20 In-person & Poster Presenters collect name badges from the service desk		
8:30-11:00 Sessions A1 , B1 , C1	8:30-10:15 Sessions A2 , B2 , C2	9:30-11:30 Sessions A3 , B3 , C3
11:00-11:15 Coffee break	10:15-10:30 Coffee break	11:30-11:45 Break
11:15-11:45 Keynote Speech**	10:30-12:15 Sessions D2 , E2 , F2	11:45-13:45 Sessions D3 , E3 , F3
12:00-13:00 Lunch (Restaurant on 2/F)	12:15-13:00 Lunch (Restaurant on 2/F)	13:45-14:00 Break
13:00-13:30 Poster Presentation	13:00-15:15 Sessions G2 , H2 , J2	14:00-16:00 Sessions G3 , H3 , J3
13:00-15:15 Sessions G1 , H1 , J1		
15:15-15:30 Coffee break	15:15-15:30 Coffee break	16:00-16:10 Break
15:30-17:30 Sessions K1 , L1 , M1	15:30-17:30 T.B.A.	16:10-18:00 Session K3

* **Time in the program is Japan Standard Time** (<https://time.is/Japan>).

** **Keynote Speech:** [Prof. Ricky Chan](#), Professor of Marketing and Associate Dean, CPCE, Hong Kong Polytechnic University; Honorary Adjunct Professor of Marketing, AUT Business School, Auckland University of Technology; Barrister, Honourable Society of Middle Temple. (**Kujyaku, 2/F; Zoom: [5847253394](#)**).

Guide to Speakers and Session Chairs

- Please be ready in the session five minutes before the schedule.
- Each paper has **10 minutes for presentation + 3 minutes for Q&A**. The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her to end the presentation.
- SIBR assumes no responsibility if you are unable to finish your presentation in your assigned session for any reasons.
- **In-person presentation (Days 1-2):** LCD projector and computer will be provided in each conference room.
 - **Save your presentation file on your own USB drive. Do not connect your own computer to the projector.**
- **Poster presentation (Day 1):** Prepare an **A3-size poster** and hand it over to the service desk anytime before the start of the poster session.
- **Online presentation (Day 3):** Download the Zoom Client from <https://www.zoom.us> and install it on your computer.
 - Before the conference, test your computer webcam and microphone in the Zoom waiting room. The password for entering the Zoom meeting rooms will be sent by email before the conference.

Online Conference Proceedings

- The conference proceedings will be published at <http://sibresearch.org/past-2025-osaka.html>.

Conference Pack

- **In-person, poster, and online presentations:** you will receive by email a conference pack before the conference.
- **In-person and poster presentations only:**
 - On **either Day 1 or Day 2**, collect your name badge from the service desk (Second Floor).
 - **The name badges will be sorted by the attending authors' first names. Collection of name badges will be self-service.** Non-registered guests (without a name badge) will not be admitted.
 - The service desk will be closed during lunch time.

Conference Venue

- Second Floor, Ark Hotel Shinsaibashi, Osaka (<http://sibresearch.org/osaka-venue.html>).

Session A1: ACCOUNTING & FINANCE (venue: Kaede, 2/F)

Chair: Vitaly Orlov (University of St. Gallen)

Buyer Pressure, Corporate Governance, and Carbon Performance (s25-021)

Speaker: Chih-Wei Peng (National Changhua University of Education)

Tech IPO's: The Classic Risk-Return Tradeoff? (s25-022)

Speaker: Frank Ohara (University of San Francisco)

Does Gender-diverse Board Affect Corporate Cash Holdings? Evidence from Global Board Gender Diversity Reforms (s25-067)

Speaker: Raymond M. K. Wong (City University of Hong Kong)

Determinants of Audit Efforts After Strengthening Legal Penalties for Audit Failures: Korean Evidence (s25-124)

Speaker: Jayoun Won (Sunchon National University)

Determinants of Asset Misappropriation in Business Process Outsourcing Industry in the Perspective of Fraud Pentagon Theory: External Operations View (s25-143)

Speaker: Jocelyn P. Cruz (De La Salle University)

Understanding Legal Frameworks for Digital Transactions Addressing Cybersecurity Risks in Philippine E-Commerce (s25-153)

Speaker: Jocelyn P. Cruz (De La Salle University)

The Role of Political Stability on the relationship between ESG and Firm Performance & Firm Value: Evidence from Emerging Markets (s25-163)

Speaker: Arnel Onesimo O. Uy (De La Salle University)

A Modified Approach to Pairs Trading: Implementing the United Nation's Principles for Responsible Investment (s25-235)

Speaker: Mark B. Benya (King's College London)

Revealed Beliefs about Responsible Investing: Evidence from Mutual Fund Managers (s25-019)

Speaker: Vitaly Orlov (University of St. Gallen)

Session B1: MARKETING & CONSUMER BEHAVIOR (venue: Ichou, 2/F)

Chair: Patrick Hariramani (De La Salle University)

Consumer Perception of Sugar in Thai Desserts: An Animation Approach to Health Awareness Among Adult Tourists (s25-043)

Speaker: Tiantada Hiranyachattada (Bansomdejchaopraya Rajabhat University)

The Impact of Corporate Social Responsibility (CSR) of Clothing Brands on Brand Perception: The Mediating Role of Consumer Brand Attachment (s25-050)

Speaker: Antonio Etrata, Jr. (University of Santo Tomas)

From Emotions to Loyalty: The Role of Customer Engagement on the Effect of Emotional Advertising on Brand Loyalty in the Fast-Food Industry (s25-051)

Speaker: Antonio Etrata, Jr. (University of Santo Tomas)

(Session B1 continued on next page ...)

The Effects of Cognitive and Relational Social Capital on Online Brand Community Commitment and Advocacy (s25-069)

Speaker: Amy Wong (Singapore University of Social Sciences)

Assessing Food Safety Risks: Analyzing Hygiene-Related Keywords in Online Customer Reviews Using Association Rules (s25-085)

Speaker: Carmen Kar Hang Lee (Singapore University of Social Sciences)

Amplifying Experiences: Examining the Role of Marketing Strategy (4Ps) on Consumer Experience in the Concerts at the Philippine Arena with the Mediating Effect of Interactive Technology (s25-215)

Speaker: Xena Pheraine Garcia (De La Salle University)

From Post to Purchase: The Role of UGC, Social Media Influence, Perceived Quality, and Brand Trust in Fast Fashion Repurchase (s25-075)

Speaker: Patrick Hariramani (De La Salle University)

AI Adoption: The Role of Organizational Culture, Work-life Balance, Training and the mediating role of Digital Adaptability (s25-076)

Speaker: Patrick Hariramani (De La Salle University)

Session C1: EDUCATION, DEVELOPMENT & SUSTAINABILITY (venue: Kujiyaku, 2/F)

Chair: Piyaphan Changwatchai (Kasetsart University)

Accounting Education: A Survey of Student Perceptions of Teaching Quality (s25-025)

Speaker: Anthony Mung Yin Chan (Toronto Metropolitan University)

The Impact of AI on Learning: A Card Game-Based Exploration of Understanding in Business Undergraduate: A Case Study of The University of the Thai Chamber of Commerce (s25-028)

Speaker: Maytinee Teabrat (The University of the Thai Chamber of Commerce)

The Impact of AI Chat Technology on Cybersecurity: Digital Transformation in Business Course: A Case Study of Thai University (s25-032)

Speaker: Maytinee Teabrat (The University of the Thai Chamber of Commerce)

Patenting Trends in Agricultural Climate Innovation: A Global Analysis with a Focus on China (s25-062)

Speaker: Rocco Pavesi (Università degli Studi di Milano)

On the Use of Business Simulation Games to Enhance Learning Outcomes (s25-081)

Speaker: Francesca Summer Angeles (De La Salle University)

Eat All You Can! Repurchase Intention of Generation Z in Metro Manila (s25-080)

Speaker: Francesca Summer Angeles (De La Salle University)

Super Moms: The Convergence of Teaching Full-time and Being a Mom on a Hybrid Work Set-up (s25-176)

Speakers: Nerisse Estrada-Esguerra & Windie Odonon (De La Salle University)

Education and Gender Equality (s25-095)

Speaker: Piyaphan Changwatchai (Kasetsart University)

POSTER PRESENTATION (venue: Pre-function Area, 2/F)

A Preliminary Study on a Measurement Tool for Service Experience in Metaverse-Themed Restaurants (s25-091)

Presenter: Ching-Chan Cheng (Taipei City University of Science and Technology)

Constructing a Relational Model of Core Professional Skills for Metaverse Marketing in the Hospitality Industry (s25-093)

Presenter: Ya-Yuan Chang (Ming Chuan University)

Session G1: ACCOUNTING & FINANCE (venue: Kaede, 2/F)

Chair: Real So (De La Salle University)

Navigating Turbulence: The Effects of the COVID-19 Pandemic on Cebu Pacific's Net Profit (s25-099)

Speaker: Roj Gabriel Bermejo (De La Salle University)

Study on the Relationship between Trusted Taxpayer Designation and ESG Disclosure (s25-103)

Speaker: Dong Jin Jung (Kyungpook National University)

Fund Me, Please!: Reinforcing Existing Philippine Laws in Regulating Crowdfunding Activities (s25-141)

Speakers: Hannah Jeanne Bonquin, Jo-Anne Geneive Perez & Mary Angelika Mendoza (De La Salle University)

Evaluating AI-Driven Sustainability Accounting Practices in Indonesia: Convergence of Technology, Regulation, and Reporting Standards (s25-200)

Speaker: Diana Nurindrasari (State Polytechnic of Malang)

Quantifying Agency Conflicts: A Critical Review and Future Research Pathway (s25-299)

Speaker: Nicken Destriana (University of Sultan Ageng Tirtayasa)

The Impact of Economic Policy Uncertainty Index on NFTs (s25-232)

Speaker: Longchar Imcha (National Cheng Kung University)

Meeting Expectations the Link between Reporting Standards and SDGs among PLCs in the Philippines 2019-2023 (s25-302)

Speaker: Real So (De La Salle University)

Session H1: TECHNOLOGY, SUPPLY CHAIN & OPERATION MANAGEMENT (venue: Ichou, 2/F)

Chair: Alyssa Jane Estoque (De La Salle University)

Unveiling the Influence of Product Fragility, Logistics Innovation, Freight Efficiency, and Location Selection on Logistics Efficiency Among Third-Party Logistics Companies in Metro Manila (s25-042)

Speaker: Brevin Alen Lim (De La Salle University)

Research on Key Considerations of Industrial Filtration Equipment Operating Lease and Capital Lease Customers (s25-057)

Speaker: Ming Chou Lai (Feng Chia University)

(Session H1 continued on next page ...)

The Impact of Health Information Systems and Digital Health Platforms on Service Delays in Managing Minor Illnesses in Community Pharmacies, Thailand (s25-303)

Speaker: Wanattha Unsree (Khon Kaen University)

Measuring Operational Efficiency in the Civil Enforcement Process: A Case Study of Law Firms in Maha Sarakham Province, Thailand (s25-304)

Speaker: Kittipong Muankhoksoong (Khon Kaen University)

Reducing Service Errors and Delays in Spa Operations: Operational Guidelines from a Case Study in Khon Kaen, Thailand (s25-305)

Speaker: Monputtinun Jantao (Khon Kaen University)

How Generative AI Travel Assistants Influence Tourist Itinerary Changes: A Hidden Markov Model Approach to Decision-State Transitions (s25-320)

Speaker: Yu-Kai Huang (National Taiwan Ocean University)

Sowing Success: Examining the Impact of Knowledge Management, Entrepreneurial Orientation, and Green Marketing Initiatives on Farm Business Performance Among Organic Farmers in Bulacan, Pampanga, and Rizal (s25-158)

Speaker: Alyssa Jane Estoque (De La Salle University)

Session J1: MANAGEMENT & ENTREPRENEURSHIP (venue: Kujoyaku, 2/F)

Chair: Jyro Triviño (Ateneo de Manila University)

Women Entrepreneurs in a Patriarchal Society: How Work-Family Balance Mediates the Impact of Social Support and Patriarchal Factors on Business Success (s25-053)

Speaker: Harvey Ong (De La Salle University – Manila)

The Persuasive Power of Social Influence: Dissecting the Roles of Celebrity Trust and Parasocial Interaction in Consumer Choice within the Emerging Pinoy Pop (P-Pop) Scene (s25-090)

Speaker: Harvey Ong (De La Salle University – Manila)

Driving Innovation in Philippine Cooperatives: The Strategic Role of External Cooperation and Entrepreneurial Orientation in Metro Manila's Multipurpose Cooperatives (s25-199)

Speaker: Maynard Dela Fuente (De La Salle University)

From Lab to Market: Personal Entrepreneurial Competencies (PECs) and Commercialization Routes of Selected Filipino Academic Researchers (s25-243)

Speaker: Emilina R. Sarreal (De La Salle University)

Impact of Social Loafing on Team Performance among 2nd-year Business Students from Selected Top Universities in Metro Manila, Philippines (s25-226)

Speaker: Love Kylie Dela Cruz (De La Salle University)

Filipino Teachers' Grit and Organizational Resilience during the COVID-19 Pandemic (s25-122)

Speaker: Jyro Triviño (Ateneo de Manila University)

Bridging the Gap Between Career Expectations Versus Labor Market Realities (s25-218)

Speaker: Jyro Triviño (Ateneo de Manila University)

Session K1: MARKETING & CONSUMER BEHAVIOR (venue: Kaede, 2/F)

Chair: Noriyuki Suyama (Toyo University)

An Empirical Investigation on Consumer's Brand Consistency in Thai Restaurant, Chiangrai, Thailand (s25-024)
Speaker: Natacha Maswichian (Mae Fah Luang University)

Consumer Perceptions and Willingness to Pay for Sustainable Packaging: The Role of Low Carbon Incentives in Thailand's Food Delivery Sector (s25-137)
Speaker: Chalernpol Hoonpongsimanont (Chulalongkorn University)

Source Credibility and Perceived Value on Repurchase Intention: Attitude Toward Philippine Fast Fashion with Korean Endorsers (s25-065)
Speaker: Kimberly Yu (De La Salle University)

Monetizing Play: Mobile Game In-App Purchase Intention of Generation Z as Influenced by Perceived Value and Word of Mouth (s25-083)
Speaker: Rammuel Balbuena (De La Salle University)

Here Comes the Sun: Current Innovations and Technological Limitations and their Impact on Solar Power Adoption Among Consumers in Metro Manila (s25-150)
Speaker: Shernel Pasia (De La Salle University)

Going Cashless: Assessing the Factors affecting Customer Satisfaction on the Adoption of E-wallets Mediated by Perceived Trust (s25-036)
Speakers: Michelle Angelyn M. Gutierrez & Tristan Gabriel S. Superable (De La Salle University)

Data Analysis of Purchasing Behavior and Satisfaction of International Visitors to Japan at Department Stores - Machine Learning Approach to Decision Making (s25-262)
Speaker: Noriyuki Suyama (Toyo University)

Session L1: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Ichou, 2/F)

Chair: Juwon Lee (Aging Society Issues Institute)

Charismatic Leadership or Abusive Supervision? The Study of Supervisors' Gossip and Subordinates' Loyalty (s25-127)
Speaker: Chien-Chih Kuo (National Chengchi University)

Investigating the Effects of Employee Compensation and Employee Stock Ownership on Job Stability of R&D Employees in the Semiconductor Industry: From the Perspective of Herzberg's Two-Factor Theory (s25-151)
Speaker: Huang-Chih Hsu (Feng Chia University)

Exploring Hotel Managers' Perspectives on Sustainability and Its Role in Customer Satisfaction in Boutique Hotels (s25-170)
Speaker: Vicheth Nara (Mahidol University)

An Investigation into the Discourse of Financial Industry Employees' Job Satisfaction and Its Impact on Organizational Performance: A Case Study Bank of Taiwan (s25-209)
Speaker: Pin-Chia Su (Kaohsiung University of Science and Technology)

(Session L1 continued on next page ...)

Employment Effects for People with Disabilities: A Gender-Based Analysis on Daily Life Satisfaction (s25-217)
Speaker: Juwon Lee (Aging Society Issues Institute)

Latent Profile Analysis of Career Orientation Types and Their Impact on Job Satisfaction and Turnover
Intention Among Marketing and Sales Employees (s25-266)
Speaker: Juwon Lee (Aging Society Issues Institute)

Session M1: MONEY, BANKING & FINANCE (venue: Kujoyaku, 2/F)

Chair: Iarl Chrystille Ilusorio (University of the Philippines Visayas)

The Effect of Risk Management Practices in Banks on Financial Performance in Lao PDR: An ARDL
Approach (s25-066)
Speaker: Thipphachanh Poumarath (Khon Kaen University)

Strengthening Business Performance in Rural Credit Banks: The Role of Partnership Strategies, Trust, and
Commitment (s25-072)
Speaker: Puspa Dewi Yulianti (Universitas Pendidikan Indonesia)

A Bitcoin-Anchored Rebranding and Digital Transformation: From MicroStrategy to Strategy (s25-102)
Speaker: Kuo-Chin Jong (National Applied Research Laboratories)

A Bitcoin-Anchored Digital Transformation and Patent Portfolio Analysis: From MicroStrategy to Strategy
(s25-110)
Speaker: Ya-Yun Liao (National Institutes of Applied Research)

Modeling Inflation Inertia in Türkiye: A Quantitative Framework Integrating Machine Learning and Time
Series Approaches (s25-130)
Speaker: Onur Polat (Bilecik Şeyh Edebali University)

Debt Literacy and Debt Behavior of Teachers in Iloilo City, Philippines (s25-161)
Speakers: Iarl Chrystille Ilusorio (University of the Philippines Visayas) & Ralph Ean Braza (University of San
Agustin)

Session A2: MARKETING & CONSUMER BEHAVIOR (venue: Kaede, 2/F)

Chair: I-Ching Huang (Feng Chia University)

Trust Green, Stay Loyal: How Perceived ESG Authenticity Drives Consumer Commitment and Reciprocity —
The Moderating Role of CSR Reputation (s25-113)
Speaker: Yun-Shang Hsu (Feng Chia University)

A Study of the Effect of Perceived Green CSR on Green Psychological Benefits and Reciprocal Behavior (s25-
115)
Speaker: Li-Ling Cheng (Feng Chia University)

The Effect of Instructive vs. Consultative Brand Posts on Persuasion (s25-121)
Speaker: Hsuan-Hsuan Ku (Soochow University)

(Session A2 continued on next page ...)

An Analysis of the Feasibility of Digital Service Sales Models in the Automotive Sector: The Case of Mercedes-Benz Taiwan (s25-157)

Speaker: Tong Jung Fan (Feng Chia University)

Investigating the Key Factors Influencing Skincare Consumers' Purchase Decisions under the Framework of Expectancy Theory (s25-175)

Speaker: Chiu-Tzu Tsai (Feng Chia University)

Enhancing Customer Satisfaction Through AI in Community Pharmacy Health Supplement Sales: A Case Study of Pharmacy C in Taichung (s25-196)

Speaker: Wei-yuan Ho (Feng Chia University)

Healing Through Heritage: The Role of Tea Ceremonies in Building Emotional Branding and Consumer Loyalty (s25-259)

Speaker: I-Ching Huang (Feng Chia University)

Session B2: POLICY, TRADE & DEVELOPMENT (venue: Ichou, 2/F)

Chair: Chia-Yi Cheng (National Chung Hsing University)

The Impacts of Business Shocks on the Gender Wage Differentials: Evidence from Taiwan (s25-018)

Speakers: Ching-Fu Chang & Yo-Yi Huang (National Taiwan Ocean University)

Redistributive Taxation in the Roy Model: Trickle Down or Up? (s25-077)

Speakers: Cheng Chen Yang (Feng Chia University) & Yunmin Chen (National Central University)

Trade Costs and International Business Cycles (s25-092)

Speaker: Yen Chen Wu (Chung Yuan Christian University)

Job Polarization and Optimal Taxation Policies in an Assignment Model (s25-119)

Speaker: Fei-Chi Liang (National Chengchi University)

Multi-Level ESG Governance and Policy Transmission: Empirical Evidence from Semiconductor Firms in Taiwan and Japan (s25-142)

Speaker: Chyi-Lu Jang (National Sun Yat-sen University)

Does Carbon Tax Facilitate Green Technology Transfer? A Licensing Strategy under ECSR (s25-291)

Speaker: Chia-Chi Wang (Tatung University)

Exploring Farmers' Decisions for Sustainable Practices: Spatial Spillovers and the Diffusion of Organic and Eco-Friendly Farming in Taiwan (s25-184)

Speaker: Chia-Yi Cheng (National Chung Hsing University)

Session C2: ACCOUNTING & FINANCE (venue: Kujiyaku, 2/F)

Chair: Meng-Jou Lu (Asia University, Taiwan)

Future Time Reference (FTR) and CDS Spreads (s25-014)

Speaker: Hung Yi Huang (Soochow University)

Artificial Intelligence in Fin-tech: Exploring the Usage Intention of Robo-advisor Service (s25-052)

Speaker: Chieh-Peng Lin (National Yang Ming Chiao Tung University)

(Session C2 continued on next page ...)

The Effect of Media Sentiment on the Return and Volatility of Dividend ETF (s25-064)

Speaker: Chien-Jung Chien (Shih Chien University)

Decision Support System for Investment Strategies based on the Bayesian Probability-enhanced LSTM Hybrid Stock Price Prediction Model (s25-074)

Speaker: Gia-Shie Liu (Lunghwa University of Science and Technology)

The Impact of Geopolitical Risk on Global NFT Investor Attention (s25-136)

Speaker: Zih-Ying Lin (Fu Jen Catholic University)

Implied Volatility from the Risk-Neutral Density: Predictive Effectiveness of Skewness, Kurtosis, and Standard Deviation on Asset Returns (s25-231)

Speaker: Ying-I Lee (Ming Chuan University)

Building Intelligent Portfolio Allocation via Natural Language Processing Methods for Cryptocurrency (s25-216)

Speaker: Meng-Jou Lu (Asia University, Taiwan)

Session D2: LABOUR MARKET & ECONOMIC DEVELOPMENT (venue: Kaede, 2/F)

Chair: Young-Min Lee (Sookmyung Women's University)

Migration of Non-Health Professionals in Thailand (s25-178)

Speaker: Yuvaluck Setboonsrung (Kasetsart University)

A Fuzzy Set Ideal Type Analysis of Vocational Training Expenditure and Employment Rates in OECD Countries (s25-205)

Speaker: Eun-Jung Kim (Sookmyung Women's University)

A Survival Analysis of Structural Determinants Influencing Employment Transition Among NEET Youth (s25-228)

Speaker: Kukhee Han (Sookmyung Women's University)

A Correspondence Analysis of Industry and Occupation Distribution by Age Group among Middle-aged and Older Adults (s25-249)

Speaker: Jaehee Lim (Sookmyung Women's University)

The Evolution of Policies Concerning Unskilled Foreign Workers in South Korea: An Institutional Theory Approach (s25-257)

Speaker: Tetsuhiro Kishita (Ryukoku University)

Dissecting the Decline in Average Hours Worked in Europe (s25-275)

Speaker: Ippei Shibata (International Monetary Fund)

Latent Growth Modeling of Quality of Life Among Middle-Aged and Older Wage Workers: Job Characteristics as Key Determinants (s25-224)

Speakers: Sun-Min Won & Young-Min Lee (Sookmyung Women's University)

Session E2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Ichou, 2/F)

Chair: Kanokkan Bunchabusabong (University of the Thai Chamber of Commerce)

Imagining Hong Kong Cuisines in Contemporary Japanese Food Business (s25-013)

Speaker: Benjamin Wai-ming Ng (Chinese University of Hong Kong)

Governance and Birth Rate: A Cross-Country Analysis (s25-058)

Speaker: Sunti Tirapat (Nida Business School)

The Economics of Homelessness: A Quantitative Study on Homeless Willingness to Pay for Affordable Housing in Thailand (s25-140)

Speaker: Peera Tangtammaruk (Srinakharinwirot University)

Bridging Social Income Gap among Thai Elderly with Public Pensions (s25-234)

Speaker: Voramast Limteerakul (Chulalongkorn University)

Migrant Work and Economic Nationalism: Balancing the Welfare of Filipino Migrant Workers with a Remittance-Reliant Economy (s25-185)

Speaker: Thomas Elliot Mondez (De La Salle University)

Developing the 6+3C Identity Framework for Branding Creative Urban Neighborhoods: A Case Study of Thonglor-Ekkamai District (s25-160)

Speakers: Chamnan Poothongsri, Kanokkan Bunchabusabong, Pinut Nakklay, Pomphet Nopphakunwijai, Supphara Wisetbuppha, Tanya Turner & Thamaphon Klotkanokpan (University of the Thai Chamber of Commerce)

Session F2: ACCOUNTING & FINANCE (venue: Kujiyaku, 2/F)

Chair: Hao-Chen Liu (College of Charleston)

Impact of Institutional Coordination on Analyst Decisions During Hedge Fund Activism (s25-026)

Speaker: Xiaohui Yang (Fairleigh Dickinson University)

The Salience of Corporate Social Responsibility: Evidence from Air Pollution and Firm Performance (s25-029)

Speaker: Na Wang (Hofstra University)

Biases in Investor-Paid Credit Ratings (s25-040)

Speaker: Gaiyan Zhang (University of Missouri-St. Louis)

Japanese Government Bond and Swap Markets of Super Long Term in Japan under Different Regimes of Yield Curve Control (s25-125)

Speaker: Takayasu Ito (Meiji University)

Capturing Emotion Dimensions: Textual Content of Social Media and the Stock Market (s25-198)

Speaker: Ruipei Sun (University of Glasgow)

The Price Impact of Moving Average Convergence and Divergence (MACD) in Foreign Exchange Market (s25-089)

Speaker: Hao-Chen Liu (College of Charleston)

Session G2: MARKETING & MANAGEMENT (venue: Kaede, 2/F)

Chair: Jose Mari Lee (National University, Philippines)

Gratification Tolerance: Workplace, Job Position, and Tenure as Predictors of Integrity (s25-034)

Speaker: Lindrianasari (Police Academic College, Indonesian National Police)

Readiness to Investigations Using Big Data Analytics: Case from Indonesian Police Officer (s25-035)

Speaker: Lindrianasari (Police Academic College, Indonesian National Police)

A Correlational Study between Flash Sales, Discounts, and Consumer Loyalty among Working Gen Z in the National Capital Region (NCR) (s25-117)

Speaker: Eugene Jerome Carolino (National University, Philippines)

The Effect of Perceived Overqualification on Creative Behavior: The Mediating Role of Role Breadth Self-Efficacy and the Moderating Role of Organizational Career Management (s25-190)

Speaker: Mi-So Kim (Sookmyung Women's University)

Actor and Partner Effects of Organic Food Cognition on Behavioral Intentions in Class Teacher–Student Dyads (s25-195)

Speaker: Han-Yu Lai (National Chung Hsing University)

Can Food and Agricultural Education Shape Organic Food Consumption? Evidence from a Structural Model Comparison Across Generations (s25-210)

Speaker: Wen-Jen Yang (National Chung Hsing University)

The Effectiveness of Social Media on Consumer Buying Behavior in Selected Food Industries (s25-086)

Speaker: Jose Mari Lee (National University, Philippines)

The Digital Transformation of the Clothing Industry: The Role of Brand Transparency in Shaping Consumer Trust, Brand Loyalty, and Brand Satisfaction (s25-087)

Speaker: Jose Mari Lee (National University, Philippines)

Session H2: SOCIO-ECONOMIC POLICY & DEVELOPMENT (venue: Ichou, 2/F)

Chair: Hasan Murat Ertuğrul (Anadolu University)

Solution or Illusion? Estimating the Impacts of Minimum Wage Adjustments on Food Security in the Island of Java, Indonesia (s25-037)

Speaker: Jonathan Farez Satyadharma (Universitas Gadjah Mada)

Boosting Research Engagement in Asia: Overcoming Barriers and Fostering Participation (s25-060)

Speaker: Jackie Lou Raborar (FEU Diliman)

Collaborative Pathways: Leveraging Academe-Community Partnerships for Entrepreneurial Growth and Improved Living Standards: Basis for a Sustainable Development Model (s25-061)

Speaker: Jackie Lou Raborar (FEU Diliman)

The Decision Tree Approach to Identifying Individual's Identity: Country vs City (s25-240)

Speaker: Sieun You (Cheongna Dalton School)

(Session H2 continued on next page ...)

Broken Homes, Broken Dreams?: The Effect of Divorce on Children's Achievement (s25-300)

Speaker: Khumairah (Gadjah Mada University)

Knowledge, Structure, and Growth: Rethinking Economic Development in Eastern Europe Through Economic Complexity (s25-152)

Speaker: Bilgin Bari (Anadolu University)

Dynamic Transitions in Nuclear Energy: A Markov Switching Analysis of High-Income Economies (s25-191)

Speaker: İsmail Onur Baycan (Anadolu University)

The Impact of the Informal Sector on MENA Firm Performance: Short and Long Term Analysis (s25-134)

Speaker: Hasan Murat Ertuğrul (Anadolu University)

Session J2: ORGANIZATION & TECHNOLOGY MANAGEMENT (venue: Kujyaku, 2/F)

Chair: Hyunjung Choi (Yonsei University)

The Mediating Effect of Creative Self-Efficacy on the Relationship Between Cultural Intelligence, Self-Leadership, and Knowledge Sharing in Fostering Innovative Work Behavior Among Employees (s25-039)

Speaker: Franz Gabriel Suerte (De La Salle University)

Coopetition or Competition? The Impact of Collaboration Strategies on the Business Performance of Metro Manila F&B MSMEs across Private Events (s25-041)

Speaker: Chelsea Wynette Sy (De La Salle University)

Evaluating Retention Strategies for Remote Employees in the Philippines: Insights into Work-from-Home Sustainability (s25-084)

Speaker: Elisha Beatriz Landong (De La Salle University)

Incentives and Employees' Performance of Electric Distribution Utility (s25-088)

Speaker: Creisha Mae Dimabayao (Tarlac State University)

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s25-270, s25-271	Sri Iriani	Surabaya State University
s25-105	Sukulpat Khumpaisal	Thammasat University
s25-224	Sun-Min Won	Sookmyung Women's University
s25-058	Sunti Tirapat	Nida Business School
s25-160	Supphara Wisetbuppha	University of the Thai Chamber of Commerce
s25-125	Takayasu Ito	Meiji University
s25-160	Tanya Turner	University of the Thai Chamber of Commerce
s25-257	Tetsuhiro Kishita	Ryukoku University
s25-160	Thamaphon Klotkanokpan	University of the Thai Chamber of Commerce
s25-066	Thipphachanh Poumarath	Khon Kaen University
s25-185	Thomas Elliot Mondez	De La Salle University
s25-250, s25-251	Thu Nguyen Anh Dong	International University - Vietnam National University HCMC
s25-043	Tiantada Hiranyachattada	Bansomdejchaopraya Rajabhat University
s25-157	Tong Jung Fan	Feng Chia University
s25-036	Tristan Gabriel S. Superable	De La Salle University
s25-203	Valerie Anne Jill I. Valero	De La Salle-College of Saint Benilde
s25-170	Vicheth Nara	Mahidol University
s25-019	Vitaly Orlov	University of St. Gallen
s25-234	Voramast Limteerakul	Chulalongkorn University
s25-254	Vu Thi Thu Trang	National Economics University, Vietnam
s25-303	Wanattha Unsuee	Khon Kaen University
s25-182	Wei-Hsiang Chang	National Taipei University of Technology
s25-196	Wei-yuan Ho	Feng Chia University
s25-210	Wen-Jen Yang	National Chung Hsing University
s25-096	Wen-Tung Lin	National Central University
s25-176	Winnie Odone	De La Salle University
s25-215	Xeena Pheraine Garcia	De La Salle University
s25-026	Xiaohui Yang	Fairleigh Dickinson University
s25-093	Ya-Yuan Chang	Ming Chuan University

s25-110	Ya-Yun Liao	National Institutes of Applied Research
s25-092	Yen Chen Wu	Chung Yuan Christian University
s25-231	Ying-I Lee	Ming Chuan University
s25-224	Young-Min Lee	Sookmyung Women's University
s25-018	Yo-Yi Huang	National Taiwan Ocean University
s25-320	Yu-Kai Huang	National Taiwan Ocean University
s25-077	Yunmin Chen	National Central University
s25-113	Yun-Shang Hsu	Feng Chia University
s25-178	Yuvaluck Setboonsrung	Kasetsart University
s25-136	Zih-Ying Lin	Fu Jen Catholic University
