

IAM2024W Program

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

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

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

Jan. 26, 2024 (Friday)	
Whole Day	Free Activities

PID	Paper Title	Author(s)	Session
P0102	Five Senses of Servicescape and Perceived Service Quality Enhance Re-patronage on a Chain Store	Shu-Hsien Liao, Szu-Yu Hou	A
P0103	Evaluate the Success Factors of Chung-Hwa Post's Innovative Services	Chu-Lun Hsieh, Chen-His Hung, Hui-Qi Zhang	B
P0104	The Impact of Strength-based Leadership Coaching on Principals' Strength-based Leadership Competencies in Elementary Schools	Su-Ching Lai, Yi-Ku Ting	A
P0105	Going Global: Government Involvement and Enterprises Internationalization	Zhizhi Ruan	B
P0106	A Study on the Impact of Promoting Corporate Social Responsibility on Employee Job Satisfaction and Organizational Performance	Wen-Sheng Tan, Nai-Chieh Wei, Chung-Yuan Dye	B
P0107	Exploring the Impact of ESG on Taiwan's Electronic Industry Suppliers: A Case Study of Carbon Footprint Management	Chia-Ying Hsu, Nai-Chieh Wei, Wen-Sheng Tan	B
P0108	Using the Analytic Hierarchy Process to Investigate Accessibility Ramp Rating Criteria	Yu-Ping Lee, Gui-Ren Shi, Wen-Sheng Tan	B
P0110	Discussing the Current Situation and Countermeasures of Taiwan's Cross-border Telecommunications Fraud Crimes by Using Investigation Management	Ming-Sie Pan, Chao-Hsing Fan, Hsiang-Chen Hsu, Nai-Chieh Wei	B
P0111	Evaluating the Sequencing Impacts of Green Action Strategies for Sewage Treatment Plants	Kai-Lung Cheng, Wen-Chien Kuo, Yu-Ting Tseng	B
P0112	Revolutionizing Brand Consumption: Unleashing the Power of Social Media Influencers on Direct-to-Consumer Brands	Yi-Fang Chiang, Hsin-I Chen, Wei-Chen Chen, Ting-Ting Chen	A
P0115	Examining the Sustainable Business Model of a Sharing Platform: A Case Study of the SDG SHARE+ App	Hsien-Cheng Wang, Ya-Wen Lin, Chien-Hsiang Liao, Shan-Ling Weng, Shih-Wei	B

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P0116	Develop Employee Creativity: The Moderating Effect of Cooperative Incentive	Jui-Yu Chen, Eugene	B
P0117	Determinants of Sustainable Operations and Financial Performance in Taiwanese Optoelectronics Corporations	Wen-Chun Tsai	B
P0118	Develop A Model for Continuous Watching Intention on Knowledge Influencer Channel - A Perspective of Empathy Marketing	Jui-Yu Chen, Meng-Chia Hsueh	A
P0119	Prioritizing Factors Affecting Market Segmentation (Case Study: Iranian Home Appliances)	sheida bakhtiyari	A
P0121	Parents' Perceptions of Online Learning Effects: Perspectives Based on Parental Traits and Parent-Child Online Interactions	Shih-Ming Pi, Kuo-Chen Li, Ming-Hsiu Lu	A
P0122	The Implementation of Customized Customer Relationship Management System in a Multinational Company	Hsiu-Li Liao, Su-Houn Liu, Cheng-Yu Liu	A
P0123	Why Has the Metaverse Once Again Fallen into Obscurity? Some Evidence from Brainwave Measurements	Hsuan-Hsien Liu, Chi-Jung Hsu	A
P0124	Behavioral Pattern Analysis of Students' Intention to Use School Fan Page	Huai-Te Huang, Hao-En Chueh	A