

**PROGRAM (Finalized Version)\***

DAY 1 (June 2nd, 2023)		DAY 2 (June 3rd, 2023)	
9:00	In-person presenters collect name badges from the service desk		
9:15-11:15	Sessions <a href="#">A1</a> , <a href="#">B1</a>	9:15-10:50	Sessions <a href="#">A2</a> , <a href="#">B2</a>
11:15-11:30	Coffee Break	10:50-11:00	Coffee Break
11:30-12:15	<b>Opening &amp; Keynote Speech**</b>	11:00-13:00	Sessions <a href="#">C2</a> , <a href="#">D2</a>
12:15-12:45	Coffee Break	13:30-14:00	<b>Special Online Session†</b>
12:45-14:45	Sessions <a href="#">E1</a> , <a href="#">J1</a>	End of Program	
14:45-15:00	Coffee Break		
15:00-16:55	Sessions <a href="#">G1</a> , <a href="#">K1</a>		
16:55-17:00	Coffee Break		
17:00-18:30	Sessions <a href="#">M1</a> , <a href="#">N1</a>		

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

\*\* **Keynote Speech: Prof. Dmitry Shapiro, Professor of Economics, Seoul National University**  
(Venue: Meeting Room I, 2/F; Zoom meeting ID: [5847253394](#)).

† **Special Online Session: “Publication Opportunities” by Prof. Bruno Sergi, University of Messina & Harvard University** (Zoom meeting ID: [5847253394](#)).

**Session A1 (In-person): ACCOUNTING & FINANCE**

**Venue: Meeting Room I, 2/F**

Chair: Paweł Zieniuk (Krakow University of Economics)

Forecasting Financial Innovation Fund Prices: Machine Learning Approach (k23-020)

Speaker: Yosuke Kakinuma (Chiang Mai University)

How do They React to Earning Announcements? A Study on Trading Volume Differences between Individual and Institutional Investors (k23-043)

Speakers: Thanu Prasertsoontorn & Ravi Lonkani (Chiang Mai University)

Sustainability Reporting in the Philippines: Role of Firm Size and Effect on Market Performance (k23-056)

Speaker: Lani R. Garachico (De La Salle Lipa)

Celebrity CEO: Effect of CEO Appearance in Mass Media on CEO Compensation (k23-027)

Speaker: Eka Ananta Sidharta (Universitas Negeri Malang)

The Determinants Factors of Financial Management Behavior among Productive Age in Bandung City (k23-052)

Speaker: Shafa Kamila Dwiandari (Telkom University)

Voluntary Assurance of Sustainability Reporting: Level of Assurance, Assurance Scope and Assurance Standards in the Practice of European Companies (k23-037)

Speakers: Paweł Zieniuk & Magdalena Wójcik-Jurkiewicz (Krakow University of Economics)

**Session B1 (In-person): POLICY, LAW & ECONOMIC DEVELOPMENT**

**Venue: Meeting Room II, 2/F**

Chair: Helena Chytilova (Prague University of Economics and Business)

The Future of the European Union’s Cohesion Policy through the Lens of Spatial Justice. A Case Study in Romania (k23-028)

Speaker: Daniela-Luminita Constantin (Bucharest University of Economic Studies)

(Session B1 continued on next page ...)

Legal Protection for Business Actors in the Event that Consumers Cancel Purchases of Goods Unilaterally (k23-070)

Speaker: Daniel Hendrawan (Universitas Kristen Maranatha)

Contribution of Sustainable Tourism Development in Increasing Economic Growth: A Systematic Literature Review (k23-081)

Speaker: Herwan Abdul Muhyi (Universitas Padjadjaran)

Professional Commitment and Organisational Commitment to Job Satisfaction in the Organisation (k23-082)

Speaker: Herwan Abdul Muhyi (Universitas Padjadjaran)

Identification of Corporate Culture: Supporting the Creation of Innovation in SMEs in Indonesia (k23-143)

Speaker: Qorri Aina (Institut Teknologi Bandung Indonesia)

Experimental Approach to Determination of the Amount of Compensation for Damages and Non-pecuniary Harm (k23-064)

Speakers: Helena Chytilova & Radim Simak (Prague University of Economics and Business)

### **Session E1 (In-person): MANAGEMENT & MARKETING**

#### **Venue: Meeting Room I, 2/F**

Chair: Hoang Tran Phuoc Mai Le (International University – Vietnam National University, HCMC)

Applying Linguistic VIKOR Method for Evaluating the Build Location of Pet-Friendly Hotel (k23-023)

Speaker: Chung-Min Hung (National Kaohsiung University of Science and Technology)

Research about Influence of Perceived Quality, Perceived Risk, Perceived Benefits and Enterprise Scale Perception for Chain Restaurant Voucher Purchase Intention (k23-021)

Speaker: Yen Hung Chen (National Kaohsiung University of Science and Technology)

The Effects of Generation Z- on Workplace Culture in the United States - and How We can Best Market Jobs in the Future (k23-011)

Speaker: Samantha Bietsch (American Public University)

The Impact of Job Insecurity and Perceived Organizational Support on Help-seeking Behavior Intention Related to Mental Health Issues among Malaysian Academics (k23-044)

Speaker: Ain Zuraini Zin Aris (Universiti Malaysia Perlis)

Effect of Organizational Competence and Commitment on Cooperative Human Resource Performance: A Study on Cooperatives in Bandung City, West Java Indonesia (k23-071)

Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran)

Employee Creativity Model in Facing the Management Revolution in the Big Data Era (k23-072)

Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran)

The Customers' Self-centred Brand Relationship Model: A Study in the Fast Fashion Industry in Developing Countries (k23-060) *\*SIBR Best Paper Award\**

Speaker: Hoang Tran Phuoc Mai Le (International University – Vietnam National University, HCMC)

**Session J1 (Online): MANAGEMENT & MARKETING**

**Zoom meeting ID: [5847253394](#)**

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

Identifying Critical Success Factors Related to Project Management to Achieve Critical Success Criteria in Social Housing (k23-063)

Speaker: Tien Chau Thuy Huynh (International University – Vietnam National University, HCMC)

Research on the Demand for Intelligent Quality in the Property Management Industry by Kano Two-dimensional Quality (k23-084)

Speaker: Chiu-Yen Lin (Yuan Ze University)

The Effect of Workload on Work-life Balance (Study on Sales Employees of PT. Bank Negara Indonesia.Tbk Bandung Higher Education Unit Branch Office) (k23-133)

Speaker: Pratami Wulan Tresna (Universitas Padjadjaran)

How Leadership Role in Riding the Metaverse Era: The Stakeholders Perspective (k23-134)

Speaker: Pratami Wulan Tresna (Universitas Padjadjaran)

Voice-assistant Recommendation Source and Tourists' Inspiration: The Moderation Effects of Collective Threats and Implicit Belief (k23-029)

Speaker: Yu-Lun Liu (National Taipei University of Technology)

The Mediating Role of Apparel Sustainability Knowledge and Green Perceived Value on the Relationship of Environmental Awareness on the Purchasing Intention of Generation Z towards Green Apparel (k23-014)

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

**Session G1 (In-person): ACCOUNTING & FINANCE**

**Venue: Meeting Room I, 2/F**

Chair: Abdelaziz Chazi (American University of Sharjah)

Diversity of Board and CEO Duality in the Strategy Process: An Integrated Approach (k23-012)

Speaker: Byung-seong Min (Griffith University)

VIX: Fear Gauge or Omen of Market Turbulence? (k23-035) *\*SIBR Best Paper Award\**

Speaker: Askar Koshoev (Chung Yuan Christian University)

Enhancing Decision-Making in Natural Gas Project Investment by Integrating Risk Driver and Real Option (k23-142)

Speaker: Jin Feng (Southeast University)

Key Predictors for Accounting Literacy and Financial Literacy: Exploratory Analysis of Indonesian SMEs (k23-137)

Speaker: Tuntun Salamatus Zen (Institut Teknologi Bandung)

Digital Transformation of Women's Enterprises, Its Impact on Venture Resilience and Family Economic Recovery in Post-COVID-19 Pandemic (k23-144)

Speaker: Tuntun Salamatus Zen (Institut Teknologi Bandung)

Is the Finance Discipline in a Research Silo? (k23-036)

Speaker: Abdelaziz Chazi (American University of Sharjah)

**Session K1 (Online): FINANCIAL & ECONOMIC DEVELOPMENT**

**Zoom meeting ID: [5847253394](#)**

Chair: Ronaldo Manalo (University of Santo Tomas)

The Role of Gender on the Relationship between Financial Literacy and Green Microfinance (k23-018)

Speaker: Min-Sun Kim (Chung Yuan Christian University)

The Complexity of the Audit, Time Budget Pressure, Job Stress and Dysfunctional Audit Behavior (k23-079)

Speaker: Padri Achyarsyah (Universitas Nasional)

Speedy Stereotypes: The Impact of Race on First Impression Judgements of Competence (k23-098)

Speaker: Isaac Lee (Northwood High School)

An Empirical Analysis of Rice Prices, Production, and Consumption in the Philippines: Implications for Self-Sufficiency Policy (k23-078)

Speaker: Cristina Teresa N. Lim (De La Salle University)

Factors Affecting Financial Well-being of Filipino Basic Education Teachers: A Structural Equation Model (k23-031)

Speaker: Ronaldo Manalo (University of Santo Tomas)

Determinants of Saving Behavior of Working Professionals: An Intergenerational Perspective (k23-032)

Speaker: Ronaldo Manalo (University of Santo Tomas)

**Session M1 (In-person): MANAGEMENT & MARKETING**

**Venue: Meeting Room I, 2/F**

Chair: Harvey T. Ong (De La Salle University)

Social Media Marketing on MSMEs and Its Effect on Business Performance during the Covid-19 Pandemic (k23-135)

Speaker: Jeanne Ellyawati (Universitas Atma Jaya Yogyakarta)

Digital Marketing Effectiveness in Micro Business: Case in Indonesia (k23-136)

Speaker: Sudrajati Ratnaningtyas (Institut Teknologi Bandung)

Building Internal Communications: SME Strategy Facing Changes the Business Environment in Developing Countries (k23-066)

Speaker: Sri Hartati (Institut Teknologi Bandung)

A Comparison of Generations Y and Z's Online Shopping Style: Evidence from Indonesia (k23-140)

Speaker: Arief Helmi (Universitas Padjadjaran)

Assessing the Impact of Organizational Effectiveness and Efficiency Resulting from MIS Usage in Terms of Customer Satisfaction, Operational Management, and Financial Investment: The Case of JDI Company (k23-068)

Speaker: Harvey T. Ong (De La Salle University)

The Significance of Absorbed and Unabsorbed Slack to Innovation: The Case of MMI Company (k23-069)

Speaker: Harvey T. Ong (De La Salle University)

**Session N1 (Online): MANAGEMENT, ACCOUNTING & FINANCE**

**Zoom meeting ID: [5847253394](#)**

Chair: Nigar Nur-Mammadova (Azerbaijan State Oil and Industry University)

A Sustainable Management Approach for a Local Hotel in Koh Samui, Surat Thani Province (k23-138)

Speaker: Nualnapa Bumrungsena Colcol (Dusit Thani College)

Unveiling the Impact of Perceived Social Media Marketing on Perfume's Purchase Intention: The Moderating Influence of Covid-19 within the Realm of Thai Millennials' Perspectives (k23-139)

Speaker: Thapanat Rueangmanee (Dusit Thani College)

The Impact of Corporate Governance on Secrecy and Earnings Management Relationships (k23-040)

Speaker: Anna Purwaningsih (Universitas Atma Jaya Yogyakarta)

Improving the Process of Risk Management on an Example of Long-term Forecasting of the Prices of the Azerbaijani Oil of "Azeri Light" in the Conditions of Economic Uncertainty (k23-049)

Speaker: Nigar Nur-Mammadova (Azerbaijan State Oil and Industry University)

**Session A2 (In-person): KNOWLEDGE MANAGEMENT & TECHNOLOGY**

**Venue: Meeting Room I, 2/F**

Chair: Todd Stonitsch (University of South Carolina)

State of Metaverse: The Future of Fashion Industry (k23-019)

Speaker: Jason Chiu (Keimyung University)

Exploring the Role of Design-engineers in a Firm's Collaborative and Knowledge Network (k23-058)

Speaker: Jisoo Hur (Seoul National University)

The Relationship between Entrepreneurship and Technological Innovation in SMEs (k23-038)

Speaker: Jae-Hyeok Choi (Keimyung University)

The Relationship between ESG Disclosure and Firm Value (k23-039)

Speaker: Jae-Hyeok Choi (Keimyung University)

Knowledge Assets and Firm Boundaries (k23-055) *\*SIBR Best Paper Award\**

Speaker: Todd Stonitsch (University of South Carolina)

**Session B2 (In-person): ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT**

**Venue: Meeting Room II, 2/F**

Chair: Natnaree Smith (Dusit Thani College)

The Development of an Index of the Quality of Work Life in Taiwan (k23-042)

Speaker: Chien-Chih Kuo (National Chengchi University)

Potential Career Development Guidelines for Housekeepers in the Accommodation Business in Thailand's Lower Central Region According to ASEAN Mutual Recognition Arrangement on Tourism Professional (MRA-TP) (k23-089)

Speaker: Sununta Puengpo (Dusit Thani College)

(Session B2 continued on next page ...)

Entrepreneurial Opportunities and Survival in the Age of High Competition: Small-and-medium-sized Coffee Shop and Bakery in Bangkok and Its Vicinity (k23-094)  
Speaker: Pondchanok Piraintorn (Dusit Thani College)

Nostalgia Tourism Management Potentiality in Phak Hai District, Phra Nakhon Si Ayutthaya Province (k23-086)  
Speaker: Natnaree Smith (Dusit Thani College)

Networking Food and Beverage SMEs in Thailand for Business Sustainability (k23-087)  
Speaker: Natnaree Smith (Dusit Thani College)

### **Session C2 (In-person): MARKETING & MANAGEMENT**

**Venue: Meeting Room I, 2/F**

Chair: Michiko Miyamoto (Nagasaki University)

The Intention toward Purchasing Street Food Thai Consumers in Bangkok (k23-085)  
Speaker: Sukunya Thipha (Sripatum University)

Influential Marketing Factors toward Consumers' Intentions to Purchase Insect Protein-enriched Ice Cream through the Mediating Roles of Sustainable Attitude and Behavior: A Case Study from Bangkok and Its Vicinity (k23-092)  
Speaker: Kanokwan Seeharat (Dusit Thani College)

How Marketing Communications Impact the Purchase Decision of Houseclub Board Game Café in Samutsakhon, Thailand (k23-093)  
Speaker: Pachara Charoenthong (Dusit Thani College)

The Marketing Factors and Consumer's Planned Behavioral Intentions to Purchase Alternative Rice Bran Protein Jelly: The Moderating Effects of Healthy Behavior and Food Innovation Perception (k23-096)  
Speaker: Suphannee Sawasdee (Dusit Thani College)

Consumers' Choice between Freshness and Discount Incentive (k23-030)  
Speaker: Hsuan-Hsuan Ku (Soochow University, Taiwan)

Foreign Tourist's Behavior Trends toward Asian Bakery Products Purchase Intention (k23-091)  
Speaker: Junyaporn Premudomkit & Wilasinee Yonwikai (Dusit Thani College)

Information Diffusion on COVID19 and Its Impact on Consumer Behavior (k23-051)  
Speaker: Michiko Miyamoto (Nagasaki University)

### **Session D2 (In-person): ECONOMIC DEVELOPMENT & EDUCATION**

**Venue: Meeting Room II, 2/F**

Chair: Marivic D. Tanedo (University of Santo Tomas & University of Perpetual Help System)

Socio-Economic Impacts of the Micro-Finance Services of Fundacion Grameen Pilipinas: The Case of the Women Entrepreneurs in Bobon, Northern Samar, Philippines (k23-047)  
Speakers: Asterio Miranda & Juneth Lourdes Miranda (Keimyung University)

How Does Pop-up Store Business Affect Urban Recovery? (k23-061)  
Speaker: Jaehyun Lee (Seoul National University)

(Session D2 continued on next page ...)

The Influence of Physical Atmosphere on Southern Thai Food Restaurant Entry Decision through the Perspective of Environment Preference Approach (k23-095)  
Speaker: Sasinan Thongmak (Dusit Thani College)

Growing Creativity and Innovation for Students in Higher Education: A Case Study of Dusit Thani College, Thailand (k23-088)  
Speaker: Suphicha Booranavitayaporn (Dusit Thani College)

The Application of Planned Behavior Theory and Gastronomy Tourism Intentions: A Systematic Literature Review (k23-090)  
Speaker: Arthittaya Mondhol (Dusit Thani College)

Rural Tourism: Motivations of Thai Elders in Bangkok (k23-097)  
Speaker: Pimpaporn Chaowpreecha (Dusit Thani College)

Antecedents of Intent to Reuse Learning Management System in the New Normal: A Structural Equation Analysis (k23-025)  
Speakers: Marivic D. Tanedo & Agnes Jocelyn Bandojo (University of Santo Tomas & University of Perpetual Help System)

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### Guide to Presenters and Session Chairs

- Please be ready in the session five minutes before the schedule.
- The session chair will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted (approx. 15 minutes each) sparing 3 minutes for discussion.
- 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 a speaker is unable to finish his/her presentation in the assigned session for any reasons.
- For online presentation (Sessions J1, K1, N1), download the Zoom Client from <https://www.zoom.us> and install it on your computer.
  - Before the conference, speakers should test their computer webcams and microphones at the Zoom waiting room.
  - The password for entering the Zoom meeting rooms will be sent by email before the conference.
  - Speakers should save their presentation files on their computers for sharing during the conference.
- For in-person presentation, LCD projector and computer will be provided in each conference room. Speakers should save their presentation files on their own USB drives.

### Online Conference Proceedings

- The conference proceedings will be published at <http://sibresearch.org/past-2023-seoul.html>.

### Conference Pack

- For both in-person and online presentations, speakers will receive by email their conference packs before the conference.
- For in-person presentation only, speakers will collect their name badges from the service desk.

### Conference Venue

- Nine Tree Premier Hotel Myeongdong II (<http://sibresearch.org/seoul-venue.html>). The Meeting Rooms are on the second floor of the hotel. Coffee breaks with light snacks will be provided at the conference venue. Lunch will NOT be provided. You are advised to wear a face mask.



**List of Delegates (Sorted by First Name)**

<b>Paper ID</b>	<b>Delegate</b>	<b>Affiliation</b>
k23-036	Abdelaziz Chazi	American University of Sharjah
k23-025	Agnes Jocelyn Bandojo	University of Santo Tomas
k23-044	Ain Zuraini Zin Aris	Universiti Malaysia Perlis
k23-040	Anna Purwaningsih	Universitas Atma Jaya Yogyakarta
k23-014	Antonio Etrata, Jr.	University of Santo Tomas
k23-140	Arief Helmi	Universitas Padjadjaran
k23-090	Arhittaya Mondhol	Dusit Thani College
k23-035	Askar Koshoev	Chung Yuan Christian University
k23-047	Asterio Miranda	Keimyung University
k23-012	Byung-seong Min	Griffith University
k23-042	Chien-Chih Kuo	National Chengchi University
k23-084	Chiu-Yen Lin	Yuan Ze University
k23-023	Chung-Min Hung	National Kaohsiung University of Science and Technology
k23-078	Cristina Teresa N. Lim	De La Salle University
k23-070	Daniel Hendrawan	Universitas Kristen Maranatha
k23-028	Daniela-Luminita Constantin	Bucharest University of Economic Studies
Keynote	Dmitry Shapiro	Seoul National University
k23-027	Eka Ananta Sidharta	Universitas Negeri Malang
k23-068, k23-069	Harvey T. Ong	De La Salle University
k23-064	Helena Chytilova	Prague University of Economics and Business
k23-081, k23-082	Herwan Abdul Muhyi	Universitas Padjadjaran
k23-060	Hoang Tran Phuoc Mai Le	International University – Vietnam National University, HCMC
k23-030	Hsuan-Hsuan Ku	Soochow University, Taiwan
k23-098	Isaac Lee	Northwood High School
k23-038, k23-039	Jae-Hyeok Choi	Keimyung University
k23-061	Jaehyun Lee	Seoul National University
k23-019	Jason Chiu	Keimyung University
k23-135	Jeanne Ellyawati	Universitas Atma Jaya Yogyakarta
k23-142	Jin Feng	Southeast University
k23-058	Jisoo Hur	Seoul National University
k23-047	Juneth Lourdes Miranda	Keimyung University
k23-091	Junyaporn Premudomkit	Dusit Thani College
k23-092	Kanokwan Seeharat	Dusit Thani College
k23-056	Lani R. Garachico	De La Salle Lipa
k23-037	Magdalena Wójcik-Jurkiewicz	Krakow University of Economics
k23-025	Marivic D. Tanedo	University of Santo Tomas & University of Perpetual Help System
k23-051	Michiko Miyamoto	Nagasaki University
k23-018	Min-Sun Kim	Chung Yuan Christian University
k23-086, k23-087	Natnaree Smith	Dusit Thani College
k23-049	Nigar Nur-Mammadova	Azerbaijan State Oil and Industry University
k23-138	Nualnapa B. Colcol	Dusit Thani College
k23-093	Pachara Charoenthong	Dusit Thani College
k23-079	Padri Achyarsyah	Universitas Nasional
k23-037	Paweł Zieniuk	Krakow University of Economics

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k23-097	Pimpaporn Chaowpreecha	Dusit Thani College
k23-094	Pondchanok Piraintorn	Dusit Thani College
k23-133, k23-134	Pratami Wulan Tresna	Universitas Padjadjaran
k23-143	Qorri Aina	Institut Teknologi Bandung Indonesia
k23-064	Radim Simak	Prague University of Economics and Business
k23-043	Ravi Lonkani	Chiang Mai University
k23-031, k23-032	Ronaldo Manalo	University of Santo Tomas
k23-071, k23-072	Sam'un Jaja Raharja	Universitas Padjadjaran
k23-011	Samantha Bietsch	American Public University
k23-095	Sasinan Thongmak	Dusit Thani College
k23-052	Shafa Kamila Dwiandari	Telkom University
-	Sheila Maloles	De La Salle Lipa
k23-066	Sri Hartati	Institut Teknologi Bandung
k23-136	Sudrajati Ratnaningtyas	Institut Teknologi Bandung
k23-085	Sukunya Thipha	Sripatum University
k23-089	Sununta Puengpo	Dusit Thani College
k23-096	Suphanee Sawasdee	Dusit Thani College
k23-088	Suphicha Booranavitayaporn	Dusit Thani College
-	Thanin Chaikhan	Dusit Thani College
k23-043	Thanu Prasertsoontorn	Chiang Mai University
k23-139	Thapanat Rueangmanee	Dusit Thani College
k23-063	Tien Chau Thuy Huynh	International University – Vietnam National University, HCMC
k23-055	Todd Stonitsch	University of South Carolina
k23-137, k23-144	Tuntun Salamatum Zen	Institut Teknologi Bandung
k23-091	Wilasinee Yonwikai	Dusit Thani College
k23-021	Yen Hung Chen	National Kaohsiung University of Science and Technology
k23-020	Yosuke Kakinuma	Chiang Mai University
k23-029	Yu-Lun Liu	National Taipei University of Technology

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