

PROGRAM* (Finalized Version)

DAY 1 (March 30th, 2024)		DAY 2 (March 31st, 2024)	
8:40	In-person presenters collect name badges from the service desk		
9:10-11:10	Sessions A1 , B1	8:45-10:40	Sessions A2 , B2
11:10-11:25	Coffee Break	10:40-10:55	Coffee Break
11:25-12:10	Opening & Keynote Speech**	10:55-12:10	Sessions C2 , D2
12:10-13:10	Lunch (Restaurant, 1/F)	12:10-13:10	Lunch (Restaurant, 1/F)
13:10-15:00	Sessions E1 , F1	13:10-15:00	Sessions E2 , F2
15:00-15:15	Coffee Break	15:00-15:15	Coffee Break
15:15-16:45	Sessions G1 , H1	15:15-16:45	Sessions G2 , H2
16:45-17:00	Coffee Break	16:45-17:00	Coffee Break
17:00-18:30	Sessions J1 , K1	17:00-18:30	Sessions P2 , Q2 (Online)
17:30-19:30	Sessions R1 , S1 (Online)	17:30-19:30	Sessions R2 , S2 (Online)
19:35-20:35	Session T1 (Online)		End of Program

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

** **Venue: Panorama 1, 9/F; Zoom ID: [5847253394](#).**

Keynote Address: Prof. Supachai Srisuchart, Dean, Faculty of Economics, Thammasat University.

Keynote Speech: Prof. Ricky Chan, Professor of Marketing and Associate Dean (designate), CPCE, Hong Kong Polytechnic University; Honorary Adjunct Professor of Marketing, AUT Business School, Auckland University of Technology; Barrister, Honourable Society of Middle Temple.

Moderator: Prof. Tatre Jantarakolica, Director of Graduate Program & Director of Master of Business Economics Program, Faculty of Economics, Thammasat University.

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. 12 minutes for presentation + 3 minutes for Q&A).
- The session chair should remind each speaker 3 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 in-person presentation (Sessions A to K), LCD projector and computer will be provided in each conference room. Speakers should save their presentation files on their own USB drives.
- For online presentation (Sessions P to T), 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 in 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.

Online Conference Proceedings

- The conference proceedings will be published at <http://sibresearch.org/past-2024-bangkok.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 – Arize Hotel Sukhumvit

- Visit <http://sibresearch.org/bangkok-venue.html> for more information and maps.

Session A1: BUSINESS ETHICS, CSR & SUSTAINABILITY (venue: Panorama 1, 9/F)

Chair: André W. Heinemann (University of Bremen - Institute Labour and Economy)

Green Light for Business Sustainability: A Bibliometric Analysis on the Integration of Green Technologies within Business Strategy (b24-019)

Speaker: Rocco Pavesi (Università degli Studi di Milano)

A Circular Business Model for the Recycling of Non-Homogeneous Plastic Waste: Challenges and Opportunities (b24-029)

Speaker: Francesca Gaia Andreottola (Università degli Studi di Milano)

Stakeholder Theory Perspective on CSR in Service Business: A Case Study of the Northern Region Water Board in Malawi (b24-081)

Speakers: Zimba Grant Thomson (National Quemoy University)

From Risk to Resilience: How Climate Exposure Influences Corporate Environmental Innovation Strategies (b24-084)

Speaker: Linh Tran (Swansea University)

Study on SMEs in Community Marketplaces: A Pathway to Sustainable Economic and Social Value Creation (b24-113)

Speaker: Apimuk Muangkasem (Srinakharinwirot University)

Micro Effects of Investment Promotion Tax Reduction Policies: A Differences-in-Differences Analysis (b24-100)

Speaker: Tetsuhiro Kishita (Ryukoku University)

Climate Protection Measures and Smart City Taxation: The Governance of Public Budgets and a Green Local Smart City Tax in Multilevel Systems from an Interdisciplinary Perspective (b24-028)

Speakers: André W. Heinemann (University of Bremen - Institute Labour and Economy)

Session B1: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Panorama 2, 9/F)

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

Exploration of Refining the Measurement of Occupational Commitment among Pharmacists in Japan (b24-174)

Speakers: Toshimichi Homma (Osaka University of Economics) & Nami Shimada (University of Marketing and Distribution Sciences)

The Correlations between Transformational and Transactional Leadership Behaviors and Their Implications within a Thai Multinational Company: A Case Study of Kasikorn Bank (b24-061)

Speaker: Manatsawin Deemark (Thammasat University)

Building Organizational Resilience for Sustainable Innovation (b24-072)

Speaker: Weena Chamlerwat (Chulalongkorn University)

Millennial Planter Identity as an Enabler for Organizational Transformation and Sustainable Performance - PTPN Group Case in Managing Program for Nurturing and Strengthening Planter's Professional Identity among Millennials Employees (b24-085)

Speaker: Zulkifli Zulkifli (LPP Agro Nusantara (Holding Perkebunan Nusantara Learning Center))

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Shared Leadership and Organizational Commitment: A Review and Conceptual Model (b24-057)
Speaker: Barbra N. Villareal (University of Santo Tomas)

Antecedents of Shared Leadership: A Literature Review (b24-112)
Speaker: Barbra N. Villareal (University of Santo Tomas)

The Significant Relationship of Emotional Intelligence on Project Success among the Chinese Businesses in Binondo Manila (b24-082)
Speaker: Harvey T. Ong (De La Salle University)

Session E1: ECONOMIC & SOCIAL DEVELOPMENT (venue: Panorama 1, 9/F)

Chair: Renáta Pitoňáková (University of Economics in Bratislava)

Railway Constructions and Service Sector Employment (b24-056)
Speaker: Jian Lu (Nanjing University)

Measuring Urban-Rural Income Inequality and Gap in China: A Gini Decomposition Analysis (b24-078)
Speaker: Ziyi Li (The University of York)

Unraveling Income Inequality Patterns in Asian Nations through a Panel Study Examining the Impact of Globalization, Technology Adoption, Research and Development and Human Capital (b24-063)
Speaker: Jirayu Chamrasrag (Khon Kaen University)

Inflation Uncertainty and Growth: An Empirical Study Based on Mediation and Panel Threshold Regression Model (b24-091)
Speaker: Jyh-Dean Hwang (National Taiwan University)

Strategic Competition Model on Gas Market in a Context of Russia-Ukraine Conflict (b24-152)
Speaker: Sylvain Baumann (EDEHN, University Le Havre Normandy)

Modelling Relationship between Unemployment and Gross Domestic Product in Slovakia (b24-062)
Speaker: Renáta Pitoňáková (University of Economics in Bratislava)

Session F1: MARKETING & CONSUMER BEHAVIOR (venue: Panorama 2, 9/F)

Chair: Retchell Rubin L. Morales (De La Salle University)

Understanding Consumer Behavior in the Digital Marketplace: The Interplay of Social Dynamics, Fear of Missing Out, Belongingness, and E-Commerce Purchase Intentions among Millennials (b24-121)
Speaker: Jan Nathalia A. Atendido (De La Salle University)

AISAS Model Analysis of Persuasive Messages on Instagram Promoting Alamendah Tourism Village (b24-038)
Speaker: Ninuk Purnaningsih (IPB University)

Investigating the Antecedents of Indonesian Ethnocentrism and Korean Product Purchase Behavior (b24-037)
Speaker: Megawati Simanjuntak (IPB University)

A Study on Exploring the Impact of Insurance AI Customer Service on Customer Satisfaction (b24-079)
Speaker: Li-Ling Jheng (National Quemoy University)

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Destination, Future Loyalty: A Journey through Service Quality and Customer Satisfaction in Philippine Bus Services (b24-119)

Speaker: Retchell Rubin L. Morales (De La Salle University)

Celebrity-Driven E-Commerce: Analyzing the Influence of K-Pop Groups on Fan Purchase Decisions in Shopee (b24-122)

Speaker: Retchell Rubin L. Morales (De La Salle University)

Session G1: KNOWLEDGE & TECHNOLOGY MANAGEMENT (venue: Panorama 1, 9/F)

Chair: Reza G. Hamzaee (Missouri Western State University)

Factors Affecting Online Technology Adoption of Small Businesses: A Case of Third-class Municipality in the Philippines (b24-039)

Speaker: Jun Grimaldo

Estimating the Profitability of Insurance Companies in Four Different Countries During COVID-19 Using Various Machine Learning Methods (b24-093)

Speakers: Stefanus Richard Wiratama Wong (National Quemoy University)

Fostering Business Analytics Success: A Holistic Examination of Data Quality, User Skills, and Leadership Support in the Manufacturing Industry (b24-125)

Speaker: Manuel R. Tanpoco (De La Salle University)

Keeping Everyone in the Know: The Moderating Effects of Knowledge Dissemination on the Relationship Between Management Practices and Innovation Performance (b24-126)

Speaker: Manuel R. Tanpoco (De La Salle University)

An Anti-Fraud Policy: A Theoretical Framework for a Prosperity Tripod of Massive Data, Blockchain, and AI (b24-042)

Speaker: Reza G. Hamzaee (Missouri Western State University) & Maryam Salimi (Soore University & RMD Hamzaee Econometrics International Consultants)

Session H1: ACCOUNTING & FINANCE (venue: Panorama 2, 9/F)

Chair: Martin Enilov (University of Southampton & Queen Mary University of London)

Capital and Bank Profitability during the COVID-19 Pandemic: Evidence from Emerging Economies (b24-022)

Speaker: Ali Mirzaei (American University of Sharjah, UAE)

CEO Power and Firm Risk at the Onset of the 2007 Financial Crisis and the COVID-19 Health Crisis: International Evidence (b24-040)

Speaker: Taufiq Choudhry (University of Southampton)

Social Attention in Sustainable Investing Equilibrium (b24-047)

Speaker: Tianyu Mu (University of Chinese Academy of Sciences)

Corporate Environmental and Social Disclosure and Firm Life Cycle Stages: An Empirical Evidence from Egypt (b24-059)

Speaker: Amal El Shewikh (Assuit University & Egypt Japan University of Science and Technology)

Does M&A Activity Spin the Cycle of Energy Prices? (b24-165)

Speaker: Martin Enilov (University of Southampton & Queen Mary University of London)

Session J1: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Panorama 1, 9/F)

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

Demystifying the Curtailment of Green Products by Greenwashing in Green Marketing: A Case Study of Lilongwe, Malawi (b24-083)

Speakers: Mandla Gama & Shaly Cuaca (National Quemoy University)

Apparel Live Selling on Facebook: The Mediating Role of Satisfaction on Gen Z's Repurchase Intention (b24-045)

Speaker: Jackie Lou Raborar (FEU Diliman – Philippines)

Chatbots Versus Customer Service Agents: A Comparative Evaluation of Shopee Virtual Assistant's Dimensions and Satisfaction as Perceived by Users (b24-046)

Speaker: Jackie Lou Raborar (FEU Diliman – Philippines)

Comparative Study between Impact of Brand Aesthetics and Brand Congruence on Zoomer's Fashion Purchase Intention (b24-017)

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

Factors Influencing Filipino Generation Z's Travel Intention and Behavior: Perceived Use of Social Networking Sites (b24-018)

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

Session K1: EDUCATION & LABOUR MARKET (venue: Panorama 2, 9/F)

Chair: Leticia C. Gamad (National University, Philippines)

Integrative Teaching Strategies to Enhance Multicultural Business and Economics Understanding in the Classroom (b24-034)

Speaker: Dennis McCornac (Georgetown University Qatar)

Factors Influencing Economics Students' Interest in Islamic Finance Careers: A Case Study in Yogyakarta, Indonesia (b24-065)

Speaker: Shorea Alifa Barori Tou (Khon Kaen University)

A Lexicon-based Sentiment Analysis and Data Visualization for the Culinary and Shopping Tourism of the City of Bandung (b24-176)

Speaker: Cecilia Esti Nugraheni (Parahyangan Catholic University)

Micro-industry Metamorphosis: Unfolding the Triggers, Audit Process, Strategies, and Outcomes of the 5th Industrial Revolution Era in the Philippines (b24-144)

Speaker: Leticia C. Gamad (National University, Philippines)

Global Filipino Teachers' Readiness on Education 5.0: Reinforcing the Status Quo (b24-172)

Speaker: Leticia C. Gamad (National University, Philippines)

Session R1: FINANCIAL & ECONOMIC DEVELOPMENT (Zoom meeting ID: [3277392296](#))

Chair: Shamharir Abidin (Universiti Utara Malaysia)

Determinants of Sustainable Performance: Insights from Chinese Manufacturing Companies (b24-149)

Speaker: Jian Chen (King Mongkut's Institute of Technology Ladkrabang)

The Potential Development of Natural Fiber Community Enterprises in Thailand for the Hobby Yarn Market (b24-159)

Speaker: June Poolrit (Kasetsart University)

Digital Financial Literacy Challenges and Issues: Case in Indonesia (b24-088)

Speaker: Arinda Mentari Putri (Institut Teknologi Bandung)

Gender Roles in Accounting Public Practice Sector in the Philippines (b24-135)

Speaker: Henry D. Rufino (Tarlac State University)

Financial Behavior and Financial Well-Being of Working Students in a State University: Financial Literacy as Moderating Factor (b24-139)

Speaker: Henry D. Rufino (Tarlac State University)

Breaking the Glass Ceiling: Exploring Career Challenges Faced by Women in the Auditing Sector of Malaysia (b24-102)

Speaker: Shamharir Abidin (Universiti Utara Malaysia)

Perception of the Glass Ceiling within the Auditing Industry in Malaysia (b24-103)

Speaker: Shamharir Abidin (Universiti Utara Malaysia)

Session S1: MARKETING & CONSUMER BEHAVIOR (Zoom meeting ID: [3075171810](#))

Chair: Amelia Amelia (Surabaya, Indonesia)

The Effect of the Social Presence and Telepresence towards Impulsive Buying Behavior on Cosmetic Brand on the Livestreaming Platform Tiktok (b24-086)

Speaker: William Surya Setiawan (Universitas Pelita Harapan Surabaya Campus)

Determinants of Consumer Purchasing Decisions at Subway (b24-127)

Speaker: Ruofei Zhou (King Mongkut's Institute of Technology Ladkrabang)

When a Halal Certificate is not the Goal (b24-054)

Speaker: Chusnul Rofiah (STIE PGRI Dewantara)

Effective Strategy to Maintain Social Enterprise Business Sustainability (b24-055)

Speaker: Chusnul Rofiah (STIE PGRI Dewantara)

Cryptocurrency Adoption and Investment Decision: The Mediating Role of Customer Satisfaction in Vietnam (b24-141)

Speaker: Nguyen Thi Le Ha (International University - Vietnam National University, Ho Chi Minh City)

Higher Education Service Quality, Perceived Value, Student Satisfaction and Loyalty: A Comparative Study of a Public and Private University in Vietnam (b24-143)

Speaker: Nguyen Thi Le Ha (International University - Vietnam National University, Ho Chi Minh City)

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Empathetic Acceptance of Technological Innovation: Sustainable Marketing Management for Optimizing Technology and Empathy (b24-168)

Speaker: Amelia Amelia (Surabaya, Indonesia)

Improving Behavior Loyalty: The Importance of Communication Media Selection in Addressing Service Failure and Service Recovery in Indonesian Airlines (b24-169)

Speaker: Amelia Amelia (Surabaya, Indonesia)

Session T1: MANAGEMENT & MARKETING (Zoom meeting ID: [3277392296](#))

Chair: Melvin V. Moraga (De La Salle University)

Factors Affecting E-tailers on Adopting E-commerce in The Philippines (b24-118)

Speaker: Jonathan B. Villaruel (University of Santo Tomas Graduate School)

Factors Affecting Workplace Happiness of Employees in the Commercial Bank (b24-178)

Speaker: Titaporn Boonmee (King Mongkut's Institute of Technology Ladkrabang)

An Assessment of Partisan Political Stance of Institutions of Higher Learning (b24-173)

Speaker: Hilario Caraan (De La Salle University)

Analyzing the Effect of TQM Practices on the Project Performance Among Construction Firms in the National Capital Region, Philippines (b24-012)

Speaker: Melvin V. Moraga (De La Salle University)

Session A2: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Panorama 1, 9/F)

Chair: Joliber M. Caminong (Dr. Yanga's Colleges, Inc.)

Job Satisfaction Influenced by Training Satisfaction: An Empirical Study of University Employees (b24-016)

Speaker: Johan W de Jager (Tshwane University of Technology)

What Do Leaders Do? (b24-073)

Speaker: Roby V. Pagong (University of Southeastern Philippines)

The Effect of Organizational Climate in ERP Implementation on the Quality of Services, Information and Systems: Study at Chandra Asri Petrochemical Company, Indonesia (b24-150)

Speaker: Dadang Amiruddin (Universitas Padjadjaran)

The Effect of Service, Information and System Quality in ERP Implementation on User Satisfaction: Study at Chandra Asri Petrochemical Company, Indonesia (b24-151)

Speaker: Dadang Amiruddin (Universitas Padjadjaran)

The Combined Effects of Locavorism and Destination Image on Farm Revisit Intention: An Analysis (b24-120)

Speaker: Joliber M. Caminong (Dr. Yanga's Colleges, Inc.)

Unlocking the Dynamics: Exploring Organizational Cultures, Employee Motivation, and Retention in Manufacturing Companies (b24-124)

Speaker: Joliber M. Caminong (Dr. Yanga's Colleges, Inc.)

Session B2: MARKETING & MASS MEDIA (venue: Panorama 2, 9/F)

Chair: Mohd Syuhaidi Abu Bakar (Universiti Teknologi MARA, Malaysia)

Acceptance of Live Selling to Drive Purchase Intent in E-tailing during the COVID-19 Pandemic: Integration of Risk and Trust in the Technology Acceptance Model (b24-041)

Speaker: Ronald Fernandez (University of Santo Tomas)

#Influencer101: Understanding the Effects of Influencer-Generated Content on Users' Cognitive Perception and Emotional Attachment (b24-123)

Speaker: Jian Carlo D. Tan (Dr. Yanga's Colleges, Inc.)

Drivers Leading to Global Brand Commitment: National Investigation (b24-140)

Speaker: Vonezyo Yupanzara Dharomesz (Universitas Atma Jaya Yogyakarta)

The Paradox of Customer Privacy Concern in Social Media Behavior: The role of Rewards and Gender (b24-077)

Speaker: Elisabet Septiari (Universitas Atma Jaya Yogyakarta)

The Challenges in Producing Films Worthy of The Oscars: A Conceptual Framework (b24-049)

Speaker: Bebbra Mailin (Universiti Teknologi MARA, Malaysia)

Feasible Strategies in Producing Films Worthy of The Oscars: A Conceptual Framework (b24-027)

Speaker: Mohd Syuhaidi Abu Bakar (Universiti Teknologi MARA, Malaysia)

Session C2: MANAGEMENT & ENTREPRENEURSHIP (venue: Panorama 1, 9/F)

Chair: Edward M Rankhumise (Tshwane University of Technology)

Entrepreneurial Motivational Factors and Challenges Faced by Female Small Business Owners in Indonesia (b24-058)

Speaker: Olivia Angela & Nurisan Cheheng (National Quemoy University)

Gender, Entrepreneurial Personality and Success: Evidence from Thai Restaurant Owners in Malaysia (b24-087)

Speaker: Nurisan Cheheng & Olivia Angela (National Quemoy University)

Analyzing Entrepreneurial Bricolage's Contingent Effect on Entrepreneurial Leadership and Sustainability Performance: Evidence from Small and Medium Firms in Davao Region, Philippines (b24-068)

Speaker: Karl Campos (University of Southeastern Philippines)

Is Global Collaboration Able to Drive Breakthrough Innovation through the Clusters Life Cycle? (b24-021)

Speaker: Elisa Sabbadin (Univeristy of Padova)

The Effect of Entrepreneurship Education on the Propensity to Start Business Ventures (b24-015)

Speaker: Edward M Rankhumise (Tshwane University of Technology)

Session D2: ACCOUNTING & FINANCE (venue: Panorama 2, 9/F)

Chair: Dung Pham (Shippensburg University)

The Philippine Stock Market: How do Filipinos Make Investment Decisions based on Selected Market Information? (b24-024)

Speaker: Edna Delantar (De La Salle University)

Corporate Governance and Earnings Management: Evidence from Taiwan During the COVID-19 Pandemic (b24-080)

Speaker: Chu-Hua Wu (Yuan-Ze University)

Liquidity Risk in Dual System Banking Moderated Seven-Day Repo Rate (b24-114)

Speaker: Dinar Ari Prasetyo (Universitas Negeri Yogyakarta)

Forging a New Path: The Relevance of Alternative Dispute Resolution to Philippine MSMEs (b24-050)

Speaker: Edgar Jr. Tadeo (Arellano University School of Law)

Forms of the Government and Investment Sensitivity to Stock Price (b24-137)

Speaker: Dung Pham (Shippensburg University)

Session E2: REGIONAL BUSINESS & ECONOMIC DEVELOPMENT (venue: Panorama 1, 9/F)

Chair: Rey Castillo (University of Southeastern Philippines)

The Rise of Business Startups Impacting the Economic Development in the Philippine Setting: A Methodological Systematic Review (b24-069)

Speaker: Romel Balucio (University of Southeastern Philippines)

Cultural Textile Product: Indicators for Cultural Capital and Community Capability (b24-117)

Speaker: Umaporn Somsiriwattana (Chulalongkorn University)

Predicting the Vacant Land Price of Ratchadapisek Road, The Bangkok New Central Business District (b24-134)

Speaker: Sukulpat Khumpaisal (Thammasat University)

Examining the Impact of Fiscal Expenditure on Thailand's GDP: Insights from Structural Decomposition Analysis (SDA) (b24-071)

Speaker: Natthaporn Butpho (Thammasat University)

Analysis of Factors Forming Organizational Commitment of Cooperative Management in Purwakarta Regency, Indonesia (b24-108)

Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran)

The Influence of Organizational Culture on Performance and Its Impact on the Sustained Business Growth of Cooperatives in Purwakarta Regency (b24-131)

Speaker: Sam'un Jaja Raharja (Universitas Padjadjaran)

Improving Agricultural Outcomes: Focused Interventions for Rice Farmers in Davao Region, Philippines (b24-106)

Speaker: Rey Castillo (University of Southeastern Philippines)

Session F2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Panorama 2, 9/F)

Chair: Lawrence Co (De La Salle University; Manila Business College)

A Study on Drivers' Perception of Technological Law Enforcement and Their Speed Response Behavior (b24-074)

Speaker: Ou Yang Hsuan (National Quemoy University)

The Employment Choices and Challenges of Generation Z in the Technological Era (b24-075)

Speaker: Ching Yi Wang (National Quemoy University)

Regional Integration and Economic Growth of the ASEAN-5: A Panel Data Regression Approach (b24-076)

Speaker: Carlos Manapat (University of Santo Tomas)

Unveiling Gender Wage Discrimination and the Glass Ceiling in Thailand: A Comprehensive Analysis of Industries, Occupations, and Essential Skills (b24-162)

Speaker: Suphawisit Boonla (Thammasat University)

Does Board Age Diversity Matter for Firm Performance? New Evidence from Thai-listed Companies in the Agriculture and Food Industry (b24-147)

Speaker: Witchulada Vetchagool (Khon Kaen University)

Relationship between Financial Behavior and Financial Attitude towards Financial Literacy and Financial Well-being of Working Young Adults in Tondo Manila, Philippines (b24-070)

Speaker: Lawrence Co (De La Salle University; Manila Business College)

The Impact of Remote Working on Productivity and Work-Life Balance Amidst COVID-19: A Quantitative Study Among Employees of Commission on Audit, Philippines (b24-092)

Speaker: Lawrence Co (De La Salle University; Manila Business College)

Session G2: MARKETING & MANAGEMENT (venue: Panorama 1, 9/F)

Chair: Wislye Kangharnando (National Quemoy University)

Understanding the Identity of Hybrid Entrepreneurs among Indonesian Youth (b24-094)

Speaker: Stefani Patricia Cahayadi (National Quemoy University)

Reducing Stress at Work and Autonomy: National Quemoy University Students' Work-Life Balance (b24-096)

Speaker: Sherkhing Angriawan (National Quemoy University)

Exploring Factors on Project Performance: A Case Study of PT.KAI and CR-BEIJING (b24-099)

Speaker: Vania (National Quemoy University)

Examination of the Tobacco Industry's Marketing Tactics in Indonesia, Case Study: Adhitama Sejahtera Abadi Company (ASA Company) (b24-097)

Speaker: Christopher R. Adhitama (National Quemoy University)

Exploring Green Entrepreneurial Intentions: A Quantitative Analysis of Generation-Z in Indonesia Using the Theory of Planned Behavior (b24-101)

Speaker: Wislye Kangharnando (National Quemoy University)

Session H2: MARKETING, ACCOUNTING & FINANCE (venue: Panorama 2, 9/F)

Chair: Barry Ackers (University of South Africa)

Analysis of Loyalty Programs, Usage Behavior, and Satisfaction to Loyalty in Using ShopeePay on Students (b24-142)

Speaker: Anggi Mayang Sari (IPB University)

Stock Price Synchronicity and COVID-19: What Lessons might the World Learn? (b24-048)

Speaker: Mohsen Saad (The American University of Sharjah)

An Exploration of the Relationship between the Disclosures of Conservation Non-governmental Organisations (CNGOs) and Profit-seeking State-owned Enterprises (SOEs) (b24-031)

Speaker: Adeyemi Adebayo (University of South Africa)

Corporate Governance and Sustainable Financing: A Structured Literature Review and Future Direction (b24-032)

Speaker: Olayinka Erin (University of South Africa)

Disclosure of Corporate Social Responsibility Performance by South African State-owned Entities (SOEs) (b24-033)

Speaker: Barry Ackers (University of South Africa)

Session P2: MANAGEMENT & ENTREPRENEURSHIP (Zoom meeting ID: [5847253394](#))

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

The Nexus between Green Microfinance and Social Entrepreneurship: A Multigroup Comparison (b24-052)

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

The Implementation of Flexible Working Arrangements and the Policy Effects of Decoupling: Focusing on Organizational Performance (b24-107)

Speaker: Hye-Sung Park (Sookmyung Women's University)

Comparative Analysis of Digital Employment Services Across Countries: Focusing on the Most Similar Systems Design (MSSD) Approach (b24-109)

Speaker: Sun-Mi Lim (Sookmyung Women's University)

The Effect of Work-Family Balance of Career-Interrupted Women on Job Satisfaction: The Mediating Effect of Emotional Exhaustion and Role Conflict within the Organization (b24-110)

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

Analysis of Labor Market Mobility for Middle-aged Workers to Enhance Career Transition Training (b24-129)

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

Session Q2: ORGANIZATION & TECHNOLOGY MANAGEMENT (Zoom meeting ID: [7783114694](#))

Chair: Nuttawut Rojniruttikul (King Mongkut's Institute of Technology Ladkrabang)

“Your Driver Has Arrived”: The Mediating Role of Perceived Value in the Link between Personal Innovativeness and Usage Continuance of Ride-Hailing Apps in the Philippines (b24-030)

Speaker: Cristina Teresa Lim (De La Salle University)

Digital Resources Orchestration in Digital Transformation to Create Superior Firm Performance (b24-153)

Speaker: Adi Munandir (Institute of Technology Bandung)

Entrepreneurial Leadership on Metaverse Startup: Innovation and Performance (b24-160)

Speaker: Nurillah Jamil Achmawati Novel (Universitas Padjadjaran)

Generation Z Perspectives on the Future Work and Workplace (b24-175)

Speaker: Nurillah Jamil Achmawati Novel (Universitas Padjadjaran)

Human Resource Management Strategies for Sustainable Development in Higher Education Institutions in Thailand (b24-146)

Speaker: Nuttawut Rojniruttikul (King Mongkut's Institute of Technology Ladkrabang)

Session R2: ACCOUNTING, FINANCE & E-COMMERCE (Zoom meeting ID: [3277392296](#))

Chair: Eti Kusmiati (Universitas Garut)

Audit Quality and Real Earnings Management: Indonesian Evidence (b24-060)

Speaker: Dian Indri Purnamasari (Universitas Pembangunan Nasional Veteran Yogyakarta)

Analysis of Long-term Bond Yields using Deviations from Covered Interest Rate Parity (b24-089)

Speaker: Gab-Je Jo (Keimyung University)

Ability to Obtain Low-interest Rate Funding as Limit to Growth Factor in Indonesian Banking Performance (b24-051)

Speaker: Fandhy Haristha (Universitas Padjadjaran)

Corporate Capital Structure, Tax Avoidance and Equity Risk Premium: Evidence from Malaysia (b24-111)

Speaker: Mei Foong Wong (Tunku Abdul Rahman University of Management and Technology)

Fraud Accounting: A Decade of Bibliometric Analysis (2013-2023) (b24-154)

Speaker: Eti Kusmiati (Universitas Garut)

A Bibliometric Analysis of Digital Accounting (b24-155)

Speaker: Eti Kusmiati (Universitas Garut)

Session S2: MARKETING & CONSUMER BEHAVIOR (Zoom meeting ID: [3075171810](#))

Chair: Nuri Purwanto (STIE PGRI Dewantara Jombang)

Impacts of Environmental, Social, and Governance Commitments on Brand Loyalty of Banking Service Users in Vietnam (b24-138)

Speaker: Nguyen Ha Minh (National Economics University, Vietnam)

The Influence of Food Values on Customer Loyalty within Chinese Brand Chain Restaurants: The Mediating Role of Customer Satisfaction (b24-158)

Speaker: Yuqin Yang (King Mongkut's Institute of Technology Ladkrabang)

The Influence of Hotel Chain Logistics on Customer Loyalty: A Case Study in the Chinese Hospitality Sector (b24-161)

Speaker: Deshun Yu (King Mongkut's Institute of Technology Ladkrabang)

The Influence of Relationship Marketing on Customer Loyalty of PT Telekomunikasi Selular in the Jabodetabek Region (b24-156)

Speaker: Pratami Wulan Tresna (Universitas Padjadjaran)

Segmentation Analysis based on Clustering K-Means Method for Cooperative Members in Bandung City, Indonesia (b24-157)

Speaker: Pratami Wulan Tresna (Universitas Padjadjaran)

Collaborative Resilience: Negotiation for Adaptive Strategies in Supply Chain Partnerships (b24-166)

Speaker: Nuri Purwanto (STIE PGRI Dewantara Jombang)

Non-Monetary Factors: Sustainable Strategy to Increase Repurchase Intention for E-Commerce in Indonesia (b24-167)

Speaker: Nuri Purwanto (STIE PGRI Dewantara Jombang)

~ End ~

List of Delegates (Sorted by First Name)

Paper ID	Delegate	Affiliation
b24-031	Adeyemi Adebayo	University of South Africa
b24-153	Adi Munandir	Institute of Technology Bandung
b24-022	Ali Mirzaei	American University of Sharjah, UAE
b24-059	Amal El Shewikh	Assuit University & Egypt Japan University of Science and Technology
b24-168, b24-169	Amelia Amelia	Surabaya, Indonesia
b24-028	André W. Heinemann	University of Bremen - Institute Labour and Economy
b24-142	Anggi Mayang Sari	IPB University
b24-017, b24-018	Antonio Etrata, Jr.	University of Santo Tomas
-	Anuwat Damri	Srinakharinwirot University
b24-113	Apimuk Muangkasem	Srinakharinwirot University
b24-088	Arinda Mentari Putri	Institut Teknologi Bandung
b24-057, b24-112	Barbra N. Villareal	University of Santo Tomas
b24-033	Barry Ackers	University of South Africa
b24-049	Bebbra Mailin	Universiti Teknologi MARA, Malaysia
-	Bruno S. Sergi	University of Messina & Harvard University
b24-076	Carlos Manapat	University of Santo Tomas
b24-176	Cecilia Esti Nugraheni	Parahyangan Catholic University
b24-075	Ching Yi Wang	National Quemoy University
b24-097	Christopher R. Adhitama	National Quemoy University
b24-080	Chu-Hua Wu	Yuan-Ze University
b24-054, b24-055	Chusnul Rofiah	STIE PGRI Dewantara
b24-030	Cristina Teresa Lim	De La Salle University
b24-150, b24-151	Dadang Amiruddin	Universitas Padjadjaran
b24-034	Dennis McCornac	Georgetown University Qatar
b24-161	Deshun Yu	King Mongkut's Institute of Technology Ladkrabang
b24-060	Dian Indri Purnamasari	Universitas Pembangunan Nasional Veteran Yogyakarta
b24-114	Dinar Ari Prasetyo	Universitas Negeri Yogyakarta
b24-137	Dung Pham	Shippensburg University
b24-050	Edgar Jr. Tadeo	Arellano University School of Law
b24-024	Edna Delantar	De La Salle University
b24-015	Edward M Rankhumise	Tshwane University of Technology
b24-077	Elisabet Septiari	Universitas Atma Jaya Yogyakarta
b24-021	Elisa Sabbadin	Univeristy of Padova
b24-154, b24-155	Eti Kusmiati	Universitas Garut
b24-051	Fandhy Haristha	Universitas Padjadjaran
-	Florian Booneiam	Thammasat University
b24-029	Francesca Gaia Andreottola	Università degli Studi di Milano
b24-089	Gab-Je Jo	Keimyung University
-	Hao Qin	UCAS
b24-082	Harvey T. Ong	De La Salle University
b24-135, b24-139	Henry D. Rufino	Tarlac State University
b24-173	Hilario Caraan	De La Salle University
b24-107	Hye-Sung Park	Sookmyung Women's University
b24-045, b24-046	Jackie Lou Raborar	FEU Diliman - Philippines

b24-121	Jan Nathalia A. Atendido	De La Salle University
b24-123	Jian Carlo D. Tan	Dr. Yanga's Colleges, Inc.
b24-149	Jian Chen	King Mongkut's Institute of Technology Ladkrabang
b24-056	Jian Lu	Nanjing University
b24-063	Jirayu Chamrasrag	Khon Kaen University
b24-016	Johan W de Jager	Tshwane University of Technology
b24-120, b24-124	Joliber M. Caminong	Dr. Yanga's Colleges, Inc.
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b24-039	Jun Grimaldo	University of Santo Tomas
b24-159	June Poolrit	Kasetsart University
b24-091	Jyh-Dean Hwang	National Taiwan University
b24-068	Karl Campos	University of Southeastern Philippines
b24-070, b24-092	Lawrence Co	De La Salle University; Manila Business College
b24-144, b24-172	Leticia C. Gamad	National University, Philippines
b24-079	Li-Ling Jheng	National Quemoy University
b24-084	Linh Tran	Swansea University
b24-061	Manatsawin Deemark	Thammasat University
b24-083	Mandla Gama	National Quemoy University
b24-125, b24-126	Manuel R. Tanpoco	De La Salle University
b24-165	Martin Enilov	University of Southampton & Queen Mary University of London
b24-042	Maryam Salimi	Soore University & RMD Hamzaee Econometrics International Consultants
b24-037	Megawati Simanjuntak	IPB University
b24-111	Mei Foong Wong	Tunku Abdul Rahman University of Management and Technology
b24-012	Melvin V. Moraga	De La Salle University
b24-052	Min-Sun Kim	Chung Yuan Christian University
b24-027	Mohd Syuhaidi Abu Bakar	Universiti Teknologi MARA, Malaysia
b24-048	Mohsen Saad	The American University of Sharjah
b24-174	Nami Shimada	University of Marketing and Distribution Sciences
-	Nattaya Praditsuwan	Srinakharinwirot University
b24-071	Natthaporn Butpho	Thammasat University
b24-138	Nguyen Ha Minh	National Economics University, Vietnam
b24-141, b24-143	Nguyen Thi Le Ha	International University - Vietnam National University, Ho Chi Minh City
b24-038	Ninuk Purnaningsih	IPB University
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b24-160, b24-175	Nurillah Jamil Achmawati Novel	Universitas Padjadjaran
b24-058, b24-087	Nurisan Cheheng	National Quemoy University
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b24-119, b24-122	Retchell Rubin L. Morales	De La Salle University
b24-106	Rey Castillo	University of Southeastern Philippines
b24-042	Reza G. Hamzaee	Missouri Western State University

b24-073	Roby V. Pagong	University of Southeastern Philippines
b24-019	Rocco Pavesi	Università degli Studi di Milano
b24-069	Romel Balucio	University of Southeastern Philippines
b24-041	Ronald Fernandez	University of Santo Tomas
-	Ruksakul Cheewakoset	Srinakharinwirot University
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b24-108, b24-131	Sam'un Jaja Raharja	Universitas Padjadjaran
b24-083	Shaly Cuaca	National Quemoy University
b24-102, b24-103	Shamharir Abidin	Universiti Utara Malaysia
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b24-065	Shorea Alifa Barori Tou	Khon Kaen University
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b24-093	Stefanus Richard Wiratama Wong	National Quemoy University
b24-134	Sukulpat Khumpaisal	Thammasat University
b24-109	Sun-Mi Lim	Sookmyung Women's University
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b24-117	Umaporn Somsiriwattana	Chulalongkorn University
b24-099	Vania	National Quemoy University
b24-140	Vonezyo Yupanzara Dharomesz	Universitas Atma Jaya Yogyakarta
b24-072	Weena Chamlerwat	Chulalongkorn University
b24-086	William Surya Setiawan	Universitas Pelita Harapan Surabaya Campus
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b24-147	Witchulada Vetchagool	Khon Kaen University
b24-110, b24-129	Young-Min Lee	Sookmyung Women's University
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